How Brand Identity Prism Helps You to Create a Successful Employer Relations Plan?

Hao Guo & Linda Mai
NYU Shanghai Career Development Center

Agenda For Today
- Who we are and What we do?
- Why Brand Identity Matters to Employer Relations?
- Components of Branding and Brand System
- Overview of Brand Identity Prism: Brand Physique/Personality/Relationship/Culture/Reflection/Self Image
- Case Study: NYU Shanghai Practice
- Open Discussion: Issues and Challenges

Who We Are?

ABOUT NYU

Founded in 1831, one of the largest private universities in the United States.
50,000 students in three degree-granting campuses in New York City, Abu Dhabi, and Shanghai.
The faculty has total over 4,500 full-time members whose research and teaching encompass arts and media; business; law; education; health and medicine; humanities and social sciences; science, technology, engineering, and math; public administration; the ancient world; and continuing professional studies.

ABOUT NYU Shanghai

Jointly established by New York University and East China Normal University, NYU Shanghai is the third degree-granting campus in NYU’s global network. With its 2013 inaugural undergraduate class hailing from all over the world, NYU Shanghai combines the best of Chinese and American education, creating a new kind of higher education model for its talented students against the backdrop of globalization.

NYU Shanghai Mission

Teaching
Research
Public Service

In teaching, NYU Shanghai aspires to prepare its students for lives of discovery, advancement, and contribution.
In research, NYU Shanghai aspires to produce original, rigorous, and impactful insights across all academic domains.
In public service, NYU Shanghai aspires to promote healthy development within the Chinese community and beyond.
The NYU Shanghai Career Development Center (CDC) aims to provide comprehensive career guidance to our entire student body. We collaborate with employers, alumni, and organizations to provide a range of resources and opportunities for students to achieve personal and professional success. From one-on-one career counseling to career fairs and networking events, our team of committed career development professionals will be with you every step of the way!

Employer Engagement

All-Year Engagement Options:
- Speak at Industry Panels or Relevant Lectures;
- Participate in Campus-wide Networking Events;
- Host Company Visits for Student Groups;
- Become an Industry Mentor for Students;
- Conduct Skill-based Workshops/Trainings for Students.

All-Year Long Offering

NYU Shanghai CareerNet: Our FREE online employment listing site for both internship and full-time positions, exclusively used by NYU Shanghai students, both current students and young alumni.

Why Brand Identity Matters to Employer Relations?

Employers, according to NACE professional standards, are “vital partners in the educational process and primary customers for college/university career services,” and the standards recommend that career centers “develop policies and practices to ensure the highest quality employer relations and services” (NACE, 2014b, Section IX).

Employer Relations

“Employer relations” in higher education career services has shifted from solely “placement” to teaching employment skills, networking, and relationship building (Hoover et al., 2015).

Employer Brand

Employer brand is the term commonly used to describe an organization’s reputation as an employer and its value proposition to its employees, as opposed to its more general corporate brand reputation and value propositions to customers (Mosley, R. 2015).
Components of Branding and Brand System

Every touch point is a reflection and a contributor to the brand experience.

The physical is your offices setting, posters, marketing communication and so on.

The mental is the representation of what a student experiences and how the brand contributes to that experience with all the physical pieces.

The sociocultural is any force that shifts a person's perception, trends, opinions, demographics, communication methods and attitudes.

Brand Identity Prism

Brand Identity Prism

NYU Shanghai Employer Relations Practice
Professional, Engaging, Welcoming
Positive, supportive, collaborative, empowering
Partner, Bridge and Advisors
Sino-American University
Ensure that we consider both Eastern and Western values
Positive, Effective and Helpful
Share same Talent Development Value

Issues and Challenges

Thank you!