

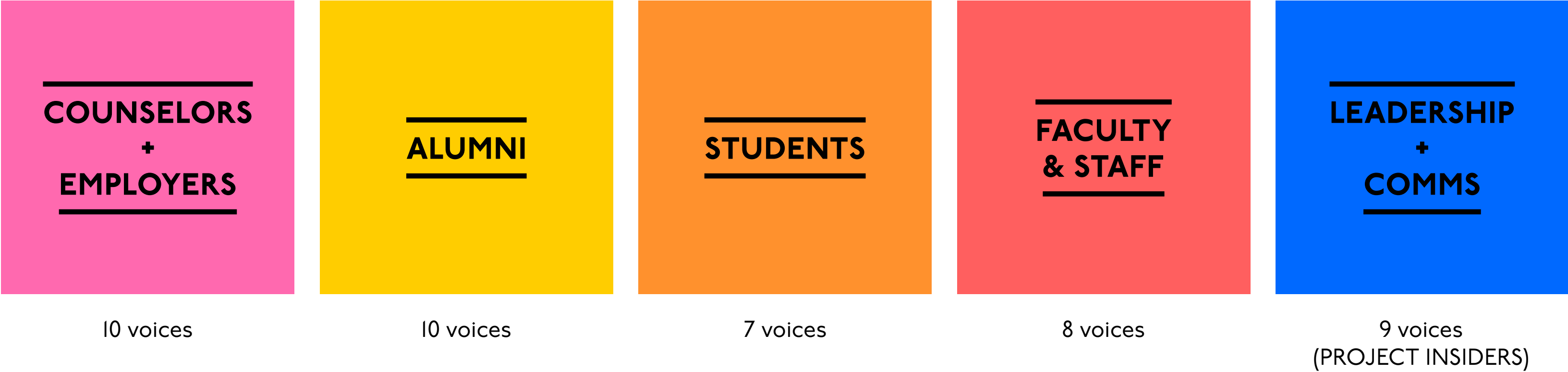
AUP

**BRAND PERCEPTION
SURVEY**

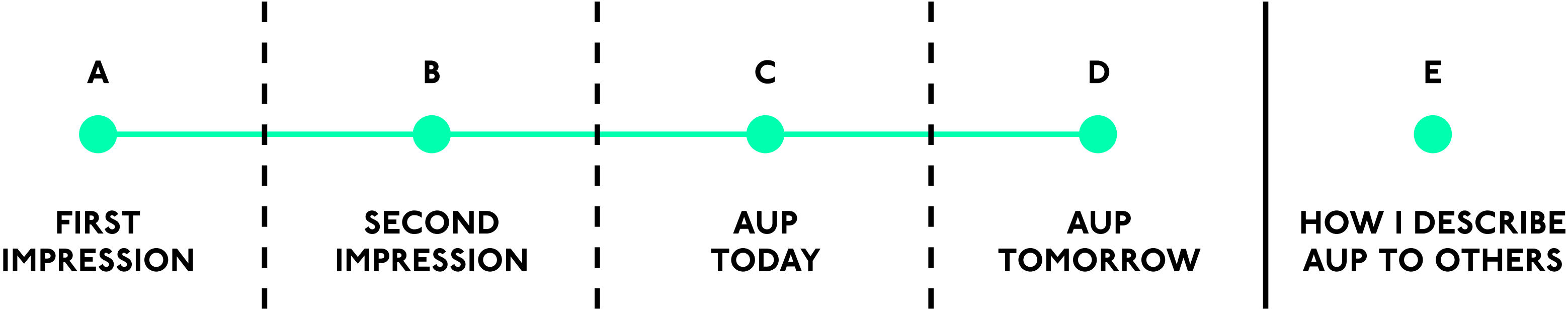
Tuesday April 20th 2021

CONFIDENTIAL DOCUMENT

COMMITTEES



PERCEPTUAL MAP/JOURNEY



A – FIRST IMPRESSION

The value/attribute
I associated with AUP
the first time I encountered
it or became aware of it is...

An indicator of surface biases that have existed
in the past, and perhaps still linger today.

