



Northwestern Michigan College  
**Audience Personas & Competitive Insights**  
May 28, 2024

# Audience Personas

Personas are important because they help us have a clear picture of your target audience. By creating semi-fictional representations of various audience members, we gain an understanding of how NMC can best communicate with them. Personas help with marketing and communications efforts, as well as most touchpoints, by providing insights used in the creation of key messages, and the specific channels that will be most effective in reaching and engaging with the audience.



# Emma

## DEMOGRAPHICS

**Age:** 17

**Gender:** Female

**Location:** Traverse City

**Education:** High school senior with dual enrollment credits

**Interests:** Academics, outdoor activities, beach lifestyle

## BACKGROUND

Emma is a 17-year-old senior at Traverse City Central High School. She's a driven and academically talented student and has taken advantage of NMC classes during her junior and senior years, earning college credits while completing high school. Faced with the decision of where to continue her higher education journey, Emma is eager to find a college that combines affordability, rigorous academics, and proximity to outdoor activities. She is undecided in her major and career choice, although is interested in exploring how her love of learning might lead to a career in education. Emma attends high school "over the fence" from NMC and while she has fond memories of her dual enrollment experience and attending College for Kids during her earlier school years, she's uncertain NMC is a big enough leap to have a fulfilling college experience.

**Prospective Student  
Traditional High School  
Dual Enrolled**

## GOALS & ASPIRATIONS

Earn a degree (either a two-year associate's that transfers, or a four-year bachelor's) in a supportive and engaging environment.

Access to a rigorous education that prepares her for future career opportunities.

Enjoy a college experience that includes on-campus living, and proximity to the beach and outdoor activities.

## PAIN POINTS

Fear of missing out on the traditional college experience of living away from home and all the opportunities that come with it.

Desire for affordability without compromising on the quality of education and campus experience.

Concern about finding a college that offers personalized guidance and support.

## SOURCES OF PRIDE

Academic excellence and success in high school and dual enrollment programs.

Desire to pursue higher education and work towards her career goals.

Ability to balance academic achievement with a vibrant lifestyle in Traverse City.

## LIKELY INFLUENCES

**Friends & Family**

**Social Media**

**Advertising**

**Campus Visits**

**College Fairs**

**High School Counselor**

**Online Search**

## FAMILIARITY WITH NMC

**Somewhat Familiar to Very Familiar**



# Levi

## DEMOGRAPHICS

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**Age:** 26

**Gender:** Male

**Education:** High school diploma; one semester of college

**Occupation:** Office clerk

**Location:** Bay City, Michigan

**Interests:** Environment (especially watershed cleanup), engineering, conservation

## BACKGROUND

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Levi is a 26-year-old office clerk in an engineering firm that provides environmental remediation services. Lately, he's questioning his life choices (having dropped out after one semester of college) and is interested in finding ways to turn his passion – water and conservation – into a viable career. The firm he works for has a growing environmental cleanup practice and he wants in. Unfortunately, he lacks formal education and training and isn't sure where to start. He has traveled and served as a volunteer at environmental NGOs and did well in high school science classes. Levi began an online search for potential job opportunities in watershed management and environmental cleanup and came across an article published on Michigan State University's website about a new, first-of-its-kind, two-year degree program in water technology at Northwestern Michigan College. He's intrigued by the potentially unique and comprehensive curriculum and feels a degree could open new doors to doing this professionally.

## GOALS & ASPIRATIONS

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Gain the necessary skills and education for a meaningful career in watershed management.

Work in the environmental cleanup side of his firm.

Make a positive environmental impact locally and globally, contributing to cleaner water and healthier ecosystems.

## PAIN POINTS

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Concern about affordability, especially while still paying student loans on previous college classes.

He already has an unfinished degree. Does not enjoy traditional college.

Needs to keep working while in school.

## SOURCES OF PRIDE

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Valuable experience volunteering for NGOs that do water cleanup.

Served one year with Americorps after leaving college, working on stormwater cleanup.

Interested in contributing to the health of the Great Lakes and local communities.

## LIKELY INFLUENCES

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**Friends & Family**

**Social Media**

**Advertising**

**Colleagues**

**Email Marketing**

**Campus Visit**

**Online Search**

## FAMILIARITY WITH NMC

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**Not Familiar to Somewhat Familiar**

**Prospective Student  
Interest in Non-traditional  
College**



# Susan

## DEMOGRAPHICS

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**Age:** 32

**Gender:** Female

**Household:** Single parent of two children (ages 7 and 13)

**Education:** High school diploma; some college

**Employment:** Nursing Assistant at a local hospital

## BACKGROUND

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Susan is a 32-year-old single mother considering a return to college after dropping out during her younger years. She has faced various challenges as a single mom, juggling family obligations with her full-time job as a nursing assistant. After several years hard work and not getting ahead in her job, she is now determined to pursue her dream of advancing her career in a way that would provide opportunities for better financial support for her family. To that end, Susan is seriously considering going back to school to enroll in a two-year Nursing program.

## GOALS & ASPIRATIONS

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Secure a stable and fulfilling career in healthcare.

Provide a better life for herself and her children.

Serve as a role model for others facing similar challenges.

## PAIN POINTS

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Balancing motherhood, work, and academics.

Financial strain due to tuition costs and childcare expenses.

Fear of missing out on important moments with her children due to academic commitments.

## SOURCES OF PRIDE

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The bold decision to return to college.

Achieving academic success and consistently being on the dean's list when previously enrolled in college.

Gaining meaningful employment as a nursing assistant at a local hospital.

Providing a better future for herself and her children through education.

## LIKELY INFLUENCES

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Friends & Family

Social Media

Advertising

Campus Visits

Colleagues

Email Marketing

Online Search

## FAMILIARITY WITH NMC

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Somewhat Familiar

**Prospective Student  
Returning to College  
Interest in Nursing**

# Ramona

## DEMOGRAPHICS

**Age:** 65

**Gender:** Female

**Occupation: (Retired)** Technology Professional

**Location:** Traverse City

**Interests:** Cooking, sailing, the arts

## BACKGROUND

Ramona is a 65-year-old professional who recently transitioned from seasonal residence to making Traverse City her new hometown. After spending many years working in larger cities, she's drawn to Up North living and wants to lead an active lifestyle in a vibrant community. She is looking for ways to become locally involved and to continue pursuing interests in cooking, sailing, and the arts.

Ramona's partner is also an urbanite and worked within a large, urban health system. They may be attracted to innovations taking place in rural health settings that are serving under-resourced communities.

## GOALS & ASPIRATIONS

Leverage opportunities to give back to her local community.

Hone skills and pursue personal interests that were on hold throughout a busy and demanding career.

Maintain a vibrant and active lifestyle.

## PAIN POINTS

Search to find meaningful opportunities that align with personal passions and professional skills.

