

UCEDD Leadership: Pay it Forward

2014 TA Institute – Facilitated Session Notes

Thursday, March 20, 2014: 3:15-4:30 PM

Marketing and Branding your UCEDD

- Sandy Root-Elledge, Associate UCEDD Director, Wyoming Institute for Disabilities, Wyoming
- Elise McMillan, UCEDD Co-Director, Vanderbilt Kennedy Center for Excellence in Developmental Disabilities, Tennessee

Agenda

1. Welcome Participants
2. Introduce Sandy and Elise
3. Provide overview of the session
4. Describe our role as facilitators
5. Describe participants role

Handouts with information and branding samples provided

While not discussed during the session, this information was provided on a handout and briefly summarized in the report-out:

Branding: From Norse word *brandr* – to identify; used to mark wares for identification, represent quality; set product, service apart – especially with mass media communication

Branding represents the look, tone and feel of an organization

Important for social marketing/social change because disabilities is a low-interest category; people don't necessarily want to think about, tune out, or perhaps feel guilty about disabilities

Branding for UCEDDs:

- message must be simple, loud, clear and to the point
- 27 exposures needed to be comfortable; as familiarity increases so does 'liking'
- Audience is pre-disposed to accept a new concept, product, program from an organization with a familiar brand
- UCEDDs can convey understanding about what organization does, help audience form a positive, emotional response to organization and its work

Two different approaches to UCEDD branding

- Elise presented Vanderbilt Kennedy Center branding/logo
 - Private college
 - Center has evolved over 50 years
 - Initially represented by bust of JFK along with familiar V
 - "Disabilities – Hope through Discovery" with new website

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- VKC logo on all print and electronic products but variants for VKC components: UCEDD, LEND, IDDRC, TRIAD
 - Sandy presented Wyoming Institute for Disabilities branding
 - State, land-grant university, small UCEDD
 - Initial branding campaign developed to address lack of understanding about WIND
 - People understood WIND from its people and projects, so branding built from familiar work
 - Branding includes color palate and approach for all printed materials, website
 - Evolved to address change in directors and now updated logo for 20th anniversary

Summary of current UCEDD branding approaches from participant discussion

- Some UCEDDs have adopted university branding and do not have UCEDD logo or brand
- Some UCEDDs have established a branding campaign/approach
- Some UCEDDs have multiple logos and looks that represent a variety of projects and work

Summary of issues associated with UCEDD branding from participant discussion

- Most universities have established branding requirements
 - These are not always applicable for UCEDD work, especially collaborative state work
 - Some universities prohibit the use of program logos or even a UCEDD logo
 - One university does not allow additional logos but “graphic representations”
- UCEDDs administratively located in hospitals represent significant challenges for branding because the university and hospital foundations’ branding are often primary and even competing; one UCEDD gave up using UCEDD identity for simplicity and now uses hospital center name only

Ideas for consideration from participant discussion

- Assign one person in the UCEDD to have the responsibility for maintaining consistent look and message as well as compliance with UCEDD, university and organizational branding
- UCEDD faculty/staff are all responsible for producing cultural and linguistic competent materials
- Multiple program logos within one UCEDD may complicate UCEDD message and confuse UCEDD audiences
- Incorporate successes, anniversaries, changes, announcements into new branding approaches
- Potential partnerships with university schools of journalism
- Potential partnerships with local Ad Councils
- Assistive technology programs/faculty/staff can provide guidance on accessibility of materials, including websites
- One UCEDD defines itself by goals, e.g.: “inclusive communities, health, employment . . . “
- Mentor trainees and early career professionals to develop individual branding
- State DD Network combined website, Facebook page
- Include branding in strategic planning

Suggestions from AUCD

- UCEDDS can include AUCD, UCEDD in branding
- UCEDDS can include hot link to AUCD on websites

UCEDD Resource Center

A project of AUCD, in partnership with AIDD, to strengthen and support the network of UCEDDs

AUCD branding

- AUCD has done a good job of branding in the past
- AUCD may seek to ‘freshen’ branding to communicate what the organization does
- AUCD has established look; needs a strategy for pushing out website as resource for larger audience

Additional Notes

- Communications team meets with new staff to introduce branding materials, protocols
- Consider building personal brand for early career professionals (social media, e-mail signature, etc)
- UCEDD message must stay consistent as University requirements change (changes in policy on logo, web, media...)
- Consider community engagement award nomination for land grant universities – increases visibility, awareness within university
- Branding within UCEDD to increase clarity on mission, etc among all staff
- Break down internal silos across project, audience, core function—assists with internal identity
- Your UCEDD should not look like Val-Pak (disjointed set of projects, activities, offers)

- Dissemination specialist addresses consistent communication
- How to communicate to community when affiliated with the center, university, hospital?
 - especially when hospital, university require only own logo
- How to promote clinical services?
- Where do trainees identify?
- Partner with Department of Journalism, where those students provide web development and content
 - Journalism students learn how to write about people with disabilities
- Assistive technology staff keeps focus on web accessibility so UCEDD can model for University
- Where logos are disallowed, are “graphic representations” allowed?
- Where university requirements are too strict, develop website on GoDaddy, WordPress
- Meet with marketing department on issues where university mandated website would compromise relationships

- UCEDD is lifespan, set in children’s hospital
 - inherent conflict in logo
 - dispensation to not have children’s logo on business card
- Tag line for branding, i.e “A Life in the Community for Everyone”
- Define self by goals when introducing - identity
- Projects not allowed to have separate logos
- Suggest trainees across centers join in group project (as with work on CAAI) to better understand network
- Split cost of position in University public affairs office
- Where projects are separately/individually marketed, consider using university identity to bring in line
- Students support/implement social media efforts
- Use journalism, mass media department to help branding/rebranding

- Use AUCD’s CEDC as resource
- Subscribe to other centers’ newsletters to keep in touch
 - identify experts, see branding examples

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- Rutgers has visual identity czars and czarinas!
- Help trainees feel that Center is their home
 - poster template for center, trainees use this when presenting across University, conferences
 - trainees like to feel like Center is family
 - encourage use of “center trainee” on signature line
- Facebook page for state DD network –all partners contribute
- Use AUCDs’ trainee handbook to all new trainees in orientation
- AUCD to provide resources on orienting, staying connected with trainees

- Avoid affiliation w/ Children’s hospitals/pediatrics to promote lifespan work
- Use local ad council
 - gave presentation - got marketing tips

- Consistent branding, single logo for center on all materials
- Strongly discourage separate logos for projects
- Develop color palette for materials
- Using stories to promote projects
- Creating video for annual report - 2 min video to assist with introduction to center
- Project funds communication efforts where possible; use core grant funds otherwise

Moving forward: Amy Sharp, AUCD Communication Education and Dissemination Council, plans to schedule an upcoming webinar addressing UCEDD branding