



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, cultivating **our longstanding partnerships with local governments and philanthropic organizations** in order to directly address shared challenges and build a foundation for long-term global impact.

FOR MORE INFORMATION

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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.**

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.

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.

BOILERPLATE

FOR USE IN PRESS RELEASES AND OTHER COMMUNICATIONS WHERE A SHORT DESCRIPTION OF THE SCHOOL IS NEEDED.

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 federally funded national resource centers in area studies in the U.S.



THE HENRY M. JACKSON SCHOOL OF INTERNATIONAL STUDIES

UNIVERSITY of WASHINGTON