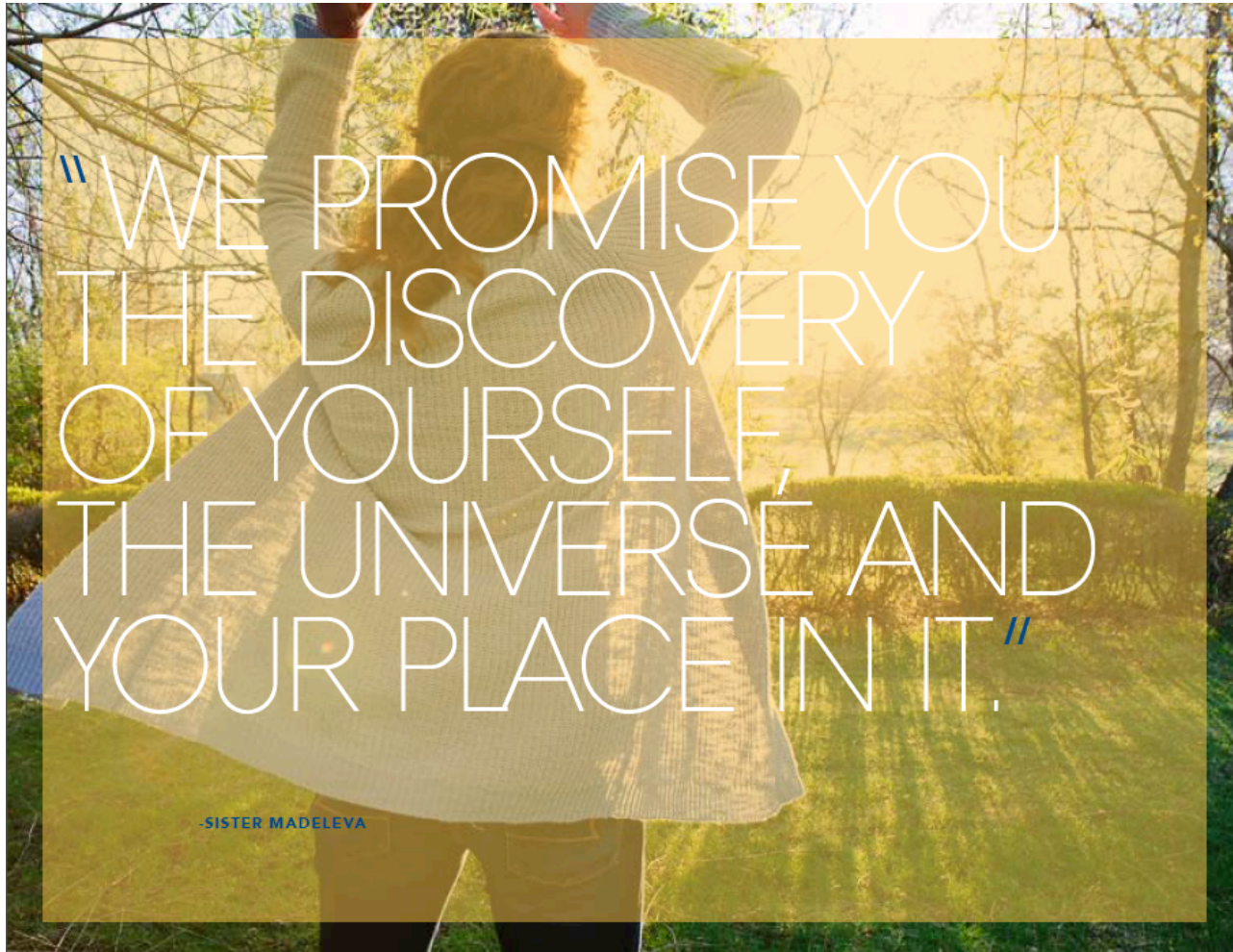


Launching a New Brand Voice



“WE PROMISE YOU
THE DISCOVERY
OF YOURSELF,
THE UNIVERSE AND
YOUR PLACE IN IT.”

-SISTER MADELEVA

The tone of Saint Mary's is one that conveys the College's spirit of action and compassionate service and leaves no question as to the seriousness of that mission. This isn't touchy feely. It's active, engaging, compelling, exciting, intelligent, supportive, and concise.



01. BRAND PLATFORM

BRAND PILLARS

Our brand story rests firmly on the strength of our key brand pillars, which represent our highest principles, deepest commitments, and greatest achievements. They are clear and compelling proof points that support the brand promise and guide the brand story. The following brand pillars are written in the voice of our brand, as if communicating to external audiences about who the college is and what we stand for. Any references to “you” within the messaging are referring to our external audiences and prospects, their parents, friends of the college, and in some cases, alumnae.

ACADEMIC & PERSONAL EXCELLENCE

Exploration isn't just some ethereal idea that looks good and sounds noble. It's bigger than that. It's grittier than that. Exploration is about digging in and pushing boundaries. Finding what's real. Falling down. Getting up. Challenging yourself. Surprising yourself. Opening yourself up to new realities no matter how strange or unexpected or unimaginable they may seem. Exploration is about looking at the world more deeply than ever before and finding... you. Because living is exploring. Always.

