Western Michigan University’s messaging is central to all marketing and communications. We want to deliver one consistent brand message that builds the power of the WMU brand and supports revenue generation in the form of tuition, student success, philanthropy, research funding and state support.

5 Concrete Identity Themes

1. Invest with confidence.
   You can be confident that your investment of time and money will pay off.
   **PROOF POINTS**
   - 9 of 10 Broncos are employed quickly, working in their field, in jobs they like.*
     *91% employment rate soon after graduation, 86% have jobs related to their degree, 89% are satisfied with their job.
   - #1 in Michigan for earnings by graduates from all backgrounds. —*Washington Monthly*
   - WMU is the best public university in Michigan for moving up in the world. —*Washington Monthly*

   *WMU is the best public university in Michigan for graduate success based on 10 years of earnings following enrollment. We rank #1 in graduate earnings and #2 in graduation rates as measured among students across all socio-economic backgrounds. Our students get the support to emerge ready, driven and strong, and they develop the perseverance and vision to earn lifelong success. At WMU, it’s not where you start, it’s where you’re going.*

2. READY.
   You will be prepared to immediately succeed in the workforce.
   **PROOF POINTS**
   - 93% of graduates have an experiential learning opportunity to add to their resume.
   - 90% of graduates said their educational experience prepared them for their profession.
   - WMU has more faculty at the top of their field than any Division I university in Michigan.*

   *71% more tenured faculty than any DI university in Michigan, as a portion of all instructors.*

3. DRIVEN.
   Broncos find their purpose at WMU.
   **PROOF POINTS**
   - Every first-year student gets a mentor.
   - The WMU Signature program helps identify and evolve their purpose throughout their education.
   - College-specific programs like STEP (engineering), SPuRS (business), Success Coaches (education) take a comprehensive approach to student success.

4. STRONG.
   WMU cares so much about its students that it has extensive services focused on well-being and betterment.
   **PROOF POINTS**
   - WMU offers a world-class recreation center.
   - The award-winning Valley Dining Center offers nourishment for all needs.
   - WMU offers on-campus mental health counseling with a progressive care model.
   - WMU continues to develop best practices for stratified health care for strong student mental health and substance abuse prevention and is recognized among only 200 campuses in the country as a JED Campus.

5. YOUR BEST FOUR YEARS YET.
   Kalamazoo and the surrounding community make a great home— for four years and for life.
   **PROOF POINTS**
   - Extensive outdoor recreation opportunities
   - Downtown Kalamazoo
   - 35 miles to Lake Michigan
   - Two hours to two of America’s best cities, Chicago and Detroit.*
   - Bowl Champion Series, Division I Sports

   *Both are an easy train ride away*
2 Ways to Talk About WMU

1. Short version (elevator)
WMU is powered by a community that believes that where you finish is so much more important than where you start. One of our biggest points of pride is that you can count on an investment in a Western education paying off. Nine out of 10 graduates find employment quickly in jobs they like, working in their chosen field. Those are great odds. It’s probably because nearly every student (93%) gets the experience that prepares them to get their first job. Broncos finish ready, driven and strong.

2. Long version (stairs)
WMU is powered by a community that believes that where you finish is so much more important than where you start. One of our biggest points of pride is that you can count on an investment in a Western education paying off. Nine out of 10 graduates find employment quickly in jobs they like, working in their chosen field. Those are great odds. It’s probably because nearly every student (93%) gets the experience that prepares them to get their first job.

We’re in Kalamazoo. It’s a terrific college town almost exactly halfway between Detroit and Chicago—about two hours to each. So there’s a lot of opportunity. We’re considered mid-sized, with a total enrollment of just under 23,000 students, mostly from Michigan, and offer hundreds of bachelors, masters and doctorate degree programs.

Broncos are made mentally, physically and emotionally stronger the whole way through their years at Western because they’re supported by people who care about them and their success. Your time at Western will be your best years yet, and you can be confident they’ll set you up to succeed for a lifetime.

4 Pitfalls to Avoid

1. Broad claims of affordability
INSTEAD
• Talk about value and what you get for the cost of attendance.

2. Walls of facts
SHOW, DON’T TELL. We are wired as human beings to understand stories. We don’t remember facts and figures and they don’t move us. We remember stories and emotions.
INSTEAD
• Tell stories.

3. Use of “Gold,” “Strike Gold,” “Go West,”
Remove these words and similar phrases from all messaging in favor of new messaging.
INSTEAD
• Use the branded words and phrases below for guidance.

4. Use of outdated statistics
Remove WMU is ranked in the top 11% of all universities in the nation.
INSTEAD
• Use the Washington Monthly statistics.