

“People don't buy what you do, they buy why you do it.”

— SIMON SINEK

OBJECTIVE

What (main) problem are we trying to solve?

Reduce the ‘cafeteria college’ factor of the website by creating a customizable, relevant customer journey— one that shows a conversational approach, not a brochure-based one.

“When community colleges were first created, their goal was to open up postsecondary education to everyone, and they did that very well. They made it easy to enroll, and they offered many different courses and options.

But it created a very complex system. There are lots of important decisions that need to be made and students are pretty much on their own. That’s why we call this the cafeteria college: There’s a lot of stuff there, but students end up with a lot of wheel-spinning. These are often students who don’t have parents or siblings who have gone to college, so you have a recipe for confusion, and people often get discouraged and fall away.”

- The Hechinger Report (hechingerreport.org), By Meredith Kolodner, May 5, 2015

OBJECTIVE

Project Drivers

- Increase awareness of the Fayetteville Tech Value Proposition:
“**We get you to where you want to go because we care**” —illustrating the high level of support and passion the everyone at the college has for its students
- To increase **personalization** and **conversation** on the website —acting as an extension of a student advisor
- To find ways to engage military students and their families
- To address and support the rapid, steady growth of the continuing education and military/veteran focused students and their programs

DRIVING BRAND STATEMENT

What is the brand promise?

We care if you succeed —at Fayetteville Tech and in Life.

FITC

DRIVING BRAND STATEMENT

Does this promise solve the problem?

A personal experience journey on the site **emulates a personal relationship** with the college — where you matter **as an individual.**



We care if you succeed —at Fayetteville Tech and in Life.

DRIVING BRAND STATEMENT

How can we support the brand promise / claim?

FTCC has the programs, people and resources to back up your dreams:

- Extensive, free support services: Student learning center, counseling services, 40+ social clubs and activities, intramural sports, health counseling and support, and veterans services
- 300 full-time faculty, and 500 part-time faculty
- Wide range of program offerings: 200+ associate degrees, diplomas, and certificates
- Programs are available online to accommodate parents and working families
- FTCC teachers are focused on student success and classroom instruction rather than the professor's own research or tenure (like at at university)
- The student-to-faculty ratio is lower than at most four-year colleges and universities, so students often spend more time working directly with their professors

We care if you succeed —at Fayetteville Tech and in Life.

FINDING KEY TRUTHS

What key business challenges does Fayetteville Tech face?

Community college
stigmas and negative
perceptions

Mission statement
of 'caring' and
personalization
isn't reflected in the
content of the site

Online student
pathways are
ambiguous and
overwhelming

Overall declining
site traffic

FINDING KEY TRUTHS

Overcoming the stereotypes and stigmas

“I hated telling people I went to a community college. When I met someone and gave the obligatory explanation of what I planned to do with my life, I self-consciously watched their facial expression. They’d go from “respecting the scholar” to “bless her heart, she must be dumb.” I hated it, even though I knew I had made that same face not that long ago.”

-‘Breaking the Stigma: Attending a Community College’ By Bonnie Kate , millennials365.com May15, 2017

“all the teachers don’t care and the students care even less“

-‘Breaking the Stigma: Attending a Community College’ By Bonnie Kate , millennials365.com May15, 2017

“the classrooms are filled with dropouts and vagrants“

- ‘The Case for (Community) College’ By Christina Pazzanese, Harvard Staff Writer, Harvard Gazette Jan. 21, 2015

FINDING KEY TRUTHS

Overcoming the stereotypes and stigmas

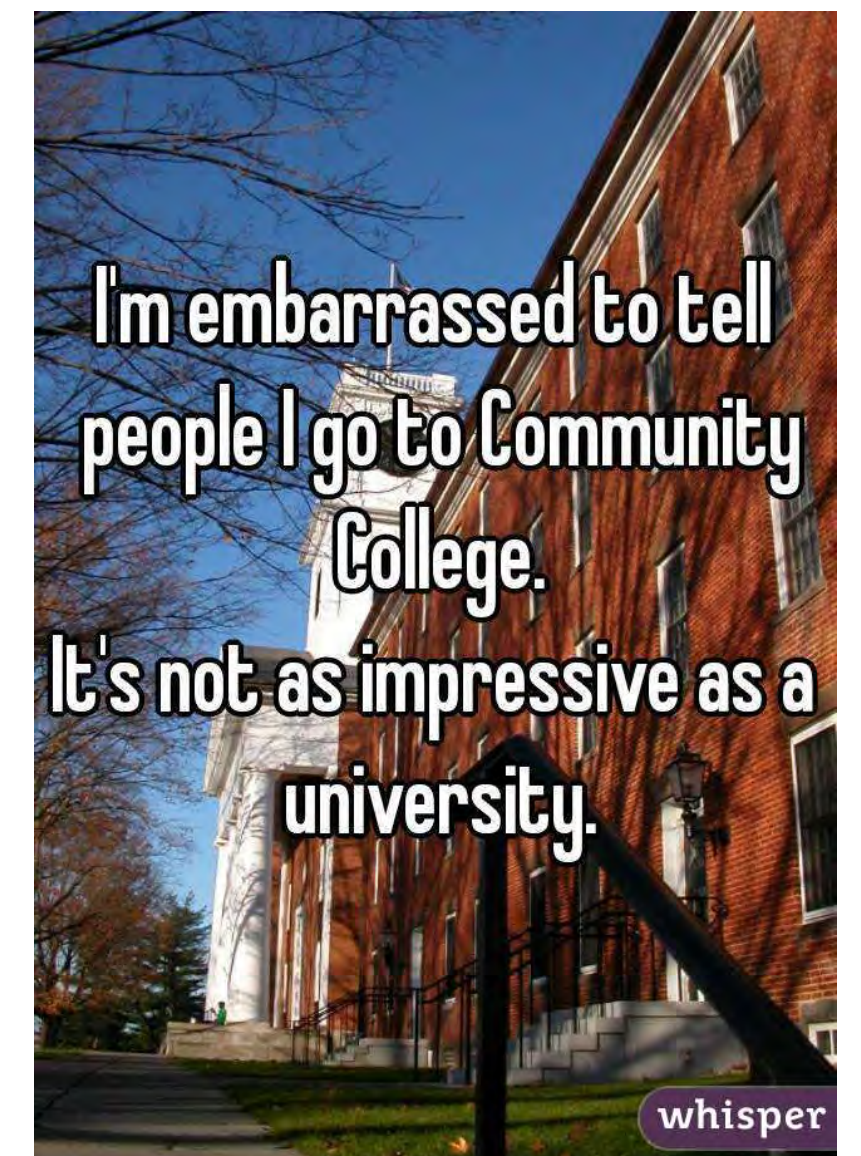
“...Students grow up with the notion that if they don’t attend a popular four-year college or university (they are failures) and they’ll miss out on the traditional “college experience”.