EMPOWERING WOMEN TO LEAD

Leadership is a mindset. An attitude. It takes confidence and character. Compassion, and conviction. A clear vision, and a strong voice. Leadership is about never running away, and always running ahead. It's about pushing yourself to change lives for the better, and inspiring others to do the same along the way. Leading is about putting yourself out there without reservation and showing the world the difference between standing up, and standing out. Because it takes great women to lead. And it takes good women to be great.

VIBRANT, ACTIVE COMMUNITY

You know you're part of something special when you look around and see people never holding back. When you see accomplished, passionate, confident women expressing themselves to their fullest potential. Sharing their dreams. Pushing each other. Supporting each other. Encouraging each other. Striving for more. Inspiring, and being inspired. Together. That's when a campus becomes more than a collection of buildings. That's when a college becomes more than a community. That's sisterhood.

RELIGIOUS SENSIBILITY

It's really not far from the head to the heart. It's a connection that awakens within us the kind of faith and awareness and concern for a troubled world that drives us to action. It's what dares us to feel. It's what puts the passion into compassion. We are the world changers. We are faithful and responsive. Because we know that social justice and equality and human dignity for people everywhere are not things to be found or discovered. But to be achieved.

GLOBAL DISCOVERY

Our minds, our hearts, our dreams, our compassion and commitment to positive change... boundless. So too is the education with which we empower ourselves. By exploring the world, we become the world. By developing a global perspective, we gain the power to solve problems and save lives from every angle. By becoming culturally fluent we redefine what it means to be a true citizen of the world. Because the problems facing humanity transcend geographic boundaries. So too, must we.

Writing for the Web and Other Marketing Materials

- Did you know?



79%

Students who reported that they would drop a school from consideration if they have trouble finding information on the institution's website.



3.2
Seconds

45 % of users make judgements about the credibility of a website within 3.2 seconds based upon initial impressions including design, layout and formatting.

Writing Should Include...

Scannable Content

- Use subheads
- Use lists: numbered and bulleted
- Short paragraphs: 2-3 sentences each
- Short sentences and active verbs)
- Conversational Tone
- Call to Action

Some “before” & “after” EXAMPLES.....

Outstanding Faculty

Saint Mary's faculty are experts in their fields who hold degrees from prestigious universities; they focus on teaching and making you their priority in the classroom. They'll draw you into conversation and engage you in activities. It's a supportive environment where you will gain confidence as you gain knowledge.

"I'm not just mentoring our students as a speech and language pathologist or as a teacher, but also as a woman and as another human being."

***—Susan Latham, assistant professor,
communicative disorders***



Statistics

Eighty-four percent of Saint Mary's faculty have terminal degrees in their fields. You'll learn in small classes averaging 17 students with a student-to-faculty ratio of 10:1. Faculty will know you and guide you - you'll be taught by professors, not graduate teaching assistants.

Achievements

Saint Mary's faculty have tremendous credentials and achievements. Just a few of many [recent faculty accomplishments](#) include:

- The Spes Unica Award for teaching, scholarship, and service was awarded to professor of [political science and chair of the Department of Political Science](#), Marc Belanger at Commencement 2015.
- The Maria Pieta Award for teaching excellence was awarded to associate professor of [religious studies](#) and chair of the [Department of Gender and Women's Studies](#), Stacy Davis at Commencement 2015; religious studies professor Phyllis Kaminski received the award in 2014.
- Fran Kominkiewicz, professor and chair of the [Department of Social Work and Gerontology](#), was presented The Kevin J. (ND '77) and Marijo Rogers Kelly '77 Service Award in April 2015. This award recognizes a faculty member who demonstrates exceptional commitment to local, regional, national, or international service to his or her academic field.
- The 2015 Carmi and Chris Murphy Faculty Award for Student Mentorship of the [Senior Comprehensive](#), was presented to Patrick Pierce, professor of

Our faculty are exceptional. Not just experts in their fields. They're supportive. Engaging. Enthusiastic. And they care about our students, making sure they succeed.

"I'm not just mentoring our students as a speech and language pathologist or as a teacher, but also as a woman and as another human being."

—Susan Latham, assistant professor, communicative disorders

- 84 percent have terminal degrees in their fields
- Classes taught by professors, not graduate teaching assistants
- Student to faculty ratio 10:1

Recent faculty award recipients

Each year, the College recognizes our faculty with awards for outstanding achievements.

- The **Spes Unica Award** for teaching, scholarship, and service was awarded to professor of [political science and chair of the Department of Political Science](#), **Marc Belanger**.
 - The **Maria Pieta Award** for teaching excellence was awarded to associate professor of [religious studies](#) and chair of the [Department of Gender and Women's Studies](#), **Stacy Davis**; religious studies professor Phyllis Kaminski received the award in 2014.
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