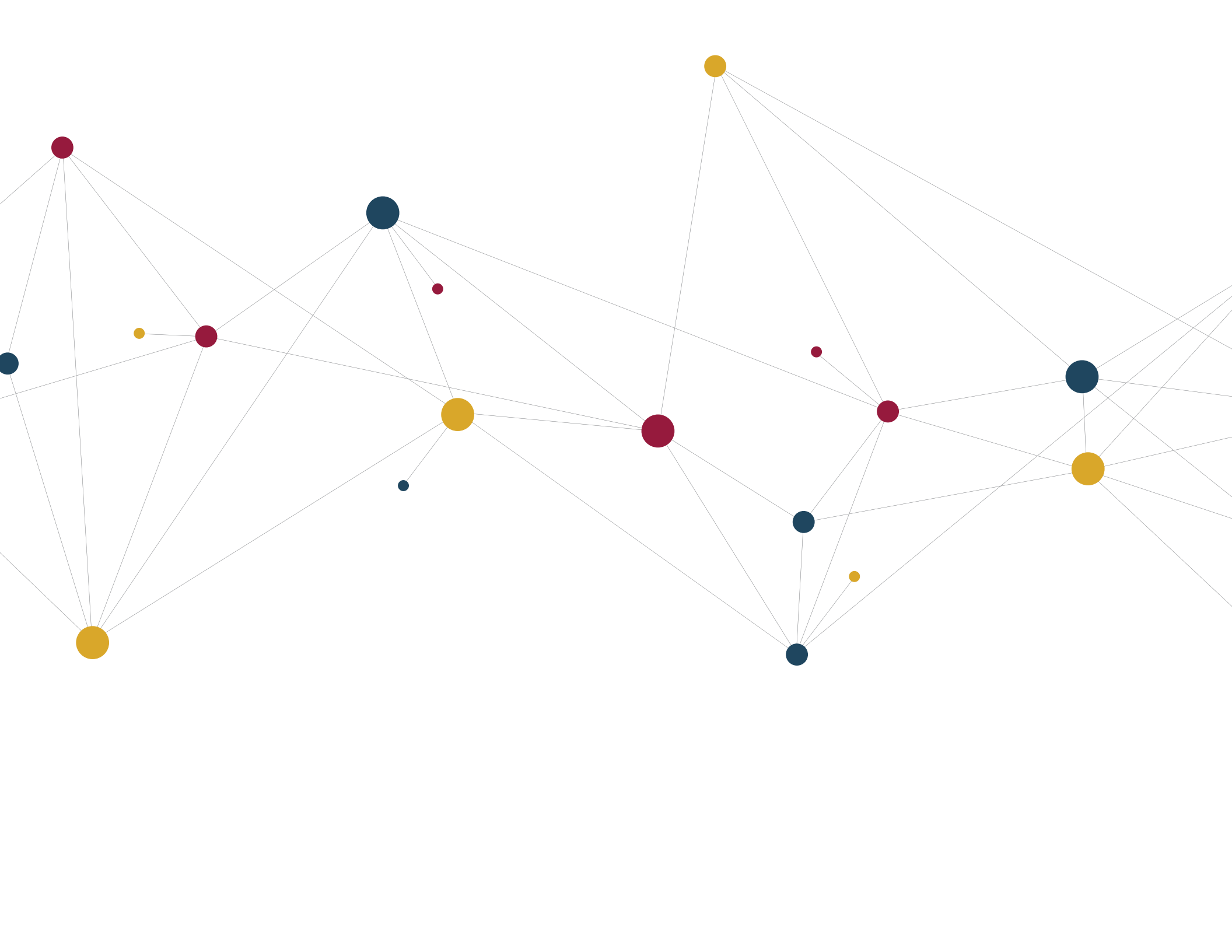


## REPUTATION STRATEGY

May 2021



A network diagram with various sized black and brown dots connected by thin grey lines, forming a complex web across the entire image.

# psychometric marketing

CARNEGIE

# about Carnegie

Carnegie is your partner—industry leaders whose expertise and passionate spirit are an extension of your team and enterprise. Everything we do creates and strengthens human connection, harnessing what is perhaps the world's most valuable asset: the way people feel about something.

*We humanize institutions from within,  
building consensus between all critical stakeholders  
around your organization's authentic self.*

At the core of our paradigm-shifting approach to reputation strategy, research, strategic enrollment management, creative, lead generation, and digital marketing is an original, peer-reviewed model rooted in personality science and backed by robust data.

3

### Personality Workshops

ARCHETYPE  
TRAITS  
FAULTS  
CAUSE  
GENOME

1

### Online Survey

FAMILIARITY  
REPUTATION  
PERSONALITY

3

### Message Workshops

DIMENSIONS  
EVIDENCE  
PREAMBLE

## ABOUT THE PROJECT

Mississippi College's reputation strategy project was commissioned to clearly define the institution's authentic personality and master positioning strategy. A precise understanding of your institutional identity and market opportunity will allow MC to deliver consistent, personified, and targeted messaging capable of building greater brand affinity and engagement. Members of the MC community participated in these frameworks in an effort to help lead the University into the development of a reputation strategy that will be built upon this foundation. This deliverable, culminating from rigorous research and intelligent strategy, should define MC's sense of self and story for decades to come.



# who are you?

Carnegie leverages a model of archetypal definition to understand the DNA of your institution and clarify its story. In this model, nine core archetypes represent distinctive, universally recognized facets of human personality. Carnegie's research process is built upon this archetypal framework. Each of the archetypes is color-coded as a shorthand representing the broadest ideas of human personality.



## THEORY FOUNDATION

The best research results come from a tested theory foundation that persists through every step of execution. From beginning to end, Carnegie's process dynamically and iteratively builds upon a timeless and tested archetypal foundation.

## CONSENSUS-DRIVEN APPROACH

Understanding an institution's personality requires the insights of those who know the place the best—its stakeholders. Our methodology encourages inclusion and discussion among your organization's community and network. We engaged Mississippi College's administration, students, faculty, and alumni learning from 443 distinct voices, to arrive at key institutional insights. This consensus-driven approach helps to create valuable buy-in as MC moves toward more authentic self-expression.

## MIXED-METHOD DATA

Something as nuanced as personality cannot be understood through numbers alone. Carnegie uses a best practice mix of qualitative and quantitative data to understand psychological phenomena. Quantified findings gain depth and definition through qualitative conversations with stakeholders, follow-up surveys, or secondary data collection. Qualitative insights can likewise be objectively assessed and quantified. Our comprehensive and powerful data collection practices span nine distinct research methodologies.

## PEER-REVIEWED RESEARCH

Our process of defining an institution's authentic self, as well as our prime visual measures, were carefully scrutinized for academic rigor, ultimately earning acceptance within 2019's Association for Education in Journalism and Mass Communication Annual Conference in Toronto. Peer review sets a gold standard for research methodology, and the widespread acceptance of Carnegie's approach only reinforces and validates its scientific foundation.

# our process



## INTERNAL STAKEHOLDER WORKSHOPS

Stakeholders convene through workshops to evaluate institutional personality, key traits, faults, and core messaging. The voices of those unable to attend these workshops are amplified through online surveys.

## EXTERNAL PERCEPTION RESEARCH

Quantitative survey-based research tests workshop insights among an unbiased market audience. This can reveal how well your institution is known within strategic markets, how personality and storytelling shape market perception, and what bias may need to be overcome.

## COMPETITIVE ANALYSIS

The visual and verbal communication strategies of defined competitors are dissected to reveal trends and positioning opportunities within your institution's larger competitive landscape.

## POSITIONING STRATEGY

A data- and strategy-driven personality solution representing the institution's authentic identity is built upon insights from internal and external audiences and the larger competitive landscape. This solution provides a roadmap for successful brand expression that enables an organization to communicate its story to key audiences in ways that position the institution above the competition and elevate its reputation over time.

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## INTERNAL STAKEHOLDER WORKSHOPS

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Familiarity  
Reputation  
Personality

72

## COMPETITIVE ANALYSIS

Evaluation Rubric  
Anatomy Guide  
Competitor Profiles  
Insights  
Recommendations

106

## POSITIONING STRATEGY

Personality Solution  
Macro Strategy  
Cause Statement  
Storyline 1  
Storyline 2  
Storyline 3





+ + +  
+ + +  
+ + +  
+ + +

+ +  
+ +  
+ +  
+ +

# WORKSHOPS

NELSON HALL

*Every great story has a protagonist that is clearly defined.  
“Who is Mississippi College at its best, as if it were a person?”  
MC stakeholders answered.*

## Frameworks

### ARCHETYPE

Archotyping defines human characteristics in simple and relatable terms. What archetypes define MC today and tomorrow?

### TRAITS

Personality traits are the most descriptive adjectives of MC. Traits were identified, ranked, and grouped based on intention and meaning.

### FAULTS

Everybody has weaknesses; it is just part of being human. MC's actual and perceived weaknesses were defined.

### CAUSE

The deeper, more emotive purpose and motivation underlying MC's laudable work were explored through a powerful three-word structure.

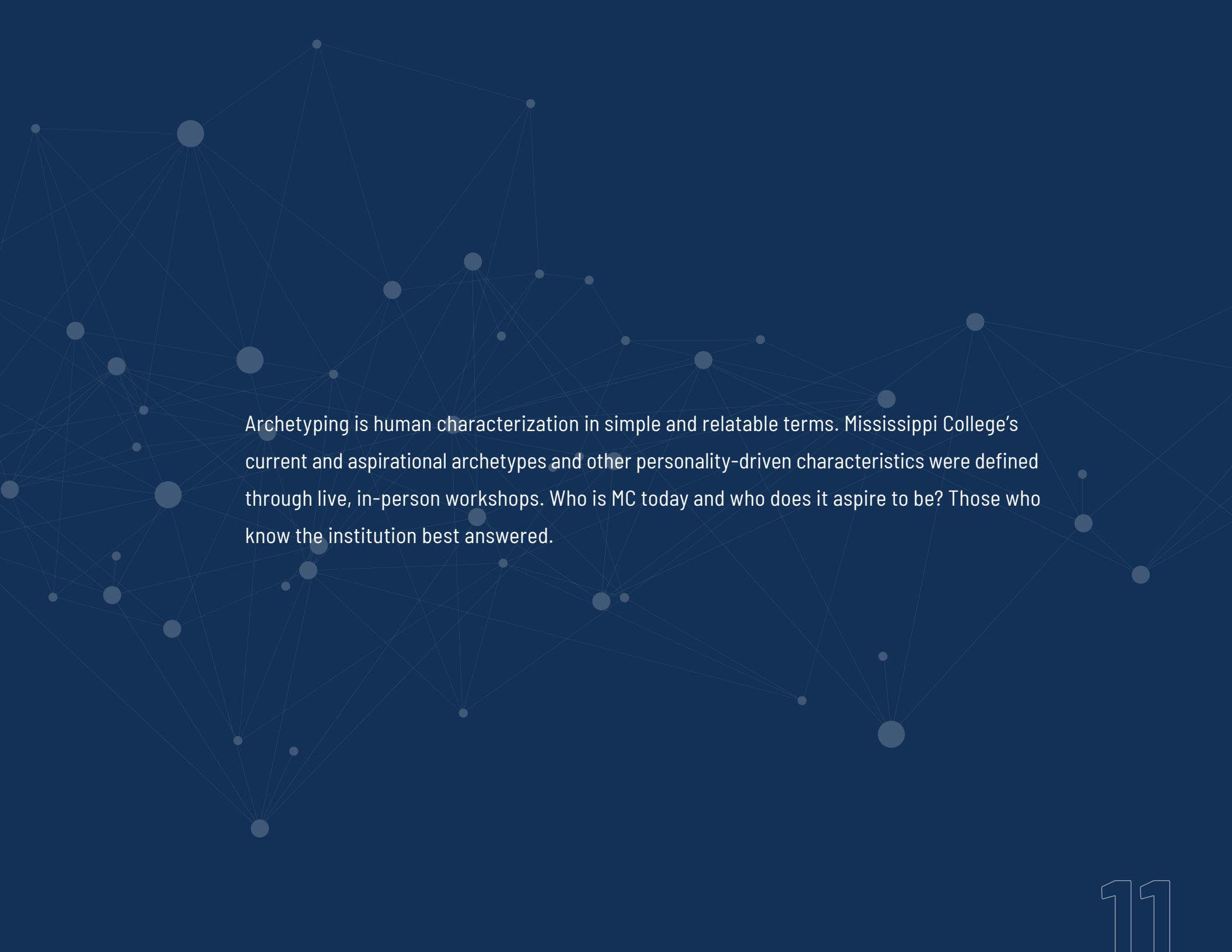
### GENOME

The first framework of the messaging workshops where MC's group traits are further analyzed.

A dark blue background featuring a complex network diagram. The diagram consists of numerous light blue dots of varying sizes, connected by thin, light blue lines. The dots are distributed across the entire frame, with some clusters and many isolated nodes, creating a web-like structure.

# WORKSHOPS

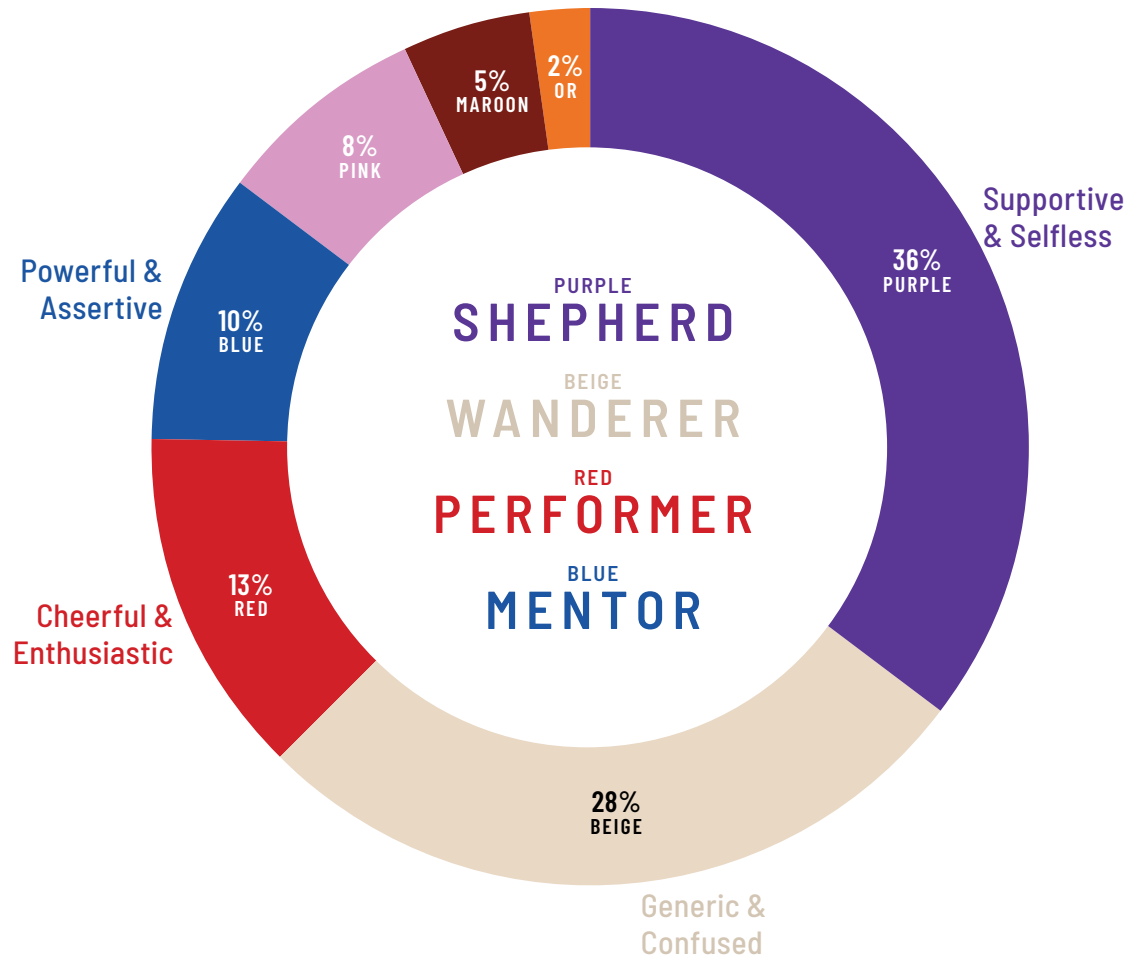
## archetype

An abstract network diagram consisting of numerous circular nodes of varying sizes connected by thin, light-colored lines. The nodes are distributed across the page, with some clusters and many isolated connections, creating a complex web-like structure. The background is a solid dark blue.

Archotyping is human characterization in simple and relatable terms. Mississippi College's current and aspirational archetypes and other personality-driven characteristics were defined through live, in-person workshops. Who is MC today and who does it aspire to be? Those who know the institution best answered.

