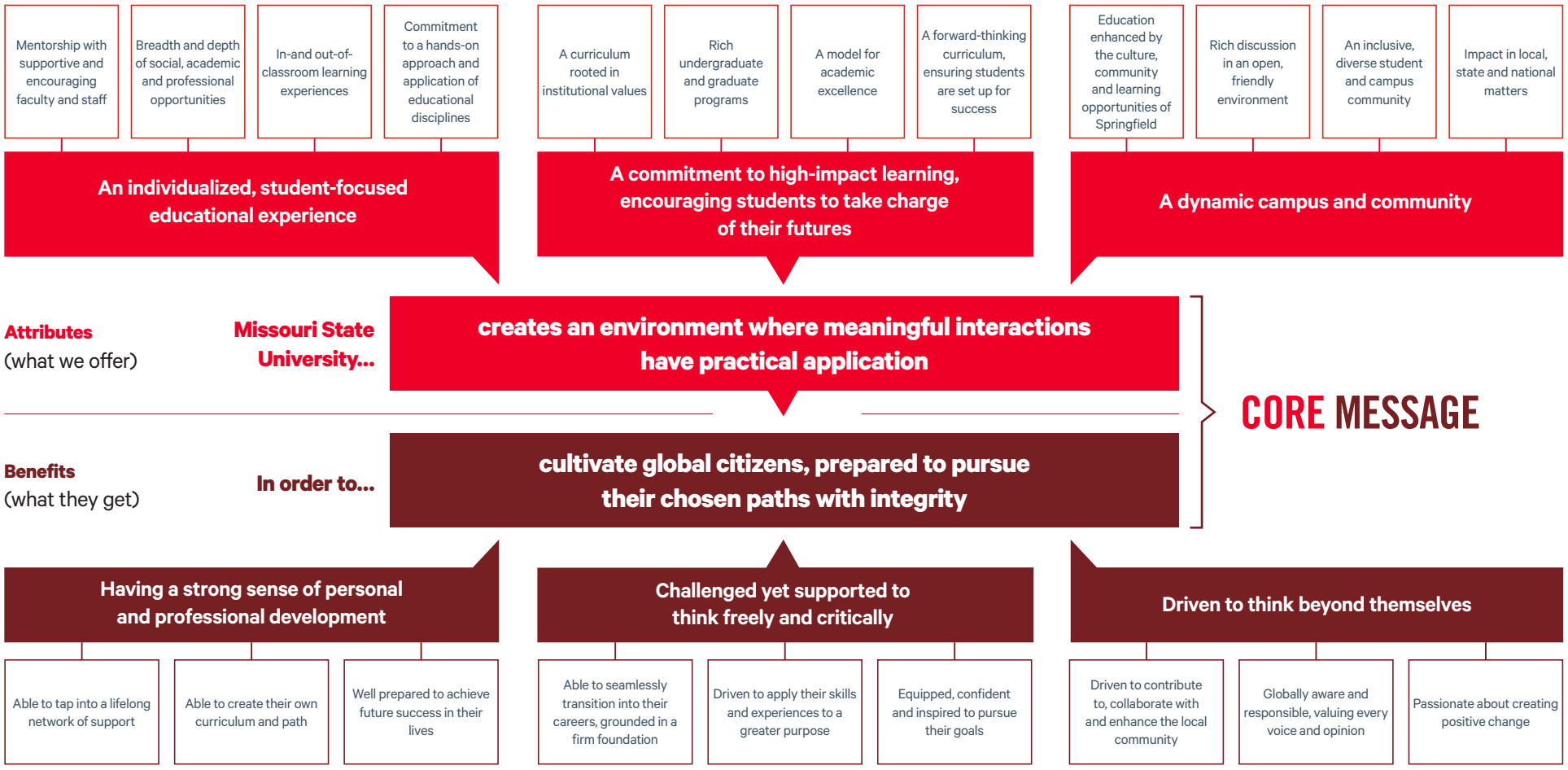
Messaging Map

Primary Audience:

THE BEST FIT MISSOURI STATE STUDENTS

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.

