



## *Achieving Synergy on Campus*

Jackie Jones, Associate Vice Chancellor for  
Administrative Services, University of Missouri-Columbia



**CLC's 12th Annual Licensing Director's Seminar**



# Achieving Synergy on Campus

Syn-er-gy:

The combined act of two or more substances or agencies to achieve an effect greater than that of which each is individually capable.



**CLC's 12th Annual Licensing Director's Seminar**



# Achieving Synergy on Campus

## Why Do you Need Synergy to Be Successful?

- If the collective energy and creativity of an entire campus is harnessed, it can be very productive.
- Individual efforts on campus are a waste of time and energy on a campus that is not united.
- A multi-dimensional view is always better and more creative -- get input from as diverse a group as possible on your campus.





# Achieving Synergy on Campus

## Why Do you Need Synergy to Be Successful?

- Do not assume that a lack of cooperation/support is based upon bad motives; it is often the result of not offering enough information.
- Communication is critical to success - must communicate to all levels, not just above or below.





# Achieving Synergy on Campus

## The Mizzou Licensing Program

- We view licensing as a resource for expertise and a place for coordination.
- “Ownership” of the licensing program really belongs to the entire campus.
- The introduction of a new logo at MU was the stimulus to re-energize our campus contacts.





# Achieving Synergy on Campus

## Mizzou New Logo Unveiling

- We used the new logo to achieve synergy on our campus. Every campus needs a “rallying cry” that can become the stimulus to strive for synergy.
- The first step that we took was to identify departments on campus that would need to be involved in the logo project. Our list included athletics, bookstore, purchasing, alumni, development, admissions, PR, and many others.





# Achieving Synergy on Campus

## Mizzou New Logo Unveiling

- Take the time that is needed to “get everyone on board.” Your investment in time will pay off.





# Achieving Synergy on Campus

## Mizzou New Logo Unveiling

- February 24 of this year, we met with virtually every key constituency on campus.
  - CLC University Rep made presentation to groups.
  - Explained the importance of the department to the overall success of the new logo project.
  - Asked for ideas and participation.
  - Communicate, Communicate, Communicate







# Achieving Synergy on Campus

## Mizzou New Logo Unveiling

- Regardless of who we spoke to, the message was only tailored slightly each time for that audience.
- Our message in meetings was a simple one...
  - Consistency, Consistency, Consistency





# Achieving Synergy on Campus





## Mizzou New Logo Unveiling

- Every group got a chance to see where we were from a “brand consistency” perspective.
- More importantly, we gained “buy-in” for where we were going with our brand consistency.



# MIZZOU'S CURRENT BRAND "SYSTEM"

Consistency is the Number One Factor for developing a successful brand identity. A consistent brand identity will result in the whole being greater than the sum of its parts.

 <p data-bbox="666 435 866 578">Athletic Logo</p>	 <p data-bbox="1504 435 1694 578">Mascot Logo</p>
 <p data-bbox="590 863 885 1006">Institutional Logo</p>	 <p data-bbox="1437 863 1704 1006">University Seal</p>



New Brand Hierarchy



Primary Logo



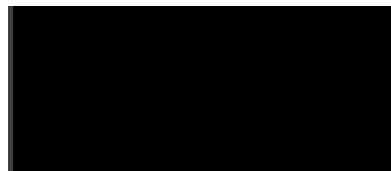
Secondary "M" Logos



Secondary Tiger Logos



Alternate Logos



Mizzou Colors



# Achieving Synergy on Campus

## Tips on Achieving Synergy on Your Campus

- Communicate that everyone has an “ownership stake” in the licensing program.
- Do whatever it takes to get support for the program’s objectives at a high level within the university.
- “Overcommunicate” -- Tell them everything and let them take what they want to take.





# Achieving Synergy on Campus

## Tips on Achieving Synergy on Your Campus

- Invite your CLC University Rep to campus to present to a group of interested individuals -- let them hear the same thing, but from a different perspective.
- Look for broad initiatives that can involve a lot of people across campus.
- Even on small projects, get ideas from a broad range of constituents -- licensing is fun -- a lot of people have good ideas, so use them !!!





## *Achieving Synergy on Campus*

Jackie Jones, Associate Vice Chancellor for  
Administrative Services, University of Missouri-Columbia



**CLC's 12th Annual Licensing Director's Seminar**