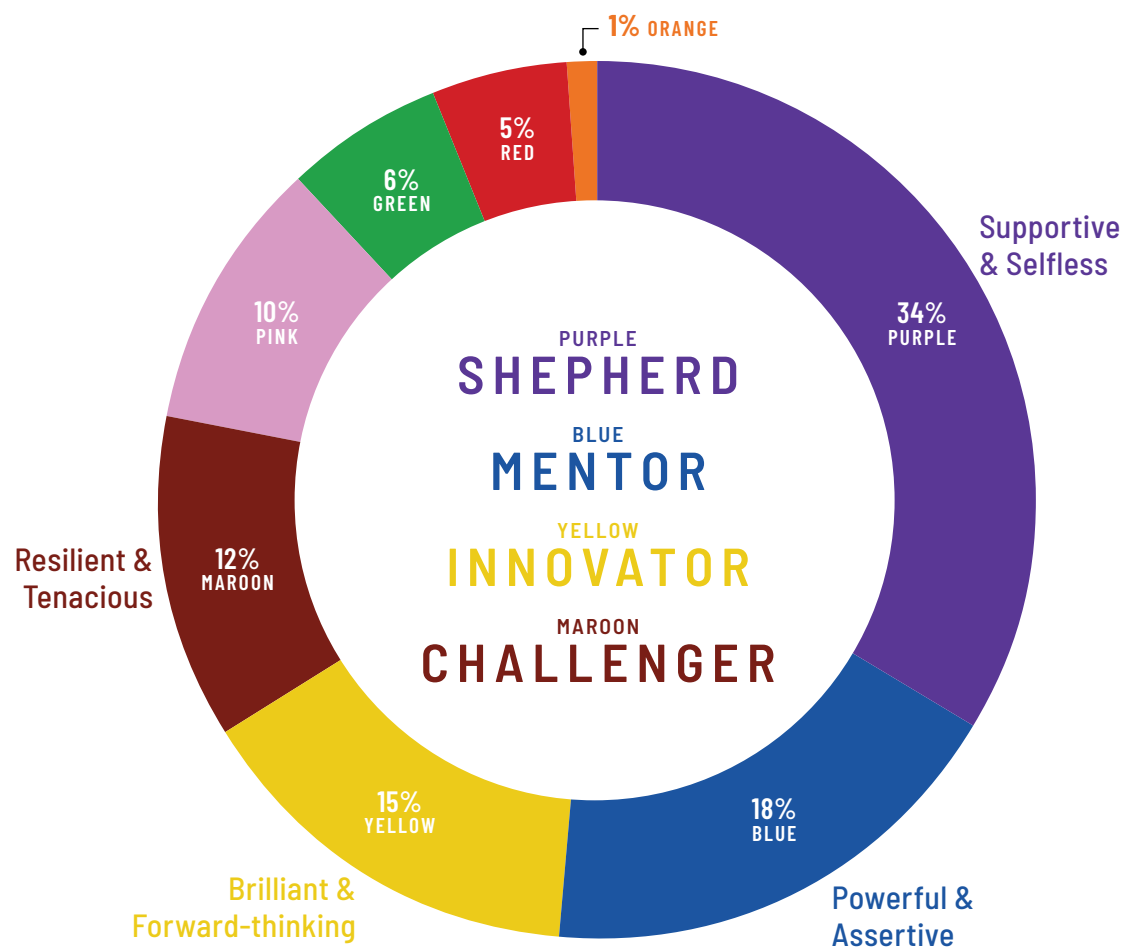
# WORKSHOPS

## MISSISSIPPI COLLEGE'S AVERAGE DAY



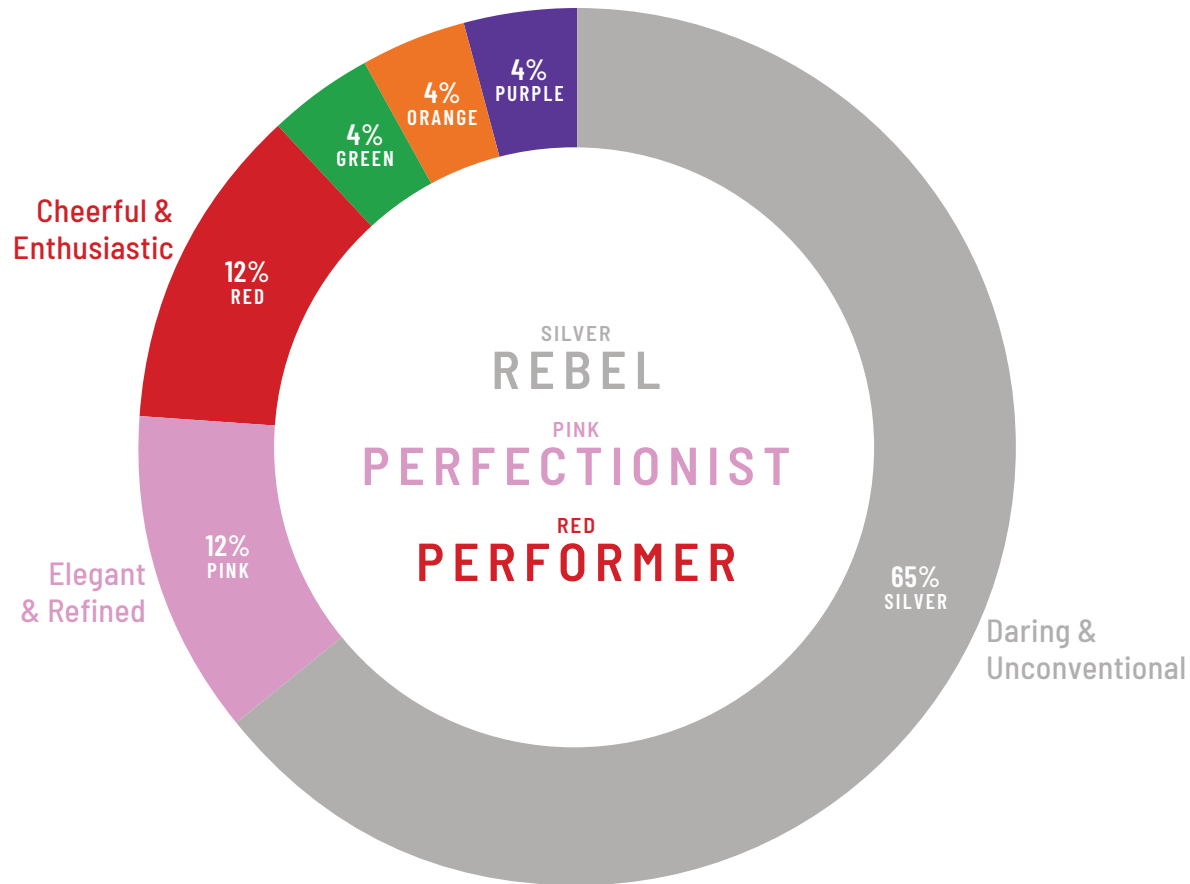
archetype results

## MISSISSIPPI COLLEGE'S IDEAL DAY



# WORKSHOPS

## MISSISSIPPI COLLEGE'S NEVER DAY



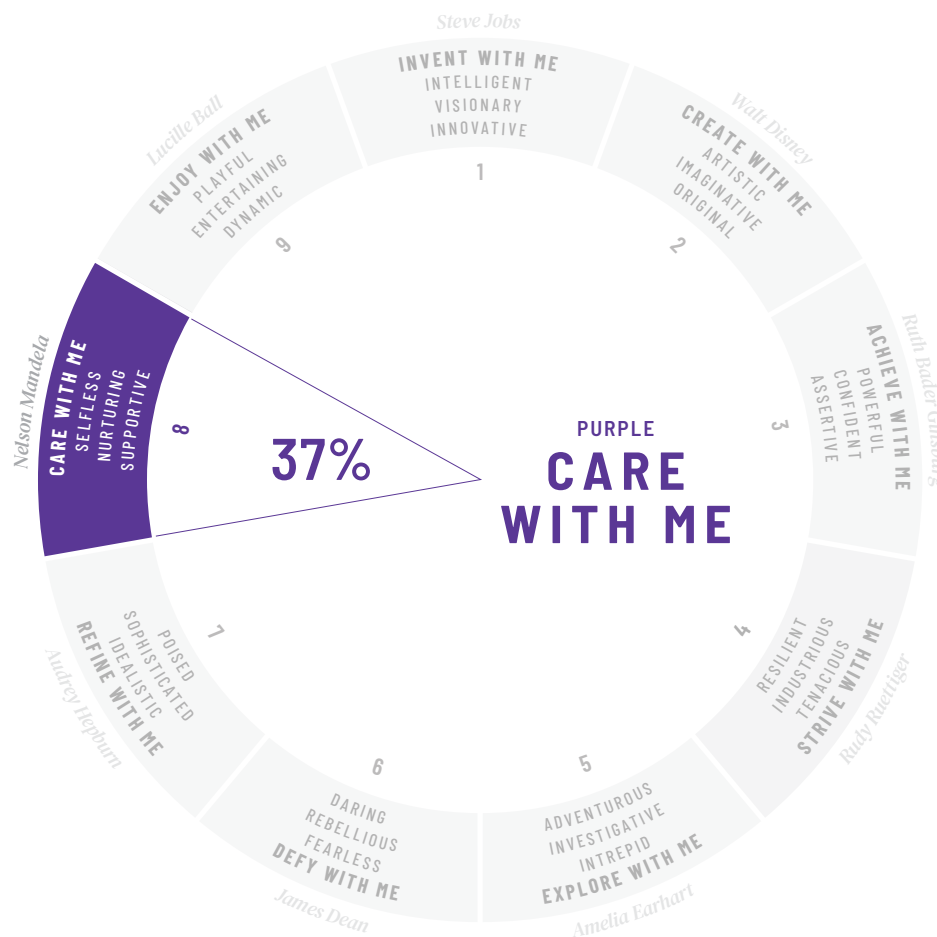
archetype results

## HOW MISSISSIPPI COLLEGE SHOULD CONNECT WITH OTHERS

There are nine potential modes of connection, representing prominent methods that highly persuasive people use to connect with large followings. Each respondent identified the mode of connection that best correlated with MC.

- + SELFLESS
- + NURTURING
- + SUPPORTIVE

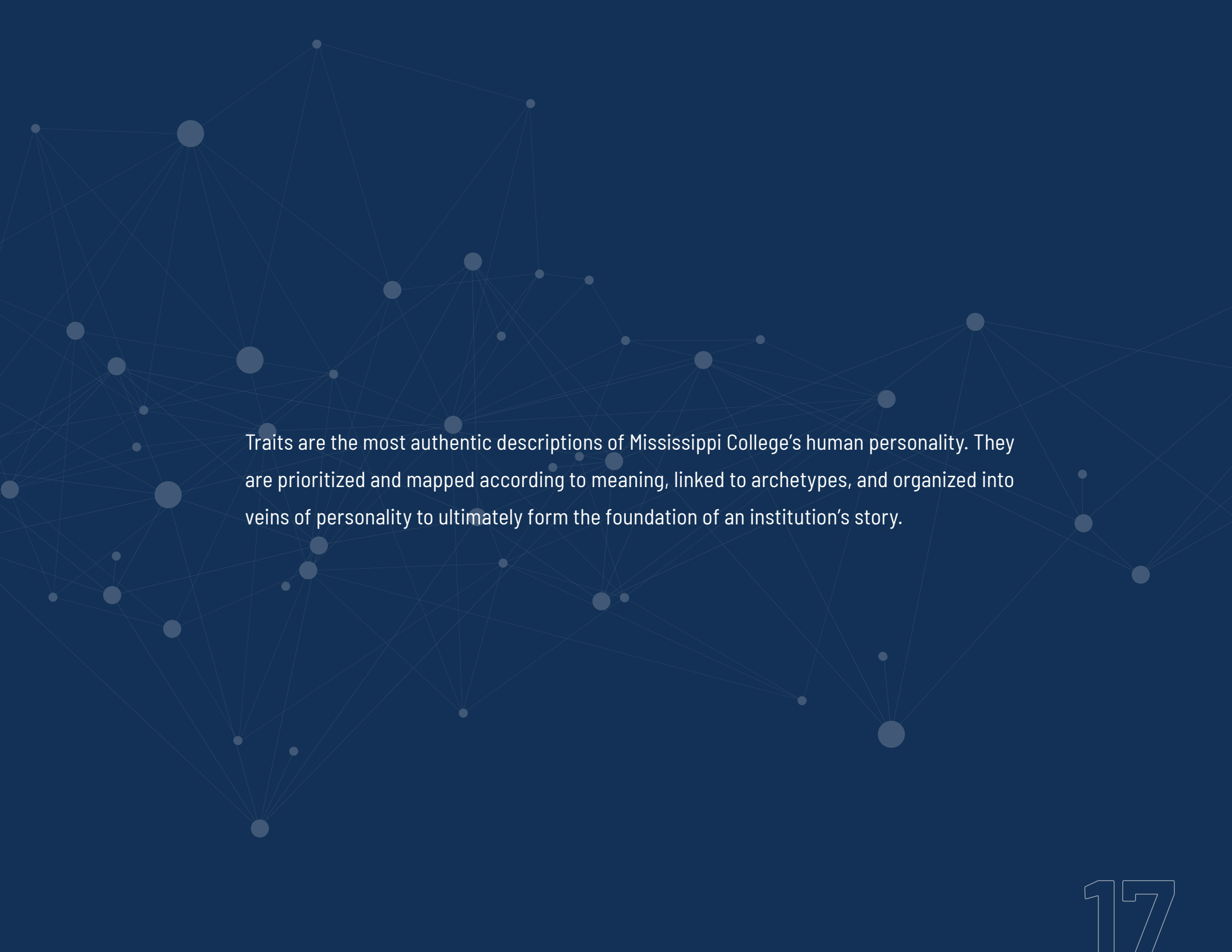
*Care with me.* Organizations that connect with its audiences in this way are selfless and focus on nurturing those within its sphere of influence. Driven by compassion, such organizations exude a warmth and care for their audiences that serve as reflections of their commitment to recognize and promote the inherent value of every human being.



A dark blue background featuring a complex network diagram. The diagram consists of numerous light blue dots of varying sizes, connected by thin, light blue lines. The dots are distributed across the entire frame, with some clusters and many isolated nodes, creating a web-like structure.

# WORKSHOPS

**traits**

The background of the slide features a complex network diagram. It consists of numerous circular nodes of varying sizes, some of which are highlighted in a lighter shade of blue. These nodes are interconnected by a web of thin, light-colored lines, creating a sense of connectivity and structure. The overall aesthetic is modern and tech-oriented, fitting for a presentation about personality traits and institutional foundations.

Traits are the most authentic descriptions of Mississippi College's human personality. They are prioritized and mapped according to meaning, linked to archetypes, and organized into veins of personality to ultimately form the foundation of an institution's story.

# WORKSHOPS

## primary ranking

### OVERALL RANK

6  
7  
8  
9  
10

Engaging  
Nurturing  
Accomplished  
Proud  
Passionate

### POWER SCORE

115  
106  
103  
99  
91

### % OF LEADER

0.475  
0.438  
0.426  
0.409  
0.376

## TRAIT VEIN POWER

1	Welcoming	242	1.000	36	Attentive	34	0.140
2	Hospitable	216	0.893	37	Collaborative	31	0.128
3	Traditional	184	0.760	38	Expressive	31	0.128
4	Compassionate	168	0.694	39	Creative	30	0.124
5	Supportive	119	0.492	40	Persevering	27	0.112
6	Engaging	115	0.475	41	Selfless	26	0.107
7	Nurturing	106	0.438	42	Tough	26	0.107
8	Accomplished	103	0.426	43	Experiential	25	0.103
9	Proud	99	0.409	44	Philosophical	23	0.095
10	Passionate	91	0.376	45	Confident	22	0.091
11	Generous	87	0.360	46	Innovative	21	0.087
12	Intelligent	85	0.351	47	Refined	21	0.087
13	Classic	84	0.347	48	Polished	21	0.087
14	Charming	83	0.343	49	Sophisticated	21	0.087
15	Enthusiastic	76	0.314	50	Prominent	20	0.083
16	Consistent	66	0.273	51	Protective	20	0.083
17	Fun	60	0.248	52	Visionary	20	0.083
18	Dignified	58	0.240	53	Unwavering	19	0.079
19	Lively	56	0.231	54	Relational	19	0.079
20	Empowering	55	0.227	55	Exciting	19	0.079
21	Empathetic	47	0.194	56	Independent	18	0.074
22	Proven	46	0.190	57	Analytical	17	0.070
23	Determined	46	0.190	58	Artistic	16	0.066
24	Advanced	44	0.182	59	Discerning	16	0.066
25	Energetic	44	0.182	60	Poised	16	0.066
26	Aesthetic	43	0.178	61	Transformative	16	0.066
27	Influential	43	0.178	62	Dynamic	15	0.062
28	Idealistic	40	0.165	63	Original	14	0.058
29	Resilient	40	0.165	64	Bold	13	0.054
30	Strong	40	0.165	65	Eclectic	13	0.054
31	Inspiring	40	0.165	66	Assertive	12	0.050
32	Competitive	39	0.161	67	Decisive	12	0.050
33	Elite	37	0.153	68	Meticulous	12	0.050
34	Forward-thinking	36	0.149	69	Brilliant	11	0.045
35	Humble	34	0.140	70	Entertaining	11	0.045



primary wordcloud



### PROVIDER CHARACTERISTICS

Anchored by the personality traits welcoming, hospitable, and compassionate, this trait vein embodies Mississippi College's kind and selfless qualities. Comprising 29.6% of the total trait cloud, these Purple characteristics may be a prominent aspect of the institution's personality.

### TRAIT VEIN POWER 29.6%

<b>1 Welcoming</b>	<b>242</b>	<b>1.000</b>	<b>36 Attentive</b>	<b>34</b>	<b>0.140</b>
<b>2 Hospitable</b>	<b>216</b>	<b>0.893</b>	37 Collaborative	31	0.128
3 Traditional	184	0.760	38 Expressive	31	0.128
<b>4 Compassionate</b>	<b>168</b>	<b>0.694</b>	39 Creative	30	0.124
<b>5 Supportive</b>	<b>119</b>	<b>0.492</b>	40 Persevering	27	0.112
6 Engaging	115	0.475	<b>41 Selfless</b>	<b>26</b>	<b>0.107</b>
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32 Competitive	39	0.161	67 Decisive	12	0.050
33 Elite	37	0.153	68 Meticulous	12	0.050
34 Forward-thinking	36	0.149	69 Brilliant	11	0.045
35 Humble	34	0.140	70 Entertaining	11	0.045



trait vein 1



### NEUTRAL CHARACTERISTICS

Defined by the personality traits traditional, proud, and passionate, this vein embodies aspects of Mississippi College's personality that are more universal in nature. Comprising 17.3% of the total trait cloud, these Beige characteristics tend to be commonly used by the market.

### TRAIT VEIN POWER 17.3%

1 Welcoming	242	1.000	36 Attentive	34	0.140
2 Hospitable	216	0.893	<b>37 Collaborative</b>	<b>31</b>	<b>0.128</b>
<b>3 Traditional</b>	<b>184</b>	<b>0.760</b>	38 Expressive	31	0.128
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32 Competitive	39	0.161	67 Decisive	12	0.050
33 Elite	37	0.153	68 Meticulous	12	0.050
34 Forward-thinking	36	0.149	69 Brilliant	11	0.045
<b>35 Humble</b>	<b>34</b>	<b>0.140</b>	70 Entertaining	11	0.045

neutral trait vein



### ENTERTAINER CHARACTERISTICS

Anchored by the personality traits engaging, enthusiastic, and fun, this trait vein embodies Mississippi College's playful and entertaining qualities. Comprising 11.5% of the total trait cloud, these Red characteristics may be a minor component of the institution's personality.

### TRAIT VEIN POWER 11.5%

1	Welcoming	242	1.000	36	Attentive	34	0.140
2	Hospitable	216	0.893	37	Collaborative	31	0.128
3	Traditional	184	0.760	38	Expressive	31	0.128
4	Compassionate	168	0.694	39	Creative	30	0.124
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33	Elite	37	0.153	68	Meticulous	12	0.050
34	Forward-thinking	36	0.149	69	Brilliant	11	0.045
35	Humble	34	0.140	<b>70</b>	<b>Entertaining</b>	<b>11</b>	<b>0.045</b>



trait vein 2

# WORKSHOPS

## trait vein 3



### SOPHISTICATE CHARACTERISTICS

Anchored by the personality traits classic, charming, and dignified, this trait vein embodies Mississippi College's sophisticated and refined qualities. Comprising 11.1% of the total trait cloud, these Pink characteristics may be a minor component of the institution's personality.

### TRAIT VEIN POWER 11.1%

1 Welcoming	242	1.000	36 Attentive	34	0.140
2 Hospitable	216	0.893	37 Collaborative	31	0.128
3 Traditional	184	0.760	38 Expressive	31	0.128
4 Compassionate	168	0.694	39 Creative	30	0.124
5 Supportive	119	0.492	40 Persevering	27	0.112
6 Engaging	115	0.475	41 Selfless	26	0.107
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<b>13 Classic</b>	<b>84</b>	<b>0.347</b>	<b>48 Polished</b>	<b>21</b>	<b>0.087</b>
<b>14 Charming</b>	<b>83</b>	<b>0.343</b>	<b>49 Sophisticated</b>	<b>21</b>	<b>0.087</b>
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34 Forward-thinking	36	0.149	69 Brilliant	11	0.045
35 Humble	34	0.140	70 Entertaining	11	0.045



trait vein 3



### ACHIEVER CHARACTERISTICS

Anchored by the personality traits accomplished, proven, and influential, this trait vein embodies Mississippi College's powerful and assertive qualities. Comprising 9.4% of the total trait cloud, these Blue characteristics may be a minor component of the institution's personality.

### TRAIT VEIN POWER 9.4%

1	Welcoming	242	1.000	36	Attentive	34	0.140
2	Hospitable	216	0.893	37	Collaborative	31	0.128
3	Traditional	184	0.760	38	Expressive	31	0.128
4	Compassionate	168	0.694	39	Creative	30	0.124
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8	<b>Accomplished</b>	<b>103</b>	<b>0.426</b>	43	Experiential	25	0.103
9	Proud	99	0.409	44	Philosophical	23	0.095
10	Passionate	91	0.376	45	<b>Confident</b>	<b>22</b>	<b>0.091</b>
11	Generous	87	0.360	46	Innovative	21	0.087
12	Intelligent	85	0.351	47	Refined	21	0.087
13	Classic	84	0.347	48	Polished	21	0.087
14	Charming	83	0.343	49	Sophisticated	21	0.087
15	Enthusiastic	76	0.314	50	<b>Prominent</b>	<b>20</b>	<b>0.083</b>
16	Consistent	66	0.273	51	Protective	20	0.083
17	Fun	60	0.248	52	Visionary	20	0.083
18	Dignified	58	0.240	53	Unwavering	19	0.079
19	Lively	56	0.231	54	Relational	19	0.079
20	Empowering	55	0.227	55	Exciting	19	0.079
21	Empathetic	47	0.194	56	Independent	18	0.074
22	<b>Proven</b>	<b>46</b>	<b>0.190</b>	57	Analytical	17	0.070
23	Determined	46	0.190	58	Artistic	16	0.066
24	Advanced	44	0.182	59	Discerning	16	0.066
25	Energetic	44	0.182	60	Poised	16	0.066
26	Aesthetic	43	0.178	61	Transformative	16	0.066
27	<b>Influential</b>	<b>43</b>	<b>0.178</b>	62	Dynamic	15	0.062
28	Idealistic	40	0.165	63	Original	14	0.058
29	Resilient	40	0.165	64	Bold	13	0.054
30	<b>Strong</b>	<b>40</b>	<b>0.165</b>	65	Eclectic	13	0.054
31	Inspiring	40	0.165	66	<b>Assertive</b>	<b>12</b>	<b>0.050</b>
32	Competitive	39	0.161	67	<b>Decisive</b>	<b>12</b>	<b>0.050</b>
33	<b>Elite</b>	<b>37</b>	<b>0.153</b>	68	Meticulous	12	0.050
34	Forward-thinking	36	0.149	69	Brilliant	11	0.045
35	Humble	34	0.140	70	Entertaining	11	0.045





### INNOVATOR CHARACTERISTICS

Anchored by the personality traits intelligent, advanced, and forward-thinking, this trait vein embodies Mississippi College's brilliant and progressive qualities. Comprising 7.0% of the total trait cloud, these Yellow characteristics may be a minor aspect of the institution's personality.

### TRAIT VEIN POWER 7.0%

1 Welcoming	242	1.000	36 Attentive	34	0.140
2 Hospitable	216	0.893	37 Collaborative	31	0.128
3 Traditional	184	0.760	38 Expressive	31	0.128
4 Compassionate	168	0.694	39 Creative	30	0.124
5 Supportive	119	0.492	40 Persevering	27	0.112
6 Engaging	115	0.475	41 Selfless	26	0.107
7 Nurturing	106	0.438	42 Tough	26	0.107
8 Accomplished	103	0.426	43 Experiential	25	0.103
9 Proud	99	0.409	44 Philosophical	23	0.095
10 Passionate	91	0.376	45 Confident	22	0.091
11 Generous	87	0.360	<b>46 Innovative</b>	<b>21</b>	<b>0.087</b>
<b>12 Intelligent</b>	<b>85</b>	<b>0.351</b>	47 Refined	21	0.087
13 Classic	84	0.347	48 Polished	21	0.087
14 Charming	83	0.343	49 Sophisticated	21	0.087
15 Enthusiastic	76	0.314	50 Prominent	20	0.083
16 Consistent	66	0.273	51 Protective	20	0.083
17 Fun	60	0.248	<b>52 Visionary</b>	<b>20</b>	<b>0.083</b>
18 Dignified	58	0.240	53 Unwavering	19	0.079
19 Lively	56	0.231	54 Relational	19	0.079
20 Empowering	55	0.227	55 Exciting	19	0.079
21 Empathetic	47	0.194	56 Independent	18	0.074
22 Proven	46	0.190	<b>57 Analytical</b>	<b>17</b>	<b>0.070</b>
23 Determined	46	0.190	58 Artistic	16	0.066
<b>24 Advanced</b>	<b>44</b>	<b>0.182</b>	59 Discerning	16	0.066
25 Energetic	44	0.182	60 Poised	16	0.066
26 Aesthetic	43	0.178	61 Transformative	16	0.066
27 Influential	43	0.178	62 Dynamic	15	0.062
28 Idealistic	40	0.165	63 Original	14	0.058
29 Resilient	40	0.165	64 Bold	13	0.054
30 Strong	40	0.165	65 Eclectic	13	0.054
31 Inspiring	40	0.165	66 Assertive	12	0.050
32 Competitive	39	0.161	67 Decisive	12	0.050
33 Elite	37	0.153	68 Meticulous	12	0.050
<b>34 Forward-thinking</b>	<b>36</b>	<b>0.149</b>	<b>69 Brilliant</b>	<b>11</b>	<b>0.045</b>
35 Humble	34	0.140	70 Entertaining	11	0.045

# trait vein 5



### COMPETITOR CHARACTERISTICS

Anchored by the personality traits proud, resilient, and industrious, this trait vein embodies Mississippi College's determined and tenacious qualities. Comprising 6.1% of the total trait cloud, these Maroon characteristics may be a minor component of the institution's personality.

