

College Branding Project

Dear Faculty and Staff,

I'm excited to share with you that the College will partner with [Lipman Hearne](#), a research, branding and communications agency based in Chicago, on a multi-year branding and messaging campaign for the College. During this process, we will define what makes us distinct and marketable and will develop subsequent messaging to be used in all College communications. The College has never undertaken a branding project of this scope, but now is the time. In the past several years, great work has been done by all faculty and staff to implement exciting changes and program additions at the College. Now we will take the step of putting added resources into telling the College's story to its prospective students and parents, as well as to alumni, donors, friends of the College, and community members.

This branding project is a key part of the Distinctive Identity pillar of the upcoming strategic plan. As such, campus resources will be directed toward successful creation and implementation of a brand identity for the College. This project will include:

- a qualitative study of the College and its competitors;
- a brand strategy including "elevator speech," messaging and taglines;
- a new visual mark and graphic identity standards manual for the College;
- creation of the key admissions print pieces, digital ads and an integrated marketing strategy; and
- design and development of a new website.

Lipman Hearne was chosen following a competitive process that involved review of proposals submitted by numerous agencies and the input of a group of 30 faculty, staff and students who met with and heard presentations from three agencies who were invited to campus. We believe Lipman Hearne's record of success in working with more than 700 institutions—including Elizabethtown, Washington & Lee, Notre Dame, and many more—bodes well for the positive outcomes this partnership will have here at BC.

As part of the first phase of this project, Lipman Hearne will visit campus on December 6 and 7 for "campus intake days." During these days, Lipman Hearne will immerse itself in the campus culture, meeting with faculty, staff, students, alumni, and trustees to hear our stories and absorb what makes us a unique and vibrant institution. Just as a prospective student learns so much more about a college from a campus visit than from a brochure, Lipman Hearne will learn more about us during those two days than at any other point in our engagement. The Office of Marketing and Communications will be reaching out to various stakeholders across campus to participate in those sessions, and I encourage you to be an active participant.

We have accomplished a great deal together in the past five years, and for the last two we have been planning for this important moment—the time when we will illustrate those great accomplishments via a defined brand and graphic identity. It is the next step in building for our bright future, and I look forward to its positive outcomes on recruitment, fundraising, rankings, and institutional pride. Thank you for being a willing and active participant in this project that will have a resounding impact on the institution for years to come.

If you have any questions or are interested in participating in the project, please contact Abbie Parkhurst, Associate Vice President for Marketing and Communications, at aparkhur@bridgewater.edu.