

WEBER STATE UNIVERSITY MESSAGING PLATFORM 2012

Introduction

Talking About Ourselves:

The language that WSU uses to address its external audiences through its marketing efforts plays an increasingly important role in how our audiences come to know and understand the institution and its role in the community. In a communication landscape that continues to evolve at an unprecedented rate, consistency in the messages that the market sees is more important than it has ever been. It is through framing and maintaining a unique messaging position within our market that we build our reputation, distinguish ourselves from other institutions and attract new students.

A messaging platform is a tool used to establish consistently articulated marketing messages that define, differentiate, and build understanding about who we are and what we stand for. It becomes the map from which promotions, advertising, and sales approaches are plotted.

The following messages represent a statement of key communication points that the university wishes to reinforce about itself. Text in brochures, websites, or other marketing collateral should be consonant with these messages.

This document is organized into three sections:

- Key Messages, their Support Points and Key Terms
- About Us
- Boilerplate

The information in each of these sections is designed to promote consistent messaging in different ways.

Key Messages: These succinct, precise statements outline the language that we use when we talk about each individual topic. They describe the actual benefit our audience derives from each topic and are designed to engage our audience by using language that evokes emotional interaction.

Supporting Points: These bulleted reference points represent credible proofs that support key messages. Key messages can be reinforced or expanded by further discussion of any of these supporting points.

Key Terms: Phrases that can be used as stand-alone representations of the concepts covered in the Key Message. They are designed to reinforce key messages in situations where the complete set of marketing copy is inappropriate. Key terms can be used to promote SEO strength on the web, reinforce elevator speeches or for social media and content marketing keywording.

About Us: The About Us section is a concise restatement of the concepts that are presented in more detail in the key messages section of this document. It can be used word-for-word in brochures, websites or other marketing materials. It can be condensed even further by

removing individual paragraphs. Or, paragraphs can be removed and used individually as appropriate.

Boilerplate: The boilerplate is an even more condensed presentation of the information contained in the About Us page. It can be included in press releases, on websites, in social media, wherever space does not permit a longer statement, or where more detailed text would be inappropriate.

Together the information contained within this messaging platform provides a map that can be scaled and adapted to meet a wide variety of marketing needs and platforms.

Key Messages

Personalized Learning Experience

Pure education is about learning the things you need to know in a way that makes sense to you. For more than 120 years Weber State University has focused on unique learning experiences that come from hands-on interaction with actual professors and curriculum that's applicable in the real world. When you know your teachers and they understand your needs you have a better learning experience and you won't waste your time lost in the crowd. More importantly what you learn is relevant to your professional and personal life.

At WSU we combine personal interaction with your professors, relevant curriculum and an individualized learning environment that provides life-changing learning experiences you won't find anywhere else.

Support points

- Amanda Truong's Brine Fly research presentation at the annual meeting of the Society of Molecular Biology and Evolution in Kyoto, Japan
- Center for Diversity and Learning
- Community Involvement Center
- Fan-Ya Lin wins multiple awards while studying with Yu-Jane Yang
 - Coeur d'Alene Symphony Orchestra National Young Artist Concerto Competition (2012)
 - Grand Junction Symphony Orchestra Young Artist Competition (2011)
 - Aurora Symphony Orchestra Young Artist Concerto Competition (2011)
 - Music Teachers National Association (MTNA) Steinway Young Artist Piano Competition (2010)
 - Snowy Range Piano Competition (2009)
 - Seattle International Piano Competition - Teachers' Favorite Award and the President's Award (2011)
- Jennifer Schmalz's research on pygmy rabbits and their habitat
- More than 120 years as an institution
- Pioneer Adult Rehabilitation Center (PARC) advanced inventory system
- Posters on the Hill, 2005-2008, 2010-2012
 - Paula Fiet (2012) - answers for children's learning challenges
 - Amy Friend (2011) - pharmacy fatigue
 - Christian Petersen (2010) – computer gaming may be beneficial

