Changing Campus Culture Through the Power of a Strong Brand

Sharon L. Martin, Vice President for University Relations
MORGANTOWN
/
Population 31,000+
/
“No. 1 small city in America”

MAIN CAMPUS
/
1,400 acres
/
430 buildings

DIVISIONAL CAMPUS
/
Keyser / Montgomery / Beckley
# People

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>31,500</td>
</tr>
<tr>
<td>Main campus</td>
<td>28,700</td>
</tr>
<tr>
<td>Gender distribution</td>
<td>52/48 % male/female</td>
</tr>
<tr>
<td>Resident/Nonresident</td>
<td>49/51 % resident/nonresident</td>
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<tr>
<td>Undergraduate/Graduate</td>
<td>75/25 % undergraduate/graduate</td>
</tr>
<tr>
<td>Faculty</td>
<td>2,500+ full and part time</td>
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<tr>
<td>Living Alumni</td>
<td>190,000+</td>
</tr>
<tr>
<td>Staff</td>
<td>3,000+ classified and nonclassified</td>
</tr>
</tbody>
</table>
We have stellar faculty who are doing amazing things like:

**DISCOVERING THE LATEST GRAVITATIONAL WAVE.**
and,

BUSTING VOLKSWAGEN
HANNAH CLIPP

a wildlife and fisheries major who won the Goldwater and Udall Scholarships, the first WVU student to do that.
TRAVIS BRADEN

who did some pretty amazing things in the field of engineering.
Way to go. Have fun with this.
http://www.cnn.com/2013/08/21/living/west-virginia-party-school/
West Virginia University ranked as No. 1 school, for partygoers
Yes, I quickly realized:

**TOTO, WE’RE NOT IN KANSAS ANYMORE.**
DR GEE CAME IN LIKE A WHIRLWIND AND WE HAVEN’T STOPPED SINCE.
WE’RE NOT AS GOOD AS OTHER INSTITUTIONS.

WE CAN’T COMPETE WITH THE GOOD SCHOOLS.

WE’RE A PARTY SCHOOL.

WE’RE A PARTY SCHOOL AND THAT’S WHY WE CAN’T ATTRACT GOOD STUDENTS OR GOOD FACULTY OR ANYTHING ELSE WE WANTED TO DO.

DON’T BRAG ABOUT US. WE LIKE TO STAY HUMBLE.
TODAY, WVU IS ...

/ a party school

/ a huge institution in a big city (for in-state prospects)

/ a rural institution in a rural location (for out-of-state prospects)

/ a reflection of the state’s rural image

/ a second-choice school (for out-of-state prospects)
AS AN INSTITUTION, WVU IS ...

/ humble, yet extremely proud
/ proud of its mission of providing access
/ an advocate for excellence — but only talking about awards and rankings
/ struggling with retention rates, but taking action to improve them
WVU WANTS TO BE KNOWN FOR ...

/ a quintessential college experience, with a balance of work and play

/ delivering the vast opportunities of a big school, with a personal, intimate campus community

/ a research and academic powerhouse in an adventurous setting

/ a top-choice school — because for the right people, it’s a perfect fit
WVU STRIVES TO ...

/ make its presence known unashamedly

/ take equal pride in its impact through excellent research and academic programs

/ communicate that it is elite, without feeling elitist

/ highlight success through real student and impact stories
Morgantown police arrest 3, cite 16 members Wednesday morning

Posted: Tuesday, November 11, 2014 12:45 am
By Jennifer Skinner | 0 comments

The Inter-fraternity Council and West Virginia University suspended a fraternity after an incident last Wednesday morning.

According to the Morgantown Police Department, 19 intoxicated student pledges of Sigma Chi caused disturbances and disorderly conduct in the South Park Neighborhood around 1:30 a.m. on Nov. 6.
West Virginia fans riot in Morgantown after beating Baylor

Via WVUPD:

As a result of the dangerous behavior the events were declared riots. The crowds failed to disperse after numerous warning resulting in the use of Pepper Spray and chemical munitions being deployed in order to disperse the crowds and prevent any serious injuries and minimize additional property damage.

The use of the chemical munitions resulted in the dispersal of the rioting group safely without incident.
Disappointed in some of our student body today. While a small minority, the actions of a few hurt the reputation of our entire University.
12:04 PM - 19 Oct 2014

I appreciate the outrage of so many of our students and ask our student leaders partner with me to create change.
12:05 PM - 19 Oct 2014
A West Virginia University freshman has died following what the University is calling a "catastrophic medical emergency" at a fraternity house.