### TRAIT VEIN POWER 6.1%

1 Welcoming	242	1.000	36 Attentive	34	0.140
2 Hospitable	216	0.893	37 Collaborative	31	0.128
3 Traditional	184	0.760	38 Expressive	31	0.128
4 Compassionate	168	0.694	39 Creative	30	0.124
5 Supportive	119	0.492	<b>40 Persevering</b>	<b>27</b>	<b>0.112</b>
6 Engaging	115	0.475	41 Selfless	26	0.107
7 Nurturing	106	0.438	<b>42 Tough</b>	<b>26</b>	<b>0.107</b>
8 Accomplished	103	0.426	43 Experiential	25	0.103
9 Proud	99	0.409	44 Philosophical	23	0.095
10 Passionate	91	0.376	45 Confident	22	0.091
11 Generous	87	0.360	46 Innovative	21	0.087
12 Intelligent	85	0.351	47 Refined	21	0.087
13 Classic	84	0.347	48 Polished	21	0.087
14 Charming	83	0.343	49 Sophisticated	21	0.087
15 Enthusiastic	76	0.314	50 Prominent	20	0.083
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17 Fun	60	0.248	52 Visionary	20	0.083
18 Dignified	58	0.240	<b>53 Unwavering</b>	<b>19</b>	<b>0.079</b>
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<b>23 Determined</b>	<b>46</b>	<b>0.190</b>	58 Artistic	16	0.066
24 Advanced	44	0.182	59 Discerning	16	0.066
25 Energetic	44	0.182	60 Poised	16	0.066
26 Aesthetic	43	0.178	61 Transformative	16	0.066
27 Influential	43	0.178	62 Dynamic	15	0.062
28 Idealistic	40	0.165	63 Original	14	0.058
<b>29 Resilient</b>	<b>40</b>	<b>0.165</b>	64 Bold	13	0.054
30 Strong	40	0.165	65 Eclectic	13	0.054
31 Inspiring	40	0.165	66 Assertive	12	0.050
<b>32 Competitive</b>	<b>39</b>	<b>0.161</b>	67 Decisive	12	0.050
33 Elite	37	0.153	68 Meticulous	12	0.050
34 Forward-thinking	36	0.149	69 Brilliant	11	0.045
35 Humble	34	0.140	70 Entertaining	11	0.045

# trait vain 6





### DEATH STARS

Death Stars are assigned to those traits that some workshop participants saw as inaccurate, untrue, unachievable, or simply unlikable. It is important to note that traits assigned Death Stars were initially cited as authentic descriptors of the institution.

### DEATH STAR POWER

<b>1 Welcoming</b>	<b>242</b>	<b>1.000</b>	36 Attentive	34	0.140
2 Hospitable	216	0.893	37 Collaborative	31	0.128
<b>3 Traditional</b>	<b>184</b>	<b>0.760</b>	38 Expressive	31	0.128
4 Compassionate	168	0.694	39 Creative	30	0.124
5 Supportive	119	0.492	40 Persevering	27	0.112
6 Engaging	115	0.475	<b>41 Selfless</b>	<b>26</b>	<b>0.107</b>
<b>7 Nurturing</b>	<b>106</b>	<b>0.438</b>	42 Tough	26	0.107
<b>8 Accomplished</b>	<b>103</b>	<b>0.426</b>	43 Experiential	25	0.103
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17 Fun	60	0.248	52 Visionary	20	0.083
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28 Idealistic	40	0.165	63 Original	14	0.058
29 Resilient	40	0.165	64 Bold	13	0.054
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<b>33 Elite</b>	<b>37</b>	<b>0.153</b>	<b>68 Meticulous</b>	<b>12</b>	<b>0.050</b>
<b>34 Forward-thinking</b>	<b>36</b>	<b>0.149</b>	69 Brilliant	11	0.045
35 Humble	34	0.140	70 Entertaining	11	0.045

## **Forward-thinking (7)**

*"Private Baptist Christian school. Not education."*

## **Nurturing (4)**

*"Shouldn't be spoonfeeding students, need to empower them. Caregiving for faculty and staff not an interest in actually caregiving."*

## **Selfless (4)**

*"When it comes to care for students. We have room to grow in relationships."*

## **Elite (3)**

*"We're not elite in admission. We give everyone an opportunity. Don't have an elitest mindset—want to be open."*

## **Welcoming (2)**

*"Some feel forgotten about and not welcomed. They don't feel like they fit in and might leave, or transfer early."*

## **Protective (1)**

*"When the BLM movement happened, affected communication and a safe space, but that didn't happen."*

## **Traditional (1)**

*"Same traditions and how people feel about them."*

A dark blue background featuring a complex network diagram. The diagram consists of numerous light blue dots of varying sizes, connected by thin, light blue lines. The dots are distributed across the entire page, with a higher density in the center, creating a web-like structure that suggests interconnectedness and data flow.

# WORKSHOPS

## faults

A network diagram consisting of numerous nodes of varying sizes connected by thin, light blue lines. The nodes are distributed across the page, with a higher density in the center and left side. The lines represent connections between the nodes, creating a complex web-like structure.

Organizations have weaknesses just as humans do. Mississippi College's actual and perceived weaknesses were defined.

### LIVE PERSONALITY WORKSHOPS

The faults exercise provides integral data that can serve as a counterpoint to an institution's positive traits and provide a more complete understanding of an institution's personality. The exercise asked internal stakeholders to anonymously select up to five faults that describe Mississippi College. Selected faults were designated as actual, perceived, or both. Actual faults are those seen throughout the institution's typical operations. Perceived faults are those that internal stakeholders believe are seen by the larger market.

ACTUAL			PERCEIVED		
FAULT	SELECTED	CATEGORY %	FAULT	SELECTED	CATEGORY %
Close-minded	79	6.12%	Close-minded	139	10.15%
Superficial	73	5.65%	Superficial	85	6.21%
Controlling	49	3.80%	Boring	82	5.99%
Artificial	36	2.79%	Arrogant	53	3.87%
Complacent	34	2.63%	Controlling	52	3.80%
Secretive	33	2.56%	Intolerant	42	3.07%
Hesitant	30	2.32%	Artificial	41	2.99%
Boring	30	2.32%	Bland	39	2.85%

A dark blue background featuring a complex network diagram. The diagram consists of numerous light blue dots of varying sizes, connected by thin, light blue lines. The dots are distributed across the entire frame, creating a sense of interconnectedness and a global or digital network.

# WORKSHOPS

**cause**

A network diagram consisting of numerous nodes of varying sizes connected by thin, light blue lines. The nodes are distributed across the frame, with some clusters and many isolated connections, creating a complex web-like structure. The background is a solid dark blue.

Leading institutions have a deeper motivation transcending products or services.  
What is Mississippi College's deeper purpose and motivation for being?

## PHILOSOPHY

Any narrative focused on the “what”—or product specifics—is the most common and least differentiated communication strategy. Institutions throughout the world ultimately compete to offer similar products and services. Narratives grounded in authentic personality and emotionally engaging reasons for being are more successful in building affinity and advancing reputation. The Cause framework defines an organization’s proverbial “why” in a simple but powerful three-word structure:

**VERB**  
— ① —

**ADJECTIVE**  
—— ② ——

**ABSTRACT NOUN**  
———— ③ ————

Using this framework, an exploration of Mississippi College’s leading qualities were ranked to craft a compelling Cause statement to anchor the institution’s Grand Narrative. The top-ranked words from each category along with popular combinations are listed on the following spread, yet cannot always be taken verbatim to form the final Cause statement. More than pure data sorting, strategic analysis is required to respond to all insights gained throughout this project. The strongest and most resonant statements unify data and strategy with proper context.

Apple exists to

**Challenge Preconceived Ideas**

① ————— ② ————— ③ —————

Disney exists to

**Inspire Childlike Wonder**

① ————— ② ————— ③ —————

Coca-Cola exists to

**Spread Classic Happiness**

① ————— ② ————— ③ —————

# WORKSHOPS

## cause

### VERB ①

17.58%	<b>Empower</b>
16.48%	<b>Advance</b>
12.36%	<b>Pursue</b>
11.81%	<b>Cultivate</b>
11.54%	<b>Develop</b>
11.26%	<b>Guide</b>
5.22%	<b>Prepare</b>

### ADJECTIVE ②

25.00%	<b>Authentic</b>
22.79%	<b>Lasting</b>
15.69%	<b>Compassionate</b>
9.56%	<b>Everlasting</b>
5.39%	<b>Eternal</b>
5.15%	<b>Distinguished</b>
4.66%	<b>Genuine</b>

### ABSTRACT NOUN ③

20.81%	<b>Excellence</b>
17.77%	<b>Service</b>
13.20%	<b>Truth</b>
9.64%	<b>Opportunities</b>
8.88%	<b>Wisdom</b>
5.58%	<b>Growth</b>
5.33%	<b>Integrity</b>

Percentage indicates overall word prevalence within its category.

**POPULAR COMBINATIONS**

---


**Empower Lasting Service**  
**Advance Eternal Excellence**  
**Pursue Authentic Truth**  
**Cultivate Compassionate Wisdom**  
**Develop Genuine Growth**  
**Guide Everlasting Integrity**  
**Prepare Distinguished Opportunities**

cause

A dark blue background featuring a complex network of light blue lines connecting various sized circular nodes, creating a web-like pattern.

# WORKSHOPS

## genome

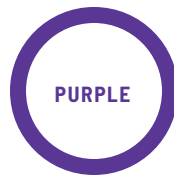
A network diagram consisting of numerous nodes of varying sizes connected by thin, light blue lines. The nodes are distributed across the frame, with some clusters and many isolated connections, creating a complex web-like structure. The background is a solid dark blue.

Those traits defining Mississippi College must be derived from consensus-driven teams as well as individuals throughout the research process. Genome, a foundational framework of the messaging workshops, groups traits for further analysis and definition.

## TRAIT GROUPINGS

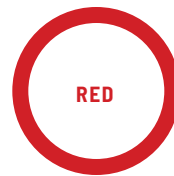
The following personality traits are considered most descriptive of Mississippi College and are presented here grouped by typical archetype association with minor adjustments according to strategic institutional findings.

The highest scoring traits top each list:



### PURPLE

Welcoming  
Hospitable  
Compassionate  
Supportive  
Nurturing  
Generous



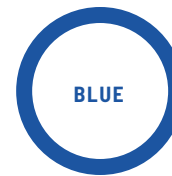
### RED

Engaging  
Enthusiastic  
Fun  
Lively  
Energetic  
Dynamic



### PINK

Classic  
Charming  
Dignified  
Aesthetic  
Idealistic  
Poised



### BLUE

Accomplished  
Proven  
Influential  
Strong  
Elite  
Confident



### MAROON

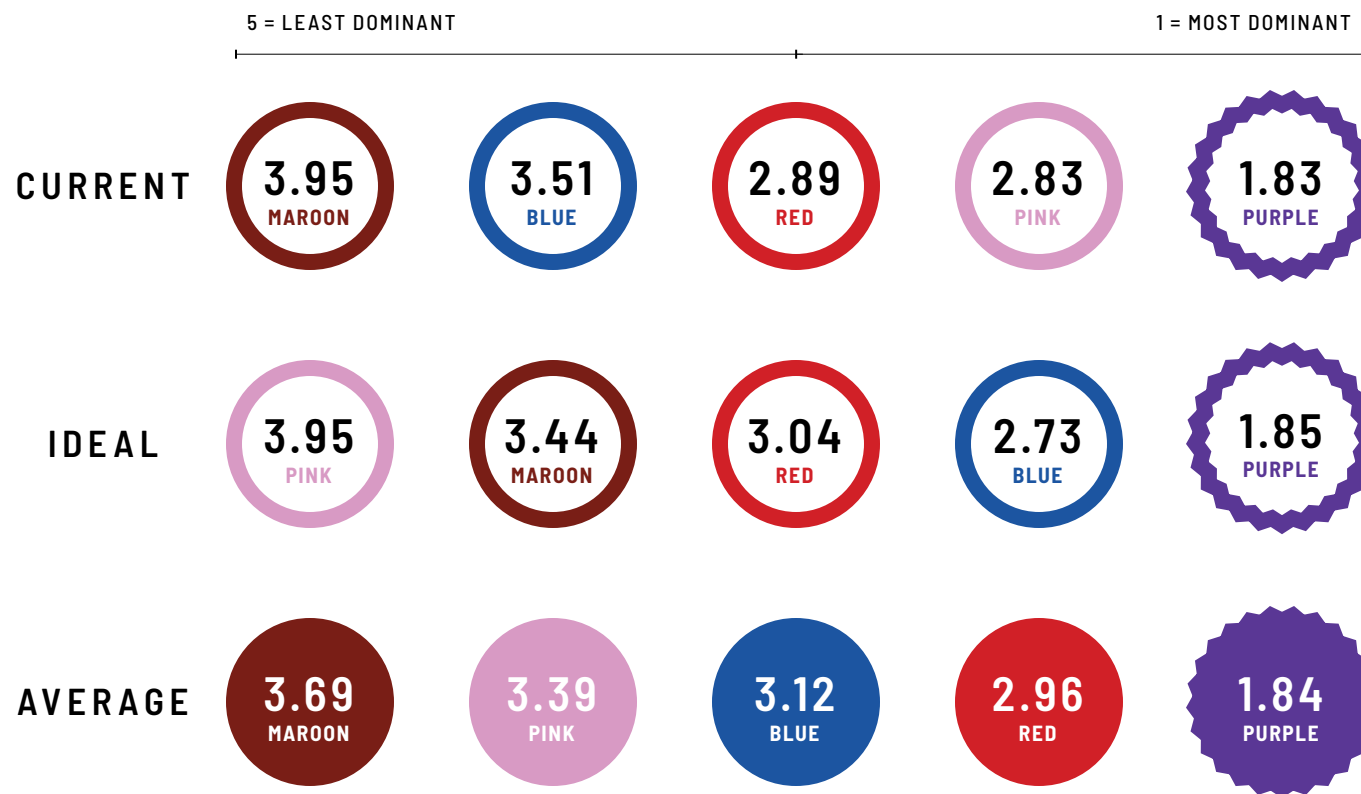
Determined  
Resilient  
Competitive  
Persevering  
Tough  
Unwavering

## CURRENT VS. IDEAL

Workshop participants evaluated each grouping in aggregate based on its representation of the institution's current and ideal day. Genome's comparison across groupings can surface additional support for certain traits stemming from deeper reflection and definition.

## FINAL TRAIT RANKINGS

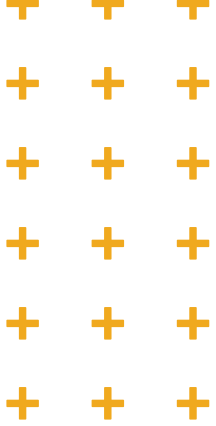
Below are cumulative results for each trait—currently, ideally, and on-average.





# EXTERNAL PERCEPTION RESEARCH





*Reputation is, in essence, how others describe you.*  
*What does the market believe about Mississippi College?*  
*Do perceptions align with MC's understanding of itself?*

## RESEARCH METHODOLOGY

How the data was collected

### APPROACH

Method: Quantitative Survey  
Distribution: Online, Opt-in  
Age Requirement: 14+  
Deployment Dates:  
03/29/21 – 04/09/21

### MARKET AREAS

Jackson, MS  
Birmingham, AL  
Memphis, TN

### STATISTICAL DETAILS

DMA Combined Households: 1,673,850  
Sample Size: 952  
Sampling Type:  
Regional Random Sampling  
Confidence Level: 99%  
Max Confidence Interval: 4.18

### COMPETITOR SET

Mississippi State University  
University of Southern Mississippi  
University of Mississippi  
Hinds Community College  
Holmes Community College  
William Carey University  
University of Mary Hardin-Baylor  
Samford University

*Many data tables include "Tier" rankings, grouping statistically significant score differences.  
Institutions or measures within the same tier can be considered equal, statistically speaking.*

# SAMPLE

Who was asked about Mississippi College

## AGE

Average:	43
Range:	16-87
16-28:	40%
29-44:	30%
45+:	30%

## GENDER

Male:	40%
Female:	59%
No Response:	1%

## RACE (ALL THAT APPLY)

American Indian/Alaska Native:	3%
Asian:	3%
Black or African American:	30%
Hispanic or Latinx:	4%
Middle Eastern/North African:	1%
Pacific Islander:	1%
White:	64%
Other:	2%

## AFFILIATION WITH MISSISSIPPI COLLEGE

Student/Faculty/Staff:	1%
Friend/Family is/was S/F/S:	16%
Business/Community Partner:	7%
No Direct Affiliation:	76%

## EXCLUDED SAMPLE DETAILS

Total Surveys Started:	1,452
Outside Parameters:	414
Incomplete/Terminations*:	86
<b>Final Sample:</b>	<b>952</b>

\* Respondents with no familiarity with any of the institutions in the survey were dismissed for accuracy.

## Q1 How familiar are you with the following universities?

OVERALL RANK	NONE	NAME ONLY	LOW	MEDIUM	HIGH	SCORE	TIER*
#1 Mississippi State University	5%	13%	28%	27%	27%	159	1st
#2 University of Mississippi	7%	17%	26%	23%	27%	148	1st
#3 University of Southern Mississippi	11%	21%	25%	22%	20%	118	2nd
#4 Samford University	23%	19%	22%	18%	18%	89	3rd
<b>#5 Mississippi College</b>	<b>20%</b>	<b>25%</b>	<b>21%</b>	<b>17%</b>	<b>17%</b>	<b>86</b>	<b>3rd</b>
#6 Hinds Community College	45%	15%	14%	15%	11%	31	4th
#7 Holmes Community College	48%	16%	12%	14%	10%	24	4th
#8 William Carey University	48%	17%	13%	14%	9%	18	4th
#9 University of Mary Hardin-Baylor	59%	15%	10%	9%	7%	-9	5th

\* Indicates institutions within the same tier scored statistically similarly on familiarity, thus grouping comparable institutions.



### STRATEGIC INSIGHTS

Mississippi College is middling in familiarity among this competitive set. Increased None and Name Only recognition keeps MC from higher tiers.

# Q1

## How familiar are you with the following universities?

JACKSON, MS	NONE	NAME ONLY	LOW	MEDIUM	HIGH	SCORE	TIER
#1 Mississippi State University	5%	11%	24%	26%	35%	175	1st
<b>#4 Mississippi College</b>	<b>13%</b>	<b>19%</b>	<b>21%</b>	<b>24%</b>	<b>23%</b>	<b>126</b>	<b>2nd</b>
#8 Samford University	36%	20%	17%	15%	11%	45	5th

BIRMINGHAM, AL	NONE	NAME ONLY	LOW	MEDIUM	HIGH	SCORE	TIER
#1 Mississippi State University	4%	17%	29%	28%	22%	146	1st
#2 Samford University	11%	11%	30%	22%	27%	144	1st
<b>#5 Mississippi College</b>	<b>25%</b>	<b>29%</b>	<b>21%</b>	<b>13%</b>	<b>12%</b>	<b>59</b>	<b>3rd</b>

MEMPHIS, TN	NONE	NAME ONLY	LOW	MEDIUM	HIGH	SCORE	TIER
#1 University of Mississippi	4%	14%	29%	23%	31%	165	1st
<b>#4 Mississippi College</b>	<b>20%</b>	<b>28%</b>	<b>21%</b>	<b>14%</b>	<b>17%</b>	<b>81</b>	<b>3rd</b>
#5 Samford University	25%	28%	17%	16%	14%	64	4th



### STRATEGIC INSIGHTS

MC's familiarity consistently occupies a middle position across DMAs. Strategies to climb tier ranks may be more realistic than aspiring to occupy a top-ranked position due to the inclusion of larger state schools with stronger brand equity in this competitive set.

## Q2 What is the overall reputation of these universities?

OVERALL RANK	POOR	BELOW AVG	AVG	ABOVE AVG	EXCEPTIONAL	SCORE	TIER*
#1 Samford University	4%	9%	29%	31%	27%	341	1st
#2 Mississippi State University	3%	7%	32%	37%	20%	316	2nd
#3 University of Mississippi	3%	8%	36%	34%	20%	298	2nd
#4 William Carey University	5%	12%	37%	25%	21%	226	3rd
#5 University of Mary Hardin-Baylor	8%	12%	39%	23%	19%	163	4th
#6 University of Southern MS	4%	9%	51%	25%	11%	148	5th
<b>#7 Mississippi College</b>	<b>7%</b>	<b>8%</b>	<b>49%</b>	<b>23%</b>	<b>13%</b>	<b>146</b>	<b>5th</b>
#8 Hinds Community College	4%	13%	50%	22%	12%	124	6th
#9 Holmes Community College	6%	17%	42%	20%	14%	94	7th

\* Indicates institutions within the same tier scored statistically similarly on reputation, thus grouping comparable institutions.



### STRATEGIC INSIGHTS

Reputation and familiarity go hand in hand and so MC's drop into the 7th spot and the 5th tier strongly confirms the necessity of a strategic focus on market positioning.

## Q2 What is the overall reputation of these universities?

JACKSON, MS	POOR	BELOW AVG	AVG	ABOVE AVG	EXCEPTIONAL	SCORE	TIER
#1 Mississippi State University	4%	6%	31%	33%	26%	353	1st
#5 University of Southern MS	4%	8%	43%	27%	18%	232	3rd
<b>#6 Mississippi College</b>	<b>7%</b>	<b>7%</b>	<b>40%</b>	<b>29%</b>	<b>17%</b>	<b>213</b>	<b>4th</b>

BIRMINGHAM, AL	POOR	BELOW AVG	AVG	ABOVE AVG	EXCEPTIONAL	SCORE	TIER
#1 Samford University	3%	6%	23%	35%	33%	443	1st
#5 University of Southern MS	5%	9%	53%	28%	6%	106	5th
<b>#9 Mississippi College</b>	<b>6%</b>	<b>5%</b>	<b>60%</b>	<b>20%</b>	<b>8%</b>	<b>96</b>	<b>5th</b>

MEMPHIS, TN	POOR	BELOW AVG	AVG	ABOVE AVG	EXCEPTIONAL	SCORE	TIER
#1 Mississippi State University	2%	10%	29%	38%	20%	164	1st
<b>#6 Mississippi College</b>	<b>6%</b>	<b>11%</b>	<b>50%</b>	<b>19%</b>	<b>15%</b>	<b>128</b>	<b>4th</b>
#7 University of Southern MS	3%	11%	57%	20%	10%	110	5th



### STRATEGIC INSIGHTS

Like the preceding familiarity measures, these reputation-based findings reveal strategic opportunities to identify and develop market-specific saturation plans. Ensure these plans start with efforts to address the outsized Average reputation percentage.

## Q3,4 What is your familiarity with these facets of Mississippi College? If known, the reputation?

FAMILIARITY	NONE	LITTLE	SOME	STRONG	COMPLETE	SCORE	TIER*
#1 Athletics	17%	22%	29%	19%	13%	224	1st
#2 Campus appearance/beauty	23%	18%	26%	21%	13%	205	2nd
#3 School pride	20%	22%	26%	20%	12%	204	2nd
#4 Events/performances	25%	25%	23%	17%	10%	158	3rd
#5 Community service	29%	21%	24%	16%	10%	144	3rd
#6 Academic rigor	30%	24%	25%	14%	7%	105	4th

\* Indicates areas within the same tier scored statistically similarly on familiarity, thus grouping comparable areas.

REPUTATION	POOR	BELOW AVG	AVG	ABOVE AVG	EXCEPTIONAL	SCORE	TIER*
#1 Campus appearance/beauty	3%	11%	36%	28%	23%	279	1st
#2 School pride	5%	10%	36%	30%	20%	248	2nd
#3 Community service	6%	9%	42%	26%	17%	202	3rd
#4 Academic rigor	3%	12%	44%	27%	14%	197	3rd
#5 Athletics	4%	15%	40%	24%	18%	185	4th
#6 Events/performances	3%	14%	44%	22%	17%	183	4th

\* Indicates areas within the same tier scored statistically similarly on reputation, thus grouping comparable areas.

