 BRAND ARCHITECTURE AND MESSAGING GRID
Butler University readies its students for successful careers and meaningful lives by combining an intimate academic environment with real-world experiences to create compassionate, adaptive thinkers.

A good life is more than a good job. And a college degree is more than what you learn in the classroom. At Butler, the meaningful interactions and experiences you share with a close-knit community ensure that you’re ready. Small classes, opportunities to engage directly with faculty, and real-world experience—through internships, research with faculty mentors, performances, and community engagement—gives students the knowledge and skills required to get to work. The Butler Way drives us to always seek better—better outcomes, a better community, and a better world.
BRAND ARCHITECTURE

BRAND PILLARS

HIGHER LEARNING
An experiential education that prepares students for successful careers and lives of purpose.

GREATER DOING
Students and graduates put their education into action every day in communities at home and around the world.

BETTER LIVING
Empowering graduates to lead meaningful, productive, and rewarding lives.

SAMPLE PROOF POINTS


No. 2 overall among Midwest Regional Universities (U.S. News and World Report, 2018).

94 percent of Butler grads agree or strongly agree their professor made them excited about learning as a student on campus (Purdue-Gallup Index, 2016).

82 percent of Butler grads agree or strongly agree it was the perfect school for them, a rate 15 percentage points higher than the national average (Purdue-Gallup Index, 2016).

Gallup identified six critical experiences related to academic support and experiential learning that are strongly associated with how graduates fare in life. Butler excels in each of these areas, outperforming other universities in Indiana, and the national average.

Butler is listed among the best in the nation for internships, the first-year experience, study abroad, and undergraduate research/creative projects (U.S. News and World Report, 2018).

95 percent of students participate in some form of internship, student teaching, clinical rotation, research, or service-learning experience. 100 percent of students participate in a community-engaged learning course, and 94 percent are involved in some other volunteer experience while at Butler University.

Butler earned the 2015 Community Engagement Classification by the National Carnegie Foundation.

97 percent placement rate (2016)
No. 1 in the nation for business internships (Bloomberg BusinessWeek)
Butler graduates outperform other universities in Indiana, and the national average, in five key areas of well-being (Gallup Healthways Well-Being Index, 2016).

Nearly 80 percent of Butler graduates are deeply interested in their work (Gallup-Purdue Index, 2016).
Transformative, student-centered learning. The liberal arts foundation at Butler is combined with experiential learning opportunities, resulting in a quality, well-rounded education that prepares you for an ever-changing world.

Faculty are invested in your success. Faculty put students and learning first, and will challenge you in a supportive environment that fosters success. They’ll be by your side, partnering with you on real projects, such as undergraduate research. By building these close relationships, students are well-connected once they enter the professional world.

Be part of a real community. Butler is committed to providing a nurturing, student-centered environment for students to grow both academically and personally. Students help one another succeed—both in and out of the classroom—from the moment they step foot on campus through Commencement and beyond.

You’ll learn by doing. Through internships, research, performances, study abroad, and community engagement, Butler provides hands-on experience that you can put into action in the real world. At Butler, your classroom extends into Indianapolis and around the globe.

We do things The Butler Way. Our students and graduates know that how you achieve is just as important as what you achieve. They’re known for making the extra effort, going the extra mile, and lending an extra pair of hands.

We serve our community, and our community serves us. Serving our local Indianapolis community begins during Welcome Week, and continues throughout your years on campus and beyond. Service-learning projects are embedded within the curriculum and within our culture. Indianapolis also offers our students the perfect backdrop for hands-on learning, providing numerous opportunities for internships and cultural enrichment.

Butler graduates have successful careers. For starters, 97 percent are employed or attending graduate school within six months of graduation, with an average starting salary of $50,000. Employers range from large corporations to small start-ups, and include businesses, non-profit and arts organizations, educational and healthcare institutions, and more.

Butler graduates are engaged in meaningful work. The vast majority of Butler graduates say they love what they do for work and outperform alumni from other schools in five areas of well-being, according to the Gallup.

You’ll be a Bulldog for life. You’ll join Bulldog Nation, a network of 45,000+ alumni who are committed to being a part of the University community after graduation. Alumni engage with students frequently, providing internships and mentoring, and making valuable connections. Your lifelong best friend may be sitting next to you at Welcome Week.
**Higher Learning**

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**Greater Doing**

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**Better Living**

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### Messaging Points for Parents

**Professors know their students.** Butler has small class sizes which means students and faculty are often on a first-name basis. They check on students when they miss class, offer assistance when a student needs help with course material, or send along internship postings they know fits a student’s interest. When it comes to success, getting personal attention makes a world of difference.

**We help students choose the right path.** At Butler, we understand that choosing a major is often a journey in itself. Through Exploratory Studies, your student can explore many interests before fully immersing themselves in a major. Butler University is also a big supporter of interdisciplinary programs and encourages students to double major, declare a minor, or find another way to bring multiple areas of interest together to enhance the academic experience.

**We develop the whole student.** Butler provides a holistic student environment where students can realize their fullest potential and not only develop intellectually but socially, emotionally, and spiritually.

**Your student will learn by doing.** A college education is more than just a degree—it’s about the experience. At Butler, students get out of the classroom and into hands-on learning opportunities like internships, service-learning, study abroad, and undergraduate research. It’s this collection of experiences that will prepare your student for career success and overall well-being.

