

Personality Science

The Power of Personality:
Building a Higher Education Brand That Connects

March 2025



Presenter



Tyler Borders

Chief Brand Officer

16

14

10

The Poised and Confident Visionary

- + 10 Years at Carnegie
- + Former Co-founder of Dartlet
- + Inventor of Carnegie's psychographic brand strategy methodology
- + 21 years of agency branding leadership

WHAT IS BRAND?

BRAND



REPUTATIO N

PERCEPTIONS. GUT FEELING.
"THEY" DECIDE YOUR BRAND.
OUR JOB IS TO ENSURE
PERCEPTIONS ARE
ACCURATE.
REPUTATION.

idea

**What if we made brands human,
and **personality** is the key?**



A portrait of Dennis Rodman with his arms crossed, wearing a green grass skirt and a red headband. He has multiple piercings and tattoos. The background is a solid dark grey.

Dennis Rodman. The perfect archetype.

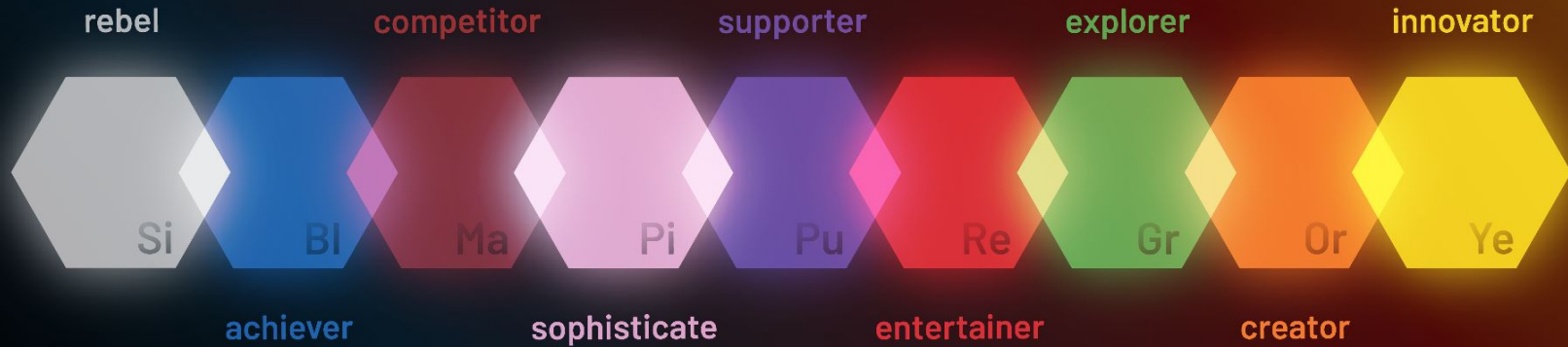


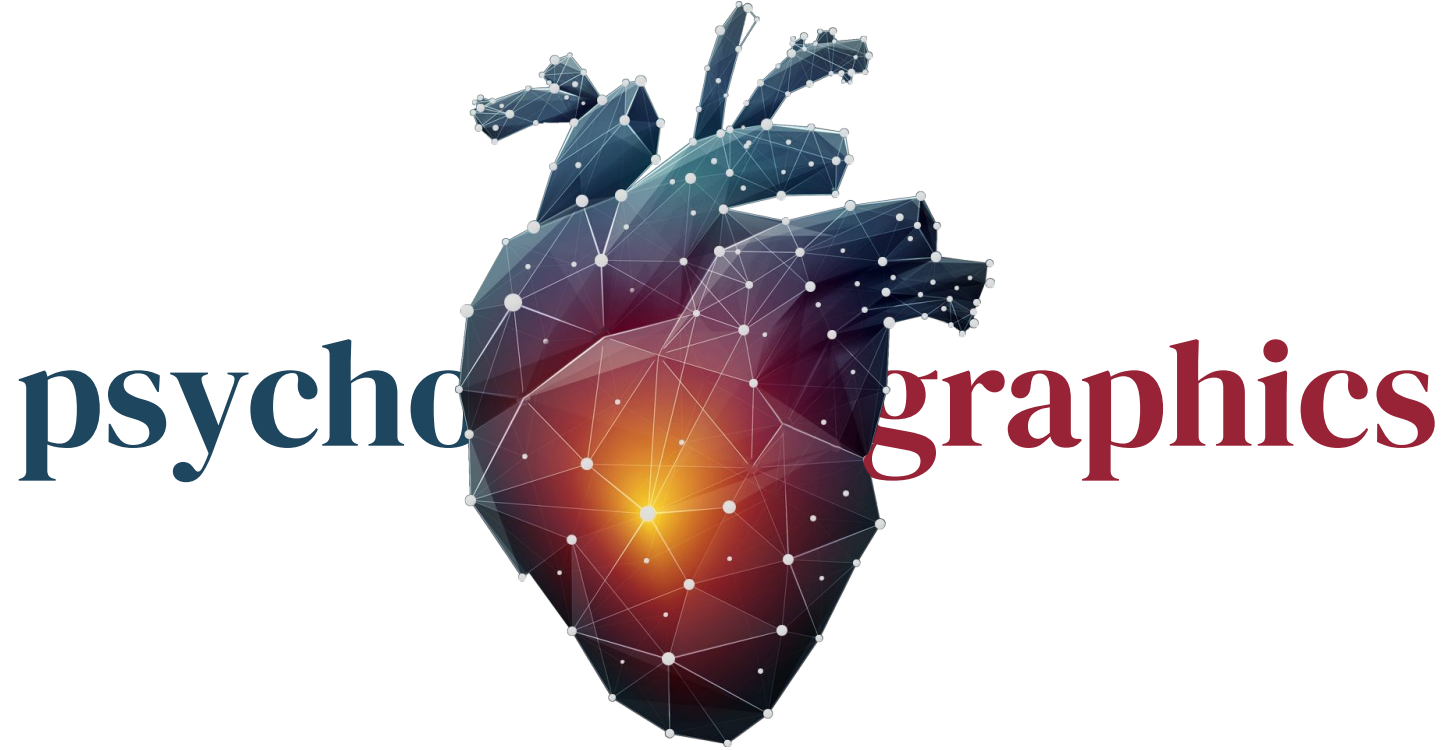


An archetype
is an original pattern, idea,
or character type
that has a universal quality.

archetypes

THE PERSONALITY SPECTRUM





feeling



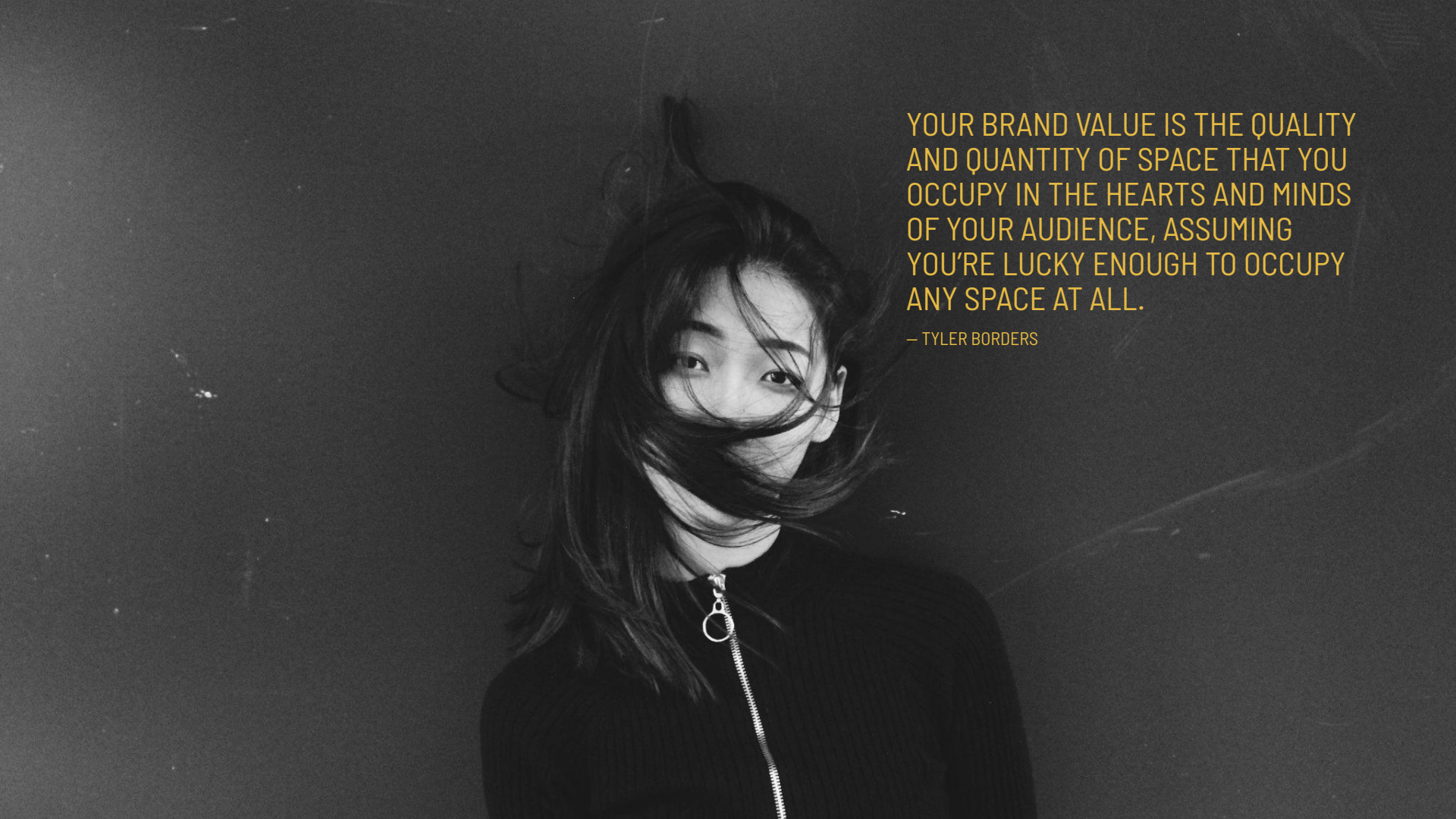
**A SIGNIFICANT PORTION OF DECISIONS,
OFTEN CITED AS AROUND 80-95%,
ARE DRIVEN BY EMOTIONS.**

