



Eastern Washington University

Identity and Marketing Group

Campus Forums

April 12, 2024 and May 1, 2024



Committee Membership



Rosalee Allan,
Senior Lecturer, Public Health and Healthcare
Administration



Barb Richey,
Vice President of Advancement & Executive
Director of the EWU Foundation



Arezoo Davari,
Associate Professor, School of Business

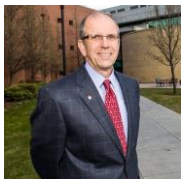


Jonathon Middleton,
Professor, Fine & Performing Arts



Travis Masingale,
Associate Professor, Design

Support



Patrick Jones,
Executive Director, Institute for
Public Policy and Economic Analysis



Jake Morrison,
Executive Director,
Institutional
Effectiveness



Jens Larson
Associate Vice
President for
Enrollment
Management



Committee Charge

“The identity and marketing committee will review and develop suggestions to enhance EWU’s marketing development efforts in the coming year and provide a recommendation to the president, who was charged by the board of trustees in the October 2023 board meeting to craft an identity for EWU.

Eastern is the region’s university, focused on meeting critical workforce needs and remaining competitive and relevant in an evolving economy. The primary goal of the workgroup is to enhance the image and reputation of EWU, ensuring that our university accurately reflects our mission and commitment to excellence in education.”



Committee Charge

“The marketing group participates in monthly meetings until May 2024 with the following objectives:

- Review marketing data pertaining to the region
- Provide input around current marketing efforts
- Ensure developing efforts follow strategic plan outputs (mission, vision, values)
- Provide feedback on the marketing and identity of EWU

The results of the committee regarding Eastern’s identity will be presented at the May 2024 Board meeting.”

EWU Values Align with Strategic Planning Work Groups

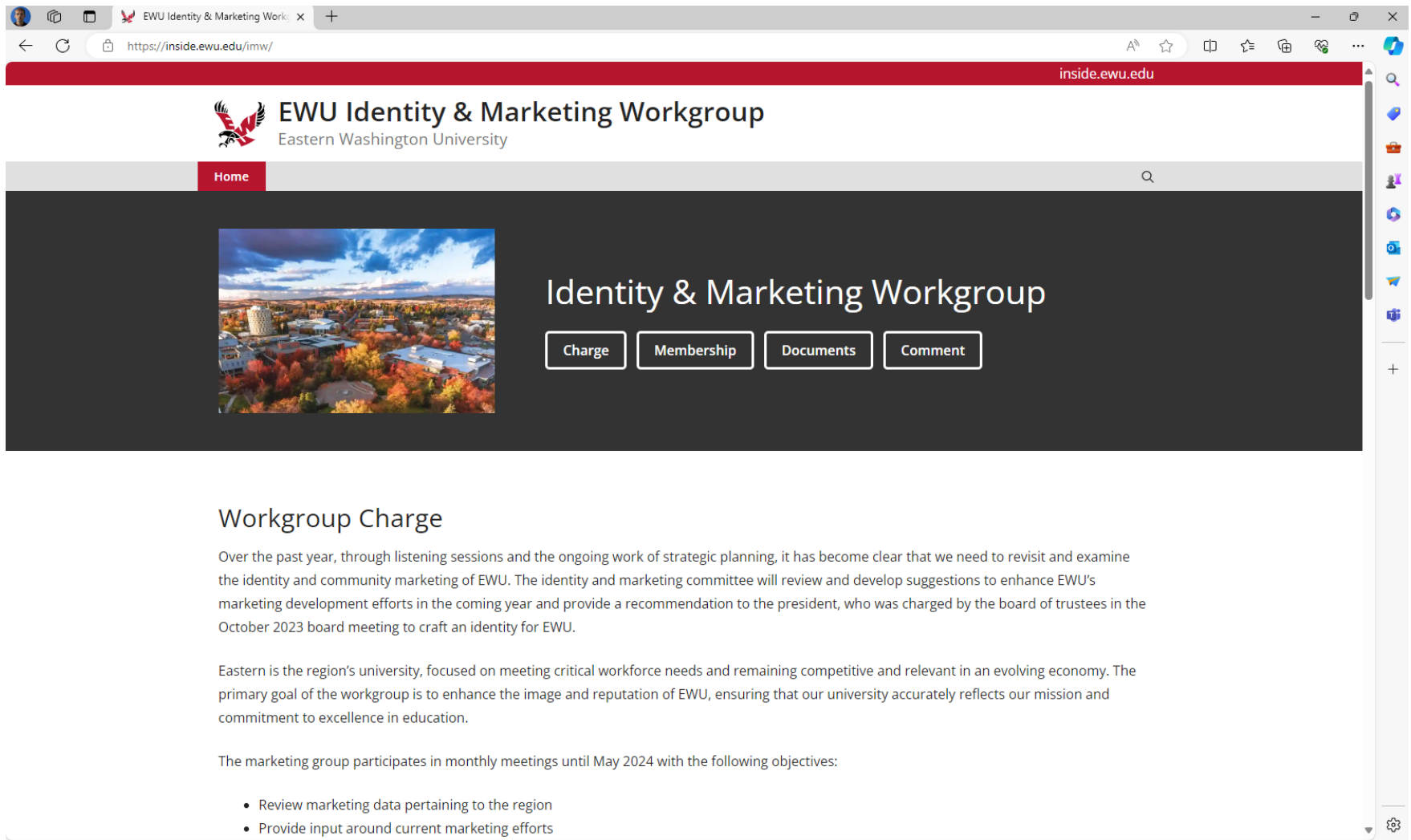
Eastern values (Proposed):