Transitioning to a smaller community after years of living in a larger city with multiple opportunities for enrichment and activity.

Difficulty integrating back into the local community.  
Getting bored.

## SOURCES OF PRIDE

Valuable experience and expertise gained in technology.

Commitment to community and philanthropy.

Lifelong Learner

Accomplished cook for family and friends.

## LIKELY INFLUENCES

Friends & Family

Former Colleagues

Social Media

Proximity to Campus

Online Search

Email Marketing

## FAMILIARITY WITH NMC

Somewhat Familiar to Very Familiar

**Non-credit Student  
Community Member  
Prospective Donor**



# Frank

## DEMOGRAPHICS

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**Age:** 45

**Gender:** Male

**Occupation:** Founder/CEO of a specialty manufacturing company

**Location:** Traverse City, Michigan

**Industry:** Technology and innovation in the healthcare sector

## BACKGROUND

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Frank is a 45-year-old business owner and entrepreneur based in Traverse City, Michigan. As a local business leader, Frank is deeply invested in the growth and development of the region. With a passion for innovation and a keen interest in supporting emerging talent, Frank knows larger markets such as Grand Rapids and Detroit develop talent pipelines through local colleges and desires to do the same in his own community.

## GOALS & ASPIRATIONS

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Hire skilled and innovative talent for his company.  
Support educational initiatives that foster hands-on learning and real-world experience.  
Establish Traverse City as a hub for entrepreneurship and innovation.

## PAIN POINTS

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Limited availability of skilled local talent with practical training for the tech jobs at his company.

Need for collaborative partnerships that could provide nimble response to a real and immediate business need.

## SOURCES OF PRIDE

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Championing innovation and entrepreneurship within the local community.

Leading a successful tech startup that contributes to economic development.

Supporting and mentoring emerging talent to succeed in the industry.

## LIKELY INFLUENCES

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Friends & Family  
Social Media  
Advertising  
Colleagues  
Email Marketing  
Campus Visit  
Business Community

## FAMILIARITY WITH NMC

---

Somewhat Familiar to Very Familiar

Local Business Owner  
Prospective Partner  
Prospective Employer

# Competitive Review

A competitive review is an important step in the branding process because it helps to understand the strengths, weaknesses, and strategies of competitors in the market, and how they promote themselves. By analyzing the competition, NMC can identify opportunities to distinguish and position the brand more effectively. This information is crucial for developing a unique value proposition and creating a brand that stands out in the marketplace.

# FERRIS STATE UNIVERSITY



FERRIS STATE UNIVERSITY  
MARKETING | PUBLIC RELATIONS

# ARE YOU THE VOICE FOR OTHERS?

Public Relations is the voice for companies, individuals and ideas.

Study #PublicRelations at Ferris State University [www.ferris.edu/business/departments/marketing.htm](http://www.ferris.edu/business/departments/marketing.htm)



FERRIS STATE UNIVERSITY  
MARKETING | BUSINESS DATA ANALYTICS

Last year's sales  
Sales

## ARE YOU A TREND SPOTTER?

Business Data Analytics makes numbers meaningful.

FERRIS STATE UNIVERSITY  
MARKETING

## ARE YOU A PROBLEM SOLVER?

Marketing shows people what is possible.

FERRIS STATE UNIVERSITY  
MARKETING | DESIGN

## ARE YOU A VISUAL THINKER?

Design connects aesthetics with purpose.



Ferris Grimm  
PMS: 200C  
CMYK: 0 100 43 12  
RGB: 196 14 41  
HEX: #B4002E



Ferris Gold  
PMS: 123C  
CMYK: 0 24 81 19  
RGB: 232 243 23  
HEX: #E9D917

## FERRIS STATE UNIVERSITY

FERRIS FORWARD

FERRIS STATE UNIVERSITY  
MARKETING

"FERRIS MARKETING SET ME UP TO BE SUCCESSFUL."  
—FORMER FERRIS STATE MARKETING STUDENT

Your future in Marketing begins this fall at Ferris State University.  
STUDY #MARKETING AT FERRIS

FERRIS STATE UNIVERSITY  
MARKETING

"THEY TEACH VALUABLE COMMUNICATION SKILLS."  
—FORMER FERRIS STATE MARKETING STUDENT

Find your fit in Marketing at Ferris State University.  
STUDY #MARKETING AT FERRIS

FERRIS STATE UNIVERSITY  
MARKETING | GRAPHIC MEDIA MANAGEMENT

DO YOUR STUDENTS HAVE AN EYE FOR DETAIL?  
STUDY #MARKETING AT FERRIS

Graphic Media Management shares visual content with the world.

FERRIS STATE UNIVERSITY  
MARKETING

## ARE YOU CREATIVE?

ASTROFERESTISSON

FERRIS STATE UNIVERSITY  
MARKETING

BIG HEADER

Brochures

FERRIS STATE UNIVERSITY  
COLLEGE OR DEPARTMENT NAME

Business Cards

FERRIS STATE UNIVERSITY  
COLLEGE OR DEPARTMENT NAME

FERRIS STATE UNIVERSITY

Cards

FERRIS STATE UNIVERSITY

## READY TO BE A BULLDOG?

FERRIS STATE UNIVERSITY

FERRIS STATE UNIVERSITY  
MARKETING

BIG HEADER

Flyer

FERRIS STATE UNIVERSITY  
MARKETING

Letterhead

BIG HEADER GOES HERE

FERRIS STATE UNIVERSITY

Newsletters

## BACKGROUND

Ferris State University is a public university with its main campus in Big Rapids, Michigan. It was founded in 1884 as Big Rapids Industrial School by Woodbridge N. Ferris and became a public institution in 1950. The university also has a satellite campus in Grand Rapids, Michigan.

10,361

NUMBER OF STUDENTS

\$13K

COST PER YEAR AFTER AID

52%

GRADUATION RATE

88%

ACCEPTANCE RATE

## Mission Statement

Ferris State University prepares students for successful careers, responsible citizenship, and lifelong learning. Through its many partnerships and its career-oriented, broad-based education, Ferris serves our rapidly changing global economy and society.

## Vision Statement

Building on the vision of our founders, Ferris State University will be an agile and transformational university. By integrating theory and practice, we will foster opportunity, discovery and professional preparation for a dynamic global society.

## Core Values

- **Collaboration:** Ferris builds partnerships within the university and the global community that promote shared goals and success.
- **Diversity:** Ferris commits to be an inclusive university community that respects the dignity of the individual and promotes the acceptance of others.
- **Ethical Community:** Ferris implements policies, procedures, and actions to promote transparency, advance our mission and foster integrity, civility, and respect within and beyond the university.

