STRATEGIC MESSAGING TRAINING

Biomedical Engineering
January 2021
WHERE WE’VE BEEN

Master Brand Recap
Master Brand Strategy

“GIANT LEAPS” MUST BE SEEN AS:  ...WHILE ALSO BECOMING MORE:

- Aspirational
- Current
- More than just STEM (inclusive)
- More than just astronauts
- Human
- Personal
- Future-focused
- About inputs and impacts
- About sustained excellence
BRAND ESSENCE

The clearest, most concise statement of who we are as an institution. This “big idea” forms the foundation of our brand:

Purdue University is about the persistent pursuit of innovation where people bring their best and learn to build a better world together.
Master Brand Strategy

Brand Essence

The clearest, most concise statement of who we are as an institution. This “big idea” forms the foundation of our brand:

Simply Put:

Persistent Innovation. Together.
Master Brand Strategy

MESSAGING MAP

THE RESEARCH  THE EDUCATION  THE EXPERIENCE  THE CULTURE
Advanced Technology  Affordable & Accessible  Open Minds & Open Inquiry  Integrity
Interdisciplinary  Highly Ranked  Diversity  Shared Drive
Expert Partners  Rigorous  Collaboration  Hardworking
Future-Focused  Hands-On, Online & Real-World  Community  Ethical and Grounded

THE “GIVE”

World-Changing Research for Discovery
Transformative Education for Learning
An Environment of Inclusion
A Culture of Persistence

PURDUE DELIVERS:

practical solutions to today’s toughest challenges

SO WE CAN:

build a better world together

THE “GET”

Delivering Innovation  Earning Respect  Creating Balance  Fostering Growth
STEM Leadership  Honor  Work and Life  Personal
New Knowledge  Confidence  Fun and Focus  Professional
Meaningful Change  Credibility  Creative and Analytical  Economic
Lasting Impact  Value and ROI  STEM and Humanities  Civic

ATTRIBUTES

CORE VALUE PROPOSITION

BENEFITS

1/15/21
WHERE WE’VE BEEN

BME Strategy Recap
To help inform the Purdue Biomedical Engineering story, we undertook a series of discovery activities.
The strategy is the result of a series of decisions that help guide the school toward its goals for the BME program.

**The strategy is:**

- Designed for internal alignment and planning — it informs marketing decisions.
- A set of frameworks and tools created specifically for marketers and communicators.
- A foundation for the important ideas, concepts and emotions that matter most to the stakeholders of the college.
The strategy is the result of a series of decisions that help guide the school toward its goals for the BME program.

The strategy isn’t:

• A complete list of everything we need to communicate.

• An outward expression of the brand (like campaigns, headlines or taglines).

• Designed to stand apart from the master brand.
Positioning

CHALLENGE

Partnerships with medical schools and hospitals are highly attractive features of a BME program, but only when closely located.

INSIGHT

The health industry is on the cusp of transformation, with the hospital no longer as the hub for delivering care.

ADVANTAGES

Purdue BME’s program benefits from:

- A history of innovation through engineering prowess
- A vast system of partnerships across disciplines and industries (which includes IU Medical)

POSITIONING

Through a commitment to innovation and cross-disciplinary collaboration, Purdue’s School of Biomedical Engineering is leading the revolution of the health industry in order to make a national and global, lasting impact.
EDUCATION
- world-renowned faculty
- sophisticated facilities (Jischke Hall, Innovation Wing)
- a collegial environment

RESEARCH
- $20 million in annual research awards
- part of a top 10 ranked engineering school
- 100+ patents and 25+ companies started

PARTNERSHIPS
- NIH MSTP with IU School of Medicine
- extensive industrial and global partnerships
- varied and vast academic ties across the University

In order to:
- radically transform the future of health
  - equipping and propelling the next generation of biomedical engineers
  - learning from leaders of the field
  - access to state-of-the-art technology
  - support toward goals
  - innovating at an accelerated pace
  - the backing to make significant discoveries
  - part of a prestigious legacy
  - fostering entrepreneurship

