



SEATTLE UNIVERSITY MESSAGING PLAYBOOK

October 2024

**SEATTLE
UNIVERSITY**

The truth about developing a great brand is, in fact, the truth. We start with our mission:

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

BRAND ESSENCE

Our brand essence is not a slogan or tagline, but rather our core, the single defining characteristic that informs all of what we do and create as we tell the Seattle University story.

OUR JESUIT, CATHOLIC EDUCATION.

Seattle University's whole person education focuses on helping students flourish and become the person they aspire to be—pursuing their passions and lifelong learning, succeeding in their professions, embracing their convictions and discovering their purpose. Everything we do is to educate, support and empower students to do more and be more so they can thrive, lead meaningful lives and be difference-makers who contribute to the greater good.

BRAND PROMISE

The Seattle University brand promise reveals what our stakeholders can expect from the university across all touchpoints.

FORMATIVE AND TRANSFORMATIVE LEARNING.

We deliver life-changing education centered on experiential learning that prepares students for personal and professional success and to shape a constantly changing world for the better.

BRAND PURPOSE

Finally, we have our brand purpose. It is part of our essence. It is focused on the larger impact we have on our students and the world. It helps shape our strategic positioning.

WHERE INNOVATION MEETS HUMANITY.

We benefit from our presence and relationships in Seattle and the city—with all its dynamism and innovation—benefits from our distinctive approach to higher education we offer and the impact of our alumni.

Our brand is founded on Seattle University's distinctive values, known as brand pillars. We now prioritize our brand promise in our communications to define our identity and establish straightforward, authentic messaging.



MESSAGING FRAMEWORK GUIDE

SEATTLE UNIVERSITY'S BRAND STRATEGY

Our brand is founded on Seattle University's distinctive values and attributes, known as brand pillars. We prioritize our brand promise in our communications to differentiate who we are and establish straightforward, authentic messaging –connecting it all back to our brand essence.

BRAND PROMISE

We deliver a life-changing education centered in experiential learning that prepares students for personal and professional success and to shape a constantly changing world for the better.

BRAND PERSONALITY/TONE

Innovative | Future Focused | Challenging | Bold | Kinetic | Crafted | Reflective | Daring | Adventure-Filled

Our brand is founded on Seattle University’s distinctive values, known as brand pillars.

PILLAR 1: HIGHER-POWERED ACADEMICS	PILLAR 2: INNOVATIVE AND EXPERIENTIAL ECOSYSTEM	PILLAR 3: ENDURING IMPACT
<p>A life-changing experience in the Jesuit, Catholic tradition of educating the whole person, academic rigor, inclusive excellence and experiential learning.</p>	<p>Located in Seattle, a global tech hub, providing unparalleled access to innovation, arts and adventure.</p>	<p>Students empowered to be principled leaders, successful professionals and engaged citizens.</p>
<p>WHOLE PERSON EDUCATION: Focused on every facet of who you are (intellect, morals, spirituality, empathy, physical and mental well-being).</p> <p>RIGOR: In-depth learning, critical thinking, problem solving, ability to communicate clearly and persuasively, dedication to excellence.</p> <p>DISCERNMENT: Deliberate in consideration of the moral and ethical implications in identifying options to solve complex issues and then choosing the better solution. (the magis)</p> <p>INCLUSIVE: In our curriculum and student experience, fostering a sense of belonging for all.</p> <p>EXPERIENTIAL AND HANDS-ON LEARNING: Central to a Jesuit education. We offer internships with leading companies, community-engaged learning, lab and field work, clinical simulations, collaboration on real-world projects with industry leaders and interdisciplinary research with faculty.</p>	<p>One of the largest independent universities in the Northwest, bringing resources, partnerships with industry leaders to career and networking opportunities.</p> <p>Well-regarded schools, colleges and centers across disciplines</p> <p>Graduates who are highly valued and highly sought after by employers.</p> <p>An abundance of outdoor activities, fun and adventures in a majestic setting close to mountains, water and lush greenspace. A rich offering of culture, arts, sports and music in the greater Seattle area.</p>	<p>Technical skills plus the leadership, critical thinking, problem solving and communication skills that prepare students to succeed, thrive and have a lasting impact in their careers and communities.</p> <p>Well-rounded individuals who are socially responsible, ethically grounded and globally aware.</p> <p>Committed to their communities, our common humanity and the greater good.</p> <p>90,000+ alumni globally—more than 56,500 in Washington state, most working and living in the greater Seattle area.</p>

Build Your Message: Pillars and Priority Themes

There are priority themes to support each main pillar in the brand strategy. If you are developing content around a main pillar, use information within the priority theme to help build content. Each theme has three areas of focus. Within the area are further explanations, themes to focus on and key data points. Key data points are facts about Seattle University and provide the “reason to believe.”

Please note that the key data points are current based on the brand guidelines’ publishing date and are subject to change. Our website (seattleu.edu) provides a wide range of differentiators that you can use including current data points and rankings that can complement your own facts and data points from your college/department/division.

PILLAR 1: HIGHER-POWERED ACADEMICS

A life-changing experience in the Jesuit, Catholic tradition of educating the whole person, academic rigor, inclusive excellence and experiential learning.

