

Council of Deans Branding Brainstorm

Brand Framework / Raw Notes

May 5, 2015

Overview

Below you will find the notes from the joint Deans/VC meeting on May 5th. Based upon the discussion/brainstorm at the Council of Deans meeting held in mid-April, the following brand framework has been developed for your consideration.

Note: The raw notes from the brainstorm are included at the end.

BRAND FRAMEWORK

Who are we (brand)

We are a top 20 research university that brings the benefit of our world-class researchers' expertise directly to our students and our community. We are lean and efficient with an entrepreneurial mindset and we are driven to help each one of our students reach her/his unique potential.

Brand Proof Points:

Top 20 research university:

- Leiden University Scale - #15, 2014
- Academic Ranking of World Universities, #8 among public universities, 2014
- #1 in the nation in atomic, molecular and optical physics; #2 in the world in geosciences (*U.S. News*)
- An increase of \$362 million in our annual sponsored research funding over the past 30 years (\$50 million to \$412 million)

Benefit directly to our students:

- RAPs, UROP, SUEP, CU-LEAD, Honors, CU ENGAGE, McNEIL, LASP, etc. etc.
- instruction from some of the very best researchers in the world (Nobel laureates teaching undergraduates, 2 U.S. Profs of the Year, National Academy members, etc.)

Benefit directly to our community:

- CU Wizards, Outreach Program, STEM, Teacher trainings, CU Engage, etc.
- Drives positive impact on Colorado communities and beyond (Economic impact, Peace Corps, EWB, Schools, STEM, Clinics, Sports, Music, culture, etc.)
- Student volunteer days

Lean and Efficient:

- 50% of admin cost/SFTE compared to AAU peers as of 2013
- Use of data and analytics to optimize resources
- Transition to continuous performance improvement model

Entrepreneurial mindset:

- IdeaForge, Catalyze CU, Deming, Spark, Entrep in Residence, Entrep. Center for Music, Silicons Flatirons, Blackstone, etc., etc.)

Driven to help our students reach their unique potential:

- Goal to increase grad rate by 10%
- New advising system and paradigm in 2015
- New student welcome model, tools, resources, welcome days in 2015
- Mentoring program
- Comprehensive student support services
- Job placement

Benefit statement

Set in one of the world's most inspiring and entrepreneurial learning environments, the University of Colorado Boulder enables each member of our community to reach her/his potential and to Be Boulder through an extraordinary range of challenging academic, research and service opportunities.