

Higher Learning. Deeper Faith.

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WHY DO WE NEED A BRAND STRATEGY?

THE BRAND STRATEGY IS:

A useful resource for anyone who communicates on behalf of the university.

A foundation for ideas, stories and messages that will resonate with the CIU global community.

A way to articulate CIU's unique value proposition, i.e., why a customer would prefer the CIU brand over others.

CIU's brand is what we—all of us—have built over the last 100 years by living out our institutional mission. The mission to *educate people from a biblical worldview to impact the nations with the message of Christ* comes to life through a unique approach to academics, community, and passion for our core values. This strategy is the foundation for ideas, stories, and messages that will resonate with those who know CIU and those who will appreciate CIU in the future.



AUDIENCES

Audiences can be grouped in many ways. As we seek to engage with each group, the ideas that we prioritize can fluctuate based on the purpose of the communication. For this brand strategy, our audiences are prioritized based on their broad communication interests.



»» Align & Empower INTERNAL AUDIENCE

- Faculty
- Staff
- Current Students

»» Attract & Recruit ENROLLMENT AUDIENCE

- Prospective Students
- Influencers
 - Parents
 - Coaches
 - Guidance Counselors
 - Pastors

»» Cultivate & Celebrate ADVANCEMENT AUDIENCE

- Alumni
- Donors
- Foundations

»» Engage & Inform REPUTATION AUDIENCE

- CIU Community
- Institutional Peers
- Employers of CIU Graduates
- Local and Regional Businesses
- Media

MESSAGING

The messaging is an articulation of what we offer and why it matters. It captures the **CIU story** and guides our communications.

As a Christ centered community, we are committed to equipping each graduate for a life of **purpose, leadership, and worldwide impact** by integrating faith with **academic excellence, personal formation, mentorship, and missional service.**

CIU'S STORY MESSAGING GUIDE

Our story helps guide how we talk about what we provide for our audiences and our communities, and organizes our key messages to ensure we're consistently telling the CIU story in a way that's unique and impactful.



INTEGRATING FAITH WITH:

- Academic Excellence
- Personal Formation
- Mentorship
- Missional Service

STUDENTS, ALUMNI AND STAFF LEADING LIVES OF:

- Purpose
- Leadership
- Worldwide Impact



TAGLINES

Taglines involve distilling the essence of the CIU brand into a concise and memorable phrase through understanding the brand, values, audience, and unique value proposition.



CORE VALUES

Authority of Scripture • Evangelical Unity • Prayer & Faith • Victorious Christian Living • World Evangelization



MISSION

Educate people from a biblical worldview to impact the nations with the message of Christ.



MOTTO

To Know Him and to Make Him Known



STORY

As a Christ centered community, we are committed to equipping each graduate for a life of purpose, leadership and worldwide impact by integrating faith with academic excellence, personal formation, mentorship and missional service.



TAGLINES

Higher Learning. Deeper Faith.

Christ Centered Community on Campus and Online

MESSAGING DEFINITIONS

INTEGRATING FAITH WITH...

ACADEMIC EXCELLENCE:

The exceptional quality and high standards achieved in educational and scholarly endeavors. It implies the pursuit and attainment of the highest levels of knowledge, skills, and intellectual accomplishments within an educational or academic context. It involves intellectual curiosity, innovation and creativity, continuous improvement, effective communication, discipline and dedication, and a culture of excellence in teaching, research, and scholarship. Academic excellence is valued for the opportunities it provides in terms of personal and professional development and the contributions it can make to society through advancements in knowledge and innovation. (Titus 3:8, Philippians 4:8)

PERSONAL FORMATION:

Refers to the process of developing and shaping identity, values, beliefs, character, and skills throughout one's life. This formation can be influenced by a combination of personal experiences, education, cultural background, and self-reflection. In the context of education, personal formation refers to the holistic development of an individual, which goes beyond academic knowledge. It encompasses the development of critical thinking skills, moral and ethical values, emotional intelligence, and the cultivation of a well-rounded personality. (Romans 12:2, I Corinthians 13:10-12)

MENTORSHIP:

A relationship in which an experienced or knowledgeable person (the mentor) provides guidance, support, and advice to someone less experienced (the mentee or protégé) with the goal of helping them develop specific skills, knowledge, or personal and professional growth. (I Corinthians 11:1, I Peter 5:3)

MISSIONAL SERVICE:

A concept that combines the principles of mission work and community service. It involves engaging in purposeful and intentional activities aimed at making a positive impact on local, national, or global communities, particularly those in need. (Matthew 28: 19-20, I Peter 4:10)

MESSAGING DEFINITIONS (cont.)

STUDENTS, ALUMNI AND STAFF LEADING LIVES OF...

PURPOSE:

Refers to a way of living in which an individual consciously and intentionally pursues activities, goals, and endeavors that align with their deeply held values, beliefs, and a sense of meaning. (Proverbs 3:5-6, Ephesians 2:10, Colossians 3:23-24)

LEADERSHIP:

The ability to guide, influence, and inspire others to work towards a common goal or vision. Leadership is not limited to positions of authority or management; it can be exhibited by individuals at all levels of an organization or in various aspects of life. (Matthew 20:25-28)

WORLDWIDE IMPACT:

The significant effects, changes, or influence that extend globally, affecting countries, regions, cultures, and societies around the world. It implies that the impact of a particular event, initiative, movement, or phenomenon is not limited to a specific location or group but has far-reaching and often profound consequences on an international scale. (Matthew 5:14-16, Galatians 5:22-23)



WHAT'S NEXT

CIU.EDU UPDATE





HIGHER LEARNING. DEEPER FAITH.