



Promotion of the university

Krzysztof Pawłowski

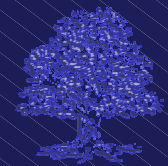
Rector of WSB-NLU in Nowy Sącz and WSB in Tarnów, Poland

Kiev, May 11, 2005

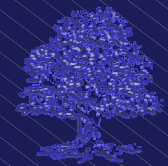
How to define the university brand?

The university **brand** is a sum of impressions, emotions, facts and experiences which a particular university created in the public conscience

The university brand is a sum of promises and trust



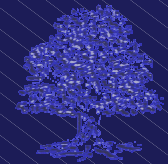
Building the brand and its promotion in the academic circles is quite different from building the brand and promoting it in the society, among the candidates for students.



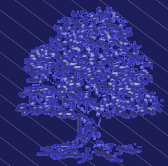
How to promote the university?

- ✓ internal PR (directed at students)
- ✓ external PR (directed at external stakeholders)
- ✓ advertising in traditional media
- ✓ promotion aimed at candidates
- ✓ Internet promotion

PR directed at students is the most important and most effective form of promotion, while advertising in media is the least effective method



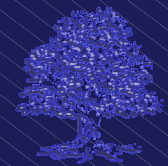
For all the candidates (with a few exceptions)
the scientific potential of the university faculty is of
marginal importance.



WSB - NLU Case

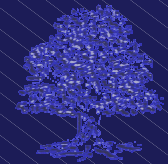
What really matters for the candidates is:

- ✓ attractive programs of studies
- ✓ diplomas which are widely recognized by employers
- ✓ positive relations between the faculty and students
- ✓ good conditions of studying
- ✓ attractive atmosphere of students' life

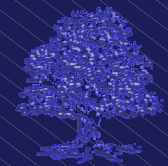


Our research on motivation of candidates lists the following factors as the most important ones:

- ✓ opinions on school passed by its students
- ✓ information collected from the Internet (websites)
- ✓ positions in rankings
- ✓ articles about the school and interviews with the rector in the press

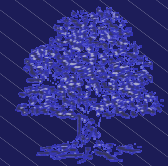
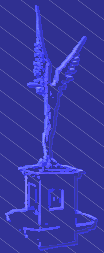


Building trust in school is the crucial factor;
such trust can be built only with the rector's active
involvement.



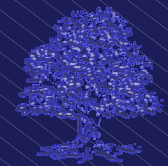
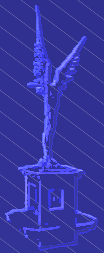
7 groups of the university stakeholders:

1. its founder
2. students and their families
3. university graduates
4. potential employers
5. university faculty
6. local environment
7. institutional partners



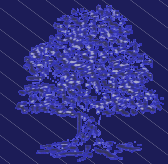
Tools used in reaching stakeholders

1. Media
2. Direct PR
3. Conference and press activities

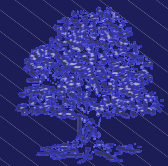


Principles of dealing with media representatives (Pawłowski's 5 golden rules)

- personal involvement of the institution leader and openness towards relations with media
- principle of the first contact (first impression)
- always telling the truth, even in a crisis situation
- respecting every journalist, regardless of the power of the media they work for
- having some “good examples” of the careers made by university graduates and faculty



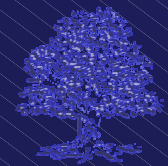
In order to obtain competitive advantage on the education market, it is vital for the university to find and reinforce its specific features, its “differentia specifica”.



In case of WSB-NLU, people often talk about its uniqueness

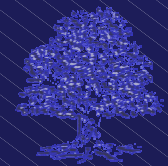
Specific features:

- the university focused on students
- double diplomas
- very strong emphasis on foreign languages
- animated students' life
- atmosphere of the university



While promoting a university, especially when the advertising budget is tight, very strong involvement of the rector is vital!

I saved a couple of million PLN by not using paid advertisement, and the school built a strong brand in less than 10 years.





**Thank you for your
attention**

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