



## QUICK START MESSAGING GUIDE

A guide to audience-specific messaging and proof points

### HOW TO USE THIS GUIDE

This Quick Start Guide is designed to help you tell your Mason story quickly and in a powerful way. The guide, or “cheat sheet,” is organized by audience and includes supporting statements and proof points to help you address specific communication needs. While you probably won’t use all of the information provided in this guide, there may be supporting statements or proof points listed under other audiences that may be useful to you as well. If you don’t find exactly what you are looking for here, we invite you to write your own headlines and identify additional proof points in your area of expertise—and share them with us, as they could be useful to others. This Quick Start Guide will be updated annually to ensure that all proof points stay on message.

# AUDIENCE: Prospective Students

- Mason is making its mark as a great university of a new and necessary kind—evolving every day to meet changing needs and deliver an education of relevance.
- Mason stands apart—distinguished by our innovation, our diversity, our entrepreneurial spirit, and our accessibility.

## STRENGTH: ACADEMIC QUALITY

### Supporting Statements

- At Mason, you will be taught by faculty members who not only are experts in their subject area, but are actively engaged in their fields of study, bringing a real-world perspective to the classroom. You will be able to work alongside top scholars and scientists to see how research is conducted and conduct some of your own.
- At Mason, you can tailor your degree to pursue your passions and meet your specific career goals.

### Proof Points

- Nearly 60 percent of students participate in an experiential learning experience, putting what they have learned in the classroom into action.
- Mason's outstanding faculty members have received grants and awards from such organizations as the Guggenheim Foundation, the National Science Foundation, and the National Endowment for the Arts. They have won Nobel Prizes, Pulitzer Prizes, Fulbright grants, Institute of Electrical and Electronics Engineers Centennial Medals, and more.
- More than 45 endowed chairs at the university have also brought many internationally renowned artists and scholars to campus.
- More than 160 courses at Mason have an internship, practicum, or experiential learning component built into the course work.
- Undergraduate research is valued at Mason and is an important part of the Mason signature Student Learning Experience. A number of programs are in place to connect students with

researchers in their areas of interest. Many students go on to publish papers with their mentors, present findings at national conferences, and share patents.

- Mason offers 200 degree programs with a wide variety of concentrations, minors, and certificates that allow students to customize their education to their specific career goals.

*A great university rewrites the rules.  
Let's answer questions that matter.*

**A new definition of excellence**

## STRENGTH: OUR LOCATION

### Supporting Statements

- At Mason, you get the best of both worlds—a beautiful residential campus with all the cultural resources of a nearby world capital.
- Nearby Washington, D.C., is one of the most culturally rich and vibrant cities in the world.

### Proof Points

- Students have access to such world-renowned scholarly resources as the Library of Congress and the National Archives.
- The opportunities for internships and research experience are unequalled in the National Capital area. Mason students intern on Capitol Hill, with the Justice Department, and at the CIA, the *Washington Post*, the Kennedy Center for the Performing Arts, Smithsonian Institution, *National Geographic*, numerous Fortune 500 companies, and more. The opportunities are so plentiful students often complete more than one internship.

*A great university is a launching pad for dreams.*

**Many paths to success**

## STRENGTH: OUTCOMES AND IMPACT

### Supporting Statements

- A Mason education is a good value.
- A Mason education will prepare students to be independent, critical thinkers who can make positive changes in diverse, global, and rapidly changing environments.
- Internships provide real-world experience and build important skills for a successful career.

### Proof Points

- Recent Mason graduates enjoy the highest median annual wages of all graduates from four-year Virginia institutions.
- Mason is ranked as one of the best values in higher education by the *Princeton Review* and *Kiplinger's Personal Finance*.
- Mason students have less student debt than the national average.
- Payscale.com ranks Mason number 35 among public institutions for its 20-year return on investment for in-state graduates and number 78 for out-of-state graduates.