— CollegeAtlas.org, Feb. 15 2017

“...the big stamp of “inferiority” comes to mind.”

-‘Breaking the Stigma: Attending a Community College’ By Bonnie Kate , millennials365.com
May15, 2017

The transition from
(high school to college)
(military tenure to civilian life)
(working parent to student)
(community college to 4-year institution),
is overwhelming and impossible.



FINDING KEY TRUTHS

The Truths

Community colleges are not inferior.

FTCC really cares if I succeed and will empower me.

FTCC will help me transition.

FTCC students have the chance to outperform their four-year peers and gain employment faster

FTCC opens huge doors that some students wouldn't have dreamed of opening.

FINDING KEY TRUTHS

The Truth

“...the value of an associate's degree has never been clearer. ...And that gap is projected to grow as automation transforms the U.S. workforce, making higher-level science, technology, engineering and math skills critical in fields that once required little more than manual dexterity. Earlier this year, 48% of small businesses reported that they couldn't find qualified job applicants to fill open positions, according to the National Federation of Independent Business.”

- 'The Case for (Community) College' By Josh Sanburn, Time Magazine June 01, 2017

About 44% of low-income students choose community college as their first college out of high school because of its affordability.



A bulletin board in Lake Area Technical Institute's electronics and robotics department advertises dozens of job openings around South Dakota

FINDING KEY TRUTHS

The Truth

THE HECHINGER REPORT

Covering Innovation & Inequality in Education

TOPICS

ABOUT



Higher Education



Community-college grads out-earn bachelor's degree holders

by JON MARCUS

February 26, 2013

Berevan Omer graduated on a Friday in February with an associate's degree from [Nashville State Community College](#) and started work the following Monday in his new job as a computer-networking engineer at a local television station, making about \$50,000 a year.

That's 15 percent higher than [the average starting salary](#) for

BRANDING

Perceptions: Fueling a Shift to 'Lovemark' Status



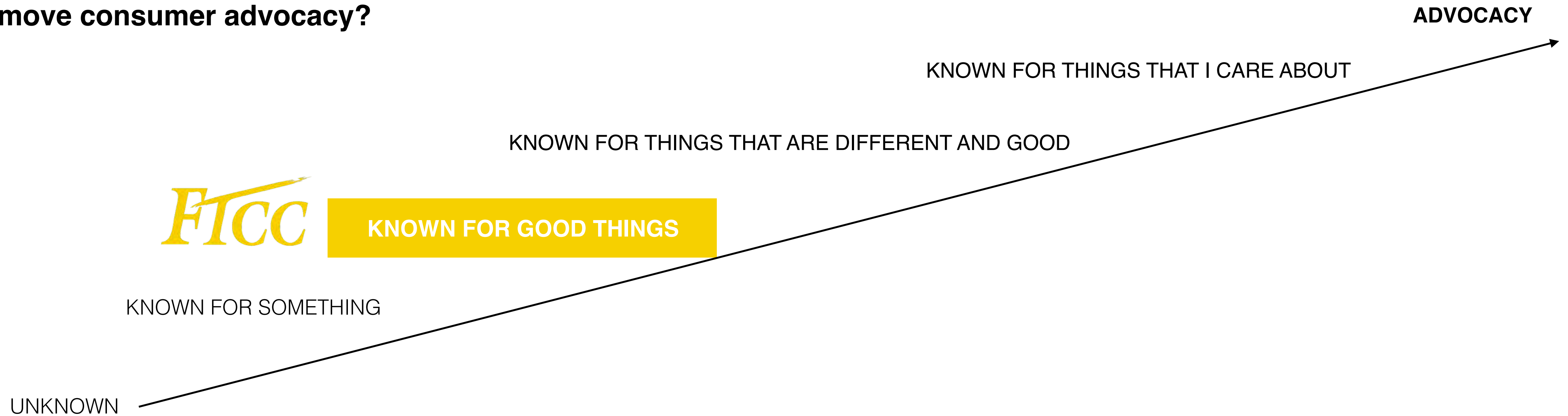
Brand	Lovemarks
Information	Relationship
Recognised by consumers	Loved by people
Generic	personal
Presents a narrative	Creates a Love story
The promise of quality	The touch of Sensuality
Symbolic	Iconic
Statement	Story
Advertising Agency	Idea company

