

A TOOL FOR NDSU FACULTY AND STAFF

You can use this message framework to consistently communicate about NDSU.

TAG LINE



PRIMARY MESSAGES

Short - North Dakota State University is student focused and committed to its land-grant mission.

Medium - North Dakota State University is an economic engine of the state, a top-ranked — and growing — national research power.

Long - North Dakota State University is a student-focused, land-grant, research university — an economic engine that educates students, conducts primary research, creates new knowledge and advances technology. The university provides affordable access to an excellent education at a top-ranked research institution that combines teaching and research in a rich learning environment, educating future leaders who will create solutions to national and global challenges that will shape a better world.

SUPPORTING FACTS

Student focused

- Teaching and research engage and involve students in an immersive learning environment
- Academically rigorous programs set in a rich, diverse, supportive community
- Ninety-six percent of students are full time, on campus
- Courses taught to highest standards by highly qualified faculty, researchers and national experts
- Faculty and staff focused on student success and on-time graduation
- Graduates compete successfully, nationally and globally
- Strong work ethic drives students, faculty and staff

Land grant

- Combines access with affordability in academically rigorous, demanding environment
- Creates solutions to ever-changing real-world problems
- Attracts and retains intellectual capital that benefits state, nation and world
- Distributes knowledge into the community via Extension Service
- Forges meaningful, productive, collaborative relationships with business, industry, non-profits, government, and local and regional communities
- Promotes faculty and student engagement in community service that enhances the public good
- Creates opportunity for advancement and success of the state's citizens in the 21st century

Research university

- Graduate and undergraduate students directly involved in world-class research
- Top researchers in their disciplines teach students
- Combines intellectual capital, resources and vision, where ideas become opportunities
- Attracts new undergraduate, graduate and doctoral students, researchers and revenue to state and region
- Creates and transfers new knowledge advancing technology
- Creates intellectual property, which creates new business opportunity and jobs
- Broadens economic base of state and region

WHAT: This is the message framework for NDSU. It is intended to help us consistently communicate common reference points. Use the key components — student-focused, land-grant and research university — and the supporting points to help communicate your message to the specific audience you are addressing.

WHY: When we align all NDSU communications with the key message framework — meant to communicate NDSU's strategic differentiator, the very real and growing value inherently created by the unique combination of its student-focused and land-grant mission delivered at a research university — we exponentially increase the power of our messages.