

ICLACORNER



Lori Burens

University of
PittsburghDirector of Licensing and
Merchandising**Why does licensing matter in the world of academia?**

"What do you actually do every day?" How many of us have heard this question from our colleagues, friends and families? If we are honest, we can admit that many people we know do not understand the licensing industry and all of its complexities. Why is it even important to the world of higher education?

Having just gone through an institutional and athletics rebrand, I have had this conversation many times over the past few years. As an institution, who are we, and what do we represent? What is our brand and how will we communicate, promote and protect it? What does our visual identity communicate?

As a licensing director positioned in the athletics department, I am fortunate to have a good working relationship with our university's marketing and communications office. In athletics, we know that we are not the most important department within the university, but we are the most visible from a national perspective. I was once given the analogy of a house -- the heart of the home is inside, in the living spaces, but the front porch is the first thing you see. Often this is an athletics program. Children are frequently exposed first to higher education through sporting events. Television and social media capture athletics performance more often than academic accolades. Working together as an institution across departments is crucial to maintain a unified brand.

But why?

Because the experience our students, faculty, staff, communities and fans have make up our universities' reputations. Lifetime school affinity choices are made as children are exposed to the social aspects of college. Hopefully we can capture young fans, grow them into engaged students and successful alumni, all the while improving our campus communities and the world beyond. Licensing departments get

to be a part of that process. When we sit down and engage in strategic planning, we ask: Who are the best-in-class licensing and retail partners for my school, how can we partner with them to get the best products to market and increase revenue streams? How can we work together internally to create the best experience for our students? Even when we dig into the weeds of artwork approvals, royalty rates and meetings with students about how to use (or not use) university marks, it is our institution's reputation that we are thinking about. It's not just about a logo, it's about what that logo represents.

That's what I do every day. I do my best to maintain my university's high reputation. I am constantly evaluating our licensing and retail partnerships, pushing them (and myself) to be better. Promoting and protecting our brand may not be something that everyone understands, but we can all agree, it matters.

Earn your Master of Arts in Intercollegiate Athletic Leadership

Are you ready to be a leader in the field of intercollegiate athletics and help meet the unique needs of student-athletes? Messiah College offers a Master of Arts program that integrates sports management, marketing and communication, coaching and strategic organizational leadership.

- Eight-week online courses with a one-week summer intensive course
- Hybrid (on-campus, online) courses available
- Paid graduate assistantships available
- Internship or professional seminar option for professionals with two or more years of experience
- Two-year completion
- Flexible start dates

Experience the academic distinction of
a nationally ranked Christian college.



Learn about our no-fee tuition and
graduate tuition discounts at
messiah.edu/gradcost



MESSIAH
COLLEGE
see anew

APPLY TODAY

717-796-5061
messiah.edu/highered

Online | Flexible | Affordable