



BRYANT'S BUSINESS

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Bryant's image undergoing a "check-up"

An institution's image is a nebulous thing, yet it exerts a tremendous influence on public perceptions of a college's mission and quality. A three-pronged "check-up" of Bryant's image is now being conducted in concert with the deliberations of the Strategic Planning Committee, and will result in an institutional marketing plan.

Dr. Jo-Anne Lema, Director of Institutional Research, compares the research portion of the plan with the healthy person who goes in for a check-up to be sure that his good health continues in the future.

Dr. William T. O'Hara, President, recently commissioned the Barton-Gillet Company to develop the plan and assess how Bryant is perceived internally and externally. Dr. George Keller, whose model for academic planning has formed the basis for Bryant's new strategic planning process, is responsible for developing the plan.

"We want to help insure that we are projecting the image we intend to project," Dr. Lema said in describing our marketing contract with Barton-Gillet. "Do our constituencies perceive us the way we think they do?" The College by-laws cite our mission as teaching, research, and community service. Dr. Lema adds that Bryant is in a "very comfortable, very enviable" position right now regarding enrollments. The marketing study will help to chart our future success in terms of an expected drop in the applicant pool in the late 1980s.

There are three phases to Keller's development of the institutional marketing plan. The first is an internal reconnaissance, consisting of a review of self-study reports, long-range plans, and interviews with faculty members, students, administrators, and key trustees. Additionally, the questionnaire entitled "What Do You Think?", recently sent to Bryant administrators, faculty, and students, is a part of this phase.

The second phase is an external study where corporations, guidance counselors, potential students, and alumni are asked to assess their perceptions of Bryant. Seventy-five alumni were questioned in a telephone survey conducted by First Market Research of Boston - 25 from Rhode Island, 25 from Massachusetts, New York, Connecticut and New Jersey, and 25 in states beyond our central marketing areas. Also surveyed in the second phase were key public figures on the state and local levels, and selected business leaders.

The third phase will entail Keller's recommen-

dations and development of the plan.

Based on the findings of both the Strategic Planning Committee and the institutional marketing study, the Bryant Board of Trustees will make decisions on whether the College should pursue accreditation by the American Assembly of Collegiate Schools of Business (AACSB), currently the issue at the forefront of the strategic planning agenda.

The ultimate aim of the marketing study, Dr. Lema concluded, is to support a viable evaluation of Bryant College's institutional traditions, internal leadership, environmental trends, and strengths and weaknesses - the fundamental concepts which will enhance Bryant's success through the 1980s.



George Keller, recognized as an expert on strategic planning in higher education, is spearheading Bryant's marketing plan.

Thanks

We thank you for the telephone calls telling us you like *Bryant's Business*. Please continue to provide input... this is your newsletter designed to inform you, the Bryant community. Let's hear from you. Deadline for the February 27 issue is February 16. Editor, ext. 206.