*A great university puts ideas into action.*

*Let's solve problems that matter.*

**Ideas with impact**

## STRENGTH: THE MASON NATION

### Supporting Statements

- We embrace a multitude of voices and ideas in everything we do.
- George Mason University is a vibrant and energetic campus. Students benefit from the close-knit connections of a small college environment with the resources and opportunities of a large research university.
- We are an open and welcoming community, reaching out to the world beyond campus to create connections and forge partnerships.

### Proof Points

- Our nearly 34,000 students come from 130 countries and all 50 states.
- Mason is frequently named among the most diverse universities in the United States by *Princeton Review*.
- Mason has the second-largest residential campus in Virginia.
- The more than 300 student clubs and organizations on campus include academic and multicultural organizations, honor societies, fraternities and sororities, and sports clubs.
- Mason's alumni community is 155,000 strong. More than 95,000 Mason alumni, or 61 percent, live in the Washington, D.C., metropolitan area, providing a rich network for internships and career opportunities.

*Meet the world on one campus.*

*A great university is a place of many perspectives.*

**The power of many perspectives**

## STRENGTH: ACCESSIBLE

### Supporting Statements

- At Mason, we measure our success by how many students we serve, not how many we turn away.
- From first-generation students with big dreams to working professionals looking to advance their careers, Mason has developed a variety of ways for them to pursue their education, including online and hybrid courses and evening and weekend classes.
- Over the past year, more than 1,000 internship positions were posted by employers for Mason students.

### Proof Points

- Twenty percent of the Class of 2014 were the first in their family to attend college.
- Mason was recognized by the Education Trust as one of the few universities in the nation with little or no differ-

ence in minority and majority student graduation rates.

- Mason has a large study-abroad and international exchange program, offering nearly 90 programs that take students to more than 30 countries.
- The opportunities for internships and research experience are unequaled in the National Capital area. Mason students intern on Capitol Hill, with the Justice Department, and at the CIA, the *Washington Post*, the Kennedy Center for the Performing Arts, Smithsonian Institution, *National Geographic*, numerous Fortune 500 companies, and more. The opportunities are so plentiful students often complete more than one internship.

*A great university is a launching pad for dreams.*

*Access is everything.*

**Many paths to success**

Throughout this guide, at the end of every strength, you will see audience- and strength-appropriate headlines paired with one of the six themelines.

HEADLINES — *A great university rewrites the rules.*

*Meet the world on one campus.*

*A great university is a place of many perspectives.*

THEMELINES — **A new definition of excellence**

**Many paths to success**

**The power of many perspectives**

# AUDIENCE: Current Students

- Mason is making its mark as a great university of a new and necessary kind—evolving every day to meet changing needs and deliver an education of relevance.
- Mason stands apart—distinguished by our innovation, our diversity, our entrepreneurial spirit, and our accessibility.

## STRENGTH: ACADEMIC QUALITY

### Supporting Statements

- At George Mason University, our students come first.
- At Mason, we are committed to serving a diverse student body, including those who do not easily fit the profile of traditional programs.
- At Mason, we will apply new and emerging learning technologies, environments, and methods to improve learning effectiveness and student completion, and to better serve the evolving needs of students, working professionals, and public, private, and nonprofit organizations.
- At Mason, we value learning experiences both inside and outside the classroom.

### Proof Points

- Recent Mason graduates enjoy the highest median wages of all graduates from four-year Virginia institutions.
- Mason ranked in the top 200 of the Academic Ranking of World Universities conducted by China's Shanghai Jiao Tong University's Institute of Higher Education.
- Mason's outstanding faculty members have received grants and awards from the Guggenheim Foundation, the National Science Foundation, the National Endowment for the Arts, and the National Endowment for the Humanities. They have won numerous awards such as Fulbright Scholar grants, Pulitzer Prizes, Mellon Fellowships, Institute of Electrical and Electronics Engineers Centennial Medals, and Nobel Prizes.
- More than 45 endowed chairs at the university have also brought many

internationally renowned artists and scholars to campus.