A - FIRST IMPRESSION

The value/attribute I associated with AUP the first time I encountered it or became aware of it is...

COUNSELORS + EMPLOYERS

- 1-The American flexibility of admissions and programs offered in Paris
- 2-Excellence
- 3-Is it easy to get into? (like the London one I know)
- 4-Unique & Liberal arts
- 5-Arts/humanities focused influenced by an incredible location, not incredibly rigorous academically.
- 6-Personalized attention;
- 7-Student-centered approach to academic growth and accomplishment
- 8-Unique opportunity for a liberal arts education in a culturally-rich international city, within a small supportive university environment.
- 9-Focus of students I met
- 10-Reflective

ALUMNI

- 1-Paris
- 2-Broadening horizons
- 3-International
- 4-International
- 5-Cosmopolitan
- 6-Unusual
- 7-American-style higher ed, in a European/global context
- 8-Learning from the world around you - Paris is your classroom
- 9-Fun
- 10-Opportunity

STUDENTS

- 1-Paris
- 2-Paris
- 3-Engaging
- 4-The cultural opportunity of studying in Paris
- 5-Uniqueness
- 6-Unique, special, secret treasure, bold
- 7-Liberal arts

FACULTY & STAFF

- 1-Paris
- 2-Its status as a collection of global thinkers
- 3-International
- 4-Diversity
- 5-Exotic
- 6-Liberal arts
- 7-Student-centered
- 8-Cheerful chaos with deep pockets of seriousness and rigour, and edges of panic

LEADERSHIP + COMMS

- 1-Paris
- 2-International
- 3-Internationalism
- 4-An international academic experience
- 5-Diverse
- 6-Unique
- 7-Scrappy
- 8-Extension of American community in Paris
- 9-Burgeoning, small and new, offering a niche space for students brave enough to step out of their comfort zone

B – SECOND IMPRESSION

The value/attribute
I associated with AUP,
once I'd gotten to know
it better is...

Can help us verify if contact with AUP confirms
or contradicts first impressions/biases.

B – SECOND IMPRESSION

The value/attribute I associated with AUP, once I'd gotten to know it better is...

COUNSELORS + EMPLOYERS

- 1-Great location and appearing to 'care' and 'support' students.
- 2-Professionalism
- 3-I realized AUP was quite selective with loads of interesting majors/programs to choose from
- 4-Cosmopolitan, global and flexible.
- 5-Evolving! (Meeting with Tim was great when I visited campus.)
- 6-Strength of faculty;
- 7-Improved quality of academic program (I have known AUP for a long time!)
- 8-During a counselor tour, impressed by President's plan to move to a majority degree-seeking student body.
- 9-Sense of family community
- 10-Personable

ALUMNI

- 1-International
- 2-High academic standards
- 3-Tight knit
- 4-Diverse
- 5-Challenge
- 6-The positive side of globalisation
- 7-Tight connection / fabric to city of Paris
- 8-Citizens of the world/ diversity
- 9-Place of Belonging/ Acceptance
- 10-Multicultural

STUDENTS

- 1-International
- 2-Great class offerings
- 3-Attentive
- 4-An incredible resource and a fun place to study
- 5-Openness, all of AUP is open to students, it's what they make of it while they're here.
- 6-Diverse (class/languages), different, real, authentic, niche
- 7-Still liberal arts, but more awareness of the diversity of people and areas of study within AUP

FACULTY & STAFF

- 1-International student body and faculty
- 2-Its intimate nature
- 3-Openness
- 4-Community
- 5-Engaging
- 6-Global
- 7-Tight-knit community
- 8-Something like an oasis or a bar where people who have done extraordinary things get together to exchange experiences

LEADERSHIP + COMMS

- 1-English speaking
- 2-Different than any other academic institution I had been associated with before
- 3-Openness
- 4-A diverse collaborative institute
- 5-Responsive
- 6-Immature
- 7-Innovative, stimulating, inventive
- 8-Very diverse community
- 9-Small-town atmosphere inside of a global city, and academic success belongs to those who proactively seek out opportunities.