## Q3,4 DMA breakouts for facet familiarity and reputation

JACKSON, MS			MEMPHIS, TN		
	FAM	REP		FAM	REP
#1 Campus appearance/beauty	213	255	#1 Athletics	220	195
#2 School pride	212	232	#2 Campus appearance/beauty	203	262
#3 Athletics	199	142	#3 School pride	172	255
#4 Events/performances	153	147	#4 Events/performances	161	186
#5 Community service	143	241	#5 Community service	144	82
#6 Academic rigor	71	193	#6 Academic rigor	139	177
<b>Overall Score</b>	<b>165</b>	<b>202</b>	<b>Overall Score</b>	<b>173</b>	<b>193</b>

BIRMINGHAM, AL		
	FAM	REP
#1 Athletics	256	226
#2 School pride	222	261
#3 Campus appearance/beauty	199	324
#4 Events/performances	160	222
#5 Community service	146	263
#6 Academic rigor	114	219
<b>Overall Score</b>	<b>183</b>	<b>253</b>

### STRATEGIC INSIGHTS

Higher familiarity and reputation scores for specific elements within neighboring DMAs are not uncommon. While general familiarity and reputation shows the dominance of home markets, element-specific questions are only posed to those familiar with the institution. Familiarity among those outside your primary DMA typically requires some interaction and information gathering that exposes them to specific facets of MC. Conversely, those within a home market may be more knowledgeable overall but less specific. Considering those particular MC facets connected to both familiarity and reputation, it is notable that "Academic rigor" occupies the bottom position within every DMA. Understanding how these perceptions came to be may solidify how messaging should be configured moving forward.



## Q5

When you think about Mississippi College, what **one defining word** comes to mind?

### POSITIVE (53%)

Good	42
Christian*	23
Great	19
Excellent	9
Cool	9
Nice	7
Smart	5
Fun	5
Best	5
Unique	4
Quality	4
Excellence	3
Reliable	3
Private*	3

 YELLOW

 RED

 BLUE

 MAROON

### NEUTRAL (40%)

Christian*	20
College	20
Education	13
Small	10
Football	10
Southern	9
Private*	8
Mississippi	7
Average	5
School	4
Religious	4
Academic	4
University	3
Sports	3

### NEGATIVE (7%)

Nothing	6
IDK	4
(Too) Hard	4
Expensive	4
None	3
(Too) Easy	3



#### RESEARCH NOTE

Some terms may score in more than one category based on the explanation given by respondents. These terms are marked with an asterisk. For example, some respondents described Mississippi College's status as Christian as being a positive attractant, while some statements of this status were given with no positive or negative judgment.



one word

## Q6

Which icon best represents the personality of Mississippi College?

### PRIMARY ICON



**PURPLE  
PROVIDER**

**34%**

### SECONDARY ICONS



**GREEN  
EXPLORER**

**12%**



**RED  
ENTERTAINER**

**12%**

### REMAINING RESULTS



**YELLOW  
INNOVATOR**

**9%**



**ORANGE  
CREATOR**

**9%**



**BLUE  
ACHIEVER**

**9%**



**SILVER  
REBEL**

**6%**



**PINK  
SOPHISTICATE**

**6%**



**MAROON  
COMPETITOR**

**3%**



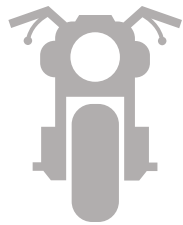
### STRATEGIC INSIGHTS

Respondents chose black and white iconography to best describe the personality of Mississippi College.  
The Purple Provider is the clear standout with the Green Explorer and Red Entertainer tied for the second spot.

# Q7

Which icon least represents the personality of Mississippi College?

## NEVER DAY ICON



SILVER  
REBEL  
39%

## POOR FIT ICONS



MAROON  
COMPETITOR  
11%



GREEN  
EXPLORER  
11%

## REMAINING RESULTS



PURPLE  
PROVIDER 10%



PINK  
SOPHISTICATE 9%



ORANGE  
CREATOR 7%



RED  
ENTERTAINER 5%



YELLOW  
INNOVATOR 4%



BLUE  
ACHIEVER 4%











## STRATEGIC INSIGHTS









Respondents identified the iconography that least represent the institution. The Silver Rebel was a clear choice. This prevalence with which this unconventional persona was selected is likely a function of the perception of the Purple Provider as the best representation of MC's personality.

## Q8,9 Which adjectives best/least describe the personality of Mississippi College? (Select up to three)

### TOP 8 FOR BEST

 <b>BLUE</b>	Confident	30%
 <b>PURPLE</b>	Caring	28%
 <b>MAROON</b>	Determined	26%
 <b>YELLOW</b>	Brilliant	22%
 <b>ORANGE</b>	Original	20%
 <b>YELLOW</b>	Forward-thinking	19%
 <b>RED</b>	Enthusiastic	19%
 <b>ORANGE</b>	Imaginative	15%

### TOP 8 FOR LEAST

 <b>SILVER</b>	Unconventional	35%
 <b>RED</b>	Playful	26%
 <b>SILVER</b>	Daring	20%
 <b>PURPLE</b>	Selfless	19%
 <b>GREEN</b>	Adventurous	15%
 <b>ORANGE</b>	Original	15%
 <b>PINK</b>	Poised	14%
 <b>GREEN</b>	Curious	13%

# Q10,11

What **best/least** drives the motivation of Mississippi College?  
(Select up to three)

## TOP 8 FOR BEST

 <b>ORANGE</b>	Creativity	26%
 <b>PURPLE</b>	Supportiveness	25%
 <b>PURPLE</b>	Compassion	24%
 <b>BLUE</b>	Power	17%
 <b>GREEN</b>	Discovery	17%
 <b>ORANGE</b>	Self-expression	17%
 <b>BLUE</b>	Victory	16%
 <b>GREEN</b>	Exploration	15%

## TOP 8 FOR LEAST

 <b>SILVER</b>	Rebellion	30%
 <b>SILVER</b>	Disrupting the Norm	30%
 <b>BLUE</b>	Power	19%
 <b>MAROON</b>	Grit	19%
 <b>YELLOW</b>	Being Cutting-edge	17%
 <b>MAROON</b>	Tenacity	15%
 <b>RED</b>	Entertainment	13%
 <b>PINK</b>	Perfection	12%

## Q12 Of the following **negative perceptions**, which pertain (if any) to Mississippi College?

### TOP 10 NEGATIVE PERCEPTIONS

Ordinary	20%
Passive	19%
Inflexible	16%
Slow	16%
Materialistic	15%
Intolerant	15%
Arrogant	15%
Patronizing	14%
Aloof	14%
Superficial	14%

**Total Selections 501**

### WORKSHOP RESULT COMPARISON

ACTUAL FAULTS			PERCEIVED FAULTS		
FAULT	SELECTED	CATEGORY %	FAULT	SELECTED	CATEGORY %
Close-minded	79	6.12%	Close-minded	139	10.15%
Superficial	73	5.65%	Superficial	85	6.21%
Controlling	49	3.80%	Boring	82	5.99%
Artificial	36	2.79%	Arrogant	53	3.87%
Complacent	34	2.63%	Controlling	52	3.80%
Secretive	33	2.56%	Intolerant	42	3.07%
Hesitant	30	2.32%	Artificial	41	2.99%
Boring	30	2.32%	Bland	39	2.85%












### STRATEGIC INSIGHTS

*It is important to have an honest understanding of those negative perceptions held both internally and externally. That said, choosing not to dwell on them and activating outreach, messaging, and cultural change are the strongest ways to mitigate these perceptions.*

# Q13

Which archetypes in full best define Mississippi College's personality?

ARCHETYPE	SELECTED	INTENSITY	SCORE
#1  <b>PURPLE</b> Supportive and Selfless	178	0.42	75
#2  <b>ORANGE</b> Creative and Original	154	0.39	59
#3  <b>MAROON</b> Resilient and Tenacious	145	0.41	59
#4  <b>PINK</b> Sophisticated and Refined	134	0.43	58
#5  <b>RED</b> Enthusiastic and Energetic	135	0.42	57
#6  <b>YELLOW</b> Innovative and Forward-thinking	135	0.40	54
#7  <b>GREEN</b> Adventurous and Curious	130	0.39	51
#8  <b>BLUE</b> Powerful and Assertive	137	0.37	51
#9  <b>SILVER</b> Rebellious and Unconventional	106	0.40	43














## STRATEGIC INSIGHTS

When limited to naming but one archetype best describing Mississippi College's personality, the top choice was the Purple supportive and selfless archetype. The Purple consistency perceived throughout this research offers a strong foundation on which to build.

archetype

## Q5-13 Combining results to show audience's perception of Mississippi College's personality

OVERALL RANK	MOST	LEAST	DIFF	TIER	PERCEIVED PERSONALITY
 <b>PURPLE</b>	679	264	415	1st	
 <b>ORANGE</b>	491	265	226	2nd	
 <b>BLUE</b>	457	274	183	3rd	
 <b>YELLOW</b>	416	261	155	4th	
 <b>RED</b>	400	310	90	5th	
 <b>GREEN</b>	363	292	71	6th	
 <b>MAROON</b>	376	307	69	6th	
 <b>PINK</b>	342	288	54	6th	
 <b>SILVER</b>	202	767	-565	7th	



### STRATEGIC INSIGHTS

Evaluating the overall perception of the MC personality by external markets, alongside the internal projections, reveals some similarities. Despite this, there is still room for a greater level of clarity that can only come from consistent and authentic personality expression.

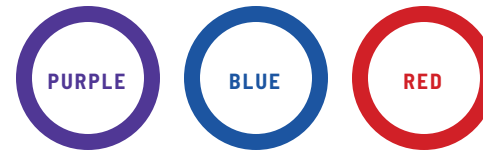
# Q5-13

Combining results to show audience's perception of Mississippi College's personality

## JACKSON, MS



## HIGH FAMILIARITY



## BIRMINGHAM, AL



## MEDIUM FAMILIARITY



## MEMPHIS, TN



## LOW FAMILIARITY



### STRATEGIC INSIGHTS

Despite familiarity and regardless of DMA, the Purple and Orange archetypes show up in nearly every audience grouping's perception. The splashes of Red, Yellow, and Blue that also make an appearance indicate the necessity of efforts to consistently project MC authentic personality in ways that strengthen both clarity and reputation.

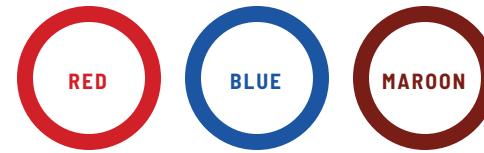
## Q14

Results for competitor: University of Mississippi

### TOP ICONS



### OVERALL PERSONALITY



### TOP 5 TRAITS

<span style="color: red;">●</span> RED	Enthusiastic	36%
<span style="color: maroon;">●</span> MAROON	Determined	26%
<span style="color: blue;">●</span> BLUE	Confident	25%
<span style="color: red;">●</span> RED	Playful	25%
<span style="color: maroon;">●</span> MAROON	Resilient	23%

### TOP 5 DRIVERS

<span style="color: blue;">●</span> BLUE	Victory	29%
<span style="color: maroon;">●</span> MAROON	Tenacity	21%
<span style="color: green;">●</span> GREEN	Discovery	19%
<span style="color: blue;">●</span> BLUE	Compassion	19%
<span style="color: red;">●</span> RED	Enjoyment	18%

### TOP 5 NEGATIVE PERCEPTIONS

Arrogant	29%
Superficial	23%
Intolerant	22%
Materialistic	22%
Ordinary	18%

# Q15

## Results for competitor: Samford University

### TOP ICONS



PURPLE



GREEN

### OVERALL PERSONALITY



### TOP 5 TRAITS

<span style="color: blue;">●</span> BLUE	Confident	36%
<span style="color: purple;">●</span> PURPLE	Caring	29%
<span style="color: pink;">●</span> PINK	Poised	29%
<span style="color: pink;">●</span> PINK	Polished	22%
<span style="color: yellow;">●</span> YELLOW	Brilliant	22%

### TOP 5 DRIVERS

<span style="color: purple;">●</span> PURPLE	Supportiveness	38%
<span style="color: pink;">●</span> PINK	Perfection	31%
<span style="color: pink;">●</span> PINK	Sophistication	29%
<span style="color: green;">●</span> GREEN	Discovery	28%
<span style="color: purple;">●</span> PURPLE	Compassion	21%

### TOP 5 NEGATIVE PERCEPTIONS

Inflexible	24%
Dismissive	18%
Arrogant	18%
Superficial	17%
Controlling	16%

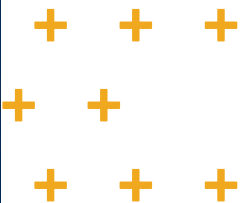
competitors



# COMPETITIVE ANALYSIS



*It is imperative to understand those stories that Mississippi College's competitors share and how they relate to those of MC itself. The overall narrative strategy and storytelling tactics of both MC and its competition were dissected to understand who is saying what and who is doing it best.*



*The competitive analysis scoring is based upon a review of each institution's public facing and enrollment-focused marketing products. Design, imagery, narrative, presence, and archetype are each scored according to the rubric outlined on the following page. It is important to note that rubrics have been built upon a normative distribution of the higher education market. Thus, a score of 5 is representative of average quality for the industry, while a 9 or 10 indicates an exceptional quality only rarely witnessed within the market.*

### DESIGN

The visual construction enhances the meaning of the work and follows best practices; white space is used strategically. Repeated use of key elements creates unity and consistency, allowing readers to clearly perceive what is important and connected. Design enhances messaging and expresses clear human personality.

### IMAGERY

The photography selected is focused and drives established personality. The imagery is harmonious due to its positioning and content; it is purposefully placed. Photography delivers an adequate amount of diversity—gender, ethnic, seasonal, subject, academic.

### NARRATIVE

Copy is clear, focused, and strongly personified. Messaging includes storytelling that engages the senses and advances reputation. Narrative provides compelling evidence delivered in an emotive storytelling structure with an appropriate use of space within a medium.

### PRESENCE

The institutional brand is presented to the wider market across multiple platforms, including web and social media, and is gaining clear traction through followers. Content on these platforms is kept up-to-date and new posts are added regularly. Strategic intent is clearly recognized.

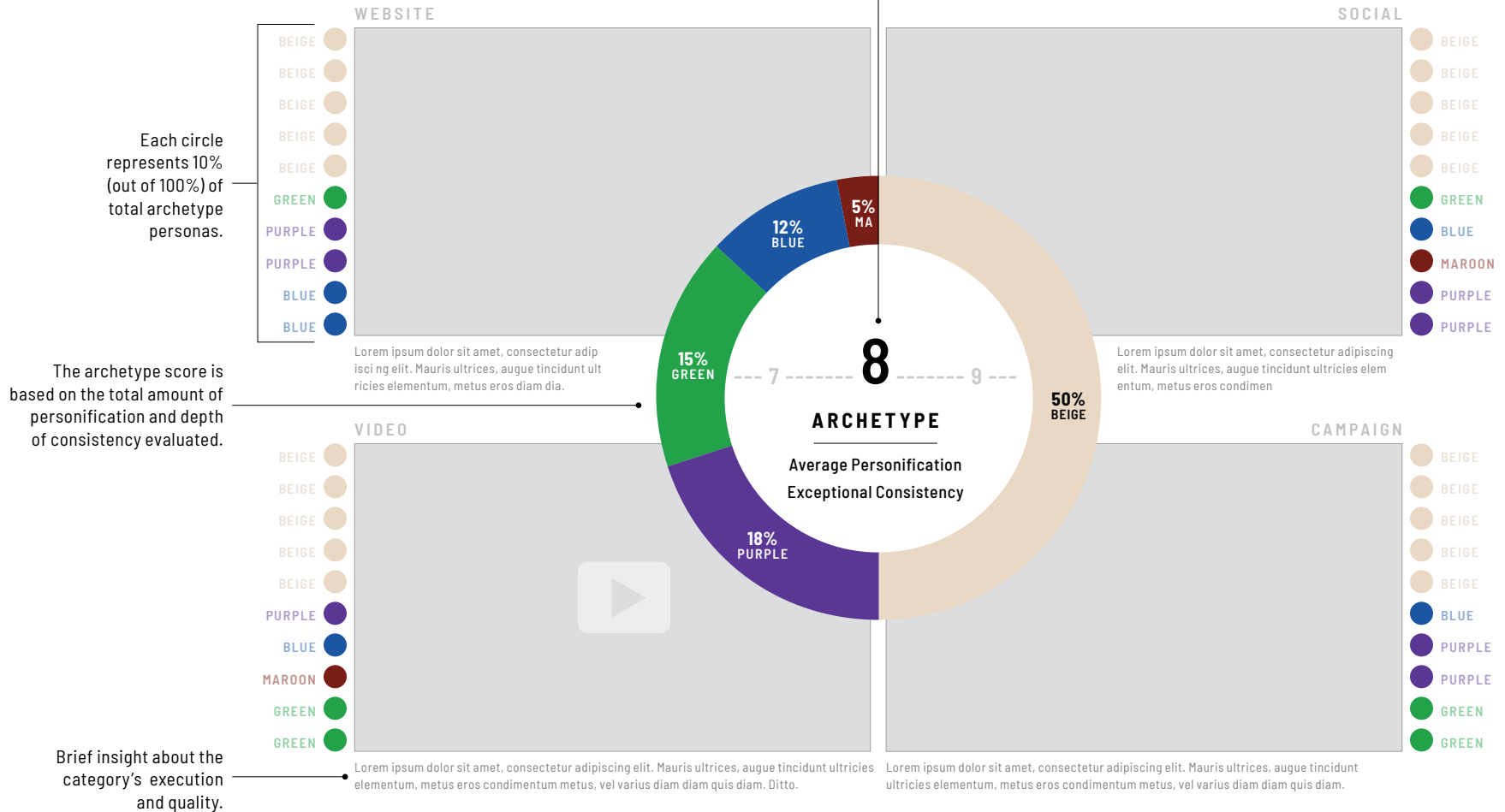
1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- 7 ----- 8 ----- 9 ----- 10

<b>VERY INACCURATE</b> Design is deeply disharmonious, visually inconsistent, generic, and devoid of personality.	<b>INACCURATE</b> Design is disconnected and lacking as a support to personification and storytelling.	<b>AVERAGE</b> Design application is of a neutral condition, failing some criteria while being passable in others.	<b>ACCURATE</b> The visual construction enhances overall storytelling value with little room for improvement.	<b>VERY ACCURATE</b> Design meets all stated criteria at a superlative level and is deeply personified.
<b>VERY INACCURATE</b> Imagery is highly inconsistent, generic, often of sub-standard technical quality, poorly placed, and devoid of human personality.	<b>INACCURATE</b> Imagery feels disharmonious or inauthentic across the product and does not present a unified or personified package.	<b>AVERAGE</b> Use of imagery is of a neutral or average quality and can be considered passable overall.	<b>ACCURATE</b> Imagery is custom, focused, and well-integrated, all the while expressing personality.	<b>VERY ACCURATE</b> Imagery meets all stated criteria at a superlative level and is deeply personified.
<b>VERY INACCURATE</b> The narrative is very disjointed and devoid of emotional engagement and personification.	<b>INACCURATE</b> The narrative is somewhat disconnected and generally lacking emotional engagement and personification.	<b>AVERAGE</b> The narrative quality is of a neutral condition, failing some criteria while being passable in others.	<b>ACCURATE</b> The narrative is largely clear, comprehensive, and well-structured, embodying focused storytelling and personality.	<b>VERY ACCURATE</b> The narrative meets all stated criteria at a superlative level and is deeply personified.
<b>VERY INACCURATE</b> No presence exists on online platforms.	<b>INACCURATE</b> Presence across platforms is minimal and largely confusing or ineffective.	<b>AVERAGE</b> Presence across platforms is merely passable in prevalence, frequency of posts, and effectiveness.	<b>ACCURATE</b> Presence across platforms is successful with tactical room for improvement.	<b>VERY ACCURATE</b> Presence meets all stated criteria at a superlative level and is deeply personified.

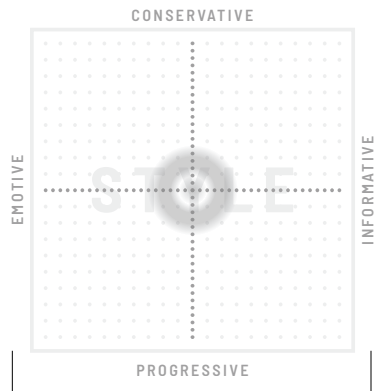
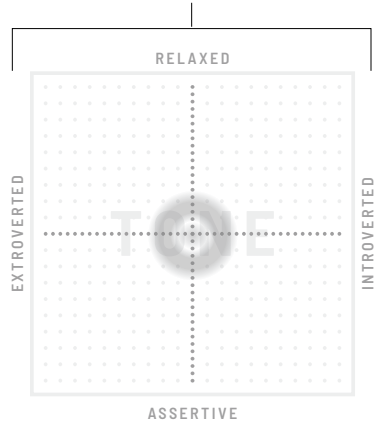
# ANALYSIS

## anatomy guide

ARCHETYPE score is based upon two measurements: Personification and Consistency. *Personification* measures the percentage of marketing content which expresses a personality other than Beige, while *Consistency* measures the depth of personality focus, as measured by the total number of archetype personas expressed.



TONE measures the balance between extroversion and introversion within written and verbal content and whether diction and syntax express the brand narrative in an assertive or relaxed manner.



STYLE measures the balance between progressiveness and conservativeness within visual content and whether visual assets and treatments express the brand narrative in an emotive or informative manner.

## ANALYSIS

**28 (AVERAGE)**  
BRAND & ARCHETYPE SCORE

The score given to this cumulative evaluation of all five categories is based upon a bell curve of the higher education market.

40-50 = EXCEPTIONAL  
31-39 = STRONG  
22-30 = AVERAGE  
15-21 = WEAK  
5-14 = STRUGGLING

### DESIGN

1-----2-----3-----4-----5-----6-----7-----8-----9-----10  
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### IMAGERY

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### NARRATIVE

1-----2-----3-----4-----5-----6-----7-----8-----9-----10  
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### PRESENCE

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Brand categories are evaluated on a scale of 1-10. (See rubric on pages 74-75 for more details.)

## OVERALL STORY

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The Overall Story is a summary of the brand and its use of its brand personas.

## WEBSITE



A minimalistic website tones down personification, particularly on subpages, but there are instances of elegant stories of Purple support, caring, and service.