PRIORITY MESSAGING AND THEMES:

INCLUSIVE ACADEMIC EXCELLENCE	FUTURE-FOCUSED, PERSONALIZED EDUCATION	EMPHASIS ON EXPERIENTIAL LEARNING
<p>Education of the whole person, with emphasis on building the critical thinking, communication, analytical and problem solving skills to succeed and that are valued by employers.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Innovative teaching and learning • Interdisciplinary collaboration that shows how different academic departments come together to solve problems. • Stories of students who have success in their academic pursuits or used their SU experience for community betterment. <p>Secondary:</p> <ul style="list-style-type: none"> • Great student experience with many opportunities to get involved through Athletics, recreational sports and, student clubs. Students enjoy a wide range of social, cultural, outdoor and entertainment activities on or and off campus. <p>Key data points:</p> <ul style="list-style-type: none"> • Rankings of programs • Program rankings • Notable faculty, faculty recognition/accomplishments 	<p>Small classes taught by faculty who care about your success and creating a just and humane world.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Stories of students engaging directly with faculty in the classroom, in the field, in research. • Examples of great teaching within programs. • Showcasing inclusive excellence in teaching. • How faculty integrate ethics, justice, leadership and other values into the curriculum. <p>Key data point examples:</p> <ul style="list-style-type: none"> • 11:1 student-to-faculty ratio • Student-to-faculty ratio specific to program, college/school. 	<p>SU's Jesuit education integrates real-world experiential learning across the curriculum and student experience.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Internship opportunities and testimonials. • Examples of real-world projects led by students. • Education abroad opportunities and testimonials. • Community-engaged learning and how it prepares you for personal and professional success. <p>Key data point examples:</p> <ul style="list-style-type: none"> • Percentage of internships by college/school. • Types of internship opportunities by program. • Students empowered to be principled leaders, successful professionals and engaged citizens.

PILLAR 2: INNOVATIVE AND EXPERIENTIAL ECOSYSTEM

Located in Seattle, a global tech and innovation tech hub, providing unparalleled access to innovation, arts and adventure.

PRIORITY MESSAGING AND THEMES:

IN THE HEART OF A GLOBAL TECH HUB	CREATING DISRUPTIVE INNOVATION AND SYSTEMIC CHANGE	GREAT CAREER OPPORTUNITIES AND PROFESSIONAL NETWORKS
<p>Global hub of technology, innovation and forward thinking.</p> <p>Secondary messaging:</p> <ul style="list-style-type: none"> • Surrounded by the majestic beauty of the Puget Sound, Cascades and Olympia Mountains offering unmatched outdoor recreation and activities. <p>Key data point examples:</p> <ul style="list-style-type: none"> • Seattle #1 Best Place for Business and Careers (Forbes, 2019)* * Forbes has not updated this ranking • Seattle #7 for Best City for Finding a Job (WalletHub, 2024) • #2 Best City for STEM jobs (WalletHub, 2024) • #3 Best City for Young Professionals (Niche, 2024) • #1 Best City for Outdoor Activities (Niche, 2024) 	<p>A university at the intersection of technology, innovation, forward-thinking and humanity.</p> <p>Home to leading tech companies and robust sectors across technology, international trade, aerospace, the life sciences, consumer products, transportation, environmental engineering and health care.</p> <p>The region is revolutionizing how we live, work and care for one another and our planet..</p> <p>Key data point examples:</p> <ul style="list-style-type: none"> • Home to Amazon, Microsoft, Costco, Boeing, Gates Foundation, Starbucks, T-Mobile, Expedia, F5, Fred Hutch, Providence 	<p>Our location offers students unparalleled access to leading businesses and nonprofits as well as dynamic professional networks.</p> <p>Great internship and other experiential learning opportunities.</p> <p>Key data point examples:</p> <ul style="list-style-type: none"> • Top employers of SU alumni: <ul style="list-style-type: none"> ◦ Boeing, Amazon, SU, UW, Seattle School District, Microsoft, Swedish, Seattle Children’s Hospital, City of Seattle, WA State Attorney General Office • Top employers by college/school: <p>Albers: Boeing, Amazon, Microsoft</p> <p>Arts & Sciences: SU, Amazon, Boeing</p> <p>Education: Seattle School District, SU, UW</p> <p>Nursing: Swedish, Seattle Children’s Hospital, UW Medical Center</p> <p>CSE: Boeing, Amazon, UW</p> <p>Law: WA State Attorney General Office, King County Prosecutor’s Office, Boeing</p> <p>New & Continuing Studies: SU, Amazon, City of Seattle</p>

PILLAR 3: ENDURING IMPACT

Students empowered to be principled leaders, successful professionals and engaged citizens.

PRIORITY MESSAGING AND THEMES:

HIGHLY VALUED PROFESSIONALS	ENGAGED CITIZENS	EMPOWERED TO SHAPE A CONSTANTLY CHANGING WORLD
<p>Focus on:</p> <ul style="list-style-type: none"> • Employers talking about how SU alumni are top performers in their companies and organizations. • Stories of alumni success in their professions and examples of ethical, principled leadership that inspire. <p>Key data point examples:</p> <ul style="list-style-type: none"> • Top employers of alumni overall, by program and college/school. • Average earnings of SU graduates overall and by program. • Earning potential for chosen field of study. 	<p>Focus on: Holistic development of individuals who are socially responsible, ethically grounded, and actively contribute to the greater good.</p> <p>Key data point examples:</p> <ul style="list-style-type: none"> • Sundborg Center for Community Engagement (connect to how employers value community engagement and why). • The core curriculum focuses on key global challenges embedded throughout all areas of the university and prepares students to address those challenges. • Seattle University's commitment to sustainability <ul style="list-style-type: none"> o Center for Environmental Justice and Sustainability o University divestment from fossil fuels o #1 Gold STARS-rated schools for overall sustainability performance. 	<p>Focus on:</p> <ul style="list-style-type: none"> • Hard skills and competencies learned from accomplished faculty. • Critical thinking, analytical and problem-solving skills at the heart of our Jesuit education. • Values such as commitment to social justice, equity and inclusion and sustainability. <p>Key data point examples:</p> <ul style="list-style-type: none"> • Alumni stories of impact in their communities, government, nonprofits, etc. • University rankings and recognition. • Program rankings and recognition specific to department, division, college/school.