*A great university is a launching pad for dreams.*

*A great university rewrites the rules.*

**A new definition of excellence**

## STRENGTH: THE MASON NATION

### Supporting Statement

- At Mason, we embrace a multitude of voices and ideas in everything we do.
- At Mason, students form lifelong bonds that link them to the university and to each other.
- George Mason University is a vibrant and energetic campus. Students benefit from the close-knit connections of a small college environment with the resources and opportunities of a large research university.
- At Mason, students benefit from myriad activities, from athletic competitions to clubs and organizations.

### Proof Points

- Mason's alumni community is 155,000 strong. More than 95,000 Mason alumni, or 61 percent, live in the Washington, D.C., metropolitan area, which is perfect for networking and exploring career and internship opportunities.
- Our nearly 34,000 students and 3,000 faculty and staff hail from 130 countries and all 50 states. If it's happening globally, it is happening here.
- Mason is frequently named among the most diverse universities in the United States by *Princeton Review*.
- There are more than 300 clubs and organizations, including academic

and multicultural associations, honor societies, fraternities and sororities, and sports clubs.

*Meet the world at Mason.*

*A great university is a place of many perspectives.*

**The power of many perspectives**

## STRENGTH: OUTCOMES AND IMPACT

### Supporting Statement

- A Mason education is a good value.
- A Mason education prepares students to be independent, critical thinkers who can make positive changes in diverse, global, and rapidly changing environments.
- Mason students have access to internships with some of the nation's top employers, providing students with real-world experiences that lead to high post-graduation success rates.

### Proof Points

- Student debt of Mason students is lower than the national average, which was \$29,400 in 2012.
- Payscale.com ranks Mason number 35 among public institutions for its 20-year return on investment for in-state graduates and number 78 for out-of-state graduates. Mason's English and history programs were ranked number 1 in the country for earning potential.
- Mason is ranked as one of the best values in higher education by the *Princeton Review* and *Kiplinger's Personal Finance*.

*We take pride in results.*

*Let's solve problems that matter.*

**Ideas with impact**

## STRENGTH: ACCESSIBLE

### Supporting Statements

- At Mason, we are committed to serving a diverse student body, including those who do not easily fit the profile of traditional programs.
- At Mason, we will apply new and emerging learning technologies, environments, and methods to improve learning effectiveness and student completion and to better serve the evolving needs of students, working professionals, and public, private, and nonprofit organizations.
- At Mason, students have access to a prestigious faculty that includes Nobel laureates, nationally renowned experts, and thought leaders.
- From first-generation students with big dreams to working professionals looking to advance their careers, Mason has developed a variety of ways for you to pursue your education, including online and hybrid courses and evening and weekend classes.

### Proof Points

- Nearly 60 percent of students participated in (46 percent) or planned to participate in (14 percent) an experiential learning experience.
- Mason was recognized by the Education Trust as one of the few universities in the nation with little or no difference in minority and majority student graduation rates.
- Mason has a large study-abroad and international exchange program, offering nearly 90 programs that take students to more than 30 countries.

*A great university is a launching pad for dreams.*

*Access is everything.*

**Many paths to success**

## STRENGTH: INNOVATION

### Supporting Statements

- At Mason, we question current thinking and strive to find better ways to do things every day.
- At Mason, we care about our students' well-being inside and outside the classroom. As Mason becomes a model well-being university, we are creating an environment that makes it possible for all members of our community to thrive together.

### Proof Points

- Mason is the first university to partner with the Gallup Organization to measure student and alumni well-being over time. In addition, Mason is working with Gallup to implement a comprehensive strengths-based approach for students and employees.
- George Mason University was ranked number 6 in the Up-and-Coming Institutions in the 2013 survey conducted by *U.S. News & World Report*.

*A great university is a machine of progress.*

*Let's answer questions that matter.*

**A force for innovation**

## STRENGTH: ENTREPRENEURIAL

### Supporting Statement

- At Mason, we produce scholarship, ideas, and inventions that are relevant to society. We pursue discoveries that make a difference in the region, the nation, and the world.

