

# DEFINING THE ELEMENTS OF OUR STORY

## Our **attributes** and **benefits**

### *What is an attribute?*

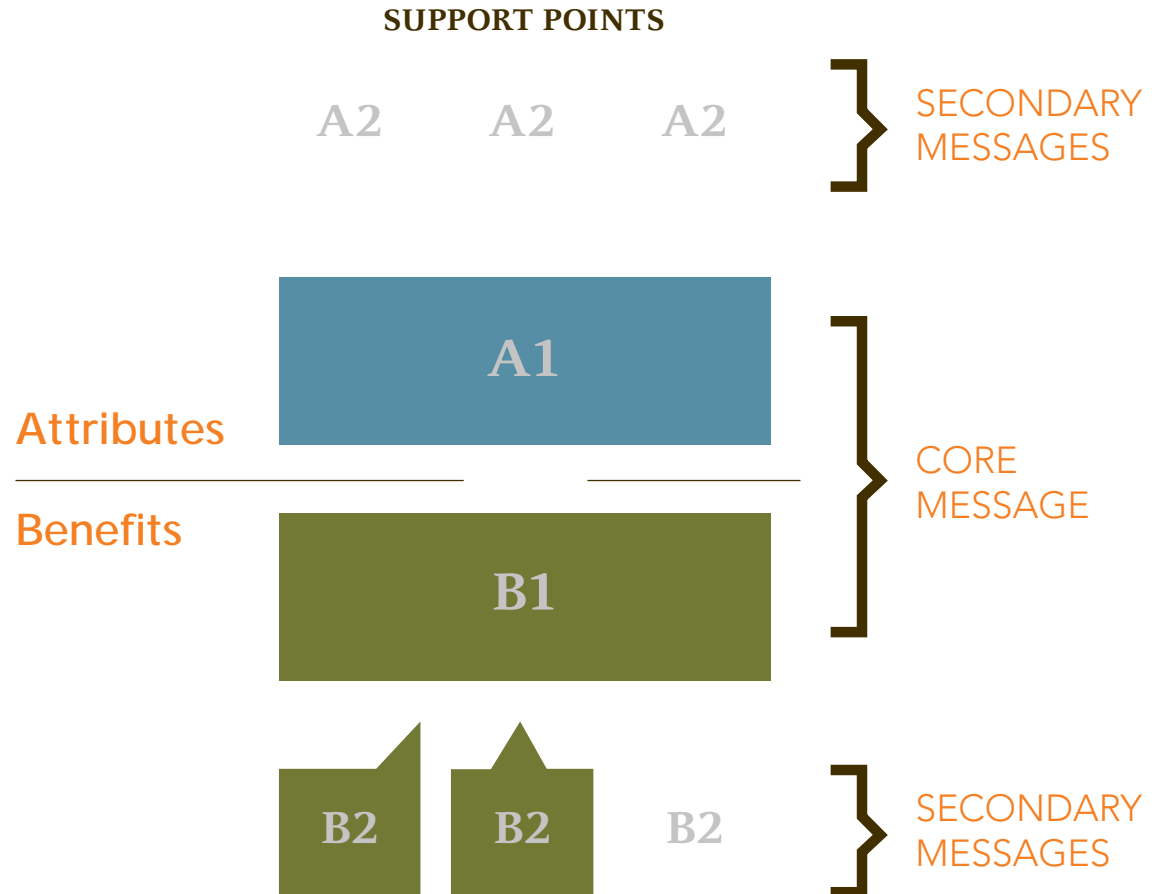
An attribute is what we offer to our students. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

### *What is a benefit?*

A benefit is what students get. It's the value of the attributes that we offer: the answer to the question "so what?" or "why do we care?"

### *What is attribute and benefit mapping?*

The attributes and benefits are **organized into a hierarchy** that builds up to a core attribute and a core benefit. These are placed on a map to show the relationship between the core attribute, core benefit, and supporting proof points. The map provides the foundation for clear, consistent, and compelling



# DEFINING THE ELEMENTS OF OUR STORY

Messaging map example



= CORE BENEFIT



# DEFINING THE ELEMENTS OF OUR STORY

What are the **attributes** of our story?

## Academic Offering

- Research initiatives that solve local and national problems
- A broad variety of comprehensive, high-quality, and relevant academic programs
- Team-based teaching and learning in the classroom
- An excellent preparation for the workforce

---

---

---

---

---

---

# DEFINING THE ELEMENTS OF OUR STORY

What are the **benefits** of this program? How will it help us achieve our goals? What are the challenges we will face? How will we overcome them? What are the key messages we want to convey? How will we measure success? What are the next steps? How will we communicate our story? What are the key stakeholders? How will we engage them? What are the key takeaways? How will we ensure our story is impactful? What are the key lessons learned? How will we use them to inform our future work? What are the key insights? How will we use them to drive change? What are the key outcomes? How will we measure them? What are the key actions? How will we implement them? What are the key resources? How will we allocate them? What are the key risks? How will we mitigate them? What are the key opportunities? How will we capitalize on them? What are the key challenges? How will we overcome them? What are the key messages? How will we convey them? What are the key stakeholders? How will we engage them? What are the key takeaways? How will we ensure our story is impactful? What are the key lessons learned? How will we use them to inform our future work? What are the key insights? How will we use them to drive change? What are the key outcomes? How will we measure them? What are the key actions? How will we implement them? What are the key resources? How will we allocate them? What are the key risks? How will we mitigate them? What are the key opportunities? How will we capitalize on them? What are the key challenges? How will we overcome them? What are the key messages? How will we convey them? What are the key stakeholders? How will we engage them? What are the key takeaways? How will we ensure our story is impactful? What are the key lessons learned? How will we use them to inform our future work? What are the key insights? How will we use them to drive change? What are the key outcomes? How will we measure them? What are the key actions? How will we implement them? What are the key resources? How will we allocate them? What are the key risks? How will we mitigate them? What are the key opportunities? How will we capitalize on them? What are the key challenges? How will we overcome them?



- ! Develop critical-thinking and problem-solving skills
- .

<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>
-------------------------------	-------------------------------