C - AUP TODAY

The value/attribute
I think best represents
AUP today is...

A marker of where AUP currently stands in the minds of these groups, and what AUP's more recent efforts have yielded (or not).

C - AUP TODAY

The value/attribute I think best represents AUP today is...

COUNSELORS + EMPLOYERS

- 1-[Great location and appearing to 'care' and 'support' students.]
- 2-Quality of students
- 3-An international and a selective College with extensive exchange programs and majors
- 4-Cosmopolitan
- 5-Evolving, trying to re-position itself. Community oriented.
- 6-Opportunities and access;
- 7-A liberal arts education that embraces 21st century opportunities and is delivered through a unique international perspective
- 8-Small university, big city, liberal arts and sciences.
- 9-Use of the city as a teaching resource
- 10-Inspired

ALUMNI

- 1-Internationally-minded anchored in the heart of Paris
- 2-Community connection
- 3-Community
- 4-Culture
- 5-Equipping students for modernity
- 6-Boutique
- 7-Global view, American rigor, European context
- 8-Citizens of the world
- 9-Academic
- 10-International liberal arts

STUDENTS

- 1-Forward-thinking
- 2-Multicultural education experience
- 3-Standard
- 4-A vibrant international community
- 5-Confidence and drive. The people I met at AUP "know what they're doing" and put in a lot of hard work to get there.
- 6-Growth
- 7-Evolution; the university is still growing and changing in a way that reflects its students

FACULTY & STAFF

- 1-Community-driven
- 2-The way faculty, staff and students all collaborate
- 3-Adaptable
- 4-International
- 5-Impactful
- 6-Quality
- 7-Forward-thinking
- 8-Temporary, in both good and bad ways - not quite solid enough to be able to rest on its histories and values (not a statue at all, nor a monument), restless, but solid enough to be able to address the future.

LEADERSHIP + COMMS

- 1-Immersion in an international, culturally diverse experience
- 2-A pragmatic education mixing intellectual theory and hands-on practical aspects
- 3-Aspiration
- 4-Student-centric education
- 5-Dynamic
- 6-International
- 7-Resilient, advancing, at the forefront of global liberal education
- 8-Get outside your comfort zone/bubble
- 9-Explorers, entrepreneurial spirit, ambitious

D - AUP TOMORROW

The value/attribute
I think will best serve
AUP in the future is...

An indicator of hopes/projections for the future;
it can also reveal fears/challenges/obstacles.

D - AUP TOMORROW

The value/attribute I think will best serve AUP in the future is...

COUNSELORS + EMPLOYERS

- 1-The students I work with love the idea of studying in Paris and the opportunities to study abroad with the partner universities
- 2-Developing talent
- 3-Quality, one-of-a-kind and challenging international education in Paris
- 4-Merging culture, urban and professionalism w/ liberal arts
- 5-Global, interdisciplinary
- 6-Its ability to maximize its location together w/ the strength of faculty and focus on the individual student;
- 7-Blending a strong academic grounding with a clear intent to prepare students for the world of work in the 21st century
- 8-[Small university, big city, liberal arts and sciences.] It's a great way to nurture young people and help them become more independent.
- 9-Big city, small school
- 10-Compassionate

ALUMNI

- 1-Global education, French culture, building citizens of the world
- 2-[Community connection]
- 3-New horizons
- 4-Culture
- 5-Leaning in and finding the balance between academia and practicality
- 6-Global access
- 7-[Global view, American rigor, European context]
- 8-[Citizens of the world] is a major selling point as the world is becoming more globalized.
- 9-Cosmopolitan - in the broadest sense of the word
- 10-Global network

STUDENTS

- 1-Global-minded
- 2-A unique education in one of the best cities in the world
- 3-Distinguished
- 4-Adaptability
- 5-AUP's network: it will continue to grow, gain value, and elevate AUP's status.
- 6-Adaptive/ evolving/ changing towards a positive future
- 7-Established

