



## **University College at the University of Denver (2009-Present)**

### **Background**

For the last decade, traditional colleges and universities have sought to capture a larger segment of the growing market for continuing and distance education. In pursuing its goals for growth, the University of Denver's adult education program, University College, faced a number of significant challenges. In a marketplace dominated by players with distinctive brand identities, University College was hindered by a name that left potential students confused about its identity and its product.

Several leadership changes had left University College uncertain about its path and future. In addition, deteriorating morale, largely stemming from its "stepchild" relationship to the parent organization, resulted in a fraying brand and stagnant enrollment.

### **Enter BrandED**

Just months after a new dean assumed the leadership of University College, BrandED was hired to audit the college's communications materials and help it clarify its market niche, define its identity and cohere around a sustainable brand strategy. Just as important, BrandED was asked to help University College raise its profile and polish its identity within its parent institution.

BrandED's research revealed that University College was uniquely positioned to bring the University of Denver's already strong brand to a new and highly receptive constituency. BrandED also helped the institution emphasize its credentials and build trust with a public increasingly uneasy about for-profit continuing education providers. Finally, BrandED worked closely with college stakeholders to foster internal branding and to create a culture that responds to opportunities and values innovation.

### **Results**

Since it began working with BrandED, University College has enjoyed significant enrollment and revenue growth. It also has introduced new market-relevant course offerings and degree programs. What's more, it has emerged as a go-to resource for University of Denver staff members who want to enhance their career prospects through higher education. Finally, its

parent institution now recognizes University College's relevance to the larger community and to the institution's own brand.

Each year BrandED provides personal branding workshops for students and employees.