

Our Brand Filter

Employees at all levels of the University make decisions everyday. These decisions are often made based on certain degrees of subjectivity which can lead to inconsistencies in operationalization and enhancing

the brand. The purpose of the brand filter is to provide the York community specifically employees, and Faculty, with an objective screening process that will help to determine if decisions on initiatives and programs being

considered is aligned with the brand strategy as well as being the right business decision.

Below are a series of key words that describe the essence of the York's brand promise, personality and values.

Using the brand filter will help York move from where it is today to where the university ultimately wants to be and how it wants to be perceived.

FOUR ASPECTS TO THE YORK UNIVERSITY BRAND FILTER

Human attributes the brand assumes. They influence:

- People fit
- Internal tone & voice
- Hiring decisions
- Communication messaging

Evaluation criteria to help define and evaluate new programs/service offerings as being 'on brand'.



Attributes that guide and define the culture, values and philosophy of the university.

Attributes that define how York should interact with students, employees donors, partners, government, etc. Define the role played with these stakeholders.

Brand Filter: Personality

Human attributes the brand assumes and that influences: People fit, Internal tone & voice, hiring decisions, communication messaging.

AMBITIOUS

- Driven to accomplish or achieve something through dedication and hard work
- Sets and achieves lofty goals
- Unrelenting when challenging the status quo
- Constantly working to be better

INSPIRING

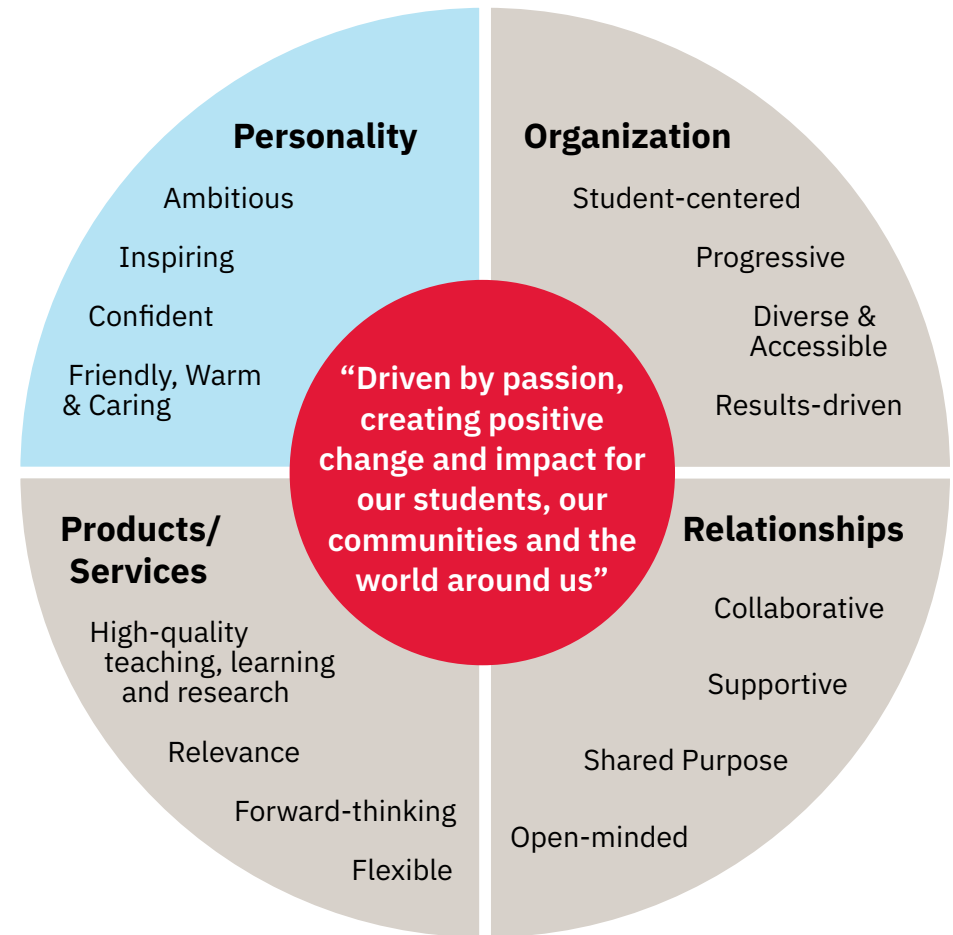
- Track record of “important firsts” (i.e. Canada’s first environmental sustainability program).
- Strives to make the world a better place
- Celebrates the many positive contributions York has made

CONFIDENT

- Proven track record of creating academic and societal impact
- Distinguished alumni across all fields
- A school that students, staff, faculty & alumni can trust and are confident in
- Reliable, makes and keeps its promises

FRIENDLY, WARM AND CARING

- York cares deeply about its communities, locally and globally
- York provides an inclusive, accessible and welcoming environment
- York is an institution that cares deeply about its students, its communities and the world they impact



Brand Filter: Organization

Attributes that guide and define the culture, values and philosophy of the university.

