



OUR BRAND

# RESEARCH

- Focus Groups (Deans, Faculty, Staff, Alumni, Community, Multiple Student Groups)
- Survey to test agreement
- Student Validation Review

LEARNINGS  
& BRAND  
PLATFORM



CONSISTENCY AMONG  
THOSE FAMILIAR WITH US OF  
POSITIVE VIEWS

HIGH LEVEL OF "I DON'T  
KNOW" ABOUT US

A SOUTHEASTERN DEGREE IS  
NOT SECONDARY TO ANY  
COMPETITIVE UNIVERSITY

WE ARE SEEN AS A SMALL,  
FRIENDLY, CARING  
UNIVERSITY

# PERSONALITY TYPE

- A young blue jean wearing middle class woman who is outgoing, plain spoken and active. She is a truck driving accountant.
- She is Reese Witherspoon
- Or Tom Hanks

# TOP RANKING ATTRIBUTES:

STUDENT CENTERED  
LIFETIME EDUCATION  
EMPOWERING  
CHALLENGING

CORE STATEMENT:

WE CARE,

YOU

SUCCEED

BRAND ELEMENTS

**PERSONALITY:**The unassuming hero, we get it done, but don't need the spotlight. We are passionate about our students and provide hands-on attention

**PROMISE:**We will give a caring, challenging college experience that will empower you with a lifelong education.

**POSITION:**A close knit, engaged community of learners where the student comes first and where the foundations of success are built together. Southeastern is a nurturing university where students will discover and develop their own potential.

Textbook Rental

Aggressive Scholarships

Teaching Focus

Green Initiatives

Experiential Learning

Students First Culture



We Care,  
You Succeed



PROOVING ACTIVITIES

TWO PILLARS:

CARING &

EXCELLENCE

# CAMPAIGNS & RESULTS



YOU MATTER  
HERE



# SUCCESS MATTERS

**TOP 50**  
New Media and Animation Program  
NATIONALLY

**TOP 20**  
Accounting Program for Value  
NATIONALLY

**TOP 20**  
Occupational Safety and Health Program  
NATIONALLY

**TOP 50**  
Business Administration Program  
NATIONALLY

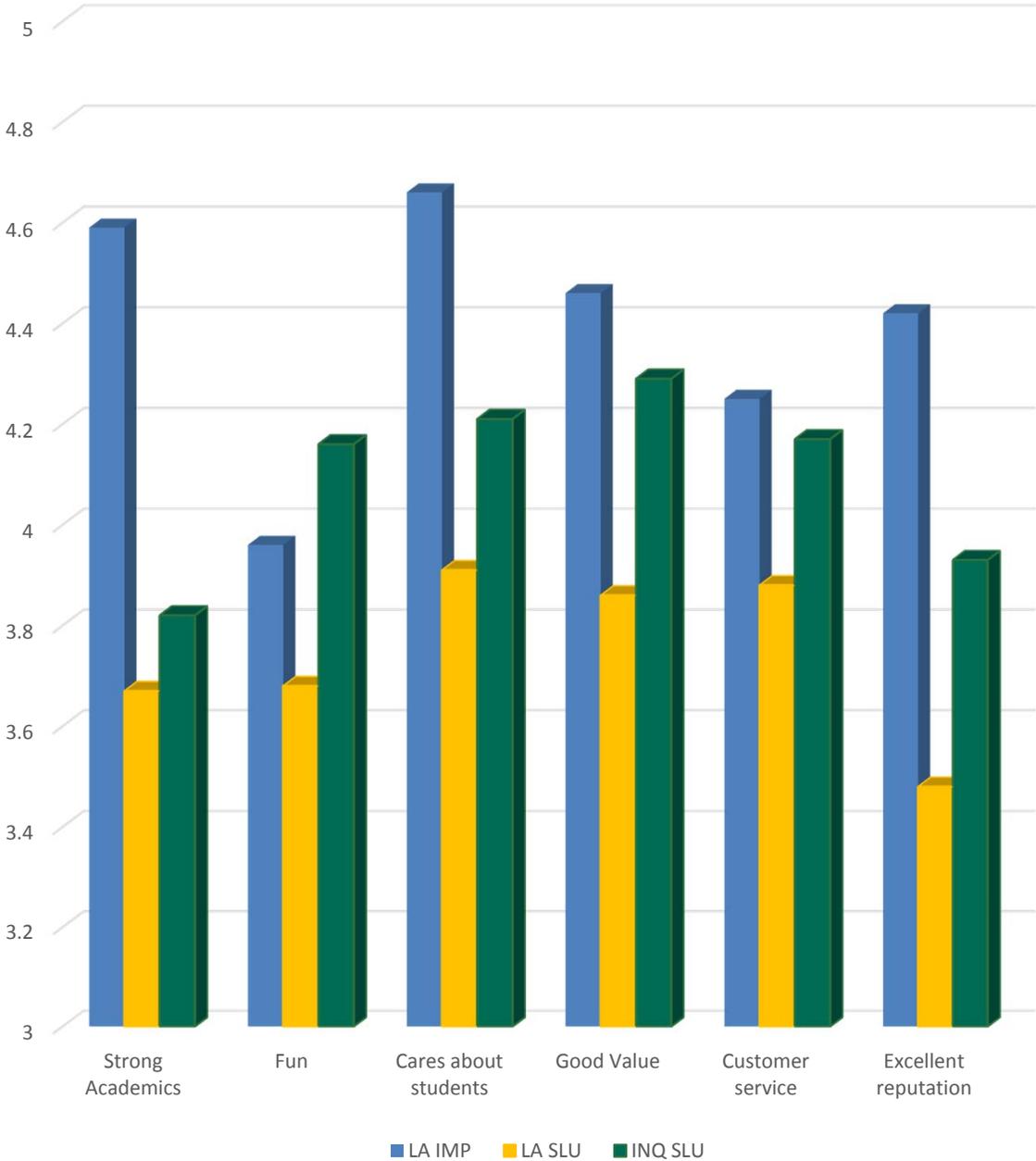
# BRAND PERCEPTION RESEARCH

SURVEY CONDUCTED IN 2010 &  
2016 OF HIGH SCHOOL STUDENT  
PERCEPTIONS OF UNIVERSITIES

# GAP ANALYSIS

This is the difference between the general ranking of importance of the attribute in decision making compared to the ranking specifically of Southeastern.

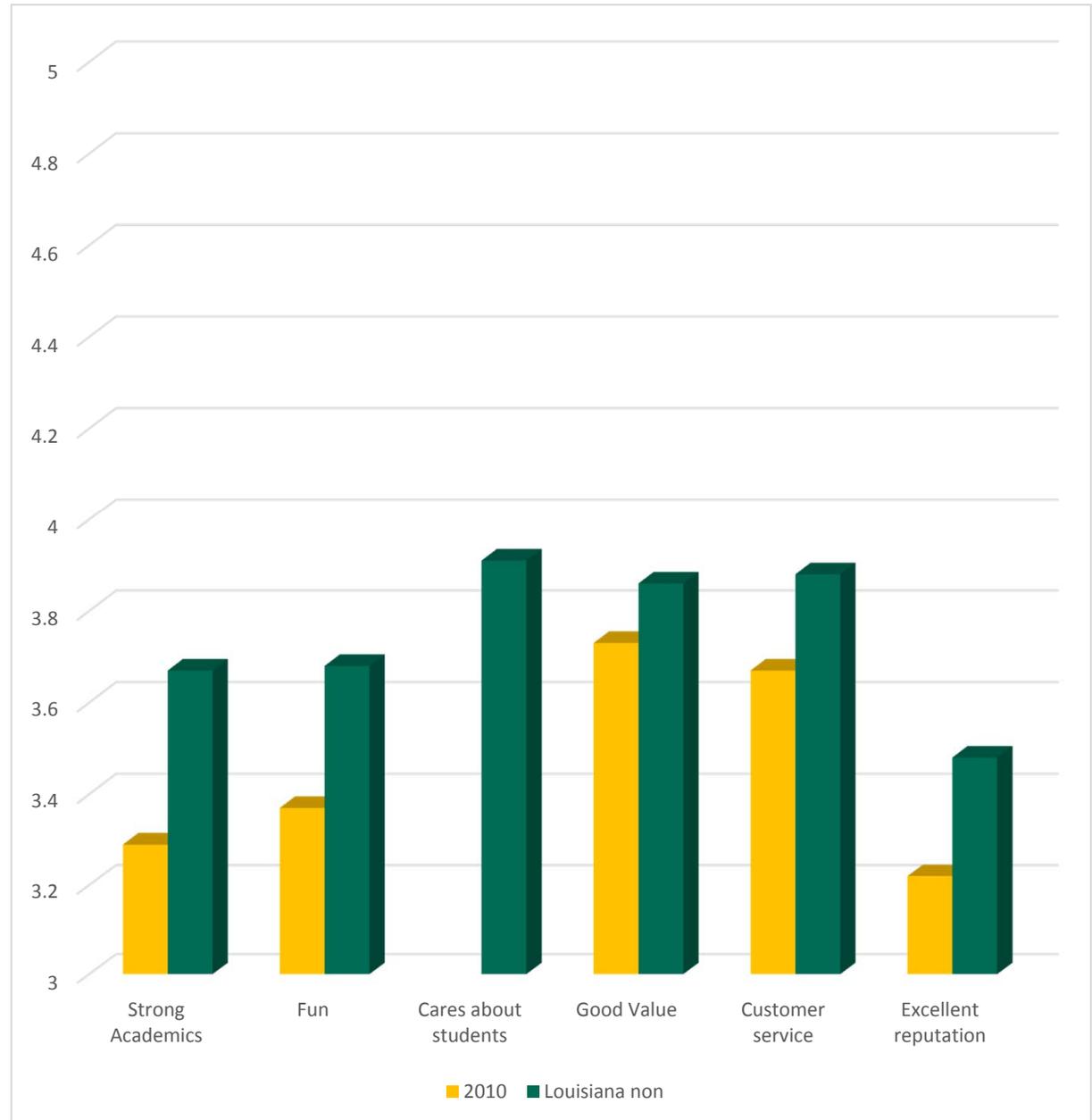
LA IMP represents Louisiana students' general ranking of the importance of the attribute in decision making; LA SLU represents Louisiana students that have not inquired about SLU and how they ranked SLU; INQ SLU represents students that have inquired about SLU and how they rank SLU.



