Previous Research

- **Clarus Study** (Winter 2006)
  - Go deeper into the data
- **Focus Groups** (Spring 2007)
  - Elicit emotional attributes
  - Get students’ language
  - Test positioning statements’ validity
Quantitative Study

- **Objectives**
  - Benchmark for each market niche
    - Brand preference
  - Positioning statements’ degree of importance in learners’ decision
  - Positioning statements’ degree of credibility
  - Emotional attributes
Market Niches

- Academic Degree/Transfer Learners
- Career Technical Education Learners
- Lifelong Learners
- English Learners
Methodology

- Santa Cruz County residents
- Evenly distributed across North/Mid/South
- “Learning opportunities for a local organization”
- 1,001 completed phone surveys
- More 17-25 year olds sampled in south county (40/40/120)
Methodology (cont’d)

- Considered doing “any of the following” in the previous 12 months (niche sort)
- Conducted in preferred language (English or Spanish)
- Rotation of elements
- Fielded January - February 2008
Brand Preference and Indicators

- Brand Preference - the degree to which a brand is chosen more often over other brands—mind share is critical
- Unaided Awareness and Unaided Consideration key indicators of mind share
- Mind share is closely correlated to market share
Brand Preference — Cabrillo

County-wide / All Market Niches

Awareness
- 39.4%
- 98%

Consideration
- 29.9%
- 67%

Yes
- 28%

Base: 1001
Brand Preference — Cabrillo North / Mid / South County

Base: 1001

Awareness
Consideration
Yes

North
43.2%
33.3%
28%

Mid
43.5%
30.9%
29%

South
34.8%
27.5%
27%

100%
99%
97%
Brand Preference - By Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Awareness</th>
<th>Consideration</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>17-25</td>
<td>37.7%</td>
<td>71%</td>
<td>34%</td>
</tr>
<tr>
<td>26-35</td>
<td>29.9%</td>
<td>64%</td>
<td>22%</td>
</tr>
<tr>
<td>36-45</td>
<td>38.8%</td>
<td>65%</td>
<td>23%</td>
</tr>
<tr>
<td>46-55</td>
<td>48.6%</td>
<td>66%</td>
<td>28%</td>
</tr>
<tr>
<td>56-65</td>
<td>38.8%</td>
<td>65%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Base: 1001
The Importance of Positioning

- Uniquely differentiates Cabrillo from other choices
- Provides an easy way to favorably remember, sort and rank Cabrillo among all other choices
Role of Emotional Attributes

- Helps establish the brand’s personality through
  - Language, tone, style, voice
  - Typography
  - Color palette
  - Images (graphics, illustrations, photography, video, etc.)
Emotional Attributes – Niches

Academic/Transfer

CTE

Lifelong Learners

English Learners

Base: 166

Base: 220

Base: 507

Base: 108
Learners’ Complete Viewpoints
Lifelong Learners’ View

- **Cabrillo**: 39% Unaided Awareness, 31% Consideration, 26% Yes
- **Self-Study**: 32% Unaided Awareness, 28% Consideration, 23% Yes
- **Fee-based alt.**: 26% Unaided Awareness, 24% Consideration, 18% Yes
- **DK / NR**: 23% Unaided Awareness, 21% Consideration, 17% Yes
- **Parks & Rec**: 20% Unaided Awareness, 19% Consideration, 15% Yes
- **UCSC (Ext.)**: 18% Unaided Awareness, 16% Consideration, 13% Yes
- **Other 2 yrs**: 16% Unaided Awareness, 15% Consideration, 12% Yes
- **Adult Ed.**: 15% Unaided Awareness, 14% Consideration, 11% Yes
- **Other 4 Yrs**: 10% Unaided Awareness, 10% Consideration, 9% Yes

**Other Goals**:
- **Finest Prep Ed Goals**: 22%
- **Best Learning Environment**: 5%
- **Student Focused**: 11%
- **Serious Learning Experience**: 46%
- **Most Accessible**: 4%
- **Diverse Campus Community**: 7%

**Importance**:
- **Base**: 507
Cabrillo’s Personality

- “Everyone’s” heard of us (taken for granted?)
- Rarely first choice (the underdog?)
- Friendly, Informal, Respectful
- Accessible
- Career Tech learners have a special affinity
Discussion –

- Are we okay with the personality that has emerged?
- What changes, if any, do we want to make?
- What’s the ideal personality we want to have?
- What do we have to do to create that ideal personality?
Implications

