

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

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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



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Who We Are?



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ABOUT NYU

Founded in **1831**, one of the largest private universities in the United States.

50,000 students at **three degree-granting campuses in New York City, Abu Dhabi, and Shanghai** and at study-away sites in Africa, Asia, Australia, Europe, North and South America.

The **faculty** now totals over **4,500 full-time** members whose research and teaching encompasses 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.

With more than **2,500** courses offered, the University awards more than **25 different degrees**



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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.



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NYU Shanghai Mission

Teaching

In teaching, NYU Shanghai aspires to prepare its students for lives of discovery, satisfaction, and contribution.

Research

In research, NYU Shanghai aspires to produce original, rigorous, and important insights across a broad set of academic domains.

Public Service

In public service, NYU Shanghai aspires to promote healthy development within the many communities it inhabits.



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Students - Class of 2017



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What We Do?

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About NYU Shanghai Career Development Center

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!

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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/Training** for Students.

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Employer Engagement

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**.

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Why Brand Identity Matters to Employer Relations?

Employers

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., 2013).

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 proposition to customers. (Mosley, R. 2015)

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Components of Branding and Brand System

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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.

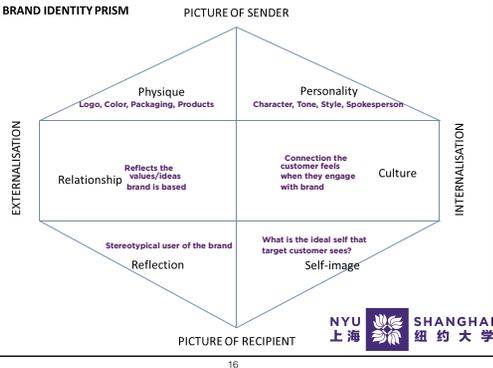
The **sociocultural** is any force that shifts a person's perception, trends, opinions, demographics, communication methods and attitudes.

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Brand Identity Prism

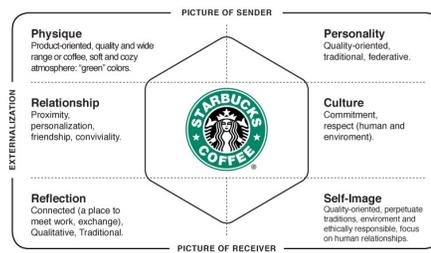
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KAPFERER'S BRAND IDENTITY PRISM



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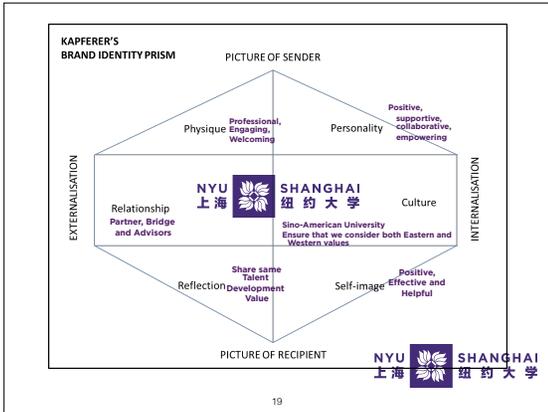
BRAND IDENTITY PRISM



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NYU Shanghai Employer Relations Practice

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Issues and Challenges

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Thank you!

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