



Manchester University Brand Platform

BRAND LENSES

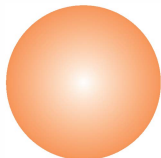
Manchester's brand platform is based on a selection of “**brand lenses**” used to focus Manchester stories in an authentic and consistent manner. They're further broken down by dimensions, creating a comprehensive tool set by which to craft any storyline for the institution.





Manchester University Brand Platform

An authentic quality of Manchester is ... (Brand lens)



COMMUNITY

Students find their voice at Manchester, building confidence resulting in personal growth and lifelong connections.

This happens through ... (Dimension)

- **Support**
Through close relationships and mentoring, students have the encouragement they need for success.
- **Identity**
Active participation gives students confidence and purpose through respectful dialogue and questioning.
- **Connections**
Manchester's intimate community naturally enables students to form strong and lifelong relationships.
- **Participation**
At Manchester, students develop the understanding and desire to contribute.

An example is ... (Proof point)

- ▶ Our Success Center offers academic support and mentoring for students at all levels.
- ▶ The Kenapocomoco Coalition meets regularly to discuss social, political and environmental issues.
- ▶ SOL groups during Welcome Week enable students to build early bonds with other students.
- ▶ Last year, students, faculty and staff contributed more than 25,000 hours of service to the community and beyond.



Manchester University Brand Platform

An authentic quality of Manchester is ... (Brand lens)

GROWTH

At Manchester, students learn to think critically in an academic community that prizes the maturation of the whole person.

This happens through ... (Dimension)



Intellectual Achievement

Faculty inspire and challenge students to acquire deeper understanding and curiosity.



Spiritual Freedom

Through inter-religious conversation, students gain deeper understanding of their spiritual beliefs.



Readiness to Succeed

Experiential learning and the development of critical thinking skills prepare students to compete.



Discovery

Students gain independence and discover their passions on their path to self-fulfillment.

An example is ... (Proof point)



The Student Research Symposium encourages students to dig deeper about a subject with mentoring from faculty.



Organizations such as Simply Brethren and Manchester Catholics encourage multi-denominational participation.



Students serve internships with real-world companies, getting practical experience and making connections.

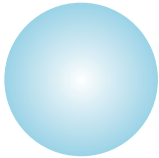


Residence hall living teaches students to be part of a community and to develop domestic skills.



Manchester University Brand Platform

An authentic quality of Manchester is ... (Brand lens)



SAFE AND SOUND

Manchester is that place of differences where students engage in respectful dialogue cultivating personal beliefs and values.

This happens through ... (Dimension)

- **Self-Discovery**
The Manchester environment enables students to explore their best self.
- **Building Confidence**
Through dialogue and engagement, students gain strength in belief that builds self confidence.
- **Caring Community**
The small, safe and comfortable community of Manchester encourages student development.
- **Acceptance**
Manchester's accepting community sets students free to be who they are.

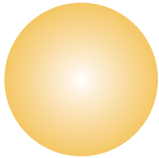
An example is ... (Proof point)

- ▶ Manchester requires interdisciplinary classes, taking students outside their majors to explore other interests.
- ▶ Student presentations are delivered to relatively small class sizes, providing a sheltered venue to hone these skills.
- ▶ A beautiful, natural campus provides an inspiring, non-bustling setting for creative thought and reflection.
- ▶ A relatively diverse community exposes students to people unlike themselves and shows them it's okay to be different.



Manchester University Brand Platform

An authentic quality of Manchester is ... (Brand lens)



INTIMACY

Students at Manchester develop close and meaningful relationships based on trust and acceptance that shape the core of who they become.

This happens through ... (Dimension)

- **Mutual Respect**
Manchester is built around the free and respectful exchange of ideas and learning to work together.
- **Shared Experiences**
Students at Manchester discover common ground and lifelong connections.
- **Support**
Manchester students gain deeper understanding of self through close relationships and mentoring.
- **Acceptance**
Manchester students learn to create relationships based on understanding.

An example is ... (Proof point)

- ▶ Manchester's mission statement is built on the idea of "respecting the infinite worth of every individual."
- ▶ January session classes take students in small groups to off-campus locations, some abroad
- ▶ Faculty keep track of the graduates from their program, stay in touch and chart their successes.
- ▶ A multitude of communities enable students to be a part of various groups and have different sets of friends.



Manchester University Brand Platform

An authentic quality of Manchester is ... (Brand lens)

EXCELLENCE

At Manchester, we strive to create the best academic and experiential education to graduate students equipped to lead.

This happens through ... (Dimension)

- **Program Growth and Innovation**

We strive to deliver exciting and timely programs that enable graduates' success.

- **Distinguished Reputation**

We strive to maintain a living tradition of success.

- **Rich Experiences**

Through hands-on and immersive experiences, students gain a competitive edge.

- **Passionate Faculty & Staff**

Our faculty and staff are passionate for teaching and mentoring.

An example is ... (Proof point)

▶ Manchester is the first university to offer a one-year Master of Science in Pharmacogenomics.

▶ Manchester's distinguished Peace Studies Program is the oldest in the world.

▶ Teacher education majors get hands-on experience in real classrooms starting their first year.

▶ The obvious passion displayed by Jerry Sweeten, Brian Cashdollar, Heather Schilling, Beate Gilliar