



## **Colorado State University System (2005-Present)**

### **Background**

In 2005, with an increasingly competitive higher education marketplace in mind, Colorado State University (CSU) took decisive steps to secure the future of its flagship campus and its three-institution system. CSU developed and adopted a new strategic plan aspiring to position the University as a 21<sup>st</sup> Century Land-Grant Institution.

### **Enter BrandED Consultants Group**

Eager to operationalize its plan smoothly and assertively, CSU engaged BrandED consultants to assess stakeholder opinions about plan implementation. BrandED consultants conducted extensive qualitative and quantitative research to assess stakeholder opinions and to determine how closely these opinions supported CSU's strategic priorities.

BrandED also identified ways to align the CSU system with a central brand strategy. It developed an overarching messaging strategy to link the system's campuses in Denver, Fort Collins and Pueblo, as well as guide the messaging for the new CSU Global online campus.

### **Results**

BrandED's findings led to a central messaging strategy that complements the strategic plans crafted by each school in the CSU system. The system currently implements BrandED's recommended strategy with national advertising campaigns and new initiatives, including the CSU Global online campus.

Thanks in large part to these efforts; the system has experienced an unprecedented increase in funding for research and other key areas. Thanks to the success of this project, BrandED is routinely invited to lead branding and marketing seminars at CSU.