

Franklin College Brand Benefits

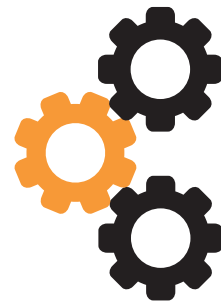
The website is the first engagement most prospective students and parents will have with the Franklin College brand. And as such, it is critical to communicate the unique benefits of attending Franklin College over the other options available to the student. While many may believe that the brand is

represented in Benjamin Franklin, these nuances are not now represented therein. There are ideas on how this might be achieved to keep Ben Franklin as an element, but not the primary brand delivery element.



Umbrella Brand: Student Focus - "Known"

While many institutions, especially small private colleges and universities, focus on the student and tout their small community and student to faculty ratios, Franklin College has a unique brand benefit in the fact that students are known. They are more than just a body in a seat...the community is dedicated to seeing their success and potential realized during their tenure at Franklin College. The institution is not focused on athletics, research, or other similar items. This focus and the fact that the student's are personally known by the community (including faculty, staff, coaches, peers, etc.) and challenged to excel in their personal growth should be the focus of Franklin College's communication efforts.



Community/ Relationships

At Franklin College, the campus is made up of a caring community of individuals who sincerely strive to see all students succeed to their full potential. One of the key ways this is accomplished is through a fully engaged approach, with everyone working together.

Keywords

Known
Interdisciplinary
Connections
Time
Teamwork
Self-motivation
Together
Engaged
Right-size
Relationships
Tight-knit
Lifelong

Brand Story Example:

Struggling student skips class. Math professor sees the student's football coach at lunch. They share a brief lunch to discuss the struggles of the student and opportunities to challenge him to greater things. The football coach approaches the student at practice about the reason of his absence from Math and challenges him to pursue responsibility and attendance as well as other aspects that were discussed over lunch.

Applications to Website:

- Photography is rich with community orientation: faculty and students; multiple faculty discussions; parents, students and faculty; community elements.
- Site is rich with testimonials from and about community.
- CTAs that are "inviting" to participate in community. Downloads are oriented toward community aspects and direction.

Additional Ideas:

- Start relationships early. Consider other aspects beyond website (i.e. private networks, etc. to facilitate relationships prior to matriculation.
- Make visit and other engagements as community focused as possible.
- Provide word of mouth cards for all faculty and staff.



Engaged Faculty/ Mentors

Franklin College faculty and staff goes beyond the typical relationship of professor/student. Their involvement and personal investment into the students is more synonymous with mentorships and apprenticeships. The depth of care, relationship, and engagement is superior.

Keywords

Known
Caring
Challenging
Personable
Approachable
Partner
Listen
Time
Friend
Cheerleader
Longevity

Brand Story Example:

A professor engages with a first generation student in class. After getting to know the background and the life experiences, the professor starts to work with the student to establish goals beyond what they may have ever been exposed. These may include graduate school, research, or careers beyond the student's expectations. The faculty starts to encourage extra curricular activities and opportunities unknown to the student.

Applications to Website:

- Faculty become central part of department pages
- All faculty have full contact information and CTA to encourage questions and inquiries from prospective students and parents
- Departmental photography should show engagement of faculty and students.
- Site is rich with testimonials from and about faculty and community.
- CTA on multiple pages to "Ask a Professor" with a commitment on response time, etc.

Additional Ideas:

- Look for ways to engage faculty in formal process of admission with prospective students and parents.
- Consider on-line "webinars" to provide additional education resources for prospective students and parents on financial aid, transition to college, etc.
- Leverage the idea of mentorships/partnership into the admissions process and label it as such. Perhaps an upperclassman is identified as an orientation mentor to assist during the critical first semester.

Personal

In addition to being "known" Franklin College is a personal and hospitable place for all, including visitors and new students. From the personal parking spaces to the intimate classrooms in Old Main, Franklin College demonstrates a very personalized approach to its relationships and has the community and individuals to back up that benefit.



Brand Story Example:

As a parent, one thing I truly appreciate about Franklin is the individualized attention that my daughter has received from professors, administrators, and other staff. She has received handwritten notes congratulating her on semester work, her birthday, and class involvement. Her professors and counselor also seem to be very available when she reaches out for help or just to meet for lunch. They also seem aware of opportunities for her to get involved and are encouraging in this respect.

Keywords

Individual
Connections
Involvement
Opportunities
Caring
Goals
Success
Needed
Challenged
Relationships
Attention
Place to Stretch

Applications to Website:

- Create navigation in such a way to focus on the needs of the audience. "Curated content" for each of these audiences with unique CTA or other visual content in Mega-menu structure.
- Look for ways to share these personal stories in personal ways: illustrative design formats (letters, videos, etc.) and other emotional means to communicate content as well as emotion.
- Personal and emotive photography.
- Rich with testimonials that are engaging and inviting.
- Clarity of content, as well as simplification. By creating a "friendly approach" to the content and information, this will underscore the brand benefit. The site should be "helpful."
- Rich FAQ areas.

Additional Ideas:

- Continue to use "personal touches" with parking spaces.
- Consider "personal packages" or other non traditional ways to communicate beyond the typical letter of acceptance.

Engaged Learning



Opportunities abound at Franklin College where students who are "known" are presented opportunities for internships in businesses in Indianapolis, Bloomington, etc. as well as provided diversity and involvement opportunities from Greek service clubs to opportunities for community involvement. The rigorous learning at Franklin is career focused and life long.

Brand Story Example:

Story of tour guide was compelling. Long-hiker for the football team. Also president of fraternity and seminary student. Top academic student and highly engaged in other activities as well as engaged all-around student. The testimonies of many students who are so well-rounded is compelling and should be shared regularly.

Applications to Website:

- Site should contain rich media content to demonstrate visually and interactively the ideas of a highly engaged education and the process therein: video, photography, interactive charts, info-graphics, copy written for web, etc. should all be prominently leveraged.
- Since 33% of incoming students are first-generation college students, content should be designed and written toward the this audience. Care should be taken to explain the college process in the best ways for those not familiar with the process.
- Part of the engaged process is organization and clarity. The website should reflect that in all aspects.
- Photography and video should reflect the engaged process.

Additional Ideas:

- CTA incentives should include education brochures and decks focused on the college application process, importance of campus visits, and preparing for the transition to higher education.
- Look for ways to program engaged learning in on-campus visits and other engagement for prospective students.