### Proof Points

- Forty-five percent of students who accepted jobs related to their career goals had some form of internship, practicum, or field experience.
- More than 300 student-run organizations offer everything from our nationally ranked Forensics Team and underwater hockey to fraternities and sororities, as well as clubs with an international, volunteer, and academic focus.
- The university had \$101.7 million in research expenditures in 2013-14.

*A great university puts ideas into action.*

*Let's solve problems that matter.*

**Ideas with impact**

# AUDIENCE: Alumni

- Mason is driven to serve—helping our students succeed, enriching life in our community, and solving pressing problems.
- Mason focuses on results—working for a more just, free, and prosperous world and measuring our success by the impact we achieve.

## STRENGTH: ACADEMIC QUALITY

### *Supporting Statements*

- We are writing a new definition of excellence, creating a signature Mason Learning Experience.
- We measure our success by the benefit we bring to our students, our community, and the world.
- Mason faculty members are professors with years of expertise and adjuncts with real-world experience.

### *Proof Points*

- Recent Mason graduates enjoy the highest median wages of all graduates from four-year Virginia institutions.
- Mason is ranked as one of the best values in higher education by the *Princeton Review* and *Kiplinger's Personal Finance*.
- Mason ranked in the top 200 of the Academic Ranking of World Universities conducted by China's Shanghai Jiao Tong University's Institute of Higher Education.
- Mason's outstanding faculty members have received grants and awards from such organizations as the Guggenheim Foundation, the National Science Foundation, and the National Endowment for the Arts. They have won Nobel Prizes, Pulitzer Prizes, Fulbright grants, Institute of Electrical and Electronics Engineers Centennial Medals, and more.
- More than 45 endowed chairs at the university have also brought many internationally renowned artists and scholars to campus.

*We take pride in results.*

*Let's solve problems that matter.*

**A new definition of excellence**

## STRENGTH: MISSION-DRIVEN

### *Supporting Statements*

- At Mason, our goal is not to be the best university in the world, but the best university *for* the world. This means we accept our responsibility to serve others, to help our students succeed, to enrich the life of our community, and to contribute to solving some of the most complex global problems of our time.
- We measure our status by the contribution we make.
- Our mission has real value, and this university and the work we do is critical to this region.

### *Proof Points*

- Recent Mason graduates enjoy the highest median annual wages of all graduates from four-year Virginia institutions.
- In spring 2014, we graduated 7,695 career-ready students who joined the growing number of Mason alumni.
- Hundreds of thousands of visitors come to our four Northern Virginia locations each year to take in performances at our arts centers, attend concerts or the circus at the Patriot Center, enjoy a sporting event, explore lifelong learning opportunities, go to summer camps, or get advice for their business or special project.
- The university had \$101.7 million in research expenditures in 2013-14.

*A great university is a model of well-being.*

**A new definition of excellence**

## STRENGTH: THE MASON NATION

### *Supporting Statements*

- We embrace a multitude of people and ideas in everything we do.
- Lifelong bonds link our students and alumni to their university and each other.
- Mason alumni help students by serving as employers, mentors, supporters, advocates, and volunteers.

### *Proof Points*

- Mason students represent nearly 34,000 points of view from 130 countries and all 50 states.
- Mason's alumni community is 155,000 strong. More than 95,000 Mason alumni, or 61 percent, live in the Washington, D.C., metropolitan area.
- Each year, more than 500 volunteers help Mason achieve its goals.

*A great university is a place of many perspectives.*

*Meet the world on one campus.*

**The power of many perspectives**

## STRENGTH: OUTCOMES AND IMPACT

### *Supporting Statements*

- A Mason education is a good value.
- Innovation and entrepreneurship are two of our strengths, making Mason an engine of growth for the region as well as a go-to place for executive, professional, and continuing education.

### *Proof Points*

- Recent Mason graduates enjoy the highest median annual wages of all graduates from four-year Virginia institutions.

