

Building your brand:

‘The 3 R’s - Reputation, Recruitment and Relationships’

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Tuesday, 13th June 09:35 -10:20

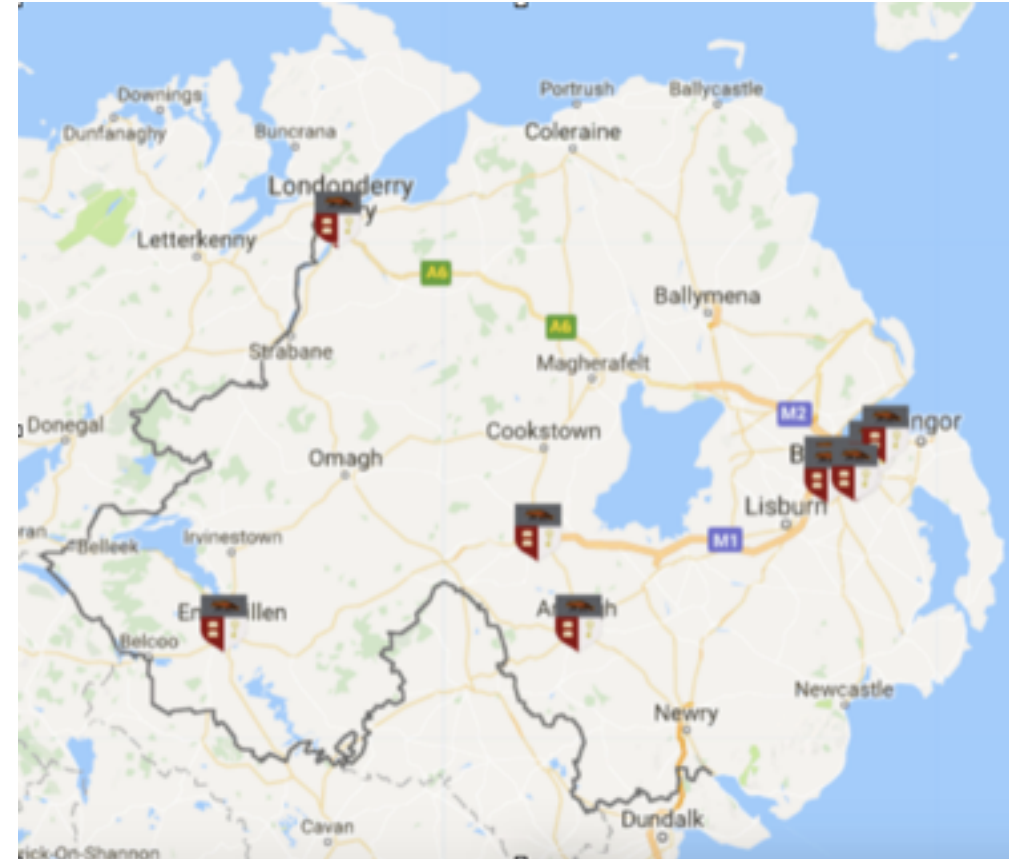
Background

- ▶ Drinks Industry
- ▶ Arts and Charity
- ▶ Education



Northern Ireland

- ▶ A village
- ▶ Strong education
- ▶ Free not fee
- ▶ Declining Preps
- ▶ Declining Boarding



The Campbell College Story



Recruitment in 2014

- ▶ Kindergarten and Prep 1 = 20 in each
- ▶ Year 8 (age 11) applications = 122
- ▶ Boarding Applications = 130
- ▶ Undersubscribed at all entry points

External Perception 2014

- ▶ Elite
- ▶ Removed
- ▶ Not academic
- ▶ Rugby focussed
- ▶ Closed gates



The Brief

- ▶ A new Headmaster and a progressive Board of Governors recognised the urgent need to ‘do some proper marketing’
- ▶ I was appointed as a freelance for 2 days a week to review the marketing and increase admissions across all entry points
- ▶ No Development Office in place.