BRANDING

Fueling a Shift to 'Lovemark' Status and Advocacy

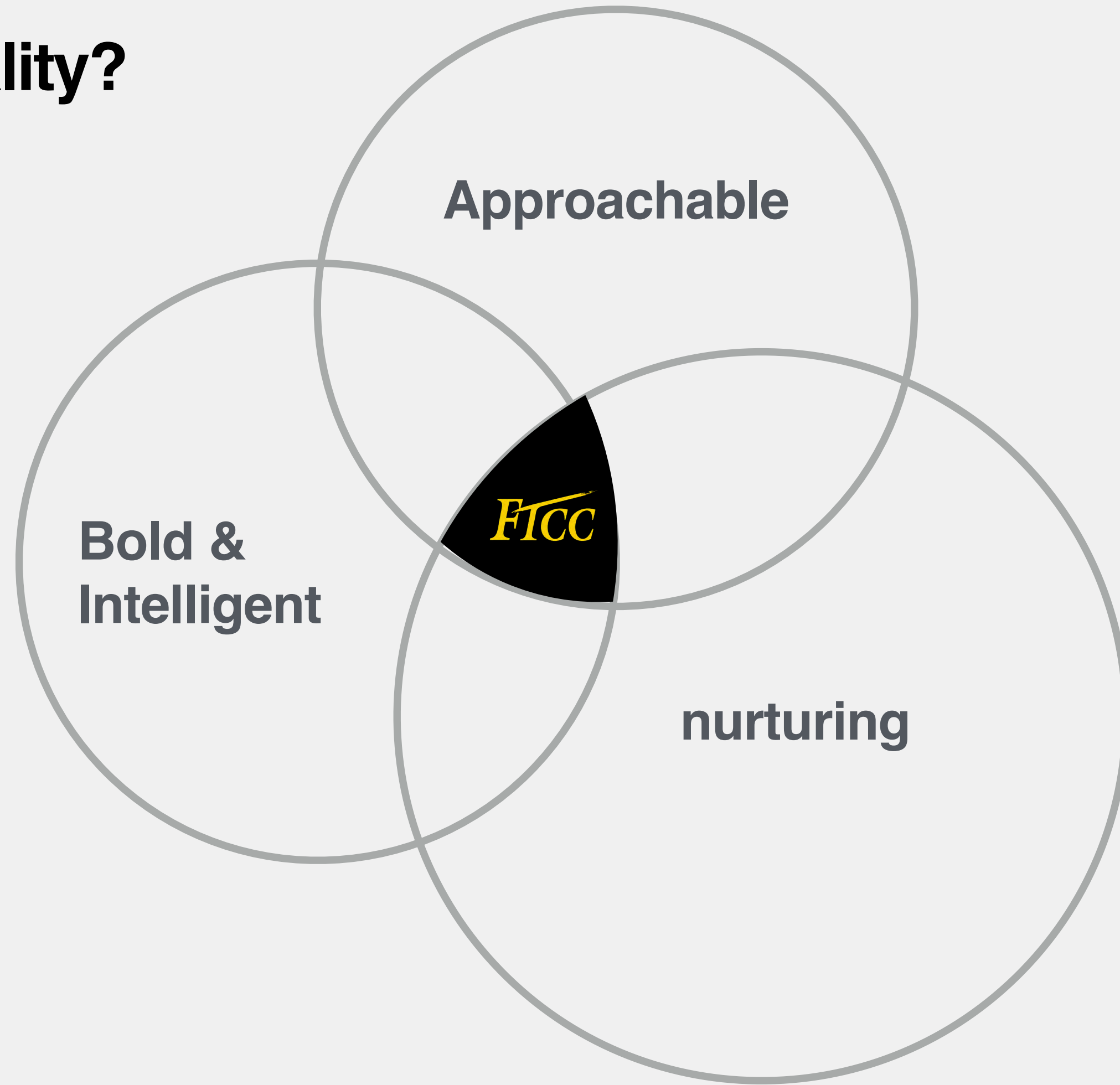
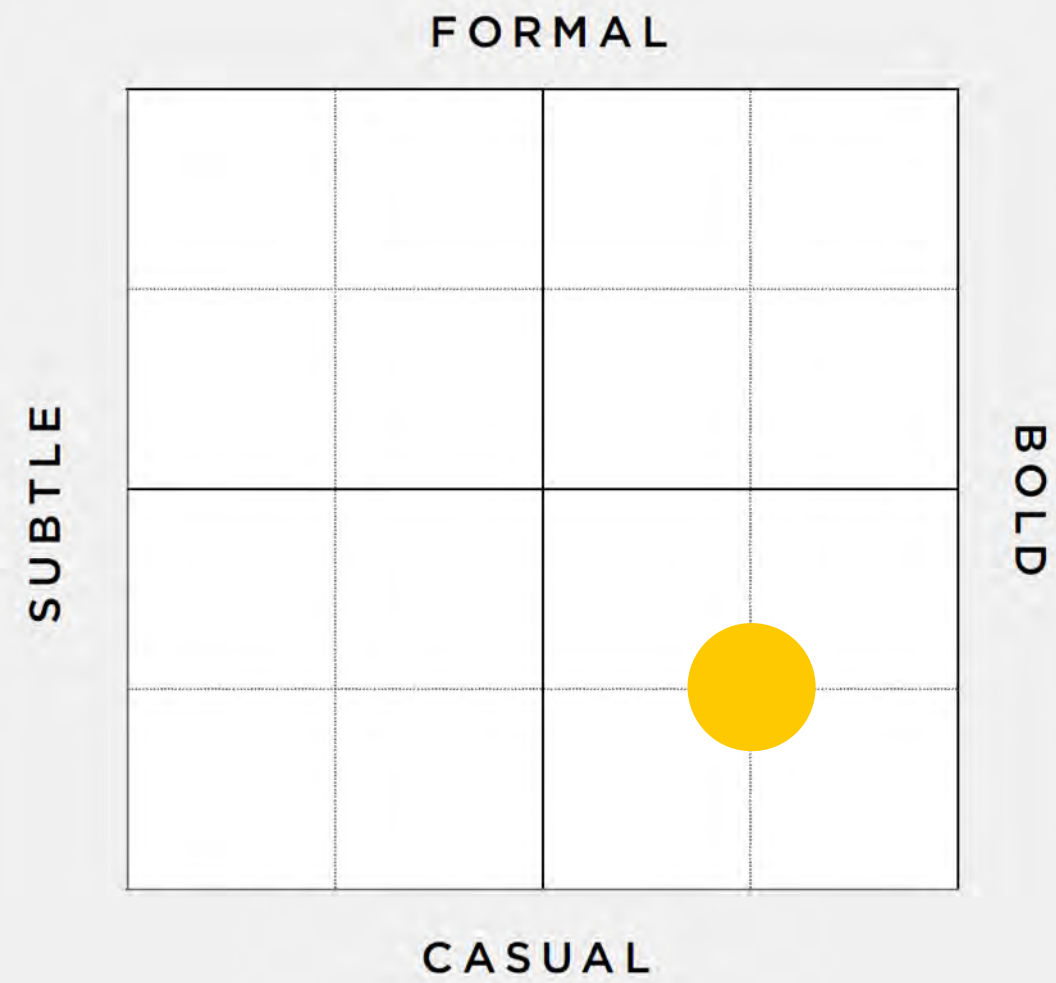
Where is Fayetteville Tech currently?

