

## **PROJECT BACKGROUND**

### **College Scope and Reputational Achievements**

The College of Architecture at Georgia Tech is comprised of five (5) individual schools that focus on creative innovation -- architecture, building construction, city planning, industrial design, and music. The vision of the college is to be a “global leader in education, scholarship and practice for integrating knowledge and technology to improve peoples’ lives and the environment”.

The college’s strategic plan focuses on addressing 3 targeted world challenges and opportunities, including:

- Energy and climate change
- Major demographic shifts leading to greater population diversity
- The information technology revolution.

It seeks to accomplish this by directing its efforts toward (1) sustainable design of buildings, neighborhoods and cities, (2) designing for diverse populations, including an aging society, and (3) digital technology leadership in its professional disciplines.

The college’s faculty, researchers and students are recognized pioneers in areas that include the following:

- Building Information Modeling (BIM)
- Health care design
- High performance buildings
- Interactive product design
- Geographic Information Systems (GIS)
- Digital fabrication
- Music technology
- 3D visualization

The college’s competitors/peers include colleges of architecture at Arizona State University, University of Virginia, University of Pennsylvania, University of Michigan, Virginia Tech, University of California-Berkeley, Carnegie Mellon University, University of Texas-Austin, MIT, University of Washington-Seattle, Columbia University, University of Florida-Gainesville, North Carolina State University, University of Minnesota and University of Illinois, Urbana-Champaign.

### **Current Reputational Challenges**

The College of Architecture currently faces several reputational challenges as it seeks to implement its strategic plan that took effect in 2014. Student enrollment levels in the undergraduate architecture program need significant improvement. Ratings by the college’s own faculty on academic quality of the college and its research contributions show similar opportunities for improvement (as referenced in the Georgia Tech Reputation Study 2012).

An earlier reputation study (2006) showed that academic peers generally viewed the College of Architecture as “good”, but not in the top tier. They rated the college 3.7/5 on “national prominence” (based on research, scholarship and creative activity). Prospective students interested in architecture rated the college’s academic reputation as lower than competing programs at other universities.

Successfully addressing these challenges will require multi-faceted and sustained efforts by the college over time. This RFP addresses a single component in that undertaking, i.e., how the college can best position itself to its primary target groups (prospective students, alumni, donors, prospective faculty, relevant business professionals). Positioning and promotional challenges include the following:

- A. Lack of a fully developed brand messaging strategy that positions the college (encompassing its 5 schools) in a way that favorably differentiates it from its competitors
- B. Current name that does not reflect the college’s diverse disciplines or actively support its positioning to key target groups
- C. Promotional limitations (including direct marketing, public relations, etc.), due to lack of effective positioning to serve as the guidepost for these initiatives