



CENTRAL
MICHIGAN UNIVERSITY

Brand Strategy

- » Our **modern approach** to academics
- » Value of our **emphasis on leadership**
- » Balance our **supportive community** with **accountability**
- » Convert **internal pride** to engagement
- » Our hands-on approach to **active learning**
- » **Authentic relationships** between faculty and students
- » **Outcomes** of a CMU education



Brand Platform

Brand Promise

You Will Learn to Lead in Life

» Pillar 1

We Exemplify a Fired-Up Attitude

» Pillar 2

We Lift Each Other Up

» Pillar 3

We Set the Leadership Standard

» Pillar 4

We Focus on Real-World Results

» Personality

Authentic

Accountable

Impassioned

Involved

Innovative

» Foundation

Flexible Delivery Modes
Large University/Small college feel

Strong Alumni Network
A Valuable Education

» Our Tagline

We do.



Before you write, consider...

»» Be Clear and Concise

The most effective messages are uncomplicated.

»» Make it all about "you"

This is a conversation. It should sound like it.

»» Say One Thing Well

Everything we write should have one distinct message

»» Focus on Doing

Express our Fired-Up attitude by speaking in an active voice

»» Avoid Clichés

We want to be clever, not cliché.

»» Be Confident, Not Cocky

We have a lot to be proud of – and it's okay to tout our successes

»» Back it up

Our storytelling should feature relevant points of pride, statistics, testimonials and emotion.

»» Be Human

Highlight our students, faculty and alumni stories, their wins, and their challenges.

Reminders

- » Use first person.
- » Use active rather than passive voice.
- » Use specific and unique examples to differentiate.
- » Shift tone to address serious subjects appropriately.





Point of View



First Person vs. Third Person

- » CMU is a university where students, faculty, staff and alumni learn to pursue excellence, live with compassion and be leaders.

- » Our students, faculty, staff and alumni learn to pursue excellence, live with compassion and be leaders.



First Person Opportunities

- » We, Our, Ours
instead of CMU, Central Michigan University's or the institution/university.

- » You, Your, Yours
instead of CMU students, CMU faculty, the CMU Community.





Active Voice



Active vs. Passive Voice

- » Active – The subject acts upon the verb

Our students get their hands on active learning opportunities

- » Passive – The subject is the recipient of the verb's action

Active learning opportunities are provided for our students



Some easy cheats

- » Focus on people. What are our faculty, staff, students and alumni doing?
- » Write like you're narrating someone's life.



Narration



Passive or Active?

- » Our students work hand-in-hand with their faculty members to engage in their work.
- » Hands-on learning opportunities engage students in active learning.
- » You'll graduate with experience in your field.
- » Application instructions are provided on the website.





Differentiators



What are differentiators?

- » Unique to the program or unit
- » Endemic to that program or unit
- » Create a sense of impressiveness



Differentiator Categories

- » Fact-based statistics
- » Critical and unique traits, partnerships or people
- » Awards or recognitions
- » Unique opportunities
- » Outstanding student or alumni success
- » State-of-the-art facilities and technologies



Differentiator or General Opportunity?

- » Participate in our program's own research entity, the Transnational Initiative on Governance Research and Education Network (TIGRE-Net).
- » Apply to be a graduate assistant.
- » Customize your education with course like...
- » Solve real-world problems for corporate clients at our Center for Merchandising and Design Technology.
- » Prepare for a career with graduate and research assistantships and fellowships.



Differentiator or General Opportunity?

- » Be supported by dedicated, award-winning faculty mentors who have demonstrated excellence in research and teaching, and are committed to student success.
- » Become proficient in ASL so you can communicate effectively with the Deaf.
- » Study at one of only two universities in the Midwest to operate an island research station.
- » Work at your own pace, taking classes when they fit your schedule.



Differentiator or General Opportunity?

- » Learn with active scholars: our faculty are published in dozens of international journals.
- » Participate in archeological digs at historic sites like Michigan's oldest lighthouse.
- » Participate in several of the over 25 performances offered each year.
- » Study abroad in Costa Rica and explore ecotourism, workplace diversity and local customs while networking with seasoned professionals and recruiters.



Shifting Tone

» Addressing serious subjects

Addressing the serious subjects

- » Focus on the pillars to shape your message. "We lift each other up" is always a good one.
- » Consider personality traits – Authentic, Accountable, Impassioned, Involved and Innovative.
- » Focus on the people.



What can that sound like?

- » A CMU, when one of our own is in need, we show up. We shine a light on the path forward. We face it together. That's what we do.
- » Your donation will show our students they've got a cheering section larger than they know.
- » In all things and in all ways, our community comes first. From the 23 protected categories we recognize, to the hard work of identifying and working against implicit biases, we're committed to building and maintaining a community that celebrates our differences and works together to achieve success for all.



Wrapping up

»» But before we go...