Defining Brands

Any **brand** is a set of perceptions and images that represent a company, product or service. While many people refer to a brand as a logo, tag line or audio jingle, a brand is actually much larger.

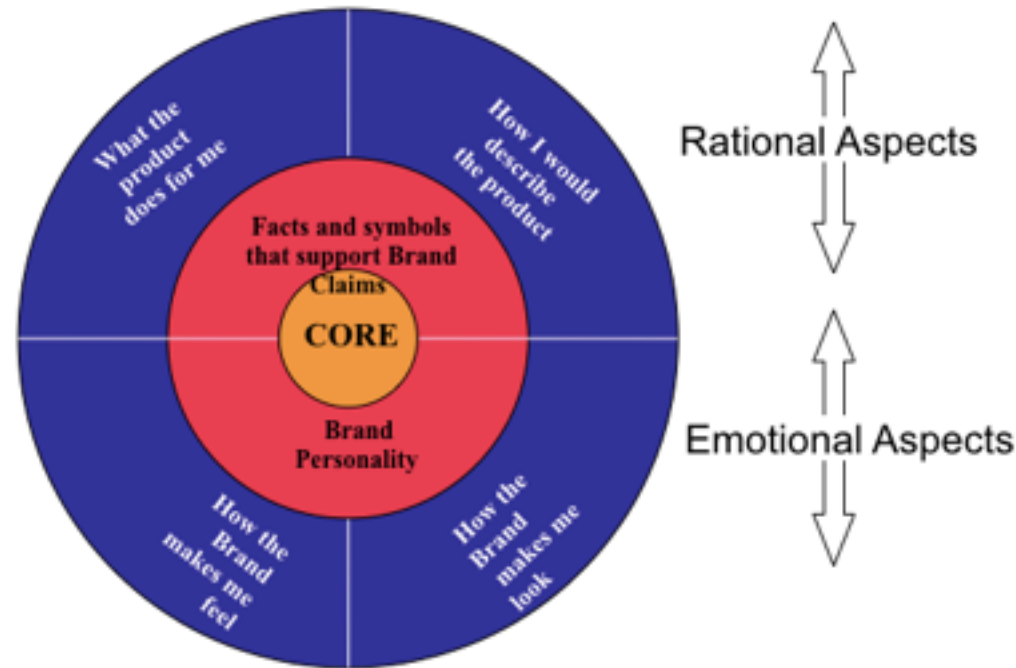
A brand is the **essence** or **promise** of what will be **delivered** or **experienced**.

Defining Brand

- ▶ Review of Current Position - Brand Audit
- ▶ Audience Understanding - Focus Groups (internal v's external)
- ▶ Brand Vision, Mission and Values
- ▶ Brand Development - Look and Feel

Defining Brand

What is our brand **essence** - what do we **promise** and what do we actually **deliver**?



Exceptional Enthusiastic
Contribution Opportunities Enthusiasm
Aspirational Breathtaking Ambition Engaging
Positive Achievement Dynamic Rewarding
Performance Grow Proud
Influence National Confidence
Respect Inspiring Confident Motivation
Brilliance Local Future Brilliant
Atmosphere Learn Success
Family
Individual Leadership
Opportunity Inclusive
Diverse Quality
Creative Exciting
International Achieve
Aspire Connecting Culture
Honesty
Community Potential
Friendship Special
Worldwide
Unique Encouraging
Welcoming
Excellence Relationship Quirky
Accessible impressive Leaders Serve Motivated Learners
Encouragement Proactive Sociable Individuality
Education Challenging Creativity

Defining Brand

- ▶ 3 Little Words

Inspiring

Individual

Potential

- ▶ Inspiring Individuals to be the best they can be
- ▶ Achieving their own personal best

