



Rebranding and Embracing the Future

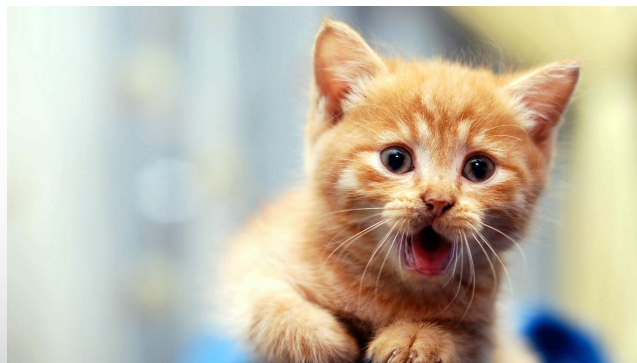
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Rebranding the Collège?



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COLLÈGE de l'île
ÎLE-DU-PRINCE-ÉDOUARD
CANADA

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About Us

- 1993 - Collège created
- 1994 – first basic adult education programs offered
- Until 2008 – satellite campus of other postsecondary institutions (NB, NS, QC)
- 2008 – Collège Acadie Î.-P.-É. became its own diploma granting institution as per the provincial government

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Why rebrand then after only 6 years?

- Collège Acadie Î.-P.-É. = brand recognition through the roof but no impact on enrolment
- Internal marketing committee made recommendations including a name change
- The really hard questions were dealt with BEFORE hiring a marketing firm

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Rebranding

- Three phases
 - Groundwork / Pre-consultant phase
 - Rolling up our sleeves / Consultant phase
 - Implementation / Post-consultant phase

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Groundwork / Pre-consultant phase

- Internal marketing committee
 - What worked/what didn't in the past
 - What we could continue doing/improve
 - What we could stop doing
 - What about the name

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Rolling up our sleeves / Consultant phase

- One proposal stuck a chord the with steering committee
- They respected and built on the work done internally ahead of time
- They understood the implications and future possibilities associated with a name change

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Rolling up our sleeves / Consultant phase

- They proposed a 14-week timeframe
- They proposed to engage broadly – and followed through
- They proposed outcomes and products that worked for us
- They listened to our concerns throughout

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Rolling up our sleeves / Consultant phase

- | | |
|------------------------|---------------------------|
| • Board of Directors | • Past presidents |
| • Administrative staff | • Community leaders |
| • Academic staff | • Community organizations |
| • Alumni | • Government stakeholders |
| • Current students | • Other institutions |
| • Potential students | |

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Rolling up our sleeves / Consultant phase

What worked well

- Consulting group retained
- Steering Committee
- Engaging broadly
- Results and products

What challenged us

- Timeframe
- Workload
- Limited resources

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Brand launch event – December 12, 2016

French language college on PEI looking to expand horizons

<http://www.theguardian.pe.ca/news/local/french-language-college-on-pe-1-looking-to-expand-horizons-58539/>

Le collège de langue française de l'Î.-P.-É. change de nom

<http://ici.radio-canada.ca/nouvelle/1005296/le-college-de-langue-francaise-de-li-p-e-change-de-nom>



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Implementation / Post-consultant phase

- Decide-Do/Refine-Do
 - Ongoing implementation
- President as CRO = Chief Repeating Officer
- Consistency, Consistency, Consistency

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Questions?



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