Gerald Zaltman, Harvard

WHO ARE YOU?



AUDIENCE



YOUR BRAND VALUE IS THE QUALITY
AND QUANTITY OF SPACE THAT YOU
OCCUPY IN THE HEARTS AND MINDS
OF YOUR AUDIENCE, ASSUMING
YOU'RE LUCKY ENOUGH TO OCCUPY
ANY SPACE AT ALL.

— TYLER BORDERS

During A Blizzard in Oregon



“I know how to find Samford students,
but I don’t know what messages to send them.”

— Jason Black, Samford University, 2016

Demographics



“I know how to find Samford students,
but I don’t know what messages to send them.”

— Jason Black, Samford University, 2016

Psychographics



"I know how to find Samford students,
but I don't know what messages to send them."

— Jason Black, Samford University, 2016

Fundamentals



1. **Clarify** the brand story
2. **Locate** the best prospects
3. **Deliver** the right messages

Demographic Variables

When it comes to targeting,
just a few demographics
can be helpful.

Demographic Variables

The 3 topics you don't
broach at dinner parties

Demographic Variables

Politics

Income

Religion

Demographic Clusters

Conservative
Upper-Middle
Baptists

Liberal
Upper-Middle
Agnostics

Demographic Clusters



But demographics
Will only get you so far

Trivia

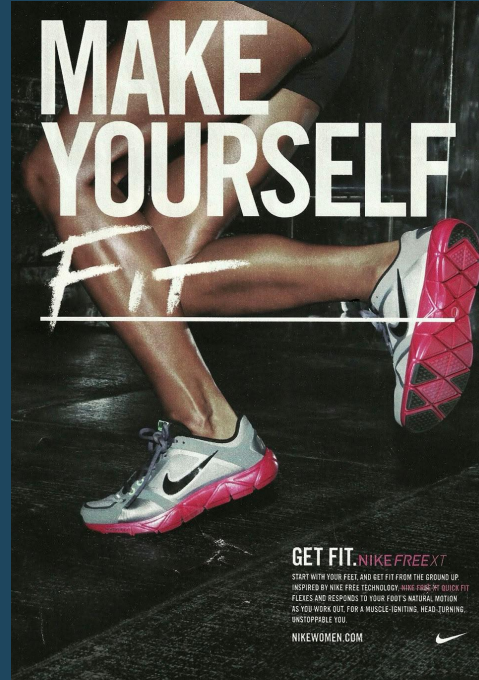
How predictive are the following factors
in determining communication preference?

1-100% predictive

Social Science Trivia



A



B



C

Social Science Trivia

How predictive is Gender in determining comms preference?

Gender

Social Science Trivia

How predictive is Gender in determining comms preference?

