

Brand Audit Worksheet

Jenna Rudolph Brand Overview

Answer the following questions:

Brand Identity

1. **What is the SoC's mission?**
 - a. To [prepare undergraduate and graduate](#) students to be exemplary communicators with a commitment to the public good in this diverse, interactive and global age.
2. **What is the SoC's message?**
 - a. The SoC communicates with prospective students and families that they are a thoughtful and meaningful school to study at with caring, experienced, and loyal faculty and staff. They offer wisdom with vibrancy and passion for communications to their audience through visual media, such as the large video on replay in Schar that expresses the opportunities each major has. They provide unique selling points of hands-on, interactive learning along with professional prep, such as requiring students to engage in an internship or experience studying abroad.
3. **What are the values of the SoC?**
 - a. [Truth, accuracy and fairness](#)
 - b. Freedom of expression
 - c. Ethical ways of reasoning
 - d. History and roles of media, communication and sport in society
 - e. Domestic and global diversity
4. **What is the SoC's brand personality? (aka, if this brand was a person, who would it be?)**
 - a. If they were a person, they would be a sophisticated, middle-aged individual who has worked in the industry for at least 10 years. They would be witty, personable, and inviting, valuing the connections with others and building communities. They are someone who is not afraid to dive in headfirst and get their hands dirty. They jump at every opportunity they get to grow themselves in the industry and as an individual. They are hardworking, organized, thoughtful, and above all, prepared for what the professional world has to offer them.

Brand Perception

5. **How is the SoC perceived by prospective students, current students, alumni, faculty, and staff? (HINT: Check social media, surveys, reviews, etc.)**
 - a. SoC is perceived possibly a little lack luster. I feel as though the School of Com does not do the greatest job at showing off all that it brings to the table through social media. While good looking, professional photos are used and taken of classrooms on the first day of school or of programs such as Elon in LA, it does not post too regularly or with their target audience, prospective students, always in mind. This is one thing the SoC could work on. However, perception is still high due to [websites showing high employment rates](#) after graduation, especially employment related to their field of study. Overall, the school is perceived as a sophisticates, professional, high ranking institution aimed toward benefitting their students and community in any ways possible.
6. **What is the SoC's reputation among employers and industry professionals?**

Brand Audit Worksheet

- a. They have a strong reputation among industry professionals, as many staff and faculty have come from the industry and maintained connections. Additionally, the SoC has received accreditation, a well-known recognition that only 200 private institutions have obtained, making it stand out in reputation to professionals. When SoC students are going to apply for jobs, employers see Elon University accompanying a communications degree and understand the professional prep we have experiences to graduate and be where we are today.

Marketing and Communication

7. **What are the SoC's main communication channels?**
 - a. Pamphlets & magazines (mailed and digital), videos, social media (Instagram), Zoom opportunities, emails, Elon Today blogs, Elon News Network, The Pendulum Newspaper, Elon Local News (or any of Elon's student run tv shows), Live Oak Communications newsletters and pamphlets.
8. **What are the key performance metrics for its marketing & communication efforts?**
 - a. Number of students declaring major in SoC, number of students graduating from SoC, employment rate in general and in related field after graduation from SoC, responses/comments to emails or social media posts.

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Tying It All Together Chart

Complete the “***Internal Strengths***” and “***Internal Weaknesses***” sections of the chart below.
Do NOT complete the other sections. We will complete the other sections in future assignments.

	External Opportunities (O)	External Threats (T)
	1.	1.
	2.	2.
Internal Strengths (S)	Strategies that use Strengths to <i>maximize</i> Opportunities	Strategies that use Strengths to <i>minimize</i> Threats
1. Hands-on experience		
2. Marketing Strategies		
3. Facilitating Community/connections		
Internal Weaknesses (W)	Strategies that <i>minimize</i> Weaknesses by leveraging Opportunities	Strategies that <i>minimize</i> Weaknesses and avoid Threats
1. Inconsistent/ineffective social media strategy		
2. Lack of diversity		
3. Missing a strong/clear definition of “communications” or “strategic communications” as a major and precisely why Comm degrees are important		