

AUDIENCES

NOVA has many audiences we are trying to reach, each with its own unique messaging needs — but all of them coming under the umbrella of our unifying brand pillars.

KEY AUDIENCES

NOVA needs to reach these audiences in its messaging work:

- Prospective Students.
- Prospective Student Influencers.
- Prospective Employees.
- NOVA Students, Faculty and Staff.
- Community and Partners.

BRAND POSITIONING TO KEY AUDIENCE SEGMENTS

We can further segment our key audiences and then match them to our brand pillars to help develop messaging. Just to review, our brand pillars are:

- Springboard to Opportunity.
- Relevant and In-Demand.
- Experts in the Classroom and In the Field.
- Big School Experience, Small School Feel.
- Real-World Diversity.
- Outstanding Value.

OUR KEY AUDIENCE SEGMENTS

Prospective Students

INTERNATIONAL STUDENTS

- Diverse communities, including a large number of international students, creates strong communities within the larger NOVA community.
- Brand pillars: Big School/Small School, Real-World Diversity.

TRADITIONAL HIGH SCHOOL STUDENTS

- Ability to stay in a diverse, familiar learning environment during their early years in higher education.
- A high-quality education at a fraction of the cost, flexible options for either pre-college or career skills preparation.
- Brand pillars: Outstanding Value, Real-World Diversity, Springboard to Opportunity, Big School/Small School.

NON-TRADITIONAL / ADULT STUDENTS

- An affordable option to get back on track for a bachelor's degree.
- An opportunity to re-tool and retrain for the fastest growing and most in-demand industries in the region like cybersecurity, healthcare, etc.
- A more accessible step back into the higher ed world for people who've been out of the classroom for a bit.
- Brand pillars: Outstanding Value, Springboard to Opportunity, Big School/Small School, Relevant, Experts.

MILITARY / VETERAN / MILITARY DEPENDENT STUDENTS

- Huge military and government services community in the service area.
- Advantageous option for remission benefits because of competitive tuition rates.
- Get a head start on a degree or post-separation career.
- Brand pillars: Outstanding Value, Springboard to Opportunity, Big School/Small School, Relevant, Experts.

TRANSIENT STUDENTS

- Cost savings on general ed courses.
- Smaller class sizes and more personalized attention in subjects where they may otherwise be in big auditoriums at a four-year institution.

- A chance to retake courses where they may have struggled but with more support this time around.
- Increased chance to graduate in four years, which has cost savings implications and gets them to the workforce and earning pay faster.
- Brand pillars: Outstanding Value, Springboard to Opportunity, Big School/Small School, Relevant, Experts.

DUAL-ENROLLED HIGH SCHOOL STUDENTS

- Increased chances for admission/scholarship to top-choice, four-year institutions.
- Cost savings because the coursework is highly affordable.
- Brand pillars: Outstanding Value, Springboard to Opportunity, Big School/Small School, Relevant, Experts.

Prospective Student Influencers

PARENTS

- May have misperceptions about what a modern community college is.
- Looking to avoid debt and high costs.
- Want to set their child up for success, both academically and in life.
- Want institution to be more hands-on, if not hand-holding.
- Brand pillars: Outstanding Value, Springboard to Opportunity, Big School/Small School, Relevant.

GUIDANCE COUNSELORS

- Incentivized to focus on getting students to four-year institutions.
- Want to do what's best for students, and to offer them their best options.
- Will face skepticism from students, parents and administrators.
- Brand pillars: Outstanding Value, Springboard to Opportunity, Big School/Small School, Relevant, Experts, Real-World Diversity.

Prospective Employees

PROSPECTIVE FACULTY

- Motivations range from a passion to serve and educate NOVA's student population to wanting to be in a strong higher education environment.
- NOVA offers them an opportunity to work with a diverse student population.
- Teaching at NOVA also gives them the opportunity to have an immediate and direct impact on the lives of their students.
- Concerned/apprehensive that institution/region will be the "right" fit.
- May be from the surrounding region but also the rest of the country, world.
- Brand pillars: Real-World Diversity, Experts, Big School/Small School.

PROSPECTIVE STAFF

- Want to feel pride in the institution they work for.
- Share a commitment to making a difference in the lives of students.
- From the surrounding region, for the most part.
- Want to work in a high-achieving, high-impact institution.
- Brand pillars: Real-World Diversity, Experts, Big School/Small School.

NOVA Students, Faculty and Staff

CURRENT STUDENTS

- Ability to stay in a diverse, familiar learning environment during early years of higher education.
- A high-quality education at a fraction of the cost, flexible options for either pre-college or career skills preparation.
- Diverse communities, including a large number of international students, creates strong communities within the larger NOVA community.
- Want to feel that they made a good choice that offers a good return on their investment of time and money.
- Motivated by what comes next — further education, a career, etc.
- Brand pillars: Outstanding Value, Real-World Diversity, Springboard to Opportunity, Experts, Relevant, Big School/Small School.

CURRENT FACULTY

- Motivations range from a passion to serve and educate NOVA's student population to wanting to be in a strong higher education environment.

- Appreciate the opportunity to work with a diverse student population.
- Teaching at NOVA also gives them the opportunity to have an immediate and direct impact on the lives of their students.
- May be from the surrounding region but also the rest of the country, world.
- Brand pillars: Real-World Diversity, Experts, Big School/Small School.

CURRENT STAFF

- Want to feel pride in the institution they work for.
- Share a commitment to making a difference in the lives of students.
- From the surrounding region, for the most part.
- Want to work in a high-achieving, high-impact institution.
- Brand pillars: Real-World Diversity, Experts, Big School/Small School.

ALUMNI

- Want their degree to “mean something,” to have value in a professional and social context.
- Want to get on with their busy lives, but willing to have some connection.
- May need to return to NOVA, whether they know it or not.
- Brand pillars: Outstanding Value, Springboard to Opportunity, Experts, Big School/Small School.

Community and Partners

DONORS

- Want to build a legacy, to create something larger than themselves that will outlast them.
- Want to value-signal to key audiences of their own.
- See NOVA as something positive and of value to the community and want to help sustain it.
- Typically will want a sense of connection to the organization that goes beyond writing a check.
- May be motivated by a niche offering that is of particular value to them.
- Brand pillars: Outstanding Value, Real-World Diversity, Springboard to Opportunity, Experts, Relevant, Big School/Small School.

LEGISLATORS

- Want to be seen as “out front,” driving important issues to their constituents.
- Motivated by a desire to appear to be addressing their constituents’ concerns.
- Know that they will be held accountable for how public institutions perform.
- Need to ensure their constituents feel like they are getting a fair share of public resources.
- Don’t want to be contradicted or challenged, at least not publically, by public institutions.
- Brand pillars: Outstanding Value, Real-World Diversity, Springboard to Opportunity, Experts, Relevant, Big School/Small School.

INDUSTRY PARTNERS

- Want to be included in the conversation, to feel that their perspectives are heard.
- Work on a different, faster time-scale than public institutions.
- Need places like NOVA for workforce and talent development.
- Solutions-oriented, with less interest in making sure political considerations are brought to bear.
- Brand pillars: Outstanding Value, Springboard to Opportunity, Experts, Relevant.

GENERAL COMMUNITY

- Know that they are paying for NOVA indirectly.
- Want a strong community college system in principle, but vague on the details.
- Probably know someone who went to NOVA and had a great experience...and a not-so-great experience.
- May have connections to NOVA that they are either not aware of or don’t fully appreciate.
- Brand pillars: Outstanding Value, Real-World Diversity, Springboard to Opportunity, Relevant.