

Experience Drexel Campaign

Talking Points 4.3.24

Over the course of 2023, University Marketing & Communications led an extensive exploration around the Drexel brand which included reputational research, strategy development, and a robust schedule of feedback and socialization sessions.

The result of this work led to the evolution of a new brand platform and external awareness campaign, which is being called Experience Drexel. The campaign leans into Drexel's position as a global leader in experiential education. The research was clear that not only is experiential education Drexel's strength, but it is a critical driver of reputation and meets market demand across a wide range of audiences. By focusing on experiential education as our core benefit, we can draw public interest in challenging market conditions and have a vehicle to tether our broad offerings and expand how consumers perceive Drexel.

More at: drexel.edu/experiencedrexelcampaign



DREXEL UNIVERSITY

Division of

University Marketing
& Communications

Experience will be our core delivery mechanism to drive more awareness and familiarity to the pillars of the Drexel brand and supporting brand attributes.

BRAND PLATFORM

Core Benefit:

Experiential Education

Brand Pillars:

- Dynamic Academic Model:
World-Class Academics & Real-World Experience
- R1 Research & Discovery
- Powerful Partnerships
- Commitment to Civic Engagement
- Global Reach & Impact

Brand Attributes:

- Entrepreneurial & Innovative Spirit
- Expert & Accomplished Faculty
- Passion for Arts & Culture
- Engaging Student Life, Support & Traditions
- Dedication to DEIB — Diversity, Equity, Inclusion & Belonging
- Nationally Recognized Athletics & Competitive Drive

External Talking Points:

These talking points were crafted to support our Drexel community with messaging strategies to inform external audiences about our campaign that align with our Drexel University brand platform. It is encouraged for Colleges, Schools, and Professional Administration to integrate their own unique organizational stories of success and achievement to support the strength of these core messages.

EXPERIENCE DREXEL TALKING POINTS

- Today, the world is demanding more from higher education. The value, trust, and purpose of higher education is being challenged. This is a national conversation. So, now more than ever, it's important that a university encourages you to not only gain knowledge but find new ways to turn that knowledge into meaningful action.
- We invite you to **experience what education can be**. Drexel is a global leader of experiential education and, with our unique model, the possibilities of what can be achieved together by our Drexel community are endless.
- Our founder, Anthony J. Drexel, believed that an education should not only be good, but good for something. So, for over 100 years, Drexel's unique model of experiential education has infused academics with the power of real experience — a transformative design that turns ambitious thinkers into impassioned doers and builds an advanced expertise that holds the potential to change everything.
- Experience matters. The experience you bring to our community, the experience you find here, and the experience you take with you will ultimately result in driving the impact you make for others and for your own personal development.
- At Drexel, experiential education is embedded into everything that we do. It shapes our classroom and online experiences, co-op opportunities, research endeavors, industry partnerships, community collaborations, and so much more in the fields that are critical and move our world forward.
- By embracing experiential education, Drexel has created a practical yet extraordinary differentiator that inspires intellectual exploration, leverages big ideas, and yields concrete results for the greater good. This model ensures students will discover what they love to do, and don't love to do in their future career plans, allowing them to leave Drexel on the right path towards success.

- The balance of world-class academic and real-world experience is a unique model for the future and, as a result, creates what we call master learners. Thousands of students, co-ops, researchers, and faculty are all over the world collaborating and discovering and then bring those experiences back to the classroom for rich discussion and debate — bolstering the critical thinking and soft skills our Drexel community needs to lead. This framework encourages the discovery of new passions by offering access for students to work collaboratively alongside other like-minded students, faculty, industry partners, and leadership throughout the University community in the classroom and around the world.
- For over 100 years, Drexel has been preparing students for the real world through our world-renowned cooperative education program, Drexel Co-op — creating powerful partners and undeniable return on investment (ROI) outcomes. Co-op is the marquee program in our experiential education model.
- Drexel is a comprehensive R1 research institution, one of only a few in the nation, that allows the community to find their drive for discovery as early as their first year at the University.
- Drexel is blurring the lines between the academic and the professional world, creating a dynamic ecosystem of learning and discovery by forming strategic partnerships with organizations around the globe and here in Philadelphia — enhancing experiences for our Drexel community and changing lives for the greater good of all.
- Drexel is a place where you can collect experiences. Here, we offer an invitation to be yourself and discover with us. Whatever your passion, you'll find that there is a community here for you. We want you to bring your drive, skills, curiosity, and willingness to learn what is being done today to create a new vision of what we can do tomorrow.
- Join us. Because your experience matters. **#ExperienceDrexel**