



National
Association of
Environmental
Professionals

Be Connected

Discovering Our Brand

*Report to NAEP Membership on the
2017 – 2018 Branding Project*

David Mattern, CEP

Background

- Key initiative in the 2015 strategic plan—marketing and communications pillar.
- Goal: to articulate and develop the NAEP brand, one that:
 - Clearly captures and articulates who the organization is and the benefit it offers in both the brand strategy and visual brand.
 - Is an effective business tool to support communications and actions that will help to raise awareness and understanding.
- Maintaining a strong brand is a strategic approach to what you do, how you do it, and to communicating your story.
- RFP and phone interviews to select Kite Brand Studio

Key Steps and Results

- Steps:
 - Research audit:
 - Conduct 1:1 interviews with key internal stakeholders and external audiences
 - Online competitor/Peer Review
 - Brand Workshop:
 - Brand Audit Report
 - Brand Platform recommendations and facilitated definition of: mission audit, brand promise, brand personality, and positioning elements
- Results:
 - Brand Promise
 - Tagline
 - Positioning Statement
 - Visual Brand

Audit Methodology

- Research conducted January – March 2018.
- Internal:
 - 11 in-depth interviews with brand committee members.
 - Additional interviews with 2018 NAEP conference attendees
- External:
 - 12 in-depth interviews with key stakeholders.
- Peer review:
 - Organizations selected based on interview responses.
- Additional:
 - NAEP strategic plan survey

Describe NAEP

“The meeting ground, to bring together environmental professionals across country, disciplines and sectors (public/private). No other provides that common ground, the others are specialized on a particular sector.”

“National association that brings environmental professionals together and provides a forum to discuss policies, best practices and influence the direction that the practice is going. Focused more on NEPA.”

INTERNAL

- Learn/Education 6
- Networking 5
- NEPA/Implementation of NEPA 4
- Environmental professionals 3
- All environmental industries/government 3
- Professional organization/association 2
- Large 2
- Provide/Share information 2
- Link/Access with CEQ, US Gov 2

EXTERNAL

- Professional association 3
- Environmental professionals 3
- Focused on NEPA 3
- Focused on planning/planners 2
- NEPA trends, training, and advancement 2
- Networking/Technical expertise to tap into 2
- Environmental impact work/assessments 2
- Diverse disciplines
- Policies, best practices
- Influence the direction of the practice
- Federal contractors
- Consultants
- Way to stay on top of what’s happening

Strengths

“Caliber of professionals engaged. I’m blown away by how much work is accomplished on top of their high-profile jobs. The knowledge and brain trust and network.”

“Their national conferences, publication and working groups. That provides a phenomenal forum for quality exchange.”

INTERNAL

- Connection with government/Senior people in regulatory process 3
- Network of professionals/Relationships 3
- People (driven, experienced, caliber) 3
- Publications 2
- Education/Webinars 2
- Diverse membership/Inclusive 2
- Updates on regulatory policy
- NEPA knowledge and influence
- Meeting ground across sectors
- Board member relationships
- Family feel

EXTERNAL

- Platform/Forum for exchange/Network 3
- Conference 3
- Publications 3
- Connection with regulatory agencies/Webinars with CEQ 2
- People (smart, top notch, professionals, care) 2
- Expertise 2
- Influence the industry
- Assembling professionals
- Frequent communication

Weaknesses

“There is a lot of work to be done and limited capacity of the board and leadership. Then it burns out people who are invested and they may leave because of that.”

“A lot of people are just not aware that the organization exists or the services they provide.”