- Lindsay Cole (2008) - nest site selection by Great Salt Lake shorebirds
- Kristena Kons (2007) - light therapy and military shift worker fatigue
- Kalista Francom (2006) - Utah and the Indian Child Welfare Act today
- Eric Gabrielsen (2005) - brine flies of the Great Salt Lake
- “Sustainability Through Size” tiny house project
- “Team Cessna Saver’s” universal jack-dolly device for moving light aircraft with blown tires
- Derek Shenefelt (2007) – awarded prestigious undergraduate research fellowship at the University of Colorado where he conducted lab research on Acquired Immune Deficiency Syndrome (AIDS) and was one of 12 students nationwide to present research at the Conference on Retroviruses and Opportunistic Infections in Los Angeles

Key Terms

- Better learning experience
- Life-changing learning experiences
- Relevant to your life
- Unique learning experience

Your Best Educational Value

The true value of an education is what you take away after you leave the classroom. Both what you learn and how you apply it to life. And once you have that knowledge, it just keeps growing. Isn’t that the way you want your investments to work?

Well, did you know you could invest in a college degree for less than you would pay for a new car? And did you know that WSU has one of the lowest tuition rates available. Or that WSU grads typically earn their degree with less student loan debt than grads from any other four-year public university in the state?

But it’s not just the price that makes WSU a good value. Our low student-to-professor ratios tell you that you’re getting the kind of quality education that you can only get from hands-on interaction with your professors. We don’t rely on graduate assistants to teach our classes either. You’ll get real time with actual professors. You’ll learn more, learn how to apply it better and get it at one of the lowest prices in the state. That’s true value.

Support points

- Dream Weber Program
- Forbes ranks WSU as a Top Public School (2009)
- Highest level of accreditation available to an institution of higher learning
- In-state tuition and fees of \$4,500 per year
- Low student-to-professor ratios (23-1)
- Lowest debt-to-degree ratio of any four-year public university in Utah (\$5,950)
- Princeton Review names Goddard School Top Business School fifth year in a row (2007-11)
- Utah has the 3rd lowest debt-to-degree ratio in the U.S. (only use in out-of-state messaging)

- U.S. News and World Report names WSU a Top Regional University (#76, 2012)
- WSU provides more than \$90 million in financial aid and scholarships each year

Key Terms

- Hands-on interaction with your professors
- Lowest debt-to-degree ratio of any other four-year public university in the state
- One of the lowest tuition rates
- Real time with actual professors

Shared Learning & Research

Are you ready to learn more by rolling up your sleeves and digging into the things you're passionate about? If you've been looking for the kind of learning experience that's built on working shoulder-to-shoulder with people who share your passion, Weber State is the place for you.

Even as a first-year student you'll have the chance to make meaningful contributions to your field of study. By participating in collaborative professor-student research, you can transcend classroom theory to see your work have a meaningful impact on things that are happening in the world right now.

You'll also have the chance to explore the practical application of what you're learning by solving real-life problems and actively contributing to the needs of your community through service learning.

A university education isn't just about attending classes; it's about following your passion. At WSU you'll have unprecedented access to opportunities that let you reach beyond the classroom to make meaningful contributions to your field of study and actively contribute to your community while you pursue your education.

Support points

- 2010-11 academic year, 7,000 Weber State students contributed 131,000+ hours of service to the local community
- 2011-12 academic year, 7,733 Weber State students contributed 147,000+ hours of service to the local community
- 4 Outstanding Undergraduate Research Paper awards from the National Council on Family relations:
 - Religiosity Impacting Stepfamily Dynamics as Mediated by Dyadic Adjustment (2011)
 - Relationship Breakups and Attitudes of Romance and Mate Selection (2006)
 - Modernity and the Intergenerational Transmission of Parenting Styles (2004)
 - The Effects of Chronic/Terminal Illness on the Family (2003)
- Amanda Truong's Brine Fly research presentation at the annual meeting of the Society of Molecular Biology and Evolution in Kyoto, Japan