



university of
 groningen

honours college

Honour's College Brand Guidelines & Communication Strategies

A Booklet of Communication Strategies & Community-brand Guidelines

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Community Positioning



Honours C

Community Positioning Overview

01

Unique Presenting Points

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02

Core Value

- **Professionalism**
- **Practicalism**
- **Inclusivity**

03

Community Style & Personality

- **Professional** yet friendly
- **Dedicated** yet adjustable
- **Interdisciplinary** yet considerable expertise

Vision Statement

Honour's College

Honour's College is using brand communication strategies and guidelines to rebuild community image and identity as well as find potential leads. We position ourselves as the number one Learning Community through an effective and practical program directed by expertise for RUG students who seek to develop self-development for continuing their career growth and striving to reach their own goals

Brand-Community Guidelines

Mission Statement

- **Promote** the programs to all RUG students to the right direction underlying “Self-development and Professional/Work Skills” to increase awareness and drive high-quality engagement and rebuild misconception. (avoid focusing on academic excellence)
 - **Position** the community by our value proposition as a learning community where learners can improve professional or work skills tailored to their specific goals through an effective methodology from expertise.
 - **Demonstrate** brand image and establish trust and credibility towards the former HC students using testimonials and training programs provided by the expertise from each specialisation in the context of self-development in work skills.
 - **Create** an offline and online community of RUG students who find an opportunity to self-develop on essential skills for working as a team or with interdisciplinary students.
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Community Corporate Culture: Why we want?

We use community corporate culture in order to remind our community's mission, objectives, expectations and values that guide our members at every level. Although we are not a business community, having a community corporate culture would help us achieve our common goal. The community culture tends to be more successful when everyone understands the common goal rather than less structured and lost in direction. It is a prior step for organizing a community as a system in place that promotes community member's performance and engagement.



Brand-Community Guidelines

Community Corporate Culture: Who we are?

Our Community Corporate Culture: Statement

We are dedicated and open-minded

That means that we are eager to help our learners with their specific needs and direct and honest in our communication. The tone and program content should be professional, yet remain friendly and approachable.

We understand that every learner and member has academic excellence yet has less/lack opportunity to develop professional or work skills, which are essential for actual life, so we strive to provide training sessions for professional or work development skills. The professional or work skills in this context refer to essential skills for working as a team or independently such as public speaking, negotiation, problem-solving, creativity, staying positive and taking criticism, leadership and teamwork. We provide training sessions to increase potential to learners for their career or academic advancement. Our training sessions help learners in honing existing skills and in learning new ones.

After all, our members will stand out in a pool of application; showing that they achieved Honour's programme, where students achieved some dynamics of essential skills to support their further education and profession.

Brand-Community Guidelines



Key Performance Approach

01

Primary

- the Community Leading (from administration or HCSA): Focus one direction: "Self-Development", such as working with interdisciplinary students or public speaking.

02

Secondary

- The Expertise or Professor Leading: organize the classroom more practical or focus on training programmes rather than academic classes.

