

THE AUGSBURG PROMISE PROJECT

May 2007 Update

Project Purpose

The Augsburg Promise project seeks to:

- Articulate what it is that makes Augsburg transcendently different from other colleges – its “essence.”
- Identify the ways in which we express those distinctive characteristics to stakeholders
- Ensure consistency in the promises we make about the Augsburg experience and the actual experience of students and other stakeholders.

Achieving these outcomes will help the college to shape and build enrollment, increase fundraising, draw members of the Augsburg community closer together, and raise the college’s profile locally, regionally, nationally, internationally, and within the higher education community. It will take Augsburg’s marketing effort beyond slogans, logos and advertisements. It will shape the myriad ways in which we express who we are and why we’re here, such as:

- The physical appearance of the campus, from signage to grounds to internal and external building aesthetics and functionality.
- The ways in which we create memorable, meaningful experiences for students and visitors, from campus visits and events to classroom experiences and life in the residence halls.
- Consistent word choices in print and electronic publications to describe what sets Augsburg apart from other colleges.
- Common language used by members of the community to describe Augsburg and its mission.
- The nature and focus of our academic programs, student services, extracurricular and co-curricular programs.
- Policy decisions
- Connections with our neighborhood, the City of Minneapolis, our region and the wider world.
- Partnerships with other organizations and institutions

These expressions should reflect a clear, compelling statement of the essential, authentic Augsburg that we will communicate to prospective students, donors, friends of the college and beyond.

Outcomes

- Ensure that the experiences we have on and off campus as part of the Augsburg community reflect the brand “covenant” we share.
- Increase student pride, engagement and satisfaction.
- Inspire faculty and staff and increase their satisfaction, collaborative spirit and effectiveness.

- Achieve high impact visibility and recognition among our constituents and the community through consistent marketing messages and a common “Augsburg look and feel.”
- Coordinate and unify promotional efforts (individual departments and programs, athletics, events, recruitment, fundraising, etc.) through a centralized organization for internal and external communications.
- Increase the number of inquiries for all programs generated by word of mouth and referral, reducing lead acquisition costs.
- Enhance fundraising efforts by providing an effective, central theme identifying the Augsburg brand and motivating interest among donors and potential donors.

The Augsburg Audit

Mindpower staff visited campus several times in fall 2006: they attended chapel services, Homecoming, Velkommen Jul and Advent Vespers; they interviewed students, alumni, faculty and staff, read through publications and strategic planning documents, and researched the competition. They gained insights about Augsburg’s place in the city, about service, faith, learning, distinctive programs, vocation, college history and current market position.

Brand Promise

A brand promise should be a claim of distinction that serves as an unchanging focal point, or “big idea” that drives Augsburg toward its long-term goals. It must also be authentic. Mindpower proposes that Augsburg’s brand promise is about providing direct, personal experience-based learning.

Brand Statement

“Martin Luther didn’t believe in intermediaries. Neither do we. At Augsburg College, we believe in the power of first-hand, first-person experience – for learning, for living, for knowing God. Every day, we push beyond our comfort zones, to ask ‘why,’ to act on our beliefs, to make an impact.

“We are neither bystanders nor spectators. We are Auggies.”

Elements of the Augsburg Brand

Brand persona: Auggie, an adventurous experienter

Brand essence: first-person, firsthand experience

Brand promise: Being an Auggie demands that you fully experience life

Next Steps

- Share Mindpower’s creative concepts with stakeholder groups; gather feedback to shape the implementation of these concepts. Invite Mindpower back to campus to work on further implementation in May 2007.
- Develop a list of opportunities to “launch” new brand concepts, e.g. communications to alumni, web enhancements, State Fair, recruitment materials, campus visit experience, curricular emphases: May 2007
- Create a marketing advisory team to integrate new brand concepts into the institutional marketing plan. This will be accomplished under new leadership in Advancement and Marketing. Summer 2007