FACULTY & STAFF

- 1-Bridging across cultures
- 2-Focusing on its International outlook
- 3-Cutting-edge
- 4-International
- 5-Agility
- 6-Inclusive
- 7-Self-awareness
- 8-A capacity to group (to regroup?) and be hospitable without becoming an institution (especially if it can invite others around to feel part of that grouping for a moment)

LEADERSHIP + COMMS

- 1-Equipping our graduates to cross national and cultural borders with confidence
- 2-More visibility
- 3-Academic rigour
- 4-Cross-cultural student-centered learning
- 5-To always be receptive
- 6-High quality
- 7-Originality of approach to global liberal ed., academic rigor and flexibility
- 8-A place to come to learn to think differently.
- 9-Openness, empathy, globally conscious on all matters

E - IN CONVERSATION

The value/attribute
I most often use to
describe AUP to others is...

When people are forced to summarize in their own words, what 'fat' do they trim & what remains?

E - IN CONVERSATION

The value/attribute I most often use to describe AUP to others is...

COUNSELORS + EMPLOYERS

- 1-American-style education in France.

- 2-Quality of students

- 3-A selective College in Paris with great programs to choose from.

- 4-Merging the best of a global experience and learning

- 5-Community-centered, hands-on, evolving.

- 6-Strong liberal arts programs in Paris w/ an attention to the student;
- 7-An American-style, anglophone liberal arts program taught by outstanding faculty who fully embrace Paris

- 8-[What I said in C and in B]

- 9-[See all of my above answers]

- 10-Authenticity

ALUMNI

- 1-Global cohort and international focus among professors

- 2-Interconnected global community

- 3-Like a family

- 4-Culture

- 5-It opens doors – saying I went to grad school in Paris is an automatic conversation starter

- 6-Multicultural

- 7-[Global view, American rigor, European context]

- 8-[Citizens of the world]

- 9-A great place to study and become an independent adult

- 10-International

STUDENTS

- 1-Not-so-American

- 2-The amazing classes and professors

- 3-Homely

- 4-Challenging/rewarding

- 5-Very different from other schools in terms of social/academic/personal aspects. 'Expansive'

- 6-HUGE potential to become a really competitive uni/home away from home, gives students the opportunity to grow academically and personally more than most places

- 7-Quirky/unique

FACULTY & STAFF

- 1-Close knit group of explorers

- 2-Collegial

- 3-Close-knit

- 4-[International]/Diverse

- 5-Surprising

- 6-Intimate

- 7-Internationally-minded

- 8-I often speak about scale – its resilient smallness and the intense internal complexity within that smallness

LEADERSHIP + COMMS

- 1-English-speaking, US degree-granting, institution in the heart of Paris

- 2-A space where learning and self-development (épanouissement) do not conflict

- 3-Diversity

- 4-A multicultural academic community

- 5-Developing/Enriching

- 6-Intimate

- 7-Intimate, dedicated, student-oriented, creative

- 8-International school with students from all over the world that offers an American-style Liberal Arts curriculum

- 9-Global, liberal-arts, independent

F – OPTIONAL COMMENTS

Do you have any additional observations you would like to share?

This is an opportunity for committee members to emphasize something of particular importance to them.

F – OPTIONAL COMMENTS

Do you have any additional observations you would like to share?

**COUNSELORS
+
EMPLOYERS**

“This is the first year I will have students attending. I have always thought AUP was a good option, but it will be useful to see how our students perform and engage with the AUP community.” (1)

“AUP impresses me. I’d love to see more recognition of its strengths in the higher education world. I think people have viewed it as a “study abroad” place for too long and don’t recognize the value of its degree.” (6)

“We work with AUP in order to give interns six month opportunities with our organisation.” (2)

“The fact that there have been more scholarships available which has been excellent to be able to tell some top students of mine who are financially needy.” (3)

“Having more English-speaking options in France would be wonderful for our students - more and more students are starting to consider the UK/mainland Europe! Emphasizing graduate outcomes is important for our students, as well as linguistic and racial acceptance in the surrounding community.” (5)

“AUP offers a US liberal arts education, with the comfort of a US feel and an international experience within a cosmopolitan city and independent experience. Merging this with professional skills for the emerging job market would push AUP forward.” (4)

“As I allude to in my comments, I was enormously impressed by the quality of AUP's program when I visited in 2019. I've know the college for years. One of my daughter's good friends attended in the early 2000's. Observing how the curriculum has changed and been strengthened over 20+ years was a very pleasant surprise..” (7)

F – OPTIONAL COMMENTS

Do you have any additional observations you would like to share?