## SOCIAL



MC augments the Purple, Blue, and Pink narrative established on the website with a light Red sense of fun and joviality.

## VIDEO

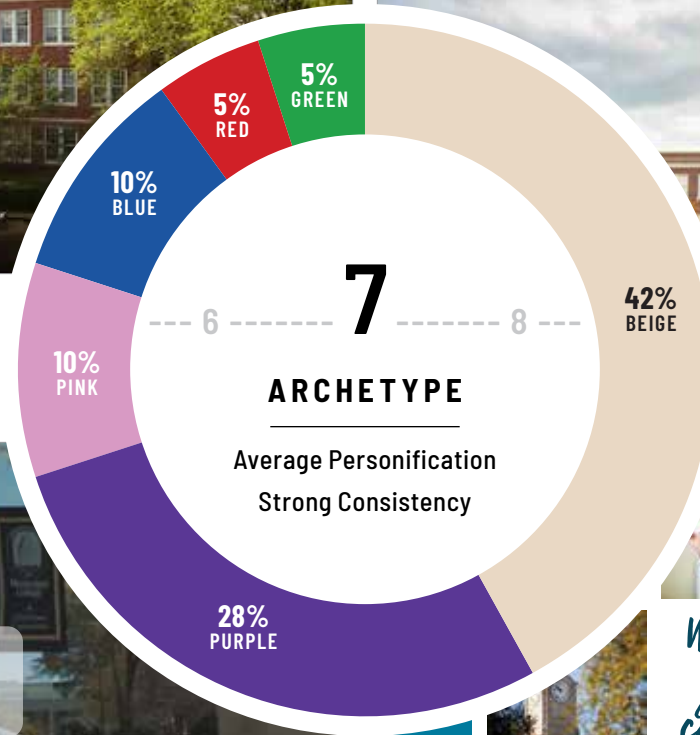


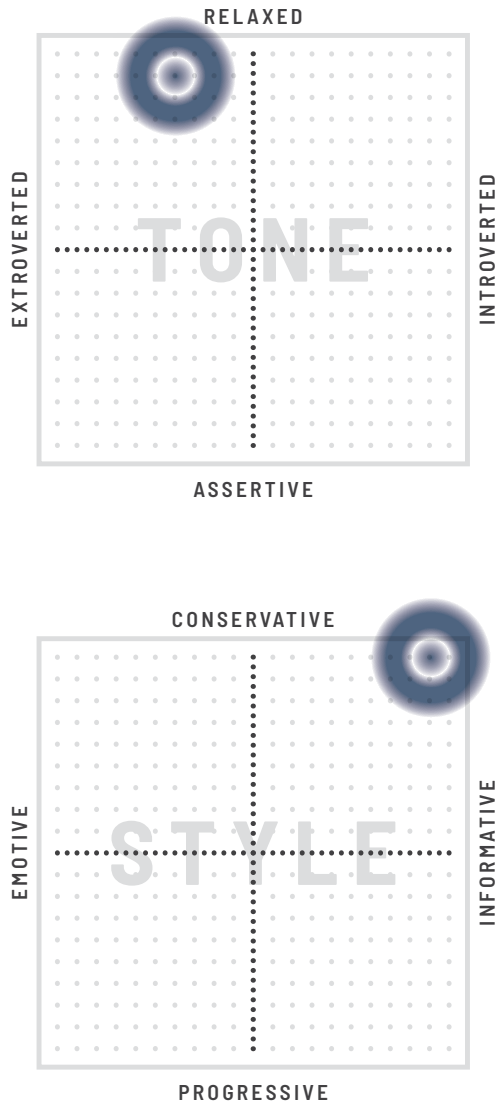
Lightly viewed, primarily testimonial-driven videos, introduce an experientially-driven Green tale of academic rigor to complement MC's Purple, Blue, and Pink.

## CAMPAIGN



Campaign collateral leans heavily into MC's sizable and vibrant campus community but ultimately blends the archetypes seen in other categories.





## ANALYSIS

# 28 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Minimalistic design across categories strategically uses white space and clean lines to frame high-quality images at high resolution. Some aesthetic elements—crowded grid mosaics in particular—convolute the overall purity of design and message.

**IMAGERY** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Photography and videography are technically very high quality, intentionally captured and curated, and widely distributed throughout collateral. However, common subjects like buildings and happy students are generic expressions in higher education and not captured or edited to maximize personality.

**NARRATIVE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

MC manages to consistently express three primary and two accent archetypes across categories. Its tendency to default to generically positive and upbeat content rather than lean even more deeply into personified stories introduces more beige than ideal.

**PRESENCE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

MC's social channels rely heavily on professionally-captured imagery, repeatedly sharing photo albums on Facebook and across other platforms. Post cadence is minimal, which, while consistent with the minimalistic approach to design seen on the website, lags below best practice.

## OVERALL STORY

Mississippi College is technically very adept and clearly committed to consistent design expression and using high-quality custom imagery. Combining such aptitude with coherent and continuous personality portrayal positions MC near the top of the leaderboard. However, the depth of each archetype that MC portrays almost perfectly aligns with this competitive set's cumulative averages. Differentiation will be critical.



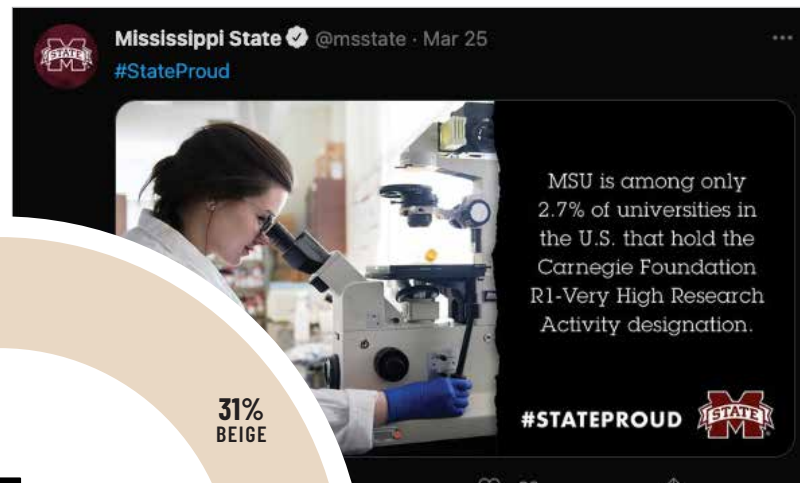
MISSISSIPPI STATE  
UNIVERSITY™

## WEBSITE



MSU's website carries a nurturing Purple message of student empowerment, limited by lots of prominent Beige factual information.

## SOCIAL



Posts highlight student activities, research discoveries, and legacy achievements through a lens of Red playfulness and Maroon competitiveness.

## VIDEO

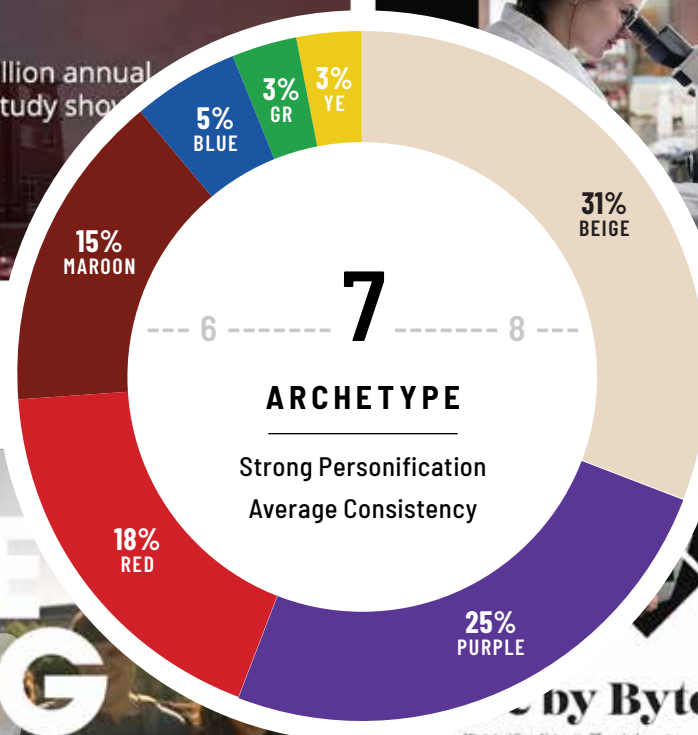


A strong theme of communal and nurturing Purple runs through enthusiastically Red videos.

## CAMPAIGN



A large collection of campaign collateral features a strong hospitable Purple theme as well as Green discovery, Yellow innovation, and Maroon grit.

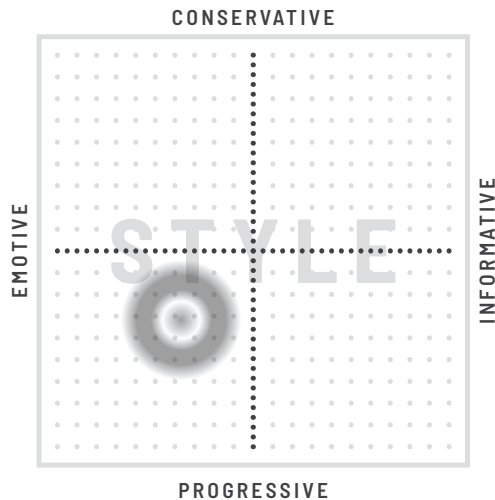
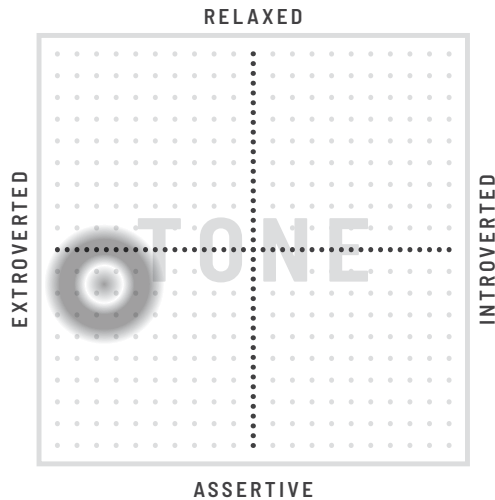


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- MAROON
- MAROON
- RED
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- RED
- PURPLE
- PURPLE
- PURPLE

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- BEIGE
- BEIGE
- GREEN
- YELLOW
- BLUE
- MAROON
- MAROON
- PURPLE
- PURPLE



## ANALYSIS

# 32 (STRONG)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Typography and textures express a competitive Maroon quality. Somewhat inconsistently, brand design language expresses a message of community, enthusiasm, and leadership.

**IMAGERY** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Photography and video position the brand toward nurturing Purple and entertaining Red. Quality is a step above average and, at times, beautifully composed. The image library has room for improvement that could propel the brand persona further.

**NARRATIVE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

A surface-level expression of Red and Purple archetypes appears across messaging but often lacks specificity in tone and supportive evidence.

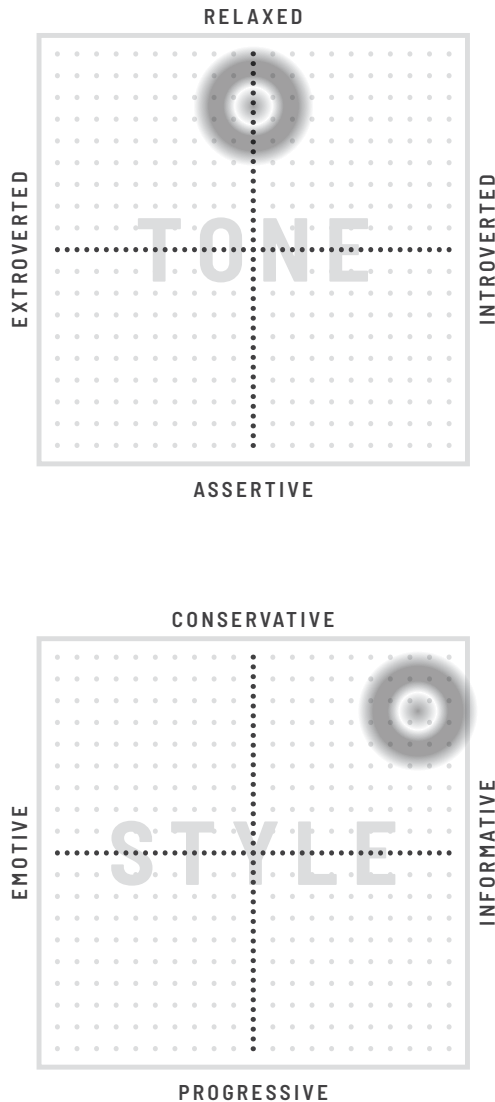
**PRESENCE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

MSU boasts a large presence across multiple social platforms. Not all accounts are updated daily, or even weekly, but a strong Facebook footprint emphasizes MSU's Purple provider persona.

## OVERALL STORY

Mississippi State University integrates an entertaining Red, nurturing Purple, and gritty Maroon archetype with passion and energy. The University's challenge is to bring focused and consistent storytelling to all of its marketing efforts, ensuring all messaging continues to home in on a clearly defined personality set while removing off-brand strains that dilute its message.





## ANALYSIS

# 22 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

USM's website and video aesthetic meets modern-day design expectations. Nonetheless, it appears overly reliant on a bold Yellow color palette that is not as compelling as perhaps intended. Design ultimately feels like it prioritizes flashy functions rather than striking substance.

**IMAGERY** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Imagery is custom and photos express some personality consistent with the subject matter. Photography on the "Student Life" webpage feels the most realistic though is still generic. Some videography, haloed on the website, is stronger but overall quality varies.

**NARRATIVE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Overall messaging is conversational and factual, with few expressions of personality. There are subtle attempts at charged language and calls-to-action but these are wide-ranging in archetype portrayal. Pink campus beauty messaging proliferates on social media.

**PRESENCE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

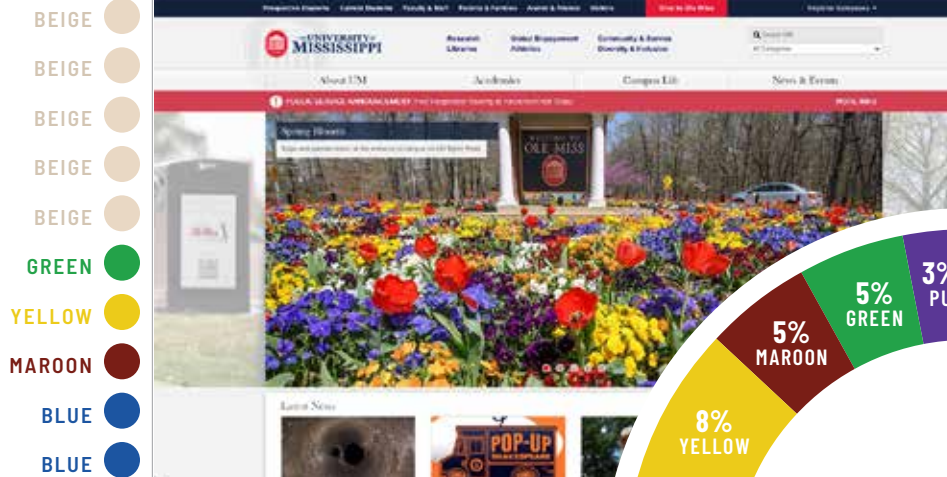
Updates to social media and follower counts are adequate but not robust. Individual posts are occasionally strong, but little evidence exists of a coherent strategy.

## OVERALL STORY

The University of Southern Mississippi's new "Southern Miss Proud" positioning is engaging but the personality portrayed is diffuse. Demonstrating a percentage of almost every archetype, none are expressed in significant or compelling amounts aside from Purple and Blue. There is clear momentum and progress with the website redesign and new positioning, but effective elements of both will need to be extended throughout categories.



## WEBSITE



Website conveys energetic campus life. Some Blue leadership and Maroon grit shine through, especially on admission-related pages.

## SOCIAL



Elegant Pink campus imagery and entertaining Red playfulness combine to create a beautiful celebratory tone in many of the social media posts.

## VIDEO

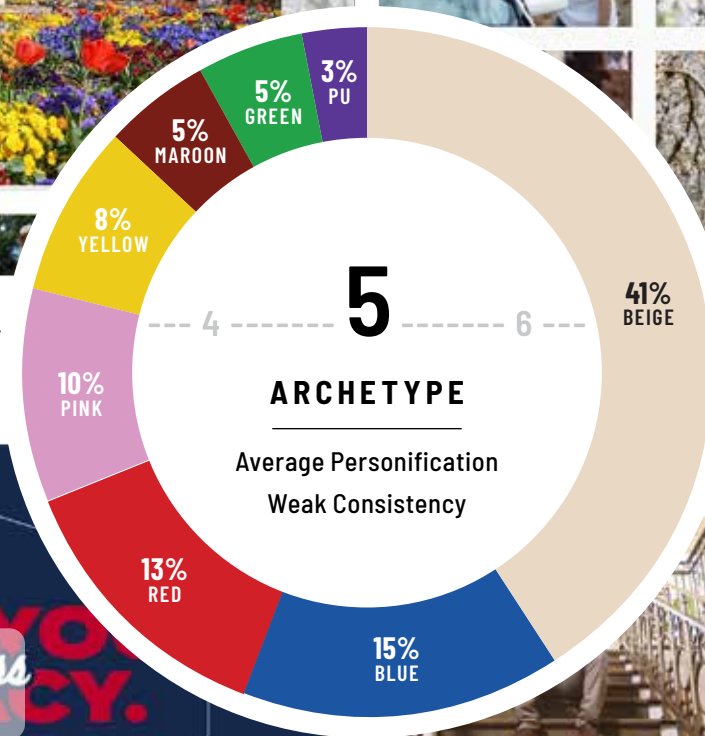


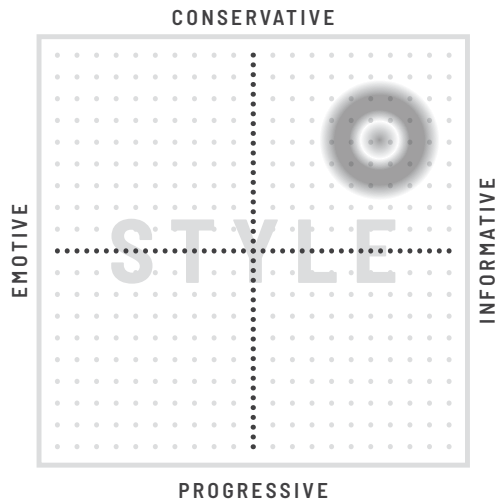
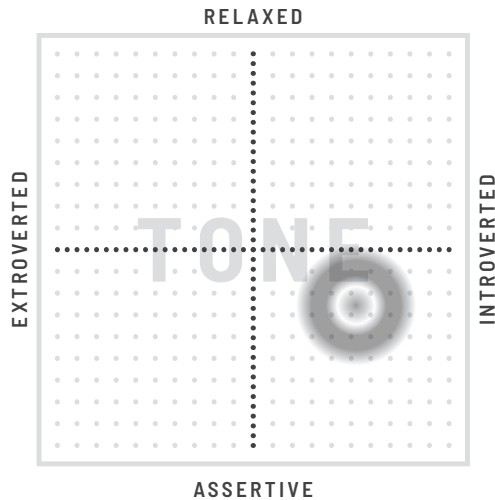
A prominent National Spot video tells a story of Yellow knowledge-seeking and innovation and Blue preeminence, with shades of Green exploration, Red entertainment, and Pink elegance.

## CAMPAIGN



Design, elegant typography, and stylish, confident students tell a story of Pink sophistication and elite Blue assertiveness.





## ANALYSIS

# 30 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- **6** ----- 7 ----- 8 ----- 9 ----- 10

Design is quite strong in places but inconsistently applied. Website and videos tell a persistent Maroon story, while campaign materials convey an elegant Pink.

**IMAGERY** 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- 6 ----- **7** ----- 8 ----- 9 ----- 10

Customized imagery portrays invigorated but competing personalities, with social media leaning Red, campaign tending toward sophisticated Pink, and videos embracing Yellow-Green discovery and Maroon industriousness.

**NARRATIVE** 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- **6** ----- 7 ----- 8 ----- 9 ----- 10

The University of Mississippi conveys an energetic sense of robust campus life. This story often stops at a playful Red message. With strategic intention, the same material can tell a powerful story about the fierce loyalty and pride the University inspires.

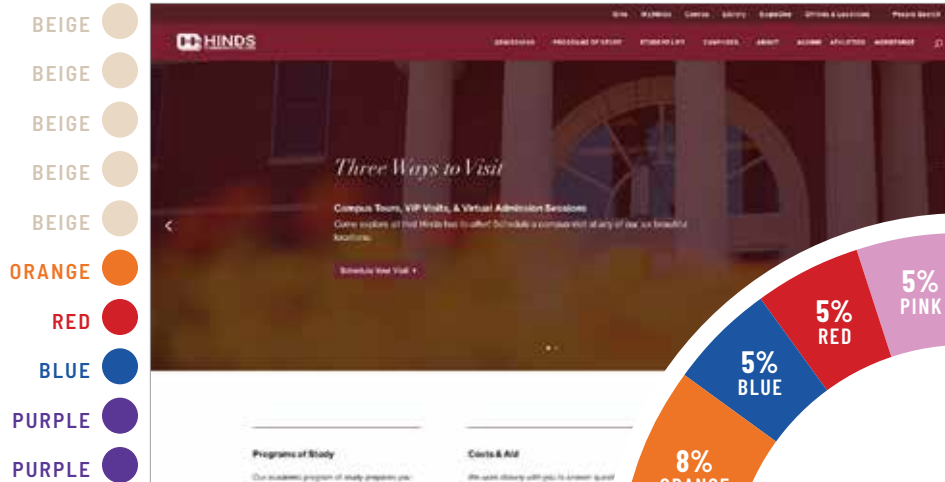
**PRESENCE** 1 ----- 2 ----- 3 ----- 4 ----- 5 ----- **6** ----- 7 ----- 8 ----- 9 ----- 10

Ole Miss demonstrates its elegant Pink campus beauty and entertaining Red playfulness across channels, but in ways that are commonplace in higher education rather than as a unique reflection of the institution's essential character.

## OVERALL STORY

The University of Mississippi portrays an energetic rainbow across its marketing platforms—entertaining Red on social media, elegant Pink in campaign collateral, analytical Yellow and persevering Maroon in videos, with powerful Blue woven throughout. Despite the robust sense of activity, the competing directions at times prevent a singular personality expression from shining through.

## WEBSITE



An adequately designed but ultimately generic website lacks any depth of personality aside from a community-driven Purple.

## SOCIAL



Dry news-derived stories from Hinds' website surprisingly manage to convey the Blue successes of its Purple community.