- **Excellence:** Ferris dedicates itself to innovation and quality execution that sustains and promotes relevance in a changing world through best practices and benchmarking.
- **Learning:** Ferris promotes hands-on, transformative learning; balancing theory and practice; encouraging teamwork and innovation; and emphasizing critical thinking—all are fundamental elements of career success.
- **Opportunity:** Ferris honors the legacy of our founders by encouraging and supporting all who wish to acquire the knowledge, leadership, and communication skills that are the foundations of personal success.

## Overall Impression and Themes

Ferris State University uses various themes in its advertising, but some of the most prominent ones include its commitment to hands-on learning, access to cutting-edge technology, and personal attention from faculty and staff. The university also emphasizes its diverse academic offerings, affordability, and strong community partnerships. Additionally, Ferris State University promotes its campus culture, which values inclusivity, innovation, and collaboration among students, faculty, and staff.

## Messaging & Content

Messaging is centered around the themes of opportunity, innovation, and inclusivity. It highlights the university's strong commitment to providing hands-on learning experiences and fostering a diverse and inclusive environment.

## Messaging & Content Themes

- **Career-Focused Programs:** Ferris State offers a wide array of career-oriented programs, particularly in fields such as health professions, business, engineering technology, and criminal justice. Top programs include Optometry and Pharmacy.
- **Hands-On Learning:** The university emphasizes experiential learning through internships, co-ops, and practical assignments.

## Brand Expression

The university's tagline, "Ferris Forward", speaks to its vocational roots and commitment to hands-on, practical approaches to education and learning that support the success of its students and the industries in which they will work. It is the guiding principle and purpose as members of the Ferris community and is used in all appropriate and positive contexts to promote the university's goals, identity and purpose.

- **Tone & Voice:** Ferris State University's brand voice is dynamic and multifaceted, tailored to engage different audiences with a tone that is immersive and experiential for students, direct and insightful for alumni and community members, and impactful and inspiring for donors and industry partners. This approach underscores the university's commitment to practical, career-oriented education and real-world experience, emphasizing collaboration with industry professionals, hands-on learning, and the immediate applicability of skills and knowledge. Phrases like "Unleash Your Potential" and "Make Your Move" are frequently used to inspire and motivate students.
- **Brand Visuals:** The university's two main colors are crimson and gold, with crimson used as a foundation and a base for the main colors. The official mascot is Brutus the Bulldog, to represent school spirit and unity. The university also uses a seal in certain circumstances.

## What FSU is Doing Well

- **Student Support:** Ferris State offers comprehensive support services, including academic advising, tutoring, career services, and personal counseling.
- **Community Engagement:** The university actively engages with its community through events, partnerships, and resources such as the Birkam Health Center and the Veterans Resource Center.
- **Flexible Learning Options:** Programs like Ferris Online and Ferris Statewide provide flexible education options for non-traditional and remote students.
- **Inclusivity and Diversity:** Initiatives such as the Center for Latino Studies, LGBTQ+ Resource Center, and Multicultural Student Services underline its commitment to a diverse student body.
- **Unique Facilities:** Notable facilities include the Jim Crow Museum of Racist Memorabilia and the Shimadzu Core Laboratory for academic research.

## Key Takeaways

Ferris State University successfully combines a robust, career-focused educational approach with a supportive and inclusive campus environment, making it a compelling choice for students seeking practical and real-world experiences.

- **Practical and Career-Oriented:** Ferris State University is deeply focused on preparing students for the workforce with practical skills and real-world experience.
- **Inclusive and Supportive Environment:** The university fosters an inclusive atmosphere with extensive support systems to help students succeed.
- **Strong Community Ties:** Ferris State maintains strong connections with its community and industry partners, enhancing opportunities for students.

# Competitive Review

# Ferris State University

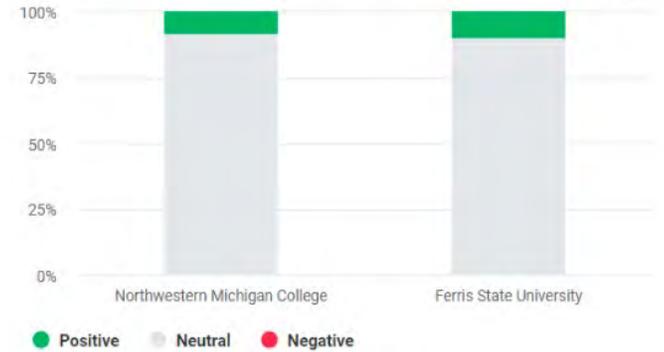
## Overview

Export to CSV

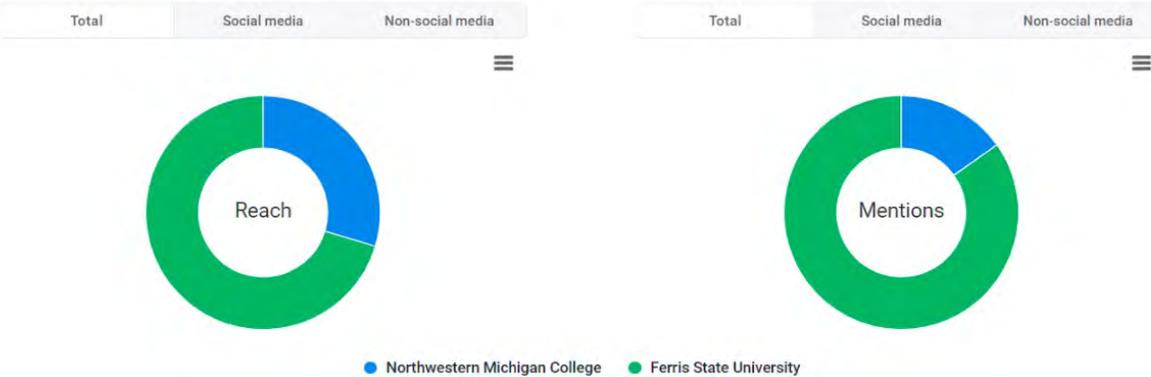
	Northwestern Michigan College	Ferris State University
Total mentions	76	424 ★
Social media mentions	11	131 ★
Non-Social media mentions	65	293 ★
Positive mentions	8% (6)	10% (42) ★
Negative mentions	0% (0) ★	1% (3)
Social media reach	8246	223K ★
Non-Social media reach	870K	1.9M ★
Presence score	16/100	24/100 ★
AVE	\$ 75k	\$ 172k ★
User generated content	19	166 ★