- Belonging through JEDI
- Accessibility
- Regional Impact and Regional Contribution
- Sustainability
- Student Success and Student Experience
- Academic Excellence

Eastern Vision (Proposed):

Eastern Washington University will provide an education rooted in the liberal arts, designed to address the unique challenges and opportunities facing the Pacific Northwest. Characterized by a student-centered focus and opportunities for **applied learning in high demand fields**, this education creates upward social mobility and a healthy, sustainable, and economically successful region.

EWU Identity & Marketing Workgroup Website



The screenshot shows a web browser window with the URL <https://inside.ewu.edu/imw/>. The page features a red header bar with the text "inside.ewu.edu". Below the header, the logo of Eastern Washington University (EWU) is displayed next to the text "EWU Identity & Marketing Workgroup" and "Eastern Washington University". A navigation bar includes a "Home" button and a search icon. The main content area has a dark background with a large image of a university campus on the left. To the right of the image, the text "Identity & Marketing Workgroup" is displayed, followed by four buttons: "Charge", "Membership", "Documents", and "Comment". Below this, the section "Workgroup Charge" is titled, followed by a paragraph of text. Further down, another paragraph of text is present, and at the bottom, a list of objectives is shown.

EWU Identity & Marketing Workgroup
Eastern Washington University

Home

Identity & Marketing Workgroup

Charge Membership Documents Comment

Workgroup Charge

Over the past year, through listening sessions and the ongoing work of strategic planning, it has become clear that we need to revisit and examine the identity and community marketing of EWU. The identity and marketing committee will review and develop suggestions to enhance EWU's marketing development efforts in the coming year and provide a recommendation to the president, who was charged by the board of trustees in the October 2023 board meeting to craft an identity for EWU.

Eastern is the region's university, focused on meeting critical workforce needs and remaining competitive and relevant in an evolving economy. The primary goal of the workgroup is to enhance the image and reputation of EWU, ensuring that our university accurately reflects our mission and commitment to excellence in education.

The marketing group participates in monthly meetings until May 2024 with the following objectives:

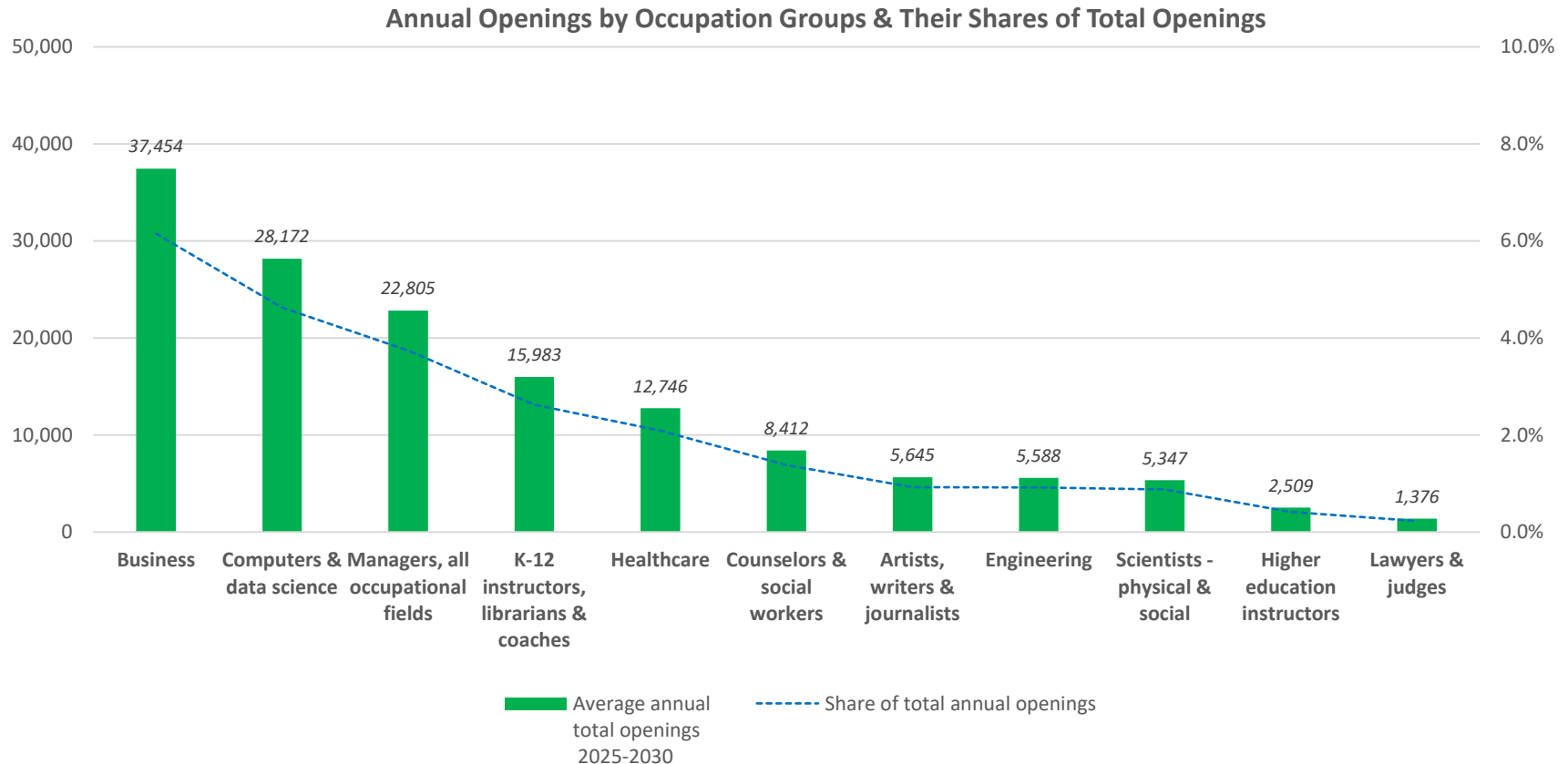
- Review marketing data pertaining to the region
- Provide input around current marketing efforts

