

UNIVERSITY *of* WASHINGTON

**WORLDS TOGETHER
WORLDS APART**

A HISTORY OF
THE WORLD
Tenth Edition



JACKSON SCHOOL OF INTERNATIONAL STUDIES

MESSAGING / 2016

W

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WHY DOES THE JACKSON SCHOOL NEED MESSAGING?

THE NEED: The Jackson School finds its strength in our many programs and centers but talking about the school as a whole is challenging. Last year, Jackson School leadership, in collaboration with partners from advancement and marketing at the College and University level, set out to create **comprehensive and unified messaging** for the School.

THE SOLUTION: By incorporating the best of our shared attributes, we arrived at a way to talk about the School that will aid in our **marketing, recruitment, awareness, and fundraising** efforts. The new messaging will also ensure we are ready to participate in the University's comprehensive fundraising campaign by highlighting areas where our work overlaps with centrally promoted messages.

THE PROCESS: With funding from the Jackson School, College of Arts & Sciences, and University Marketing, we hired Hornall Anderson (HA) – a global creative agency behind the University's updated brand. They conducted **interviews with faculty, staff, donors, and students**; immersed themselves in the **School's history** and examined **successful messaging from peer institutions**. After their research was completed, they created positioning, differentiators, and pillar messages. Together, these form a foundation. We built upon that foundation by working with Seven November, a strategic communications consultancy, to develop the final messaging and to adapt that messaging into resources for communicators across the Jackson School.

UNDERSTANDING THE MESSAGING

The first three sections of this document are intended to capture the essence of the Jackson School and inspire communicators. They help focus the conversation about the School and serve as a foundation of ideas we can build from. These statements are not intended to be shared verbatim with the public but are instead meant to serve as a guidepost for the creation of external communications.

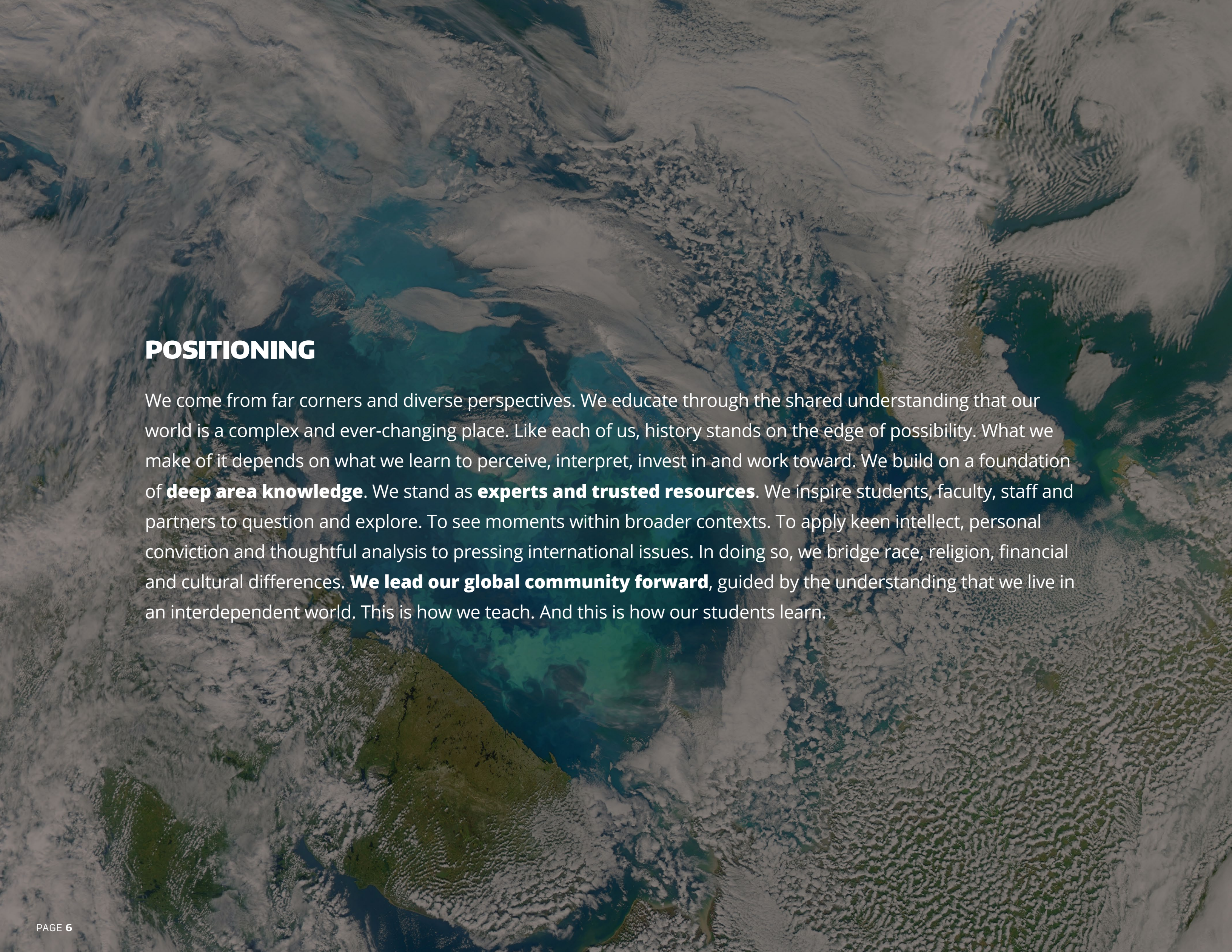
POSITIONING: This statement puts the core of the Jackson School's shared beliefs and traits into a single paragraph. It is meant to inform and unite. It is the reputation we want for the school and it is aspirational, a summation of our best selves meant to give us a standard to reach for each day.

DIFFERENTIATOR: This is what makes the Jackson School stand out among its peers. It is a statement that highlights what makes us different.

UW BRAND PILLARS: The University of Washington's brand is built on four pillars – leading-edge student experience, public as a philosophy, proven impact, and innovation mindset. The Jackson School is committed to aligning with the UW brand in a way that stays true to who we are and that resonates with our audiences. To this end, we took each of the UW brand pillars and demonstrated how we participate in them. Each pillar includes examples, concrete proof-points for the claims we make. They are not the only examples, rather their purpose is to help you see how your work can fit within a given pillar message.