**Indianapolis is our classroom.** The vibrant community of Indianapolis is the perfect backdrop for hands-on learning, providing numerous opportunities for internships, service-learning, and cultural enrichment.

**Students model The Butler Way.** Our students and graduates know that how you achieve is just as important as what you achieve. They’re known for making the extra effort, going the extra mile, and lending an extra pair of hands. Serving the community begins during Welcome Week, and continues throughout the four years and beyond.

**Butler graduates have successful careers.** For starters, 97 percent are employed or attending graduate school within six months of graduation, with an average starting salary of $50,000. Employers range from large corporations to small start-ups, and include businesses, non-profit and arts organizations, educational and healthcare institutions, and more.

**When it comes to overall well-being, Butler graduates are thriving.** The vast majority of Butler graduates say they love what they do for work and outperform alumni from other schools in five areas of well-being, according to the Gallup-Purdue Index.

**Butler is a real community.** From their first day on campus, through Commencement and beyond, your student will feel supported by those around them, and encouraged to always be the best version of themselves. The Butler family will always be a part of your student’s life after graduation.
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**Messaging Points for Alumni**

**A Butler education holds value.** Butler is consistently ranked as one of the Midwest’s “Best Value Schools.” Butler students are achieving the kind of intellectual and personal growth that prepares future graduates for meaningful and successful lives after graduation.

**We are innovative.** Consistently ranked No. 1 in Innovation, Butler has set a course to become a leader in the creation and delivery of transformative, student-centered education. Our faculty create knowledge that has an impact at home and around the world.

**Butler is moving forward, yet remains true to its foundation.** Butler is on a forward moving trajectory. However, the more things change at Butler, the more our University’s traditions and core values remain the same. A Butler education champions our founders’ vision of inclusivity and equality. Butler’s historical commitment to serving as a cultural and educational resource to Central Indiana and beyond is more robust than ever.

**Bulldogs hit the ground running.** One of the hallmarks of your Butler education was that you were able to apply what you learned in the classroom in real-world settings, preparing you to hit the ground running in your career. Butler’s liberal arts education prepares graduates to be critical, thoughtful, and creative thinkers, providing a competitive advantage in the workplace.

**Bulldogs are innovators and creators.** We are listed among the nation’s best for providing robust undergraduate research and engaging learning experiences, resulting in graduates who enter the workforce knowing how to ask questions, solve problems, and develop new ideas and knowledge.

**Bulldogs do more.** Butler graduates become leaders in their professional careers and community organizations in and around Indiana, selflessly sharing their time, treasure, and talents for a greater good. They carry The Butler Way throughout their work, and into communities both locally and globally.

**Our careers have purpose.** Over 97 percent of Butler students are employed or attending graduate school within six months of graduation. A hands-on education puts Butler graduates a step ahead of other graduates as they seek to find careers with meaning and purpose. According to the Gallup-Purdue Index, nearly 80 percent of Butler graduates are deeply interested in their work.

**Our lives are rewarding.** Butler graduates report a stronger overall sense of well-being than do alumni from peer institutions, according to Gallup. Content in careers that are fulfilling and rewarding, involved in community engagement, and committed to lifelong learning—Butler graduates are leading empowered lives of meaning.

**Bulldogs give back.** Whether by mentoring students, providing internship opportunities, speaking in the classroom, or creating an annual or endowed scholarship—Butler graduates like to help out and do so with their time, mentorship, treasure, and true interest in seeing Butler students become successful after graduation.
COMMUNITY

BRAND PILLARS

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MESSAGING POINTS FOR COMMUNITY & DONORS

The Butler effect. Butler students have been known to do things with extra commitment, compassion, and determination. We call this The Butler Way and its ideals are something that our graduates bring with them into their communities, their work environments, and beyond.

We are innovative. Consistently recognized for our efforts around innovation, Butler has set a course to become a leader in the creation and delivery of transformative, student-centered education. Our graduates enter the workforce knowing how to ask questions, troubleshoot and solve problems, and develop innovative new ideas.

We’re a community resource. Butler has an important role as an anchor institution for the greater Indianapolis region, and serves as an educational, cultural, and health resource for community members of all ages. For example, Butler Student Fellows in the Butler Community Arts School offer performing arts instruction to individuals ages 5 and up, including adults.

An investment in Butler impacts our state’s economy. Our students and graduates apply their knowledge as interns and employees all over the state. Over 75 percent of Butler students have the opportunity to engage in one or more internships. Organizations such as PwC, Eli Lilly and Company, and Roche partner with Butler to provide internships and boast large percentages of Butler graduates as employees.

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We roll up our sleeves to help. Butler students, faculty, staff, and graduates lead by example and you can find them selflessly giving of their time and talents to those in need. During the 2016–17 year alone, the University contributed more than 77,000 service hours to the Indianapolis community.

Butler students and graduates call Indy home. Butler students are immediately immersed in Indianapolis, which is their extended classroom. They partner with local businesses and nonprofits through internships and volunteerism, attend cultural and sporting events, and often make Indy their home upon graduation.

We are team players. We like to work, to make a difference, to contribute to success. Over 72 percent of Butler graduates are deeply interested in their work and thrive on being an engaged professional partner and team member committed to the success of their employees.

We create change agents. Butler students don’t just graduate with the skills needed to be successful in their careers; they leave with the skills needed to be successful in life. Butler students are encouraged to use their passions and abilities to become true agents of change in the communities in which they live and work.