Before

Day Boy Prospectus



Campbell College
BELFAST



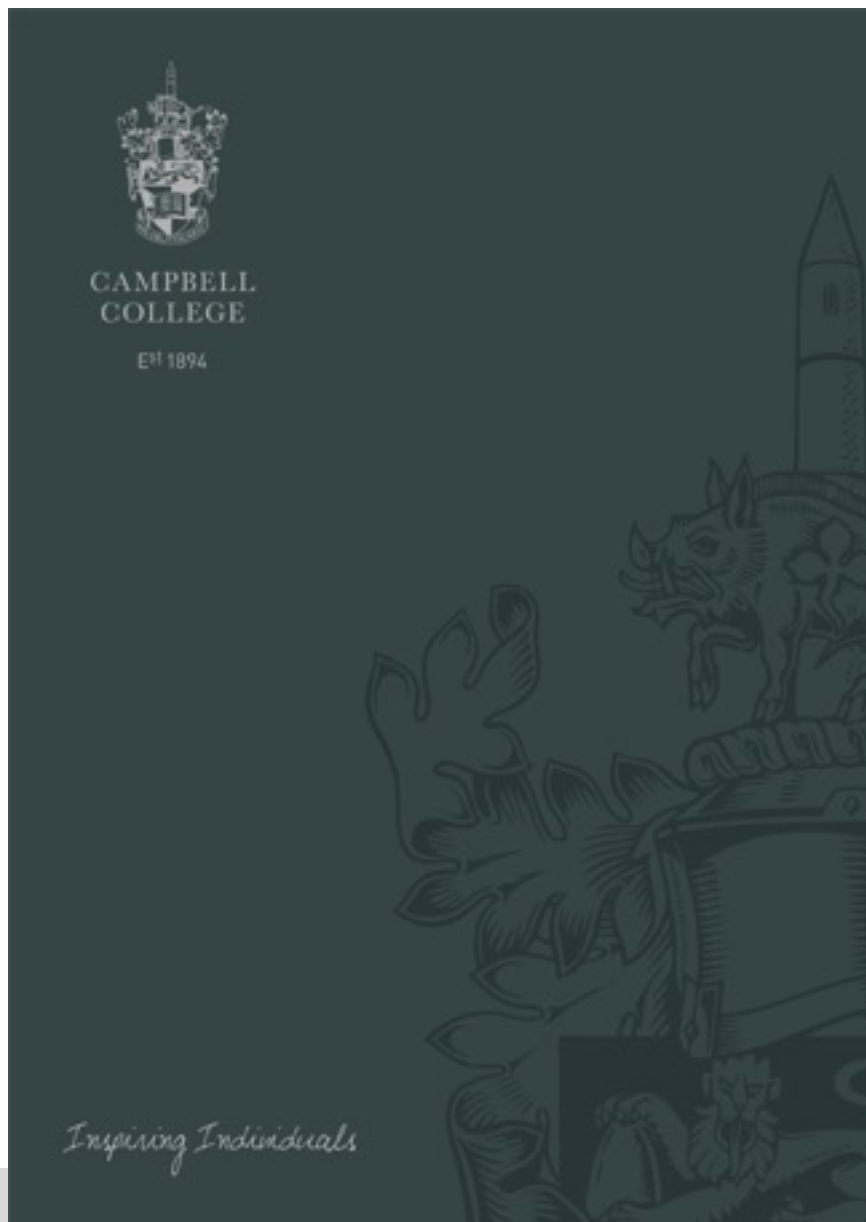
IDPE 2017 Annual
Conference

After



CAMPBELL
COLLEGE

Est 1894
BELFAST



IDPE 2017 Annual
Conference

Next Steps

- ▶ So, we had our lovely prospectus and visuals
- ▶ A vision, mission and values
- ▶ But, we needed to live it, breathe it and shout about it
- ▶ Vision needed to match reality
- ▶ This was just the start of the journey

The Development Journey

- ▶ We are all at different points on this journey of Development
- ▶ Northern Ireland Schools are only taking the first step