- Payscale.com ranks Mason number 35 among public institutions for its 20-year return on investment for in-state graduates and number 78 for out-of-state graduates. Mason's English and history programs were ranked number 1 in the country for earning potential.
- Mason contributed \$1.56 billion to Virginia's economy in 2013 and generated 16,023 jobs.

*A great university puts ideas into action.*

*Solving problems that matter.*

**Ideas with impact**

## **STRENGTH: ACCESSIBLE**

### ***Supporting Statements***

- At Mason, we measure a university's success by how many we serve, not how many we turn away.
- Mason is an open and welcoming community, reaching out beyond our campuses to create connections and forge partnerships in the region, the nation, and the world.

### ***Proof Points***

- Twenty percent of the Class of 2014 were the first in their family to attend college.
- Mason was recognized by the Education Trust as one of the few universities in the nation with little or no difference in minority and majority student graduation rates.

*A great university is a launching pad for dreams.*

**Many paths to success**

# AUDIENCE: Donors (non-alumni supporters)

- Mason is making its mark as a great university of a new and necessary kind—evolving every day to meet changing needs and deliver an education of relevance.
- Mason focuses on results—working for a more just, free, and prosperous world and measuring our success by the impact we achieve.

## STRENGTH: MISSION-DRIVEN

### Supporting Statements

- At Mason, our goal is not to be the best university in the world but the best university *for* the world. That means we accept our responsibility to serve others, to help our students succeed, to enrich the life of our community, and to contribute to solving some of the most complex global problems of our time.
- Gifts to the university enable us to enrich the lives of our students and faculty. Philanthropy allows Mason to recruit the best and brightest students, attract the most promising faculty-scholars, and create and explore new knowledge.

### Proof Points

- The university's endowment has grown from \$12.5 million in fiscal year 1994 to \$59.9 million in fiscal year 2013.
- The university awarded \$1.7 million in scholarships to 857 students in fiscal year 2013.
- The foundation expended \$11.1 million in academic and faculty support in fiscal year 2013.
- In fiscal 2013, the university raised a record \$47 million.
- Recent Mason graduates enjoy the highest median wages of all graduates from the four-year Virginia institutions.

*A great university is a launching pad for dreams.*

*A great university changes lives for the better—one student at a time.*

**A new definition of excellence**

## STRENGTH: VISION AND MOMENTUM

### Supporting Statement

- Mason has grown into Virginia's largest public research university while increasing quality of academic programs and services.

### Proof Point

- George Mason University was ranked number 6 in the Up-and-Coming Institutions in the 2013 survey conducted by *U.S. News & World Report*.

*Over 40 years, Mason has written an amazing story of progress.*

*A great university is a machine of progress.*

**A force for innovation**

**Virginia's largest public research university**

## STRENGTH: OUTCOMES AND IMPACT

### Supporting Statements

- A Mason education is a good value.
- Innovation and entrepreneurship are two of our strengths, making Mason an engine of growth for the region as well as a go-to place for executive, professional, and continuing education.
- Mason is part of the fabric of our community—a cultural and intellectual meeting point that enriches lives.

### Proof Points

- More than 17,500 alumni and friends gave to the university in fiscal year 2013.
- The university's endowment grew from \$12.5 million in 1994 to \$59.9 million in 2013.
- Mason contributed \$1.56 billion to Virginia's economy in 2013 and generated 16,023 jobs.

*Let's solve problems that matter.*

**Ideas with impact**

## STRENGTH: THE MASON NATION

### Supporting Statement

- At Mason, we thrive together as a welcoming, supportive, and caring community committed to serving the needs of each other, as well as the communities in the region, the nation, and the world.
- Diversity is a source of innovation, energy, and growth.

### Proof Points

- More than 95,000 Mason alumni, or 61 percent, live in the Washington, D.C., metropolitan area.
- Almost 9,000 alumni contributed more than \$2.2 million to the university in fiscal 2013.

