



CSU Weston Ideation Lab

Brand Strategy Overview

Weston Ideation Lab

The campus connector for innovation, problem solving, critical thinking and leadership development.

Changemakers - Dreamers - Doers. We are the leaders of the CSU Campus. Always looking to learn, evolve and grow. Connecting the dots across the campus, we uncover passion and talent, and help translate that into in-demand skills and real-world knowledge.

Overview

“The illiterate of the 21st century will not be those who cannot read and write but those who cannot learn, unlearn and relearn.” - Alvin Toffler

This brand is an answer to an urgent question of relevance, both in higher education and for our workforce. By using the entrepreneurial mindset as a framework for thinking, we are arming students with skills to be creative critical thinkers who can identify and solve problems, mobilize resources, and make things happen without clear direction. Through entrepreneurship, many people learn the attitudes and skills a rapidly changing world now demands.

We will visually and verbally highlight how the Center for Innovation and Entrepreneurship, located within the Weston Ideation Lab, helps students develop relevant skills for life. We will showcase all of the resources that the CSU Ecosystem offers to engage and nurture students through the lens of innovation and entrepreneurship.

The brand will bridge the "terminology gap" with inclusive language and redefine the word "Entrepreneurship" as a form of thought and a lens through which to educate. By telling the brand story, we will help students reimagine who can be entrepreneurial. The world and workforce are rapidly changing and this is the path forward for success in life, not just in business.

We will work to make clear connections throughout the campus for students, providing them



access to everything from workshops, and mentorships to funding opportunities and support with business ideation.

The brand should convey:

- A sense of urgency
- Motivation
- Collaboration
- Leadership
- Creativity

Positioning

To Cleveland State University students, the Weston Ideation Lab is the Central Location for leaders and problem solvers that enables and empowers individuals to develop, practice and apply critical skills for life.

To the Cleveland State University campus, the Weston Ideation Lab helps develop the entrepreneurial mindset in students.

That's because:

- We offer top-in-class programs and events.
 - Our programs are engaging, exciting and participants walk away with actual skill development.
 - The Weston Ideation Lab Accelerator
 - Every Athlete is a Startup
 - Every Film is a Startup
 - Side Hustle 101
 - StartUp Vikes
 - Community + Innovation + Technology Hackathon
 - Pop-Up Holiday Shop
 - ***Practice skill sets that you don't necessarily get in the classroom or the Office of Career Development & Exploration.***
- Our Connection to the Campus Ecosystem Builds Leaders.
- We offer Advising & Mentoring.
 - one-to-one coaching, guidance and mentorship with senior level business executives that have experience in areas such as; human resource management, P&L responsibility, budgeting and supply chain management to name a few.
 - Entrepreneurial mindset addition.



- Cleveland: Cleveland is a world class city - we attract top YOUNG TALENT and have over 25 major colleges and universities within Northeast Ohio, making it a great place to own a business.
- “Cleveland ranks 8th nationally in attracting millennial professionals.”

Messaging

Weston Ideation Lab Messaging

Weston Ideation Lab... Where motivated students become problem solvers and leaders, developing critical skills for life.

Involvement with the Ideation Lab Provides:

- Opportunities to Develop and Apply/ Practice Skills
- Connections Across the Campus
- Advising and Mentoring from Real Business and Community Leaders

Sample Messaging

Condensed Message

Welcome to the Weston Ideation Lab... Where motivated students become problem solvers and leaders.

Developing critical skills for life, ***Involvement with the Weston Ideation Lab Provides:***

- Opportunities to Develop, and Apply/ Practice Skills
- Connections Across the Campus
- Advising and Mentoring from Real Business and Community Leaders

Gain a competitive advantage over your peers and learn the skills it takes to lead...

Don't worry - You're in the right place!

Expanded Messaging

Welcome to Weston Ideation Lab... Where motivated students become problem solvers and leaders.

Developing critical skills for life, ***Involvement with the Weston Ideation Lab Provides:***

- Opportunities to Practice and Apply those Skills.
- Connections Across the Campus
- Advising and Mentoring from Real Business and Community Leaders



Opportunities to Develop and Apply Skills

We provide Engaging and Experiential Programming that allow participants to develop and practice skills that position them to lead and problem solve at a high-level.

The programs and events cover a wide range - from hackathons and startup weekends, to Every Athlete is a Startup and Side Hustle 101, we design each program to allow participants to apply their skills and build their network and pipeline.

Connections Across Campus

We collaborate with colleges across the campus to provide high-value courses and curriculum that builds leaders and doers.

There's a Maker Space, Courses for Credit, a Venture Lab, Incubators, a Small Business Development Center and connections to thousands of students and faculty, or as we like to call them, future business partners, board members or even... happy customers!

Advising and Mentoring from Real Business + Community Leaders

Access to one-to-one coaching provides students with the guidance and mentorship needed to not only grow, but thrive. With senior level business executives that have experience in areas such as; human resource management, P&L responsibility, budgeting and supply chain management, our center provides direct connections and access to everything on campus and right outside our doors.

