

University Council Theme Session
Queen's Brand Idea and Comprehensive
Campaign

“Queen's and the World”

May 7, 2011

Pre-Read

The Theme Session Agenda



1. Brand Idea Review and Discussion	30 minutes
2. Comprehensive Campaign Presentation minutes	30
3. The Theme Session Task minutes	10
4. Break	15 minutes
5. Break-out Session	45 minutes
6. Presentations	50 minutes

The Brand Idea – Background



- The brand process began in early 2010 with the goal of developing a clear articulation of Queen's.
- The launch of the comprehensive fundraising campaign scheduled for Fall 2012 was impetus for the Queen's brand process.
- The brand idea would provide a foundation for a fundraising campaign theme.

The Brand Idea Overview



What is a Brand Idea?

- A concise and powerfully worded statement that articulates the underlying idea for the brand.
- It is a positioning.
- It is NOT a tagline or visual identity.

An example: Volvo's brand idea is "safety". Their tagline is *Volvo. For Life.*

- To develop the brand idea Queen's joined forces with [john st.](#) in July 2010.
- john st. is a 100+ person communications collaboration that uses advertising, design, digital and strategic planning to make their clients' brands "unignorable".

The Brand Idea – Our Partners



- To develop the brand idea Queen's joined forces with [john st.](#) in July 2010.
- john st. is a 100+ person communications collaboration that uses advertising, design, digital and strategic planning to make their clients' brands "unignorable".
- Queen's adopted the john st. strategic planning process to develop the brand idea.

The Brand Idea Process



- **Step One: July 2010 - Ground Floor (Internal Brainstorm Sessions)**

Use a range of facilitation methods to uncover insights into stakeholder, category and the brand. Provide clarity around issues and opportunities.

3 Sessions each comprising 20+ staff, faculty and students

- **Step Two: August/Sept 2010 - Scouting & Insight Review**

Review and distillation of additional category/stakeholder/brand research

Exit Surveys, National Survey of Student Engagement, Applicant Survey, 2008 Queen's Brand Reputation Survey, trends in higher education and more...

The Brand Idea Process



- Step Three: Oct/Nov/Dec 2010 - Strategic Prototypes & Research

Develop a range of creatively-expressed positionings built from relevant insights. Explore the concepts in qualitative sessions with key stakeholders.

- Step Four: January 2011- Brand Idea Recommendation to Senior Admin.

Analyze stakeholder feedback to prototypes and refine/select a brand idea for Queen's and present recommendation.

- Step Five: January – May 2011- Brand Idea Workshops

Explore possible applications of Brand Idea with faculties/schools/units to further refine idea.

- Step Six: May 2011- Present to Board of Trustees and University Council

Campaign Objectives:

1. To raise money for identified university priorities
2. To build capacity for post-campaign philanthropy and engagement of alumni & friends
3. To raise the profile and awareness of Queen's University and the Queen's brand experience both nationally and internationally

Comprehensive Campaign Overview



Financial Goals:

Time Period 2006 – 2016 (Campaign Public Launch Fall 2012)

- Campaign Goal: \$500M

What do we count ?

- Outright gifts
- Pledges counted when received (standard practice)
- Realized & irrevocable estate gifts / planned gifts

Phases of the Campaign:

- Quiet Phase: Raise 60 -70% of the financial goal, plan the public launch and establish and refine the priorities
- Public Phase: Raise the remaining funds, galvanize the Queen's community around shared goals, profile the University and our contribution to society

General areas of support:

1. Capital Projects - Space & Facilities

- a) Teaching and Learning Building
- b) Applied Science and Engineering
- c) Athletics and Recreation
- d) Isabel Bader Centre for Performing Arts
- e) Goodes Hall Expansion
- f) Student Life Facilities

General areas of support continued :

2. Student Support → Scholarships and Bursaries
3. Faculty Support → Chairs & Professorships
4. Programs and Research

Campaign Highlights:

