CENTER FOR PROFESSIONAL DEVELOPMENT
BRANDING TOOLKIT

CULTIVATING A CLEAR, COHESIVE UNDERSTANDING OF THE CPD BRAND
CONTENTS

- Brand Values
- Learner Personas
- Messaging Framework
- Brand Statement
- Competitor Audit
- Branding Guidelines
BRAND VALUES

MODERN
We offer contemporary, progressive professional development.
We develop content that meets market demands.
We deliver curriculum in a cutting-edge, technology-forward way.
We anticipate trends and find new ways to satisfy the modern worker.

WELCOMING
We are the front door to the University of Denver, offering an approachable way for the community to access high-quality education.
We provide white glove service to each learner and partner, at their side every step of their journey.
We treat people fairly, equitably, and inclusively.

PASSIONATE
We love what we do and demonstrate that in all of our interactions.
We have a passion for professional development and helping the community meet their learning goals.
We find excitement in everything we do, both internally and externally.
We aim to electrify the workforce with quality, relevant professional development.

ACCESSIBLE
We keep adult learners top of mind in all we do, including the modality and price points offered to the market.
We offer flexible schedules in a variety of modalities (weeknights, weekends, live online, self-paced online).
We strive for an accessible price-point for mid-level professionals seeking to enhance their career.

COLLABORATIVE
We create strategic alliances within the University of Denver and our community.
We encourage learners to collaborate with peers to enhance learning outcomes.
We actively seek out opportunities to collaborate in the creation, delivery, and promotion of content.
We value relationships and aim to build trust and foster community.
LEARNER PERSONAS

Move Up Mary
Age: 41
Work: Nonprofit Organization
Level: Assistant Director
Duties: Budgets, team management, fundraising
Interests: Family, exercise, reading
Motivation: Wants to move up within the same organization, bringing added value to her role and contributing to the mission. Community-oriented and aims to make an impact locally. Taps into professional network and associations for current professional development needs.
Resistance: Will I be able to afford it?
Topics: Strategy, leadership, team building.

Be Better Bailey
Age: 35
Work: Corporate Healthcare
Level: Manager
Duties: Data, technology, analysis
Interests: Outdoors, social groups, concerts
Motivation: Seeking ways to do her current job more efficiently and with greater confidence. Not seeking promotion or movement, but rather wants to strengthen existing skills and add new areas of expertise to her toolkit. Leverages access to online professional development content.
Resistance: Will content be too rudimentary?
Topics: Healthcare, data, coding, technology.

Boot Camp Carlos
Age: 47
Work: Human Resources
Level: Specialist
Duties: Compensation, benefits, people management
Interests: Community, food, entrepreneurship
Motivation: Aiming to shift careers and move into the tech sector with specialized skills in coding. Wants to bridge current HR knowledge with newly developed technical skills to create entrepreneurial opportunities within the HR space. Needs to develop highly technical coding skills, and may need guidance on start-up culture and management.
Resistance: Will I have time to complete this?
Topics: Coding, technical skills, start-ups, entrepreneurship.
## MESSAGING FRAMEWORK

<table>
<thead>
<tr>
<th>Key Benefit</th>
<th>Make an Immediate Impact</th>
<th>Learn from Leaders</th>
<th>Elevate Your Career</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Message</strong></td>
<td>Short courses, big impact. What you learn today can be applied tomorrow with professional development that makes an immediate impact.</td>
<td>Lean in with top leaders. Engage with leaders in the field and learn from professional practitioners who are invested in your success.</td>
<td>Gain a competitive edge within the market and be prepared to strengthen your current role, move up to a new one, or shift careers entirely with a personalized approach to professional development.</td>
</tr>
<tr>
<td><strong>Content Concepts</strong></td>
<td>The practical impact in current roles (student outcomes); promotions; career shifts; team or workplace enhancements.</td>
<td>Thought leadership from instructors; instructor profiles; community partnerships; reflections on industry trends.</td>
<td>Career shifts; reaching professional goals; learning objectives; skills you’ll learn.</td>
</tr>
</tbody>
</table>
To the modern professional, the Center for Professional Development at the University of Denver provides accessible and relevant short courses that make an immediate impact. What you learn today can be applied tomorrow, whether you want to strengthen your current role, move up to a new one, or shift careers entirely.

The Center for Professional Development at the University of Denver is for the modern professional seeking short courses that make an immediate impact. Gain access to high-quality instruction with a personalized touch, because at CPD, you’re more than just a number, you’re our partner in professional development.

