



COLUMBUS COUGARS



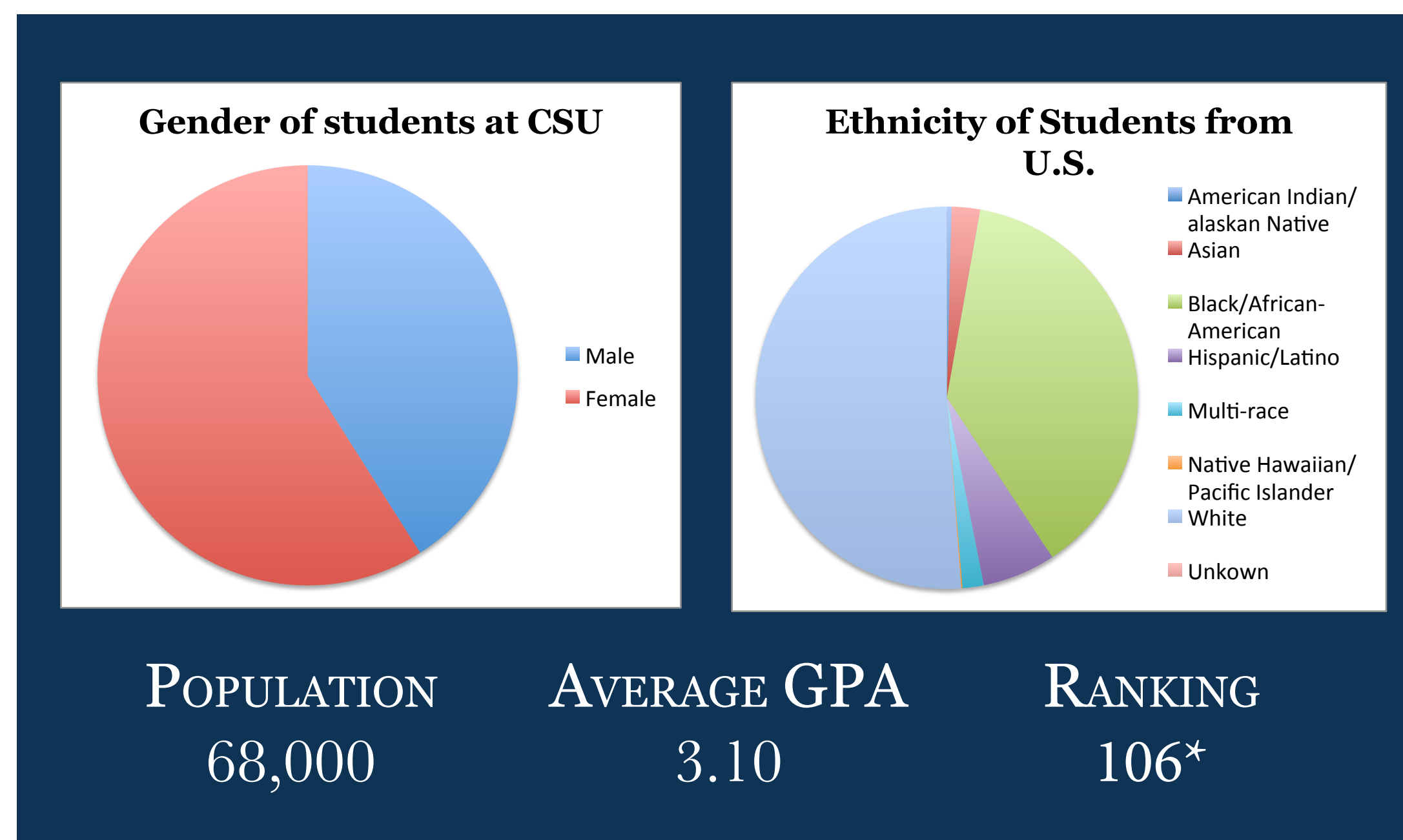
COLUMBUS STATE
UNIVERSITY

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HISTORY AND CULTURE



*Regional Universities of the South

93% of Freshmen applied for financial aid, and 80% got it!

HISTORY OF JUNIOR COLLEGE

The proposal for a junior college was made by the Columbus Chamber of Commerce in 1949. The local citizens attempted

to put the idea into action by fundraising to purchase the college's current region in addition to the developing plans for its administration. Although these first few efforts were unsuccessful, this got the ball rolling for junior colleges. And in 1958 the law was revised to accommodate the establishment of junior colleges. Soon after Columbus State University opened its doors in 1958 with only fifteen faculty members and about 300 students. In 1963 after the college campus was relocated, the university quickly began to expand. In 1965 CSU's request to be a four-year institution was granted.

