

Butler's Brand Messaging Strategy

Lifelong Success & Access

Priority Topics

- › Graduate Outcomes
- › Online Programs
- › New Learning & Business Models

Supporting Narratives

- › Transformation Lab
- › Graduate career/grad school placement success stories
- › Alumni career success stories
- › US News rankings
- › Placement rates
- › The Butler Network

Desired Perceptions

- › Butler's approach to education results in lifelong success for graduates.
- › Butler offers right-sized, right-time, student-focused learning.
- › Butler is an industry-leader in developing new educational models that are accessible to all learner types.

Experiential Learning

Priority Topics

- › Undergraduate Research
- › Service Learning
- › Study Abroad
- › Internships/Performances/Rotations/Student Teaching
- › Indianapolis

Supporting Narratives

- › Undergraduate Research Conference
- › Internship Stories
- › International and domestic study abroad programs
- › Indianapolis Community Requirement
- › Lab Schools (and other immersive academic experiences)

Desired Perceptions

- › Butler ensures graduates have essential career and leadership skills to get a job and advance in their career.
- › Butler creates an immersive learning environment for students, faculty, and community to grow and develop.
- › Butler gives students a greater view of the world and appreciation for community.

The Whole Person

Priority Topics

- › The First-Year Experience
- › Faculty & Staff Mentoring
- › Holistic Wellbeing (BU|BeWell)
- › Academic and Personal Exploration

Supporting Narratives

- › Stories of faculty/staff to student relationships
- › Center for Academic Success and Exploration
- › Exploratory Studies
- › First-Year Seminar (and other components of the Core Curriculum)
- › Diversity, Equity, Inclusion efforts

Desired Perceptions

- › Butler's approach to well-being results in resilient, well-rounded graduates.
- › Butler embraces a personalized education that is designed to transform lives and instill a passion for lifelong learning.
- › Butler's approach to well-being is student-focused, helping students to achieve their best self.