

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES STUDY SESSION**

Increase awareness among key audiences, reinforce partnerships with communities and businesses, and increase strong support among opinion leaders and public officials, all of which results in increased enrollment and support for our colleges and universities. Give reasons for investing in one of MnSCU's institutions.

Steering Committee

The Branding Steering Committee formed in January 2014. The committee includes six MnSCU presidents and 10 marketing and communications staff from campuses. Chancellor Rosenstone called upon President Earl Potter, St. Cloud State University.

Target Audiences

The key audiences for the branding strategy are:

- prospective students
- influencers of prospective students (parents/families/high school guidance counselors/workforce center counselors/etc.)
- current students
- alumni
- donors
- elected and appointed officials
- community and business leaders
- industry partners and related state agencies
- residents of the state of Minnesota (metro and Greater Minnesota), especially those who live in the communities served by MnSCU colleges and universities
- faculty and staff

Request for Proposal

A request for proposal was issued in February 2014. Eighteen proposals were received and

