



EAST TENNESSEE STATE  
UNIVERSITY

# **Messaging: Differentiators and Proof Points**

O.J. Early

# Key Differentiators

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**Hands-On  
Experience**



**Health Sciences**  
Research · Interprofessional  
Ballad/Community Partnerships



**Signature Programs**  
Ranked Programs · Unique  
Offerings



**A Top College Town  
& Campus**



**Real-World  
Impact**



**Military  
Friendly**



**Affordability &  
ROI**



**People Come First**  
Relationships · Support  
Diversity of Thought & Expression



# Narrative

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Nestled in the shadow of the **brehtaking Appalachian Mountains**, East Tennessee State University is a **thriving R2 research university** focused on providing **hands-on learning** opportunities and making a **real-world impact** to improve the quality of life for people in the region and beyond. ETSU is ranked among the top 10 percent of colleges in the nation for students graduating with the **least amount of debt** and is among the top colleges nationally for supporting the **economic mobility** of its graduates. The university offers more than 160 programs at the undergraduate, graduate, and professional levels and serves approximately 14,000 students each year.

Through its **world-class health sciences programs** and **interprofessional approach** to health care education, ETSU is a highly respected leader in rural health research and practices, providing high-need communities with access to clinical care through its ETSU Health network. The university also boasts **nationally ranked programs** in the arts, technology, computing, and media studies and has consistently been named among the most **military friendly** schools in America. With its main campus in Johnson City, ETSU also serves students at off-campus instructional sites throughout the region, including ETSU at Kingsport Allandale, ETSU at Sevierville, the Nave Center in Elizabethton, and the ETSU/Eastman Valleybrook campus in Kingsport.

Located in the scenic Appalachian Highlands, the university is at the center of a **vibrant arts and cultural scene** and has been named the **Top Adventure College** in the Southeast. Founded in 1911 and with more than 100,000 living alumni who call ETSU their alma mater, the impact of its students, alumni, faculty, and staff can be seen around the world.



# Boilerplate

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## Extended Version

East Tennessee State University was founded in 1911 with a singular mission: to improve the quality of life for people in the region and beyond. With a focus on **hands-on learning** opportunities, the university offers more than 160 programs at the undergraduate, graduate, and professional levels and serves approximately 14,000 students each year. ETSU is ranked among the top 10 percent of colleges in the nation for students graduating with the **least amount of debt** and has consistently been named among the most **military friendly** schools in America.

Through its **world-class health sciences programs** and **interprofessional approach** to health care education, ETSU is a highly respected leader in rural health research and practices. The university also boasts **nationally ranked programs** in the arts, technology, computing, and media studies. Located in the **scenic Appalachian Highlands**, the university is at the center of a **thriving arts and cultural scene** and has been named the **Top Adventure College** in the Southeast.

## Short Version

East Tennessee State University was founded in 1911 with a singular mission: to improve the quality of life for people in the region and beyond. Through its **world-class health sciences programs** and **interprofessional approach** to health care education, ETSU is a highly respected leader in rural health research and practices. The university also boasts **nationally ranked programs** in the arts, technology, computing, and media studies. ETSU serves approximately 14,000 students each year and is ranked among the top 10 percent of colleges in the nation for students graduating with the **least amount of debt**.



# Our Tagline

*Go beyond*

- Focuses on action in accordance with our mission to improve the quality of life for people in the region and beyond
- Emphasizes effort in pursuit of excellence
- Promises growth and new opportunities



# Our Brand Campaign

**#BucsGoBeyond**

*Go beyond*  
**borders**

*Go beyond classrooms*  
to **communities**

*Go beyond ideas*  
to **innovation**



# Messaging Guide

- Headlines, narratives, and proof points **for each differentiator**.
- Available at [etsu.edu/brand](https://etsu.edu/brand)



# Real-World Impact

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## Headlines:

- Hands-On Experience. Real-World Impact.
- Blazing New Trails in [Insert Your Topic]

## Core Message:

East Tennessee State University was founded in 1911 with a singular purpose: to improve the quality of life for people in the region and beyond. At ETSU, our students, faculty, and staff work every day to go beyond the classroom and make a communitywide impact.

Through our innovative, hands-on coursework, our students gain valuable real-life experiences while making a difference in our communities.

## Proof Points:

- ETSU and the ETSU Research Corporation are leaders in developing the region's workforce for the rapidly growing synthetic biology industry.
- ETSU students complete on average more than 65,000 hours of community service each year.
- From [discoveries entirely new to science](#) to books about [little-known maladies](#), (insert professor name) is one of the dozens of ETSU faculty making innovative breakthroughs.





# 2023-24 Themes

## Primary Themes

### Brand Message: Bucs Go Beyond

- Summarizes our brand promise: that Bucs achieve excellence in service to their communities.
- Includes messages focused on conveying ETSU's values, driving student engagement, sharing the student experience, or building community and belonging.
- If in doubt, frame your message through this lens.

### Go Beyond the Classroom

An extension of "Bucs Go Beyond," highlights how students are gaining hands-on experience and making a real-world impact at ETSU.

### ETSU Trailblazers

Plays on the theme of "going beyond" using the imagery of a trailblazer. Highlights research and innovation occurring at ETSU.

## Supporting Themes

### Life in the Appalachian Highlands

- Conveys the unique experience of living in the Appalachian Highlands, expanding on the "Go Beyond" theme through visual and metaphorical representations.
- Highlights our rugged, beautiful landscape, adventurous spirit, and thriving, resourceful, and innovative communities.

### Primary Sources

Highlights the expertise of researchers and scholars through podcast interviews. Content should tie in the Trailblazer message when possible.

### Why I Teach

Highlights teaching excellence through podcast interviews with faculty. Content should tie in the "Bucs Go Beyond" message when possible.



# Questions?

**Contact your UMC Partnership Manager**

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