## VIDEO

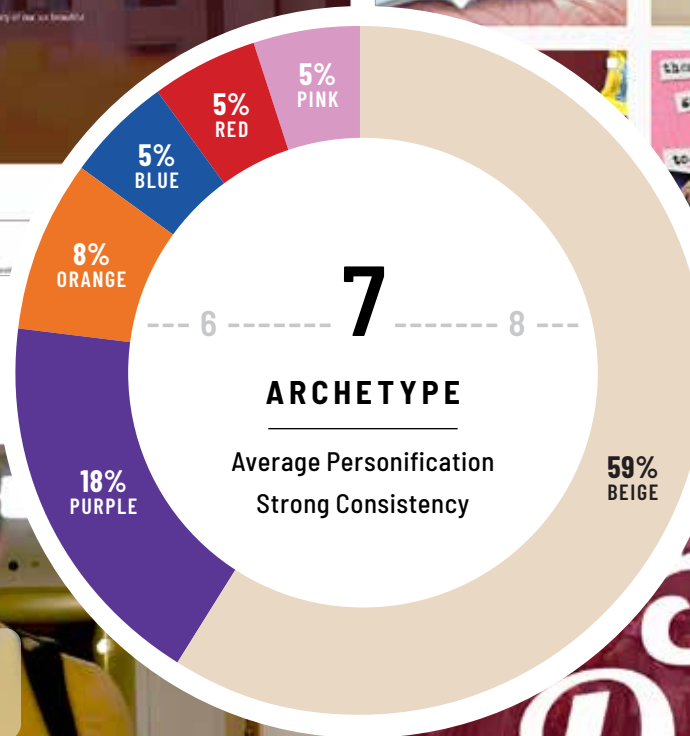


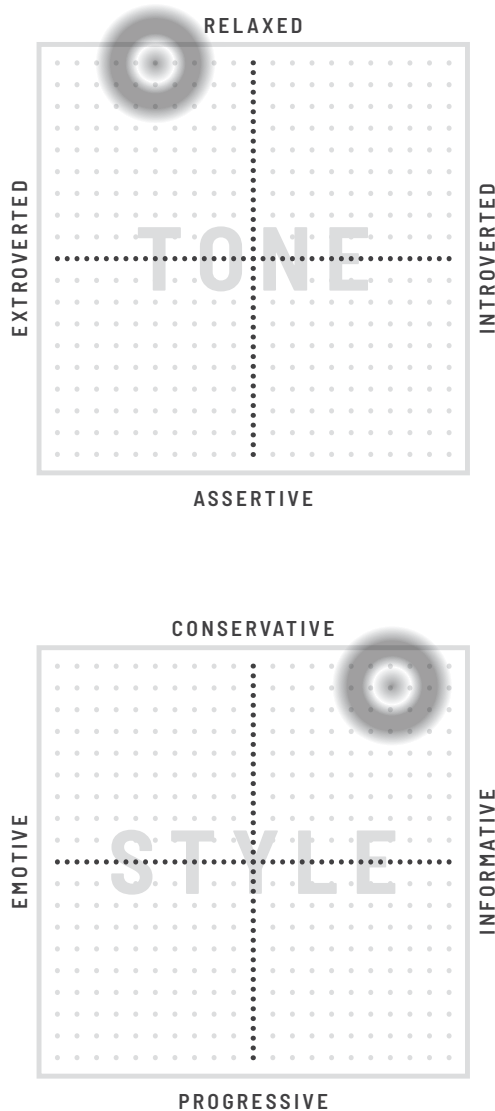
While Hinds' videos are often too long or slowly paced, notes of Purple, Orange, and Red emerge from an overwhelming amount of Beige.

## CAMPAIGN



Hinds lacks any central campaign expressed intentionally through website, social, or video channels, instead defaulting to platitudes true to any university.





## ANALYSIS

# 22 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Website has plenty white space, and its more minimalistic font usage gives imagery and content space to breathe. Designed asset utilization is very slim via social channels. Printed brochure-based collateral introduces Green illustrative infographic elements that clash with other treatments.

**IMAGERY** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Photography across web pages and social media appears largely custom and sourced from the same photographer but interspersed with some generic or stock assets. Overall videography is of sufficient quality but not personified outside of subject matter.

**NARRATIVE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Hinds lacks much clear intentionality in storytelling expressed through its website, social, and video channels. There is a vein of Orange, however, found in all categories aside from Campaign, that, if authentic, could augment Hinds' deep Purple and light Blue.

**PRESENCE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Activity via Facebook is appropriate for the platform, but the cadence is sporadic. There are observed week-long gaps observed from the news stories shared on Hinds' Twitter. Social tone is very dry featuring generic, indistinctive claims and comments.

## OVERALL STORY

Hinds Community College would benefit from greater intentionality in all communications categories. Its website and imagery are both very technically sound but do not do much to differentiate Hinds from competitors. Additionally, the absence of any centralized campaign leads to an apparent lack of any core narrative aside from committed support of its student population.

## WEBSITE



Generic and uninspired website layouts lean slightly Purple and Red with notes of togetherness and Holmes community spirit.

## SOCIAL



A tinge of Orange originality augments the Purple and Red seen across all categories but social execution is technically flawed.

## VIDEO

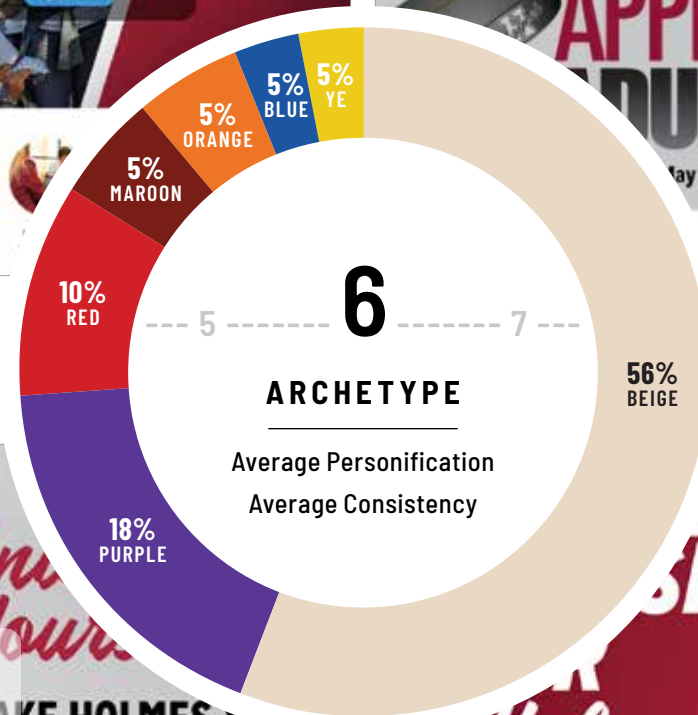


Multiple recently released promotional videos present competing narratives spanning almost all archetypal personalities.

## CAMPAIGN



Holmes' core campaign message is "No Place Like Holmes" which is presented through a Red lens in its focus on memorable experiences.

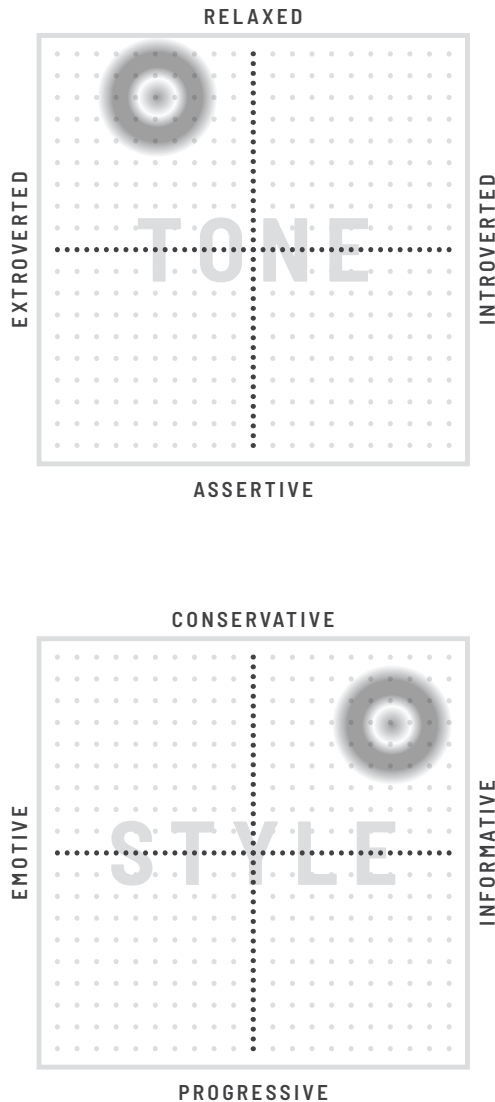


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ORANGE  
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## ANALYSIS

# 20 (WEAK)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----**3**-----4-----5-----6-----7-----8-----9-----10

Disjointed design hierarchies can be observed across all categories. Most elements feel dated and generic even if technically sound. More standardized usage of logo, font, color palate, and other elements would benefit the Holmes brand overall.

**IMAGERY** 1-----2-----3-----4-----**5**-----6-----7-----8-----9-----10

Animation comprises the majority of Holmes limited videography. While not necessarily of sufficient quality, videos are consistent in font usage, color, and overall feel. Photography featured on the website, within social, and in collateral is of lower technical quality and not always personified.

**NARRATIVE** 1-----2-----**3**-----4-----5-----6-----7-----8-----9-----10

Disjointed narratives observed across categories fracture the overall Holmes expression. While there are some consistent veins of Purple, Red, and very light Blue, central videos that in aggregate try to express everything to everyone muddies overall portrayal.

**PRESENCE** 1-----2-----**3**-----4-----5-----6-----7-----8-----9-----10

There are technical issues observed across all social networks. Post cadence is not high enough. Imagery is not always effectively used, particularly on Twitter. Captions are not used effectively and pervasively across Twitter and Instagram. Instagram is not promoted on the homepage.

## OVERALL STORY

Holmes Community College's overall position within this competitive landscape is hindered both by inconsistent minimal personification and actual technical issues. It does compellingly express a depth of Red that only trails larger public state schools, offering a potential point of differentiation. However, no archetypal portrayal beyond Purple or Red presents at a depth greater than 5%.

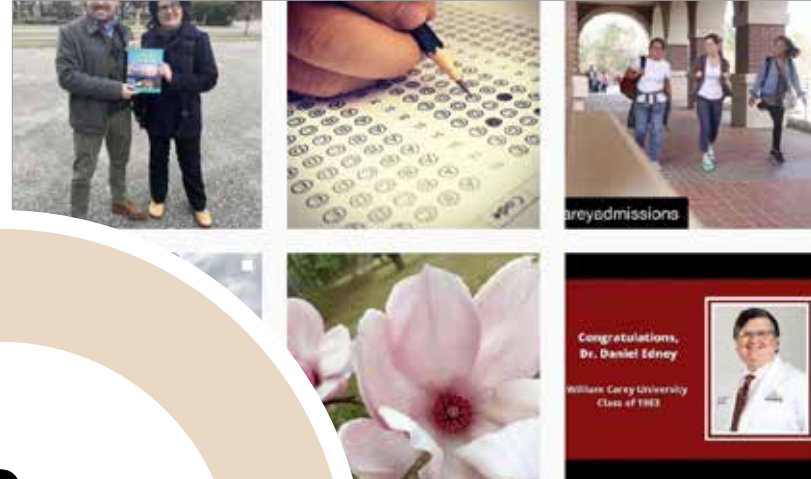


## WEBSITE



A basic one-column templated website portrays a mix of Purple, Blue and Pink, but does not leverage dynamic design or typography.

## SOCIAL



Social content's central theme combines Blue accomplishment with evidence of the Purple ways WCU gives back to its community.

## VIDEO

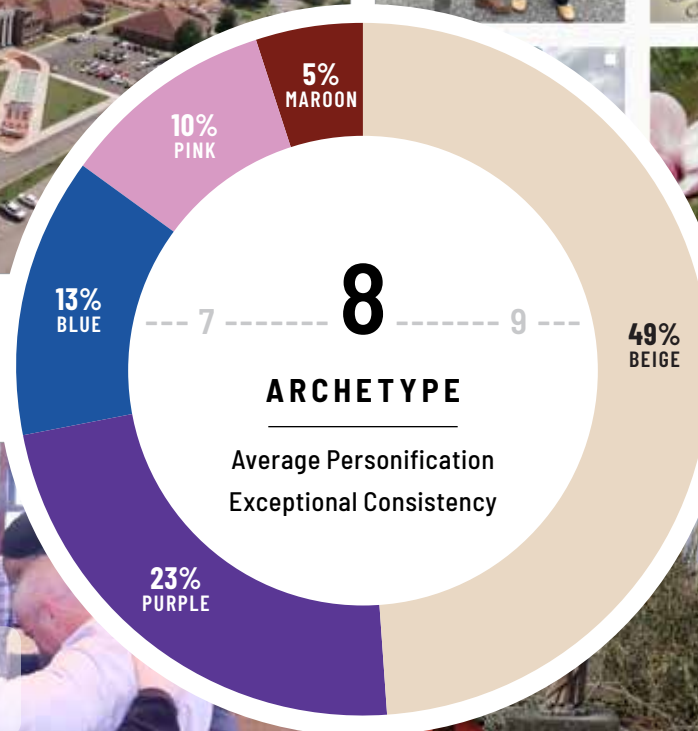


Sparse and lowly-viewed videos nonetheless introduce Maroon resilience through a determined response to a 2017 tornado natural disaster.

## CAMPAIGN



Three parallel campaigns—Carey Creed, annual bible verse, and disaster recovery—in aggregate adhere to WCU's established personality.

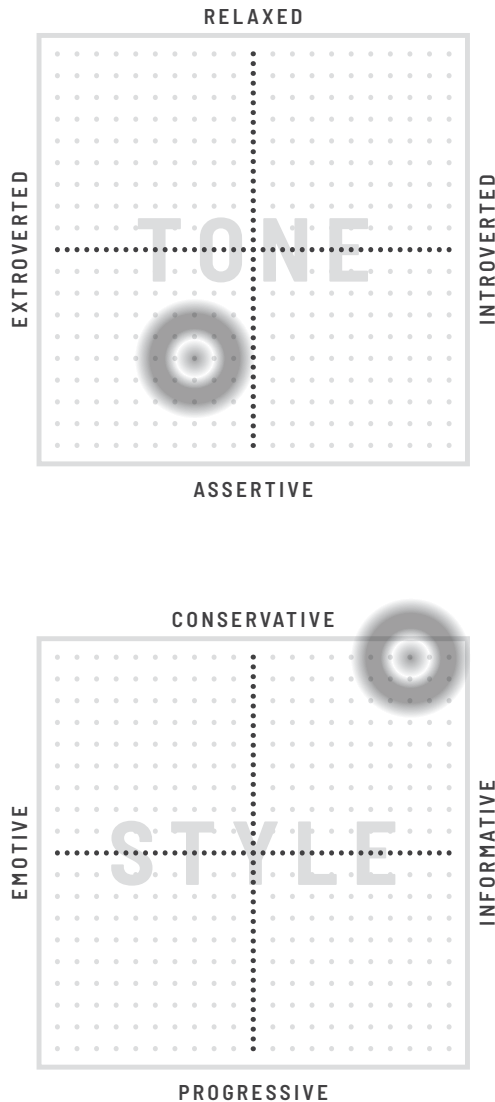


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## ANALYSIS

# 23 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Unfortunate issues present in various aspects of WCU's web design, including link-heavy lists, outdated buttons, and unengaging "I Want To" and footer sections. The few designed and branded posts within social were poorly executed and lacked personification. Campaign collateral is lacking or absent.

**IMAGERY** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Website-based photography defaults to standard typical portrait-based and campus captures. Photography shared on social is candid, but of sufficient quality even if not overtly personified. Videography quality, treatment, and execution are inconsistent across examples.

**NARRATIVE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

WCU is fairly consistent in its personality expression, with veins of impactful Purple, success-driven Blue, and established Pink conveyed across all categories. This personality mix is augmented with Maroon determination in video and campaign executions.

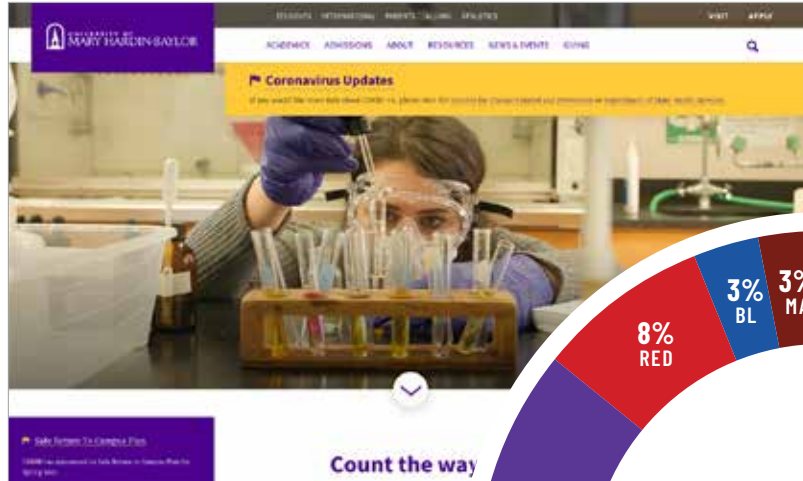
**PRESENCE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Social strategies are executed to slightly lower technical quality than ideal. WCU lacks any platform-specific content strategies, instead syndicating content widely. Despite employing heavy reshares across Twitter and Instagram, WCU does cohesively express some Purple and Blue personality facets.

## OVERALL STORY

William Carey University is to be lauded for the consistency of its archetypal mix. However, it struggles with consistency in tone and the regular use of generic language. Website content is overly outgoing to the degree that it feels forced, while social and video content feels more natural. Messages like "We Want To Know You!" prove a need to deepen the near 50% of the University's Beige expression.

## WEBSITE



Copy features an extroverted Purple tone along with an established Blue feel. Purple care and Red spirit elevate otherwise Beige imagery.

## VIDEO



While marketing videos are generally Beige in their filming, select interview content features Purple stories of supportive and life-long Purple connections.

## SOCIAL

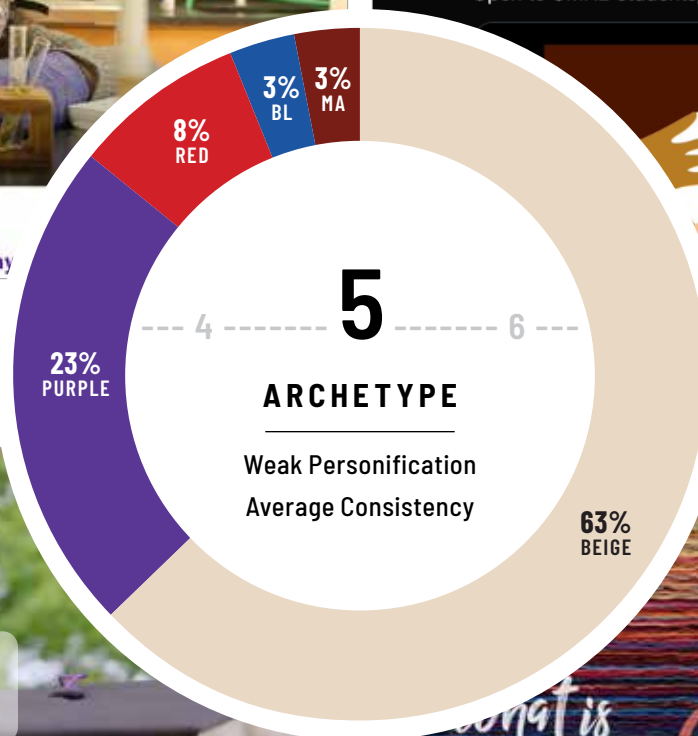


Social channels are peppered with references to UMHB's hard working and resilient Maroon spirit, Red enthusiasm, and Purple compassion.

## CAMPAIGN



Enrollment campaign products continue the Purple and Red expressions of other marketing categories through both story and imagery.



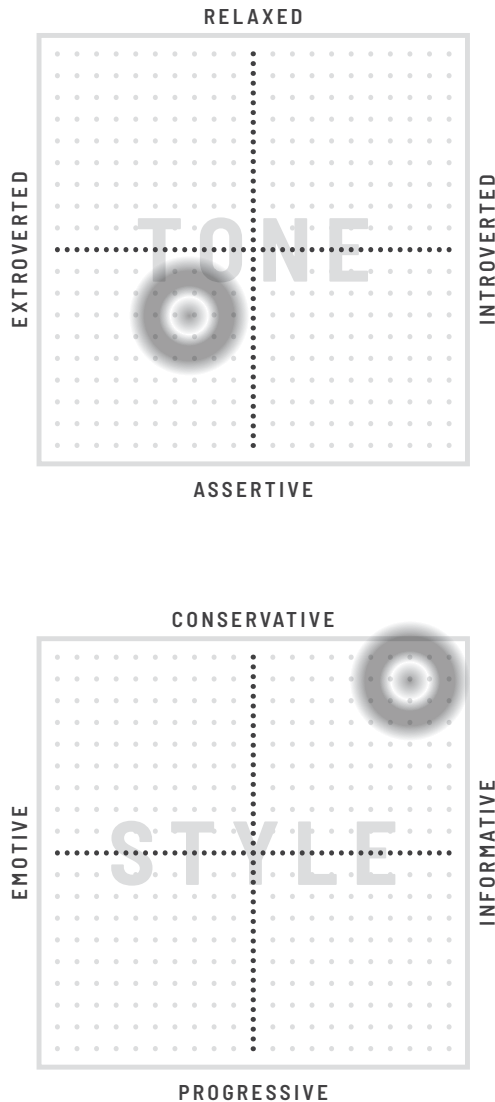
5

## ARCHETYPE

Weak Personification  
Average Consistency

BEIGE  
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BEIGE  
MAROON  
RED  
PURPLE  
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PURPLE



## ANALYSIS

# 22 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----**3**-----4-----5-----6-----7-----8-----9-----10

Across channels, design is primarily Beige, often missing the opportunity to employ design elements to emotive effect. The website templates lack hierarchy in both typography and layout, and overall, design rarely distinguishes the University of Mary Hardin-Baylor from its competitive set.

**IMAGERY** 1-----2-----3-----**4**-----5-----6-----7-----8-----9-----10

The image library includes primarily custom photography. While many images are generically Beige, expressions of Purple are included in every marketing category. Videography features drone footage and static interviews with little attempt to employ filming as a storytelling tool.