## Sentimental breakdown

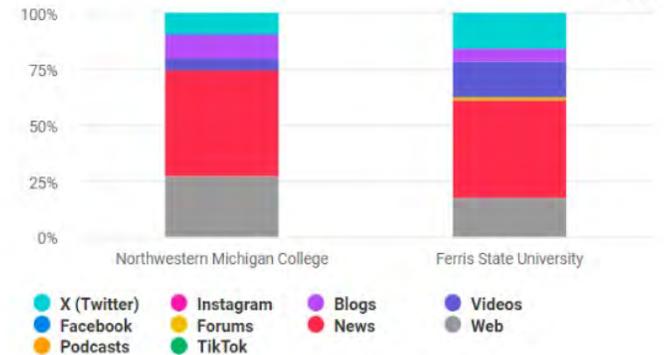
Exclude neutral



## Share of Voice



## Categories share



Source: BRAND24  
Data Measure • Previous 30 Day • Captured 2.20.24



**WHO WILL?**

**SPARTANS WILL.**

Who can we depend on to tackle the big problems of our time? Push the boundaries of discovery and forge partnerships that lead to better answers? Who will work for the common good with uncommon will? [SpartansWill.msu.edu](http://SpartansWill.msu.edu)

**MICHIGAN STATE UNIVERSITY**

**WHO WILL MAKE THE WORLD A BETTER PLACE? WHO WILL BELIEVE IN SOLUTIONS THAT SEEM IMPOSSIBLE? WHO WILL BE OPEN TO NEW IDEAS AND LASTING PARTNERSHIPS? WHO WILL ADVANCE THE COMMON GOOD WITH UNCOMMON WILL? SPARTANS WILL.**

Discover the ways Spartans are changing the world at [SpartansWill.msu.edu](http://SpartansWill.msu.edu)

**MICHIGAN STATE UNIVERSITY**



<b>SPARTAN GREEN</b> PANTONE: 567 HEX: #18453B RGB: 24, 69, 59 CMYK: 82, 0, 64, 78	<b>WHITE</b> P/A HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0	<b>BLACK</b> P/A HEX: #000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100

**SPARTANS WILL.  
SPARTANS WILL.  
SPARTANS WILL.**

**EXCELLENCE FOR IMPACT**  
The Entrepreneurial Mindset

**SOCIAL (paid)**

**Bold. Brilliant. BOSS.**

Christina, Founder

Broad Executive EMBA program

**Bold. Brilliant. BOSS.**

Colby, CEO

Broad Executive EMBA program

**Bold. Brilliant. BOSS.**

Sammy, Founder

Broad Executive EMBA program

**WHO WILL? SPARTANS WILL.**

**TOGETHER, WE'RE GENERATING IDEAS FOR A BETTER TOMORROW**

**MICHIGAN STATE UNIVERSITY**

**YOU CAN FACE THE FUTURE OR YOU CAN MAKE IT HAPPEN.**

**KEEP TRYING. KEEP FIGHTING. AND I AM HERE TO TELL YOU ONE DAY YOU WILL.**

ROSE COOPER

**KEEP TRYING. KEEP FIGHTING. AND I AM HERE TO TELL YOU ONE DAY YOU WILL.**

ROSE COOPER

**WHO WILL CULTIVATE A HEALTHIER WORLD? SPARTANS WILL.**

**MICHIGAN STATE UNIVERSITY**

**WE KNOW WE CAN DO ANYTHING. SO WE'RE GOING TO DO EVERYTHING WE SET OUR MINDS TO.**

**SPARTANS WILL.**

## BACKGROUND

Michigan State University is a public land-grant research university in East Lansing, Michigan. It was founded in 1855 as the Agricultural College of the State of Michigan, the first of its kind in the United States.

50,344

NUMBER OF STUDENTS

\$11K

COST PER YEAR AFTER AID

81%

GRADUATION RATE

88%

ACCEPTANCE RATE

## Mission

Provide valued consultation, learning solutions, and connections to create a culture and climate that prioritizes diversity, equity, and inclusion and furthers the MSU mission.

## Vision

For all to engage in meaningful contributions that bridge across differences and demonstrate cultural competence to collectively advance a diverse, equitable, and inclusive culture.

## Pillars

Workforce, workplace, and community focused on professional and organizational development, stakeholder experience, and outreach and engagement.

## Values

Our values are centered on building a community that CARES – Community, Appreciation, Respect, Empathy, and Sensitivity – with every experience and interaction.

## Overall Impression and Themes

MSU's branding exudes a sense of tradition, excellence, and a commitment to innovation. The logo, featuring a Spartan helmet, emphasizes the university's proud heritage and strong school spirit. The use of bold, classic fonts and the iconic Spartan green color scheme reinforces a cohesive and recognizable identity. The overall theme centers around strength, resilience, and academic prestige.

## Messaging & Content

MSU's messaging highlights its dedication to research, community service, and global impact. The content often focuses on themes of empowerment, inclusivity, and forward-thinking. Messages frequently emphasize the university's role in fostering leadership, creativity, and social responsibility among its students and faculty.

Brand messages communicate what is distinctive about MSU and how they deliver on the promise of its positioning. For instance,

### Passionate, Talented People

- We have a passion to make a difference.
- We are forward-thinking change agents.
- We are team players.
- We produce leading talent.
- Inclusive, Collaborative Community

### All Spartans belong here.

- Our power is our collective strength.
- We are a force for good as Spartans improve their own lives and make a difference in the lives of others in communities across the nation and world.
- We partner for impact.

### Academic and Research Excellence

- We offer top programs and an exceptional experience.
- We provide access to excellence and opportunity.
- We are leaders in research and innovation.

## Brand Expression

- MSU's official tagline, "Spartans Will", is used across all advertising platforms, with the word "will" being expressed as a verb, to demonstrate the actions Spartans take every day to make a positive impact, and as a noun, to describe the determination, resilience and optimism that exemplifies Spartans. This "will" is a differentiator for Spartans.
- Its advertising is notable by the strong use of the Spartan helmet and the Spartan green so familiar to the university.
- **Tone and Voice:** MSU describes its brand voice as conversational, direct, smart and genuine.
- Spartans employ a strong brand storytelling strategies with its "Part of..." campaign. The official brand statement for this campaign:

*As Spartans, we are part of a community of people who inspire us, push us and change our perspectives. It's about more than just the progress we make as individuals. It's about being part of a group of ambitious individuals who tackle the world's greatest challenges, together. With determination, grit and an uncommon will, we impact industries, culture, the world. Because as Spartans, we are part of something bigger than ourselves — part of something more. Spartans Will.*

- **Brand visuals:** The Spartan helmet logo exudes its heritage and tradition and is a powerful symbol of MSU's long-standing history and tradition.

## Messaging & Content Themes

- **Research Excellence:** MSU is known for its strong emphasis on research across various disciplines, often spotlighting groundbreaking projects and innovations.