And what strategies can we implement to move consumer advocacy?



BRANDING

Voice: What is FTCC's Brand Personality?



“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”

— NEUROLOGIST, DONALD CLAN

BRANDING

Creative Strategies: Implementing the Brand Personality

Gaining / Keeping respect and value through **conversations, stories and content** that show that **Fayetteville Tech:**

is a jumping point
to my dreams.

will **nuture** my career transition.

really cares
if I succeed and
will **empower** me.

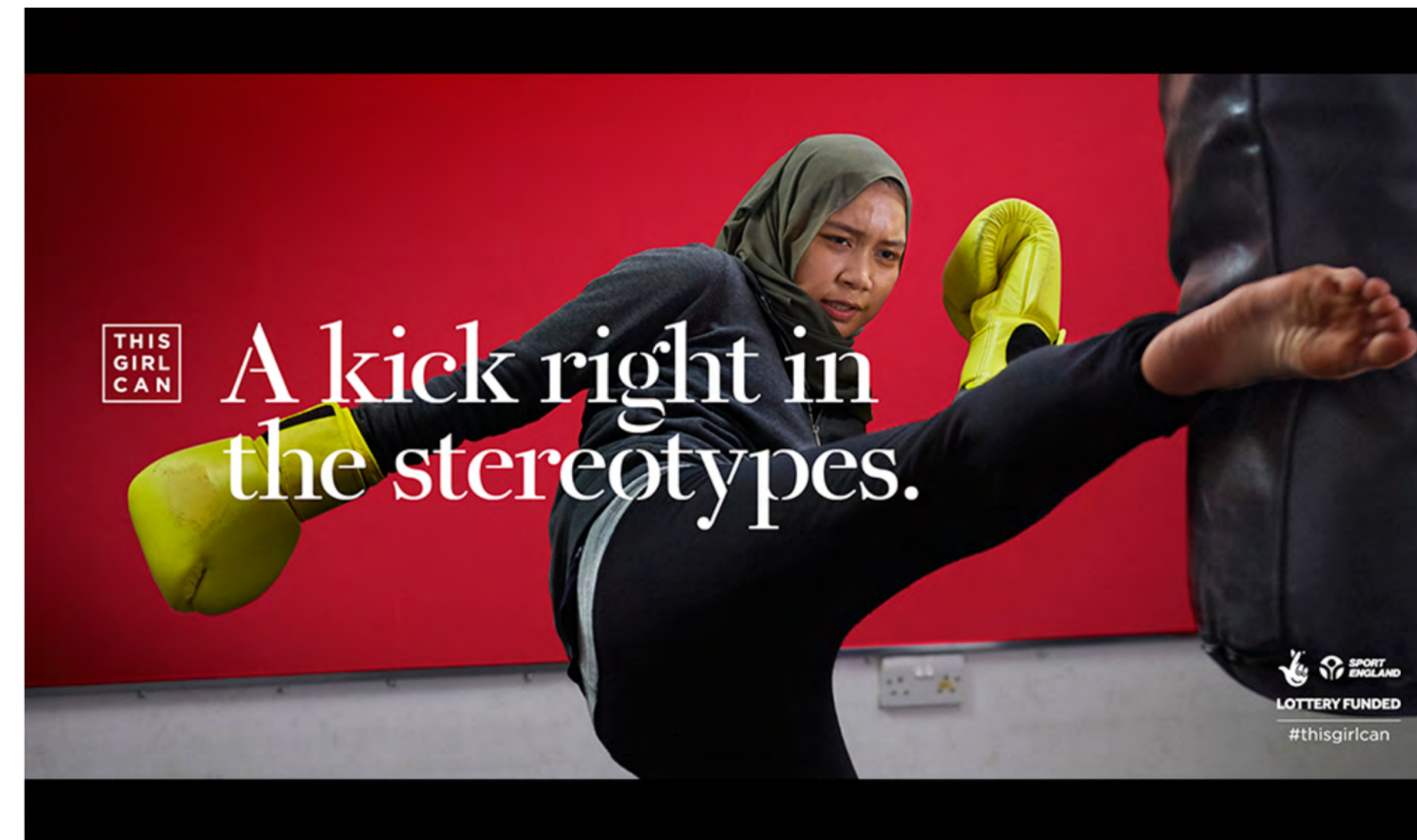
can **open huge**
doors for me.

may help me
outperform and
gain employment
faster than my
four-year peers

BRANDING

Creative Strategies: Empowerment

- Inspire by showing the unlikely hero, the underdog.
- Tap into the bigger picture...dreams and what's driving them
- Rally a group around a cause (**we** are _____.)