**NARRATIVE** 1-----2-----3-----4-----**5**-----6-----7-----8-----9-----10

Across most marketing categories and products, the copy employs an extroverted and engaging tone which creates a friendly and welcoming Purple and Red expression which is not consistently supported through other creative elements.

**PRESENCE** 1-----2-----3-----4-----**5**-----6-----7-----8-----9-----10

Overall, the University of Mary Hardin-Baylor creates a consistent online presence. While content is often generic, there are compelling expressions of resilient Maroon, empathetic and welcoming Purple, and joyful Red within both organic and paid social content.

## OVERALL STORY

The University of Mary Hardin-Baylor's story of passionate Red energy and caring Purple community hints at a depth that is not yet developed. While imagery, narrative tone, and content all include glimpses of this Red-Purple expression, it lacks the detail needed to create a truly emotive brand expression. Additionally, an established Blue and resilient Maroon story is briefly introduced but never developed.

## WEBSITE



Design is clean and sparse while imagery expresses elite Blue and beautiful Pink. Narrative stories are leading Blue and caring Purple.

## SOCIAL



Social channels include Pink imagery and moments of Blue excellence that could be strengthened by greater connection to institutional identity.

## VIDEO

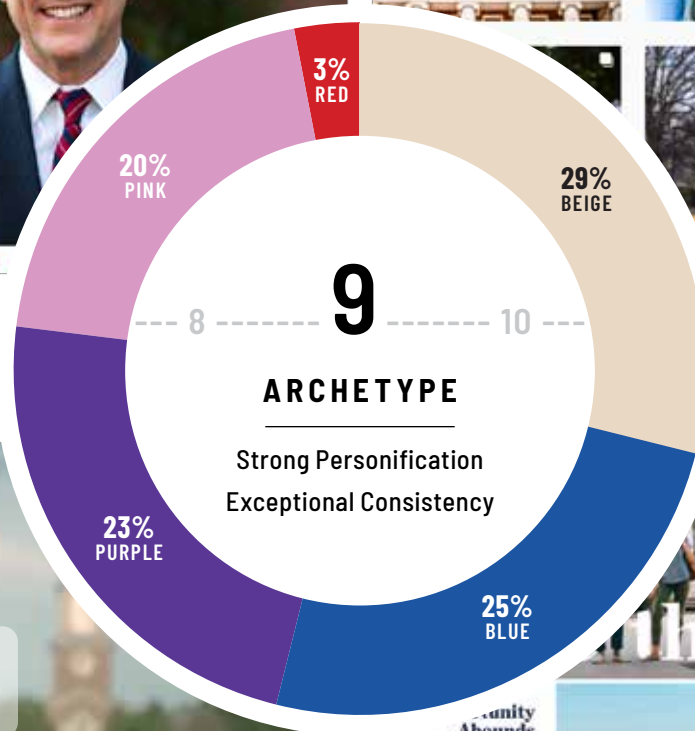


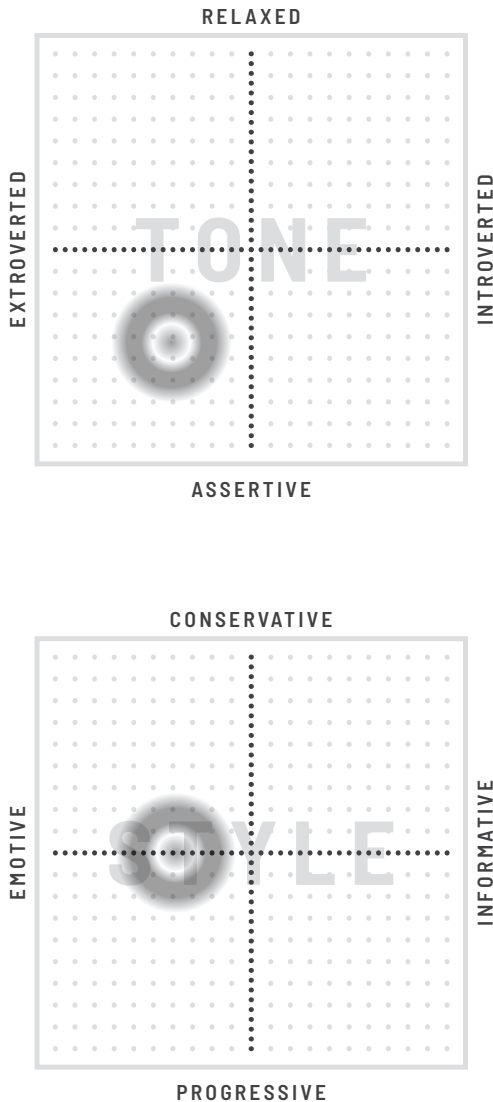
A deeply caring Purple video is included in a library which uses lens and camera angles to communicate Pink and Blue. Content is largely factual Beige.

## CAMPAIGN



Campaign print design is a consistent mix of Pink and Blue expressions. Copy is primarily leadership Blue, supported by a caring Purple commitment to serve.





## ANALYSIS

# 33 (STRONG)

## BRAND & ARCHETYPE SCORE

### DESIGN 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Design quality varies across channels. Campaign materials and some videos feature a refined Pink design. However, website design is too simple to effectively draw attention appropriately and does not express the strength of personality established on other channels.

### IMAGERY 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Imagery effectively communicates a refined Pink and elite Blue personality in photographs of both campus beauty and student leadership. However, website and social media channels include many lower-quality Beige filler images.

### NARRATIVE 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Copy in campaign materials is deeply Blue and Purple, supported by ample evidence and narrative tone. The Blue and Purple archetypes are expressed without consistency across other mediums, where copy is sometimes factual and Beige.

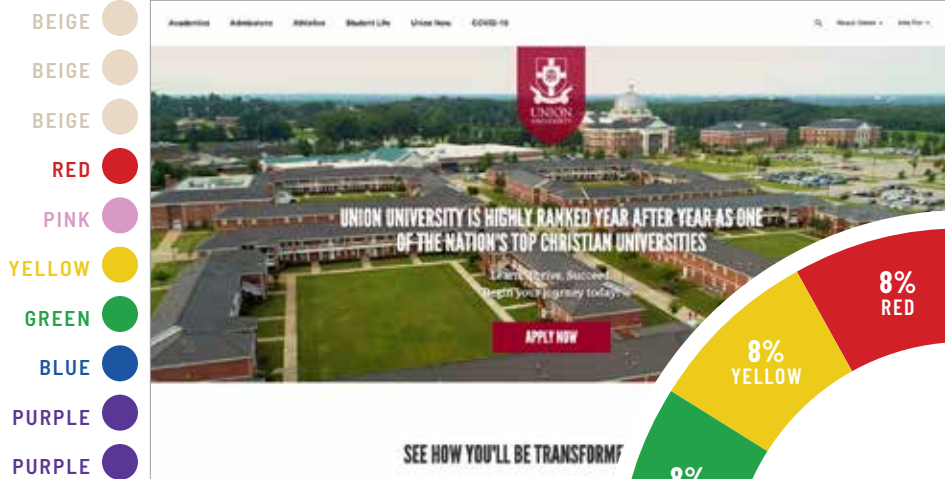
### PRESENCE 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

With a significant number of followers and regular postings across multiple channels, Samford could improve its social media presence through greater intentionality by relating all individual posts back to the institution-wide brand identity and narrative.

## OVERALL STORY

Samford University expresses one of the most consistent brand narratives found within the competitive pack. A story of Blue leadership and caring Purple community weaves together with Pink beauty and elegance across various channels. This story is particularly well-communicated in campaign materials but could be more intentionally integrated into Beige elements of the website and social media postings to build a truly exceptional brand.

## WEBSITE



A modern and progressive homepage is anchored by a central video expressing Purple caring and support and Blue success.

## SOCIAL



Absent the Yellow personality present in other categories, Union relays a collection of Purple, Blue, Pink, and Red stories.

## VIDEO

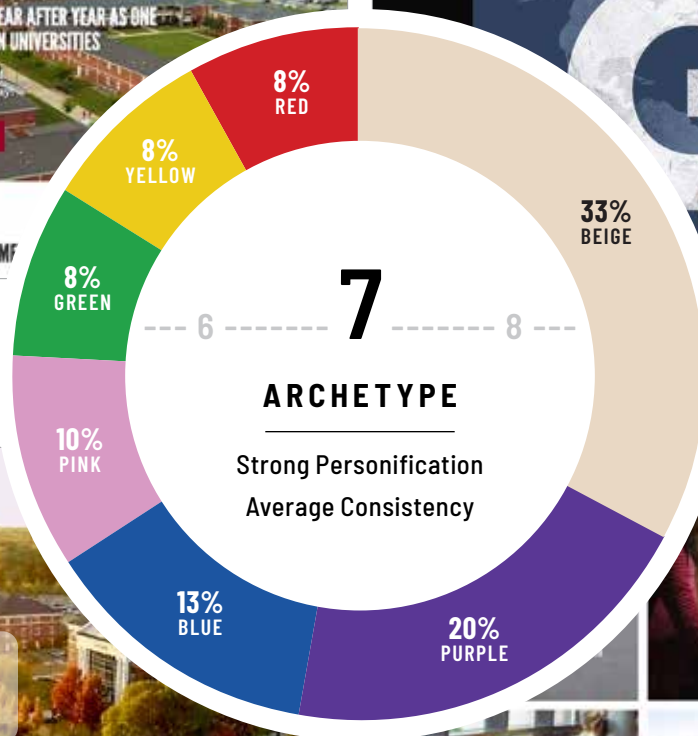


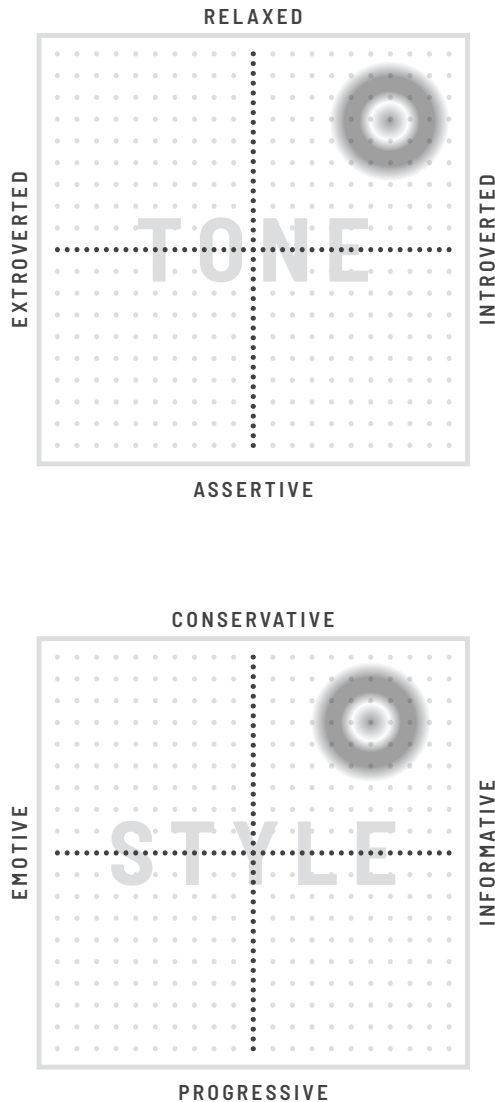
Videos with high production value, low viewer counts, and at times flawed pacing, offer a wide array of personality tones.

## CAMPAIGN



Varied campaign collateral leans into narratives of Purple service, Blue and Pink excellence, and a promise of personal transformation.





## ANALYSIS

# 26 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----3-----4-----**5**-----6-----7-----8-----9-----10

Union leverages healthy white space, multiple videos, and a compelling scroll feature that unveils high-quality backgrounds, central themes, and messages. Subpages, however, are mostly informative link directories. Union's modern design aesthetic is mirrored in social and collateral assets but only minimally within videography.

**IMAGERY** 1-----2-----3-----4-----**5**-----6-----7-----8-----9-----10

Photography is custom, high quality, and intentionally edited. Outside of its technical aptitude, however, Union's photography does not always express clear personality. Videography, on the other hand, represents six total archetypes to a significant depth.

**NARRATIVE** 1-----2-----3-----4-----5-----**6**-----7-----8-----9-----10

Union's aggregated narrative is freely expressed across all categories with Beige factoring in at less than 40%. However, in expressing anywhere from four to six archetypes per category, its central personality is inconsistently divided between competing messages.

**PRESENCE** 1-----2-----**3**-----4-----5-----6-----7-----8-----9-----10

Social content may be overly reliant on links back to UU-held web destinations and aesthetically-driven, yet cliché photography. In addition, the tone, while polite, is not truly engaging. Post cadence is appropriate but content is identical across platforms.

## OVERALL STORY

Union University's most compelling narrative may be found in strong promises of personal transformation. However, it does not truly lean into the potentially differentiating Yellow that could be associated with transformation. Instead, Union University makes heavy use of much more common messaging around the Purple and Blue impact of individual growth and refined imagery aesthetics to introduce Pink positioning.



## WEBSITE



Clean yet innocuous website design juxtaposes irreverent and even pithy copy with large hero images to convey success and impact.

## SOCIAL



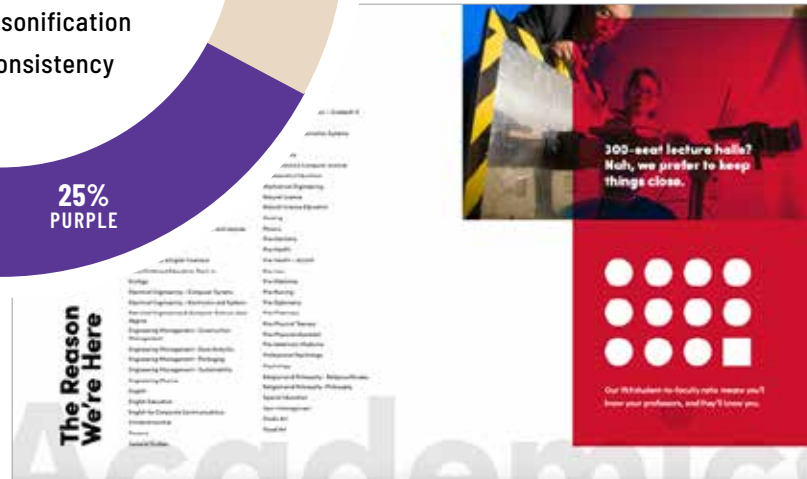
Despite social execution that is flawed at times, CBU expresses a consolidated Purple, Blue, and Pink narrative.

## VIDEO

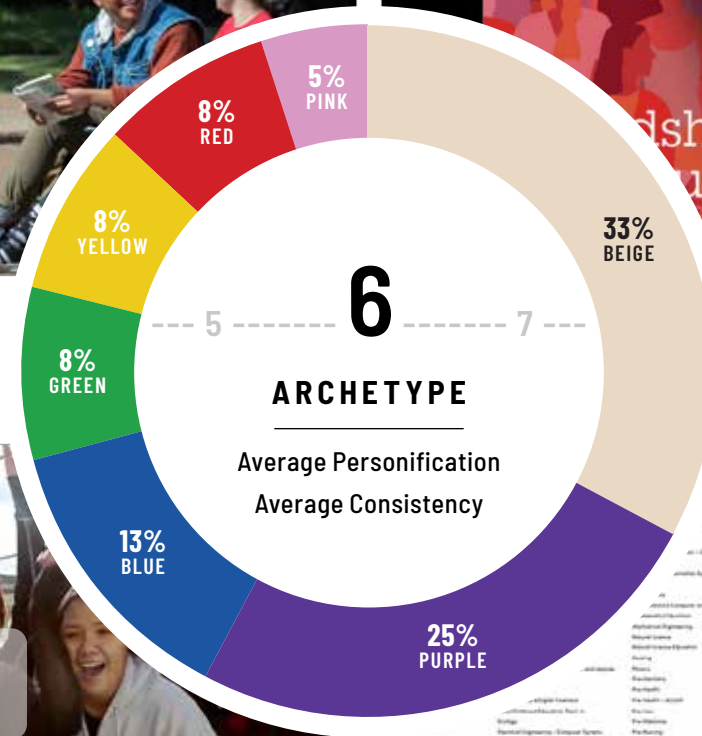


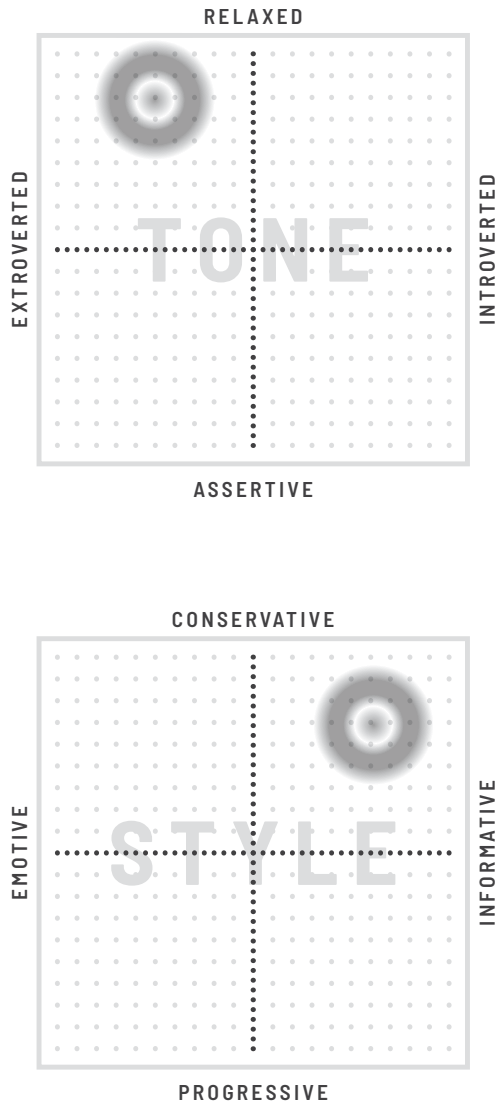
Lightly viewed videos augment Purple stories with innovative Yellow, inquisitive Green, and enthusiastic Red seen in all categories outside social.

## CAMPAIGN



Intentional campaign collateral centralizes around futuristic Yellow stories of Purple and Blue belonging and impact; also hinting at Green and Red.





## ANALYSIS

# 26 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

CBU is very consistent in sharing a consolidated, yet ultimately generic and forgettable design aesthetic across categories. Designed assets shared heavily via Facebook and Instagram, video treatment and logo animation, and viewbook collateral all resonate with the style introduced on the website.

**IMAGERY** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Glimpses of Purple community and Yellow innovation appear within mostly Beige mixed-quality imagery prominently shared across categories. Videography is likewise mixed, with two-thirds of last year's output being lesser-produced "Community Conversations" releases. At times, however, good camera movement and intentional panning help propel the narrative.

**NARRATIVE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

CBU's central narrative appears to concentrate around stories of enabling student success, but there is a distinct delta between the tone and spirit of content found on the website, within videos and campaign material, and in social where narrative is minimal.

**PRESENCE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Social channels largely share announcements in ways that are not necessarily engaging. The fun, lively and irreverent tone introduced on the website is not present in social. Post cadence is too infrequent and contains gaps, and Twitter relies on retweets of athletics content.

## OVERALL STORY

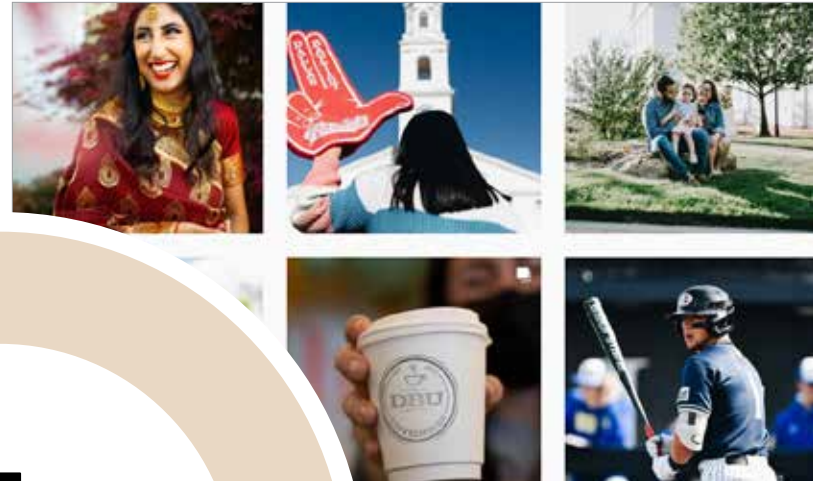
While Christian Brothers University does possess some notable depths of Purple and Blue, over 35% of its overall personality portrayal is divided between four other weaker archetype expressions. Social offers perhaps the biggest opportunity for improvement and personification. The greater expansion of consolidated campaign efforts through all categories could also tighten the University's personality aperture.

## WEBSITE



Both imagery and narrative include hints of caring Purple and transformative Pink within a professional but generically Beige website.

## SOCIAL



Copy is imbued with a bright Red energy and Purple warmth. Imagery continues these Red and Purple expressions while also introducing Pink beauty.