Gender

8%

Social Science Trivia

How predictive is Race in determining comms preference?

Race

Social Science Trivia

How predictive is Race in determining comms preference?

Race

4%

Social Science Trivia

How predictive is Income in determining comms preference?

Income

6%

Social Science Trivia

How predictive is Religion in determining comms preference?

Religion

4%

Social Science Trivia

How predictive is Student Type in determining comms preference?

Student Type

<1%

Social Science Trivia

How predictive is Regional Geography in determining comms preference?

Regional Geo

<1%

How predictive is Personality in determining comms preference?

Personality

Social Science Trivia

How predictive is Personality in determining comms preference?

Personality

15%

Social Science Trivia

13%

Gender
Race
Geography
Student Type

15%

Personality

Social Science Trivia

38%

Personality

Gender

Race

Income

Religion

Student Type

Geography

Survey Says...

Fall 2024 industry survey
reaching 142 Presidents,
VPs Marketing, VPs Enrollment,
VPs Admission, and Senior Staff.

trends & challenges

MARKETING NEED

In what areas of marketing do you need vendor assistance, if any?

MARKETING NEEDS	NO NEED	SLIGHT NEED	SOME NEED	HIGH NEED	CRITICAL	AVERAGE
#1 Market Research	6%	12%	33%	36%	13%	3.39
#2 Digital Ad Placement	16%	16%	16%	30%	22%	3.28
#3 Audience Segmentation	16%	22%	32%	23%	7%	2.83
#4 Integrated Strategies	18%	24%	35%	21%	2%	2.64
#5 Technical Setup	22%	22%	33%	17%	5%	2.61
#6 Photo and Video	26%	17%	33%	21%	3%	2.59
#7 Brand Focus	21%	29%	29%	18%	2%	2.52
#8 Web Development	28%	20%	31%	16%	4%	2.48
#9 Strategic Planning	24%	29%	28%	19%	1%	2.43
#10 Design	29%	23%	33%	13%	3%	2.38
#11 Earned Media	29%	26%	29%	12%	5%	2.37
#12 Traditional Ad Placement	36%	25%	17%	13%	8%	2.32
#13 Writing and Content	31%	25%	31%	13%	1%	2.29
#14 Alumni Communications	40%	21%	22%	16%	1%	2.17
#15 Internal Communication	55%	20%	14%	11%	0%	1.82
#16 Athletics Marketing	54%	25%	15%	6%	0%	1.73
#17 Event Management	55%	26%	12%	7%	0%	1.71

Survey Says...

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trends & challenges

ENROLLMENT NEED

In what areas of enrollment do you need vendor assistance, if any?

ENROLLMENT NEEDS		NO NEED	SLIGHT NEED	SOME NEED	HIGH NEED	CRITICAL	AVERAGE
#1	Market Research	11%	17%	36%	30%	6%	3.02
#2	Audience Segmentation	22%	21%	32%	21%	5%	2.68
#3	Retention Tactics	22%	22%	35%	20%	2%	2.58
#4	Enrollment Marketing Strategy	20%	22%	41%	16%	2%	2.58
#5	Market Geography Assessment	22%	22%	38%	15%	3%	2.55
#6	Admitted Student Research	24%	26%	31%	18%	2%	2.49
#7	Name Buy	29%	30%	19%	14%	9%	2.44
#8	CRM Integration	32%	21%	24%	17%	6%	2.43
#9	Prospect Management Tools	24%	35%	23%	15%	3%	2.40
#10	International Enrollment	30%	28%	22%	18%	2%	2.35
#11	Programming Assessment	28%	23%	36%	12%	1%	2.34
#12	Form Maintenance	49%	29%	18%	3%	1%	1.78

Survey Says...

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trends & challenges

INDUSTRY TREND FOCUS

How much attention is your institution paying to each of these industry trends?