The Development Office 2014



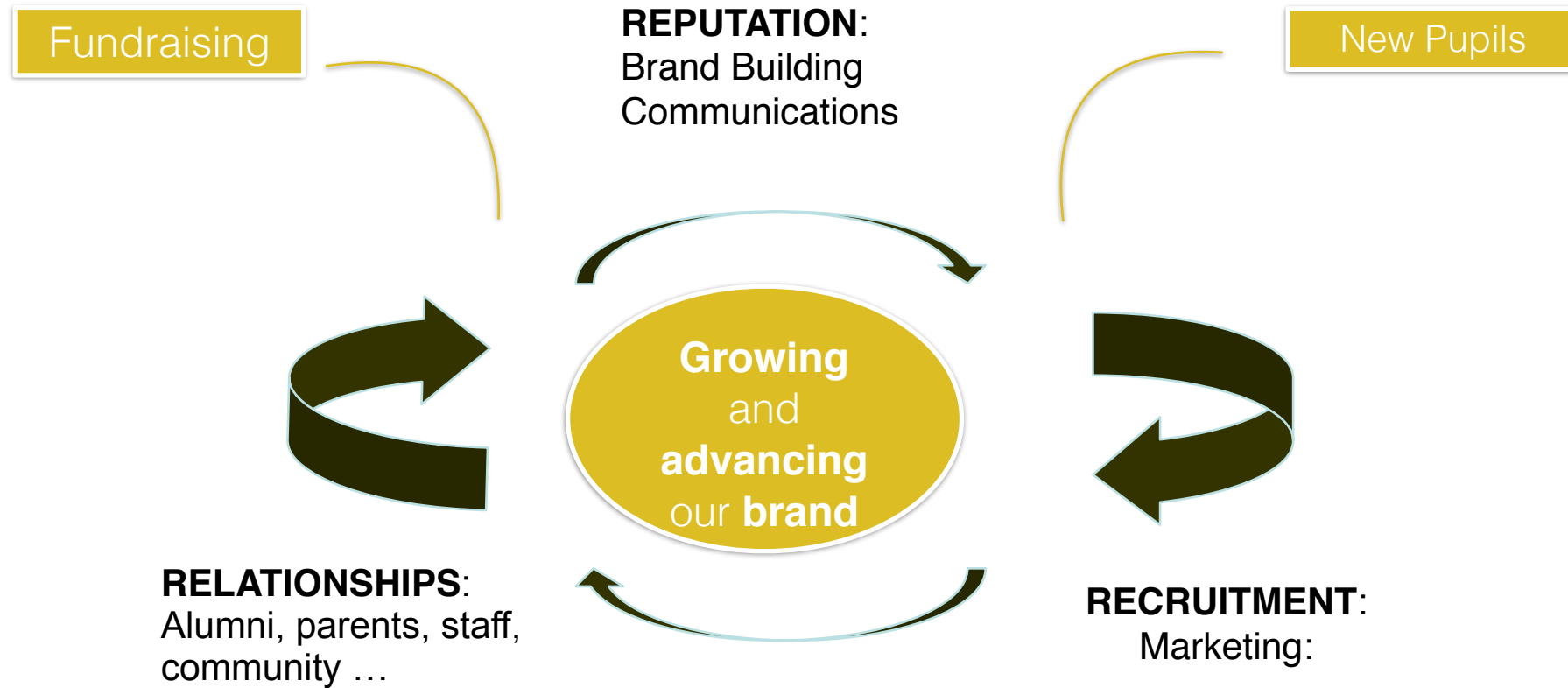
Defining Development

Development(noun):

‘The process of growing or changing and becoming more advanced.’

Cambridge Dictionary

The 3 R's



Reputation

- ▶ Reputation is the ultimate measure of a brand
- ▶ The ongoing maintenance of our brand promise
- ▶ What people say about us over coffee
- ▶ Word of mouth
- ▶ Managing the message

