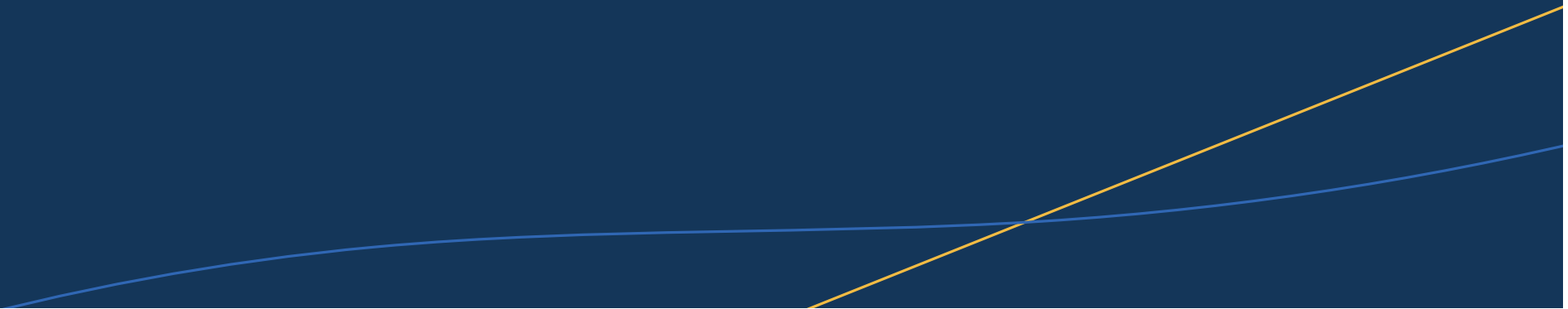


MTD Faculty & Staff Meeting

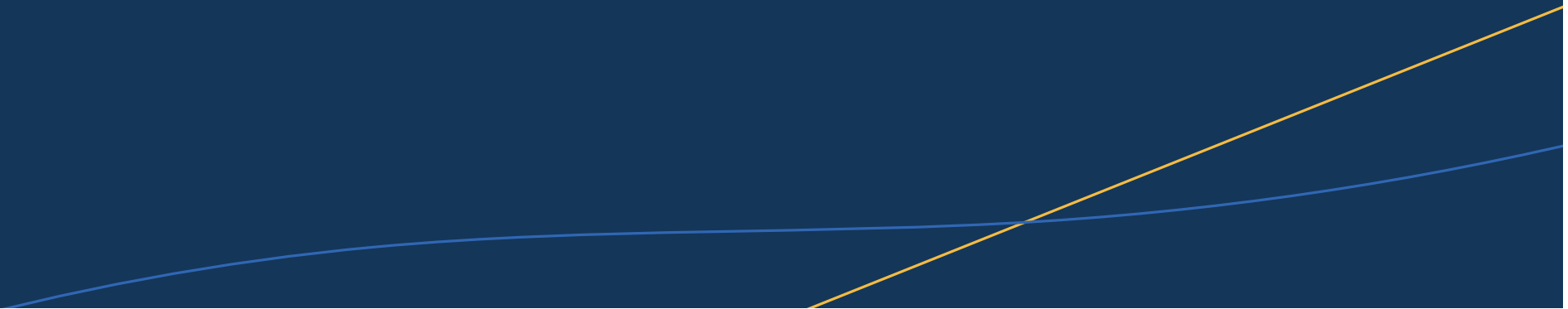
September 02, 2025



Announcements
Dean Office Updates
Committee Updates
Library Updates
Marketing & Communications

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Defining Brand Relevance with Quick Study



GOAL:

Define a relevance positioning for Ithaca College, and create the resources to implement that strategy.

WHO:

Project team:

Quick Study: Rob Engelsman '11,
Alexa Beck

IC: Mark Eyerly, Sloan MacRae,
Melissa Pittinaro, Allison Usavage
'11

With input from:

- Historical records
- Current brand resources
- Stakeholder questionnaire
- Student & staff interviews
- Custom survey of college-bound high-schoolers
- Custom audience profiling research
- Secondary source review
- Search trend analyses
- Social media analyses

What did we learn?

The cultural narrative has shifted— there is no one clear path to success. Therefore, young people are more likely to want to try as many paths as possible.

If they choose to go to college, prospective students need assurance that they'll see results of their education early and often, even if those results aren't from a linear path.

To get far, fast, prospective students are looking for a space where their journey is safely challenging— a space that encourages involvement in many different paths.

What did we learn?

Ithaca students are confident that they'll find success no matter what happens post-grad, thanks to their time on campus.

The experiences at Ithaca that give students confidence are also its key points of differentiation.

Key Positioning Goals

- Make “interdisciplinary” relatable and attractive
- Show success in all forms
- Turn size into a strength
- Move with confidence and consistency

POSITIONING:

Ithaca College champions multi-hyphenate minds and prepares them for a lifetime of possibilities.

Supporting Relevance Pillars

- Interdisciplinary thinking = empowered students
- Many paths, real outcomes
- Unbeatable relationships
- One story, thousands of versions

Additional Insights

- Social media is the best discovery tool for this generation, and video is the dominant format.
- Prospective students trust and prioritize messaging from current students over alum, faculty, and admission counselors. They're also interested in hearing from young alumni.
- Once students get here, the student experience mostly meets or exceeds expectations, but we have work to do to make them feel a deeper sense of connection to Ithaca that they will carry throughout their experience and into their alumni years.

Outcomes and Next Steps

Relevance In Action

- Integration of relevance positioning into all comms and marketing materials at strategic and tactical levels
- New topical marketing campaign showcases multi-path opportunities and mindset
- IC Current helps disseminate relevant stories and build campus and community pride
- Young alumni content campaign in development
- Shift toward video as a primary content format, renewed attention on student content creators for brand-level channels and messages

Resources available to you

- Our updated positioning is being integrated into the brand guide, relaunching soon
 - Messaging map
 - Training video(s)
- Brand office hours 2x / mo. are an opportunity for deeper dives and conversations about activation of tactics
- Presentations and conversations like this are happening around campus



Thank you!