INDUSTRY TREND		NOT AWARE	NONE	LITTLE	MODERATE	HIGH	CRITICAL	AVERAGE
#1	Demographic Cliff	1%	1%	7%	19%	46%	26%	4.88
#2	Increased Need for Personalization in Marketing	0%	1%	13%	25%	44%	17%	4.64
#3	Decrease in Trust/Utility of Higher Education	1%	4%	18%	23%	37%	18%	4.45
#4	Nontraditional Audiences Covering Undergrad Shortfalls	2%	2%	22%	33%	26%	15%	4.23
#5	Lower Trust in Colleges on Social Media	1%	6%	23%	28%	33%	9%	4.13
#6	More Online Programs	2%	10%	20%	31%	25%	13%	4.04
#7	Fragmented Student Attention	3%	8%	20%	35%	28%	7%	3.99
#8	Increased Use of AI by Institutions	2%	6%	29%	33%	27%	3%	3.85
#9	Certificates Trending Versus Degrees	3%	11%	28%	31%	19%	8%	3.75
#10	Increased Use of AI By Prospects	2%	6%	35%	38%	18%	1%	3.69
#11	Under 18 Advertising Restrictions	6%	15%	27%	20%	23%	8%	3.65
#12	More Interest in Trades; Loss of Value of Degrees	6%	15%	32%	28%	13%	6%	3.47

Survey Says...