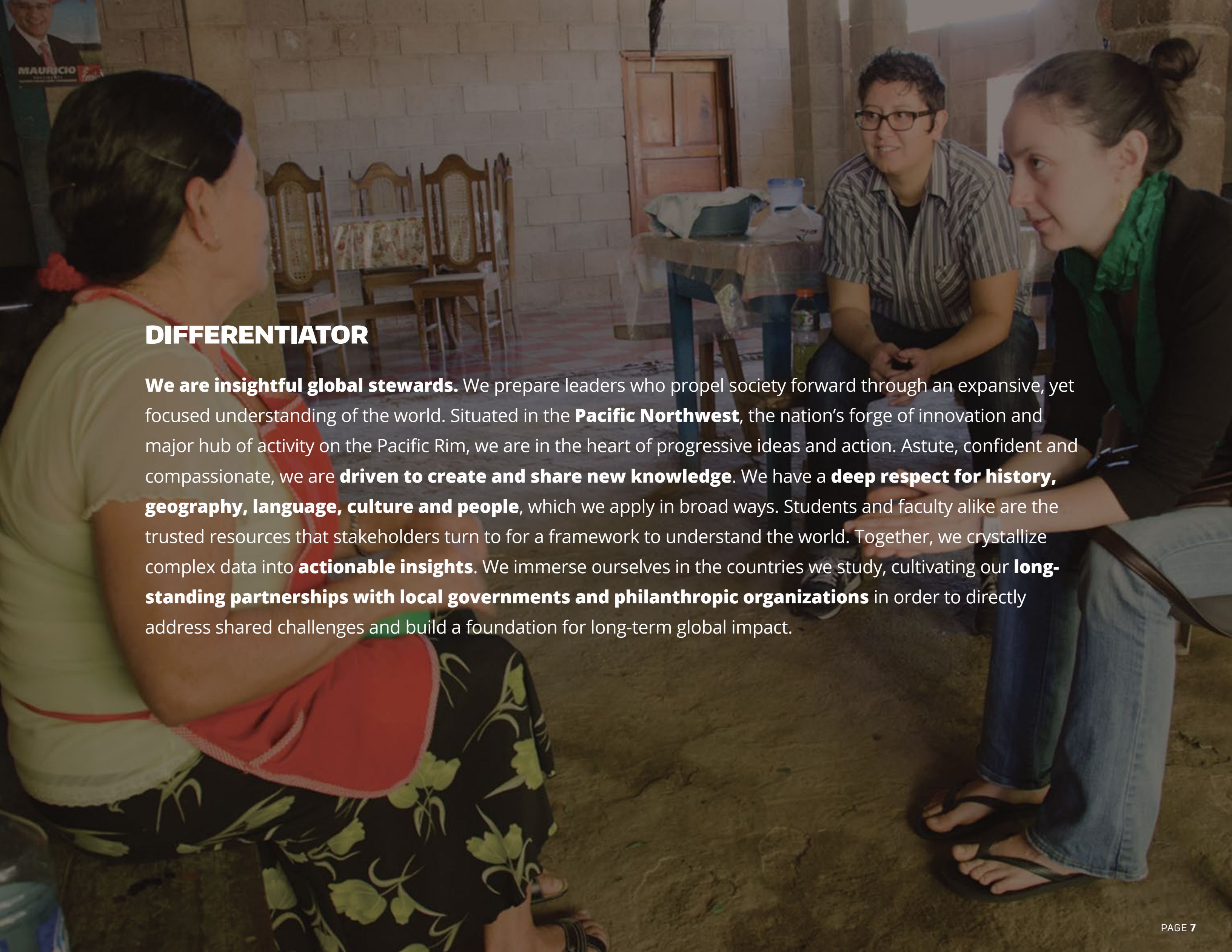
THE JACKSON SCHOOL MESSAGING

The last section of this document provides the Jackson School messaging in its final form. We leveraged the positioning, differentiator, and UW brand pillars to create language that is clear and concise. This final messaging is meant to be used publicly in a wide variety of situations and helps guide the way we talk about the Jackson School.

An aerial photograph of a vast, textured glacier. A prominent turquoise-colored meltwater lake is situated in the center-left of the frame. The surrounding ice is a mix of white, grey, and blue, showing various ridges, crevasses, and smaller meltwater channels. The overall scene is one of a remote, high-altitude environment.

POSITIONING

We come from far corners and diverse perspectives. We educate through the shared understanding that our world is a complex and ever-changing place. Like each of us, history stands on the edge of possibility. What we make of it depends on what we learn to perceive, interpret, invest in and work toward. We build on a foundation of **deep area knowledge**. We stand as **experts and trusted resources**. We inspire students, faculty, staff and partners to question and explore. To see moments within broader contexts. To apply keen intellect, personal conviction and thoughtful analysis to pressing international issues. In doing so, we bridge race, religion, financial and cultural differences. **We lead our global community forward**, guided by the understanding that we live in an interdependent world. This is how we teach. And this is how our students learn.

A photograph of three people sitting on the floor in a room with stone walls. On the left, a woman with dark hair tied back, wearing a light green shirt and a red apron over a black floral skirt, is looking towards the center. In the center, a person with short dark hair and glasses, wearing a striped short-sleeved shirt, is looking towards the right. On the right, a woman with dark hair in a bun, wearing a black top and a green scarf, is looking towards the center. In the background, there are several wooden chairs and a table covered with a patterned cloth. A poster on the wall on the left features a man's face and the name "MAURICIO".

DIFFERENTIATOR

We are insightful global stewards. We prepare leaders who propel society forward through an expansive, yet focused understanding of the world. Situated in the **Pacific Northwest**, the nation's forge of innovation and major hub of activity on the Pacific Rim, we are in the heart of progressive ideas and action. Astute, confident and compassionate, we are **driven to create and share new knowledge**. We have a **deep respect for history, geography, language, culture and people**, which we apply in broad ways. Students and faculty alike are the trusted resources that stakeholders turn to for a framework to understand the world. Together, we crystallize complex data into **actionable insights**. We immerse ourselves in the countries we study, cultivating our **long-standing partnerships with local governments and philanthropic organizations** in order to directly address shared challenges and build a foundation for long-term global impact.