- integrating perspectives to solve grander challenges
  - translation in a medical context
  - learning by solving real-world problems
  - an expanded view of health beyond medicine

Purdue BME: infuses innovation and collaboration from discovery to delivery

a well-rounded education supported by preeminent resources
research fueled by the strength of Purdue engineering
powerful partnerships across disciplines and industries
While our program advances health care at a global scale, we do so only through the strength of our collegial environment. We are innovative and forward-looking, but never competitive or cutthroat. We understand that impact is accelerated through partnership.
The information we need to share about Purdue Biomedical Engineering is important.

And the way we choose to share it, through the filter of our story, is how we make it:

- **Interesting**, so that our audiences pay attention to what we have to say
- **Believable**, so that our audiences trust what we have to say
- **Relevant**, so that our audiences care about what we have to say
- **Ownable**, so that our audiences see that what we’re doing could only come from Purdue BME

By attaching the information we want to convey to one of our strategic content themes, we can give our story more depth and make it work harder.

And by continuing to attach a wide variety of stories from Purdue BME to these content themes, again and again, our audiences will begin to connect all that we do to these broader themes, and to the bigger story of Purdue.
Purdue’s Biomedical Engineering story can come to life through the use of strategic content themes.

**Priority Content Themes**

1. Backed by the power of Purdue Engineering
2. Leading the revolution of health

**Supporting Content Themes**

3. A vast system of partnerships
4. A collaborative community
5. Investment in the next generation
Purdue’s Biomedical Engineering story can come to life through the use of strategic content themes.

**Key Ideas**

- A history and culture of innovation
- Purdue’s engineering prowess
- Unrivaled resources

**Sample Messaging**

Innovation that’s driven by the deep and expansive set of Purdue engineering talent.

The scale and scope of the Purdue engineering enterprise allows for unprecedented technological innovations in healthcare.

Drawing from our historic strength in engineering, coupled with innovation and expertise in biomedical sciences, Boilermakers are transforming healthcare.

Solutions powered by all the resources and capabilities of Purdue Engineering.

From medical challenge to engineering solution. That’s my giant leap.
Purdue’s Biomedical Engineering story can come to life through the use of strategic content themes.

**Key Ideas**

- The health industry is on the cusp of transformation.
- The hospital is no longer the hub for delivering care.
- World-changing technology for immediate application
- National and global lasting impact

**Sample Messaging**

The next giant leap in healthcare starts with a complete reinvention.

Every day, we’re putting capabilities into the hands of those who will redefine and reinvent how medicine is practiced beyond hospitals.

The next giant leaps in health will enhance patient care, solve new problems, develop new biomedical solutions, and build a better future.

The persistent pursuit of new healthcare solutions is happening — not confined to hospitals — but in the collaborative spaces where disciplines come together.

Every step we take is a step closer to a radical transformation of the future of healthcare.
Purdue’s Biomedical Engineering story can come to life through the use of strategic content themes.

**Key Ideas**

- Direct access to partners across disciplines and industries
- Includes IU Medical partnership

**Sample Messaging**

Through the critical partnerships we make at Purdue University with medical device, biotechnology, and pharmaceutical companies, we have a proven track record of developing world-changing solutions.

By partnering with companies to meet critical needs, we’re able to equip those who are working to overcome the world’s most pressing medical problems.

Driving breakthroughs across research disciplines

At every step, we’re strengthened by partnerships with peer institutions, throughout industries, and across disciplines.
Purdue’s Biomedical Engineering story can come to life through the use of strategic content themes.

**Key Ideas**

- A collegial atmosphere where people are willing to help each other
- An open-lab concept, making it easier to share ideas
- Highly competent, passionate and welcoming faculty/PI

**Sample Messaging**

Persistently pursuing solutions to the world’s biggest healthcare challenges. Together.