STUDENT-CENTERED

- Exceptional at listening and responding to the needs of students
- Puts student needs and perspectives at the center of decision making

PROGRESSIVE

- Finds new and inventive ways of doing things
- Responds to the changing needs of our students, economy etc.
- Leads the way within the educational field, demonstrating distinctiveness and resilience

DIVERSE AND ACCESSIBLE

- Has an exceptionally diverse community that fosters critical thinking & brings different perspectives together
- Develops people's full potential regardless of where they start in life

RESULTS-DRIVEN

- Sets ambitious goals and holds the organization and the individual accountable to delivering them
- Managed in an evidence based and data savvy manor
- Efficient & effective decision making, works to remove complexity



Brand Filter: Relationships

Attributes that define how York should interact with students, employees, donors, partners, government. etc. Define the role played with these stakeholders.

COLLABORATIVE

- Committed to healthy and productive collaboration across faculties, professional schools, communities, governments, and departments
- York should be seen as a “community of communities united by a common purpose

SUPPORTIVE

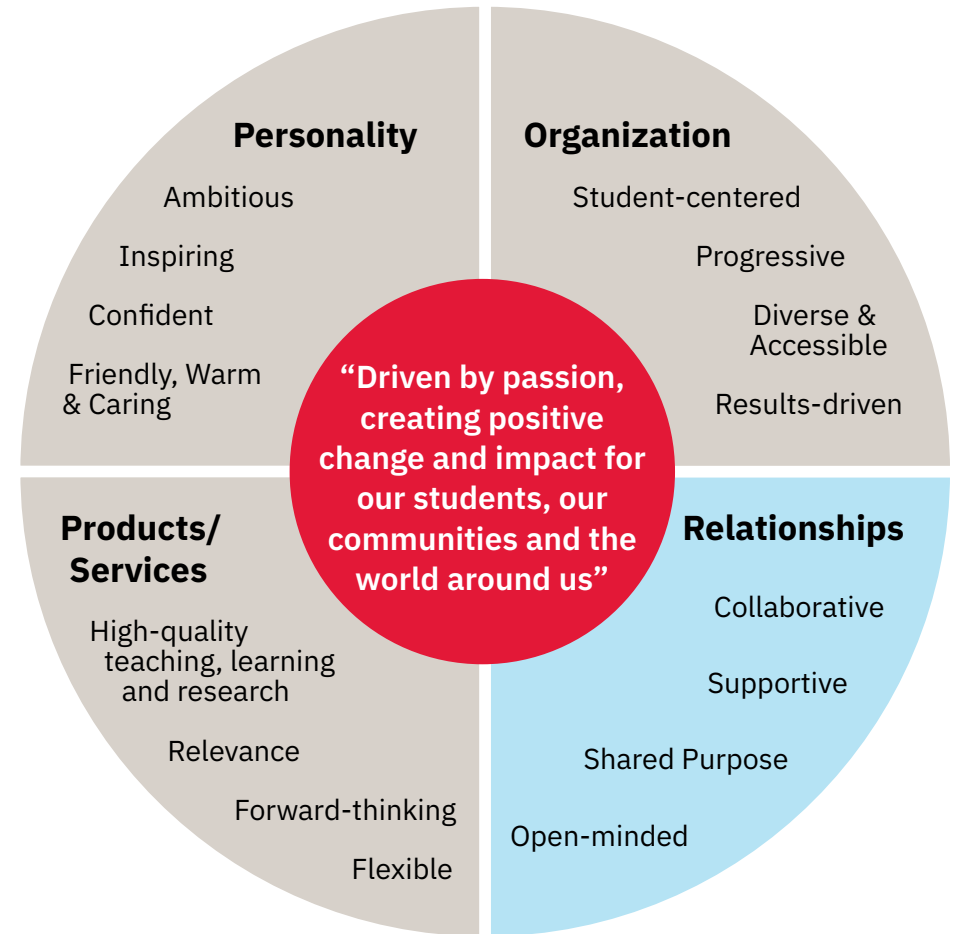
- Actively supports one another
- Highly valued and effective support systems

SHARED PURPOSE

- A community of individuals (student, alumni, staff & faculty) brought together by pride, respect and agency to create positive change
- Respectful of differences

OPEN-MINDED

- Open to new ideas
- Embraces change
- Not afraid of taking risks



Brand Filter: Products/Services

Evaluation criteria to help define and evaluate new programs/service offerings as being 'on brand'.

HIGH-QUALITY TEACHING, LEARNING AND RESEARCH

- Highly valued instruction and support services
- Combines critical thinking with experiential education opportunities
- Conducts purposeful research that addresses critical

RELEVANCE

- Programs and opportunities that suit the ever evolving needs of the market and the individual
- Community engaged programming and research
- Learning & research that provides individuals with a strong sense of purpose

FORWARD-THINKING

- Future focused
- Curriculum and services that allow us to look out into the future, plan around innovations, and implement in an efficient manor
- Develop strong planning, objective setting and execution processes
- Pilot/scale approach to change

FLEXIBLE

- Progressive education that enables and empowers
- Supports all types of students from traditional to non traditional in pursuing their lifelong goals and aspirations
- Provides students with control over their unique educational pathway

