

CSG Short Discussion #3 -- Branding

Context

- Branding has become a hot topic on many of our campuses and technology helped create the current situation. The advent of desktop publishing in the 80s and the growth of internet publishing in the 90s led to a “do it yourself” environment where universities (to some degree) lost control of brand management.
- At the last CSG meeting we talked about an emerging trend at our institutions to reclaim and/or better manage the ‘University’ brand and the role IT organizations play in that task. This discussion is designed to explore the impact of this movement on our IT organizations, institutional policies and practices, tools, ...etc..

Questions for discussion #1

- Who at your institution “owns” the brand?
- What’s the process for “building” the brand?
- What’s the process for distributing and “enforcing” the brand?
- What incentives and disincentives are used to encourage adoption of a common look and feel?
- What incentives and disincentives are used to encourage usage of central IT systems and tools? How much does funding and resource issues impede progress?
- What tools have you found most useful in this process?

Questions for discussion #2

- Any specific policy issues that were particularly challenging to overcome at your institution?
- What are the most frequently cited reasons for why organizations can't or won't use central branding and tools?
- What affects and/or challenges has this brand management movement created for our IT organizations?
- What strategies and tools are our central IT communication teams using to better manage brand in our own IT organizations – and conform to the university branding standards.