

# UNIVERSITY RELATIONS MESSAGING 2018-2019

## FOUNDATIONAL THEME

# UW Changes Lives

## POSITIONING STATEMENT

Through our work in education, health and research, the University of Wisconsin–Madison **changes lives** and **powers Wisconsin's economy.**

### Target Audiences:

- Statewide residents
- Policymakers
- Business/community leaders
- Alumni and donors
- Faculty/staff/students
- Prospective students/parents

### Message Pillars:

- Life changing research
- Affordable and accessible world-class education
- Service and outreach to Wisconsin citizens
- Innovation and economic development

### Proof Points:

#### **EDUCATION:**

- We provide access to an extraordinary education through traditional and innovative channels
- We give students the tools they need to become problem solvers and leaders
- We make higher education affordable

#### **ECONOMIC DEVELOPMENT:**

- We are an engine of economic growth with our creation of startups
- We are a talent pipeline providing Wisconsin its workforce
- We develop solutions that help Wisconsin businesses grow and thrive
- We are the single most powerful magnet for attracting new talent into Wisconsin

#### **RESEARCH:**

- We advance human knowledge through discovery
- We attract and grow new businesses and industries into Wisconsin
- We transform Wisconsin industries through research

#### **SERVICE TO THE STATE**

- We share our knowledge to improve life for all Wisconsinites
- We strengthen Wisconsin's communities and natural resources
- We solve real world problems through our 72 county Extension network