Value Proposition & Brand Strategy
David Johnston

Vice President
Digital Media & Marketing
KU Alumni Association

davidjohnston@kualumni.org
@daviddjohnston
785-864-4764
It started with a simple question

*What do we stand for?*
Value Proposition & Brand Strategy

1. Faculty Member (Tim Bengtson)
2. Disney book on customer service
3. FranklinCovey Leadership Workshop
4. Alumni Consultant (Mike Swenson)
Dr. Tim Bengtson

Professor of Strategic Communications
KU’s William Allen White School of Journalism & Mass Communications
The Art of Customer Service

Disney Quality Standards:

1. Safety
2. Courtesy
3. Show
4. Efficiency
FranklinCovey Workshop

Great Leaders • Great Teams • Great Results

Whole person paradigm &
4 imperatives of great leaders
“Stand for a purpose beyond the products and services you offer.”
So, after all of that...

*What do we stand for?*
So we asked...

Association Staff
Board of Directors
Alumni Volunteers
Values Survey

Surveyed 100+ alumni volunteers & staff
National, Kansas City & Wichita boards

Asked 2 questions:

*What does the KU Alumni Association stand for?*

*Why are you a proud member?*
Why are you a Proud Member?

“I am a proud member because I want the amazing experience I had at KU to be more than a four-year event but rather a lifelong experience and relationship.”
Why are you a Proud Member?

“
To perpetuate the strong traditions and legacy of being a Jayhawk, and to support the overall mission of the University.”

"
Why are you a Proud Member?

“No other part of the university has done a better job of making me feel still connected and wanted as a part of KU than the Alumni Association.”
Why are you a Proud Member?

“I am honored and proud to say I am a Jayhawk. Staying connected with other alumni and the happenings on the Hill through the Alumni Association is a strong motivation to be a member.”
Why are you a Proud Member?

“I love the relationships that I have built with old and new Jayhawks over the years. We share a bond that focuses on a community of passionate alumni that take pride in the KU brand that we have each helped develop.”
What does the KU Alumni Association stand for?

<table>
<thead>
<tr>
<th>Advancement</th>
<th>Advocacy</th>
<th>Collaboration</th>
<th>Community</th>
<th>Communication</th>
<th>Connectivity</th>
<th>Contribution</th>
<th>Continuity</th>
<th>Cooperation</th>
<th>Courtesy</th>
<th>Creativity</th>
<th>Efficiency</th>
<th>Engagement</th>
<th>Excellence</th>
<th>Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige</td>
<td>Pride</td>
<td>Privacy</td>
<td>Quality</td>
<td>Recognition</td>
<td>Relationships</td>
<td>Reliability</td>
<td>Respect</td>
<td>Responsibility</td>
<td>Security</td>
<td>Service</td>
<td>Spirit</td>
<td>Stability</td>
<td>Stewardship</td>
<td></td>
</tr>
<tr>
<td>Stability</td>
<td>Spirit</td>
<td>Service</td>
<td>Security</td>
<td>Recruitment</td>
<td>Respect</td>
<td>Responsibility</td>
<td>Security</td>
<td>Stewardship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Stewardship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Stewardship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>Strength</td>
<td>Tradition</td>
<td>Variety</td>
<td>Wealth</td>
<td>Wisdom</td>
<td>Other</td>
<td>Other</td>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What does the KU Alumni Association stand for?

- Tradition
- Pride
- Engagement
- Connectivity
- Loyalty
- Advocacy
- Relationships
- Networking
- Legacy
- Advancement
- Communication
What does the KU Alumni Association stand for?

- Tradition
- Pride
- Community
- Connectivity
- Loyalty
- Advocacy
- Relationships
- Networking
- Spirit
- Engagement
- Legacy
- Advancement
- Communication

Alumni volunteers
What does the KU Alumni Association stand for?

- Tradition
- Pride
- Community
- Connectivity
- Loyalty
- Advocacy
- Relationships
- Networking
- Spirit
- Engagement
- Legacy
- Advancement
- Communication

Alumni volunteers
KUAA staff
Theme 1

- Alumni volunteers
- KUAA staff

- Tradition
- Pride
- Community
- Connectivity
- Loyalty
- Advocacy
- Relationships
- Networking
- Spirit
- Engagement
- Legacy
- Advancement
- Communication
Theme 2

- Alumni volunteers
- KUAA staff

Tradition
Pride
Community
Connectivity
Loyalty
Advocacy
Relationships
Networking
Spirit
Engagement
Legacy
Advancement
Communication
Theme 1:

Tradition, Pride, Loyalty…
Theme 2:

Connectivity, Community, Relationships...
Pride.

Tradition.

