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**
   WMU students are confident that their investment of time and money will pay off.
   
   **MESSAGE**
   - 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.

2. **Prepare for a Lifetime**
   WMU students are prepared for a lifetime of careers by expert faculty and experiential learning.
   
   **MESSAGE**
   - 93% of graduates have an experiential learning opportunity.
   - WMU recently ranked 6th in the nation for the number of Fulbright Scholars, in company with the universities of Washington, Texas, and Georgia.
   - WMU has more tenured faculty (71%) than any Div.1 university in Michigan, as a portion of all instructors.
   - Nationally ranked programs such as Aviation: top 3; Integrated Supply Management: #2; Sales and Marketing: #1; Jazz Studies: top 3, and other nationally recognized programs can be found at wmich.edu/about.

3. **Students Find Their Passion**
   Students are the center of WMU, and we are committed to their success.
   
   **MESSAGE**
   - Every first-year student gets a mentor.
   - The WMU Signature Program is committed to recognizing students’ passions through a pathway of their choice—it’s an opportunity for the student to be more marketable through an additional designation on their diploma.

4. **Enjoy the Best Four Years of Your Life (So Far)**
   Kalamazoo and the surrounding community make a great home, for four years and for life—our students constantly acknowledge the at-home feeling that WMU’s campus and Kalamazoo offer, and the impact they have had on each individual’s time here.
   
   **MESSAGE**
   - Sense of place: campus (photo and video)
   - Sense of place: Kalamazoo (photo and video)
   - WMU is part of a leading national effort focused on increasing student grit and resilience.
   - WMU is committed to a sustainable world from studying local water ways, to rethinking the fashion and construction industries, to plowing a parking lot to put up a paradise (of fruit trees).

5. **Alumni Success, Near and Far**
   WMU students have traveled the world and have created careers, lives and families near and far.
   
   **MESSAGE**
   Every college has a wealth of stories to tell about its alumni who are impacting our nation and our world. Show, don’t tell. Tell stories about unexpected student success.

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**FAST FACTS**

- Most affordable, highly-ranked university in Michigan (Business Insider)
- Top 20 College Town (Wallet Hub)
- One of 80 schools to receive the Higher Education Excellence in Diversity Award (INSIGHT Into Diversity)
- Best for Vets institution (Military Times)—one of 130 in country
- “Cool School” (Sierra Club)—recognizes top 100 “greenest” colleges and universities in country
- Top 15 most affordable, eco-friendly colleges (BestChoiceSchools.com)
- JED Campus—only 200 in country. Focus on strong student mental health and substance abuse prevention (came about from Lee Honors College student thesis).
- Four WMU students named Stanford University Innovation Fellows (2018). Only 258 students from 64 institutions are recognized.

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Office of Marketing and Strategic Communications

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