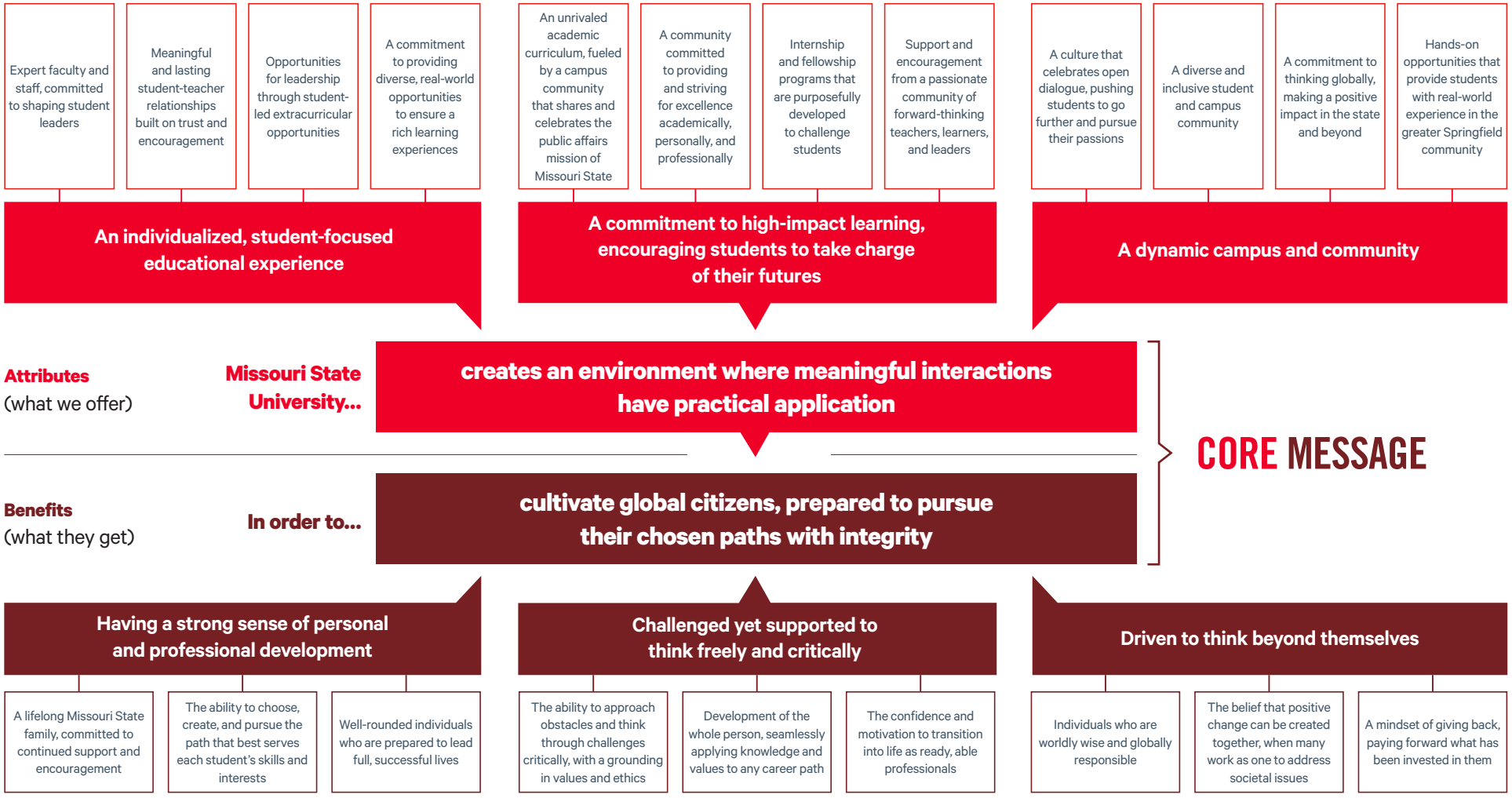


Messaging Map

Primary Audience:
CAMPUS COMMUNITY

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.