UW BRAND PILLARS

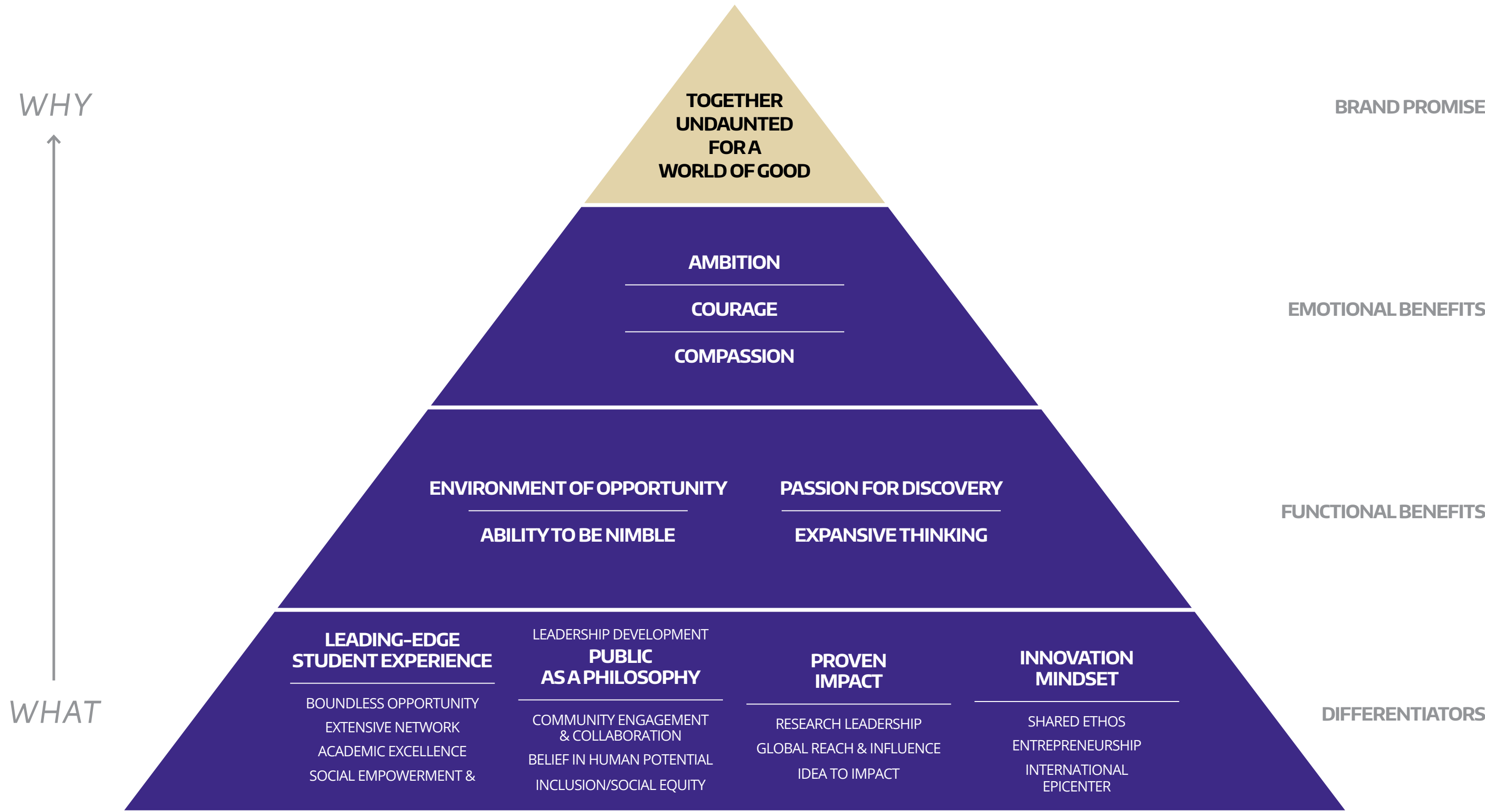
LEADING-EDGE STUDENT EXPERIENCE

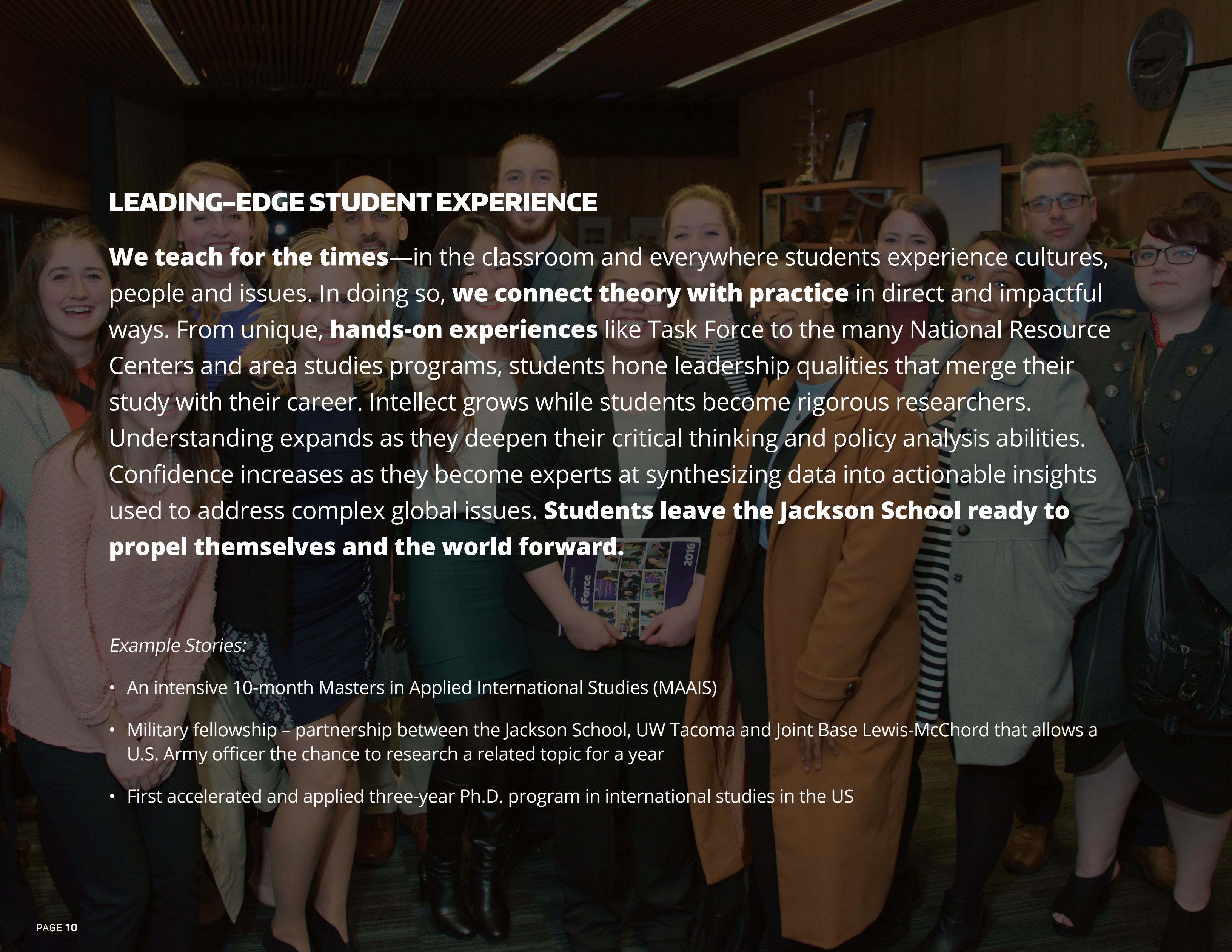
PUBLIC AS A PHILOSOPHY

PROVEN IMPACT

INNOVATION MINDSET

THE UNIVERSITY OF WASHINGTON BRAND





LEADING-EDGE STUDENT EXPERIENCE

We teach for the times—in the classroom and everywhere students experience cultures, people and issues. In doing so, **we connect theory with practice** in direct and impactful ways. From unique, **hands-on experiences** like Task Force to the many National Resource Centers and area studies programs, students hone leadership qualities that merge their study with their career. Intellect grows while students become rigorous researchers. Understanding