

Brand Promise Theme	EWU Mission Statement	Faculty Values Statement	Strategic Planning Pillar
Opportunity (and Connections)	<ul style="list-style-type: none"> exceptional student support services, resources and facilities 	<ul style="list-style-type: none"> Academic Freedom Diversity of students, faculty and administrators Substantial faculty leadership in university affairs 	A rigorous and engaged student learning experience
Tradition (in the sense of establishing academic quality)	<ul style="list-style-type: none"> professionally accomplished faculty who are strongly committed to student learning 	<ul style="list-style-type: none"> Instruction designed to develop the love of learning, inquiry and knowledge for its own sake Instruction designed to foster learning skills Scholarship and the arts Ethical conduct 	An academic community culture that supports and engages faculty and staff throughout their careers
Connections	<ul style="list-style-type: none"> an excellent student-centered learning environment high-quality integrated, interdependent programs that build upon the region's assets and offer a broad range of choices as appropriate to the needs of the University's students and the region 	<ul style="list-style-type: none"> Constructive and collaborative relationships Instruction designed to encourage applied learning Community service 	An institution-wide commitment to community engagement that benefits the University, the region and the world

EWU Mission Statement (preamble)

Eastern Washington University is a student-centered, regionally based, comprehensive university. Its campus is located in Cheney, with facilities also in the metropolitan area of Spokane and additional learning centers in the region and elsewhere in the state of Washington. Its mission is to prepare broadly educated, technologically proficient and highly productive citizens to attain meaningful careers, to enjoy enriched lives and to make contributions to a culturally diverse society. Eastern Washington University will achieve its mission by providing: (bullets above)

EWU Promise Statement (“Elevator Speech”)

Eastern is “person-centered.” We are dedicated to discovering the goal or dream that any individual brings to Eastern, then helping that person realize his/her goal through personal connections, accessible opportunities and a learning environment built from 125 years of tradition.

Each individual’s dream is big – even life changing – no matter what it is. Eastern is where the journey starts toward realizing the personal dream. Eastern’s tradition, connections and opportunities allow our students, faculty, staff, alums and the community at large to *start something big*.

Branding Promise Support of Strategic Goals

Goals 1 & 2: The branding initiative will foster faculty and staff pride, thereby creating a rigorous, engaged learning culture. In addition, the initiative will help garner state and private support necessary to recruit, retain and provide ample resources for high performing faculty and staff.

Goal 3: The initiative establishes community engagement (“connections”) as a University core value. Objectives and tactics within the initiative are aimed at empowering faculty, staff and students to “live our promise (brand).” Therefore, the initiative will directly encourage community engagement.

Goal 4: The initiative strongly supports state and private funding necessary to grow resources and capacity for academic quality. In addition, academic quality is part of the core values being established, therefore strategies will empower faculty and staff to “live that value.”

Goals 5 & 6: The branding initiative, in a nutshell, is designed to establish Eastern’s mission and academic goals. The proposed evolution of University Relations’ organizational structure will directly support strengthening the University’s commitment to mission and vision. In addition, centralization of Eastern’s marketing, communications and web functions will create vast cost efficiencies.

Eastern’s Strategic Plan is the way the University – as a whole – “lives the brand promise.” The Strategic Plan is the roadmap for how Eastern will “walk the talk” and ultimately *start something big*.