

# Beyond “Telling Our Story Better”: How to Work with University Presidents, VPs, and Deans

BVK

Many university leaders have a narrow vision for the role of brand in higher education. Learn how to engage them in ways that build trust, broaden their understanding of marketing and communications, and yield genuine partnerships that facilitate your work.

## Presentation Overview

### Background

Most communicators in higher education have been asked at some point if they could just “tell our story better,” as if simply improving a university’s messaging could somehow replace the reforms that institutions should make to better serve students and improve people’s perceptions of college.

These kinds of requests from leaders in higher education stem from their misunderstanding the role of brand, marketing, and communications at their institutions: what these tools can accomplish, what they can’t, and how initiatives should be structured if they hope to succeed. Worse, such misunderstandings can lead to all manner of difficulties for the typical MarComm office: unrealistic expectations regarding rankings and reputation, enrollment, and fundraising; the misalignment between goals and the resources provided to achieve those outcomes; and ultimately, frustration on everyone’s part.

At BVK, we’ve seen how quickly these kinds of pitfalls can derail even the most thoughtful and best-intentioned campaigns. The key to avoiding them is to work hard at the outset to educate your college or university leadership, set realistic expectations for what brand and marketing might accomplish, and partner with these leaders to ensure your institution is structured to achieve your goals. No easy task in a world in which too many people assume that “anyone can market.” Fortunately, over the twenty-five years that we’ve worked with colleges and universities on these kinds of initiatives, we’ve developed some clear strategies to help.

### Our Offer

BVK’s free presentation, *Beyond “Telling Our Story Better”: How to Work with University Presidents, Provosts, and Deans*, will share what we’ve learned, demonstrating a step-by-step approach for engaging college and university leadership to position your MarComm office to succeed.

By attending our presentation, you will:

- Review the organizational and cultural challenges of brand, marketing, and communication in higher education.
- Better understand the background and priorities that motivate university leadership—and sometimes foster their misunderstanding of brand and marketing.
- Learn strategies for broadening the perspectives of these leaders, helping them to understand how brand and marketing can help to accomplish their goals, and where they can’t, looking at three areas: rankings and reputation, recruitment and enrollment management, and fundraising.
- Discover methods for evaluating and improving your organizational readiness for brand and marketing initiatives, measuring your goals against your resources, and forging the kinds of campus partnerships you will need to achieve your outcomes.

For more information, you can visit BVK’s [Brand Academy for Colleges and Universities](#). Or to schedule this no-cost presentation, please contact: Kim Kieffer, VP, Program Director at (414) 247-3821 or email [kim.kieffer@bvk.com](mailto:kim.kieffer@bvk.com)