## VIDEO

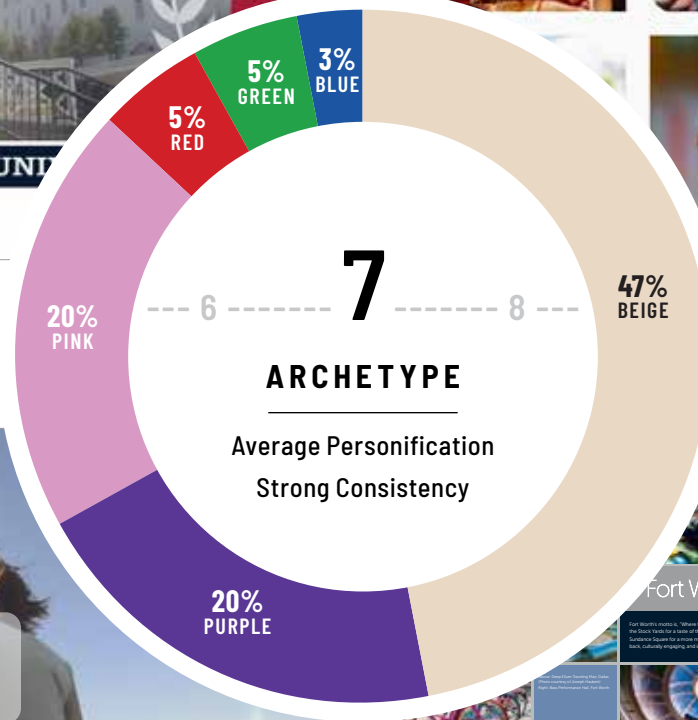


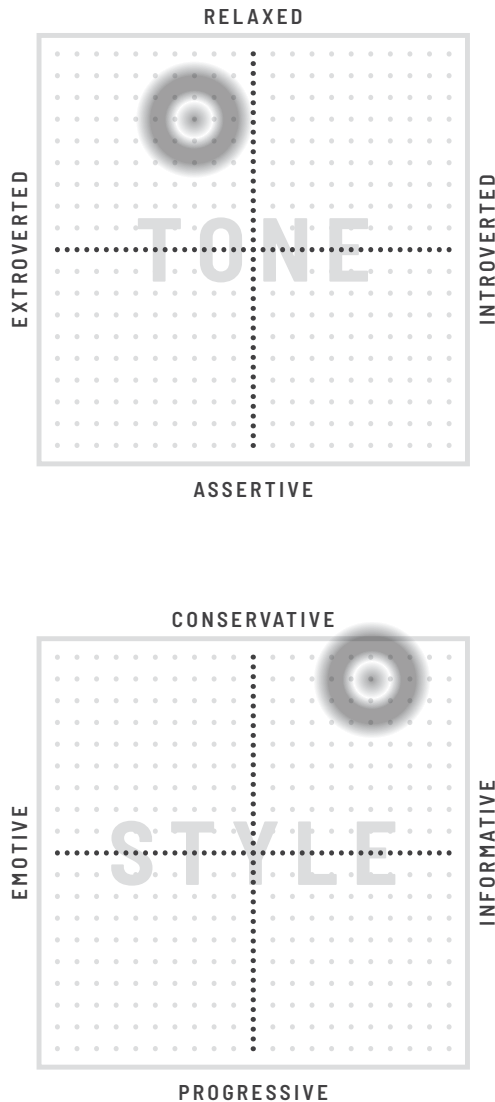
Videography within some campaign videos engages the senses to create a powerful Pink experience that is accompanied by expressions of Green journeying and Purple trust.

## CAMPAIGN



Campaign print products share similar branding as the website and include moments of Purple compassion, Blue excellence, and Pink transformation.





## ANALYSIS

# 26 (AVERAGE)

## BRAND & ARCHETYPE SCORE

**DESIGN** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Design is clean and professional in Dallas Baptist University's videos but moves to predictable constructs and templates elsewhere. Opportunities are missed to enhance visual communication of the Pink, Red, and Purple found in imagery and narrative.

**IMAGERY** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Imagery appears to be primarily custom, comprising intentional subject matter and framing. Similar to many of its competitors, images are warm and sophisticated. Campaign videography, in particular, creates a dynamic Pink expression.

**NARRATIVE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

Copy is consistent in its message of transformation, passion, hospitality, and preparation, laying the foundation for what could become a compelling Pink, Red, Purple, or Blue brand story. Campaign videos also introduce an element of Green discovery as they invite students to trust in God's call for their lives.

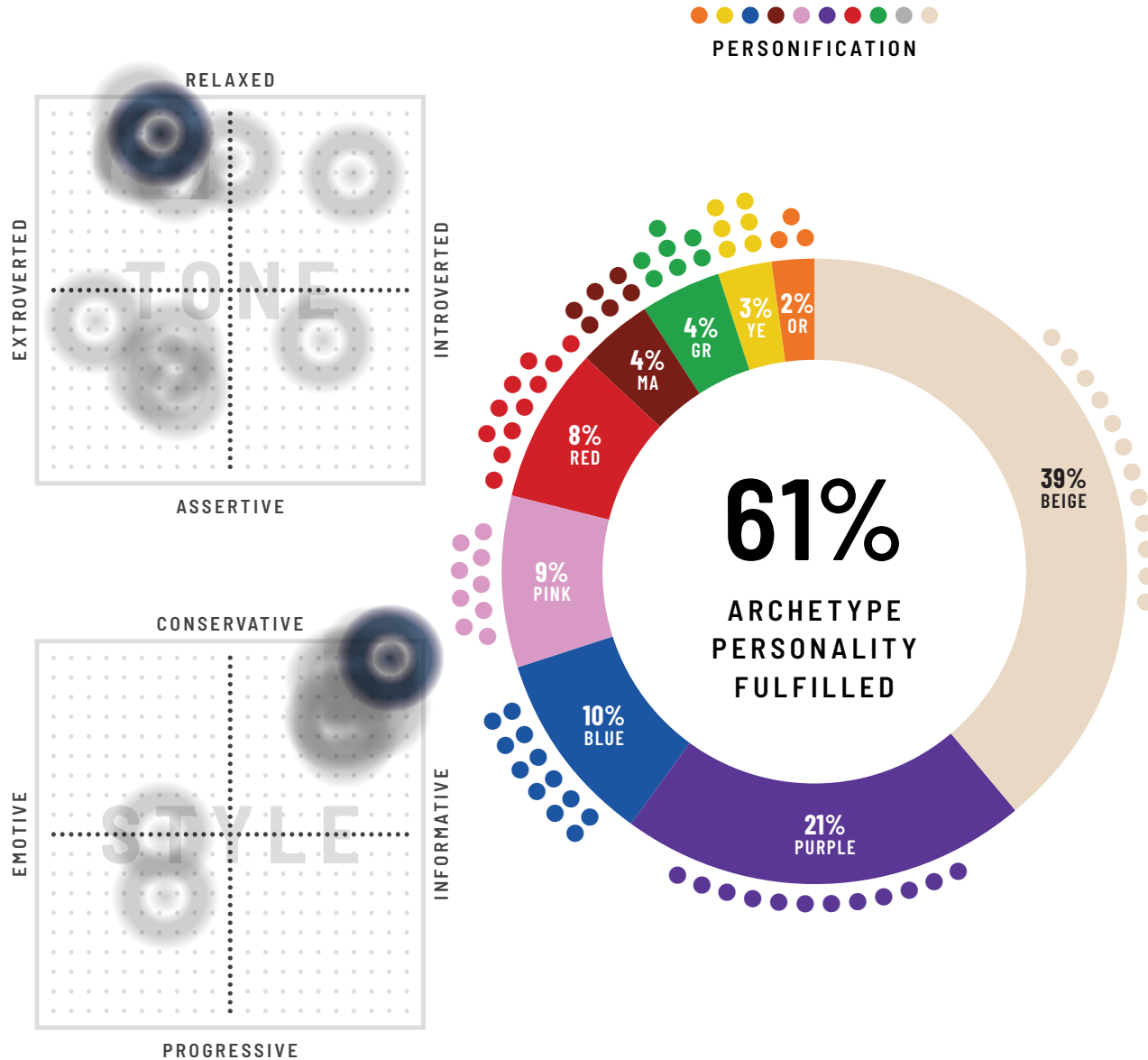
**PRESENCE** 1-----2-----3-----4-----5-----6-----7-----8-----9-----10

While there is ample opportunity to introduce more specific and emotive personality expression, Dallas Baptist University creates a consistent Red and Purple expression through its tone and energy, communicating a zeal for campus life and a sense of hospitality within its content. This expression is stronger in paid content than organic.

## OVERALL STORY

Dallas Baptist University consistently expresses passionate Red enthusiasm and warm Purple welcome within its marketing products. A story of Pink transformation is also expressed, particularly in imagery and robustly through campaign videos, which beckon the viewer into a highly emotive, sensory experience. These stories work together to invite prospective students to discover their own personal transformation through a Dallas Baptist University education. Imbuing more robust and story-driven execution of these expressions across all marketing channels would further enhance the DBU's reputation.

Samford University	33	Compassionate Leaders
Mississippi State University	32	Nurturing Providers
University of Mississippi	30	Proud Trailblazers
<b>Mississippi College</b>	<b>28</b>	<b>Commendable Confidants</b>
Dallas Baptist University	26	Enthusiastic Dreamers
Christian Brothers University	26	Successful Servants
Union University	26	Caring Counselors
William Carey University	23	Agreeable Guides
University of Mary Hardin-Baylor	22	Friendly Supporters
Hinds Community College	22	Passive Patrons
University of Southern Mississippi	22	Inconsistent Strivers
Holmes Community College	20	Generic Hosts



**CUMULATIVE CATEGORY SCORES**   **CUMULATIVE AVERAGE SCORES**

WEBSITE  
**52%**

PU PU BL PI RE  
BE BE BE BE BE

SOCIAL  
**53%**

PU PU BL PI RE  
BE BE BE BE BE

VIDEO  
**60%**

PU PU BL GR PI  
RE BE BE BE BE

CAMPAIGN  
**55%**

PU PU BL MA PI  
BE BE BE BE BE

DESIGN  
**4.58**

IMAGERY  
**5.00**

NARRATIVE  
**5.00**

PRESENCE  
**4.67**

ARCHETYPE  
**6.58**

total overview

### INSIGHTS

#### 1. Field of Beige

The most prominent, current expression among the entire competitive set is a Beige blandness that creates a challenge for both the market, with regards to truly differentiating among the options, as well as for Mississippi College when creating a strong reputation strategy. That said, the collective lack of distinction also presents an opportunity for MC to express an authentic personality in ways that separate it from the field. This realization is among the most important discoveries to be made when developing reputation strategy.

#### 2. Projecting Purple

The primary personality expression within this competitive set is a generic yet supportive Purple. This heavy reliance on Purple does little to create a truly distinct position in the market as a stand-alone personality expression. With nearly every institution projecting Purple as its top archetype, the market is familiar with and, to some degree, expects it. Finding ways to deepen and authentically own Mississippi College's unique Purple expressions, in conjunction with emphasis on the other personality platforms and dimensions, will require careful consideration and thoughtful execution.

#### 3. Tone and Style Huddle

When evaluating both tone and style there are a few key observations. Although there is a scatter plot with tone, Mississippi College is huddled among a few competitors. Similarly, with style, MC is positioned among the crowd in a non-differentiated position. This is undoubtedly a function of the collective Beige dominance within the competitive set. An evaluation of total expressions, with regards to visual assets and copy, might reveal to what extent this herd mentality is a result of playing it safe, a reliance on factual and transactional communication styles, or an unintentional coincidence.

## RECOMMENDATIONS

### 1. Bypass the Beige Bandwagon

Every effort to reduce Beige expressions will serve both audiences and the Mississippi College personality. Resist a reliance on solitary personality expressions that might feel familiar and easy. Staying true to missional priorities with a comprehensive commitment to drift from Beige will be strategic.

### 2. Purposeful Purple

Projecting those carefully curated narratives, points of pride, and missional aspects of Mississippi College's differentiated Purple will help clarify those engaging dimensions of its personality and authenticate what Mississippi College Purple means. This will intentionally move away from generic promises of support widely seen in the collective, competitive expressions, leading audiences instead toward the transformative encounter that awaits them through engaging with the Mississippi College family.

### 3. Assertive Tone with Progressive Style

Consistently present an assertive tone that will stand out. The field is loaded with personalities that are seemingly comfortable with being both relaxed tone and informative style. Movement away from the herd toward a progressive style (bold confidence to be who MC is) and more extroverted tone position will separate the Mississippi College personality and present strategic messaging opportunities across the institution.



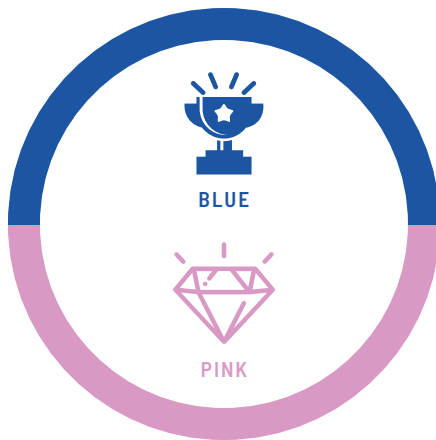
# POSITIONING STRATEGY



*What started as an inclusive, consensus-driven process of gathering both internal and external data points has lead to a synthesis of insights and conclusions around the Mississippi College reputation strategy. Considering all data and insight, what conclusions around Mississippi College's reputation strategy must be made?*



The following profile defines the authentic personality that Mississippi College should communicate consistently to be most accurate and effective.



### ACCOMPLISHED INSPIRERS

**Strong and established**, driven by beauty and excellence in all forms. Delivers stability, pride, and vitality. Values sophistication, intentionality, and accomplishment. Causes people to feel confident and inspired.

**STRONG**  
**CLASSIC**  
**CHARMING**



### WELCOMING SUPPORTERS

**Supportive and selfless**, driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.

**COMPASSIONATE**  
**NURTURING**  
**HOSPITABLE**



### ENGAGING ENTHUSIASTS

**Energetic and enthusiastic**, driven to entertain and cause others to get excited. Delivers fun and the desire to amuse and uplift. Values energy, playfulness, and enjoyment. Causes people to feel exhilarated and happy.

**PASSIONATE**  
**DYNAMIC**  
**EMPOWERING**

# STRATEGY

## macro strategy

The following strategy takes into account all internal insights, quantitative and qualitative data, market perceptions, competitive realities, and positioning opportunities. Mississippi College's application of this strategy to both short- and long-term communication decisions will serve to drive greater consistency, authenticity, and reputation.

## SATURATION AND FOCUS

The successful implementation of a reputation strategy assumes collaboration, dedication, and commitment from all campus stakeholders. Educating the Mississippi College community on the meaning of each one of the building blocks to this authentic personality, how external perceptions shape opportunities, and how the competitive landscape informs market position will allow the interplay of these authentic archetypes to showcase an empowering, nurturing, and strong character eager to make lasting change in the world. Because the competitive field shares key elements of the Mississippi College personality and there is a tendency to band together, owning this personality more consistently through an awareness of the collective competitive expressions will generate strategic advantages within key markets.

## BE BOLD, BE INSPIRED

It will be important to resist the temptation to curate MC's Christian identity through Purple expressions alone. A clear realization that MC's faith can be, and should be, expressed through each dimension of the personality is a primary way to distinguish among those competitors who share similar personality archetypes. In particular, intentionally showcasing Blue excellence and Pink inspiration through a celebration of virtue and character, rooted in faith, are the beginning stages of this type of differentiation.

## PASSIONATELY PURPLE

Among the best ways to bring about distinction in the market is through differentiating the supportive Purple aspects of the personality, infused with the distinctively Christian mission of MC. Competitors make generic promises of Purple that tend to blur together. Since the market recognizes Mississippi College's Purple, now is the time to truly inspire a community-rich Purple demonstrating how genuine, welcoming, and life-changing the Mississippi College experience can be.

## EMPOWER WITH ENTHUSIASM

With the exception of a couple of larger in-state rivals, the competitive set is passing on presenting large swaths of Red personality expressions to the market. As a result, Mississippi College is perfectly situated to grab a greater share of attention by elevating its uplifting and dynamic Red through engaging stories that showcase the multiple ways Mississippi College delivers an empowering enthusiasm. This is yet another strategic way for Mississippi College to occupy and lay claim to more differentiated space among the pack.

### APPLICATION

An institution's Cause statement anchors its Grand Narrative. All internal behavior and external communication should strive to align with the vision it casts. The "why" within Mississippi College's Cause must naturally complement the "who" within its personality. The spirit of this statement is reflected within the institution's storylines to follow.

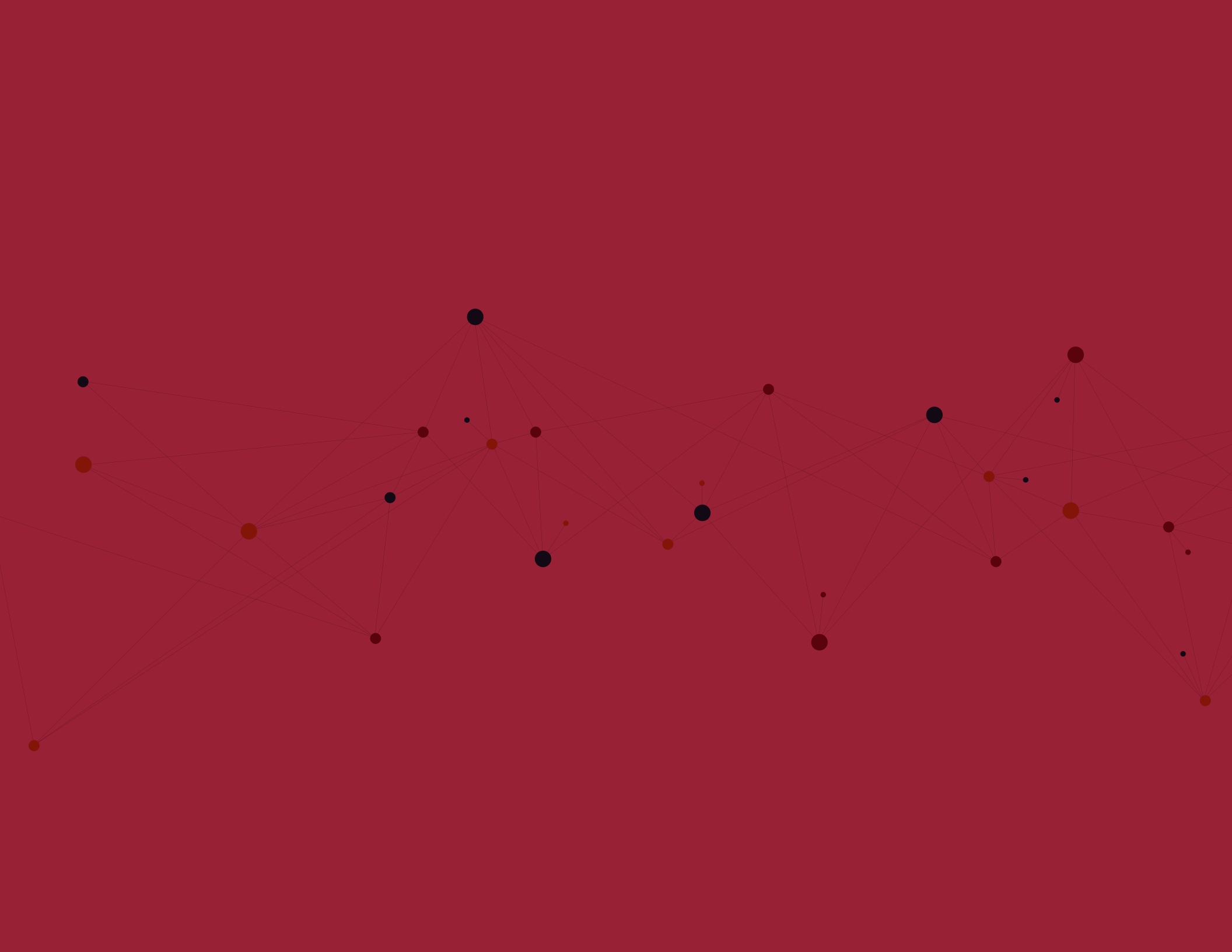
MISSISSIPPI COLLEGE  
EXISTS TO

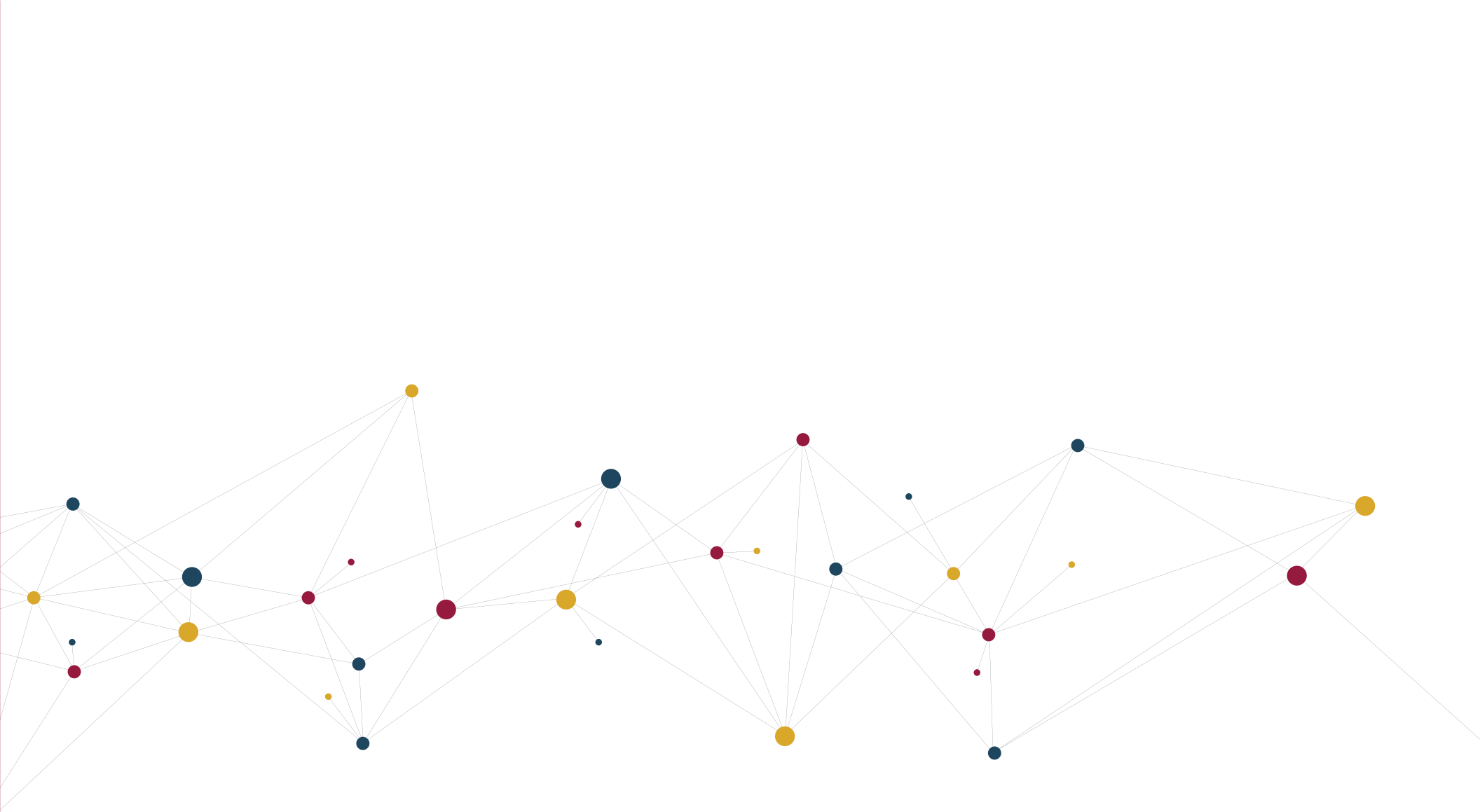


# Empower Authentic Excellence

to inspire the world through the passion, strength,  
and visionary leadership of our students.

Cause Statement





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An abstract network diagram consisting of various sized circular nodes in dark blue, mustard yellow, and maroon, connected by thin grey lines. The nodes are scattered across the right half of the page, with lines crisscrossing between them to form a complex web.

# CARNEGIE

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