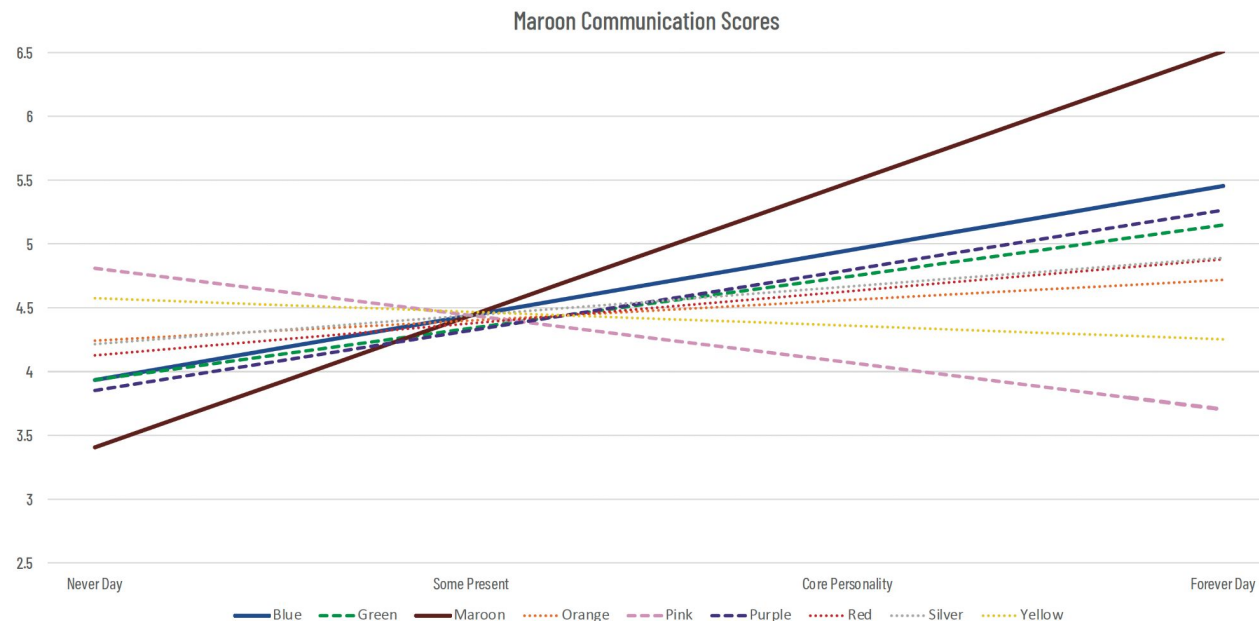
#1 Demographic Cliff

**#2 Increased Need for
Personalization in Marketing**

#7 Fragmented Student Attention

MAROON COMMUNICATION

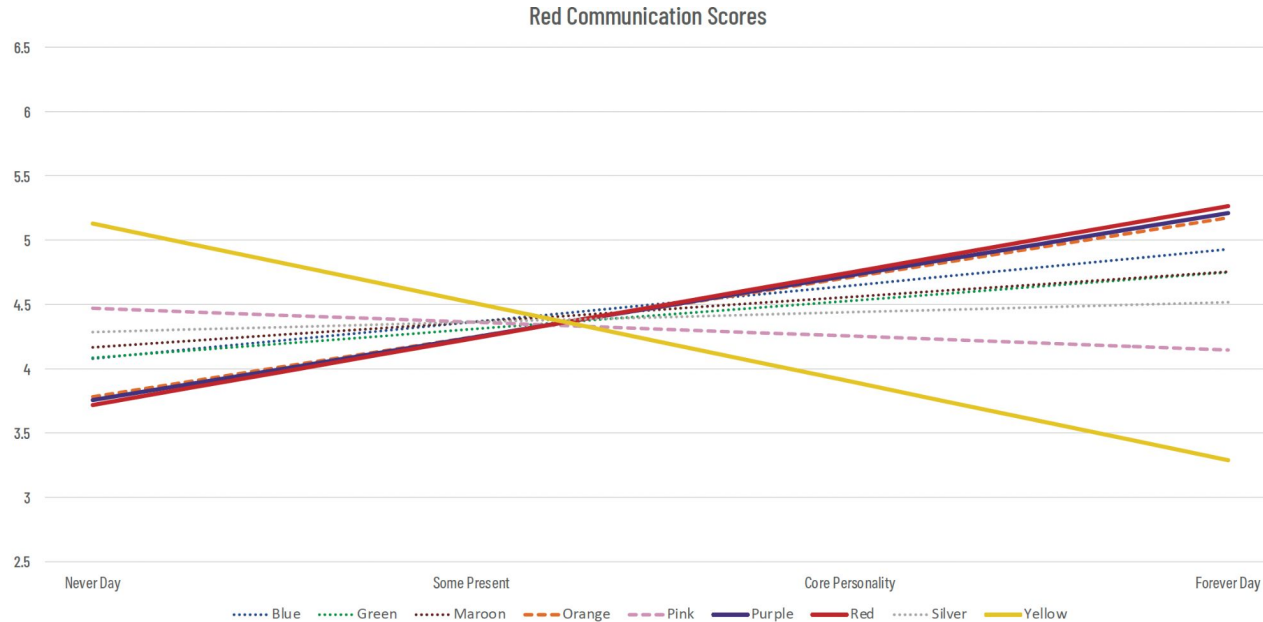
How does personality impact a Maroon archetype's communication resonance?



Solid Line: Statistically Significant Scoring Relationship; Heavy Dash Line: Directional Scoring Relationship; Light Dash Line: No Scoring Relationship

RED COMMUNICATION

How does personality impact a Red archetype's communication resonance?

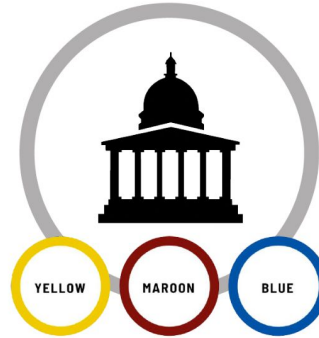


Solid Line: Statistically Significant Scoring Relationship; Heavy Dash Line: Directional Scoring Relationship; Light Dash Line: No Scoring Relationship

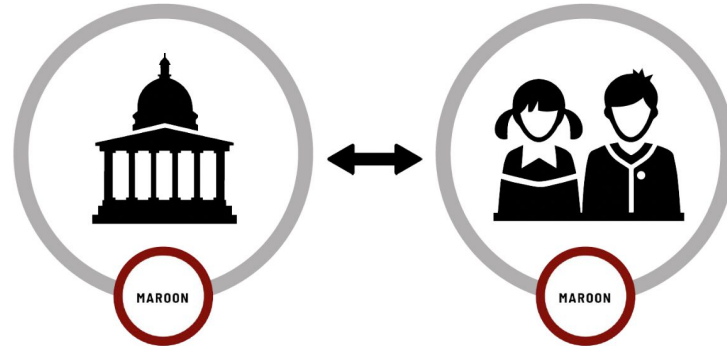
**Connect
the dots.**

**Know what
to say to your
prospects.**

University Personality



Student Dart #1



PERSONALITY SCIENCE
DRIVES
RIGHT CREATIVE



pretty is not enough

Pretty things are easy to make, but do they foster proper understanding, build reputation, and create powerful and lasting connections with your audiences? How do you know what is truly right or wrong for your creative?