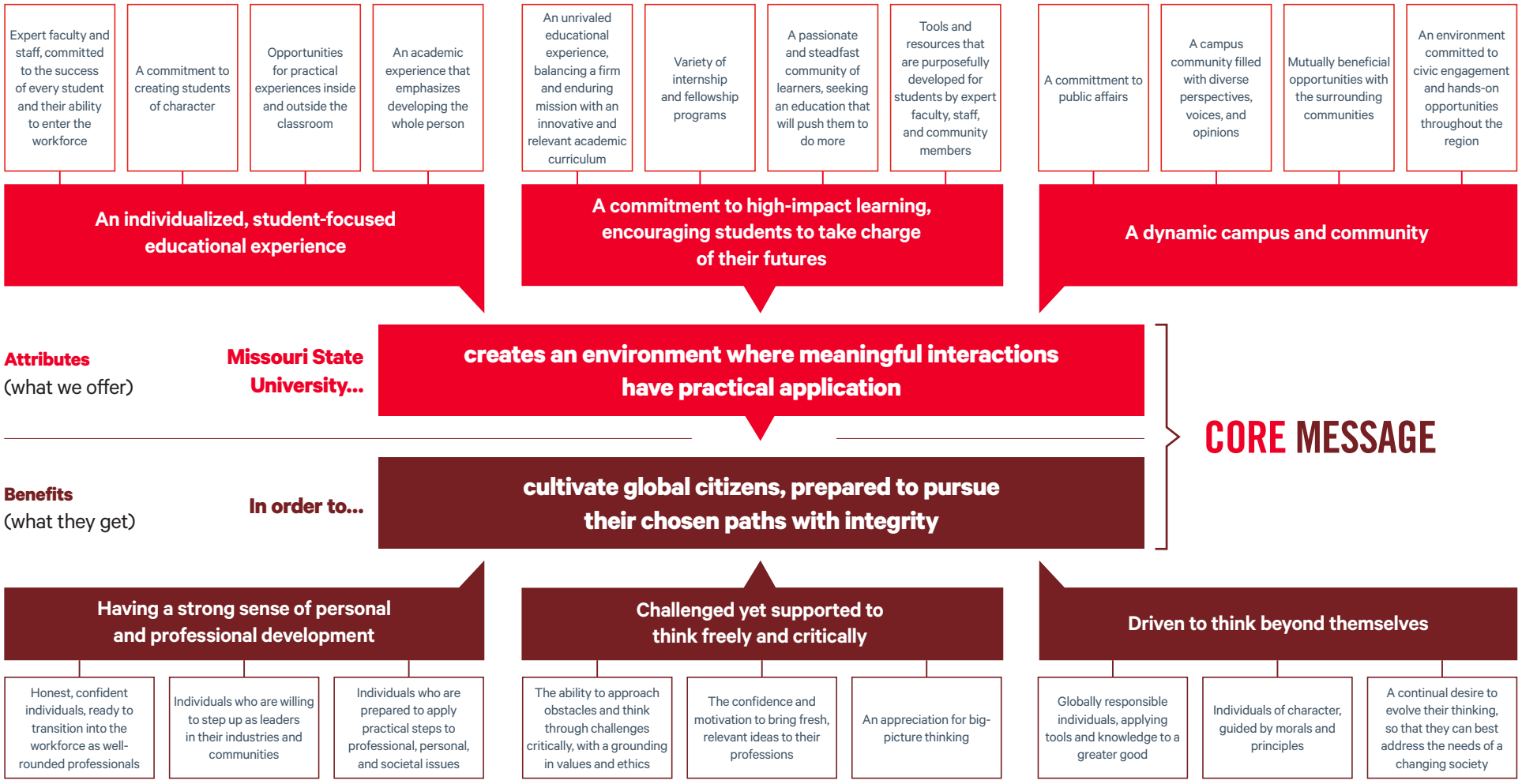
Messaging Map

Primary Audience:

