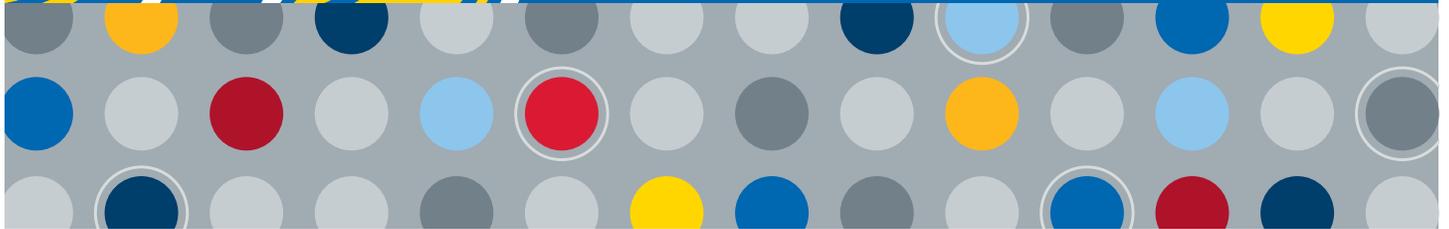




**BRAND POSITIONING  
AND  
KEY MESSAGES**

*2015*



**ALUMNI  
ASSOCIATION**  
The University of Kansas



## INTRODUCTION

As KU Alumni Association staff members and alumni volunteers tell the Association's story, the following elements will help us communicate clearly and consistently.

The Association's efforts to benefit the University focus on five areas known as our brand pillars. Each pillar includes a set of key messages to succinctly describe the Association's work.

Each program area also should have a clear set of talking points to help staff and volunteers explain the value of our activities to various stakeholders. Because programs will change and evolve, the Association will review the talking points on a regular basis and revise them as needed.

## MISSION

The KU Alumni Association exists to strengthen the University of Kansas by informing, mobilizing and supporting Association members and the KU community.

## VISION

The Association must be a consistently growing, active and powerful KU community that creates impact for the University.

## VALUES

The KU alumni community is united by these commonly shared values:

### *Pride*

Loyal alumni members celebrate the achievements of KU and one another through service, support and generosity to KU.

### *Tradition*

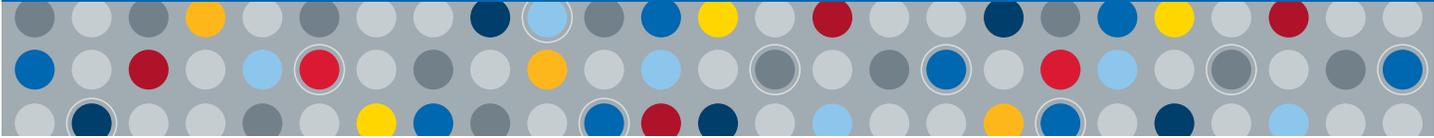
Shared KU experiences motivate us to preserve, protect and perpetuate unique, timeless traditions.

### *Connection*

Alumni and friends unite through a shared passion to support KU and fellow Jayhawks.



# BRAND PILLARS



Through the support of dues-paying members, the KU Alumni Association creates impact for the University of Kansas in five ways.

We *Advocate*, *Communicate*, *Recruit*, *Serve* and *Unite*.

Advocate	Communicate	Recruit	Serve	Unite
<ul style="list-style-type: none"> <li>As an independent non-profit organization, the KU Alumni Association coordinates alumni advocacy in support of the University.</li> <li>Informed advocates help strengthen the University.</li> </ul>	<ul style="list-style-type: none"> <li>We inform alumni of campus news and explain KU programs and initiatives that help the University fulfill its mission.</li> <li>We represent the views of alumni to KU administration.</li> <li>We report the successes of alumni, students, faculty and staff.</li> </ul>	<ul style="list-style-type: none"> <li>In partnership with KU Admissions, we identify and attract academically talented and diverse students to KU.</li> <li>We enhance the admissions process and serve as an ongoing resource for legacy students and their families.</li> </ul>	<ul style="list-style-type: none"> <li>We create opportunities for alumni and students to participate in the life of KU.</li> <li>We create impact through alumni volunteerism and contributions.</li> </ul>	<ul style="list-style-type: none"> <li>We bring KU alumni and friends together in support of KU.</li> <li>We keep Jayhawks connected to one another and to their alma mater.</li> </ul>

## "THE ELEVATOR SPEECH"

**A handy summary of the Association's work:**

Through the support of dues-paying members, the KU Alumni Association strengthens the University of Kansas in five ways:

We *advocate* for KU, *communicate* in all media to keep Jayhawks informed, *recruit* students and volunteers, *serve* KU and fellow alumni, and we *unite* Jayhawks.

