Questions

• How is branding used by AmeriCorps, Head Start, and TRIO program grantees?
• What are the guidelines for messaging in each program?
• What happens when there is a lack of clear guidance for brand usage, or no official brand at all?
AmeriCorps

• Federally funded service program
• Requires grantees to prominently display the AmeriCorps “A” logo
Head Start

- Federal funding for local agencies and organizations to promote school readiness
- HHS provides a logo as well as conditions under which grantees may use the logo
- No requirement that grantees use the logo
TRIO

- Federal outreach and student services programs
- Mandated to have a statement of funding on materials
- No logo provided
- No guidance for grantees on branding
Methodology

• Current grantees of AmeriCorps, Head Start and TRIO

• States of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee

• Internet searches of each of the grantee program websites
Literature Review

• Abundant literature on nonprofit and public sector branding
• Did not find academic literature which specifically addressed branding in the federal grant programs being researched
• Federal regulations and program branding and messaging guidance documents were used as references
Initial Findings

- AmeriCorps = 26 programs, 24 with webpage
  - 24/24 (100%) had a logo present
- Head Start = 208 programs, 194 with webpage
  - 106/194 (55%) had a logo present
- TRIO = 154 programs, 146 with webpage
  - 76/146 (52%) had a logo present
Student Support Services
Educational Opportunity Centers

TRIO
EDUCATIONAL OPPORTUNITY CENTERS

TRIO
EDUCATIONAL OPPORTUNITY CENTER
LITTLEJOHN COMMUNITY CENTER
Clemson, South Carolina

TRIO
EDUCATIONAL OPPORTUNITY CENTER
MIDLANDS TECHNICAL COLLEGE

TRIO
CONNECTIONS
OF CENTRAL FLORIDA
Educational Talent Search
Upward Bound
Upward Bound Math and Science
Veterans Upward Bound
McNair Scholars
Further Findings

• AmeriCorps 92% had a webpage
  100% had a logo present
  100% with a logo used AmeriCorps “A” logo

• Head Start 93% had a webpage
  55% had a logo present
  99% with a logo used HHS logo, 1% used program specific logo

• TRIO 95% had a webpage
  52% had a logo present
  92% with a logo used COE logo, 8% used program specific logo
Further Findings

- AmeriCorps
  - Consistency across grantee websites
  - All grantees with website used a logo
  - Branding controlled by granting agency
- Head Start
  - Consistency across grantee websites
  - A bit more than half of grantees with website used a logo
  - Branding not controlled, but influenced by granting agency
- TRIO
  - Mostly consistent across grantee websites
  - Slightly more than half of grantees with website used a logo
  - Branding not controlled or influenced by granting agency
Conclusions

• Branding requirement = consistent, universal, controlled branding (AmeriCorps)
• Branding guidance, but no requirement = consistent, not universal, influenced branding (Head Start)
• No branding requirement, no branding guidance = generally consistent, not universal, not influenced branding (TRIO) AND...
Conclusions

The lack of an official brand or logo for TRIO programs allowed a nonprofit, the Council for Opportunity in Education, to step in and fill the void with their own logo.
Recommendations and Next Steps

• Look at logos/branding for social media of these programs
• Conduct surveys, focus groups, and interviews to gauge perceptions of what each of these brands represents
• Recommendations for effective messaging of federally funded grant programs
• Recommendation for uniform guidance to be used by grantees
References

• Council for Opportunity in Education http://www.coenet.org/who_we_are.shtml