- Each niche requires a very different message set to increase unaided awareness and consideration
  - Will require more targeted, specialized marketing efforts
- College needs to look at solutions to perceived needs not being met
- College need to improve access for learners’
Next Steps

- Black & White Design begins creative work on 3 Advertising Campaigns’ “Look and Feel”
- Final campaigns to be tested in focus groups
- Carolyn André to conduct focus groups in mid-May
- Final report by end May/early June - decision time
- B&W to provide various tools including Identity Guidelines by end June
- ??? Flex Week Activity for college-wide roll-out?
Appendices
Brand Preference — Academic Degree/Transfer

- Cabrillo: 36% awareness, 39% consideration
- UCSC: 21% awareness, 30% consideration
- SJSU: 19% awareness, 27% consideration
- Other 4 yr.: 18% awareness, 60% consideration
- Other 2 yr.: 14% awareness, 10% consideration

Base: 166
Brand Preference — Lifelong Learners

- Cabrillo: 39% Unaided Awareness, 32% Consideration, 26% Yes
- Self-Study: 31% Unaided Awareness, 23% Consideration, 15% Yes
- Fee-based alt.: 23% Unaided Awareness, 21% Consideration, 18% Yes
- DK / NR: 15% Unaided Awareness, 13% Consideration, 11% Yes
- Parks & Rec: 13% Unaided Awareness, 09% Consideration, 07% Yes
- UCSC (Ext.): 09% Unaided Awareness, 06% Consideration, 03% Yes
- Other 2 yrs: 06% Unaided Awareness, 06% Consideration, 04% Yes
- Adult Ed.: 06% Unaided Awareness, 05% Consideration, 04% Yes
- Other 4 Yrs: 08% Unaided Awareness, 06% Consideration, 05% Yes

Base: 507
Brand Preference – English Learners

<table>
<thead>
<tr>
<th></th>
<th>Unaided Awareness</th>
<th>Consideration</th>
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</thead>
<tbody>
<tr>
<td>Cabrillo</td>
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<td>15</td>
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<tr>
<td>Adult Ed</td>
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<td>49</td>
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<tr>
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<td>25</td>
<td>16</td>
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<tr>
<td>Self-study</td>
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<td>05</td>
<td>05</td>
</tr>
<tr>
<td>Other 2 yr</td>
<td>07</td>
<td>03</td>
<td>03</td>
</tr>
</tbody>
</table>

Base: 108
Summary —
Brand Preference
Positioning – Academic/Transfer

- Finest Prep Ed Goals: 30%
- Best Learning Environment: 28%
- Student Focused: 13%
- Serious Learning Experience: 13%
- Most Accessible: 11.40%
- Diverse Campus Community: 3.00%

Base: 166
Positioning – Lifelong Learners

![Bar chart showing various educational goals and their importance.]

- **Finest Prep Ed Goals**: Cabrillo (7%), UCSC Extension (22%), Adult Ed. (5%), Parks & Rec (11%), Importance (46%)
- **Best Learning Environment**: Cabrillo (46%), UCSC Extension (4%), Adult Ed. (0%), Parks & Rec (0%), Importance (0%)
- **Student Focused**: Cabrillo (10%), UCSC Extension (20%), Adult Ed. (30%), Parks & Rec (40%), Importance (50%)
- **Serious Learning Experience**: Cabrillo (46%), UCSC Extension (4%), Adult Ed. (0%), Parks & Rec (0%), Importance (0%)
- **Most Accessible**: Cabrillo (46%), UCSC Extension (4%), Adult Ed. (0%), Parks & Rec (0%), Importance (0%)
- **Diverse Campus Community**: Cabrillo (46%), UCSC Extension (4%), Adult Ed. (0%), Parks & Rec (0%), Importance (0%)
Positioning –
English Learners

Finest preparation for Ed.goals
Best learning environment
Most focused on students
Serious learning exp.
Most accessible
Diverse campus community

Cabrillo
UCSC Extension
Adult Ed.
City/County Parks & Rec.
Importance
Emotional Attributes — Academic/Transfer

By Brand

By Geo (Cabrillo only)
Emotional Attributes — CTE

By Brand

By Geo
(Cabrillo only)
Emotional Attributes — Lifelong Learners

By Brand

By Geo
(Cabrillo only)
Emotional Attributes — English Learners

By Brand

By Geo (Cabrillo only)