



## PURPOSE/PROMISE:

Improving lives today and tomorrow.

## POSITIONING:

MSU is dedicated to advancing knowledge, expanding opportunity and empowering success. It is distinguished by its **inclusive, collaborative community** and the **uncommon will** of its **talented, passionate people** to pursue **excellence** for the common good.

## WHAT WE DELIVER:

**Extraordinary impact for people and society**

We pursue excellence and expand opportunity to advance the common good.

## MSU DIFFERENTIATOR:

**Uncommon Will**

## PERSONALITY:

Genuine. Determined. Welcoming. Collaborative. Innovative. World-Changing.

## TAGLINE:

**SPARTANS WILL.**

## PILLARS:

*Primary message points that support our positioning and highlight our competitive advantages*

## CORE BRAND NARRATIVE:

*Build understanding and affinity with stories that show...*

### Passionate, Talented People

Spartans are driven to make a difference. Forward looking and open to new ideas, we collaborate to generate new solutions and serve as partners to make the world a better place.

### Passion to Make a Difference

Spartans have a deep passion to help affect the lives of others through their work. They are resilient and determined to make a difference.

### Forward-Thinking Change Agents

Spartans are forward-thinking problem solvers and active agents for positive change. Spartans innovate to make the world better.

### Team Players

Spartans believe teamwork is critical to helping individuals and communities thrive and to solving hard problems. We are open to new perspectives and collaborate for the common good.

### Leading Talent

With nationally recognized faculty, accomplished students and notable alumni, Spartans are shaping a fast-changing world with the excellence needed to deliver impact.

### Inclusive, Collaborative Community

Spartans come from many backgrounds. We celebrate and respect the diversity of our community and support the inclusion and success of all. Spartans connect and collaborate, working together for the greater good.

### Belonging

Committed to building a welcoming, inclusive community and ensuring equity for all, we recognize and celebrate diverse social and cultural identities, respecting and supporting every Spartan.

### Collective Strength

We are a force for good as Spartans improve their own lives and make a difference in the lives of others in communities across the nation and world.

### Partnership for Impact

Spartans come together to foster creativity for the best solutions. We work across disciplines, boundaries and cultures and in partnership with the communities we serve.

### Academic and Research Excellence

As a top 100 global research university with a land-grant mission, we advance knowledge to address global challenges and improve lives. Our drive to excellence is a commitment to advance equity and generate positive impact.

### Top Programs, Exceptional Experience

With top-ranked programs, nationally recognized faculty, more than 200 majors and an array of unique co-curricular opportunities, we offer our students an exceptional and personalized educational experience that prepares them to succeed and lead.

### Access to Excellence and Opportunity

We deliver access to a high-quality education and support the success of every student's journey to graduation and beyond.

### Leading Research and Innovation

Our research, scholarship and creative pursuits push the boundaries of discovery and drive practical solutions to address global challenges and improve the lives of all. Our rising research funding, nationally recognized faculty and programs, and innovative research facilities contribute to and reflect our success.