

Like many art directors, I spent the first few months of my new position at Texas Wesleyan University putting out fires. After that, I decided to take away the matches.

I wrote down time spent on each job, what I did and how I prioritized it. There it was, in black ink – I was wasting my day on short, repeat projects that didn't add value to the university's strategic goals.

I took a step back and decided to intentionally restructure my time. I needed to offload these small, but time-consuming projects so I could focus on the bigger projects that would generate growth and revenue for the university.

BRAND EMPOWERMENT

The small projects never seemed to end, but I was empathetic. They might not have been important to the university's strategic plans, but they were important to the people in charge of them. The answer wasn't to say, "no" and stomp my feet -- I needed to empower these key partners. So we turned them into brand ambassadors. TXWES had a fresh new brand and had recently launched the "Smaller. Smarter." campaign in 2012 and it needed positive engagement, so what better way to get that engagement than to get its own staff and faculty involved?

User research pointed to an simple, effective solution: A self-serve center online that would be accessible to all faculty, staff and students. This self-serve center would house easy-to-use templates (all within brand standards) that people could download and customize. We called it the "Resource Toolbox," which became the location for everything related to the "Smaller. Smarter." brand campaign. The Resource Toolbox has been going strong for over five years and is home to the TXWES brand style guides, policies, logos, print and digital templates, wallpapers, apparel, and more.

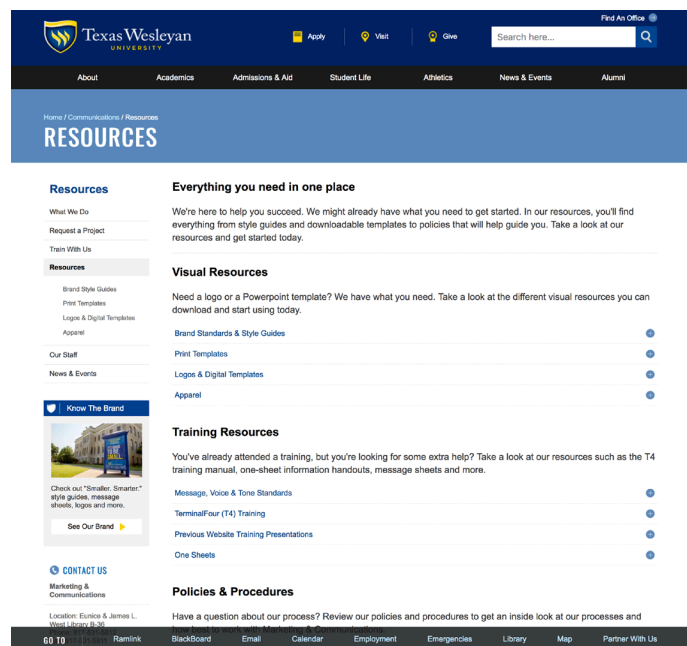
SET UP FOR SUCCESS

On-campus training sessions were held to educate the campus community on what "Smaller. Smarter." meant. They learned how to write and speak within our brand voice, and also how to work with our brand's visual tone through the templates on the Resource Toolbox. After completing these training sessions, staff, faculty and students felt empowered as brand ambassadors for TXWES

and "Smaller. Smarter." and were able to promote their events and programs while maintaining brand consistency. With the success of the "Smaller. Smarter." campaign, Resource Toolbox users are excited about the TXWES brand and eager to be part of it.

RESULTS

Not only did the visual personality of the TXWES campus change through increased consistency, but the TXWES brand is stronger than ever and showed increased engagement with a bank of streamlined branded assets that are easy to access and use. Campus communication has been enhanced and has allowed for users to be directly engaged with the "Smaller. Smarter." campaign while putting my time back on projects that support the university strategic goals.



Shelly Jackman is an art director with over nine years of professional experience. Her most successful projects have involved brand management, customer experience and integrated campaigns. She has a Bachelor of Fine Arts in Design.