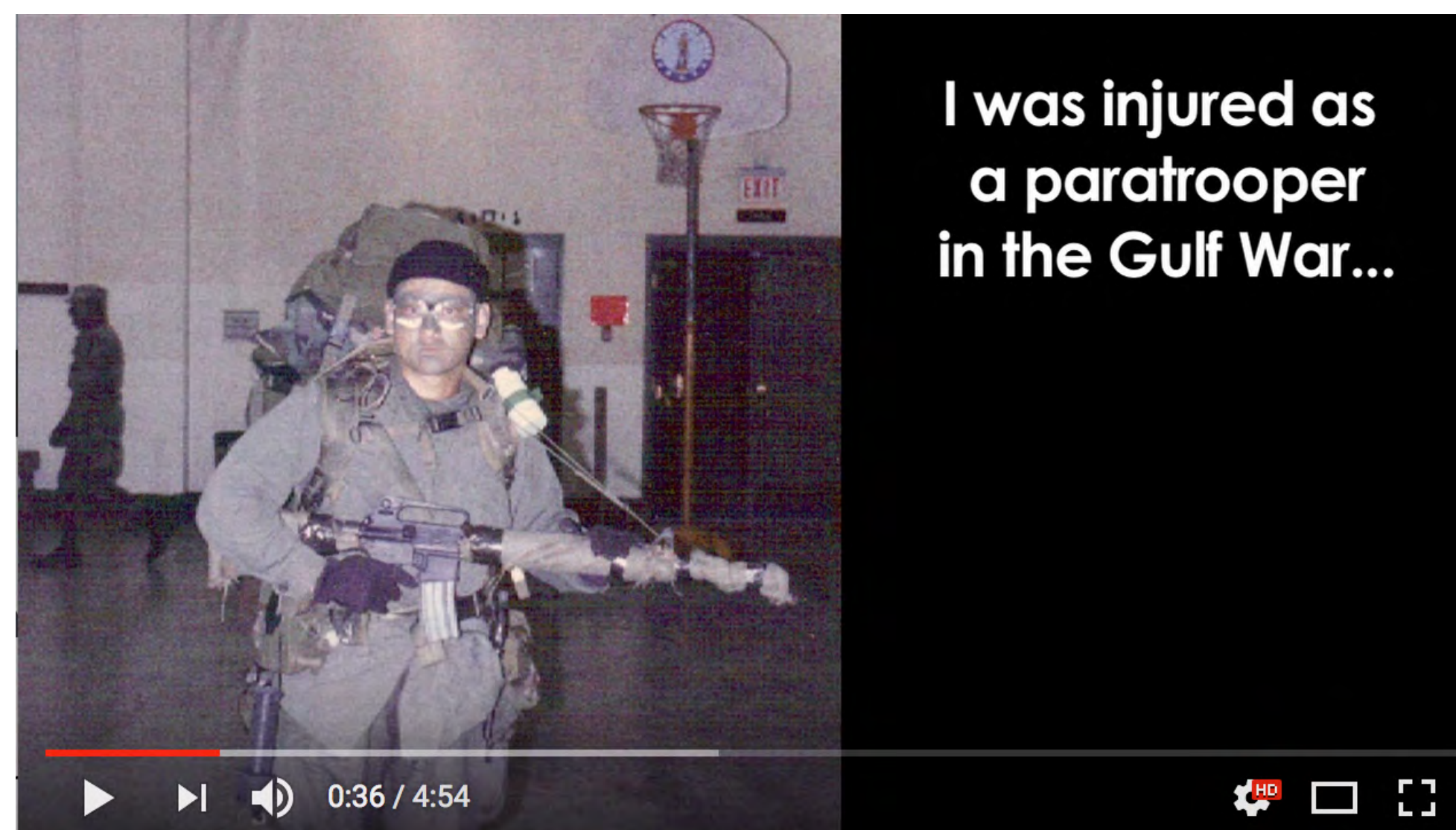


https://www.youtube.com/watch?v=hKqb_I5XV4Y

BRANDING

Creative Strategies: **Nuturing Transitions**

- Show students who overcame tremendous obstacles or challenges (audience identification)
- Show teacher integration in the stories — someone believed in me.



<https://www.youtube.com/watch?v=qX9FSZJu448>

Extended Version: <https://www.youtube.com/watch?v=bIXOo8D9Qsc>

BRANDING

Creative Strategies: Debunking Stereotypes

- Turn stereotypes upside-down & address pain points
- Identify with like-minded groups
- Tap into and celebrate the unique culture and diversity
- Create content that begs to be shared



<https://www.youtube.com/watch?v=j8u2xMfERTU>

BRANDING

Creative Strategies: Debunking Stereotypes

- Show that success comes in many different forms
- Fayetteville Tech is a jump point that opens doors to dreams and stories — big and small.

Myth #5: The degree you earn at a community college won't get you as far career-wise as a degree from a four-year school will.

