Strategy

Overview

Without a beacon, it can be challenging work to uncover Valpo's true essence. So that's what this strategy is: a light that illuminates our mission and core values, so that we know how to express them to a variety of audiences. In a crowded marketplace clamoring for attention, it's more important than ever that we know how to tell our story well. And that story starts here.

The strategy is:

- A hierarchy of critical ideas and concepts that define an unapologetic story that's authentic to Valpo.
- A set of frameworks for creating alignment among stakeholders across the Valpo community.
- A blueprint for anyone who markets and communicates on behalf of the University.

The strategy is not:

- An outward expression of a campaign (like market-facing headlines, a tagline, or a slogan).
- Meant to communicate everything that Valpo is and does.
- Static and finished. It should be able to evolve as the market or the University changes.

About the Strategy

Our strategy has five main components. Our story becomes recognizably ours and we authentically connect with people when each is accounted for in our communications. Without all the components, our communications struggle to establish consistency and have the desired effect.

Audiences

Whom are we for?

Essence

What are we all about?

Positioning

What do we stand for?

Messages

What do we offer and why does it matter?

Personality

How do we look, sound, and feel?

Audiences

Our community is united by our values, but it also spans generations and perspectives. It's important that our communications be relevant and tailored to every audience — from future Beacons to our greatest supporters.

Current Beacons Prospective Beacons Prospective Supporters

BRAND OBJECTIVE

Align around a "one Valpo" message that can flex for all

Share the refreshed brand message and encourage their participation and ambassadorship **BRAND OBJECTIVE**

Show relevance to drive interest and differentiate Valpo from competitors

Distill our messages to authentically reach each distinct segment

BRAND OBJECTIVE

Raise awareness to improve our reputation

Lay groundwork for new partners to enter the fold to help push Valpo forward

Audiences

Though we communicate with many stakeholders, prospective students are a priority audience, and it's important to understand

their identities and their needs so that we can capture their attention and serve them well.

Prospective Undergraduate Students

WHO THEY ARE

- High school students
- First-generation students
- Students from underrepresented populations
- Access College for Success students
- Bloom Scholars
- Transfer students
- Continuing education students
- SAGE (Senior Adult Growth through Education) students

WHAT THEY CARE ABOUT

- Career preparation
- Quality of faculty
- Affordability
- An education that doesn't prepare you just for a job, but for a vocation
- Employability

Prospective Graduate Students

WHO THEY ARE

- Working adults
- Online and hybrid students
- Career up-skillers
- SAGE students

WHAT THEY CARE ABOUT

- Affordability
- Flexibility
- Upward mobility (career and life)
- Program reputation

Brand Essence

Our brand essence is the pilot light of our brand, the first flame that keeps us consistent and authentic across all our materials. It also keeps us true to our core principles and guides our decisions as an institution.

At our core, Valpo facilitates fulfilling connections that shape servant leaders so they can:

discover a deeper understanding in their lives,

discover their vocation — to lead and make a difference,

discover fulfillment in serving others, and discover joy in the success of others. It's a process to ...

Discover Joy

Brand Positioning

Positioning is how we want to appear in the minds of our most important audiences. It's not what we offer or how we express it: it's what we want people to remember.

Brand Essence

Discover Joy

Statement

WHO

Humble and curious servant leaders come to Valparaiso University

WHAT

to explore themselves, their vocation, and their place in the world

HOW

through a multifaceted journey of academic and spiritual awakening

WHY

to discover joy through making a positive impact on society.

Messaging

CORE VALUE PROPOSITION:

Our brand promise

The core value proposition is the higher-level offer that drives our brand—it's what Valpo is promising to the world.

ATTRIBUTES:

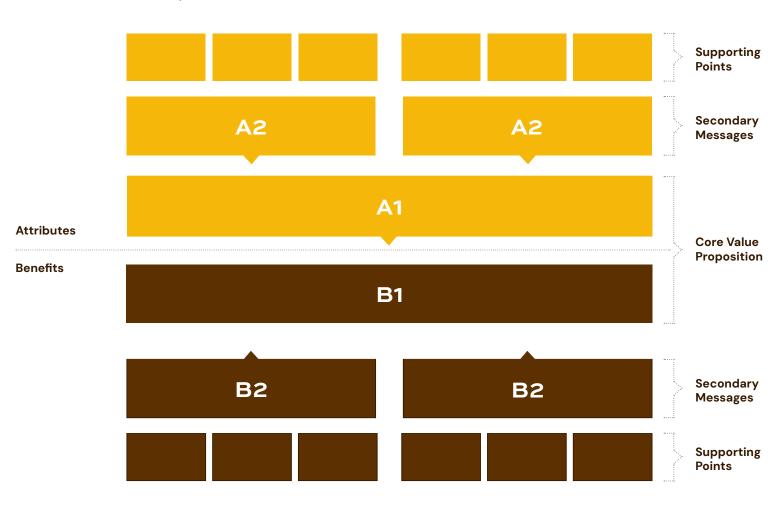
What we offer

An attribute is what we offer to our audiences. Attributes include things like programs, facilities, culture, and experiences.

BENEFITS:

Why it matters

A benefit is what our audiences get. It's the value, outcome, or impact of the attributes that we offer. To communicate effectively, we organize our key messages into a hierarchy, helping to ensure we're telling the brand story clearly. Grounded in the core value proposition, each point further proves and elaborates on what makes Valpo significant and distinct, while helping us decide what ideas to prioritize and when.



Messaging

Dedication to scholarship, freedom, and faith

Valpo Core and foundational courses Christ College's dialecticfocused curriculum Service opportunities, including an engaged FSL community Division I athletics, esports, and extracurriculars

Hispanicserving institution initiatives Career-ready programs in the liberal arts and sciences

Experiential learning opportunities Premier programs in engineering, business, and nursing

Hands-on research with faculty Learning centers and academic institutes Valpo Success Initiative (Bloom and Access)

Education grounded in Lutheran tradition A caring and connected campus culture

Interdisciplinary academics that add depth to learning

High-touch faculty and student support services

Attributes (our offer)

VALPO OFFERS...

an interdisciplinary journey of academic and personal awakening

CORE VALUE PROPOSITION

Benefits (the outcome)

SO YOU CAN... discover joy through serving and leading for the good of society

Become a servant leader in your life and community

Learn to lead and serve with humility Tackle diverse issues as a writer, speaker, and thinker Discover what you value and your purpose in society Find belonging by embracing differences

Realize your potential to be a beacon for others Grow as a generous individual and altruistic leader Serve as a catalyst for community and philanthropy Learn to adapt in your life and vocation

Find your calling and lead with intention Guide and be guided by transcendent experiences Enter your vocation or grad school with an edge Graduate empowered for success and happiness

Apply what excites you to solving real-world problems

Benefit and grow as a scholar and citizen

Succeed at Valpo through alternate paths

Personality

Think of the traits you love in the people of our community: those people and their values are what inspire our brand's personality. Our traits lend authenticity to our communications and guide the use of our voice and visual language. Consistently abiding by our personality leads to greater recognition, trust, and emotional appeal.

Inquisitive	We seek the truth. We ask questions. We question answers.
Ethical	We work for the cause, not the applause. Because we care.
Humble	We see humility as a beacon that shines, always — through all of us.
Compassionate	Our differences, similarities, and hardships are vehicles for connection.
Faithful	Regardless of faith, we loyally serve others, and that creates joy.
Active	We seek many diverse interests, and we connect the dots.