expands as they deepen their critical thinking and policy analysis abilities. Confidence increases as they become experts at synthesizing data into actionable insights used to address complex global issues. **Students leave the Jackson School ready to propel themselves and the world forward.**

Example Stories:

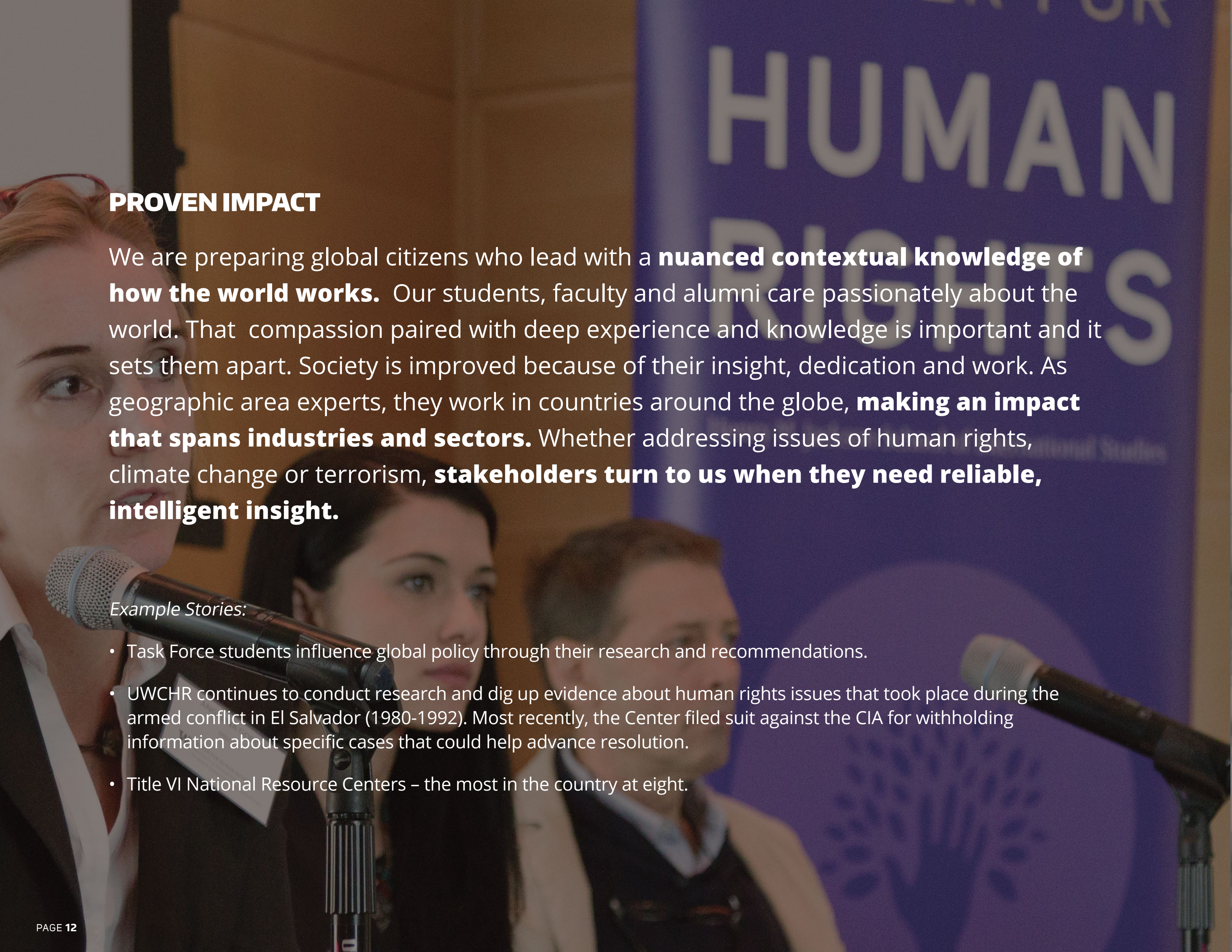
- An intensive 10-month Masters in Applied International Studies (MAAIS)
- Military fellowship – partnership between the Jackson School, UW Tacoma and Joint Base Lewis-McChord that allows a U.S. Army officer the chance to research a related topic for a year
- First accelerated and applied three-year Ph.D. program in international studies in the US

