The messaging map helps organize the key messages in support of the positioning, and ensures that we communicate both what our programs offer (the attributes) and what our constituents get (the benefits).

The proof points on the tertiary level of the audience-specific messaging maps are very nuanced and are intended to be fluid and open to interpretation depending on the audience with whom we are communicating. These proof points can be as specific or broad as needed. The following messaging maps exist as a guide to clarify what messages to emphasize per audience.

**Attributes**
(what we offer)

- Mentorship with supportive and encouraging faculty and staff
- Breadth and depth of social, academic, and professional opportunities
- In-and-out-of-classroom learning experiences
- Commitment to a hands-on approach and application of educational disciplines
- A curriculum rooted in institutional values
- Rich undergraduate and graduate programs
- A model for academic excellence
- A forward-thinking curriculum, ensuring students are set up for success

**Benefits**
(what they get)

- Having a strong sense of personal and professional development
  - Able to tap into a lifelong network of support
  - Able to create their own curriculum and path
  - Well prepared to achieve future success in their lives

- Challenged yet supported to think freely and critically
  - Able to seamlessly transition into their careers, grounded in a firm foundation
  - Driven to apply their skills and experiences to a greater purpose
  - Equipped, confident, and inspired to pursue their goals

- Driven to think beyond themselves
  - Driven to contribute to, collaborate with, and enhance the local community
  - Globally aware and responsible, valuing every voice and opinion
  - Passionate about creating positive change

**CORE MESSAGE**

An individualized, student-focused educational experience creates an environment where meaningful interactions have practical application.

In order to...

- cultivate global citizens, prepared to pursue their chosen paths with integrity

**Primary Audience:**
THE BEST FIT MISSOURI STATE STUDENTS

An inclusive, diverse student and campus community

A dynamic campus and community

Impact in local, state and national matters

Rich discussion in an open, friendly environment

Education enhanced by the culture, community and learning opportunities of Springfield

A forward-thinking curriculum, ensuring students are set up for success

A model for academic excellence

Rich undergraduate and graduate programs

A curriculum rooted in institutional values

Commitment to a hands-on approach and application of educational disciplines

In-and-out-of-classroom learning experiences

Breadth and depth of social, academic, and professional opportunities

Mentorship with supportive and encouraging faculty and staff

Missouri State University...
The messaging map helps organize the key messages in support of the positioning, and ensures that we communicate both what our programs offer (the attributes) and what our constituents get (the benefits).

The proof points on the tertiary level of the audience-specific messaging maps are very nuanced and are intended to be fluid and open to interpretation depending on the audience with whom we are communicating. These proof points can be as specific or broad as needed. The following messaging maps exist as a guide to clarify what messages to emphasize per audience.
The messaging map helps organize the key messages in support of the positioning, and ensures that we communicate both what our programs offer (the attributes) and what our constituents get (the benefits).

The proof points on the tertiary level of the audience-specific messaging maps are very nuanced and are intended to be fluid and open to interpretation depending on the audience with whom we are communicating. These proof points can be as specific or broad as needed. The following messaging maps exist as a guide to clarify what messages to emphasize per audience.
Messaging Map

The messaging map helps organize the key messages in support of the positioning, and ensures that we communicate both what our programs offer (the attributes) and what our constituents get (the benefits).

The proof points on the tertiary level of the audience-specific messaging maps are very nuanced and are intended to be fluid and open to interpretation depending on the audience with whom we are communicating. These proof points can be as specific or broad as needed. The following messaging maps exist as a guide to clarify what messages to emphasize per audience.

**Attributes**  
*Missouri State University...*

An individualized, student-focused educational experience  
A commitment to high-impact learning, encouraging students to take charge of their futures  
A dynamic campus and community

**Benefits**  
*In order to...*

Having a strong sense of personal and professional development  
Challenged yet supported to think freely and critically  
Driven to think beyond themselves

**CORE MESSAGE**

creates an environment where meaningful interactions have practical application  
cultivate global citizens, prepared to pursue their chosen paths with integrity