*A great university is a place of many perspectives.*

**The power of many perspectives**

# AUDIENCE: Prospective Staff and Faculty

- Mason is driven to serve—helping our students succeed, enriching life in our community, and solving pressing problems.
- Mason focuses on results—working for a more just, free, and prosperous world and measuring our success by the impact we achieve.

## STRENGTH: ACCESSIBLE

### Supporting Statements

- At Mason, we measure a university's success by how many we serve, not how many we turn away.
- Mason is an open and welcoming community, reaching out beyond our campuses to create connections and forge partnerships in the region, the nation, and the world.

### Proof Points

- Twenty percent of the Class of 2014 were the first in their family to attend college.
- Mason was recognized by the Education Trust as one of the few universities in the nation with little or no difference in minority and majority student graduation rates.

*A great university is a launching pad for dreams.*

**Many paths to success**

- The American Heart Association has recognized Mason as a Fit Friendly institution for five consecutive years.
- For the past three years, Mason has been awarded the Alliance for Work-Life Progress Seal of Distinction by World at Work.

*A great university is a great place to work.*

*A great university is a place of many perspectives.*

*Let's put the focus on results.*

**The power of many perspectives**

## STRENGTH: THE MASON NATION

### Supporting Statements

- At Mason, we thrive together as a welcoming, supportive, and caring community committed to serving the needs of each other, as well as the communities in the region, the nation, and the world.
- At Mason, we believe that a diversity of opinions, cultures, and perspectives is what provides vibrancy to an academic community. Diversity is a source of innovation, energy, and growth.

### Proof Points

- Mason's nearly 34,000 students come from 130 countries and all 50 states.

# AUDIENCE: Staff and Faculty

- Mason is making its mark as a great university of a new and necessary kind—evolving every day to meet changing needs and deliver an education of relevance.
- Mason is driven to serve—helping our students succeed, enriching life in our community, and solving pressing problems.
- Mason focuses on results—working for a more just, free, and prosperous world and measuring our success by the impact we achieve.
- Mason stands apart—distinguished by our innovation, our diversity, our entrepreneurial spirit, and our accessibility.

## STRENGTH: THE MASON NATION

### Supporting Statements

- Teaching and scholarship are the lifeblood of higher education, and a strong, dedicated faculty is the heart from which learning flows. Your work matters at Mason. We welcome new ideas and creativity while doing meaningful work.
- You can find a great career-life fit at Mason and will have opportunities to learn and grow.
- At Mason, we nurture a welcoming and collaborative community that contributes to the well-being, productivity, and success of every member.
- At Mason, we thrive together in an environment where all members can contribute in meaningful ways to our overall mission.

### Proof Points

- Mason is proud to be recognized by the *Chronicle of Higher Education*, the *Washington Post*, and AARP as a great place to work.
- The American Heart Association has recognized Mason as a Fit Friendly institution for five consecutive years.
- For the third consecutive year, Mason was recognized by the World at Work's Alliance for Work-Life Progress with a Work-Life Seal of Distinction for providing policies, programs, and practices that support work-life integration for employees.

*A great university is a place of many perspectives.*

*Let's put the focus on results.*

**The power of many perspectives**

## STRENGTH: DIVERSE

### Supporting Statements

- Diversity is our strength, and we embrace a multitude of people and ideas in everything we do.
- At Mason, we believe that diversity is the source of our innovation, energy, and growth.
- We strive to build a community that reflects the amazing diversity of our student body and the vibrancy of the National Capital area.

### Proof Points

- Mason is frequently named among the most diverse universities in the United States by *Princeton Review*.
- Mason's nearly 34,000 students come from 130 countries and all 50 states.

## STRENGTH: MISSION-DRIVEN

### Supporting Statements

- At Mason, our goal is not to be the best university in the world but the best university *for* the world. We accept our responsibility to serve others, to help our students succeed, to enrich the life of our community, and to contribute to solving some of the most complex global problems of our time.
- We measure our status by the contribution we make.
- Our mission has real value, and this university and the work we do is critical to this region.
- Mason is a caring, inclusive, and collaborative community.
- We believe in doing good and being well.

