



Market-rate Tuition

Branding and Design Proposal

Presented by Seth Scott

Agenda

- Identify program core strengths
- Explore target audience
- Draft our brand perspective
- Discuss messaging and design concepts

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2012 Lineup

- Master of Science in Management Information Systems
- Master of Science in Electrical Engineering
- Master of Science in Entrepreneurship
- Master of Public Administration

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Program Core Strengths

- High quality
- Expedited schedule
- Special concentrations
- Alternate delivery methods
- Certification opportunities

→ **Accessible**
→ **Quality**
→ **Innovative**

- Florida's leading metropolitan research university
- World-renowned faculty / industry leaders
- Direct market need

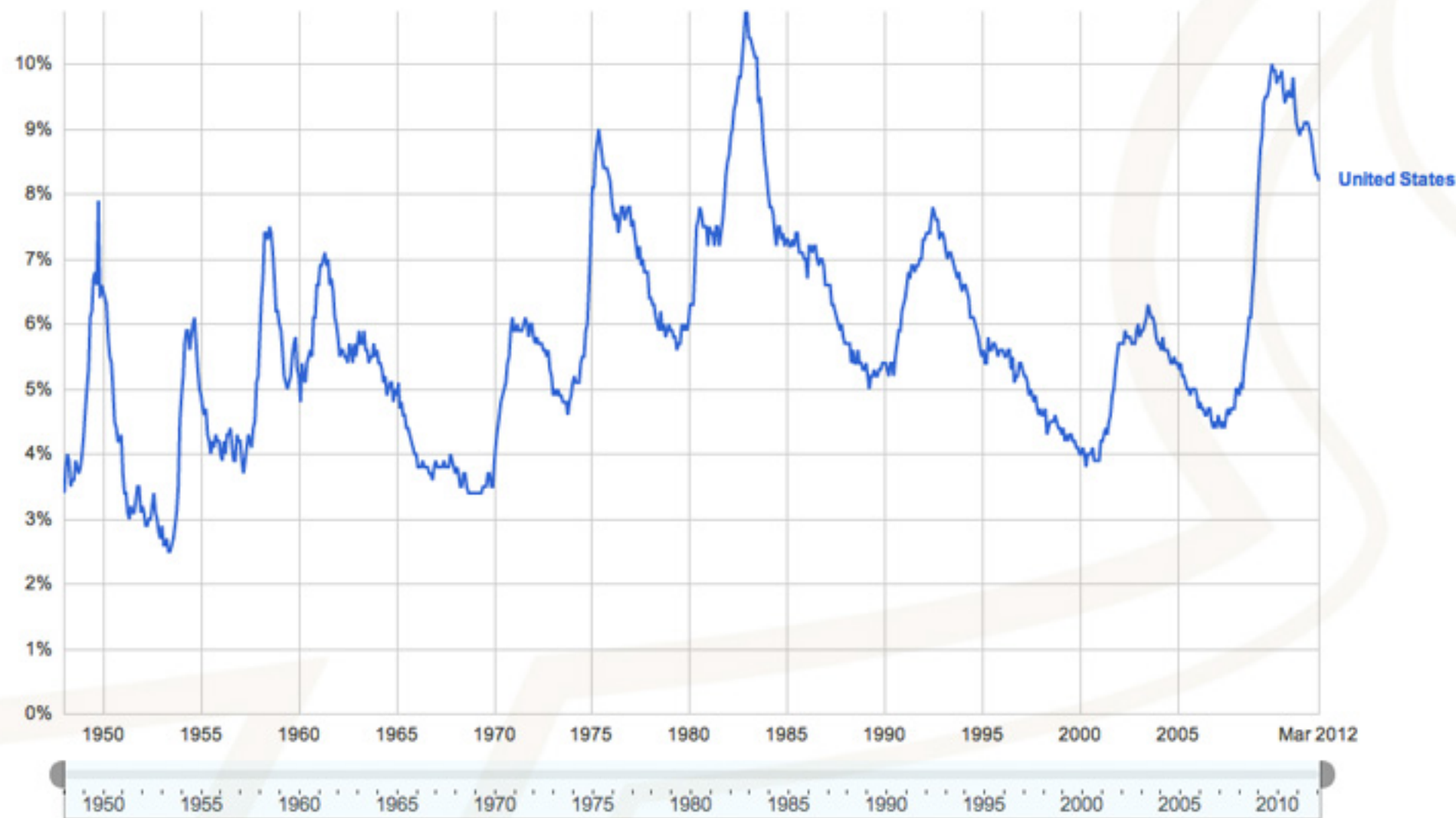
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Market conditions

Unemployment: National: 8.5% Tampa: 9.8%



Data from U.S. Bureau of Labor Statistics Last updated: Apr 12, 2012

Source: US Bureau of Labor Statistics

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It's tough out there

Unemployment for college graduates

- 2002 - 2.9%
- 2012 - 4.2%

'Discouraged' unemployment

- 2002 - 328,000
- 2012 - 865,000

Source: US Bureau of Labor Statistics (Labor Force Statistics from the Current Population Survey)

