Rebranding Learning & Teaching at the University of Salford:
Building a creative community to support academic practice.

Authors

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1. Introduction

'Academics in higher education operate within a range of academic cultures, balancing competing priorities of teaching, research and service… …it is of paramount importance to reduce academics' barriers to enhancing teaching quality in order for them to engage in critically reflective teaching practice.' (Carbone et al, 2019)

'Creating brand associations linking emotions and feelings can strengthen loyalty, increase differentiation, and drive engagement.' (Chea, 2024)

Diverse Skillset
Colleagues from multiple disciplines with ranging experience.

New Team, New Vision
14 colleagues drawing from internal and external teams.

Creative Approach
Starting from a blank sheet. No name, no preconceptions, only expectations.

Lead by Example
Post-pandemic excitement to be new, brave and innovative.

Vision: To be a nationally recognised Centre of Excellence for higher education pedagogical enhancement and development. Through inclusive, equitable and diverse practice, LTEC aims to achieve outstanding recognition for our staff and supporting inspirational learning and teaching to transform lives.

Mission: To lead the University community in innovative, digitally enabled, societally focused, and inclusive pedagogic practice and scholarship of education.

2. Objectives

1. **Forming the team:** Connecting and coming together professionally and practically.
2. **Establishing:** Establishing ways of working, processes, culture and norms.
3. **Setting goals:** Setting our strategy and short/mid/long-term plans.
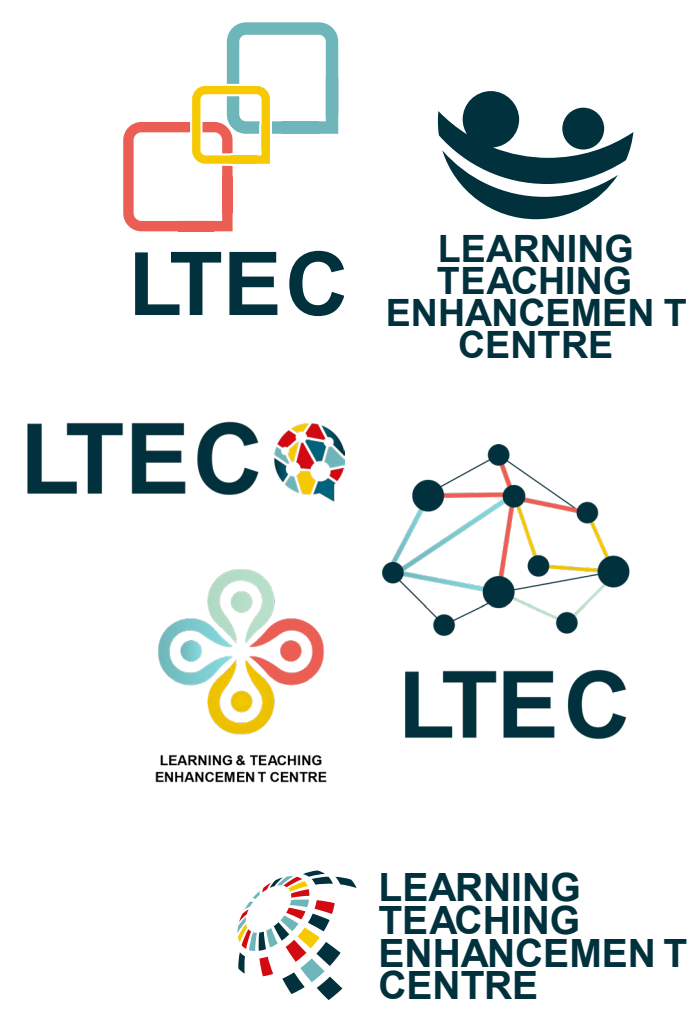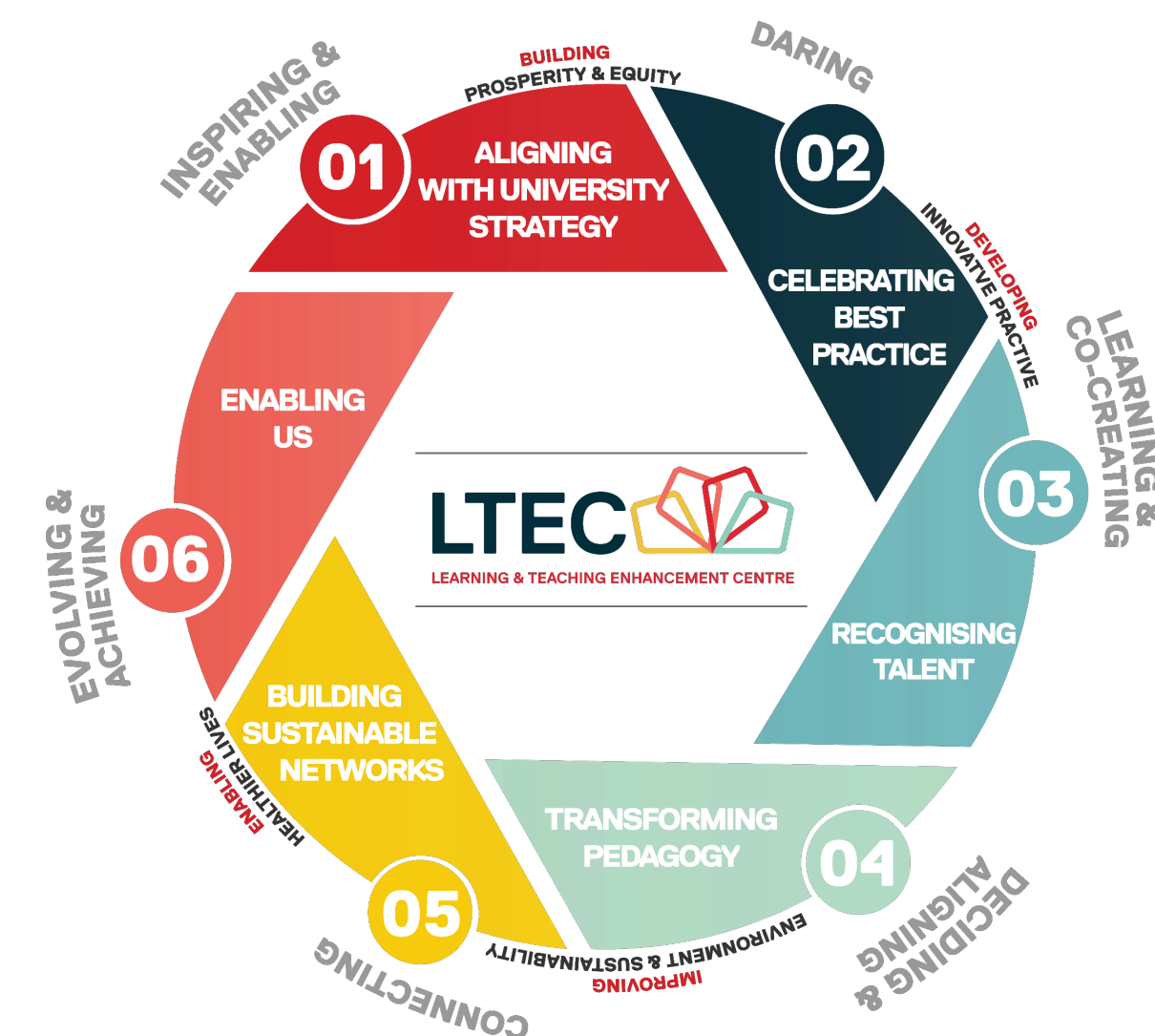4. **End goal:** Achieving and celebrating, and recognising our success.