Together, we’re persistent in our commitment to the problems we face.

We stand together, in a community of innovators and leaders, working toward our collective goals.

From the academic laboratory to patients, and every small step along the way

The next giant leap in healthcare is just small steps away — steps taken by a passionate community of students and faculty that makes it possible.
Purdue’s Biomedical Engineering story can come to life through the use of strategic content themes.

**Sample Messaging**

From an empowering education that inspires us to the careers that inspire the world. And every small step in between.

An education with the proven job placement opportunities leading to a dynamic career that can make a real difference in people’s lives.

A new generation of biomedical engineers — equipped with boundless resources and a wide range of vital connections.

Here, students are taking the small steps that lead to the next giant leap in tackling real-world healthcare challenges.

Through hands-on research activities, our students are becoming transformative thinkers, going on to big discoveries and bigger ideas.

**Key Ideas**

- Hands-on in research activities alongside faculty
- Access to a large and highly engaged network
- Opportunity to develop business, leadership, and regulatory skills that are highly sought-after by industry

**Investment in the next generation**
BROCHURE
THE POWER OF PERSISTENCE

Transforming health, from small steps to giant leaps.
Here, every step we take is a step toward the grand challenges we’ll address, the discoveries we’ll make, and the healthier lives we’ll make possible for all.

Today, the health industry is on the verge of a dramatic shift. As innovations in prevention, diagnostics, and treatments continue to advance, the hospital is no longer the only place where care is provided. And this radical transformation in health starts with biomedical engineers, and it starts here, at the Weldon School of Biomedical Engineering at Purdue University.

Here, we apply deep insights and problem-solving expertise of engineering and medicine to create the devices, procedures, and materials that are shaping the future of health. We are persistent in our commitment to the grander challenges the world faces as we delve beyond traditional approaches to invent solutions at an accelerated pace. We take discoveries from the academic laboratory directly to patients—enabling people everywhere to live better, safer, healthier lives.

The next giant leap starts with vision, with creativity, and with new connections. It starts with Purdue biomedical engineers.

Welcome to the next giant leap in healthcare.
A rich history of innovation.

Purdue University has been steadfast in developing solutions to the problems the world faces since the day it was founded. And today, the Weldon School of Biomedical Engineering is building upon a legacy of innovation. Our faculty and researchers have invented:

- Implantable cardio defibrillators
- Acoustic guidance systems for clinical tubes and catheters
- Controlled release devices for the delivery of drugs
- Bioactive scaffold for wound healing and tissue repair
- Image reconstruction algorithms for CT systems

Technology translation into new medical products

- Nearly $200M in total annual research awards; 25% from industry
- Federal research funding doubled over past 10 years
- More than 160 U.S. patents, over half licensed to company partners
- Over $25M licensing royalties over the past two decades
- 25+ companies started; $75M venture capital raised
- More than 3 million patients worldwide directly helped

The scale and scope of the Purdue Engineering enterprise allows for unprecedented technological innovations in healthcare. It means we are tapping into a deep and expansive set of biomedical engineering talent that's only strengthened by our translational partnerships.
PERSISTENT

in our commitment to addressing global healthcare challenges

Leading the revolution in health

Tomorrow's health challenges require a new approach. One that goes beyond medicine, that brings together the best thinking in many disciplines, and tackles problems from new angles. Purdue Biomedical Engineering is at the forefront of this charge, bringing an integrated perspective to solve grand challenges.

Accelerating innovation for immediate application

The most pressing health challenges the world faces must be addressed quickly. By bringing together our unique ecosystem of resources and experts, we can harness the power of this collaboration to speed solutions to market—and to grateful patients—faster than ever.