Dr. Patrick Jones

Understanding Data

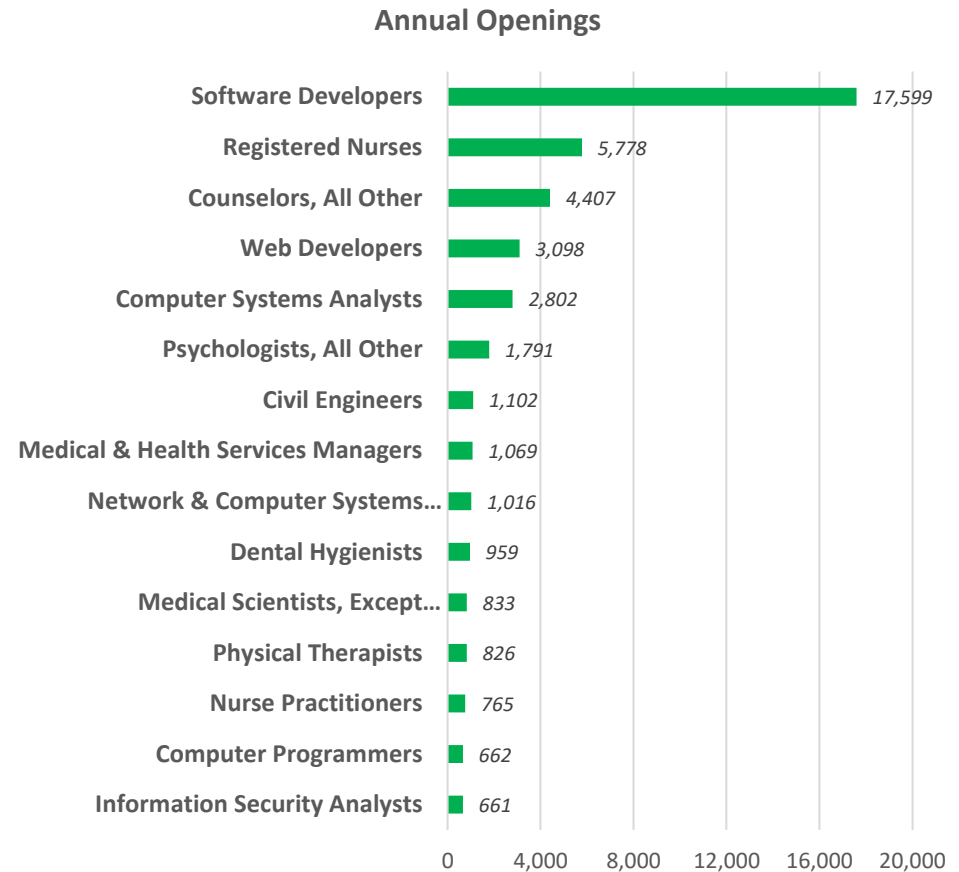
- Data shared included: degrees requiring a bachelor's, top industries in Spokane and surrounding areas, healthcare and other high demand field needs. Campus data included where are our students now.