The Center for Professional Development at the University of Denver believes modern professionals deserve high-quality short courses designed to make an immediate impact. Every day, we invest in our relationships with students and instructors to create educational experiences that elevate careers. Because when you’re ready to move up or move on, you need relevant professional development at your fingertips to get you there.
<table>
<thead>
<tr>
<th>Institution/Organization</th>
<th>Offerings</th>
<th>Price Range</th>
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</thead>
<tbody>
<tr>
<td>CPD (Not inc. bootcamps)</td>
<td>30+ (Leadership, HR, Healthcare, IT)</td>
<td>$250 - $2000</td>
</tr>
<tr>
<td>Coursera</td>
<td>3000+ (IT, Business, Healthcare)</td>
<td>Free - $2000</td>
</tr>
<tr>
<td>Metro State</td>
<td>25+ Self-Paced, Certificates (Data, Business, Science)</td>
<td>Free - $1500</td>
</tr>
<tr>
<td>Industry Associations (PMI)</td>
<td>600+ Online, Certificates (Project Management)</td>
<td>$599 - $2000</td>
</tr>
<tr>
<td>Colorado Community Colleges</td>
<td>300+ Online, Campus, Hyflex (Business, IT, Healthcare)</td>
<td>$400 - $800</td>
</tr>
<tr>
<td>LinkedIn Learning</td>
<td>16,000 Online (Business, IT, Basics)</td>
<td>Free - $20/mo</td>
</tr>
<tr>
<td>EdX</td>
<td>3000+ (Business, Data Science, IT, Design)</td>
<td>Free</td>
</tr>
<tr>
<td>MOOCs</td>
<td>Varies</td>
<td>Free</td>
</tr>
<tr>
<td>Udemy</td>
<td>130,000 Online, Bootcamp, Certs (IT, Data Science)</td>
<td>$20 - $200</td>
</tr>
<tr>
<td>CO Department of Education</td>
<td>40+ online (Education)</td>
<td>Free</td>
</tr>
<tr>
<td>Skillshare</td>
<td>3000+ (IT, Design, UX, Business, Leadership, Marketing)</td>
<td>Free - $99/year</td>
</tr>
<tr>
<td>Great Courses</td>
<td>11,000 (Finance, Professional Growth)</td>
<td>$50 - $350</td>
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## NON-COMPETITORS, ACCORDING TO CPD

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<tr>
<td>CPD (Not inc. bootcamps)</td>
<td>30+ (Leadership, HR, Healthcare, IT)</td>
<td>$250 - $2000</td>
</tr>
<tr>
<td>Colorado State University</td>
<td>170+ Online Courses (Leadership, Branding, Health)</td>
<td>$70 - $400</td>
</tr>
<tr>
<td>Colorado Mountain Colleges</td>
<td>35+ online, 100+ person (Non-Profit, Business, HR)</td>
<td>Free - $40</td>
</tr>
<tr>
<td>University of Colorado</td>
<td>Nothing comparable</td>
<td></td>
</tr>
<tr>
<td>Regis University</td>
<td>Nothing comparable</td>
<td></td>
</tr>
<tr>
<td>Khan Academy</td>
<td>Primarily online for youth</td>
<td>Free</td>
</tr>
<tr>
<td>University of the People</td>
<td>Online Degree Programs (IT, Health, Business)</td>
<td>Free</td>
</tr>
<tr>
<td>Emily Griffith Technical College</td>
<td>Long-Term Programs (IT, Health, Business)</td>
<td>$900 - $6000</td>
</tr>
<tr>
<td>The Educators Place</td>
<td>Online (K-12 Education)</td>
<td>$389</td>
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BRANDING GUIDELINES

University of Denver’s Center for Professional Development or the Center for Professional Development at the University of Denver (avoid use of CPD as an acronym)

Instructors (do not use descriptors such as faculty, professors, etc.)

Non-Credit Certificate (avoid referencing certificates without the non-credit qualifier)

Avoid “Front Range” – limits our geography and can be a confusing term to those outside Colorado

Avoid “Affordable” – not accurate given competitor price points, use accessible instead
RESOURCES

CPD Brand Workshop Companion
http://ucollege.du.edu/cpdbrandworkshop

Qualtrics Brand Voice Survey
https://udenver.qualtrics.com/jfe/form/SV_1MnooScc7pb8uai

Qualtrics Brand Voice Data
https://denveru-my.sharepoint.com/:x:/g/personal/victoria_omalley_du_edu/Ebb1CHfe7HdGtrTlfz6OWQUBFnXA9jHzDUq7jo64BuSKjw?e=NY1Fx

Qualtrics Competitor Survey
https://udenver.qualtrics.com/jfe/form/SV_4NOhysG4o4IxgDs

Qualtrics Competitor Data
https://denveru-my.sharepoint.com/:x:/g/personal/victoria_omalley_du_edu/ERRtVYqbO71Ft5YiiCvZhOoBR3EO_Sy3ZGJUXhn969ndnQ?e=hzZNX6