## What MSU is Doing Well

- MSU engages its followers through multiple social media platforms to share "the latest Michigan State University stories, news and highlights — everything from Spartan pride to world-changing research." They utilize the hashtag, #SpartansWill, to help categorize stories as empowering and dedicated to their causes.
- They claim a 16:1 student-faculty ratio.
- They recruit students on social media and use the hashtag #BeASpartan to help socialize the specialness of being associated with the university to prospective students.
- Its user-friendly website clearly provides links to important recruitment information, including "contact your counselor", "how to apply", and "request additional information" for its different web personas, including prospective undergraduate and graduate students, parents and guidance counselors.

## Key Takeaways

- Bold visuals, utilizing the Spartan helmet and Spartan green in all advertising.
- Strong, inclusive (yet exclusive) language making being a Spartan a point of pride for alumni, students and prospective students.
- User-friendly website that is tailored to multiple web personas.

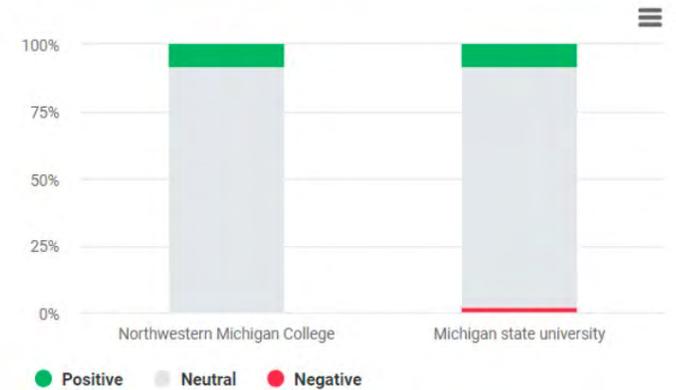
## Overview

Export to CSV

	Northwestern Michigan College	michigan state university
Total mentions	76	4663 ★
Social media mentions	11	298 ★
Non-Social media mentions	65	4365 ★
Positive mentions	8% (6)	9% (384) ★
Negative mentions	0% (0) ★	2% (93)
Social media reach	8246	1.7M ★
Non-Social media reach	870K	15M ★
Presence score	16/100	42/100 ★
AVE	\$ 75K	\$ 1.2M ★
User generated content	19	649 ★

## Sentimental breakdown

Exclude neutral

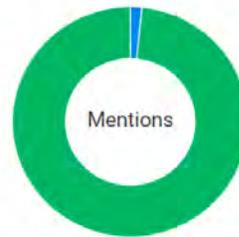


## Share of Voice

Total Social media Non-social media

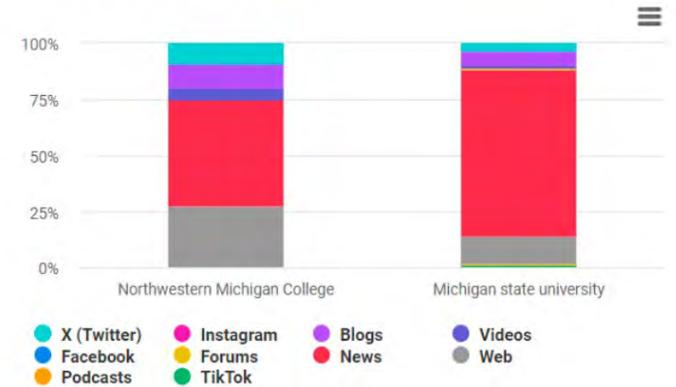


Total Social media Non-social media



Northwestern Michigan College michigan state university

## Categories share



Source: BRAND24

Data Measure • Previous 30 Day • Captured 2.20.24



**CENTRAL MICHIGAN UNIVERSITY**

We do.

What sets CMU apart?  
**SEE FOR YOURSELF,  
 BARTHOLOMEW!**




### BACKGROUND

Central Michigan University is a public research university in Mount Pleasant, Michigan. It was established in 1892 as the Central Michigan Normal School and Business Institute as a private normal school.

26,968

NUMBER OF STUDENTS

\$17K

COST PER YEAR AFTER AID

61%

GRADUATION RATE

79%

ACCEPTANCE RATE

## Mission Statement

Central Michigan University is defined by the success of our students and alumni, and by our collective impact with the communities we serve.

## Vision Statement

Central Michigan University will be nationally known for preparing innovators, learners, and leaders who positively impact their local and global communities.

## Core Values

To achieve our mission, we adhere to the core values of integrity, respect, compassion, inclusiveness, equity, social responsibility, excellence and innovation.

## Overall Impression and Themes

Central Michigan University's branding conveys a sense of community, tradition, and academic excellence. The logo, featuring a bold "C" with a dynamic, forward-moving design, reflects the university's commitment to progress and innovation. The maroon and gold color scheme exudes warmth and pride, aligning with the university's focus on creating a welcoming and inclusive environment.

## Messaging & Content

CMU's messaging emphasizes personal growth, leadership, and a supportive academic environment. The content often centers around themes of student success, community engagement, and real-world application of knowledge. The university frequently highlights its dedication to nurturing well-rounded individuals who are prepared to make a positive impact in their fields and communities.

CMU describes the attributes of being a large university with a small college feel, and offering flexible delivery modes, a valuable education and strong alumni network as the foundation of its brand.

## Brand Expressions

CMU's brand promise, "You will learn to lead in life," resonates throughout their marketing, with its tagline, "You do." The tagline, "We Do", captures the university's proactive and hands-on philosophy. And when students are really enthusiastic about something, their rally cry is, "Fire up, Chips!"

- **Tone and Voice:** Authentic, Impassioned, Accountable, Involved, Innovative
- **Brand Visuals:** The dynamic "C" logo and maroon and gold color scheme create a distinctive and memorable visual identity. While there is no official mascot, the nickname is the Chippewas as a sign of respect to the city's (Mt. Pleasant) Chippewa heritage.

In addition, CMU's brand pillars are as follows:

- We exemplify a fired-up attitude.
- We lift each other up.
- We set the leadership standard.
- We focus on real-world results.

### Messaging & Content Themes

- **Personalized Education:** CMU is known for its emphasis on providing personalized educational experiences, with a focus on small class sizes and accessible faculty.
- **Strong Community Feel:** The university prides itself on fostering a close-knit, supportive community.
- **Leadership Development:** CMU places a strong emphasis on developing leadership skills through programs and extracurricular activities.
- **Applied Learning Opportunities:** The university offers numerous opportunities for students to gain practical experience through internships, research projects, and community service.

### What CMU Does Well:

- CMU is the first public university in the Midwest with a MakerBot Innovation Center. The innovation center allows students to create, design, and experiment with 3D printing. The center also is used to aid in research and creative endeavors for various departments.
- The school has recently touted its [Institute for Great Lakes Research](#) acquisition of a two-person submersible that will help researchers get a better handle on what's happening beneath the surface of the Great Lakes.
- The home page of its website currently caters to prospective students and includes information and links to reach needed information about enrollment.
- Ranked first in the nation for alternative breaks, giving students the unique experience to participate in social justice issues on local, national and global levels.

