



**Brand Positioning at the  
University of Tennessee at Chattanooga**



# Exploring our unique identity



- Legacy of colors, Power C logo
- Development of comprehensive, consistent brand identity

# What we mean by “brand”





# Yes& Lipman-Hearne Engagement (Oct. 2022)



**LIPMAN  
HEARNE.**

- Yes& LH team visited campus Dec. 2022
- 11 focus groups (more than 100 individuals)
- Surveys launching this week
- Establishment of UTC Brand Council

# Findings thus far

There is alignment between the University experience and some of the key issues of interest to prospective students and their influencers. UTC has:

- Independent spirit that appeals to like-minded students
- High caliber faculty invested in teaching
- Diverse and engaged community
- Support for first-generation students
- Relevant majors in in-demand fields
- Abundance of experiential learning opportunities
- Excellent value



# Chattanooga—a key differentiator

Chattanooga has tremendous equity, and provides an unparalleled location for discovery and connection – and nationally-recognized momentum

- Spirit of innovation, entrepreneurship, and technology
- Large and diverse professional community
- A model of conscious community-building
- Natural beauty and outdoor recreation
- Proximity to other major markets
- Opportunity to leverage and align with Chattanooga's brand/equity



# EMERGING THEMES

## **THE CHOICE YOU WANT TO MAKE IS THE SMART CHOICE, TOO.**

Deep down, you know who you are and what matters to you. You want a college choice that feels right for you—not one that’s just checking the boxes that everyone else is looking for. You trust yourself—and you can trust the University of Tennessee at Chattanooga to take your future seriously.

# EMERGING THEMES

## **THERE ARE NO TRADE-OFFS HERE.**

We're affordable, we have nearly 100 majors, and no one group dominates campus culture, so you always feel like you're at the center of things. And in the remarkable city of Chattanooga, interning at a thriving company, river kayaking, or meeting friends for locally roasted coffee are all within easy reach—maybe even walking distance.



# EMERGING THEMES

## **FIRST-GEN STUDENTS, MEET YOUR NEXT ROLE MODELS.**

We understand what it means to be the first in your family to go to college—with all the excitement and pressure that goes along with it. Many of our professors and staff people are first-gen, too, and they're ready to go the extra mile for you: it's their way of paying forward the mentoring and successes they've had.

# EMERGING THEMES

## WE'RE AT THE LEADING EDGE.

The university for a city that's all about the data-driven world. The city is a nationally known tech and venture capital hub, and there's a distinctive buzz of innovation everywhere you go. We've designed our academic programs to make the most of Chattanooga's tech momentum, connecting you to careers that are on the leading edge—from cybersecurity to marketing analytics.



# EMERGING THEMES

## THE PERFECT SIZE FOR EXPERIENCE-BASED LEARNING:

We've erased the lines between the classroom and the real world. Many classes have experience-based learning, and you never have to compete with hundreds of people to find internships, collaborate with faculty, or locate other professional opportunities. Early on you'll be in community and workplace, understanding first-hand how the professional world defines success and how people work together to create strong, innovative organizations.

# EMERGING THEMES

## OUR EXPERTS ARE INVESTED IN YOU.

Your professors are right where you and they want to be: in the classroom. Our professors are subject matter experts who love to teach, and you'll see them—not TAs—in your classrooms, labs, and studios. Their dedication goes beyond the classroom as well. They understand what college means to you and your family, and their doors and their professional networks are always open to you.





**Thank You**