

LSC Brand Champion Meeting Notes

Friday, January 10, 2014 – LSC Room 220

During this meeting we discussed the specific parts of CSU's brand demeanor and how all of the departments can work together to live the CSU brand. These consist of being *pragmatic, ambitious, engaged, innovative, global, and authentic*. These terms and their definitions can be found in the back of your green brand booklet that was given to you in the front pocket of your binders at the first meeting.

* Each department should come up with **three to six** suggestions per item, whether specific or big picture, pertaining to your department and how you and your staff can emulate the CSU brand demeanor.

- If you think of solutions for other areas/departments please share. These comments will be able to be made online through the LSC Brand Champion website in the near future (Thank you Jeannie at Off Campus Life for the suggestion).

Components of the CSU Brand Demeanor that were discussed - - We will discuss the remainder at the next meeting

Pragmatic: Results Oriented

- Examples of being pragmatic:
 - Distribute surveys to clients/customers
 - Feedback can sometimes be negative to a brand
 - Having quarterly department meetings
 - EBI survey (dining)
- Department specific notes:
 - Off Campus Life: give them service and the tools to help with problem solving
 - Asian Pacific Cultural Center: problem to overcome - influx of Asian international students
 - Business services: more mass hiring to minimize guess work and inconsistencies
- Overall tips for making your department pragmatic:
 - Need to find out what customers are asking for
 - Act with a purpose that creates positive outcomes
 - Take the positive back to the staff members motivating them to emulate the brand
 - Empower staff to make decisions
 - Make sure they know where to go to get answers
 - Keep the end goal/results in mind from start to execution

Innovative: Achieving Success

- Examples of being innovative:
- Department specific notes:
 - Director's Office: utilize the resources used by other departments to streamline orientation sign up process for students
 - Training efforts are often duplicated
 - Collaborate together to develop a more universal training session
 - More efficient for students, staff and department managers
 - Deliver same core message one time
 - Mandatory and essential trainings
 - How do we make these a success?
 - Creates consistent base; everyone starts at the same point creating a core belief that is the same
- Overall tips for making your department innovative:
 - Being innovative is always changing; it is not static

Ambitious: Store desire for success and excellence

- Examples of being ambitious:
 - Going above and beyond the normal call of duty to surpass expectations to make something great whether it be your department or the LSC as a whole
- Overall tips for making your department ambitious:
 - Brand personality has to fit the impression given to people by the building in this case
 - Expectations and reality should match to make the brand effective

Notes on Customer Service

1. Listen to the customer
 - a. They want to be heard
2. Empathize with the customer
 - a. Say, "I can understand why you are upset," not "I'm sorry."
3. Problem Solve (pragmatic) for the customer
 - a. Do your best to find a solution, but you can't always guarantee 100% happiness
4. Follow-up with the customer
 - a. Make sure they know you took steps to solve their problem and what you did/tried to do.

Concluding Notes

*** BRANDING IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU WALK OUT OF A ROOM**

- Every piece of brand demeanor creates a full brand personality
- All of the following areas of brand demeanor can overlap!