

DEFINING THE ELEMENTS OF OUR STORY

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

What is an attribute?

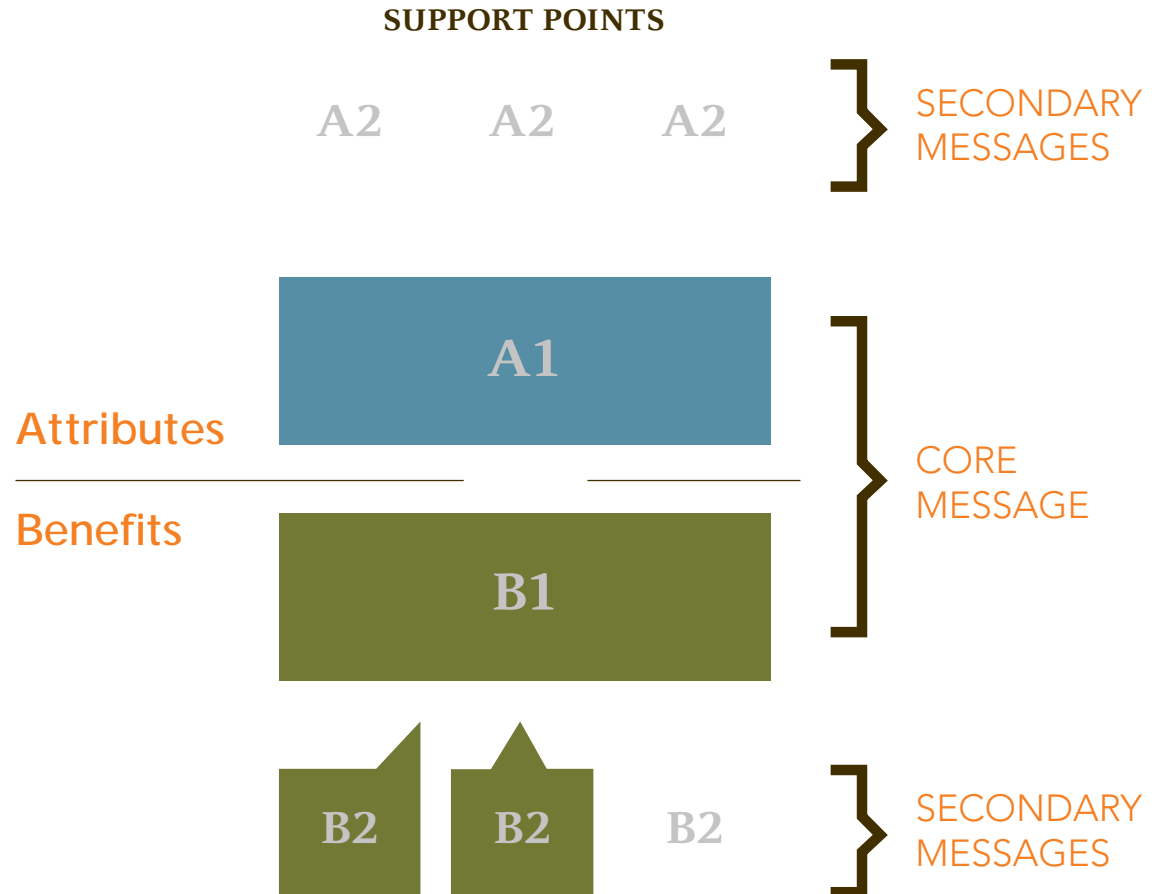
An attribute is what we offer to our students. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

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



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Messaging map example

Example: **VOLVO**



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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

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What are the **benefits** of this program? How will it help us achieve our goals?



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