

# Center for Brand Values Research

## FY 2016-17 Report

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### Directors

Peter Evanow, Communications

Email: [pevanow@fullerton.edu](mailto:pevanow@fullerton.edu) Phone: 657-278-3156

Dr. Jason Teven, Human Communication Studies

Email: [jteven@fullerton.edu](mailto:jteven@fullerton.edu) Phone: 657-278-4755

### Center Website

<http://communications.fullerton.edu/brandvalues>

### Mission

The Center for Brand Values Research focuses on three goals: research, education and outreach.

- Research: trains students to engage in real-world studies about corporate values that lead to trust, satisfaction and loyalty.
- Education: assists in developing curricula that includes values-based instruction for students.
- Outreach: partners with community organizations to enhance student learning through collaborative efforts.

The Center helps students grow as communication professionals who bring added value to companies by deepening the students' understanding of, and engaging in, brand values.

### Activities in 2016-17

- The Center for Brand Values Research, in partnership with The Values Institute (TVI), successfully executed a second Orange County's *Most Trustworthy Brands* (MTB) Study in March and April of 2016 with 500 participants in the nomination study and 1,000 participants in the follow-up TrustPulse Survey. Survey results have been published online and in the OC Register.
- The Center helped develop and disseminate a series of National surveys in January 2017 in collaboration with The Values Institute non-profit center. Results will be available online in Summer 2017.
- The Center participated in the planning and execution of the Most Trustworthy Brands event in Fall 2016 at the Disneyland Hotel.
- The Center developed hands-on survey opportunities with students through PRadctical ADvantage at the Irvine Campus and will conduct brand audits based on the values model created by TVI and the Center.

- A revised Vision Statement was created to guide the Center's next phase of programming and fundraising.

## **Budget**

- The Center completed the final year of the Crevier Foundation's funding support.
- Funding was also secured from the Most Trustworthy Brands Event sponsorship.