NOTEABLE ALUMNI



*Photo Credit Ray Herras 2017 Via Twitter

RAY HERRAS
Information Systems
Security Manager for
Veracity Forecasting
and Analysis

CAMPUS TRADITIONS



*Photo Credit Chelsey Rogers 2017 Via CSU website

MISS COLUMBUS STATE UNIVERSITY
Described as "a dynamic educational program that provides opportunities for young women to expand their quest for knowledge..." by CSU, 2017

BRAND COMMUNICATION



*Photo Credit Marketing/Branding Quick reference Guide Via CSU website

CSU VISION

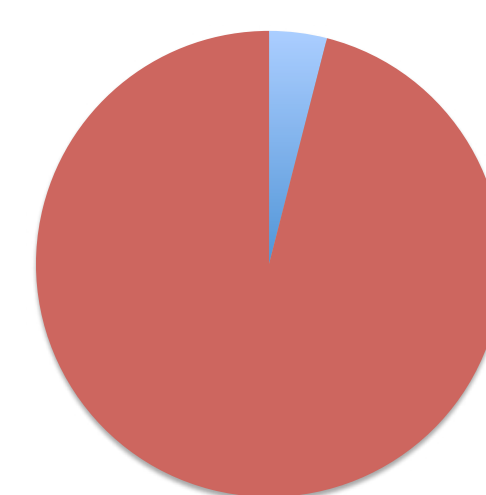
a first choice institution for discerning students who seek challenging programs, engaged faculty, and a vibrant, globally connected campus culture.

CSU MISSION

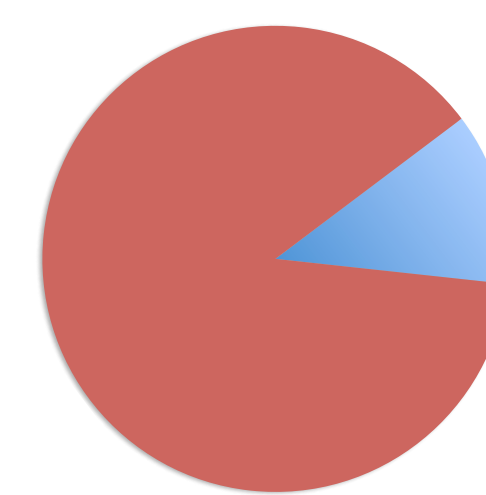
We empower people to contribute to the advancement of our local and global communities through an emphasis on excellence in teaching and research, life-long learning, cultural enrichment, public-private partnerships, and service to others.

OUT OF THE LAST 25 TWEETS**

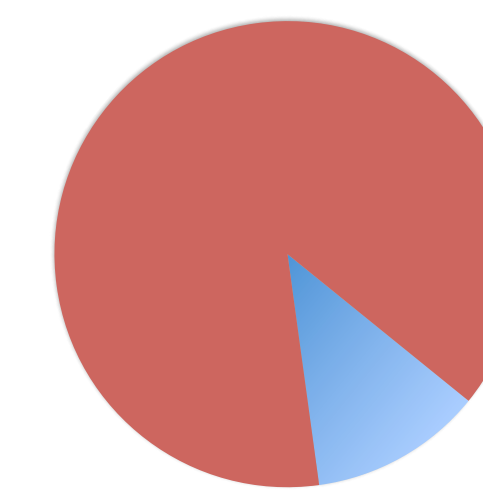
**Compiled Nov. 2nd, 2017



1 used the word "global"



3 related to art or culture



3 related to the community outside of CSU

#HASHTAG

The official CSU hashtag, #CSUfirstchoice, hasn't been used on Twitter since May 12th... and on Facebook since August 5th, 2015

CONCLUSION

Despite the tools available, CSU would still be considered a fall back school due to the lack of effective communication between the university and the audiences they wish to reach. Though there is a desire to reach individuals globally, we found that they did not highlight their international exchange program nor their study abroad program which had been rated so highly upon in depth research.

CSU is not showing its full potential when it comes to branding itself as the best university due to the lack of showcasing what makes it unique instead of incredibly affordable. We would suggest that CSU move from trying to be everyone's first choice, to communicating why they are the best choice when it comes to the programs they offer. Other universities can look to CSU's brand as a cautionary tale; they can learn that if you focus so hard on changing labels you can lose what makes your university an incredible place to attend. Schools should focus on acquiring well-rounded students, whether or not it's their first choice.



*Photo Credit Top: US News & World Report
Right: Hastings+Chivetta 2013
Left: Columbus State University News

