The Procurement Brand

2015 Innovators Forum
Value of the Brand

From Ordinary to Extraordinary
Agenda

• About the Innovators Forum
• Background and Perspective on the 2015 Topic
• Brand - Key Elements
• Brand Management Framework
• Summary of the Group Discussion
• What Happens Next
• Questions
About the Innovators Forum

**Purpose**
Engage in analysis and discussion of major issues impacting higher education and procurement

**Goal**
Develop roadmaps for procurement professionals use
Participation and Support

Procurement Officers
- Bruce Cherrin – University of New Mexico
- Mark Conley – University of Washington
- William Cooper – University of California (UC)
- Cory Harms – Iowa State University
- Sandy Hicks – University of Colorado
- Ted Johnson – UC, San Diego
- John Joshua – University of Texas
- Nichol Luoma – Arizona State University
- Rosey Murton – Wake Forest University (WFU)
- Mike Nebesky – Clemson University
- LaDonna Purcell – Morehead State University

Business and HR Officers
- Ron Coley – UC, Riverside
- Bill Dillon – NACUBO
- Nancy Suttenfield – NIU, WFU
- Frank Sutton – Plexus Branding & Research
- Christie Ward – The Impact Institute

With Support From

[SciQuest Logo]

[Pathstone Partners Logo]
Does procurement need to re-brand its image?

- Competing for talent **against** other industries
- Offering **competitive** salaries
- **Support** from leadership
- Retaining talent – will they stay engaged
- The “**back office**” perception
- Salary **benchmarking practices**
Background and Perspective on 2015 Topic

Objectives

- Move perceptions from “back office” to “essential strategic partner”
- Connect importance of re-branded procurement Vision to talent management
- Understand key principles of “Brand” and relationship to strategic procurement
- Provide an integrated framework and useful roadmap
What is Branding
to develop or **align the expectations** behind the brand experience, creating the impression that a brand associated with a product or service has **certain qualities or characteristics** that make it special or unique
“Lack of a specific brand leads people to identify your organization with whatever pre-conceived image that they have”

- Survey Participant Response
Strategic Brand Framework

**STRATEGIC BRAND FRAMEWORK**

- **Procurement Vision**
  - Attributes
- **Brand Strategy**
  - The “Big” Idea
  - Promise
  - Services to Connect
- **Brand Engagement**
  - Objectives
  - Plan
- **Brand Performance**
  - Service Traits
  - Brand Experience

**BRAND EXPERIENCE BARRIERS AND SOLUTIONS**
Procurement Vision

Essential Partner

Critical Procurement Strategies

• Aligned with University Vision
• Being seen as having expert level knowledge
• Trusted advisor and indispensible resource
• Essential to the financial health of the institution
• Culture of service – model excellence
Procurement Vision Example

Arizona State University – Mission Statement

Provide the right procurement solutions and the best value to Arizona State University.

Arizona State University (ASU) Procurement applies our institutional knowledge, dedicated staff members’ procurement expertise, technology innovations, and industry best practices to provide the right solutions and best possible purchasing value to the ASU community.
Brand Strategy

What “Big Idea” connects our brand to the customer?

- The answer people
- Your solutions start here
- Your source for success
- Yes, we can do that
- Delivering value through collaboration
What are the key attributes of our preferred brand image?

- Credibility
- Business Partner (Reliable and Strategic)
- Flexible / Nimble / Dynamic
- Collaborative
- Innovative
- It’s Still About People

Brand Strategy
A “Big Idea” Example

University of Texas System – Supply Chain Alliance

Creating Value Through Collaboration

Strategic Plan
Fiscal Years 2012 - 2016

Creating Value Through Collaboration
Brand Enhancement

What services could we offer to improve our brand image?

• Excel at what we do today
• Become “one stop shop” for all interactions
• Provide business intelligence
• Provide business consulting services
• Leverage skills on all value opportunities (beyond price)
• Program management
• Advanced training
### Procurement Summary

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<td>Payments by Quarter</td>
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NAEP
National Association of Educational Procurement
Brand Engagement

Who should we focus on to improve our brand messages?

FOCUS GROUPS
- Business leadership
- Academic leadership
- Ourselves

Seek Advocacy
Brand Engagement Example

University of Colorado
Procurement Service Center
Brand Engagement Example

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus
PROCUREMENT SERVICE CENTER
Brand Performance

- To Make a Difference
- Integral Part of Procurement Transformation in Higher Education
- There are limitless opportunities to do cool things
- Feel connected to something that is really important
- The Opportunity to Collaborate
- Diversity of Thought and Ideas – Constantly Improving
Barriers and Challenges

What obstacles do we need to overcome?

- Perception
- Past performance and history
- Leadership and advocacy
- True expertise
- Internal resistance
- Creating our own opportunities
- Aligning on our own purpose
Actions We Can Take Now

• Stop Talking about What You Do and Focus Instead on **Why You Do It**

• Think Clearly about Your **Purpose** Instead of All the Tasks Required

• Work on a **Strategic Vision** and Path Forward

• Revisit What You are Doing and **Challenge the Status Quo** – Ask Why?

• Embrace Relationship Building – Find **Advocates** – Engage Customers

• Define Your **Brand** and Hire Accordingly
Questions for Your Team

• Have you personally thought about why you do this work?
• Do you have a strategic plan with a clearly articulated vision? Is your vision compelling enough to attract the talent you need?
• What is the essential service you provide that makes a significant connection with your customers?
• Do you know what customers think of you?
• Have you thought about future services that would increase your impact on the university?
• When you engage with customers do you use language that is familiar to them or lingo that works for you?
What’s Next

NAEP’s focus on strategic brand

• Distribution of White Paper

• Map into your marketing/branding department’s strategic plan or process

• Sessions at Regional Meetings

• Link outcomes to future annual/regional meeting programming

• Select topic for 2016
Questions