### Proof Points

- Hundreds of thousands of visitors come to our four Northern Virginia locations each year to take in performances at our arts centers, attend concerts or the circus at the Patriot Center, enjoy a sporting event, explore lifelong learning opportunities, go to summer camps, or get advice for their business or special project.
- The university had \$101.7 million in research expenditures in 2013-14.

*A great university is a model of well-being.*

**A new definition of excellence**

# AUDIENCE: Community and Government

- Mason is driven to serve—helping our students succeed, enriching life in our community, and solving pressing problems.
- Mason focuses on results—working for a more just, free, and prosperous world and measuring our success by the impact we achieve.

## STRENGTH: VISION AND MOMENTUM

### Supporting Statements

- We are writing a new definition of excellence.
- We measure our success by the benefit we bring to our students, our community, and the world.

### Proof Points

- Mason contributed \$1.56 billion to Virginia's economy in 2013 and generated 16,023 jobs.
- Mason has grown into Virginia's largest public research university while increasing quality of academic programs and services. This growth will continue as the university has committed itself to helping America and Virginia achieve its education goals by producing 100,000 career-ready graduates by 2024.
- Mason has the second-largest residential community in Virginia. Currently, 6,023 students live on campus and the new Taylor Hall on the Fairfax Campus will accommodate 300 more students in fall 2014.
- In fall 2013, we saw the largest incoming freshman class in our history with 3,011 first-year students. For the past several years, we have had the largest graduating classes in the state.
- *Kiplinger's Personal Finance* magazine has named Mason to its national list of the top 100 Best Values in Public Colleges for the past four years.

*Over 40 years, Mason has written an amazing story of progress.*

**A force for innovation**

**Virginia's largest public research university**

**A great university rewrites the rules: Let's focus on the results**

## STRENGTH: MISSION-DRIVEN

### Supporting Statement

- At Mason, our goal is not to be the best university in the world, but the best university *for* the world. We accept our responsibility to serve others, to help our students succeed, to enrich the life of our community, and to contribute to solving some of the most complex global problems of our time.

### Proof Points

- In spring 2014, we graduated 7,695 career-ready students who joined the growing number of Mason alumni.
- Hundreds of thousands of visitors come to our four Northern Virginia locations each year to take in performances at our arts centers, attend concerts or the circus at the Patriot Center, enjoy a sporting event, explore lifelong learning opportunities, go to summer camps, or get advice for their business or special project.
- The university had \$101.7 million in research expenditures in 2013-14.

*Let's put the focus on results.*

**A new definition of excellence**

## STRENGTH: OUTCOMES AND IMPACT

### Supporting Statements

- A Mason education is a good value.
- Innovation and entrepreneurship are two of our strengths, making Mason an engine of growth for the region, as well as a go-to place for executive, professional, and continuing education.
- Mason is part of the fabric of our community—a cultural and intellectual meeting point that enriches lives.

### Proof Points

- Recent Mason graduates enjoy the highest median annual wages of all

graduates from four-year Virginia institutions.

- One-third of teachers and half of school administrators in Northern Virginia public schools are Mason graduates.
- More than 95,000 Mason alumni, or 61 percent, live in the Washington, D.C., metropolitan area.
- Mason faculty members are highly sought after for their expertise. In 2013-14, our experts were featured more than 400 times in elite publications such as the *Wall Street Journal* and the *New York Times* and international media outlets such as CNN and Al Jazeera.
- Hundreds of thousands of visitors come to our four Northern Virginia locations each year to take in performances at our arts centers, attend concerts or the circus at the Patriot Center, enjoy a sporting event, explore lifelong learning opportunities, go to summer camps, or get advice for their business or special project.

*A great university rewrites the rules: Let's put the focus on results.*

**Ideas with impact**

# PROVISIONS

RESEARCH CENTER FOR  
ARTS & SOCIAL CHANGE



## QUICK START MESSAGING GUIDE

A guide to audience-specific messaging and proof points