



Pitt to the Power of One.

The University of Pittsburgh at Greensburg recognizes that good choices abound in four-year higher education. Like four-year colleges everywhere, Pitt-Greensburg must work hard to secure predictable, growing enrollment.

We know that by **communicating our value** clearly — with feeling and imagination — we will attract and retain right-fit students within our traditional Western Pennsylvania recruiting base and beyond.

Articulating a clear, strong, and recognizable brand — a summation of what we stand for and **why we matter** — will also help us attract and retain strong faculty and staff, engage funders and corporate partners, and connect with loyal alumni.

Our brand, in short, ensures our **long-term prosperity**.

PITT TO THE POWER OF ONE REPRESENTS OUR PROMISE TO EVERY STUDENT, FAMILY, AND STAKEHOLDER THAT WE WILL PAY CLOSE ATTENTION, RESPOND TO THEIR NEEDS, AND INSPIRE THE EXTRA EFFORT OFTEN REQUIRED TO ACHIEVE GREATNESS.

WE HAVE SET AIM ON A NEW FUTURE

- > Signature programs attracting “first choice” students
- > Stable, four-year enrollment
- > Pitt-Greensburg faculty seen as regional and national thought leaders
- > Expanding corporate and community partnerships
- > System-wide championing of the Pitt-Greensburg innovation model
- > Alumni translating positive sentiment into routine action

Over time, tools such as style guides, templates, graphic files, and photography — all of which will help you communicate the brand effectively will be made available. **In the meantime**, please contact the Office of University Relations and Institutional Advancement by phone (724-836-9942), or by email (kraising@pitt.edu) with any questions you may have about using the new brand position.



PittGreensburg

PITT TO THE POWER OF **ONE**



150 Finoli Drive
Greensburg, PA 15601
724-836-9942
www.greensburg.pitt.edu

Brand **new** thinking

for the University of Pittsburgh at Greensburg

PittGreensburg

PITT TO THE POWER OF **ONE**



Why brand? Why now?



What can I do to help?



Four Brand Audiences

The identity and reputation of Pitt-Greensburg matters for many people, and for many reasons.

Pitt to the Power of One speaks to our defining character and to a model of education we have designed for the 21st century.

It's an education with a built-in bias for action and incentive to re-think digital learning, create signature programs, and thread interdisciplinary and experiential elements into a strong liberal arts experience

Each student, faculty, and staff is fueled by the Power of One to make individual contributions to this dynamic model of education.

PITT TO THE POWER OF ONE EMERGED FROM A SERIES OF IN-DEPTH INTERVIEWS WITH STUDENTS, FACULTY, ALUMNI, STAFF, AND COMMUNITY PARTNERS.

WHAT WAS GAINED THROUGH THE BRAND DISCOVERY?

When most people think of a brand, they think of a logo — or possibly a company or product. They seldom think of the actual promise that brand stands for. Our distinctive promise is what we were seeking throughout the brand discovery.

We found our brand in an authentic expression that both builds on the well-known Pitt name, and also distinguishes Pitt-Greensburg from all the other campuses in the larger University of Pittsburgh system. It's a brand that highlights the creativity and entrepreneurial spirit

we expect in our faculty and staff, affirms the affinity our alumni have with this campus, and appreciates the relationship we enjoy with our community partners and, of course, the Pittsburgh campus.

PITT TO THE POWER OF ONE

It builds on a simple observation: Pitt-Greensburg students are building, and alumni have been able to build, well-lived lives — thanks to the ambition and resources unique to a large, public research institution and from immersive experiences and close relationships usually associated with private liberal arts colleges.

BE A BRAND AMBASSADOR

Students, faculty, alumni, staff, and partners are all moving through a highly networked world — one often fueled by recommendations and other routine social influence. We are investing in this brand position to better articulate our mission, purpose, and value, and to bring that good news to a larger audience.

You can help. When we share a good story, capture a memorable photograph, or celebrate a success, please share the news with friends, peers, and family.

ALWAYS TELL THE BETTER STORY

A college or university, like a person, has an identity, a personality, and a reputation. People want to know who we are and what we stand for.

We've worked hard to build a great reputation that many people recognize. However, many others do not know us accurately — especially prospects, funders, and employers living beyond our traditional Westmoreland and Allegheny County recruiting base.

We recognize that our authentic brand has always been there, alive and well in our everyday actions. Sometimes, the accompanying words, images, emotion, and power of persuasion have a way of getting lost in the conversation. But through the discovery we confirmed a vital truth: our story is your story.

We simply want to help you express (with language, story, feeling) what makes Pitt-Greensburg great.



What will change?

Initially, you will see our new brand focus in small doses — new enrollment materials, enhancements to our website, campus signage, and in the enhanced Pitt-Greensburg identity displayed at right. More will roll out over time.

We all need to play a role in using **Pitt to the Power of One** to shape how we communicate going forward.

PITT-GREENSBURG NAME: STRUCTURE

PittGreensburg

PITT-GREENSBURG NAME w/ BRANDLINE

PittGreensburg

PITT TO THE POWER OF **ONE**

To assist you when speaking about Pitt-Greensburg, keep the following key messages, facts, and talking points in mind — and how they might connect with each specific audience.

Prospective Students
Faculty & Staff

Key Message

Pitt-Greensburg is both large and small: part of a large research university with the character of a small, innovative liberal arts college.

Supporting Fact

For the first time in University Senate history, a regional campus faculty member from Pitt-Greensburg presided over the Faculty Senate in 2015-16 and was re-elected for the 2016-17 academic year.

Talking Point

"Our faculty could teach anywhere and choose Pitt-Greensburg because of the opportunities found here. The same can be said of students and families seeking to get the highest return on their college investment."

Alumni

Key Message

Pitt to the Power of One affirms a winning posture and attitude that Alumni seek, and reinforces the trust that ties a community together.

Supporting Fact

Pitt-Greensburg alumni support each other's career growth through annual events, service projects, regional club participation, and LinkedIn as well as other social media.

Talking Point

"We want the power of one that you experienced as a student to translate into a meaningful alumni role that you define on your terms."

Influencers
Opinion Leaders

Key Message

Pitt to the Power of One emphasizes strong learning experiences and outcomes.

Supporting Fact

Green Scholars Awards give high-achieving juniors/seniors stipends for partnering with faculty on scholarly projects.

Talking Point

"Pitt-Greensburg is crafting a new kind of education designed for the 21st century by integrating experiential, interdisciplinary, and digital elements onto a strong liberal arts platform."

Corporate partners
Funders

Key Message

Pitt to the Power of One reassures partners that their investment will advance a clear mission and yield a tangible return.

Supporting Fact

The Center for Applied Research (CFAR) links funders and community organizations with our students and faculty. Our efforts deliver insights and create change to make our region a better place.

Talking Point

"We have a bias for action. Individual faculty, staff, and students feel empowered to create extraordinary learning experiences in partnership with the community."