Fact: Excuse us for a moment while we laugh out loud because this assumption is just plain silly! Countless community college attendees have gone on to become household names in every sect of society. Who, you ask? There's Oscar winners Tom Hanks, Morgan Freeman and Clint Eastwood, presidential candidate H. Ross Perot, fashion designer Calvin Klein, Supreme Court Justice Arthur Goldberg, astronauts James McDivitt, Eileen Collins and Fred Haise, MasterCard founder Melvin Salveson and the man responsible for many of our fondest childhood memories, Walt Disney. Your college experience is what you make of it regardless of where you go to school and these individuals certainly used every resource to their advantage!

<https://www.usnews.com/education/community-colleges/slideshows/famous-people-who-attended-community-college?slide=3>

BRANDING

Creative Strategies: Debunking Stereotypes

- In storytelling, give the reasons behind attending...

Tom Hanks

How you know him: Movies such as "Captain Phillips", "Saving Private Ryan" and "Forrest Gump"

School: [Chabot College](#)

In his words: "I drove past the campus a few years ago with one of my kids and summed up my two years there this way: 'That place made me what I am today.'"



(Anthony Harvey/Getty Images)

Hanks said one of the reasons he chose to [attend community college](#) was affordability.

Eileen Collins

How you know her: Astronaut who became first woman to command a shuttle mission

School: [Corning Community College](#)

In her words: Collins earned an associate degree in math and science: "I wasn't really sure what I wanted to do, specifically what type of career field I was going to go into, I just knew that I wanted to, pursue that interest."



(ROBYN BECK/Getty Images)

Attending community college can be [a good way to explore](#) for students who aren't sure what career they want to enter.

George Lucas

How you know him: Filmmaker behind the "Star Wars" franchise

School: [Modesto Junior College](#)

In his words: "I didn't like school and all I wanted to do was work on cars," Lucas said, of himself in high school, in 2010. "But right before I graduated, I got into a really bad car accident, and I spent that summer in the hospital thinking about where I was heading. I decided to take education more seriously and go to a community college."



(TOSHIFUMI KITAMURA/Getty Images)

Lucas later [transferred to a four-year university](#).

Aaron Rodgers

How you know him: Quarterback for the Green Bay Packers

School: [Butte College](#)

In his words: In recent seasons, Rodgers has given a shoutout to Butte College – instead of the four-year university he later transferred to – [during team introductions](#) of televised football games.



(Ronald C. Modra/Sports Imagery/Getty Images)

Joining an athletic team or another student organization is one way community college students can [build a support network on campus](#).

<https://www.usnews.com/education/community-colleges/slideshows/famous-people-who-attended-community-college?slide=3>

BRANDING

Creative Strategies:

The Employment / Jobs Advantage

One out of every 14 of the people who attend community colleges has already earned a bachelor's degrees. At some community colleges, the proportion is as high as one in five.

“There’s a lot of disciplines universities aren’t offering...The universities aren’t keeping up.”

Cecilia Rios-Aguilar, director of the Higher Education Research Institute at UCLA

- Address the advantages of specialized skills training and opportunity advantage in the workplace
- Show how community colleges are more responsive to the needs of employers
- Share stats and numbers

“Many bachelor’s degree holders attending community colleges are seeking new careers, especially in health-related disciplines such as nursing, while others are looking to upgrade their skills in computer-related professions or other job-rich fields including biotechnology.”



<http://hechingerreport.org/graduates-of-four-year-universities-flock-to-community-colleges-for-job-skills/>

<https://www.youtube.com/watch?v=u6iU31YgXZU>

BRANDING

Creative Strategies: The Employment / Jobs Advantage

Share those (workplace) success stories...

David Ruiz, a 2014 University of Washington graduate, went back to school at Columbia Basin College, a community college, for a cybersecurity degree. At 27, he's now the student body president and has set up networking groups for career-focused students like himself.

Liliana Ibarra's bachelor's degree in business administration from Washington State University couldn't save her from the unemployment line. Now she's banking on the idea that something else can: community college.

Ibarra is back in a classroom, but this time it's at Skagit Valley College, about an hour north of Seattle. She expects to receive an associate degree in accounting in June, and use it to start her own company.

Berevan Omer graduated on a Friday in February with an associate's degree from Nashville State Community College and started work the following Monday in his new job as a computer-networking engineer at a local television station, making about \$50,000 a year.

That's 15 percent higher than the average starting salary for graduates not only from community colleges, but for bachelor's degree holders from four-year universities.

"I have a buddy who got a four-year bachelor's degree in accounting who's making \$10 an hour," Omer says. "I'm making two and a half times more than he is."

Omer, who is 24, is one of many newly minted graduates of community colleges defying history and stereotype by proving that a bachelor's degree is not, as seems widely believed, the only ticket to a middle-class income.

— CNN Money

BRANDING

Creative Strategies: Leveraging Brand Assets

FTCC + Me

Visual pairing to give symbolic meaning to the brush stroke on the 'T':

- the formal institution + my individualism
- refined + the unrefined
- the self-drawn path
- personality / diversity within a large structure
- testimonials illustrated in informal typography





8 RESTAURANTS
+ 18 BURGER JOINTS
= A WHOLE lotta COOKING KNOWLEDGE

a dozen TV SHOWS
a dozen cookbooks

On the eve of his newest and most ambitious restaurant project—Dach in New York—Bobby Flay schools us on all the little things, from the power of fennel seed to why a smoking hot skillet is a cook's best friend.

I interviewed BOBBY FLAY

for the first time 14 years ago, while writing a grilling article for Q. Among other things, I wanted to know how I could prevent sliced vegetables from slipping through the grill grates. "Call them 'fling boppers,'" he said.

I was quizzical. Flay is the poster child, you know, a little blunt, but it was the kind of advice that some cooks could not only act on immediately, but also remember. Over the years, I found myself going back to him for all sorts of tips. Still like "fling boppers" a salad, always salt your greens before dressing them? Come here, this is from who? While his advice may sound simple and obvious, you'll be surprised how few chefs are able to clearly explain what they do.

