

Client: Southern Illinois University – Edwardsville
Project: University System Wide Marketing Research
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University of Wisconsin System

Overview

The University of Wisconsin System is made up of 13 four-year universities and 13 two-year branch universities. The system is one of the nation's largest and serves over 170,000 students annually with more than 39,000 faculty and staff statewide. The system awards more than 36,000 degrees every year, has an annual economic impact of over \$24 billion, and provides intellectual, economic, and cultural opportunities across the state of Wisconsin.

The system has two major research universities that grant doctoral degrees: the University of Wisconsin — Madison and the University of Wisconsin — Milwaukee. The eleven other comprehensive universities are located across the state in: Eau Claire, Green Bay, La Crosse, Oshkosh, Kenosha, Platteville, River Falls, Stevens Point, Menomonie, Superior, and Whitewater. The universities range in size extensively; UW-Madison has a total enrollment of approximately 43,000 students while UW-Superior's is below 2,900. The branch campuses are even smaller.

Messaging & Advertising Plans

The "Wisconsin Idea" // All in Wisconsin

The Wisconsin Idea charges the UW System "to develop human resources, to discover and disseminate knowledge, to extend knowledge and its application beyond the boundaries of its campuses, and to serve and stimulate society by developing in students heightened intellectual, cultural, and humane sensitivities, scientific, professional and technological expertise, and a sense of purpose. Inherent in this broad mission are methods of instruction, research, extended training, and public service designed to educate people and improve the human condition. Basic to every purpose of the UW System is the search for truth."

Points of Differentiation

- No matter what you're looking for, it's All in Wisconsin.
- Not just a University of Wisconsin, but for Wisconsin
- Large system with universities statewide in big, urban cities and smaller, rural towns
- Diversity of programs and degrees

UW System Brand Attributes

Stature, Service, Strength, the Wisconsin Idea, Expansive, Inclusive, Driven, Dedicated

UW System Brand Character

- Searching for Truth
- Lifelong propulsion
- Confront shared challenges
- Commitment to strengthening the community, polity, economy, and ecology of the state

Website & Individual System Notes - UW System

www.wisconsin.edu

- All in Wisconsin.
- The mission ... is to develop human resources, to discover and disseminate knowledge, to extend knowledge and its application beyond the boundaries of its campuses, and to serve and stimulate society by developing in students heightened intellectual, cultural, and humane sensitivities, scientific, professional and technological expertise, and a sense of purpose.
- Important to note —
 - UW System branding and messaging is a great example of how to craft a cohesive system message.
 - But, the system has had issues with identity. Important to consider with ideas of branding schools;
 - Since early 70's, there has been controversy over names. "University of Wisconsin" is often used for the name of the Madison Campus.
 - This has made it tough for other schools to develop their own identity. Because of this dilution, some major schools in the system have hosted votes to drop UW from the name (ex: UW-Milwaukee athletics now go by the Milwaukee Panthers).

University of Wisconsin — Milwaukee - www.uwm.edu

- The Best of Both Worlds //// One of America’s Top Research Universities
- The University of Wisconsin-Milwaukee provides an affordable, world-class education to 27,000 students from 92 countries. Its 15 schools and colleges include Wisconsin’s only schools of architecture, freshwater sciences and public health. As one of the nation’s top research universities, UWM partners with leading companies in Wisconsin and beyond to advance knowledge, bring new discoveries to market and prepare students for work in a global economy.
- As the “second school” in the UW system (behind Madison), UW Milwaukee emphasizes the schools many strengths and advantages while being clever with its unique identities
 - Best of Both Worlds plays on the schools many double-strengths and dichotomies. For example, red-brick campus in the middle of a city, affordability and world-class academics, major research while still maintaining aspects of a smaller city college
 - Boasts its unique advantages: state’s largest collaboration of health sciences programs, one of the world’s top film programs, the states only sign language program, state’s largest school of education, etc.
 - Milwaukee — a huge selling point. Pushes its partnership with companies in the city for internships, research, and job opportunities.

University of Wisconsin — Oshkosh

www.uwosh.edu

- Where Excellence and Opportunity Meet
- The University of Wisconsin Oshkosh provides a high-quality liberal education to all of its students in order to prepare them to become successful leaders in an increasingly diverse and global society. Our dedicated faculty and staff are committed to innovative teaching, research, economic development, entrepreneurship and community engagement to create a more sustainable future for Wisconsin and beyond.
- Note: Similar in size and prestige to SIUE
- Uniquely emphasized attributes and strengths: sustainability, 200+ majors, personalized support & small class sizes, broad liberal arts education

- UWO Brand
 - UWO officially refers to three campuses. The UWO brand encompasses:
 - University of Wisconsin Oshkosh, Oshkosh Campus
 - University of Wisconsin Oshkosh, Fon du Lac Campus
 - University of Wisconsin Oshkosh, Fox Cities Campus
 - This creates a cohesive identity between its three campuses in connection as a single university poised to uniquely serve the needs of students, businesses, and communities.

Additional Information & Major Takeaways

- Cohesive, or Muddled?
 - As noted in the UW system notes, there has been a lot of discussion of the use of UW and the system identity. The UW system is a strong network of schools, but the Madison campus' frequent moniker of "The University of Wisconsin" has hurt the other schools in the system trying to make a name for themselves.
 - This is a good example of why schools in the SUNY system often drop the SUNY in a lot of references (ex; UAlbany)
- Contradictory to the above, the UW name holds heavy prestige in state, and the reputation of UW—Madison helps the other campuses earn some recognition nationwide. Despite the name confusion, individual schools within the system are doing a good job of leveraging unique attributes to sculpt their own identity.