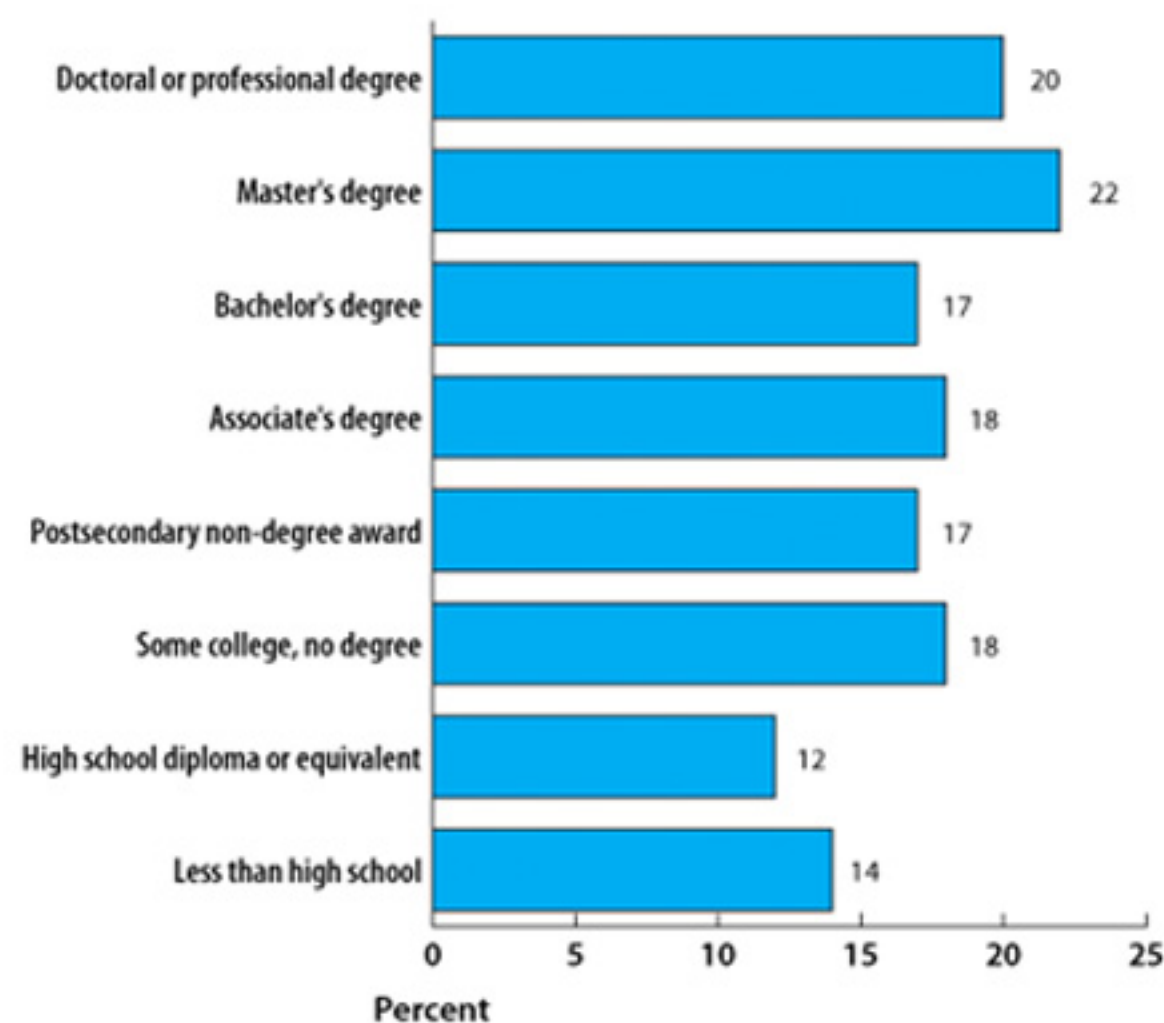
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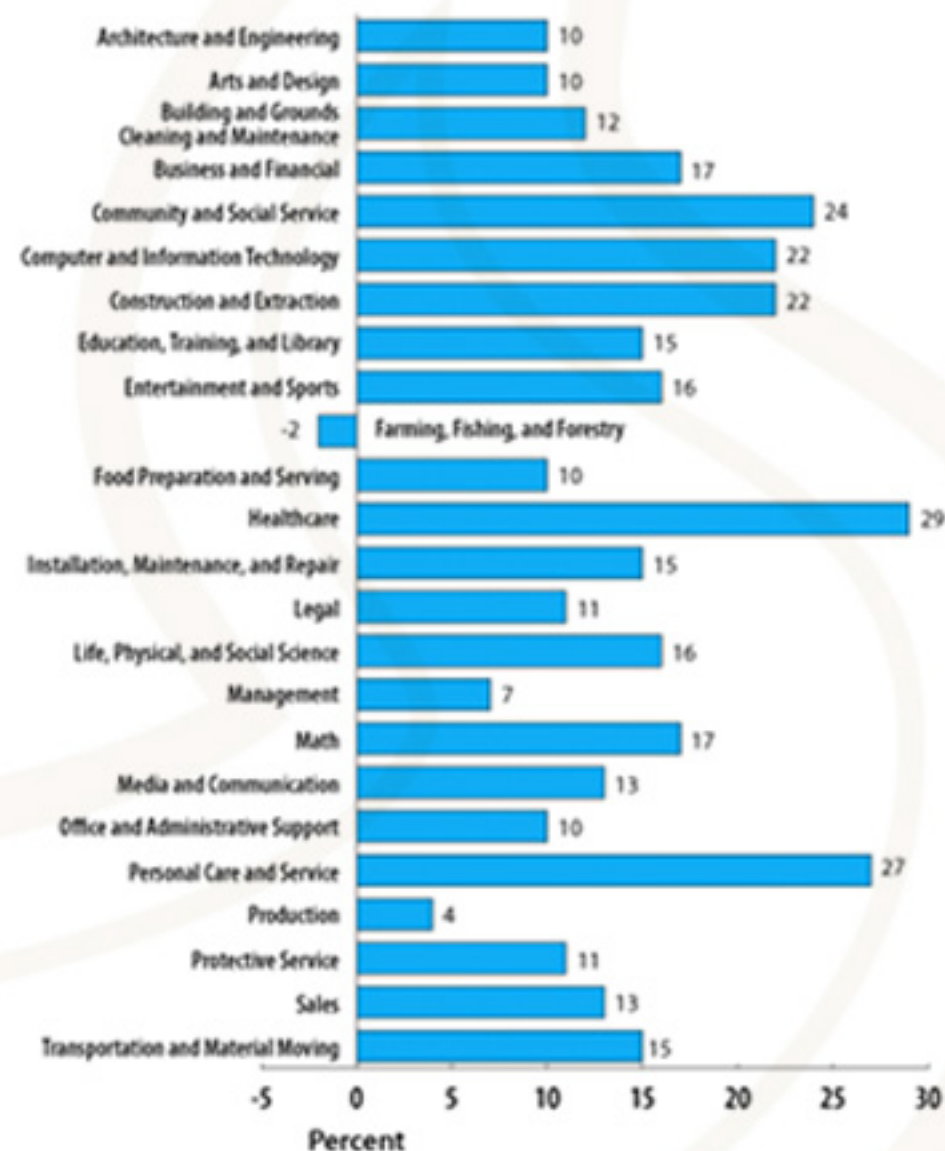
Ten year employment forecast