President E. Gordon Gee announced Nolan Burch passed away Friday following the Wednesday night Incident.

Burch was rushed to the hospital Thursday in West Virginia. WVU Dean of Students Corey Farris told 2 On Your Side the incident happened at the Kappa Sigma house. Farris says Burch was a student in the College of Business and Economics.

Burch's family posted on social media Thursday night that he was unresponsive and in intensive care.
Dr. Gee’s statement:

“Words cannot describe the heartache we, as a West Virginia University family, feel at the loss of one of our own — Nolan Michael Burch — who passed away today.”
When West Virginia University fans went to sleep that night, they felt like heroes. When they awoke, they were seen as the most recent culprits in the national rioting scene on college campuses.

Before Mountaineers fell asleep on Oct. 18, they had a win worth celebrating. Their unranked football team made a record-breaking win at home against No. 4 Baylor University 41-27. Drinking and celebrating followed. Then the fires started in Morgantown: 32 in the streets and seven in dumpsters. Street signs were uprooted and stolen, and a street lamp came crashing down.

And then it happened. The act that alumni, students, parents and administrators say is a sign that something had changed for the worse.

No one knows who picked up the first rock or glass bottle, but police reported that by the end of the night a few groups of young people attacked responding police officers and firefighters, damaging 11 of their cars and trucks. In response, police declared riots at the scenes in Sunnyside and High Street and used pepper spray and tear gas to subdue and disperse the crowds.

By morning, area police had arrested seven WVU students, among others. By the following Thursday, three students had been expelled for their roles in the incidents, and 12 others were being investigated.

In total, the city estimated the cost of the riot at $45,000 to cover damages and purchase riot gear.

The University continued to face similar challenges — and one with tragic consequences.

In the middle of November, freshman Nolan Michael Burch, 18, of Williamsville, N.Y., died following an incident at a fraternity house that is still under investigation. Within hours of emergency responders being called to the off-campus fraternity house where Burch was found needing CPR, the University placed a moratorium on all fraternity and sorority chapter social and pledging activities. That has continued and remains in effect.

That was not the only recent incident involving a fraternity. The week before, 19 members of another fraternity were cited for underage drinking and possession of alcohol in the South Park neighborhood of Morgantown.

Following the riots, Mountaineers, parents, community members and society as a whole — were left asking, “Why?”

Alumni especially wanted to know what had changed since they lived in the small town where people drank and had a good time at football games, but attacking cops just wasn’t normal.

WVU President E. Gordon Gee firmly declared “zero tolerance” for the student behavior and addressed the issue.

PAUL O’MARA

WVU Alumni Magazine / Culture change
We asked for your thoughts on the stories in the magazine, and you didn’t disappoint. Here are a few of the letters that we received. We really appreciate hearing your point of view on the stories and news about our University — please, keep ’em coming.

Just wanted to let WVU know that I am proud of the University. Tent City [in preparation for the Nov. 1 College GameDay visit] is what WVU needed to restore the students’ rep as normal college kids after the Baylor issue. The students are having a once-in-a-lifetime experience (while being in a controlled environment).

All the students I have heard from (and it’s been dozens today) only had positive feedback on their Tent City adventures!

Parents are even enjoying the adventure through websites and Twitter plus FaceTime. So from all of us WVU parents, thank you for giving our children this once-in-a-lifetime adventure while making it safe and special with all the things the school is doing to feed them, keep them warm and entertain them.

Sharon Arreguin, Mountaineer parent, Beckley, W.Va.

As a resident of Charleston’s West Side, I want to complain about the impression your fall issue story about the West Side [West Virginia’s West Side Rising, Fall 2013] left your readers. Does the West Side have its problems? Yes … But [the story] would have the reader believe that the entire West Side, with its 20,000 residents is one big hellhole. As in any city, there is some drug activity and drug-related shootings. But for the West Side as a whole, that does not truly define it. The good people of the West Side — black and white — far outnumber the criminal element (certainly a cancer in the community, but a small cancer — despite what the media headlines present to the readers).

If one were to ask West Siders if they live in daily fear of drug violence in their particular neighborhood, some would say “yes,” but I feel that the great majority of them would say “no.”

Bob Lynn, Charleston, W.Va.

The message you wrote in the spring issue of the University magazine [Gee Returns Home to a Place That ‘Touched My Heart,’ Spring 2014] is so incredibly important … so perfectly relevant to the world in which we are finding ourselves. This world, being cast and orchestrated by a more open, divergent thinking, more collaborative and more participative, open-source youth will resonate with and be magnetized by your message of One WVU. No longer are silos workable in education or in business. Casual or purposeful integration throughout the University will create the excellence and the community value and service for which you call.