INTERNAL

- Limited capacity/Resources 3
- Communications (chapters, public, media) 2
- NEPA focus (webinars, board, leaders) 2
- Low membership and involvement 2
- Diversity of membership 2
- Not known/Lack of awareness
- Social media
- Not promoting NAEP value to chapter members
- Expensive membership
- Focused on tactics, not strategic
- Reactive
- Losing people to retirement
- Fear of unknown/Doing something different
- Fear of retaliation from current administration

EXTERNAL

- Lack of awareness 3
- Dispersed/Lack of local presence
- Not talking about what NAEP is doing
- Don't promote as no responses from NAEP
- Connectivity beyond conference
- No clear identity
- Not participating in issues
- Due structure (company membership)
- Historical continuity
- Succession planning
- Interfacing with students/Emerging professionals

Differentiator/Unique

“Multiple disciplines...Our focus on how these disciplines interact...When biologists come to the conference they say it’s great...We provide a clearing house for how these policies and regulations interact with one another.”

“The work they have done with CEQ, NAEP has the top minds in the field. They are able to support CEQ to get the information out to the professionals.”

INTERNAL

- Diverse (industries, disciplines) 3
- Hear/Connect directly with decision makers/Federal Government 2
- Higher level education/Training 2
- Quarterly publications
- Not an activist organization

EXTERNAL

- National conference 2
- Connectivity with CEQ 2
- Advanced NEPA training
- Cross-section of technical professionals
- Combination of academic and professional The only one for environmental professionals

Personality

“People who want to be technical and learn the minutia, this is not their organization. This is how you take the technical and make things happen on the ground. Sharing information to make it happen. Practice and real world.”

“Very smart, kind of geeky, introverted.”

“Friendly. It feels like a group of like-minded collegial professionals that are focusing our work effort on things we care about.”

INTERNAL

- Introvert 2
- Intelligent/Knowledgeable 2
- Professional 2
- Staid/Stale 2
- Approachable
- Outgoing
- Dynamic
- Gregarious
- Real/Practical
- Friendly
- Upfront
- Honest
- Flexible
- Eclectic
- Cerebral
- Generous
- Supportive
- Thoughtful
- Objective
- Dedicated
- Nerdy
- Down to earth
- Fun loving

EXTERNAL

- Geeky/Wonky/Nerdy 3
- Introverted/Shy 2
- Smart/Intelligent 2
- Meaningful converser 2
- Socially awkward
- Public = mission driven
- Private = entrepreneurial and risk taking
- Professional
- Trusted friend
- Friendly
- Collegial
- Uptight
- Stale
- Fun
- Even keel
- Wise old soul