Chart 7. Percent change in employment, by education category, 2010–20 (projected)



Source: BLS Division of Occupational Outlook

Chart 6. Percent change in total employment, by occupational group, 2010–20 (projected)



Source: BLS Division of Occupational Outlook

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Source: US Bureau of Labor Statistics (Occupational Outlook)

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Who is our audience?

Demographics:

Sex: 51% male / 49% female

Income: 88K

Age: 46.9

People in household: 2.5

Homeowner: 73%

Expenditures:

Housing: 34.4 %

Transportation: 14.9%

Food: 11.9%

Utilities: 6.9%

Education: 3.1%

Source: US Bureau of Labor Statistics (Consumer Expenditure Survey)

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Who are our online students?

Current USF online students:

Total: 2414

Male/Female: 793 / 1721

Average age: 30.5 mode: 22

Current USF online business students:

Total: 87

Male/Female: 40 / 47

Average age: 25.4 mode: 23

Source: USF Data Mart

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What's important to our audience?

Institutional choice factors

Employment Opportunities	4.98
Financial Aid	4.9
Reputation of Institution	4.82
Accessibility of Institution Information	4.5
AACSB Accreditation	4.42
Tuition	4.26

Source: AACSB Global Business School Data (DataDirect)

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Research

- Confirms direct need for our programs
- Unemployment brings pressure, but creates need for our programs
- Projected employment growth over the next 10 years
- Projected gains for graduate degree holders

➔ **Accessible**
➔ **Quality**
➔ **Innovative**

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Target audience

- Bachelor's degree
- Interested in program factors
- Relative location to delivery method
- Working professional
- Income from 50K - 100K
- 30 - 50 years old
- Promotional aspirations
- Career change
- New career

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USF Brand

Guiding Principles:

Student Success
Global Literacy and Impact
Community Engagement
Integrated Interdisciplinary Inquiry
Research and Innovation

Design Deck:

Design Guidelines
Colors
Typography
Messaging
Imagery
Web Guidelines

Personality:

Co-creative
Dynamic
Modern
Bold & Confident
USF Proud

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University College offers education without limits by extending the reach of USF's interdisciplinary and **impactful** curriculum to learners anytime, any place.

University College is:

Transforming
Forward thinking
Growing
Leading
Discovering
Inspiring
Delivering
Increasing access
Motivating

UC Values - High Tech/High Touch

Approachable
Accessible
Quality
Collegiality
Helpfulness
Knowledge
Resourcefulness
Innovation
Responsiveness

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Brand Statement

USF University College Graduate Series delivers **accessible**, high-quality, specialized master's degree programs to a diverse population by utilizing its world-renowned research and faculty, **global** presence, and commitment to **student success**.

**Anytime, any place, any platform, any pace ...
for a lifetime.**

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