PUBLIC AS A PHILOSOPHY

Everything we do is inclusive and **for the benefit of others**—nations, communities, educators and individuals alike. We connect our scholarship to what people care about and what the world needs. This can be felt in a variety of ways, from how we are working with community colleges to create an educational pipeline of global leaders, to how we proactively **share knowledge** with the public during times of global crisis. Few public universities teach international studies in such innovative and accessible ways. We provide **context and meaning to society by making sense of the world** and creating space to share that understanding.

Example Stories:

- Sephardic Studies Program at the Stroum Center for Jewish Studies is establishing a world-renowned program for the study, teaching, and perpetuation of Sephardic culture and the Ladino language.
- Arctic and International Relations initiative where the Jackson School is partnering with the College of Environment's Future of Ice initiative to address the Arctic as an emerging global region and actor on the world stage.
- Jackson School gathering experts to discuss the Syrian humanitarian crisis with the public.

The background image shows a panel discussion with three people. A woman on the left is speaking into a microphone. Behind her, a woman and a man are listening. A blue banner with the words 'HUMAN RIGHTS' in large white letters is visible in the background. The text 'CENTER FOR HUMAN RIGHTS' is partially visible at the top right of the banner.

PROVEN IMPACT

We are preparing global citizens who lead with a **nuanced contextual knowledge of how the world works**. Our students, faculty and alumni care passionately about the world. That compassion paired with deep experience and knowledge is important and it sets them apart. Society is improved because of their insight, dedication and work. As geographic area experts, they work in countries around the globe, **making an impact that spans industries and sectors**. Whether addressing issues of human rights, climate change or terrorism, **stakeholders turn to us when they need reliable, intelligent insight**.

Example Stories:

- Task Force students influence global policy through their research and recommendations.
- UWCHR continues to conduct research and dig up evidence about human rights issues that took place during the armed conflict in El Salvador (1980-1992). Most recently, the Center filed suit against the CIA for withholding information about specific cases that could help advance resolution.
- Title VI National Resource Centers – the most in the country at eight.

INNOVATION MINDSET

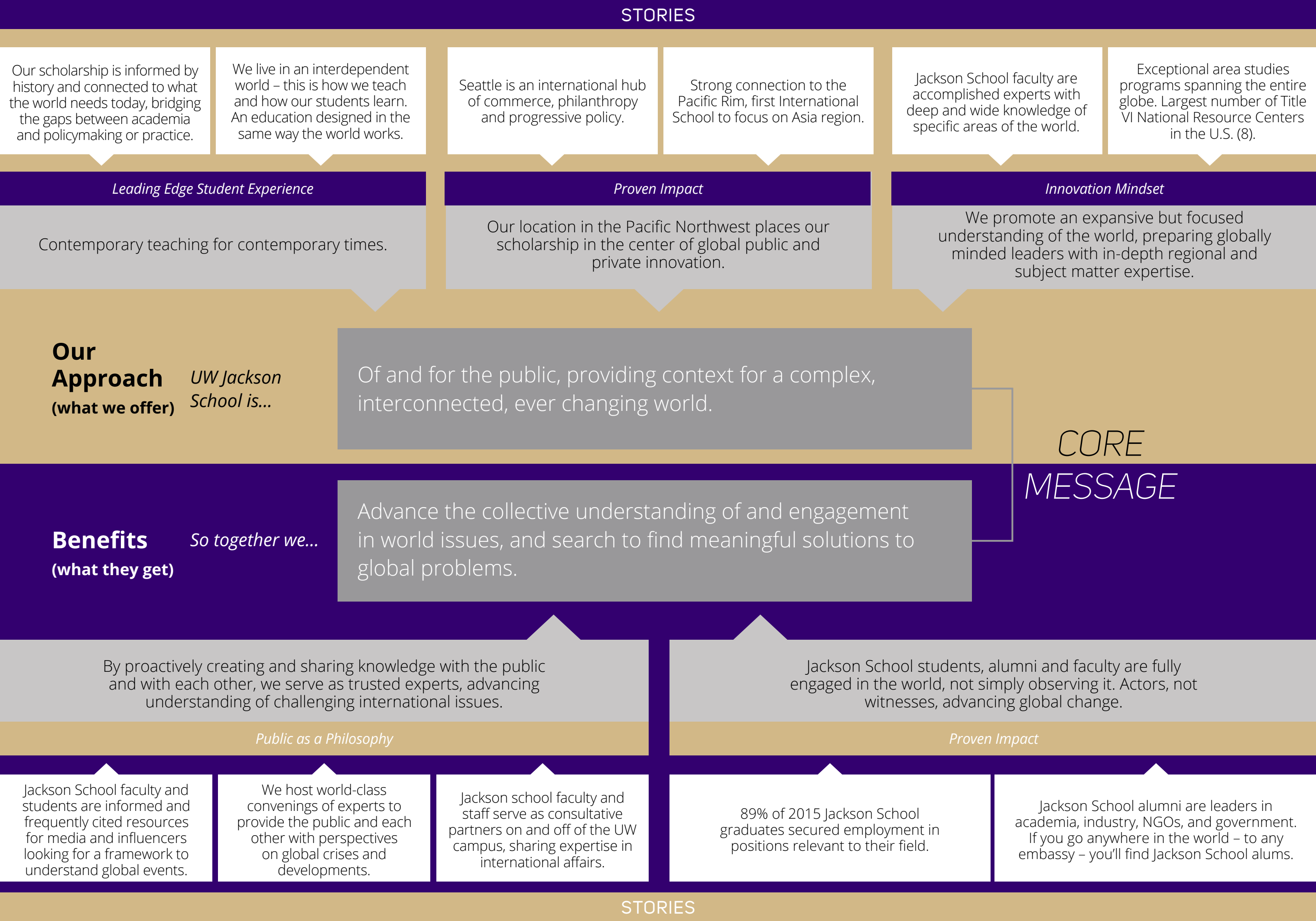
We are creative people who use cutting-edge curriculum, **innovative teaching** and unique learning experiences to prepare globally-minded leaders with regional expertise. We are leading **new frontiers of international studies** that are important to society now—frontiers such as cyber security, technology, outer space and arctic research. We **translate complex and often inaccessible issues** for international decision-makers to answer difficult questions and resolve challenging issues affecting our shared world.

