

Michigan Community College Association

STRONGER TOGETHER

The Michigan Community College Association (MCCA), which oversees the 28 community and technical colleges in Michigan, needed a way to bolster its overall brand, without diluting the messaging of the individual colleges. Interact created a brand, campaign, and website that tied the 28 member colleges together, while allowing them to retain their independence and individuality in their communications.

Research-Based Branding & Web Design

Interact conducted quantitative and qualitative research throughout the state, and especially in key population areas served by MCCA's colleges. Using online surveys, focus groups, and phone surveys, Interact performed several layers of consumer research to uncover the attributes that target groups (staff, current students, community, business leaders, etc.) perceived to be "true" about the colleges, and the statewide system, in general.

After collecting the data, ranking the level of importance for each attribute, and coding the results, Interact's team decided that "You've Got This" was the perfect brand for the state of Michigan, and MCCA agreed.

Interact created a website that included information regarding programs, careers, and each of the 28 member colleges in Michigan. The individual colleges were able to have their unique identity on their branded page and also had direct links that would allow students to explore more information in a separate tab.



Interact & Michigan Community College Association at Work...

The "You've Got This" brand was well-received by the individual college leadership, as well as state administrators. Upon acceptance, the brand was rolled out to each of the 28 member colleges, complete with messaging treatments showing creative vision for the brand launch.



"YOU'VE GOT THIS"

"The campaign generated more than 600,000,000 impressions, and 22,000 clicks on social media ads, which led to more than 40,000 unique web views for the campaign website. We were very pleased with Interact's service, vision and implementation of the campaign, particularly given the challenges of working individually with our colleges and the available resources to run the campaign."

– **Adriana R. Phelan, Ph.D.**, Vice President,
Michigan Community College Association
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