### Key Takeaways:

- CMU's branding highlights a balance of tradition and progress, appealing to students looking for a supportive and dynamic educational experience.
- The dynamic "C" logo and maroon and gold color scheme create a distinctive and memorable visual identity.
- Emphasis on personalized education and leadership development sets CMU apart as a place where students can grow both academically and personally.
- Strong community focus ensures that students feel connected and supported throughout their academic journey.

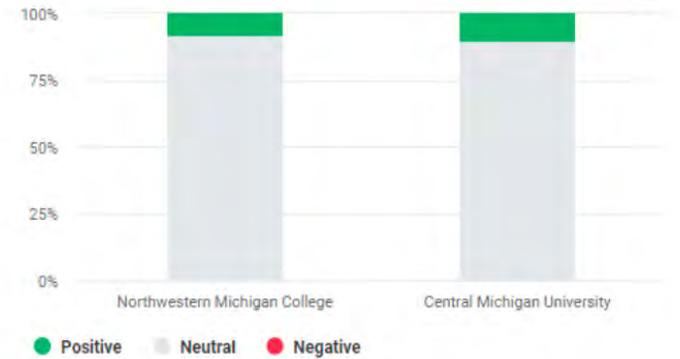
## Overview

Export to CSV

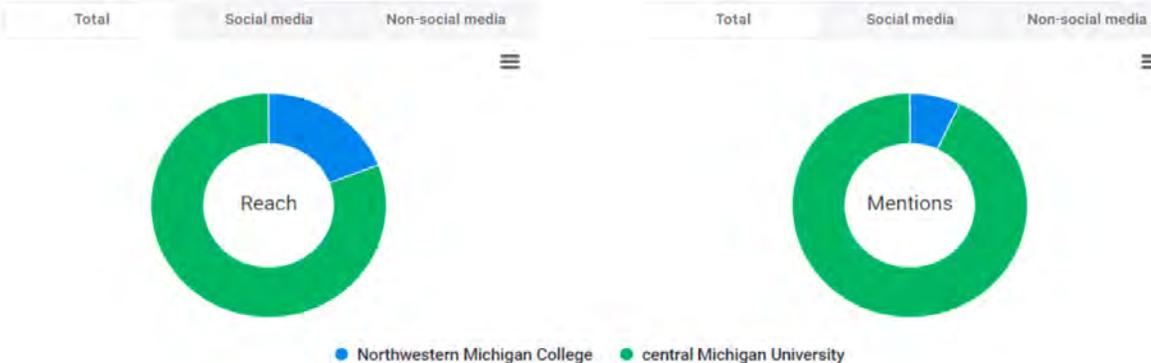
	Northwestern Michigan College	central Michigan University
Total mentions	76	1007 ★
Social media mentions	11	108 ★
Non-Social media mentions	65	899 ★
Positive mentions	8% (6)	11% (104) ★
Negative mentions	0% (0) ★	1% (5)
Social media reach	8246	507k ★
Non-Social media reach	870K	3.2M ★
Presence score	16/100	29/100 ★
AVE	\$ 75K	\$ 306K ★
User generated content	19	212 ★

## Sentimental breakdown

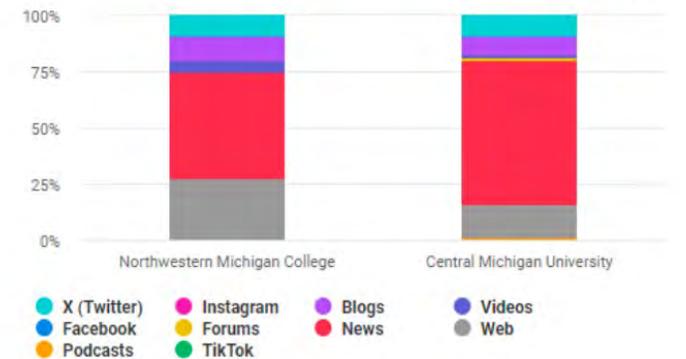
Exclude neutral



## Share of Voice



## Categories share



Source: BRAND24

Data Measure • Previous 30 Day • Captured 2.20.24



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**LAKER EFFECT**  
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**MAKE YOUR DREAMS REAL**  
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**LAKER EFFECT**



**LAKER EFFECT**



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you love. You gain the knowledge and skills that employers seek, and communities need. You're ready to lead. For life. That's the Laker Effect. And we can't wait for you to become part of it.

## BACKGROUND

Grand Valley State University is a public university in Allendale, Michigan. It was established in 1960 as Grand Valley State College. Its main campus is situated on 1,322 acres approximately 12 miles west of Grand Rapids.

**25,325**  
NUMBER OF STUDENTS

**\$17K**  
COST PER YEAR AFTER AID

**67%**  
GRADUATION RATE

**90%**  
ACCEPTANCE RATE

## Mission Statement

At Grand Valley State University, we empower learners in their pursuits, professions, and purpose. The university enriches society through excellent teaching, active scholarship, advancement of equity, and public service.

## Vision

Grand Valley State University will prepare globally minded citizens for the future they face and the communities they shape. Our community of educators create and employ innovative approaches to liberal education and professional programs that center on and prepare students for a lifetime of continual learning and growth.

## Core Values

Inquiry, Inclusive & Equitable Community, Innovation, Integrity, International Perspectives

## Overall Impression and Themes

Grand Valley State University's branding projects a sense of modernity, academic excellence, and community engagement. The logo, featuring a bold and clean "GV" within a circle, and the use of blue and white color schemes conveys professionalism, trust, and a welcoming atmosphere.

## Messaging & Content

GVSU's messaging emphasizes academic rigor, innovation, and a commitment to student success. The content often centers around themes of inclusivity, hands-on learning, and community impact. Messages frequently highlight the university's role in preparing students for real-world challenges and fostering a sense of global citizenship.

GVSU coins the term "Laker Effect" to describe the university's collective impact of the Grand Valley community on individual students, West Michigan, the state, and beyond. Their key messages framework includes academic excellence, first-rate faculty, a great return on investment, state-of-the-art facilities and outstanding locations.

## Messaging & Content Themes

- **Focus on Hands-On Learning:** GVSU is known for its emphasis on experiential learning opportunities, including internships, research, and community service projects.
- **Inclusive Community:** The university prides itself on fostering an inclusive and diverse environment where all students feel valued and supported.
- **Strong Regional Presence:** GVSU has a strong connection to the surrounding community and the region, often collaborating with local businesses and organizations.
- **Global Perspective:** The university offers numerous programs that encourage global engagement and understanding, including study abroad opportunities and international partnerships.

### Brand Expression

**Clear and Modern Visual Identity:** The clean and professional logo and color scheme create a strong and recognizable visual identity.