Nearly 150,000 annual job openings in 2025-2030 will require at least a Bachelor's degree in WA



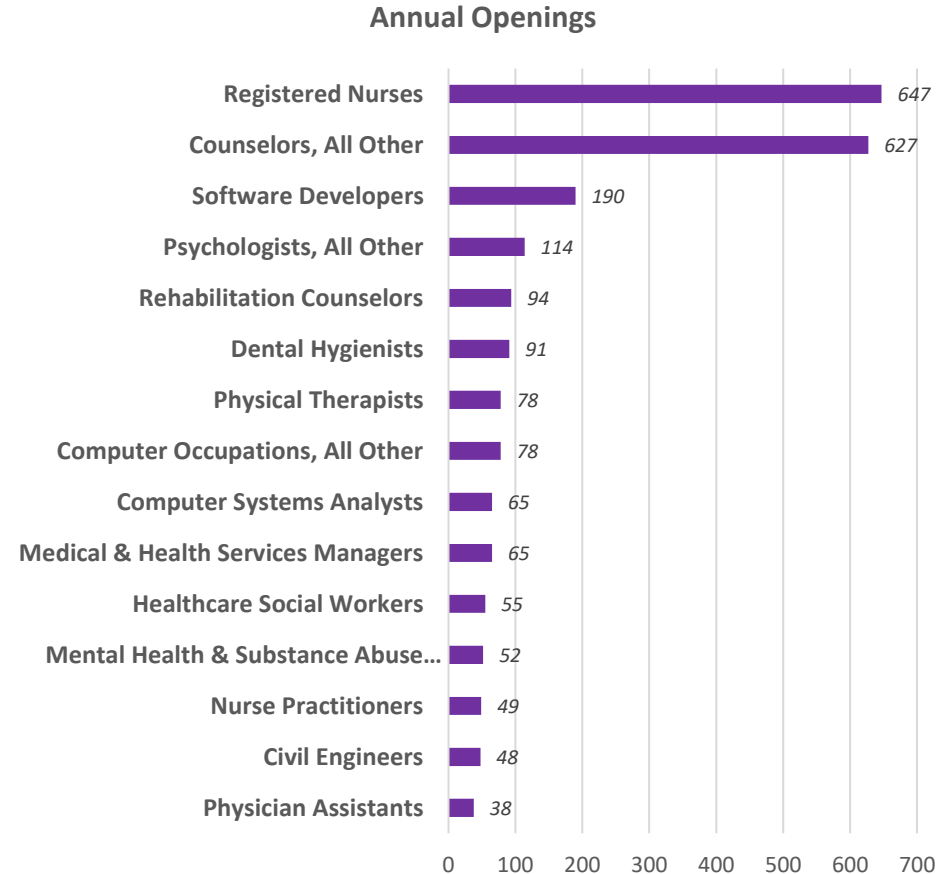
Top 15 STEM & Healthcare occupational openings, per year 2025-2030: *Washington State*

- 2 occupations clearly dominate
- Occupation count by area:
 - Healthcare: 8 (includes counselors & psychologists)
 - Computer-related: 6
- Little change from prior analyses, with exception of counselors & psychologists added
- EWU produces graduates in the majority of these occupations



Top 15 STEM & Healthcare occupational openings, per year 2025-2030: *Spokane County*

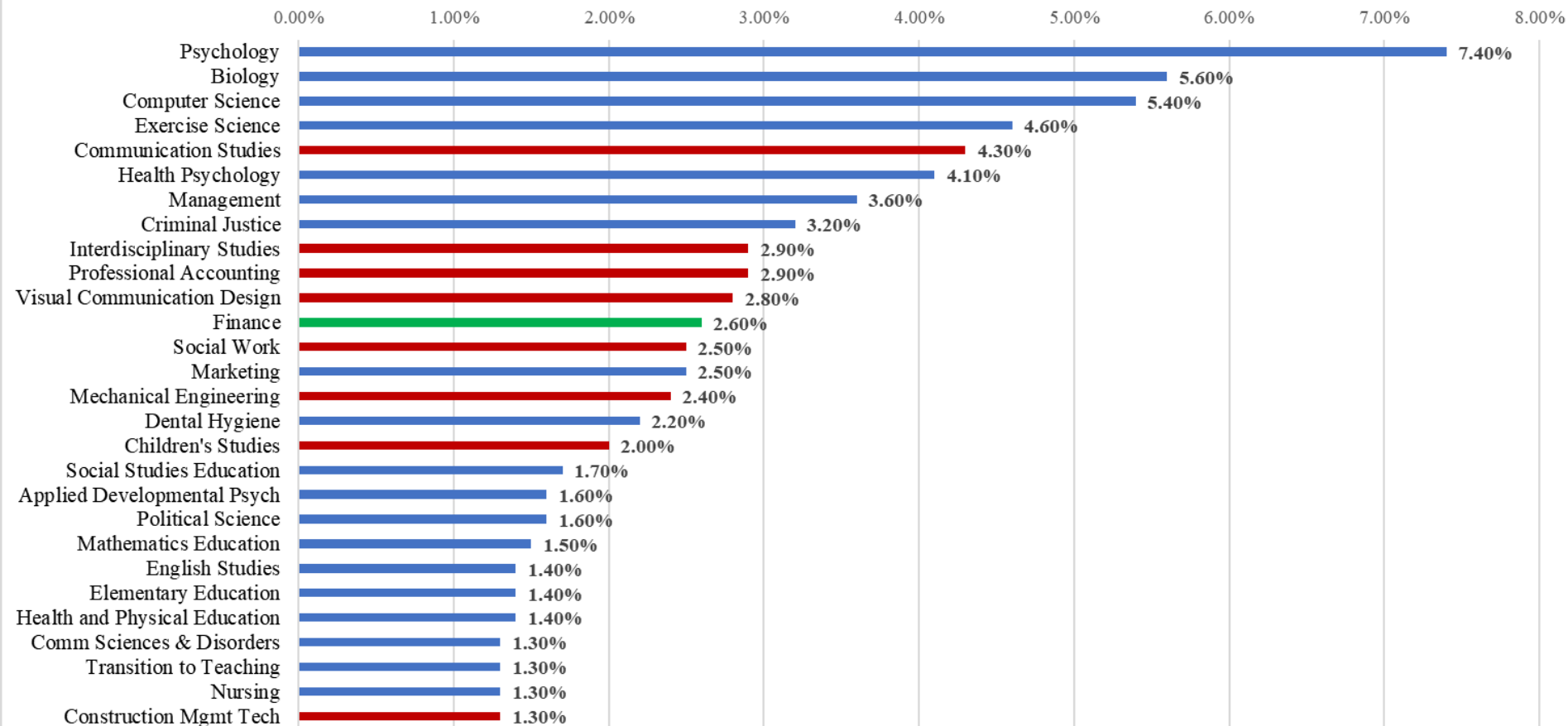
- 11 of top 15 projected occupations are in Healthcare - much more important here than in WA
- Nurses are at top, but behavioral health is clearly important
- Computer occupations = 3
- EWU produces degrees in ~ 10 of these occupations