Cleveland is a world class city. We attract top talent and for several years in a row, have ranked in the top 10, best cities to start a business in and best places to work and live - making it a great place to own a business OR work for one!

Gain a competitive advantage over your peers and learn the skills it takes to lead...

Don't worry - You're in the right place!

Key Messages

- Build leadership skills that apply what you've learned to real life/ life after college.
- You don't have to be an entrepreneur to have the skills of one and to succeed like one...
- Build "Crossover" skill sets that benefit every student
- CSU is feeding into Cleveland being ranked 8th nationally in attracting Millennial professionals
- Programming that develops leadership skills paired with an academic degree.
- Transformational Skill-Sets - Transferable Skills for Success



- Mentors, Businesses, and the City of Cleveland
- You're in the right place!
- Access to...
- Add details on the differentiators that are present when graduating into the Cleveland Landscape - Advantages for small businesses, access, opportunities, etc.
- The place to take things to market.
- We add value by teaching students the skills they need to succeed in the world.
- Innovators, Business Leaders, Entrepreneurs

We help develop critical skills or transferable skills. These are talents or abilities that easily transfer from job to job or profession to profession. They are especially in demand today because it's much more difficult to teach an employee skills such as developing rapport with coworkers or knowing how to manage conflict.

No matter what industry you're in, transferable skills will help you across everything that you do:

- Communication Skills
- Problem-Solving
- Teamwork
- Collaboration
- Leadership
- Initiative
- Creativity
- Work Ethic
- Interpersonal Skills

Brand Voice & Personality

Our customers - The Explorer, Creator, and Everyman.

Our customers want to graduate with a degree, but dig a little deeper and you may uncover that this audience has a desire to push themselves out of their comfort zone (explorer), are visionary with a desire to create something new, exceptional, and add value (creator), and/or looking for community, a place to belong (everyman).

We are the SAGE (ex. TED, Google) & Explorer

To appeal to an explorer, you need to challenge them. Challenging the confines of modern life will also allow you to resonate with them quickly.

To appeal to a creator you must celebrate the creative process while inspiring self-expression. leverage their audiences' imagination and their desire to create and innovate.



To appeal to an Everyman you need to make them feel a sense of belonging.
 Appealing to an Everyman requires

We want to strongly influence the above archetypes, which seek to challenge the audience, celebrate the creative process and leverage imagination and desire to create and innovate, and create a sense of belonging and community. As a sage, our brand purpose is more about providing a roadmap, creating Aha moments through identifying new relevant growth skills, creating community, and having a safe place for dreams to hatch and grow.

 DRIVE	 FEAR	 STRATEGY
Wisdom	Ignorance	Show The Path To Wisdom
Intelligence	Insanity	
Expertise	Powerlessness	Celebrate Life-Long Learning
Information	Misinformation	
Influence	Inaccuracy	

Brand Voice:

Our primary role in our voice is to pass on our relevant wisdom to students who can use it to change the world, rather than working out how to change the world with it ourselves. We celebrate life long learning and

The Sage brand archetype can successfully run “think campaigns” – marketing that makes people think. They are great at analyzing the needs of their customers and tailoring programs just for them. They frequently share expert recommendations. The main goal of the Sage brand voice is to establish your credibility without talking down to your customer. You are trying to help your customer feel like an expert in their own right.

Our Purpose

To make the knowledge of how to “grow your critical skills/build crossover skills” and the tools to do it, widely available.

Our Emerging Personalities

Honest, humble, friendly and down to earth communication that doesn’t exclude anyone.

Brand Tone

Entrepreneurial Thinking for the Modern World

Core Brand Emotion - Freedom



Great marketing explains how a certain product or service can solve a pressing problem. Great emotional marketing uses emotion to convince consumers that your product is not only the right solution, but that you can also feel great using it.

Consumers desire **freedom** in many different ways. Our target wants the freedom to choose/pave their own path (being your own boss, getting a great job...), and we are giving them the skills and tools to have the freedom they want.

Brands like Nike use Freedom to their advantage. Their best-selling product isn't shoes: it's freedom, distilled into one simple tagline: "Just do it." Or the Nike ad that says "if you have a body you're an athlete," giving consumers permission or freedom to see themselves as an athlete.

The idea behind this approach is to help students feel like participating in the programs and offerings of the Weston Ideation Center will give them the freedom to pursue their dreams. Their life doesn't have to be graduating and going into a predictable job that you work your way up over years and years, with a company culture that doesn't value the same things they do. The Weston Ideation Center offers all the tools and resources one needs to make their own choices and pave their own way, but also be successful if they do want to go a more traditional route. The Weston Ideation Center educates students to land dream jobs, start their own companies, or do a bit of both because they have transferable agile skills that the world wants.

This idea that we (The Weston Ideation Center) provide freedom and that these dreams are attainable if they only just connect and participate.

Tag-Line Ideas

Innovation Ahead
Creating innovators and entrepreneurs by design.

Let the workforce revolution begin!

Arming you for the future of work

What could "Freedom" look like?

