



## **La Salle University (2008-Present)**

### **Background**

In the years leading up to 2008, Philadelphia's La Salle University experienced a significant decline in new student enrollment. That resulted in a substantial and troubling loss of revenue. Concerned about the institution's long-term viability, senior administration prepared a strategic plan designed to enhance the academic product and maximize business operations.

### **Enter BrandED Consultants Group**

Just as LaSalle was launching its new strategic plan, BrandED was asked to conduct a brand audit—a process that assesses the relationship between an organization's internal culture and its external reputation. To ensure a well-rounded view of La Salle, BrandED conducted interviews and focus groups with numerous stakeholder groups, including senior administration, deans, department chairs, faculty, students, parents, staff, alumni and trustees. The audit findings led to the development of a brand strategy for the university.

Once this assessment was completed and the brand strategy formulated, BrandED was able to make recommendations for operationalizing the new strategic plan and improving internal communications. BrandED is currently working with internal and external stakeholders to implement the brand platform throughout the campus community. This involves aligning La Salle University's internal culture with its external reputation. To ensure the sustainability of the platform, BrandED is training a brand leadership team to manage and assess the brand strategy. Just as important, BrandED provides direction for creating metrics for evaluating brand awareness and success. BrandED is currently developing a social media plan for the University.

### **Results**

The brand strategy has created greater value for La Salle University in the competitive mid-Atlantic region of the United States. Enrollments are at record levels, and the brand development process has created a culture of collaboration among stakeholders. Most important of all, it has allowed the University to rediscover its mission. The initiative has been so successful that BrandED and La Salle University have been invited to present this case study at a number of higher education conferences. The BrandED-La Salle partnership demonstrates how a brand can jump-start implementation of a strategic plan and change an institution's culture.