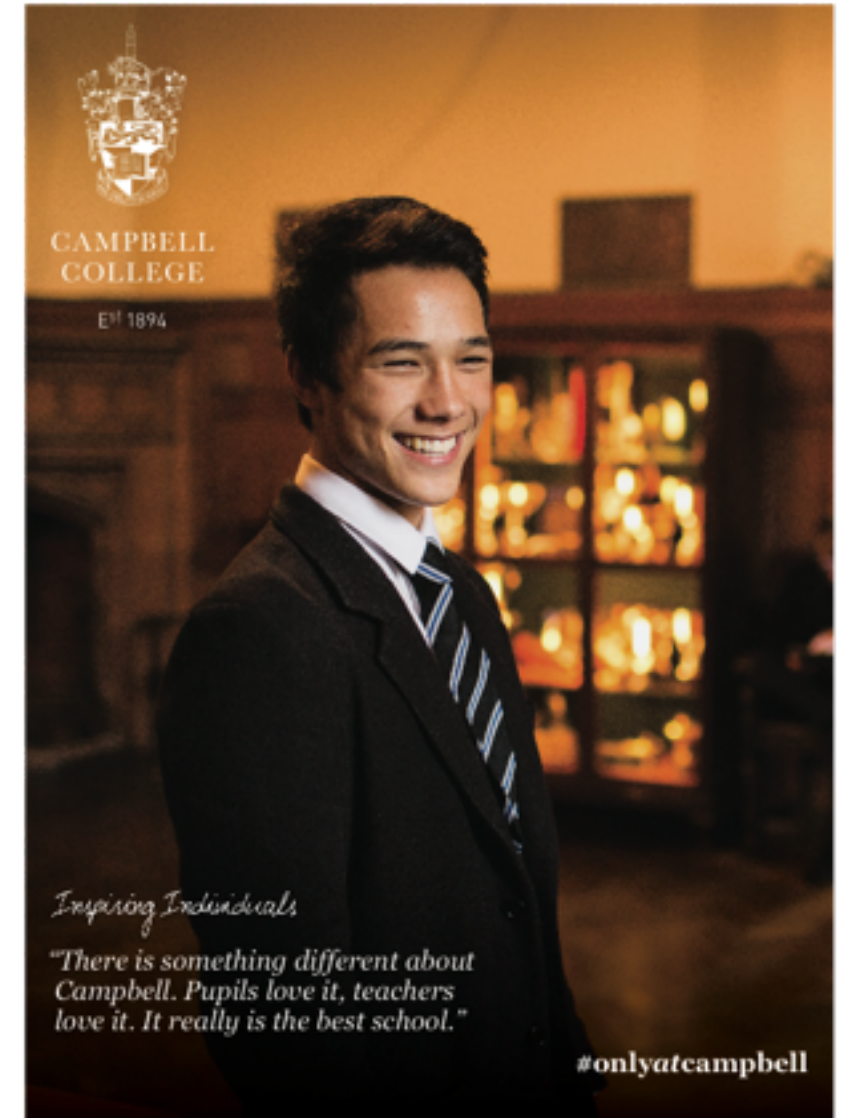
Reputation

- ▶ Tell the stories that make us unique
- ▶ Control the stories that damage our reputation
- ▶ Utilise all platforms



Recruitment

- ▶ Clear and targeted marketing strategy
- local and international.
- ▶ Stronger admissions processes
- ▶ Stronger connections with feeder schools
- ▶ Established partnerships and collaborations
- ▶ Reviewed and relaunched Scholarships



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Relationships

- ▶ Building a connected community - internally and externally
- ▶ Old Campbellians - Alumni Relations
- ▶ Parent Campbellians
- ▶ Staff
- ▶ Local community - public benefit strategy
- ▶ Giving back - bursaries, COTY, community partnerships

2017

- ▶ Intake in KG = 48 P1 = 34
- ▶ Year 8 applications = 168
- ▶ Boarding applications = 155
- ▶ Oversubscribed and building more boarding rooms.
- ▶ Perception - shifting



The Development Office 2017

- ▶ 3 Full Time Staff
 - Development Director
 - Alumni Relations and Fundraising Manager
 - Marketing Assistant
 - (Hoping for Admissions Manager in 2018)
- ▶ 2 Freelance Staff
 - Archivist and Heritage Project Manager



The Development Office 2017

- ▶ Only at base camp
- ▶ Just launching our Fundraising Strategy
- ▶ Long road ahead
- ▶ Keep returning to the Brand Promise