A national and global impact

Our unique position at the intersection of deep engineering expertise and forward-looking medical care enables us to make a positive impact where it matters most. Today, we’re addressing critical needs associated with the pandemic, opioid abuse, rural healthcare access, maternal and child health, as well as an array of urban and global health challenges that can be solved via technological means.
Investing in the next generation of biomedical engineers

At the Weldon School of Biomedical Engineering, every small step our students take leads to a giant leap forward in improving lives. Here, students pursue their research fields of interest, partnering with a diverse group of field-defining faculty who lead their disciplines, getting real, hands-on experience and critical personal skills they need to truly make a difference.

Gaining experience with every small step

Through experiential learning opportunities such as study abroad, undergraduate research, an expansive array of internships and capstone programs, and senior design projects, undergraduate students are making key strides to go on to big discoveries and bigger ideas.

Preparing graduates to impact industries

With a wide range of vital connections in the medical device, pharmaceutical, and biotechnology industries, critical partnerships with peer institutions, and proven job placement opportunities, our students are growing as engineers and emerging ready to take on impactful careers in a variety of positions from the moment they graduate.

Developing diverse degree options

Our master’s programs—including three innovative pathways to a graduate degree (masters, MS BME, MS BME/MBA, MS BME/MD) and a doctoral program in auditory neuroscience—draw from a wide range of faculty and facilities. Students find inspiration from unexpected and entirely unique discoveries, discovering revolutionary new ways to think about health and disease and how to address it.

Making a real difference through research

Through boundary-pushing research collaborations, students have many opportunities to translate their discoveries into effective medical products with a wide range of medical applications. Their work can offer new hope to those who suffer.
Persistently making smarter connections

Engaging partnerships that drive results

Here, every step we take in biomedical engineering is in lockstep with our industry partners. Through the partnerships we make with medical device, biotechnology, and pharmaceutical companies, we have a proven track record of developing world-changing solutions.

Building an expansive ecosystem

Our role as a vital hub within the Indiana life sciences industry enables us to make, foster, and grow our connections with the companies and institutions that are working together to put ideas into action. Every step we take is deliberate, creating vital links in the chain from research to market.

Leveraging the strengths of two premier research institutions

Through a collaboration with the Indiana University School of Medicine, we are connecting the vast resources of the largest medical school in the US with the largest of the top ten engineering schools in the US for innovative graduate training and to solve healthcare challenges.

Fueling the economy of our region

There is incredible growth in the field of biomedical engineering. Our work drives the industries that are building workforces across the Midwest and beyond in technology and innovation development, and our impact is growing even more rapidly.
PERSISTENTLY
building better collaborations

A culture of collaboration
A collaborative mindset is baked into our DNA at the Weldon School of Biomedical Engineering. Our students, faculty members, and researchers know that we can only move ideas forward when we move as a team, and that an investment in the future is one we must make together. Here, collaboration happens in the smallest interactions and at the grandest scale.

An open, free exchange of ideas
This mindset comes to life in spaces such as the Innovation Village, a nexus for collaborative applied research, technology innovation, hands-on and online instruction, and outreach to corporate and healthcare partners. In this open-lab concept, researchers are encouraged to pool their talents, share their discoveries, and innovate together.

A welcoming community
There’s something special about the community at the Weldon School. There’s a family feel among the people who come together in these spaces, making this a diverse environment where all perspectives are welcomed and everyone is respected.
Join us as we make the next giant leap in the future of healthcare.

engineering.purdue.edu/BME
THE POWER OF
PARTNERSHIPS
Every Step We Take, Together
The progress we’ve made,

**TOGETHER.**

Every day at the Weldon School, biomedical engineers come together to collaborate, innovate, and fuel a revolution in the health industry.

But it’s only through our partnerships with forward-thinking companies and institutions that we can translate our research findings into commercial applications.

For more than 30 years, we have been taking the small steps that lead to giant breakthroughs and discoveries, again and again and again. Our partnerships have enabled us to advance thinking and develop solutions in areas such as implantable cardiovascular devices, replacement tissues, drug delivery systems, image reconstruction, point-of-care diagnostics, and wearable devices.