# HISTORIC CHANGE

Comparison of SLU attribute ranking in June 2016 to June 2010. All attributes measured show increase. Percentage increases were greater than all other universities measured less ULL.

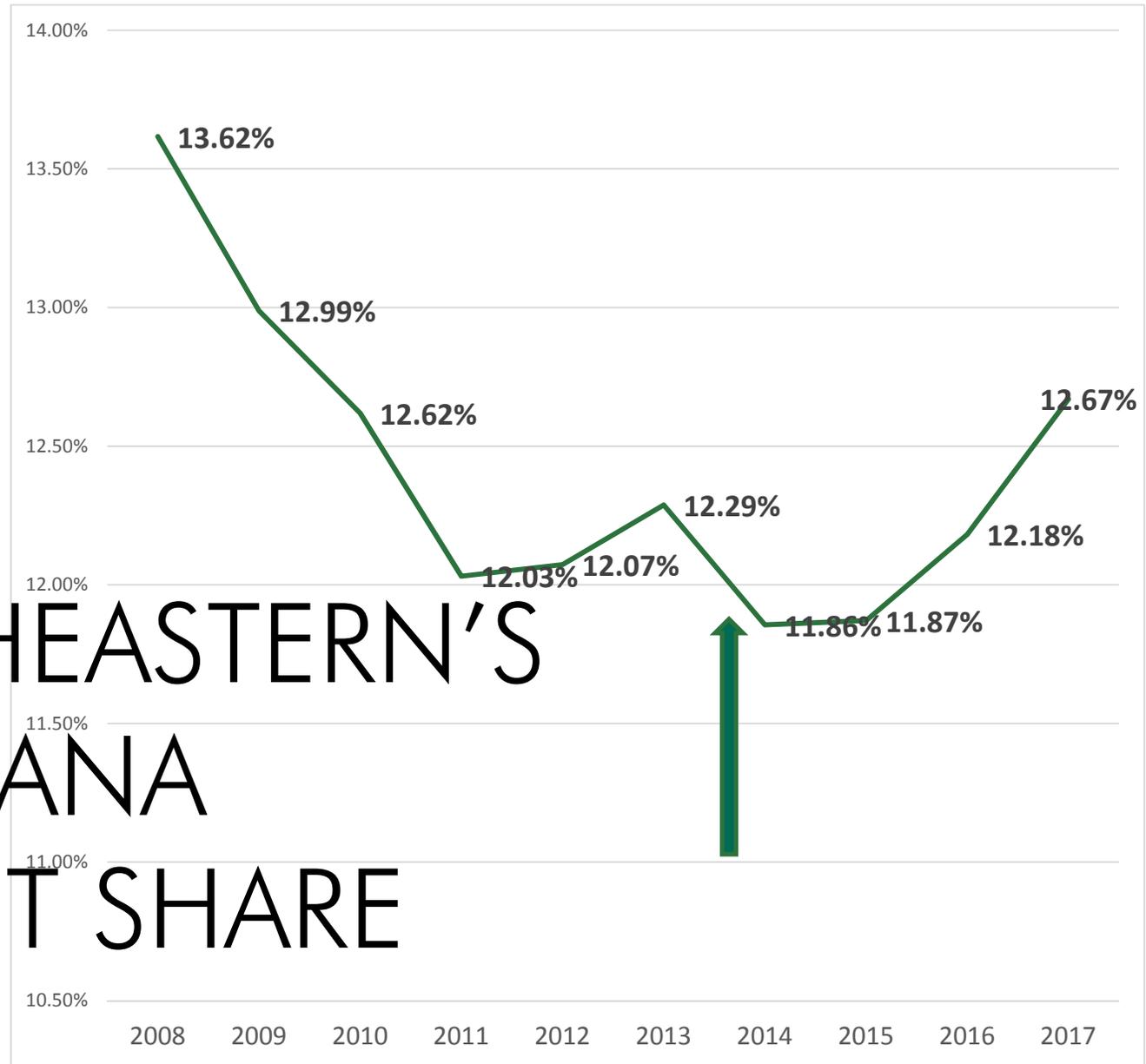
Strong Academics	11.6%
Fun	9.2%
Cares about students	
Good Value	3.5%
Customer service	5.7%
Excellent reputation	8.1%



# MARKET SHARE ANALYSIS

MARKET SHARE DATA FROM REGENTS  
STATEWIDE REPORTS ON LOUISIANA  
STUDENTS ATTENDING 4 YEAR  
COLLEGES OR UNIVERSITIES

# SOUTHEASTERN'S LOUISIANA MARKET SHARE



# SOUTHEASTERN'S EIGHT PARISH MARKET SHARE