Jake Morrison

What programs are our students in now?

Proportion of Undergraduate Students by Major (Top 75%)



Blue Bar – Correlates to a top 15 in-demand major, or Healthcare field, in Spokane County

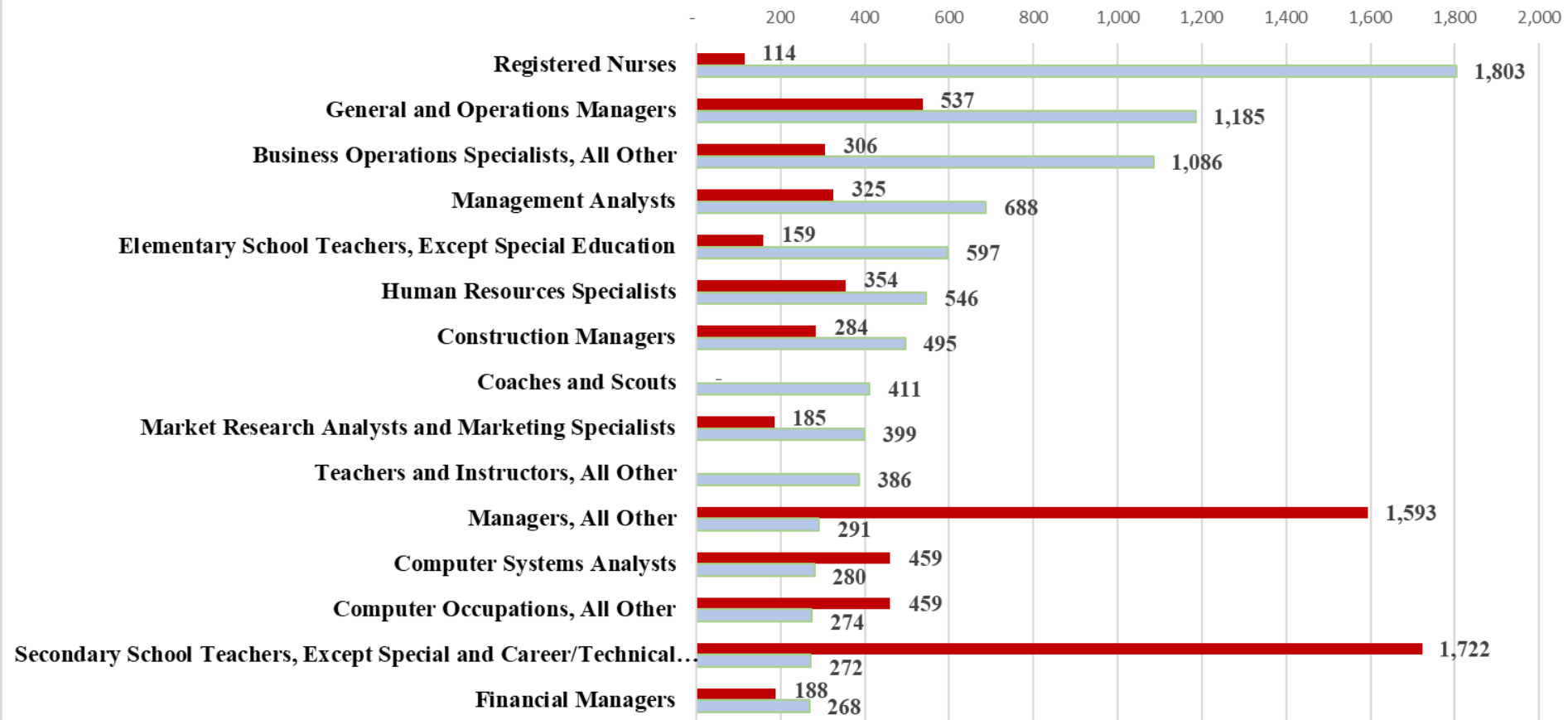
Green Bar – 50% mark

- Utilizes Department of Education CIP-SOC codes crosswalk
- In demand occupations defined by Washington State Employment Security Department