Grand Valley State University's current marketing campaign is branded as "Next is Now." This campaign underscores the university's dedication to preparing students for their future roles and careers, emphasizing readiness for the next steps in their personal and professional journeys. The campaign highlights the university's commitment to adapting its educational approaches to keep pace with the rapid changes in today's world. It focuses on themes such as passion, preparation, progress, purpose, and partnership, all of which reflect GVSU's mission to provide a forward-thinking and inclusive educational experience.

Grand Valley State University has introduced a new lifestyle brand called Lake + Valley, which captures the natural beauty of West Michigan and the essence of Grand Valley. Launched in early May, the brand features a variety of apparel including shirts, baseball caps, and beanies, some made with recycled polyester to emphasize GVSU's commitment to sustainability. The brand is available at all Laker Store locations and online, appealing not only to the GVSU community but also to the broader West Michigan audience.

### What GVSU is Doing Well

- **Emphasis on Real-World Preparation:** Grand Valley State University is expanding its online offerings this fall in a [new hybrid program](#) called Omni. The university hopes to help 10,000 Michiganders (including those living in Traverse City) "obtain degrees in the next five years, with an additional 40,000 receiving some type of upskilling by earning a certificate or credential."
- **Inclusive and Supportive Environment:** The university's messaging highlights its commitment to diversity and inclusion, making it an appealing choice for a wide range of students.
- **Community and Regional Engagement:** GVSU showcases its strong ties to the local community and its impact on the region, enhancing its reputation and appeal.
- Reach Higher 2025 is Grand Valley State University's initiative to define and pursue common values and goals, leveraging the university's strengths and emerging opportunities. Since Fall 2019, President Philomena V. Mantella has engaged internal and external stakeholders through the Reach Higher Together program, involving faculty, staff, students, and community members. This collaborative process aims to harness the collective talents and creativity of the GVSU community to drive forward a bold vision for success by 2025, adapting to the rapidly changing educational landscape.

### Key Takeaways

- GVSU's branding strikes a balance between professionalism and inclusivity, appealing to students seeking a comprehensive and practical educational experience.
- The bold "GV" logo and blue and white color scheme provide a modern and cohesive visual identity that is easily recognizable.
- Emphasis on hands-on learning and real-world preparation positions GVSU as a leader in experiential education.

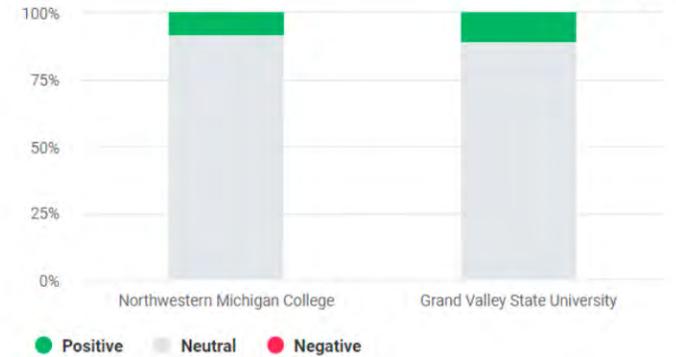
## Overview

Export to CSV

	Northwestern Michigan College	Grand Valley State University
Total mentions	76	577 ★
Social media mentions	11	112 ★
Non-Social media mentions	65	465 ★
Positive mentions	8% (6)	11% (62) ★
Negative mentions	0% (0) ★	1% (2)
Social media reach	8246	286K ★
Non-Social media reach	870K	1.5M ★
Presence score	16/100	26/100 ★
AVE	\$ 75K	\$ 120K ★
User generated content	19	230 ★

## Sentimental breakdown

Exclude neutral



## Share of Voice

Total Social media Non-social media

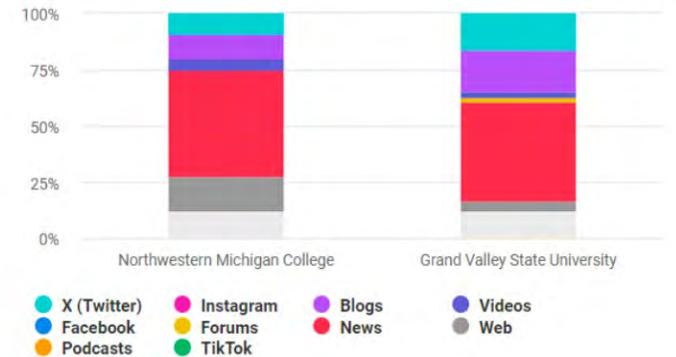


Total Social media Non-social media



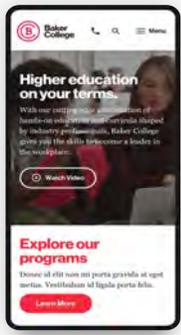
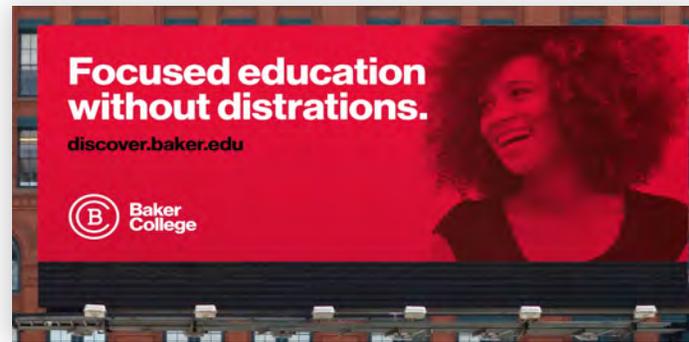
Northwestern Michigan College Grand Valley State University

## Categories share



Source: BRAND24

Data Measure • Previous 30 Day • Captured 2.20.24



MAR 1 2024

### Baker College Dual Enrollment Student Making a Difference in Muskegon County

October 29 9:00 - 11:00 am

### Virtual Career Exploration Event for High School Students

Get an in-depth look at various career fields, including business, health science, information technology, engineering and more! Explore "a day in the life" and learn more about salary expectations, career outlook, and education requirements.

Register at [baker.edu/events](https://baker.edu/events)

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ACT: 2070000	ACT: 212200	ACT: 487777
SALES: 270.9 AM	SALES: 97.24 AM	SALES: 200.260 AM
FINANCIAL	FINANCIAL: 1000 A.C.	FINANCIAL
FINANCIAL	FINANCIAL: 1000 A.C.	FINANCIAL
FINANCIAL	FINANCIAL: 1000 A.C.	FINANCIAL

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Amanda Miller, CSC, CPC, WSCC  
Assistant Professor  
Culinary Arts/Baking & Pastry Arts Instructor

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## BACKGROUND

Baker College is a private institution that was founded in 1911. It utilizes a semester-based academic calendar. Baker College's ranking in the 2024 edition of Best Colleges is Regional Universities Midwest, #149-164. Its tuition and fees are \$12,710.