Example Stories:

- The Task Force capstone program is an integral part of the International Studies undergraduate experience. It is designed as a simulation of Presidential Commissions common in U.S. policymaking; presidents appoint groups of experts to provide them with substantive policy recommendations based on rigorous research and evaluation.
- The many frontiers of international studies the Jackson School is immersed in issues like: arctic, outer space, cyber security, technology, the Arab Spring and radicalism, when disasters draw attention to a previously ignored region.
- Jackson School's long-standing expertise and work in Asia. Multiple NRCs exist to provide teaching and learning about countries in an essential region in the world.



THE JACKSON SCHOOL MESSAGING



NEXT STEPS

IMPLEMENTATION

The Jackson School messaging is a tool for everyone who talks about the school. By using consistent and unified messaging, we can positively influence how people think and feel about the School, and that means we can amplify our impact. It will help ensure the School is presented in a consistent way to the media, in marketing materials, by fundraisers, and in communications. To help in these efforts, we have created a **quick reference guide** which is a convenient way to access the information in this presentation and **boilerplate** which can be used anywhere you need a short description of the School.

FOR MORE INFORMATION, CONTACT:

Monique Thormann

Director of Communications

Jackson School of International Studies

thormm@uw.edu

206.685.0578

QUICK REFERENCE GUIDE



HENRY M. JACKSON SCHOOL OF INTERNATIONAL STUDIES

MESSAGING QUICK REFERENCE GUIDE

By using consistent and unified messaging, we can positively influence how people think and feel about the Jackson School, and that means we can amplify the School's impact. In this guide, the **messaging** provides clear and concise language that can easily be used in wide variety of situations. When more content is needed or you need to dive deeper into a specific topic, the **positioning, differentiator, and pillar messages** are there to serve as a source of inspiration and a guide.

MESSAGING

OUR APPROACH / The Jackson School is of and for the public, providing context for a complex, interconnected, ever changing world.

BENEFITS / Together we Advance the collective understanding of and engagement in world issues, and search to find meaningful solutions to global problems.

LEADING EDGE STUDENT EXPERIENCE / We offer contemporary teaching for contemporary times.

PUBLIC AS A PHILOSOPHY / By proactively creating and sharing knowledge with the public and with each other, we serve as trusted experts, advancing understanding of challenging international issues.

PROVEN IMPACT / Jackson School students, alumni and faculty are fully engaged in the world, not simply observing it. Actors, not witnesses, advancing global change.

INNOVATION MINDSET / We promote an expansive but focused understanding of the world, preparing globally minded leaders with in-depth regional and subject matter expertise. Our location in the Pacific Northwest places our scholarship in the center of global public and private innovation.

POSITIONING: THE STORY OF WHO WE ARE

We come from far corners and diverse perspectives. We educate through the shared understanding that our world is a complex and ever-changing place. Like each of us, history stands on the edge of possibility. What we make of it depends on what we learn to perceive, interpret, invest in and work toward. We build on a foundation of **deep area knowledge**. We stand as **experts and trusted resources**. We inspire students, faculty, staff and partners to question and explore. To see moments within broader contexts. To apply keen intellect, personal conviction and thoughtful analysis to pressing international issues. In doing so, we bridge race, religion, financial and cultural differences. **We lead our global community forward**, guided by the understanding that we live in an interdependent world. This is how we teach. And this is how our students learn.

DIFFERENTIATOR: WHAT MAKES US STAND OUT

We are insightful global stewards. We prepare leaders who propel society forward through an expansive, yet focused understanding of the world. **Situated in the Pacific Northwest**, the nation's forge of innovation and major hub of activity on the Pacific Rim, we are in the heart of progressive ideas and action. Astute, confident and compassionate, we are **driven to create and share new knowledge**. We have a **deep respect for history, geography, language, culture and people**, which we apply in broad ways. Students and faculty alike are the trusted resources that stakeholders turn to for a framework to understand the world. Together, we crystallize complex data into **actionable insights**. We immerse ourselves in the countries we study.

FOR MORE INFORMATION

Please contact **Monique Thormann**, Director of Communications , **206.685.0578** or **thormm@uw.edu**

PILLAR MESSAGES: ALIGNING THE JACKSON SCHOOL TO THE UW BRAND

The following four statements are our pillar messages. They are key messages we build our reputation on and shared attributes we seek to promote. They also relate our work to UW's brand pillar messages in a way that is authentic to the Jackson School.

LEADING-EDGE STUDENT EXPERIENCE / We **teach for the times**—in the classroom and everywhere students experience cultures, people and issues. In doing so, **we connect theory with practice** in direct and impactful ways. From unique, **hands-on experiences** like Task Force to the many National Resource Centers and area studies programs, students hone leadership qualities that merge their study with their career. Intellect grows while students become rigorous researchers. Understanding expands as they deepen their critical thinking and policy analysis abilities. Confidence increases as they become experts at synthesizing data into actionable insights used to address complex global issues. **Students leave the Jackson School ready to propel themselves and the world forward.**

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making sense of the world and creating space to share that understanding.