EASTERN WASHINGTON UNIVERSITY

Top 15 In-Demand Occupations (Requiring Bachelors Degree) in Spokane County



Red Bar – Number of students in programs correlating to occupation

Blue Bar – Average annual job openings projected through 2031

- Utilizes Department of Education CIP-SOC codes crosswalk
- In demand occupations defined by Washington State Employment Security Department



EASTERN WASHINGTON UNIVERSITY

What does the EWU community think?

- A brief questionnaire was sent to campus constituents (faculty/staff/student), alumni, and community
- 1,880 responses were collected

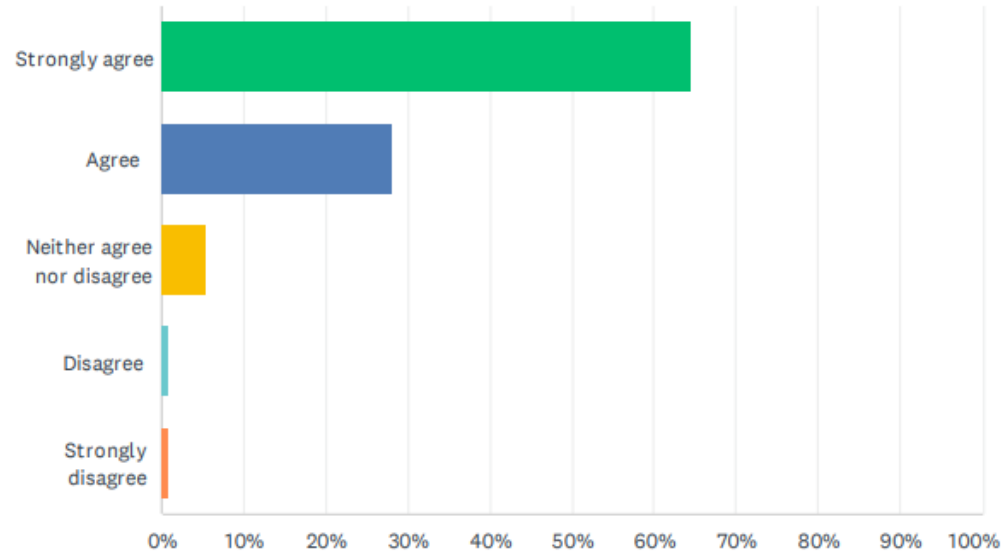
Response Distribution

Population	# of Responses
Faculty + Staff	348
Students	236
Alumni	778
Community	518



Q1 It is crucial for universities to contribute to their region's economic vitality and inclusivity through educational programs, scholarly research, and service.

Answered: 1,871 Skipped: 9

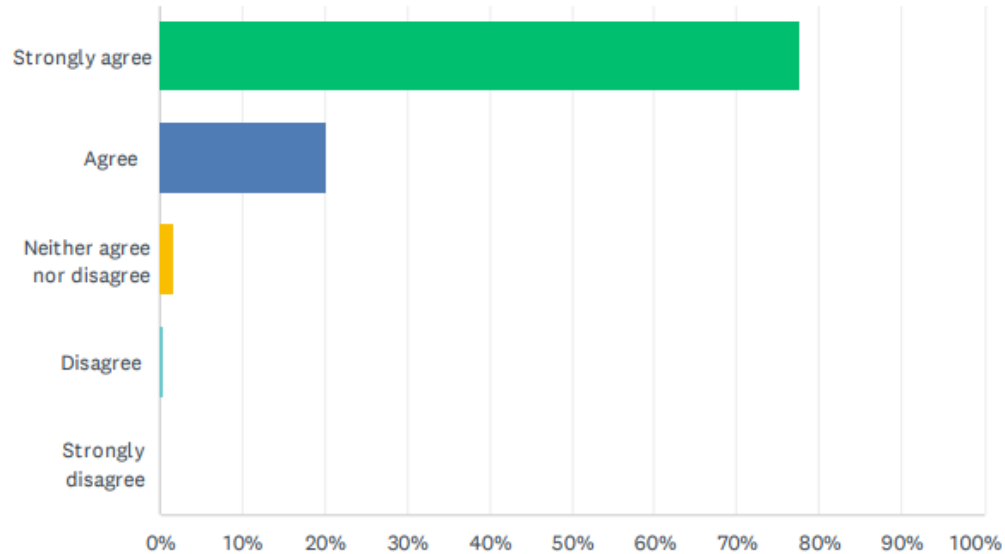


ANSWER CHOICES	RESPONSES	
Strongly agree	64.67%	1,210
Agree	28.17%	527
Neither agree nor disagree	5.34%	100
Disagree	0.91%	17
Strongly disagree	0.91%	17
TOTAL		1,871



Q3 It is important for students to engage in practical, hands-on experiences, such as internships, cooperative education, or work-based learning opportunities related to their field of study.