This should be WVU’s moment. We need not compete with the Ivies or any other institution. Our yardstick is the measurement of how much better we can do ourselves at turning out purposeful citizens.

Tom Harrison, MS, ’72, Cell Biology and Physiology, Armonk, N.Y.

Bruce Irvin @BIrvin_WVU11
Reading that WVU magazine with the article in it about me just gave me chills. Best decision I ever made to attend that school! #WVU

We’re listening. You are our greatest voice. So use it. Email us at wvumag@mail.wvu.edu or tweet us @WestVirginiaU with story ideas, responses and suggestions on how to make WVU Magazine your favorite magazine.
Step 2: Strategy

BRAND POSITIONING

WHAT WE DO

Academic Engagement and Excellence

World-Changing Discovery and Innovation

HOW WE DO IT

A Spirit of Rugged Determination

WHAT WE DELIVER

The Economic and Social Engine for the State

WHY WE MATTER

Academic Engagement and Excellence

World-Changing Discovery and Innovation

The Economic and Social Engine for the State
Step 4: Activation / Start from the inside out

ENGAGEMENT AND ALIGNMENT

HIGHEST PRIORITY BUILDING OVER TIME

RECRUITMENT

ADVANCEMENT

1. HIGHEST PRIORITY
   - Administration, faculty and staff
   - Current students
   - Prospective students/influencers

2. BUILDING OVER TIME
   - Alumni
   - Local community, other key markets and media
Step 4: Activation / Internal stakeholders
Step 4: Activation / Internal stakeholders
Step 4: Activation / Internal stakeholders
Step 4: Activation / Internal stakeholders
Execution: internal launch / GeeMail
**Introduction**

**Mountaineers go first.** It’s our rallying cry. It’s our challenge. It’s a reminder of the rugged determination that progress demands. It’s also the foundation of our brand. And this is how it becomes real.

Having the courage to go first doesn’t mean going impulsively without a plan. Going first is about making decisions that are bold, but with clear direction. Each Mountaineer, whether they’re an administrator, a student, a faculty member or an alumnus, is an extension of the Mountaineer brand. This guide will direct you — ensuring that we all communicate consistently and powerfully.

We are intentional about who we are as a University. To this end, we are... University, we are... At West Virginia University, our role is to... Stewards of the state's economy and culture... Upholding our mission... Community and... Relentless in our pursuit of solutions... Unmatched in the strength of our innovation... Research, development and... Contribution through... Make a lasting impact in critical areas of expertise... Become character-driven, entrepreneurial leaders... and discoveries that matter...Enable the overall health and vitality of society...and advance our state, nation and world... Create the ideas and opportunities that shape... and advance our future, nation and world... It’s our rallying cry.

**Voice Our Personality**

- **PIONEERING** Innovators who are proactively taking new opportunities and shaping new realities.
- **PASSIONATE**・A legacy as a fiercely loyal, selfless and dedicated to the community, supporting each other and those in need.
- **INNOVATIVE**・Leading the nation in high-impact research, from the discovery of new energy, water quality, rural health and forensics and in fields we are uniquely prepared to make a lasting impact in critical areas of expertise.
- **TIRELESS**・Relentless in our pursuit of solutions and advances.
- **GROUNDED**・Unpretentious and real, with a true sense of self and confidence in their strengths.
- **CARING**・Selfless and dedicated to the community, supporting each other and those in need.

**Brand Positioning Messaging Map**

**Core Message**

- Resilience to try new things and be bold and innovative.
- Practicality to envision the outcome and advance the understanding.
- Determined to see the potential of solutions and opportunities, even in the face of adversity.

**Identity**

- Sustained to be a leader in innovation, research and development.
- Resourceful and entrepreneurial.
- Resilient to try new things and be bold and innovative.

**Voice**

- Our voice is emotional, approachable and memorable.
- The proper voice makes our content more engaging. How we say it is our voice: it’s made up of the words we choose and the pace and tone we use in putting those words together.

**Student Interaction**

- Playing hard.
- With liberal arts and working hard with the STEM curriculum.
- Capture genuine engagement. Capture confident, genuine expressions, keeping in mind that students are often asked to do things beyond their textbooks. Show them getting hands on with their work through collaboration and creativity.