**3,771**  
NUMBER OF STUDENTS

**\$12.7K**  
COST PER YEAR AFTER AID

**20%**  
GRADUATION RATE

**37%**  
ACCEPTANCE RATE

## Mission Statement

Our mission is our reason for being and what we work to accomplish every day as an institution.

The mission of Baker College is to provide an inclusive, innovative and transformative educational experience which allows students to positively impact their lives and the world around them.

## Vision

Our vision is an aspirational outlook on what Baker College will accomplish now and in the future.

Creating better futures, one student at a time.

## Core Values

- Integrity
- Caring
- Inclusiveness
- Innovation
- Social Responsibility

## Overall Impression and Themes

Baker College has launched a new brand identity featuring its first official mascot, the Baker College Bees, symbolizing unity and strength. This milestone bridges the student-first philosophy with a powerful representation of cohesion among the college community. The initiative includes an alumni community and a varsity esports team, reflecting the college's evolution while staying true to its core values.

The bee mascot embodies discipline, focus, and perseverance, aligning with the college's commitment to providing high-ranking educational programs and support services, encapsulated in the new brand purpose: "Further Together." This refresh mirrors Baker's dynamic progress and readiness to embrace the future.

## Messaging & Content

Baker College's messaging emphasizes career readiness, hands-on learning, and support for non-traditional students. The content often focuses on themes of accessibility, affordability, and practical skills development. Messages frequently highlight the college's dedication to helping students achieve their career goals through tailored educational programs and extensive support services.

The college blog is described as "Succinct. Informative. Relevant." The blog represents the entire college system and is aimed at the student population, focusing on career-readiness and professional information on topics like ethics, technology and career advancement.

## Brand Expression

Baker College's mascot, a bee, represents the school's hive mentality, recognizing that each campus and member of its college plays a crucial role in the success of the entire community. "Like Baker College students, bees are known for their discipline, focus, and ability to overcome challenges. No matter the obstacle, bees persist."

- **Brand Visuals:** A red and gold beehive image is included in its branding, including storytelling and posts included in its newsroom to help remind readers of the school body's persistent, disciplined mentality.
- **Tone & Voice:** The tone and voice of the Baker College website are welcoming, supportive, and student-centered. It emphasizes inclusivity and flexibility, aiming to meet the needs of a diverse student body. The language is friendly and encouraging, highlighting the college's commitment to providing personalized support and a variety of learning options, whether on-campus or online. The focus is on creating a community where students can thrive academically and personally, with resources readily available to assist them in achieving their goals.

## Messaging & Content Themes

- **Career-Focused Education:** Baker is known for its strong emphasis on career preparation, offering programs that are directly aligned with industry needs.
- **Accessibility and Flexibility:** The college provides various learning formats, including online and evening classes, catering to non-traditional and working students.
- **Affordability:** Baker positions itself as an affordable option for higher education, often highlighting its financial aid options and cost-effective programs.
- **Comprehensive Support Services:** The institution offers robust support services, including career counseling, tutoring, and job placement assistance, to help students succeed.

## What Baker is Doing Well

- **Clear and Professional Visual Identity:** The straightforward logo and consistent color scheme create a recognizable and professional brand image.
- **Strong Emphasis on Career Readiness:** Baker College effectively communicates its focus on preparing students for the workforce through practical, hands-on education.
- **Flexibility for Non-Traditional Students:** The college's messaging highlights its commitment to providing flexible learning options, making higher education accessible to a broader audience.
- **Supportive Environment:** For example, through its Modern Workplace@BC Initiative by Baker College's President's Council, the school aims to enhance student services and academic experiences through a collaborative work environment. The initiative offers flexible work options to meet business needs and support employee work-life balance, reflecting Baker College's commitment to quality education and student success.

## Key Takeaways

- Focus on accessibility and flexibility positions Baker College as a welcoming option for non-traditional students and working adults.
- Extensive support services and affordability are key strengths, appealing to students who need a supportive and cost-effective educational environment.
- Overall, Baker College's branding effectively communicates its mission of providing accessible, career-focused education. The college's emphasis on practical skills, flexibility, and affordability, combined with a professional and approachable visual identity, that speaks to a collaborative learning environment.

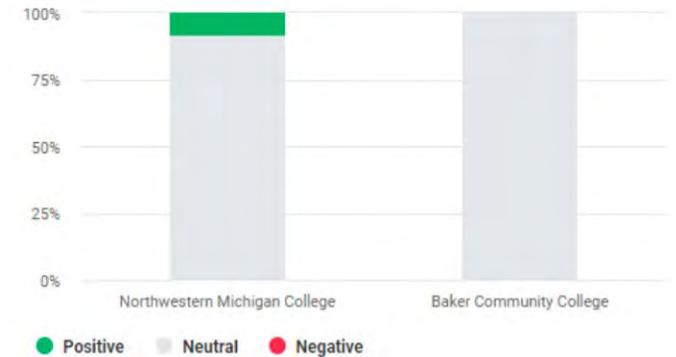
## Overview

Export to CSV

	Northwestern Michigan College	Baker Community College
Total mentions	76 ★	2
Social media mentions	11 ★	0
Non-Social media mentions	65 ★	2
Positive mentions	8% (6) ★	0% (0)
Negative mentions	0% (0)	0% (0)
Social media reach	8246 ★	0
Non-Social media reach	870k ★	817
Presence score	16/100 ★	1/100
AVE	\$ 75k ★	\$ 67
User generated content	19 ★	0

## Sentimental breakdown

Exclude neutral

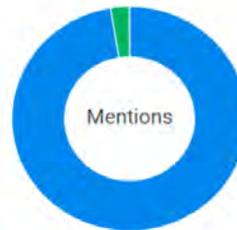


## Share of Voice

Total Social media Non-social media

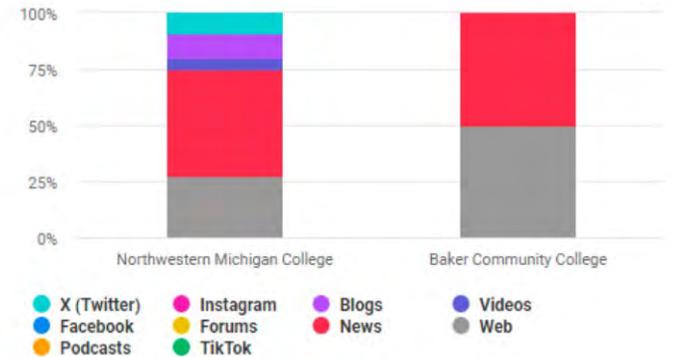


Total Social media Non-social media



Northwestern Michigan College Baker Community College

## Categories share



Source: BRAND24

Data Measure • Previous 30 Day • Captured 2.20.24