03

Tertiary

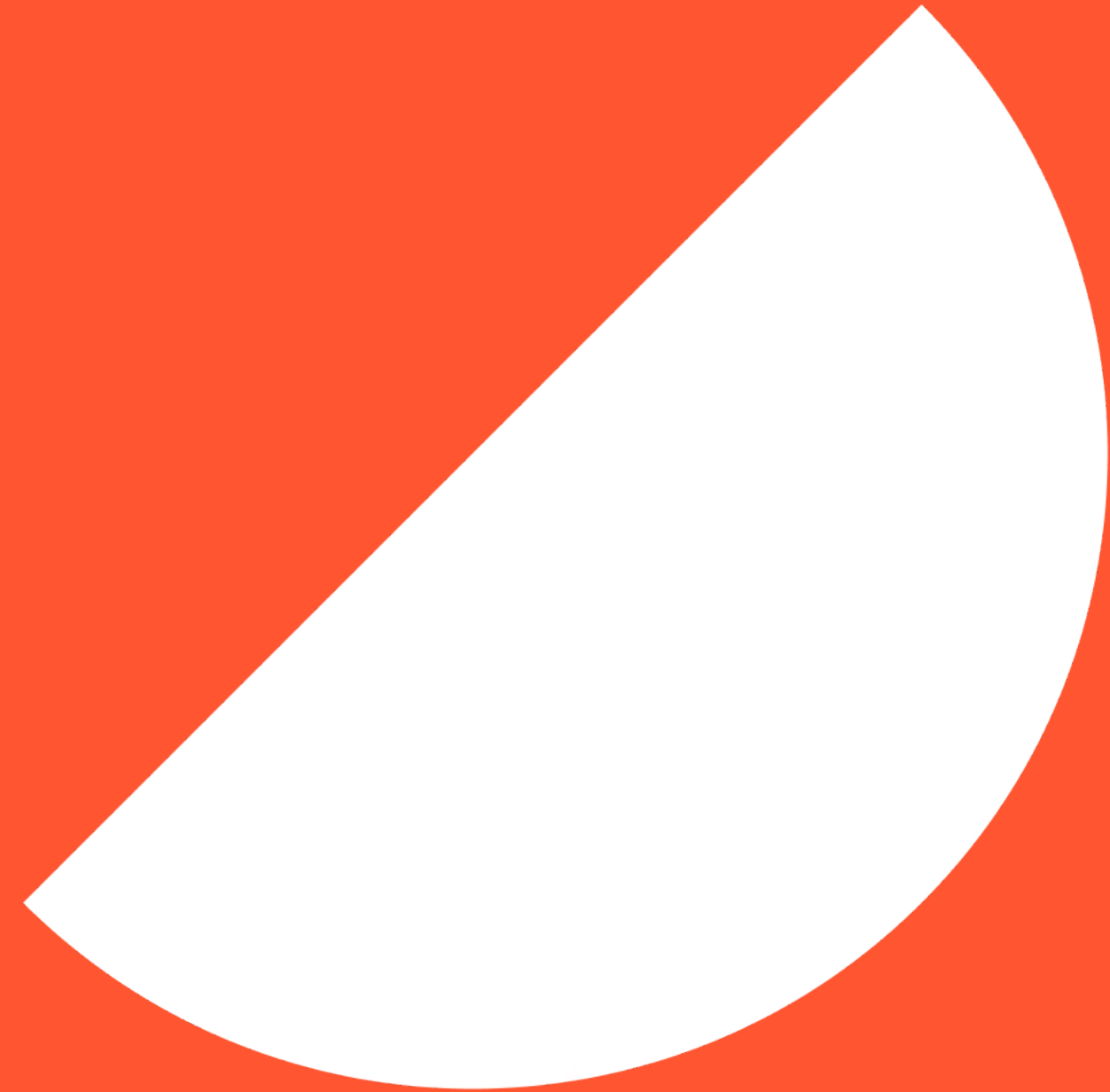
- Student's Contribution: Personal Development Goal and Masterwork in which students will create the project underlying the common theme. For example, the community leads "Leadership: Making the Difference!". Facilitator or professor leads how each class improves leadership skills or knowledge. Students develop their own personal goal relevant to leadership skills or knowledge, such as public speaking or team management

05



Communication Strategies

Content Pillars



Content Pillar Types



<Curriculum Design
& Development>

Communication Strategies: Reimage Tips

1. Course Information

Goal: Providing details and information of each training program in the context of professional development.

- For example: HC community at RUG provides training sessions where students will gain new professional skills before entering the workforce after graduation. The training sessions will be implemented as workshops rather than classes, attending professional or industry conferences.

2. Honour's College Information and Community

Goal: Community Awareness, Positioning and Credibility

- Highlighting the unique HC's training programme in the context of professional development
 - Highlighting the community achievements
 - Providing page viewers with the expertise's profile on professional success
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Content Pillar Types

Communication Strategies:

3. Reimgae Tips

Goal: Community Awareness and Positioning

- Provide page audience with useful professional development skills
- Educate page audience n the importance of professional development skills
- Increase Creditability and establish the community as an expert/guru in professional development field.
 - Example: 4 Must-do habits when presenting in a business meeting/ when meeting clients

4. Testimonial

Goal: Community Positioning and Creditability

- Increase the creditability of the community in the context of professional success through reviews and testimonials from existing student
- Help prospective HC members made a participating decision
Examples:
 - Congratulations to sucessful management sessions
 - Students feeling and opinion after taking HC community in the context of Professional development





One quality of leaders and high achievers in every area seem to be a commitment to ongoing personal and professional development

— Brian Tracy —

