



UNIVERSITY OF
SOUTHERN
INDIANA[®]

CARNEGIEDARTLET™

— THE POWER OF HUMAN CONNECTION —



Everything we do creates and strengthens human connection. From revealing the human core of your institution to crafting powerful strategies and unleashing innovative creative and digital campaigns, we use the breadth of our full portfolio of services to equip your institution to understand itself, define its place in the market, and achieve the real results you've sought from day one.

The Power of Human Connection

research

The **SCIENCE**
of Human Connection

strategy

The **WISDOM**
of Human Connection

creative

The **ART**
of Human Connection

digital

The **PATH**
To Human Connection

lead gen

The **HUB** of
Human Connection

team dynamics

The **DYNAMICS**
of Human Connection

A group of young women are laughing and smiling, their faces partially obscured by the large text. The background is a soft, out-of-focus outdoor setting. A network diagram with lines and colored dots (red, yellow, blue) is overlaid on the top right of the image.

Human connection

sets us apart



unusually valid

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PEER-REVIEWED RESEARCH



AEJMC / TORONTO / 2019

Our core theories and methodologies are peer-reviewed and were accepted by the AEJMC in Toronto. Peer review is the hallmark of research method distinction, and the AEJMC is a flagship international entity for communications research. This means the quality and efficacy of our research model has been validated by unaffiliated field experts.

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NATIONAL ARCHETYPE INDEX •n•a•i•

NATIONAL SURVEY / 2019

From a national representative sample of more than 2,200 individuals, our psychometric theory platform was substantiated through a survey called the national archetype index. This first-of-its-kind information allows us to understand the application of archotyping in groundbreaking ways.

internal definition

+ Internal Research

- + Who is USI and who does it want to be?
- + How does your personality inform your messaging?
- + Build consensus
- + Align stakeholders

external definition

+ External Research

- + How familiar is the market with USI?
- + How do they perceive your reputation?
- + What personality do they see USI expressing in the market?

research

internal research

550 personality survey participants

98 message workshop participants

86 genome survey participants

external research

336 survey participants

24 counties in the region

6 competitors

reputation strategy

+ Message Platform

- + Create brand consistency
- + Build brand reputation
- + Create human connection
- + Increase conversions
- + Drive yield

strategy

next steps

- + MESSAGING PLATFORM (JANUARY)
- + INTERNAL BRAND LAUNCH & TRAINING (FEBRUARY)
- + CAMPAIGN CONCEPTS (SPRING)
- + SEO WRITING WORKSHOP (SPRING)
- + DIGITAL CAMPAIGNS (ONGOING)