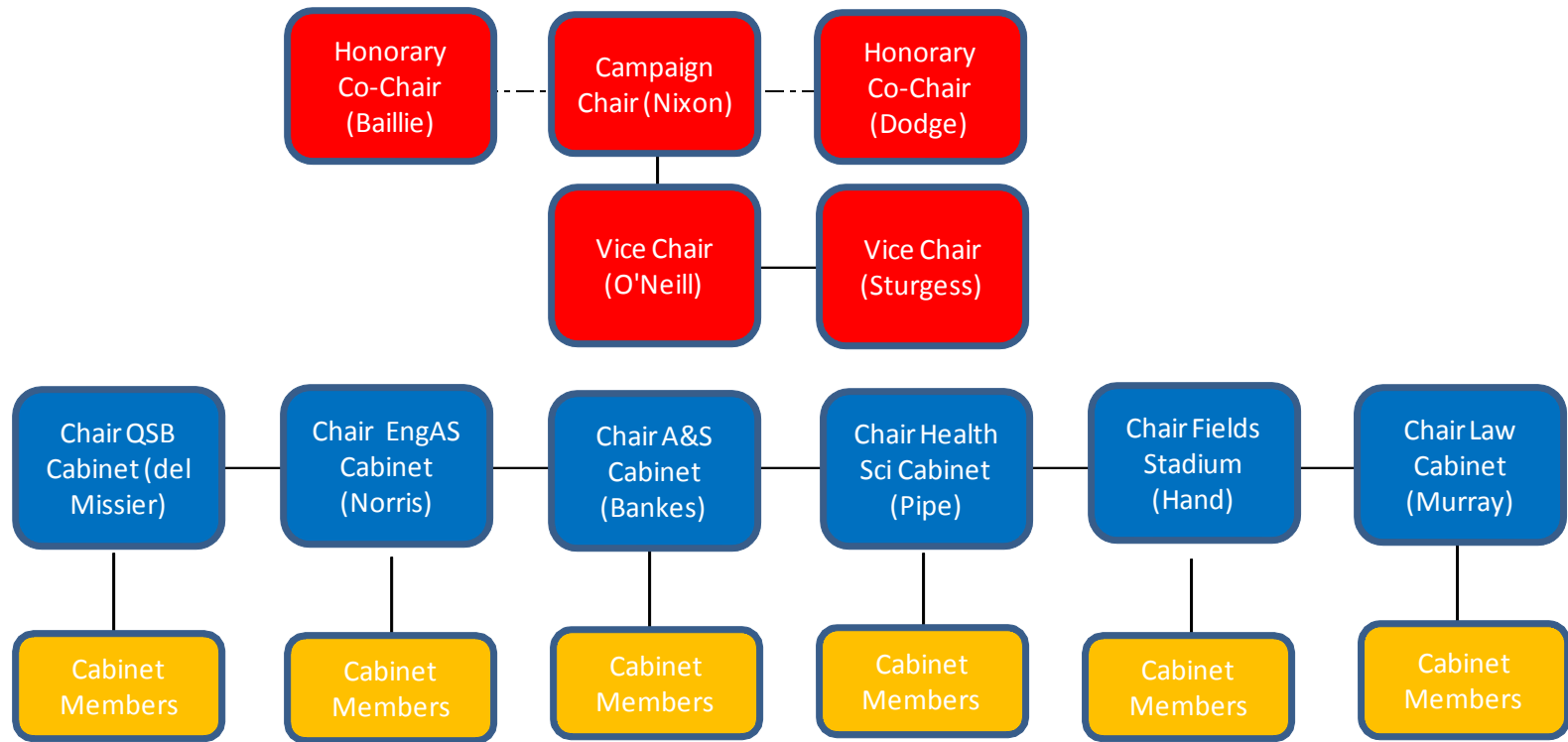
Work ongoing with Campaign Cabinet and Chair:

- 32 members from Canada, US, India
- Chair, Gord Nixon, CEO, RBC
- Meet twice a year
- Some cross-representation on other Faculty/School cabinets

Comprehensive Campaign Overview



Campaign Cabinet and Faculty Cabinet Structure



Ongoing and Next Steps:

- Identification of faculty funding priorities completed – new process involving Provost and Deans
- Development of campaign theme and thematic areas: dependent on foundation provided by the strategic brand process and establishment of funding priorities
- Principal's Roundtables May - June 2011: a series of small groups of alumni meeting with Principal to discuss and provide feedback on the vision for the Campaign and the priorities
- Applying learning from the last Campaign: *The Campaign for Queen's*
- Planning for Campaign Public launch Fall 2012 – Events, Media and Promotion (profile the University and our contribution to society)