



WTCS Brand Advocacy and Positioning Plan Summary

Image Issues

Current

Viewed as second class and taken for granted.
Leadership is ceded to the 4-year college in the minds of the public.
It is assumed the University of Wisconsin System is first in everything.
Do not want to be seen as responding; want to be seen as proactive.
We do not develop the new technology, we train for it.
Not given much credit for economic development.

How we should be perceived?

First to respond to economic trends and job needs.
First to help with worker displacement.
First call when industry considers a community.
First to look at the practical implications of new technology.
First to train workers for that new technology.
First to respond to needs of underserved populations.
First logical step after high school.
Technical colleges are an integral part of the community and key to economic development.

Goals

Increase the perceived value of technical colleges in Wisconsin.
Diffuse negative attacks by taxpayer groups, legislators, etc.
Convince non-supporting legislators that technical colleges are a can't-miss investment for our state.

Audience

Adult homeowners/taxpayers/policy makers 35 years plus.

Overall Strategy

Show taxpayers and legislators how the technical colleges are part of the fabric of their communities and how much communities rely on the technical colleges for economic development.

Unique Category

"An integral part of the community where people most often turn first."

Positioning Statement

"Where Our Community Turns First."

Campaign Strategies

Personal Communications

Personal communications with legislators, community leaders, employers, interested taxpayers, advocates and the news media to build a mutual understanding of the value and results of technical education.

- Face to Face – reach out to build personal relationships with legislators, influential constituents and the news media; cultivate support and encourage advocates; action by system president, system board, college presidents, district board members and District Boards Association executive director.
- Image brochure – a conversational tool to use in face-to-face meetings; presents Wisconsin’s technical colleges as educational leader for workforce development; conveying the critical, essential occupations the technical colleges train; can be customized for each local college.
- Advocacy brochure – a conversational tool to use in face-to-face meetings; presents Wisconsin’s technical colleges as successful; highlighting economic development, quality graduate “product,” customized training, retraining, collaboration with the community and responsive to business and industry needs, and credit transfer to four-year colleges.
- Electronic presentation – a tool for presidents and staff to present technical colleges in a consistent way; a modular template providing a graphic look and brand messages and imagery; allows colleges to customize messages and incorporate own identity.
- Advocate for speakers – business and community leaders and alumni talking up the value of Wisconsin’s technical colleges; actuated and managed by each college.

Personal Communications	2004-2005 Timeline for Personal Communications											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Face to Face												
Image brochure												
Advocacy brochure												
Electronic presentation												
Advocate for speakers												

Ongoing Proactive Communications

Ongoing proactive communications with legislators, community leaders, taxpayers, employers, advocates, and news media to keep them informed and engaged; providing a mechanism of and exchange of views and ideas.

- Email newsletter – a tool to keep legislators, influential constituents and news media informed; communicate success; objectively written; bi-annual; hotlink to WTCS Web portal page; template for colleges to use locally.
- Breaking news email template – a tool to keep legislators, influential constituents and news media informed on a timely basis; communicate breaking news and issues; hotlink to WTCS Web portal page; template for colleges to use locally.
- Web portal – a landing page for the email newsletter and breaking news email template; a forum for legislators, taxpayers, advocates to weigh in and exchange ideas; archive of email newsletters; related news media stories; WTCS Web site link.