Flay is a New York City kid, and he talks and acts like one. He's direct, you might even say cruddy. But despite all his razzmatazz, there's still something of the regular guy about him. ("I never went to college," he likes to say. "I barely went to high school.")

A few months ago, I reconnected with Flay the way he teaches in the West Village, he showed up with reading glasses and a handful of all of those and he said, "I never seen him so... hard-on. A few weeks after that, he showed up by the Bar Agricole Test Kitchen to cook with our food editors. In less than two hours, he talked through some recipes—just Chef style—while talking the whole crew, becoming knowledgeable like some sort of cooking guru.

Flay might not have been an awe-inspiring, but the guy can teach. Here's what we learned.

1 start with a SMOKIN' SKILLET

Some cooks salt at their own risk, but if you don't use a high-quality salt, you're missing out on the regular guy about him. ("I never went to college," he likes to say. "I barely went to high school.")

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LEVISON WOOD, 31. FIRST MAN TO ATTEMPT TO WALK THE LENGTH OF THE NILE (2013)

TRAVERSING SEVEN COUNTRIES

RWANDA TANZANIA UGANDA SOUTH SUDAN NORTH SUDAN EGYPT BURUNDI

4,250 MILES

12 MONTHS

ROUND TRIP DISTANCE FROM CHICAGO TO SAN FRANCISCO

300 MILES THROUGH SOUTH SUDANESE SWAMPS

11.6 MILES PER DAY ON AVERAGE

2,500 FT. ELEVATION CHANGES THROUGH UGANDA

10 TYPES OF POISONOUS SNAKES

2 TON HIPPOS

13 FOOT LONG CROCODILES

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DAVID KENJOH YU FUJIMAKI SAKI TANAKA YASUFUMI MIKI

001 COLLECTIVE

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REALIZAÇÃO FUNDACÃO OESP

Lugares da música SÉRIE OESP PERSONNALITÉ 2 0 1 5

A música é capaz de lerar voce a lugares incriveis.

SESP

Música do mundo inteiro em uma experiência inesquecível, onde você se transforma. Quem toca se transforma, quem ouve se transforma.

14/08 | 21h

Martin Alessi Flageolet Timothy McAllister Saxofone

assista: concertodigital.oesp.art.br

Itaú PERSONNALITÉ

REALIZAÇÃO FUNDACÃO OESP

Lugares da música SÉRIE OESP PERSONNALITÉ 2 0 1 5

Seu lugar é onde a música esta.

SESP

A música inspira, eleva, conduz, provoca, desafia, chama para dançar, convoca a pensar.

A música pode levar voce a lugares inéditos, nós podemos transformar isso em uma experiência única. É por isso que o Itaú Personalité apoia e patrocina.

Série Oesp 2015 | Lugares da Música

Estacionamento gratuito e lounge com degustações especiais para clientes Personalité. Mais informações e a programação completa em itaupersonnalite.com.br/experiencia