Answered: 1,877 Skipped: 3



ANSWER CHOICES	RESPONSES	
Strongly agree	77.52%	1,455
Agree	20.25%	380
Neither agree nor disagree	1.65%	31
Disagree	0.48%	9
Strongly disagree	0.11%	2
TOTAL		1,877



Q6. What is EWU known for academically in the region? (E.G., accounting, business, computer science/cyber security, creative writing, criminal justice, education, engineering, health programs, liberal arts, arts, performing arts, sciences (biology, chemistry, math, physics), social sciences (political science, psychology, sociology), social work, etc.)

Q7 What should EWU be known for academically in the region? (E.G., accounting, business, computer science/cyber security, creative writing, criminal justice, education, engineering, health programs, liberal arts, arts, performing arts, sciences (biology, chemistry, math, physics), social sciences (political science, psychology, sociology), social work, etc.)

Faculty/Staff/Student/Alumni

Is Known For		
Discipline / Area	# of Responses	%
Education	669	59%
Health Programs	218	19%
Computer Science / Cyber	200	18%
Social Work	144	13%
Business	118	10%
STEM	84	7%
Social Sciences	66	6%
Creative Writing	48	4%
Physical Therapy	46	4%
Total	1140	

Should be Known For		
Discipline / Area	# of Responses	%
Education	290	27%
Computer Science / Cyber	227	21%
Health Program	222	21%
STEM	178	16%
Business	115	11%
Social Sciences	73	7%
Social Work	61	6%
Liberal Arts	58	5%
Arts	35	3%
Total	1080	



Q6. What is EWU known for academically in the region? (E.G., accounting, business, computer science/cyber security, creative writing, criminal justice, education, engineering, health programs, liberal arts, arts, performing arts, sciences (biology, chemistry, math, physics), social sciences (political science, psychology, sociology), social work, etc.)

Q7 What should EWU be known for academically in the region? (E.G., accounting, business, computer science/cyber security, creative writing, criminal justice, education, engineering, health programs, liberal arts, arts, performing arts, sciences (biology, chemistry, math, physics), social sciences (political science, psychology, sociology), social work, etc.)

Community

Is Known For

Discipline / Area	# of Responses	%
Education	128	45%
Health Programs	42	15%
Business	42	15%
STEM	35	12%
Social Sciences	23	8%
Computer Science / Cyber	22	8%
Social Work	22	8%
Creative Writing	14	5%
Criminal Justice	11	4%
Total	282	

Should be Known For

Discipline / Area	# of Responses	%
STEM	66	26%
Education	50	20%
Computer Science / Cyber	30	12%
Business	29	12%
Social Work	13	5%
Criminal Justice	10	4%
Total	252	

Community Response Location

County	% of Responses
Spokane	46%
Benton	10%
Chelan	9%
Yakima	8%
Walla Walla	6%
Outside of Washington State	4%
Grant	4%
Franklin	3%
Remaining Counties < 10 responses	



Strategic Agency of Record

ID5: Peter Toran

Recommendation and Key Takeaways

Areas for improvement include:

- There is **little negative brand perception** of Eastern among the general public.
- **Overall brand awareness can be strengthened.**
- **77% of prospective student respondents** strongly agree or agree that they would be **interested in learning more about Eastern** after viewing sample New Think videos.
- Communicating **the full range of EWU's academic programs.**
- **Moderating the campaign's voice and tone** to more authentically reflect EWU's identity.
- **Renaming** the campaign.
- Incorporating **"applied learning in high-demand fields"** to "new-wave learning for the future."
- Leveraging the campaign to **support a repositioning** of EWU.



Why bold differentiation makes sense...

RED OCEAN STRATEGY

Compete in existing market space
Beat the competition
Exploit existing demand
Make the value-cost trade-off
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost

BLUE OCEAN STRATEGY

Create uncontested market space
Make the competition irrelevant
Create and capture new demand
Break the value-cost trade-off
Align the whole system of a firm's activities in pursuit of differentiation and low cost

© Chan Kim & Renée Mauborgne. All rights reserved.



EASTERN WASHINGTON UNIVERSITY

What we know...

- **Successful university repositioning initiatives—especially substantive ones—don't happen overnight** (nor do name changes). They take time and resources.
- **Students** —and their parents/families—are focused on **career preparation and outcomes**.
- Prospective students responded positively to the **New Think themes of change and innovation**.
- Initial New Think creative **focused on STEM/Environmental programs**; the platform's relevance and effectiveness is TBD for non-STEM offerings.



What we assume...

- Education that **combines real-world, hands-on learning with career readiness** will resonate with prospective EWU students and their parents/families.
- The New Think's focus on **change and innovation** is worth keeping and building on (because we know it **inspired student viewers**).



What we recommend...