SPRINGFIELD COMMUNITY AND INDUSTRY PARTNERS

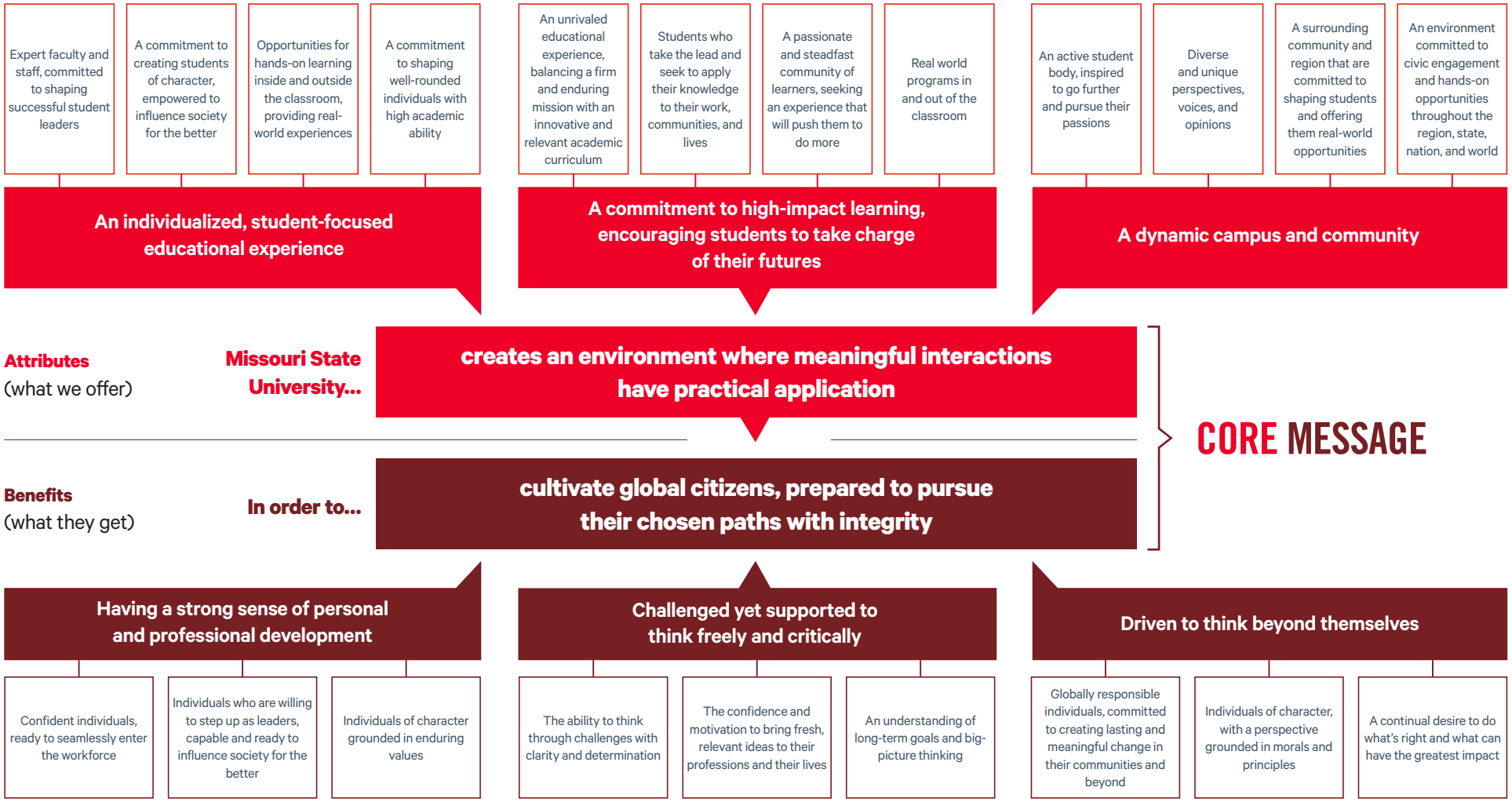
The messaging map helps organize the key messages in support of the positioning, and ensures that we communicate both what our programs offer (the attributes) and what our constituents get (the benefits).

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

Primary Audience:
GOVERNMENT AND POLICYMAKERS

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.