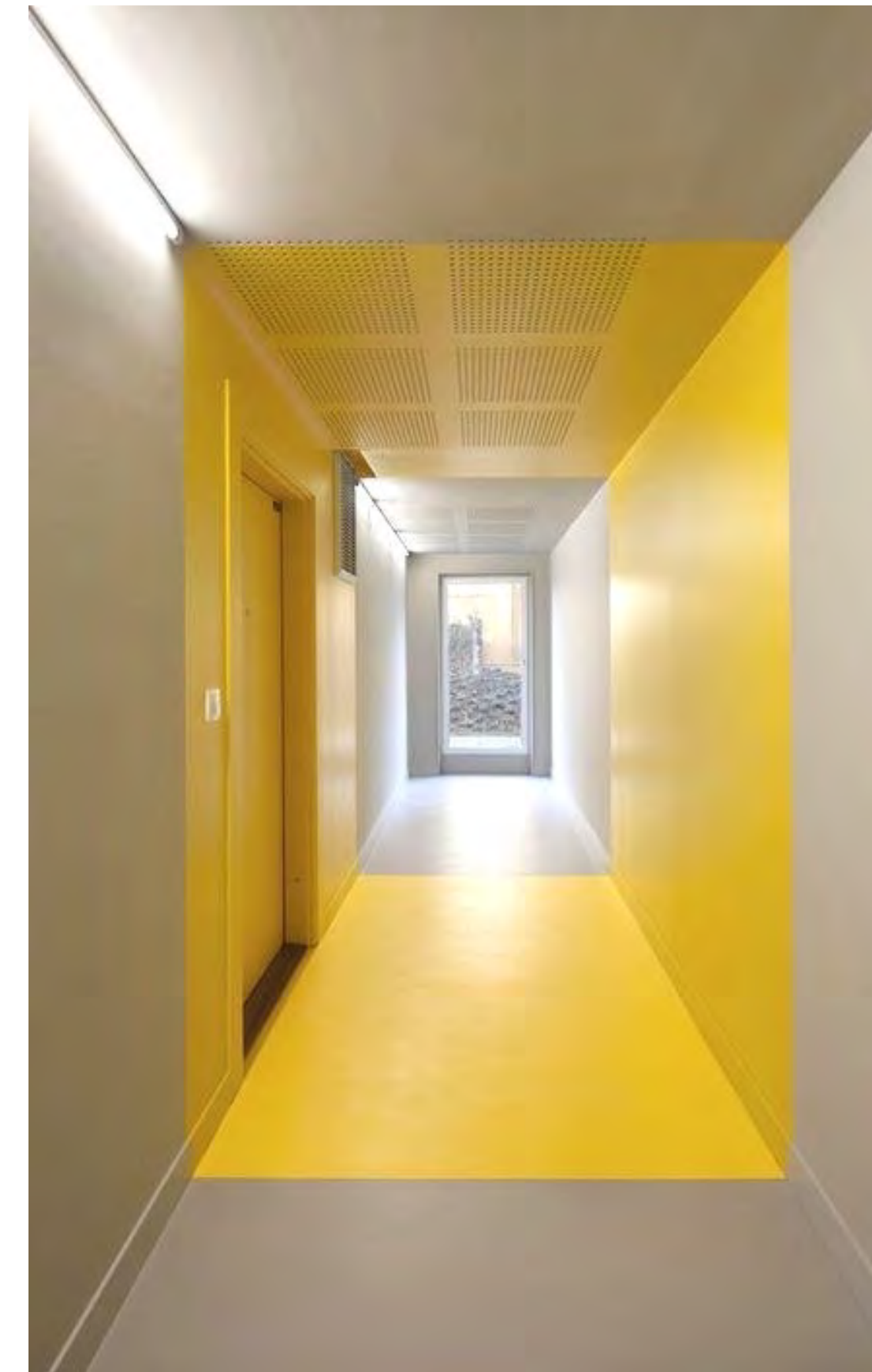
Itaú PERSONNALITÉ

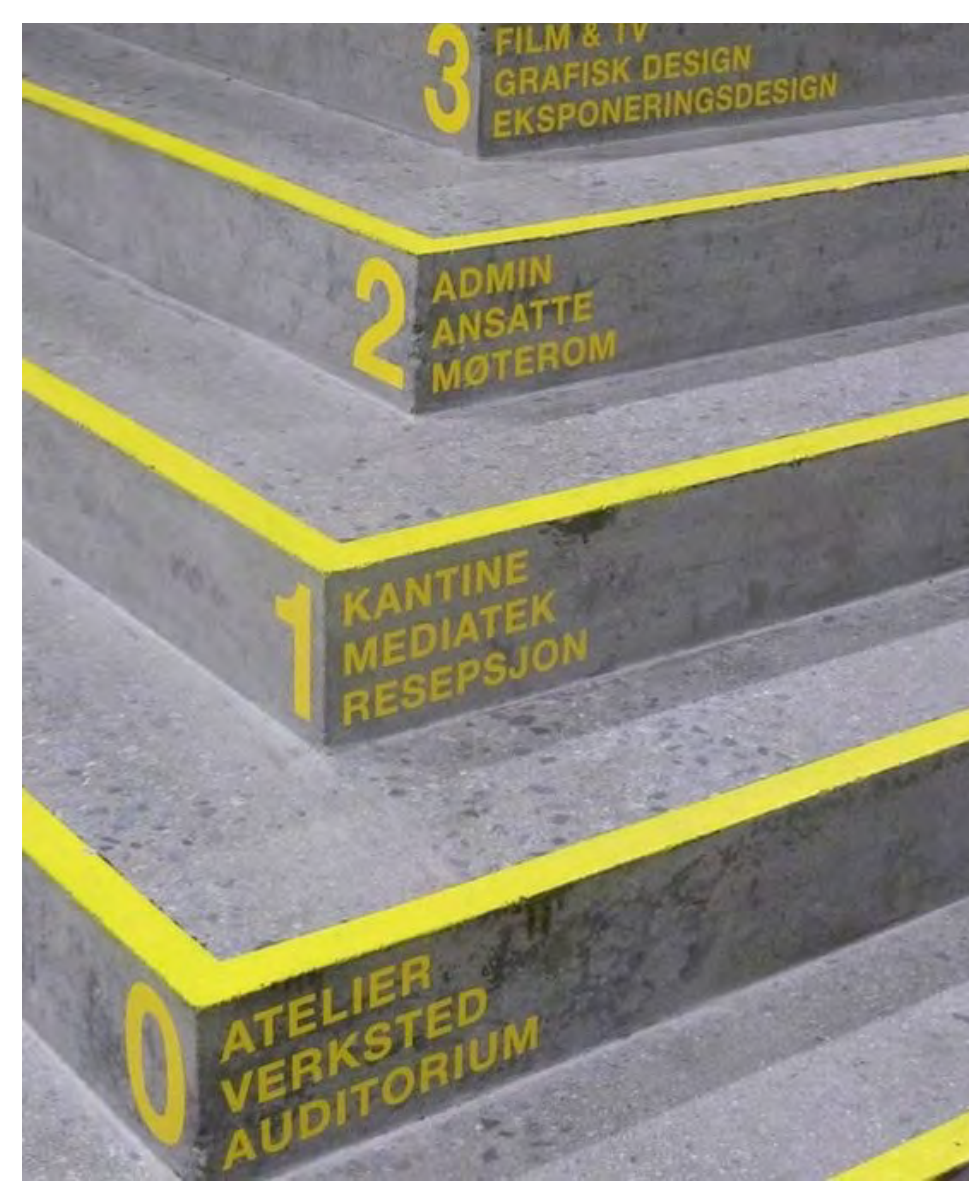
BRANDING

Creative Strategies: Leveraging Brand Assets — Yellow

The Open (Yellow) Door

- yellow as the catalyst for change — driving color for hope and change (set against B&W)
- pathways and way finding
- passing through ‘yellow’ (a jump point, or opportunity)





BRANDING

Creative Strategies: Leveraging Brand Assets — Yellow

Visual Tone

- Bold and simple: black, white and yellow
- black and white photography that eliminates irrelevant visual clutter and focuses on the subject
- Strong iconography that is easily navigable and accessible