Observations: Brand Strengths



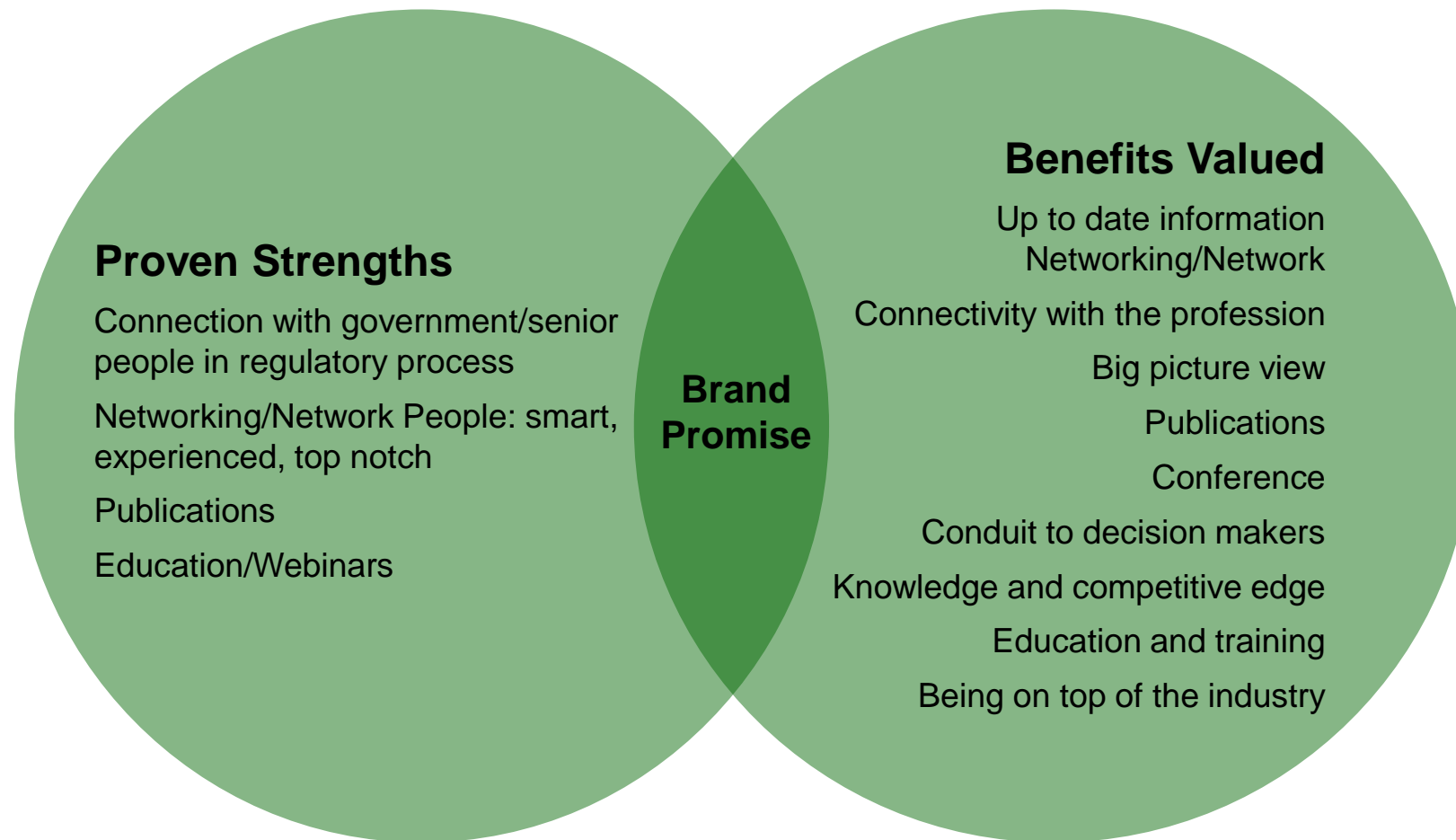
National
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Environmental
Professionals

Be Connected

- Strong history and solid foundation on which to evolve and build the brand. People believe in the mission, dedicate expertise and time, and are strongly loyal to the organization and profession.
- Trusted for your expertise and objectivity. It is clear that you know your stuff, provide top-notch information, and live your ethics.
- The direct connection to decision makers is highly valued. Members and non-members know and value this.
- The forum you provide for community and collegiality appears unparalleled by those who experience it. The annual conference is the main driver for building these relationships.
- A credible differentiator. Although there are competing organizations, you really are the only one focused solely on the profession, for all professionals.
- Being a member of the organization reflects well on professional careers. Although more research may be needed to confirm this on the public side, on the private side it appears to be a member benefit.
- External stakeholders believe in the work you do. They want to see you improve, succeed, and play a bigger role.



Revealing the Brand Promise



Lead the profession. Support the professionals.

Global Positioning Statement



What we are

Differentiator

We are a **professional organization** that **connects people who work in the multidisciplinary environmental professions with each other and with the national environmental leadership**. Together we **advance the profession and the professionals** by providing **leadership, information and community** that builds **excellence**.

Main Benefit

What we do

Tagline



If you could say one thing:

- Get engaged in the environmental profession
- State of environmental documentation/On top of what's going on
- Know what is happening/Information
- Best practices/Excellence in profession

Be Connected.

Visual Brand Development: Criteria



- Name: National Association of Environmental Professionals
- Include option with tagline: Be connected.
- Design and Tone: Must be in alignment with the brand promise and personality
- Must be contemporary.
- Must be easily customized for reuse by chapters to help promote brand and strategic alignment.
- Additional concepts/feel the logo may evoke:
 - Environmental well being
 - Premier/leading organization
 - Environment (earth, air, water) + people

Visual Brand Development: Logo



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