ALUMNI

“In working with alumni I've come to see that AUPers are DOers. They want to take action; they are catalysts of change globally. I'm quite proud to be a part of this community. ” (2)

“I am one of a few members of my graduating class who did not return to my country of origin and decided to make Paris my home (MAGC '12...mostly Americans). The bonds I made during those short 2 years in the program were incredible and life changing—nothing like my experiences in undergrad where I was also highly involved in campus activities (student athlete, sorority, etc). Most of us were a little older and decided to go back to school after several years in the workforce—which I found added an interesting layer to classroom experiences. Also, Waddick Doyle had an incredible influence on me academically, and I know I'm not the only one.” (3)

“I miss it.” (7)

“I suspect whatever other thoughts I have will be shared during the process so, happy to wait. :)” (9)

“Students and alumni vary widely by generation and AUP experience. The AUP experience is unifying to an extent, but sometimes the experience can be isolating.” (10)

F – OPTIONAL COMMENTS

Do you have any additional observations you would like to share?

STUDENTS

“For me, there is a difference between being 'international' and 'global-minded'. International simply means that there are numerous cultures and backgrounds coming together under the AUP system, while global-minded means that AUP harnesses that diversity and uses it to push people out of their American or European bubble, seeing the world in a different way.” (1)

“I feel that with the help of a new Logo AUP can go from a standard university to a distinguished university. The past three years that I have been at AUP I have wanted a logo I could show off on clothing (hats, shirts even a water bottle) the best I got was from the athletics department. AUP is home to many and we all want to be proud of our home and I think with a solid logo we will be.” (3)

“I would say that the only other thing I have to say is that I would really highlight the 'AUP is what you make of it' path. For me personally, and a good number of my friends, that has been the case and it's definitely what has led me to take on certain aspects at this school.” (5)

F – OPTIONAL COMMENTS

Do you have any additional observations you would like to share?

FACULTY & STAFF

“I think that AUPs size and dedication to each member feels like a family all working towards the same goal of global understanding. I would love to see our logo reflect a bit of personality that captures not only professionalism but a bit of our character as an institution” (1)

“AUP represents very different things to different people. We are not a homogenous community by any means. I think an interesting way to think about how to represent AUP in a logo would be to try to understand what it is that brings us all together. The concept of the Global Explorer has worked well to be sure. Another way of approaching the question of unity could be related to mission. Every member of our community has a personal mission, something that drives and motivates them, something that inspires them. Maybe within our differences, there are patterns in our personal missions and inspirations, and maybe those patterns would be interesting food for thought as we consider how to represent ourselves?” (5)

“The exercise has been interesting to me - it let me see that the spatio-temporal quality of AUP is what characterises the place for me. It always feels vulnerable, doesn't feel like a building or a natural feature, but it has the strength of small groupings (tribal cultures maybe, without the homogeneity often imagined in that kind of term). The fact that it is small and isn't eternally stable means that it is thinking about the future (alongside other vulnerable creatures) and needs to make alliances, and therefore needs to be hospitable.” (8)

F – OPTIONAL COMMENTS

Do you have any additional observations you would like to share?

LEADERSHIP
+
COMMS

“The student experience seems to vary greatly at AUP. Some arrive with a four-year degree, MA and global career in mind, others are only here for a fun semester abroad. We've heard from students in the past being disappointed that their classmates aren't as committed as they are. It seems in AUP's best interest to signal that it's leaning towards becoming a more serious institution, not just a place for short-term students. Maybe that's something to keep in mind as the rebranding rolls out.” (9)

“As I'm still fairly new here, all the above are essentially interchangeable!” (4)

“Not yet.” (6)

FIN



MERCI!