1. **Position EWU as The Region's Polytechnic** — a “polytechnic for the 21st century” that defines our unique, authentic niche among the region's higher education institutions—both where we are now and where we're going in the future.
 - Define the "New Polytechnic" - it's not your grandfather's polytechnic
2. Develop a campaign, tested for recall, meaning, and actionability, built on a brand platform that highlights:
 - **Education that engages**, where the classroom is only the beginning.
 - **Making connections** with people, with career opportunities, with the region.
 - **Learning that's real**, a roll-up-your-sleeves, look-under-the-hood mentality across all disciplines—**where grit leads to greatness.**



#1.

Introduce a tagline that claims the position.

Why it works:

- Provides a **bold platform** to articulate EWU's present and future vision and differentiation.
- **Avoids the challenges** of a formal name change.
- Unlike generic taglines, **it defines and differentiates EWU.**



#1.

Introduce a tagline that claims the position.

Can be used **strategically and intentionally**:

- As part of the University logo.
- As the header in the “About” and/or “Academics” webpage:
 - **The Polytechnic Advantage**
 - For students
 - For employers
 - For the region
- In selective **student recruitment communications**.



#2.

Realign The New Think campaign to support the repositioning.

The **core elements of “The New Think” campaign resonated with all audiences we surveyed**, especially prospective students.

But **the actual label did not test as well**, and is more about the university than its audiences: this is what *we’re* doing, this is how *we* think.



Eastern Washington University

The Region's Polytechnic



EASTERN WASHINGTON UNIVERSITY

#2.

Realign The New Think campaign to support the repositioning.

Consider a **minor recalibration** that softens the tone and **invites the audience to be a part of what's happening**:

- **You're thinking about your future in new ways.** So are we.
- New opportunities and new challenges need **new ways of thinking**.
- Today's students need **new ways to think** about a college education and careers.
- Because today's world is always changing, **we'll always think about new ways of doing things**.



#2.

Realign The New Think campaign to support the repositioning.

- **New ways of thinking** forge **fresh connections**—across disciplines, among partners, between the classroom and the community.
- **Discoveries are only possible** when you **think in new ways**.
- It will take **new ways of thinking** to solve today's problems and **discover the next opportunity**—that means engineers who communicate clearly; designers who understand science; business leaders who can balance sustainability needs with economic growth and vitality. It takes STEM and the liberal arts, together — **a new way of thinking**.
- **New ways of thinking** never get old.



#2.

Realign The New Think campaign to support the repositioning.

Academic program messaging:

- New ways to think about **business**
- New ways to think about **engineering**
- New ways of thinking about **sustainability**
- New ways of thinking about **STEM**
- A new way to think about **liberal arts**
- **We're thinking in new ways about ...**



The Region's Polytechnic

#2.

Realign The New Think campaign to support the repositioning.

Student life messaging:

- A new way to **discover your passion**
- A new way of thinking about **yourself at Eastern**
- A new way to envision **your future**
- New ways of thinking about **inclusion and belonging**



#2.

Realign The New Think campaign to support the repositioning.

Community engagement messaging:

- A new way to **meet workforce needs**
- New ways of thinking about **community partnerships**
- A new way to think about **regional impact**



#3.

The Region's Polytechnic + The New Think



What is the region's polytechnic?

It's a **new way of thinking** about higher education today—for you, for your career, and for the region—where applied learning leads to high-demand careers.

#4.

Highlight forward thinking.

What's a "Polytechnic University for the 21st Century"?*

A Polytechnic University for the 21st Century is an institution of higher learning that **integrates comprehensive academic education with practical, hands-on experience** in technical and applied fields. Unlike traditional universities that may focus primarily on theoretical knowledge, **a polytechnic university emphasizes the application of knowledge to real-world problems and industries.**

Polytechnic Universities often collaborate closely with industry partners, providing students with internships, co-op programs, and research opportunities to gain practical experience and establish professional connections. This blend of academic rigor and practical experience fosters innovation, entrepreneurship, and a strong focus on solving real-world challenges, **making Polytechnic Universities vital contributors to economic growth and societal advancement in the 21st century.**

**From AI*



EASTERN WASHINGTON UNIVERSITY

#5.

Integrate the liberal arts.

How can a polytechnic university incorporate and redefine the liberal arts?*

- Rather than isolating liberal arts education from practical training, a polytechnic approach integrates critical thinking, communication, and problem-solving skills across all fields of study.
- Students pursuing degrees in engineering or computer science might also take courses in ethics, literature, or history to broaden their perspectives and develop a well-rounded understanding of societal implications. Students majoring in liberal arts disciplines can complement their studies with hands-on experiences in fields like design, technology, or entrepreneurship.
- Also, courses in the liberal arts can be tailored to address issues such as sustainability, social justice, and technological innovation, providing students with the tools to analyze complex problems and propose innovative solutions.
- By incorporating and redefining the liberal arts in this way, a polytechnic university prepares graduates to navigate the complexities of the modern world, fostering interdisciplinary collaboration, creativity, and adaptability.

▪ **From AI*

Questions?