Connection.
Values & activities could be clustered to form brand pillars:

Advocate.
Communicate.
Recruit.
Serve.
Unite.
Brand Positioning & Key Messages

We created a message hierarchy for staff and volunteers.
Our Mission
BRAND POSITIONING AND KEY MESSAGES 2015
Mission

The KU Alumni Association exists to strengthen the University of Kansas by informing, mobilizing and supporting Association members and the KU community.
Vision

The Association must be a consistently growing, active and powerful KU community that creates impact for the University.
The KU alumni community is united by these commonly shared values.

Pride.

Tradition.

Connection.
Pride.

Loyal alumni members celebrate the achievements of KU and one another through service, support and generosity to KU.
Values

Tradition.

Shared KU experiences motivate us to preserve, protect and perpetuate unique, timeless traditions.
Values

Connection.

Alumni and friends unite through a shared passion to support KU and fellow Jayhawks.
Through the support of dues-paying members, the KU Alumni Association creates impact for the University of Kansas in five ways.

We Advocate, Communicate, Recruit, Serve and Unite.
Through the support of dues-paying members, the KU Alumni Association creates impact for the University of Kansas in five ways.

We *Advocate, Communicate, Recruit, Serve* and *Unite*. 
As an independent non-profit organization, the KU Alumni Association coordinates alumni advocacy in support of the University.

Informed advocates help strengthen the university.
We inform alumni of campus news and explain KU programs and initiatives that help the University fulfill its mission.

We represent the views of alumni to KU administration.

We report the successes of alumni, students, faculty and staff.
Key Messages

- Recruit

- In partnership with KU Admissions, we identify and attract academically talented and diverse students to KU.

- We enhance the admissions process and serve as an ongoing resource for legacy students and their families.
Key Messages

Serve

- We create opportunities for alumni and students to participate in the life of KU.
- We create impact through alumni volunteerism and contributions.
Key Messages

Unite

- We bring KU alumni and friends together in support of KU.
- We keep Jayhawks connected to one another and to their alma mater.
Each program area has a clear set of talking points to help staff and volunteers explain the value of our activities to various stakeholders.

Because programs will change and evolve, the Association will review these on a regular basis and revise as needed.
ADMINISTRATION
Alumni Awards
Fred Ellsworth Medallion

ADAMS ALUMNI CENTER / HOSPITALITY SERVICES
Adams Alumni Center

ALUMNI PROGRAMS AND MEMBERSHIP
Academic Programs
Affinity Networks
Alumni Mentor Network
Career Programs
Flying Jayhawks
Future Jayhawks
Golf Tournaments
’Hawk Days of Summer
’Hawkstock
Homecoming
International Networks
Jayhawk Generations Scholarship
Jayhawk Roundup
Kansas Honors Program
Kansas Networks
Legacy Recruitment
Membership
National Networks
Reunions
Rock Chalk Ball
Salina Steak Out
Southwest Tumble
Student Alumni Association (SAA)
Student Alumni Leadership Board (SALB)
Watch Sites

COMMUNICATIONS
Jayhawks for Higher Education
Kansas Alumni magazine
Social Media
Website (kualumni.org)

DONOR RELATIONS
Presidents Club

RECORDS AND FINANCE
Alumni Records
KU Alumni Association
2015-2016 Talking Points

ADMINISTRATION

Alumni Awards

• Since 1987, the Mildred Coddington Alumni Award has recognized alumni and friends for sustained volunteer service to the University and their local communities. The award honors the memory of staff member Mildred Coddington, b’41, for her 42 years of service and the example she provided for volunteers.

• The Dick Wintersmith Network Leader of the Year Award began in 2007 to honor volunteers who display extraordinary leadership of their local network during a one-year period. Dick Wintersmith, ’51, led the Alumni Association for 20 years and left a legacy that represents the importance of strong volunteer networks.

• The Association presents both awards at events in their local areas, recognizing volunteers in the company of their fellow Jayhawks.

Fred Ellsworth Medallion

• Since 1975, the Fred Ellsworth Medallion has honored alumni and friends for their “unique and significant volunteer service” to KU. The award honors the legacy of Fred Ellsworth, a 1922 graduate who was the Association’s longest-serving chief executive. He served 39 years and influenced generations of Jayhawks.

ADAMS ALUMNI CENTER / HOSPITALITY SERVICES

Adams Alumni Center

• Built in 1983, the Adams Alumni Center serves as the national headquarters for the KU Alumni Association.

• The convenient campus location makes the Center an ideal spot for meetings, wedding ceremonies, receptions, dinners and more.

ALUMNI PROGRAMS AND MEMBERSHIP

Academic Programs

• The Alumni Association has strong partnerships across campus including the professional schools, College of Liberal Arts and Sciences and KU Libraries.

• Our well-established networks of volunteers, alumni and communications—and our academic partners’ access to new and creative content—have produced several exciting
Value Proposition & Brand Strategy

Final Thoughts
1. Get good help
2. Ask good questions
3. Engage the right people
4. Revisit often
Thank you!

David Johnston

davidjohnston@kualumni.org
@daviddjohnston
(785) 864-4764