**Photo Categories**

- Photographies of students and staff, engaged in their work, with a true sense of self and confidence in their strengths.
- Selfless and dedicated to the community, supporting each other and those in need.
- Relentless in their pursuit of solutions and advances.
- Sustained to be a leader in innovation, research and development.

**Graphic Language Photography Categories**

- Communication: new and innovative ideas that will shape our future. National and research.
- Community: a legacy as a fiercely loyal, selfless and dedicated to the community, supporting each other and those in need.
- Culture: high-impact research, from the discovery of new energy, water quality, rural health and forensics and in fields we are uniquely prepared to make a lasting impact in critical areas of expertise.
- Environment: resilience to try new things and be bold and innovative.
- Innovation: resourceful and entrepreneurial.
- Leadership: sustained to be a leader in innovation, research and development.

*Image Source: West Virginia University Brand Guidelines*
Step 4: Activation / Internal stakeholders

#GoFirst Videos

Mountaineers Go First: Joy Wang
This is West Virginia University student Joy Wang, and she wants to be the first Mountaineer to find a cure for Alzheimer's disease. She’s one of many of our students who want to study and solve some of the world’s biggest questions. Find out more at www.wvu.edu.

Mountaineers Go First: Ethan Ball
This is West Virginia University student Ethan Ball, and he wants to be the first Mountaineer to meet every single one of our 30,000 students. That’s a gigantic goal ... but, at WVU, going first is in our blood. Find out more at www.wvu.edu.
Step 4: Activation / External stakeholders
Step 4: Activation / External stakeholders

ADVENTURE IS A WAY OF LIFE.

This experience isn't limited by the walls of a classroom. It isn't defined by what you have or where you're from. Adventure West Virginia is where you can break out of your comfort zone, create new bonds and discover what it really means to be a Mountaineer.

NO MATTER WHERE YOU GO, HOME IS WHERE THE IS.

WVU has four great places to call home. In a University apartment, you'll be living as close to campus as possible—the only way to get closer is camping out in a classroom.

- College Park (near Downtown campus)
- University Park (near Health Sciences and Evansdale campuses)
- University Place (near Downtown campus)
- Vandalia Apartments (near Downtown campus)

THIS IS WHERE EDUCATION MEETS INNOVATION.

Through WVUTeach, students at West Virginia University become STEM teachers without adding time or cost to their four-year degree program. It's innovative. Affordable. And will deliver a new generation of creative leaders.
Step 4: Activation / External stakeholders
Step 4: Activation / Internal stakeholders
Step 4: Activation / Internal stakeholders
Step 4: Activation / Internal stakeholders
Before pride, before recognition, there is first. The first thought, the first step, the first breakthrough.

At West Virginia University, we are determined to go first. It’s in our blood. It’s in our sweat. And it’s in our nature.

Here, going first means we’re bold enough to dream big. To take risks. It’s why we go to the edge and instead of going back — we build a bridge and we keep going. So we will go above. We will go beyond. And when everyone else goes back, mountaineers go first.
Step 4: Activation / Internal stakeholders
Step 4: Activation / Internal stakeholders

- **LUNCH TICKET**
  - MONDAY
  - VALID 11:30 A.M. - 2:00 P.M.

- **10,450** MEALS SERVED EACH DAY IN WVU RESIDENCE HALLS
- **2.7 MILLION** MEALS SERVED EACH YEAR IN WVU RESIDENCE HALLS
- **62,400** NUMBER OF FLYING WV COOKIES BAKED EACH YEAR
- **10** NUMBER OF HOURS WVU STUDENTS SPEND EATING EACH WEEK
- **13** WVU RESIDENCE HALLS; 9 HAVE WVU DINING SERVICES FACILITIES
When you come to West Virginia University, you’re following in the footsteps of those who refused to follow anyone. Pioneers who signed on when the stakes were high. Pushed on when failure seemed certain. And went first when the path was uncertain.

**GO WHERE NEW IS NOTHING NEW.**

We’re the original pioneers—crafting one-of-a-kinds from nothing but our imaginations, raw materials and artistic skill.
Step 4: Activation / External stakeholders

FIND YOUR RHYTHM.

LET'S GET STARTED.

GO FOR IT.

go.wvu.edu/iamready
Step 4: Activation / External stakeholders
MOUNTAINEERS
GO FIRST.
In 2015, our **Honors College** saw an increase from 580 to 739 students. And we are expecting a 15 percent increase this coming fall.

