



Refresh the Brand

Status

- Interim brand guidelines are in place.
- Phase 1: Carnegie has completed research and competitive analysis; results are currently being synthesized.

Next Steps

- Carnegie will present brand strategy recommendations based on research insights.
- Phase 2: Brand strategy execution, including creative concepts, messaging development, review and finalization.

Timing

May-June

Phase 1: Brand strategy finalization

June-July

Creative and messaging development

August–September

Phase 2: Creative and messaging finalization

September–October

Brand refresh implementation begins

Resources

Interim guidelines

[Blogs.missouristate.edu/brand](https://blogs.missouristate.edu/brand)

Brand toolkit

[Brand.missouristate.edu/Toolkit](https://brand.missouristate.edu/Toolkit)



Amp Up Fans and Spirit

- Big Wins
 - Student Rewards Program secured; June launch planned
 - Hosted three (3) official watch parties (avg. 74 fans/event)
 - Enhanced football game experience (lighting, pyro, drone show)
 - Tested basketball lighting upgrades
- Key Learnings/Obstacles
 - Limited national broadcast games + key player injuries impacted # of watch parties
 - GSB lighting enhancements produced mixed fan feedback
- Plan for 2026-2027
 - Increase first-time attendees across key sports
 - Raise fan experience satisfaction & NPS scores
 - Launch and scale Student Rewards in Fall 2026

FY26 was about improving the experience. FY27 is about growing the audience and creating traditions that make people want to come back.



Centralize and Connect Brand Stories

- We are on track to complete inventories of university content creators, communications platforms, social media channels, iconic photo spots and signature spirit events.
- In Year Two, we look forward to articulating best practices, rolling out the Campus Communicators' Forum, recommending process improvements and investigating platforms that may be useful to our storytelling efforts.



Bring the Community In. Send the Campus Out.

- Broke into small groups to achieve reachable goals.
- SWOT analysis of our area.
- Created a year-by-year strategy for each of the tasks related to our group.
- Impact: Collaborating with stakeholders to get buy-in and develop next steps.
Specific actions taken and next milestones:
 - Cross-campus meeting (this spring) set to refresh Bearwear Fridays
 - Set dates for campus groups to tour efactory and introduce to new employees
 - Deep research to identify campus ties with food producers and highlight them in Missouri State magazine
 - Part of a campus-wide effort to promote all Bear partners
 - Creative Services is in process of creating Bear Partner logo