

## SCOPE OF WORK

### **Project Goal/Scope**

The goal of this project is to generate recommendations for the college's:

- (1) Differentiated positioning relative to its competitors (encompassing its 5 schools)
- (2) New name
- (3) Major messaging themes
- (4) Communications implementation plan (including public relations, digital media, advertising, direct marketing and/or other promotional tactics)

These objectives are ultimately aimed at: (a) enhancing student enrollment, particularly by increasing enrollment of undergraduate students in the architecture program (b) communicating more effectively with industry and alumni; and (c) increasing philanthropic support from the friends and alumni community.

Positioning recommendations should be informed by research components that include those listed below. Suppliers are encouraged to evaluate these components and make any further suggestions that they believe would enhance project outcome.

A. Background preparation: review of the College of Architecture strategic plan, College of Architecture Reputation Study reports (2012 and 2006), Georgia Tech brand strategy, and other informational materials provided by the client.

B. Research with key constituencies to confirm the most compelling College of Architecture attributes/benefits and potential points of differentiation from the competition.

- (1) External target groups: Prospective undergraduate/graduate students, alumni, donors, current/prospective business partners, Other Colleges and research groups at Georgia Tech.
- (2) Internal constituents: Current College of Architecture faculty, staff, students.
- (3) It is anticipated that the research plan will encompass both qualitative and quantitative methodologies.

C. Research on competitor positioning to aid confirmation of College of Architecture points of differentiation;

- (1) Colleges/schools of architecture at selected competitor institutions designated by the client.
- (2) Audits of key College of Architecture (and school-level) communications and general evaluation relative to best practices of competing programs;

- D. Development of recommended positioning for College of Architecture, including top-level conceptual messaging themes for priority target groups.
- E. Development of an implementation plan (including public relations, digital media, advertising, direct marketing and/or other promotional tactics).

### **Deliverables**

The selected project partner must provide the following project deliverables to College of Architecture leadership. Emphasis should be placed on providing deliverables in a form that is immediately actionable for the College upon receipt of the findings.

- A. Interim written reports on findings from individual project components as requested by College of Architecture leadership during the course of the project. This will include providing reports on market research findings as soon as completed.
- B. Final comprehensive written report, including executive summary, that encompasses:
  - (1) Summary of findings from all College of Architecture research components and the communications audit;
  - (2) Recommendations on College of Architecture positioning, including conceptual messaging themes for priority target groups.
  - (3) Promotional implementation plans for the College of Architecture. These should fully outline specific tactics/actions that are recommended in order for the College of Architecture to leverage the new positioning to increase student enrollment (particularly among undergraduate architecture program students), communicate more effectively to relevant industry and alumni; and increase philanthropy to the college by the donor community. At minimum, they should address target groups, tactics/channels (e.g. public relations, digital media, advertising, direct marketing, etc.), message focus (as referenced in section 2 above) and any recommended resource investments.
- C. Presentation(s) of findings to College of Architecture leadership, faculty/staff, project team, and College of Architecture Advisory Board as requested by client.
- D. Proposal for the strategic implementation of the name change for the College should include:
  - Handling the announcement of the new name through internal and external Communications.
  - List of collateral needed and timeline of implementation in order to make the name transition smooth, effective and complete.