

Career & Employment Services
Employer Advisory Board Meeting
July 23, 2010

- ❖ K-State 2025
- ❖ K-State Branding

Overall Goal

- ▶ By 2025, Kansas State University will be recognized as one of the nation's Top 50 Public Universities in the research category.



Why Benchmark K-State?

- ▶ We must have a realistic assessment of how K-State compares with national peers—
 - Helps develop an effective visionary plan for moving towards the Top 50.
 - Defines nationally recognized quantitative measures commonly used to measure public research Universities.



Benchmarking Institutions

- ▶ Institutions most similar to Kansas State:
 - Auburn (23,547 students)
 - Clemson (17,309 students)
 - Oklahoma State (23,692 students)
 - Oregon State (19,352 students)
- ▶ Institutions which rank above Kansas State in most measures:
 - Colorado State (27,636 students)
 - Iowa State (25,462 students)
 - North Carolina State (31,130 students)

Note: All peers are Land-Grant Institutions without Medical Schools. Data taken from Center for Measuring University Performance, Arizona State University.

8 Key Benchmarks

- ▶ Following discussion among the President's Cabinet, eight key metrics were selected for measurement of our progress towards becoming a Top 50 University—
 - Research and Development Expenditures
 - Total Endowment
 - # of National Academy Members
 - # of Faculty Awards
 - # of Doctorates Awarded
 - Freshmen-to-Sophomore retention ratio
 - Six-year graduation rate
 - % of Undergraduates involved in formalized research experience

Benchmarking Summary

- ▶ A simple average of K-State's rank among public research Universities places us between 80 and 90 in most major categories.

Discussion Questions

1. At Kansas State University, what do we need to do in order to become a Top 50 institution?
2. What are the assets in place and barriers to overcome in order for us to achieve Top 50 status?

K-State Branding

“A brand is promise
that we make,
and intend to keep.”



K-State DNA

- Cite one word to describe K-State.

Collaboration

Connection

Community

Enthusiasm for K-State

Excellence

Family

Inclusive

Link

Resource

K-State DNA

- ▶ What do you love about K-State?

K-State Way of Life

Camaraderie

Environment

Opportunities

Traditions

K-State Way of Life

- Attitude- Humility, not arrogant (We are K-State)
- Connected to Manhattan/Community
- Down home feel (Midwest)
- Everyone's love for K-State
- Family Atmosphere
- Fervor for K-State
- Friendly
- Inclusive
- Welcoming



Camaraderie

- Connectedness among faculty, staff and students
- Memories and Traditions
- Selfless and Accessible



Environment

- Campus is gorgeous
- Location
- Small-town feel



Opportunities

- Genuine lifelong relationships
- Networking
- Quality Education



Traditions

- Football
- Memories
- Pride –
 We wear
 our PURPLE



Branding Slogans

- ▶ Wildcats for NOW, Wildcats FOREVER
- ▶ K-State is the Purple Paw Print on your Heart
- ▶ Let K-State be Your Tattoo
- ▶ My Laundry Lint is Purple!

K-STATE