01 Oct - Dec '21
02 Jan – Jun '22
03 Jun – Sep '22
04 23 / 24
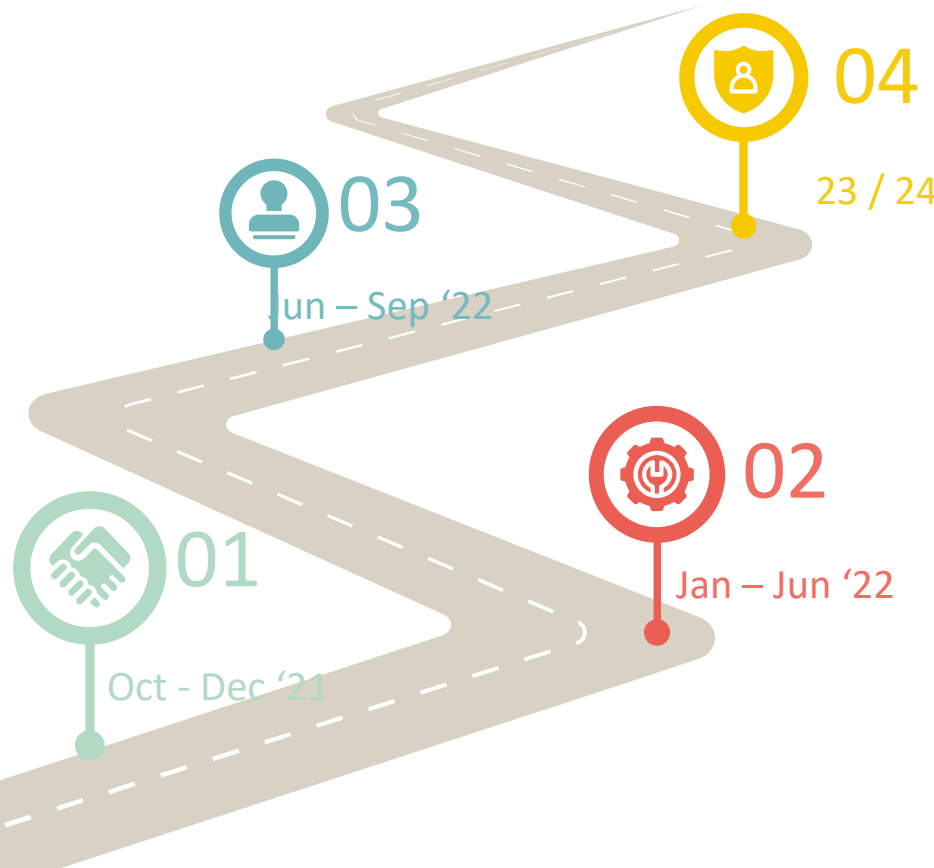
3. Strategy Wheel

Essential to the LTEC brand:

- Placing LTEC at the centre of our '6 strategy pillars', as well as including institutional priorities and behaviours.
- The overall image is conceptualised around a camera lens to emphasise our focus, perspective, clarity, adaptability and depth within the university.

01 ALIGNING WITH UNIVERSITY STRATEGY
02 CELEBRATING BEST PRACTICE
03 RECOGNISING TALENT
04 TRANSFORMING PEDAGOGY
05 CONNECTING
06 BUILDING SUSTAINABLE NETWORKS
ENABLING US

4. Creating our Brand

LTEC
LEARNING & TEACHING ENHANCEMENT CENTRE

- Designed in consultation with Marketing team.
- The LTEC logo is a sub brand of the University brand, which is set to the secondary colour palette.
- Designed to be bold, bright and recognisable from a distance.
- Taken from a concept of four kites flying high, each representing an academic school within the University.

5. Branding Us

- This was initially an exercise in the team recognising individual strengths, interests and talents.
- Initially based on the concept of 'Top Trump' cards.
- Aimed to make it look 'distinctive' in style.
- Helped set the style for images used across different LTEC resources.

6. Embracing Creativity

Creative approaches to planning and strategy…

Messy
Hands-on and tactile whilst working with chocolate and clay.

Purposeful
An expression of strategy and planning.

Fun
Collaborative, lighthearted, 'different' and a new experience for everyone.

Aiming to embrace a culture of creativity to help foster innovation, originality and uniquity. Developing staff development events which merges strategic planning and response to institutional need through playfulness and imagination.

