

# WVU ALUMNI CENTER

- BRAND REFOCUS -



UNIVERSITY RELATIONS | JUNE 23, 2022

# **THIS IS YOUR UNIVERSITY.**

An exploration of potential tone/message redirection for the WVU Alumni Association that focuses on individualized experiences for diverse alumni audiences at different life stages. Intent is to foster a sense of ownership in the alumni story and University as a whole through certain emotional pathways: pride, nostalgia, need for purpose. And through certain potential benefits: career growth, engagement with passions, serving community, fun and memory-making.

**This is a refocus.**

**We are refocusing on you, the individual, as part of the larger WVU family.**

# YOUNG ALUMS/CURRENT STUDENTS

## - PERSONAE 1 -

### **Characteristics:**

18-35, early career/career builders, networkers, influencers, early adopters/tech-savvy/enthusiastic consumer of new gadgets and trends, activists, strong value system, brand loyal, seeking mentors, potential volunteers.

### **Feeder groups:**

Interest groups, super fans, faculty and staff

### **Potential Partnerships/Points of Engagement:**

Student Life (student orgs), Athletics, Trademark Licensing, DEI, Admissions/events (esp graduation), Parents via MPC, Center for Community Engagement

### **Focused Tone:**

Convenience mixed with fun – inclusive, proactive, adventurous, purpose/service driven, passionate/caring, authentic, innovative/nimble, welcoming, proud, nostalgic

### **Best Mediums:**

Video, digital, social esp. Instagram/Snapchat/TikTok, texts, select high-quality print pieces and fun gifts

# YOUNG ALUMS/CURRENT STUDENTS

## - PERSONAE 1 -



*Let the adventure begin.*



**THIS IS  
YOUR  
UNIVERSITY.**

### **Sample Promo Copy:**

This is your University. The gold and the blue. The music and mountains. The shivers and the shouts. This is your story. And it's only just beginning. Join the WVU Alumni association free for one year after graduation and connect with over 23,000 members across the globe. Build your career. Engage your passions. Serve your community. Seek your purpose. And have Mountaineer-level fun.

Let the adventure begin.

### **Sample Aesthetics:**

- Secondary palette (already immersed in gold/blue)
  - Trendy (Instagram/TikTok feel)
  - Social-style photography (people + locations)

# TRADITIONALISTS

## - PERSONAE 2 -

### **Characteristics:**

Regional/locally minded, family roots, often legacy, loyal, appreciates traditions, interested in mentoring, potential donors, potential volunteers.

### **Feeder groups:**

Interest groups, super fans

### **Potential Partnerships/Points of Engagement:**

Athletics, OLLI, DEI, Center for Community Engagement,  
Trademark Licensing

### **Focused Tone:**

Straightforward/honest messaging – proud, fun, adventurous, purpose/service driven, passionate, authentic, respectable, top-tier, open/transparent, nostalgic

### **Best Mediums:**

Print, email, phone calls, Facebook groups, athletic/nostalgic gifts

# TRADITIONALISTS

- PERSONAE 2 -



*Help us keep the traditions alive.*



**THIS IS  
YOUR  
UNIVERSITY.**

## **Sample Promo Copy:**

This is your University. Your family. Your story.

Join the WVU Alumni Association and reconnect with over 23,000 members across 100 chapters and constituent groups. Honor the legacy. Relive the excitement. Mentor the next generation. Serve your community. And have Mountaineer-level fun.

Help us keep the traditions alive.

## **Sample Aesthetics:**

- Gold and Blue (limited use of secondary palette)
- Traditional photography (campus/sports venues)

# HARDWORKING HERO/HEROINE

## - PERSONAE 3 -

### **Characteristics:**

35-55, mid-career, parents/families, may have college-aged children or will soon, busy, strapped for time and money (time is valuable), seeking career/family programming.

### **Feeder groups:**

Faculty and staff, super fans

### **Potential Partnerships/Points of Engagement:**

LOD, Center for Community Engagement, Mountaineer Parents Club, Athletics, DEI

### **Focused Tone:**

Convenience mixed with simplicity/transparency (what are the benefits?) – welcoming, engaging, authentic, respectable, top-tier, open/transparent, passionate/caring, relatable, innovative/nimble, collaborative, proud, nostalgic

### **Best Mediums:**

Print, email, Facebook groups, practical/purposeful gifts

# HARDWORKING HERO/HEROINE

- PERSONAE 3 -



## Sample Promo Copy:

This is your University. Your community. Your family. Join the WVU Alumni Association and reconnect with 23,000 friends and alums across the world. Build your career. Share the traditions. Serve your community. And make new memories — while having the time of your life.

Your next chapter starts now.

## Sample Aesthetics:

- Gold and Blue (minimal secondary palette)
- Realistic/to the point

# UNIVERSITY FACULTY/STAFF

## - PERSONAE 4 -

### **Characteristics:**

A range of ages, feeder group but also its own audience in certain contexts, interested in career/professional development/networking/seeking purposeful volunteerism

### **Feeder groups:**

Young alums, locals

### **Potential Partnerships/Points of Engagement:**

LOD, Talent and Culture, MPC, DEI

### **Focused Tone:**

Opportunity-driven – inclusive, welcoming, authentic, transparent, collaborative, passionate/caring, respectable, top-tier, proud, service/purpose driven

### **Best Mediums:**

Print, email, digital, director/dean encouragement

# UNIVERSITY FACULTY/STAFF

## - PERSONAE 4 -



*Engage your purpose.*



**THIS IS  
YOUR  
UNIVERSITY.**

### **Sample Promo Copy:**

This is your University. Your community. Your pride.

Join the WVU Alumni Association and connect with over 23,000 alums across the globe. Grow your career and serve your community — while having Mountaineer-level fun.

Engage your purpose.

### **Sample Aesthetics:**

- Gold and Blue (keep it brand-centric)
- Inspiring/purposeful imagery
- Toned down/works with other personae (cross-lists)

# INTERNATIONAL

## - PERSONAE 5 -

### **Characteristics:**

Unique perspective on WVU, could be living or working from afar but still interested/connected to the U, career/networking focused, may be interested in mentoring other international students or volunteering.

### **Feeder groups:**

Super fans, interest groups, faculty and staff

### **Potential Partnerships/Points of Engagement:**

ISSS, DEI

### **Focused Tone:**

Global - inclusive, welcoming, engaging, top-tier, collaborative, passionate/caring, innovative/nimble, proud, respectable

### **Best Mediums:**

Email, certain social platforms available in their country

# INTERNATIONAL

## - PERSONAE 5 -



*Your Mountaineer family is waiting.*



**THIS IS  
YOUR  
UNIVERSITY.**

### **Sample Promo Copy:**

This is your University. Your home. Your family. Join the WVU Alumni Association and connect with over 23,000 alums across the globe. Grow your career. Give back to your community. Mentor the next generation. And make new memories — while having Mountaineer-level fun.

Your Mountaineer family is waiting.

### **Sample Aesthetics:**

- Gold and Blue (majorly recognizable and unique)
- Focus on campus scenery rather than people since the audience is so broad