RISKS
YOU'RE

READY
TO TAKE

MOMENTS
YOU'RE
READY
TO SEIZE

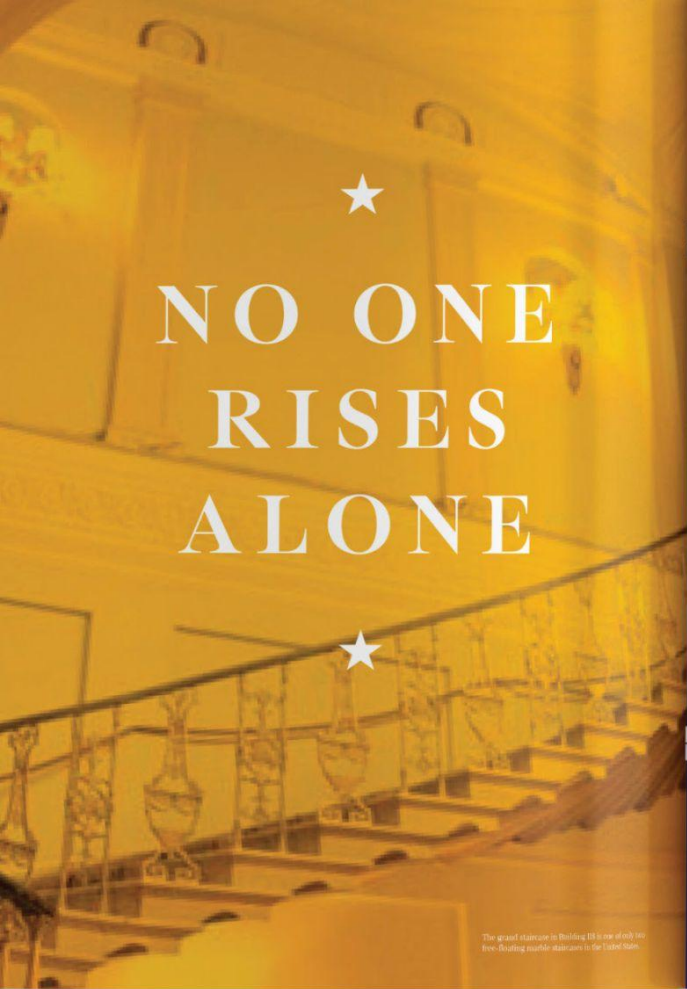
TAYLOR



A LIFE
OF FAITH
YOU
CAN

LIVE
TO THE
FULL





★

NO ONE RISES ALONE

★

The grand staircase in Building 10 is one of only two free-floating marble staircases in the United States.



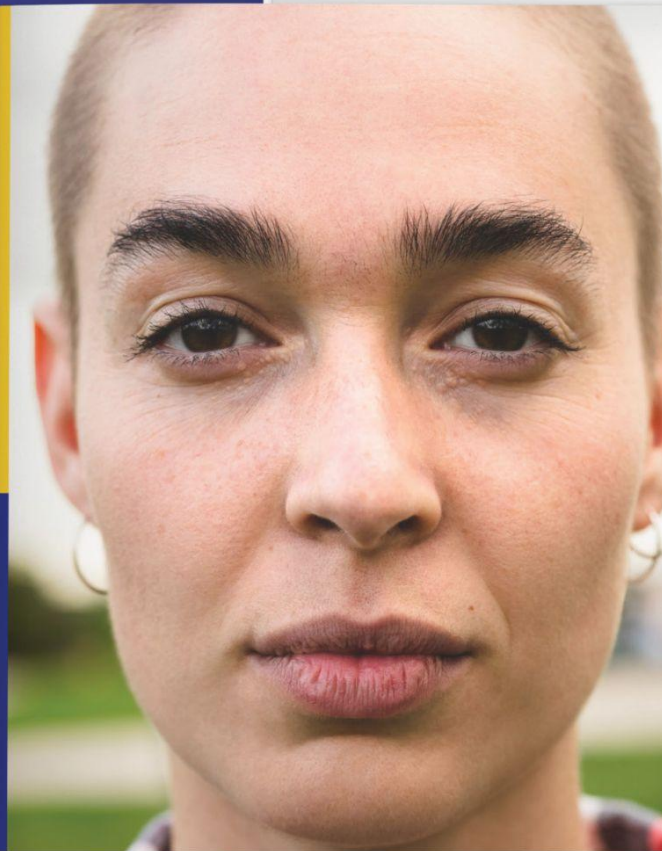
They call our grand staircase free-floating because the way — like it's defying gravity. But nothing to support. It needs anchors. It needs brackets. To withstand pressure. To reach a higher level, capable of being.

They call our students amazing because they make it look like they're doing the impossible by themselves. But no one rises alone. They need a community.

At Fisher, that's exactly what you find: A network of support helping you overcome challenges. Everything from personalized career plans to writing support to health services are designed to help you rise to the level you're capable of achieving.