PROVEN IMPACT / We are preparing global citizens who lead with a **nuanced contextual knowledge of how the world works**. Our students, faculty and alumni care passionately about the world. That compassion paired with deep experience and knowledge is important and it sets them apart. Society is improved because of their insight, dedication and work. As geographic area experts, they work in countries around the globe, **making an impact that spans industries and sectors**. Whether addressing issues of human rights, climate change or terrorism, **stakeholders turn to us when they need reliable, intelligent insight.**

INNOVATION MINDSET / We are creative people who use cutting-edge curriculum, **innovative teaching** and unique learning experiences to prepare globally-minded leaders with regional expertise. We are leading **new frontiers of international studies** that are important to society now—frontiers such as cyber security, technology, outer space and arctic research. **We translate complex and often inaccessible issues** for international decision-makers to answer difficult questions and resolve challenging issues affecting our shared world.

MESSAGING TIPS

Tell human stories. For example, if you're talking about a program, find a way to talk about it from a personal level. Who is involved? How are they benefiting? Instead of just listing facts, tell stories that your audiences can identify with.

Address the impact. We tackle a lot of issues, big and small. And as a result, we impact a lot of lives. So, don't just talk about the challenges we're addressing; talk about how people are affected as a result. Again, connect on a personal level by incorporating issues of shared human concern.

Give examples. Whenever possible, be specific. Provide compelling, vivid details and adhere to that old writing adage: Show, don't tell.



THE HENRY M. JACKSON SCHOOL OF INTERNATIONAL STUDIES
UNIVERSITY of WASHINGTON

BOILERPLATE

The Jackson School of International Studies is a nationally recognized leader in advancing the understanding of and engagement in world issues. Founded in 1909, it is one of the oldest and largest schools in the country to offer undergraduate and graduate degrees in international and area studies. Its location in Seattle, a global hub of commerce, philanthropy and progressive policy, provides a diverse and dynamic environment that helps connect scholarship with what the world needs. For over 40 years the School has hosted the highest number of federally funded national resource centers in area studies in the U.S.

EXAMPLES OF NEW MESSAGING IN 2016 RECRUITMENT ADVERTISING



THE HENRY M. JACKSON
SCHOOL OF INTERNATIONAL STUDIES
UNIVERSITY of WASHINGTON

MASTER'S DEGREES
THAT MATTER

Fueled by our know-how, we have partnered with libraries in Myanmar to improve Internet and smartphone access.

Just one example of how we teach and research to impact the world.

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MASTER'S DEGREES
THAT PROPEL YOUR
WORLD FORWARD

We use cutting-edge curriculum and innovative teaching to prepare globally minded leaders.

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**TELL OUR STORY
TO THE WORLD**

APPENDIX

SUMMARY OF HORNALL ANDERSON RESEARCH AND FINDINGS

WHO HORNALL ANDERSON TALKED TO

3-HOUR KICK-OFF IMMERSION SESSION

- Resat Kasaba, Director of the Jackson School of International Studies and Stanley D. Golub Chair of International Studies
- Wolf Latsch, Director of Academic Services
- Jennifer Butte-Dahl, Director of Master's of Arts in Applied International Studies
- Keith Snodgrass, Managing Director, South Asia Center
- Monique Thormann, Director of Communications, Jackson School
- Candice Douglass, Managing Director, Marketing and Communications, College of Arts and Sciences
- Luke Hawkins, Campaign Communication Specialist, College of Arts and Sciences
- Isaiah Brookshire, Marketing and Communication Specialist for the Social Sciences, College of Arts and Sciences
- Jennifer Aydelott, Senior Director of Advancement, Social Sciences, College of Arts and Sciences
- Kate Killpack, Associate Director of Advancement, Jackson School, College of Arts and Sciences
- Courtney Coster, Assistant Director, Marketing Strategy, University of Washington

GROUP INTERVIEW 1

- Angelina Godoy, Professor and Director for the Center of Human Rights
- Mika Ahuvia, Assistant Professor of Jewish Studies
- Christian Novetzke, Associate Professor & Associate Director of JSIS; Director of the Center for Global Studies
- Joel Migdal, Professor (Israel, sabbatical)

GROUP INTERVIEW 2

- Jim Wellman, Professor and Chair of Comparative Religion
- Scott Radnitz, Associate Professor, Director of the Ellison Center for Russian, East European & Central Asian Studies
- Noam Pianko, Associate Professor, Director Stroum Center for Jewish Studies
- Tony Lucero, Associate Professor & Chair, Latin American & Caribbean Studies

GROUP INTERVIEW 3

- Lara Iglitzin, Executive Director of the Henry M. Jackson Foundation
- Steve Smith, Ph.D. student
- Jaren Price, Asia-Pacific Military Fellow
- Haley Plamondon, undergraduate student (junior) / International Studies
- Carolyn Bain, alumna (B.A., 1989); co-chair of Jackson School alumni Seattle chapter
- Sara Sandford, Advisory Board Member

GROUP INTERVIEW 4:

- Toni Read, Business Office Manager
- Tamara Leonard, Associate Director of the Center for Global Studies
- Philip Lyon, Associate Director of the Ellison Center for Russian, East European and Central Asian Studies
- Jeremy Pritchard, Web Designer

THEMES THAT EMERGED IN THE INTERVIEWS

BY OUR NATURE, WE ARE MORE THAN ANY ONE THING. OUR COMPOSITION IS A MIRROR FOR THE WORLD ITSELF.

- We are complex. A school of diverse individuals coming together to try to understand the world and teach in a way that is relevant to today and what the world needs.
- Our scholarship is focused on world problems. We don't do work for personal gain or fame.
- The world is layered. We know how to bring seemingly opposing concepts together to find a place of shared understanding.
- Our teaching is focused on impact and relevant for today. We provide visceral learning opportunities for students. For example, Task Force is a course that challenges students to address global challenges while learning to work, analyze and communicate collaboratively to make sound recommendations.

A TRUSTED INTERNATIONAL RESOURCE FOR PROVIDING URGENT ESSENTIAL KNOWLEDGE.

