



TELLING OUR STORY | QUICK REFERENCE

Talking Points

Puget Sound's reputation and visibility are strengthened when we communicate about the college in a clear and consistent way. Our talking points help us communicate a central narrative—the single story that embraces not just what we do, but how we do it, why it matters, and what makes it true. Customize these talking points to communicate distinctions about your particular chapter of the Puget Sound story. (See *Our Story: The Puget Sound Brand Guide* for more details.)

Brand Platform

Journey, boldly. Puget Sound invites bold journeys of personal and intellectual discovery, supported by a welcoming community. We are united in a desire to creatively meet worthy challenges and make a difference in the world.

Key Messages

All members of our community are involved in bold journeys of personal and intellectual discovery. This is as true for students and faculty as it is for alumni and staff. We illustrate this through three key messages: a commitment to teaching and learning, an outstanding location, and outcomes that make a difference in the world and in the lives of others.

Teaching and Learning

Freedom and independence are nurtured by a highly supportive community and connections that last a lifetime. We care deeply about student success, and learning extends far beyond the classroom.

- We take a collaborative approach to teaching and learning, inspired by a talented and committed faculty who work side by side with students and with each other.
- Teaching is a priority for faculty members who are accessible and generous with their time. They build intellectual connections with students that extend beyond graduation and continue throughout their lives.
- We embrace the risk of trying new things and offer academic and cocurricular activities into which our well-rounded students can dive deep or sample across a wide range of offerings.
- Teaching and learning are animated by a spirit of innovation and a desire for positive, productive outcomes that make a difference in the world and in the lives of others. We are deeply interested in how ideas play out in the real world.

PROOF: What makes our key messages about teaching and learning more than just words? How is a commitment to teaching and learning reflected in your work at Puget Sound? For example:

Seven Carnegie Foundation Washington Professors of the Year, more than any other college...more than 200 faculty teach 1,200 classes in 50 traditional and interdisciplinary areas of study...more than 100 undergraduate research awards granted annually to students in the humanities, arts, and sciences...more than 200 students study abroad in more than 40 countries every year...a Center for Health Sciences that combines undergraduate programs in psychology, exercise science, and neuroscience with leading graduate programs in occupational and physical therapy...academic residential programs that create a 24/7 learning environment...a member of Phi Beta Kappa, the nation's most prestigious academic honor society...and more.

Location

A beautiful campus and a vibrant combination of natural and urban assets support scientific, entrepreneurial, and civic scholarship in Tacoma, the Pacific Northwest, the Pacific Rim, and beyond.

- Tacoma is a creative entrepreneurial community in the Pacific Northwest—a gateway to the Pacific Rim with easy access to the opportunities of Seattle, Portland, and Vancouver, B.C.
- Our beautiful 97-acre campus is a home base from which students launch purposeful lives. The combination of natural and urban assets supports scientific, artistic, and civic scholarship unique to our area.
- Campus members engage in plentiful outdoor opportunities that reflect our adventurous culture: mountain climbing, hiking, biking, skiing, kayaking, and more, in nearby national parks and wilderness areas, on Commencement Bay, and at Point Defiance, the nation's second largest urban park.
- On days when it chooses to show itself, our guardian volcano Mount Rainier dominates our horizon. It is an icon long associated with the adventurous and pioneering spirit of the people of the University of Puget Sound.

PROOF: What makes our key messages about location more than just words? How does our location inspire your work at Puget Sound? For example:

Puget Sound is the only independent liberal arts college in Western Washington, and one of just five in the Pacific Northwest ...signature programs that engage our college with our local community include the Race and Pedagogy Initiative and Sound Policy Institute ...the Association for the Advancement of Sustainability in Higher Education gives Puget Sound a gold STARS rating ...close ties to Asia, including academic offerings in Asian studies, foreign languages and literature, arts and culture, business leadership, international political economy, and the full-year Pacific Rim/Asia Study-Travel program...our location provides unique opportunities for research and scholarship in the Puget Sound itself, rainforests, Pacific Ocean beaches, and the Cascade and Olympic mountain ranges ... and more.

Outcomes

Members of the Puget Sound community journey boldly throughout their lives, making a difference in the world and in the lives of others.

- Puget Sound graduates are at home in a changing world. They have the curiosity, confidence, and skills to navigate new experiences successfully and live joyfully in a world made better by their contributions.
- Puget Sound graduates succeed and make extraordinary contributions in established and emerging fields in every sphere of endeavor.
- A Puget Sound degree represents more than academic accomplishment. Graduates have the emotional intelligence, nimbleness of mind, and desire to keep learning that make them dynamic and visionary leaders.
- Prepared through engaged learning experiences, independent thinking, and academic inquiry, graduates are welcomed to the finest graduate programs, law schools and medical schools in the country, with unparalleled records of service in the U.S. and around the globe.

PROOF: What makes our key messages about outcomes more than just words? What outcomes can you attribute to a Puget Sound education? For example:

In the top 15% of colleges for students who go on to earn doctorate degrees ... high acceptance rates to graduate schools in fields including medicine and law ... more than 7,000 internship opportunities available through the Office of Career and Employment Services ... strong alumni network provides lifelong connections and learning opportunities with graduates working in 59 countries ... consistently among the leading producers of postgraduate fellows, including Watson and Fulbright awards ... consistently among the top 10 small colleges producing Peace Corps volunteers ... one of only 50 U.S. institutions recognized as a Civic Learning Leadership Institution by the student affairs organization NASPA ... and more.