Because standing on your own—in your introductory online classes, your graduate studies, or in your career—takes a lot of support.

**WE'LL BE YOURS FROM
YOUR FIRST STEP ONWARD.**









Case Study

Private R1 University

2,400 Students
West

Increased YOY Deposits

+18%

Net Deposits

(22-23 cycle)

Psychographic Comms Increased Conversion

17%

Better Yield

(45% vs 28% non-Darted)

Increased Inquiry Conversion
on Darted Names

13%

Higher Conversion

(app gen)

Case Study

Public R2 University

17,000 Students
Midwest

Increased Search Yield Conversion

30%

App-to-Enroll

(vs 16% total)

Psychographic Comms Increased Conversion

29%

Better Yield

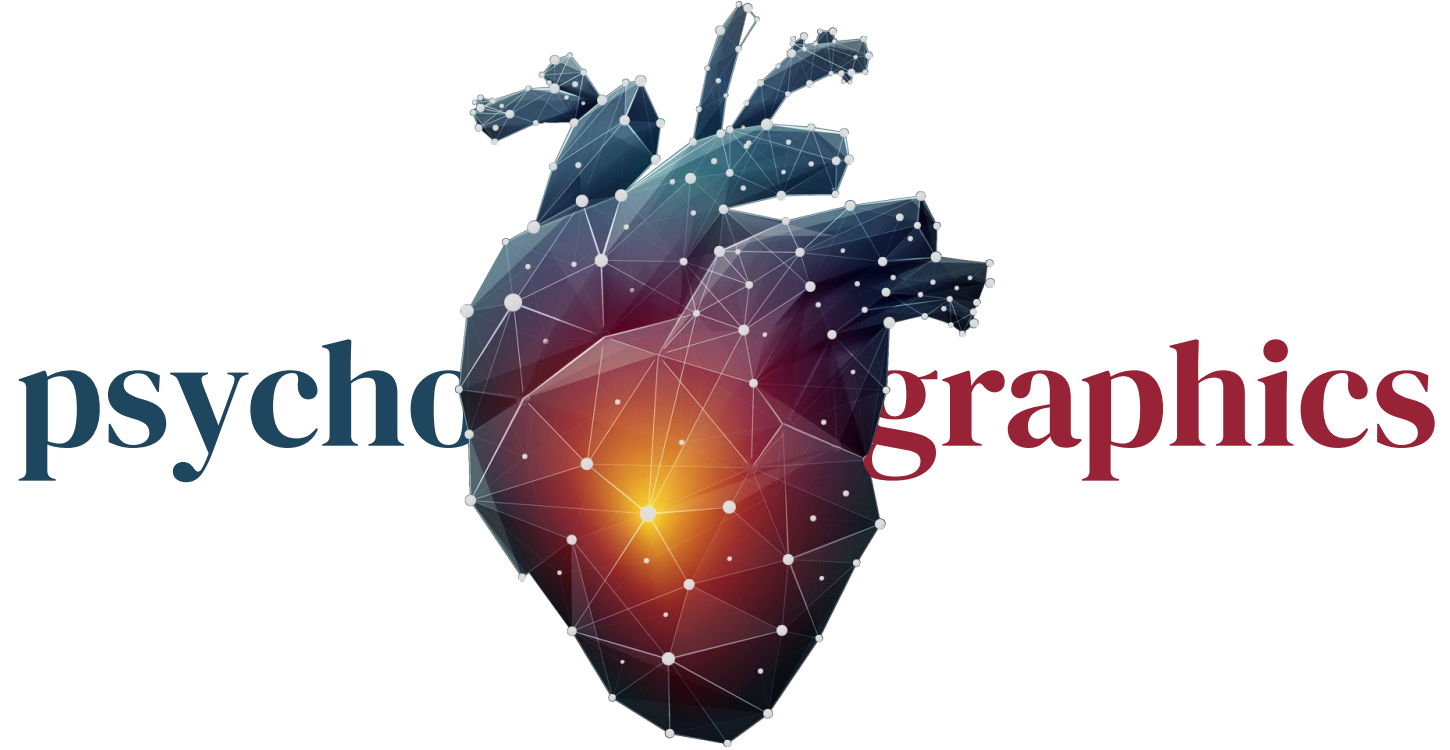
(at all stages)

Increased YOY Deposits

+6%

Deposits

(May 1)





Let's Connect!

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