**Applications to WVU** rose by 30 percent from 2015 to 2016, with admits increasing by 23 percent.
Step 5: Measuring Progress / Visitors Center

From 2014 to 2015, we saw an increase of 5 percent in students touring our campus. And from September 2015 through today, we have seen an increase of nearly 1,200 visitors to our Visitors Center for tours.
FOR THE FIRST TIME IN ITS STORIED HISTORY, THERE WERE NO INJURIES OR ARRESTS MADE DURING FALLFEST.
Additionally, our crime statistics have been lower.

There have been less public intoxication, less DUIs, less disorderly conduct.

The most critical thing is that when we do have an incident, we address it immediately.
A FUTURE ON THE SIDE OF EQUALITY

INSTRUCTOR DANIEL BREWSTER AND OTHER LGBT MEMBERS OF OUR FAMILY ARE MAKING A HOME AT WVU

ALSO INSIDE:

KATRINA 10 YEARS LATER

SCAVENGER HUNT

PLAY BALL

WRITTEN BY JAKE STUMP

PHOTOGRAPHS BY M.G. ELLIS

Throughout the West Virginia University community, there are those of us who are openly gay, lesbian, bisexual or transgender and some who have hidden their sexual orientation. Here, we tell some of our stories in both struggle and triumph on the path to creating a home at our University.
Step 5: Measuring Progress / Carnegie celebration
ATHLETICS, THE HOSPITAL AND THE FOUNDATION ARE ALL VALUABLE EXTENSIONS OF THE UNIVERSITY BRAND.
HELLO.
LET US
REINTRODUCE
OURSELVES.

WVU Medicine

We are building on our history and strengths and creating something new and special for West Virginia – WVU Medicine.

We are:
- Uniting our doctors and hospitals across the state to serve you better and to create a more integrated and seamless system of care.
- Growing our expertise by offering more specialty and subspecialty care for you and your family.
- Expanding our flagship hospital – Ruby Memorial Hospital – and building new, conveniently located facilities to make it easier for you to access the best doctors in West Virginia.
- Investing in new technologies to ensure we continue to be the leaders in caring for patients with the most complex medical problems.

We’re #1 again!

U.S. News & World Report ranks
Ruby Memorial Hospital #1 in West Virginia
Gold-Blue Debut Thursday in Wheeling

West Virginia University’s nationally ranked men’s basketball team will be making a rare visit to Wheeling on Thursday night when the Mountaineers take their Gold-Blue Debut on the road.

MORE HEADLINES

- WB: WVU to Cap Nonconference Play at RMU
- WBB: Top Recruiting King Developing For WVU Women
- FB: Coach Dials Motorsports Media Conference
- WSCC: Mountaineers Make History, Rank No. 1
- GEN: Inside the 18: Episode Nine
- WSCC: Foster Earns Big 12 Honor
- TEN: WVU Sweeps Double to Close out Viking Invite
- ROW: WVU Opens Fall Season at Bucknell

MOUNTAINEER TV

Basketball: Chaos Harler | 10/12/16
Basketball: Lamont West | 10/12/16

CALENDAR

Wednesday, October 12
Volleyball: 6:00 PM at Robert Morris

Thursday, October 13
Men’s Basketball: 7:00 PM (Gold-Blue Debut Wheeling, W.Va.)
THANK YOU FOR OVER $1 BILLION MORE REASONS TO GO FIRST.

STATE OF MINDS
The Campaign for West Virginia University
ALUMNI CHAPTERS ARE A VALUABLE EXTENSION OF THE UNIVERSITY BRAND.
Our Marks / Proposed

Flying WV  Alumni Signature

Gold  Blue
PMS 124 C  PMS 295 C
Our Marks / Proposed Formal Mark

Two-color version on light background

One-color version on light background

Two-color version on dark background

One-color version on dark background

One-color version on gold background

One-color version on gold background

alternate version
Our Marks / Proposed Chapter Lockup

Baltimore Alumni Chapter

Eastern Panhandle Alumni Chapter
Our Marks / Proposed Spirit Mark

Baltimore Chapter
WVU Alumni
Baltimore, MD
Our Marks / Proposed Spirit Mark

- National Capital Area
- WVU Alumni
  - Falls Church, VA
Our Marks / Polo Shirts
Our Marks / Giveaways
DO YOUR RESEARCH.
ENGAGE YOUR CONSTITUENTS.
GO BIG OR GO HOME.
BE AUTHENTIC.
WHAT'S NEXT?
Divisional Campus Logotypes

Each WVU divisional campus has its own official logotype. They are shown below.

Institute of Technology
West Virginia University.

Potomac State College
West Virginia University.
THANK YOU.
(any questions?)