- We are the “go-to” experts about current world events—the Syrian refugee crisis, Middle East instability, Paris attacks, etc. We are sought out for our clear insight.
- Jackson School students and faculty have the ability to see a moment in time within the larger context of history.
- The quality of our faculty and their deep and wide knowledge of specific areas of the world have long distinguished us as a necessary resource in times of international crisis.
- Jackson School has eight Title VI National Resource Centers; we are the #1 recipient of NRC and FLAS awards in the country because of our work and impact.

OUR STUDENTS ARE DIFFERENT AND WE NEED TO TALK ABOUT THEM AS A SOCIETAL ASSET IN A NEW WAY.

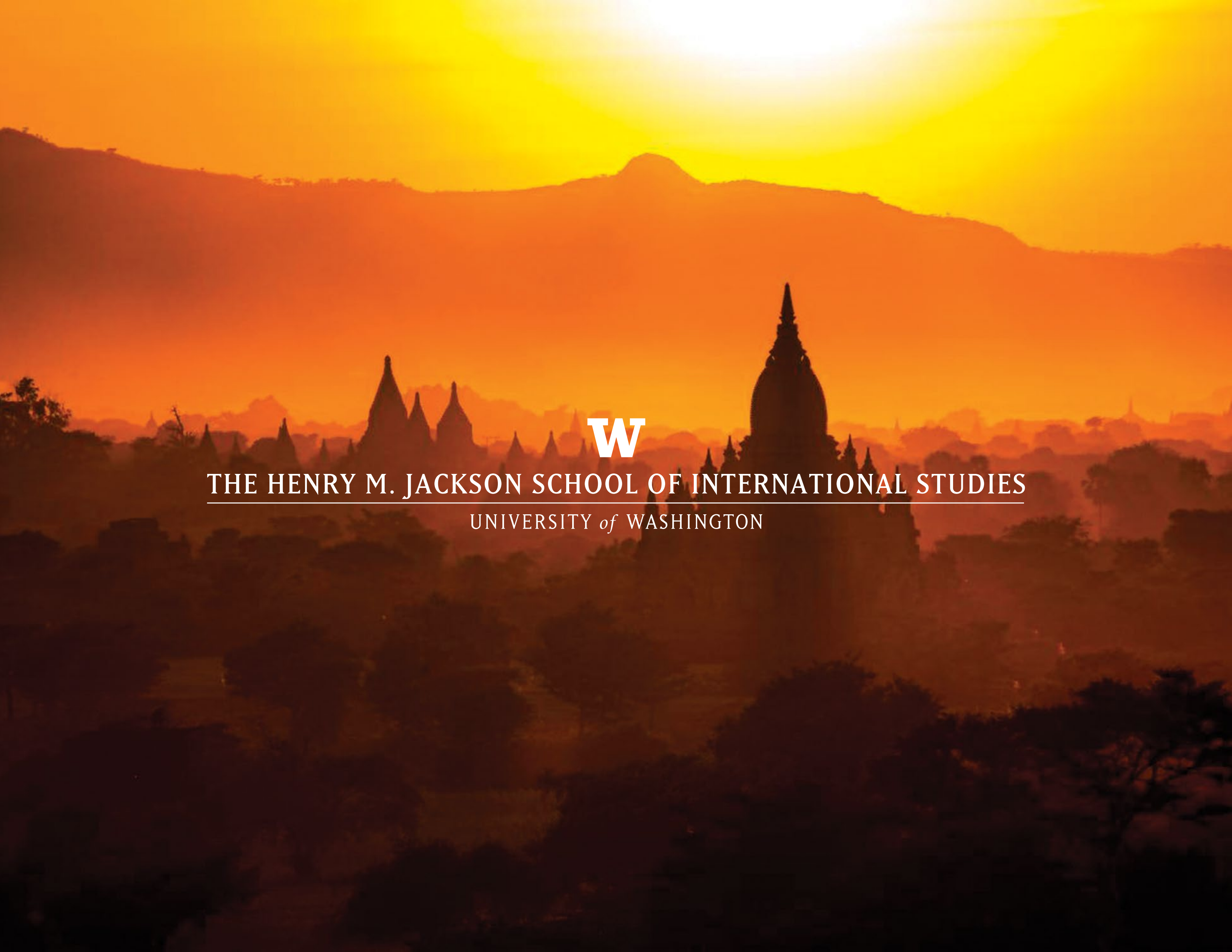
- The complexion of society is transformed by the type of student we are putting out in the world—people who have a deep contextual knowledge of how the world works, who think critically and with an unmatched level of sophistication and self awareness.
- There is an incredible range of conversation and learning that can take place in the classroom when it is filled with such diversity; veterans, children of migrant workers, students with children, etc.
- There is no substitute for people who know the country and the world. You cannot Google “judgment.”
- We Attract pioneering students who gain an unsurpassed depth of area knowledge/expertise and who are encouraged to move beyond conventional thinking to find meaningful solutions to today's complex global problems.
- All our programs, especially our Ph.D. and MAAIS programs, are unique in how they integrate bleeding edge area-based capabilities with leading-edge scholarship in a way that arms students with needed knowledge and skills to solve real-world problems.

HUNGRY MINDS SET FREE IN A RICH AND DIVERSE LEARNING ENVIRONMENT.

- We are cultivating students who are curious and planting the seeds of a lifetime of intellectual development. An education designed in the same way the world works.
- We are teaching based on what's needed in the 21st century. It is an innovative, immersive learning experience beyond books.
- Task Force is not just a 10-week project, it's a lifelong pursuit and truly evolves the way students see the world.
- Students are learning in the moment and in the environments they are studying (e.g. Pro Busqueda El Salvador Project).
- Students are encouraged to study, question and apply knowledge in a way that benefits our global society.

COMPETITIVE LANDSCAPE SURVEY:

- Georgetown University of Foreign Service
- John's Hopkins University School of Advanced International Studies (SAIS)
- Tufts University Fletcher School of Law and Diplomacy
- UC Berkeley International and Area Studies Program
- Stanford Ford Dorsey Program in International Policy Studies
- Princeton Woodrow Wilson School of Public and International Affairs



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