



## **Lasallian Education Network in United States (2008-Present)**

### **Background**

For more than 300 years, a worldwide network of private schools has operated in accordance with the vision of its founder, St. John Baptist de La Salle, considered the patron saint of teachers. In recent years, a variety of cultural, economic and political factors has resulted in the fragmentation of the network's connections.

In recent years, schools in the United States have explored ways to reconnect through a common identity. In the United States, there are more than 50 schools from pre-kindergarten through higher education. These include De La Salle High School, La Salle College High School, La Salle University, Lewis University, Manhattan College and St. Mary's College California.

### **Enter BrandED Consultants Group**

In 2008, based on its successful collaboration with La Salle University in Philadelphia, BrandED was recruited to recommend and develop a sustainable brand strategy for this amorphous entity.

The process began with extensive qualitative and quantitative research with stakeholders from throughout the United States. BrandED worked with senior administrators, trustees, parents, students, faculty, staff, alumni and others. The research was designed to determine audience awareness of the Lasallian education network. It was also directed at understanding the differences of opinions amongst stakeholder group and learning how each school positions itself as Lasallian. From there, BrandED worked to gather the intelligence necessary to develop a brand strategy. Alarmingly, BrandED's research had revealed that many stakeholders, especially parents of prospective and current students, were unaware of the Lasallian education network. This suggested that the Lasallian schools were missing opportunities to feed one another and to sustain an ongoing relationship with students.

With research completed, BrandED was retained to develop the first brand platform, visual identity and brand guide for Lasallian Education in the United States. The goal was to connect the Lasallian network in the United States through a common identity. Testing of the brand strategy took place in 14 cities with 43 schools and other agencies that comprise the system of schools. The brand strategy was adopted in May 2011. To get a feel for the process, check out

the following videos, which show how BrandED engages stakeholders to arrive at a viable brand platform and visual identity.

<http://www.youtube.com/watch?v=yoO5DpWcb3k>

<http://www.youtube.com/watch?v=RkoFgkPPXxs&feature=related>

## **Results**

Engagement and collaboration in the brand development process has exceeded client expectations. Many colleges and universities in the network have already experienced an increase in enrollment from the network's secondary schools. This year BrandED will facilitate the implementation of the adopted brand strategy and make recommendations about marketing the reconnected network of schools throughout the United States.