7. Our Creative Reach

- The creation of the LTEC Hub site, monthly newsletter, external website, promotion materials and sub-brands for events.
- Clearly linked to the LTEC brand through colours and imagery.
- Clear and simple layout designed around what the audience does, and not how the team is structured.
- Presents the multiple working cogs of LTEC as a single, consistent voice.
- Designed to be dynamic with minimal static structured content.
- Releasing timely and timebound information via news feeds.
- Developed to accept and search through colleague contributed content.
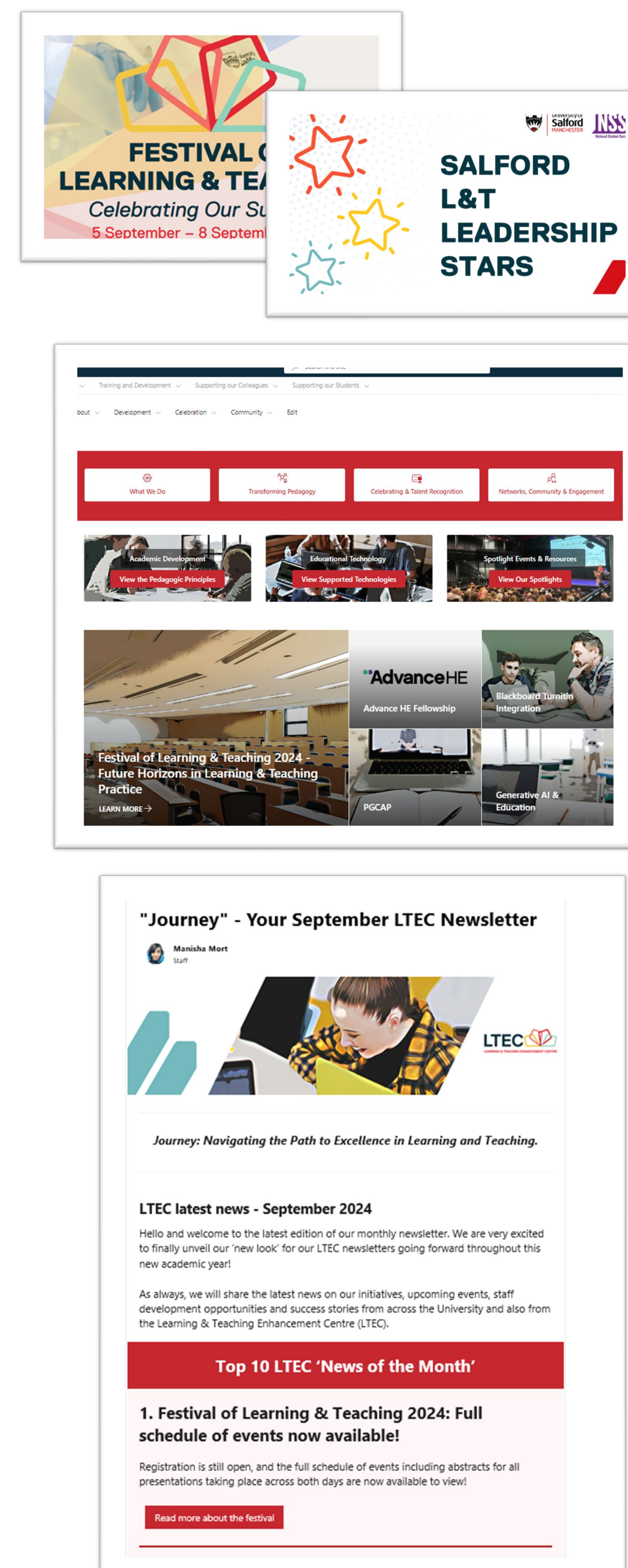
8. Feedback

"LTEC is no longer this abstract department that does things that help us become better academics and practitioners. It's putting people in front of us so that we can actually build a connection with them."

Mirage Islam, Senior Lecturer in Digital Marketing

"I always recognise anything that comes from LTEC because it's got a brand that stands out. It's outward facing, it's recognisable, and it really does distinguish LTEC as an entity within the University itself."

Leah Green, Head of Simulation in Health and Society

9. References

- Carbone, A. et al. (2019) 'A collegial quality development process for identifying and addressing barriers to improving teaching', Higher Education Research & Development, 38(7), pp. 1356–1370. doi: 10.1080/07294360.2019.1645644.
- Chea, A. C. (2024). Branding: Models, Theory, Practice, and Marketing Implications. International Journal of Academic Research in Business and Social Sciences, 14(5). doi: 10.6007/IJARBSS/v14-i5/21481