

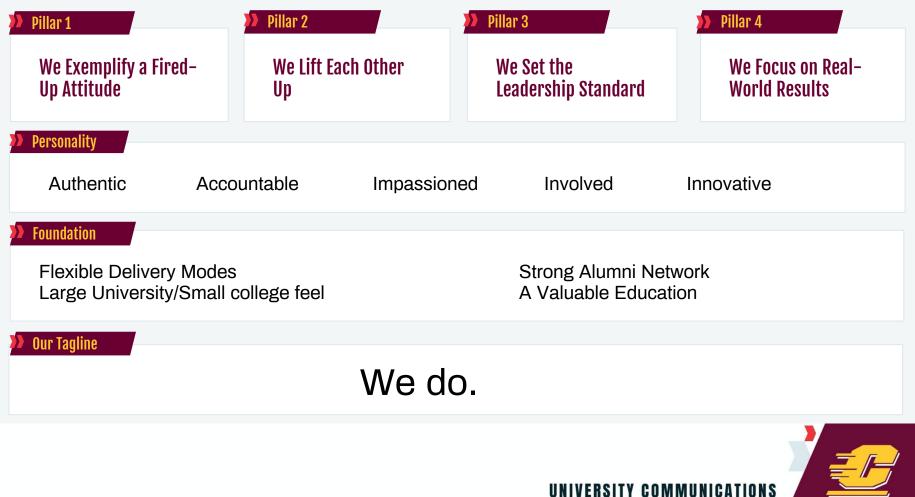
Brand Strategy

- >> 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



Before you write, consider...





UNIVERSITY COMMUNICATIONS



» 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





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



Narration





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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