These discoveries have generated more than 100 U.S. patents and helped bring countless medical products to the marketplace, where they are working every day to create new possibilities in the lives of millions of people everywhere.
Partnerships that help us

Through our connection to the Indiana and regional life science industries, we are able to operate as a hub through which innovation grows and flourishes. We are a fundamental step in the chain that starts with research and comes to life in the partnerships that enable us to fast-track breakthroughs from the lab to the marketplace.

The partnerships we make, grow, and foster are ongoing and long-lasting, resulting in productive outcomes for all.

Regional

Indiana University School of Medicine
A unique partnership between our school with the Indiana University School of Medicine has positioned us to be one of the most comprehensive and clinically-oriented translational research enterprises in the world.

National

Cook Medical
A newly-formed research and design evaluation alliance with Cook Medical brings an array of cardiovascular and related products to the market more rapidly.

Eli Lilly
A major research partnership with Eli Lilly and Company in the area of connected solutions is translating laboratory discoveries into life-saving medical devices that deliver patient-specific personalized therapy.

National Institute of Drug Abuse
A unique research collaboration that propels forward an affordable, longer-lasting, patient-friendly injectable treatment for opioid users, offering new hope for those who suffer.

Global

Chong Kun Dang (CKD)
A decade-long international partnership target at novel drug delivery systems and approaches that meet critical healthcare needs.
PARTNERSHIPS

that expand our capabilities

Here, we are connecting the more than 30 insightful and experienced core faculty of the Weldon School of Biomedical Engineering—as well as 100 doctoral students, over 25 postdoctoral fellows, and 15 full-time research staff—to best-in-their-field experts. Our depth and breadth of expertise is growing every day, with new members being added to our team to expand our research prowess.

Our strategic location on campus gives us easy access to researchers in veterinary medicine, nanotechnology, entrepreneurship, and life sciences. This incredible network of cross collaborations allows us to share knowledge, push ideas further, and explore in new directions unencumbered by the borders between disciplines. It’s an environment that provides the perfect opportunity for new companies to build on our successes to establish lifetime partnerships with the next generation of advanced research.
PARTNERSHIPS
that put solutions into action

We are persistent in our commitment to the problems the world faces as we delve beyond medicine to invent solutions at an accelerated pace.

We believe in a straightforward approach to research, transforming that research into products, and putting those products into the hands of those who will solve new problems, enhance patient care, and build a better future.

Our approach is unlike the traditional academic partnerships:

- Reduced start time— from months to just days—through our fast-track arrangements.
- Endless adaptability to fit our partners’ needs with our integrated partnership models.
- Smarter intellectual property agreements that benefit all partners.

We are committed to finding the right fit for every arrangement—regardless of company or project size—and building strong partnerships.

Our impact can only grow with the collective strength of our dynamic environment. Together, we’re always working toward our next giant leap in healthcare.
Partnerships with space to WORK AND GROW

It all comes together here, in our world-class facility for biomedical engineering research and education. With over 120,000 square feet of state-of-the-art research and instructional spaces, including advanced biological laboratories with device and instrument design and rapid prototyping and comprehensive preclinical studies laboratories, all located in Purdue’s Discovery Park, we are positioned perfectly for interdisciplinary research and development.

It’s a space that’s built for connectivity, with seamless access between wet laboratories, instrumentation fabrication suites, and preclinical testing capabilities.

Flexibility is built into the layout, with lab spaces that can be easily rearranged, with benches and other mobile equipment to be quickly reconfigured for the varied aspects of prototype design and testing.

Care was taken to provide secure personnel access, through a layered approach, to increasing levels of research protocols. All laboratories also include state-of-the-art safety systems, so that both people and research are protected.
Join us as we make the next giant leap in the future of healthcare.

engineering.purdue.edu/BME
It’s just three questions, and they’re as simple as they are important.

1. Question 1: Who are we talking to?
2. Question 2: What are we highlighting about BME?
3. Question 3: Which filter would tell this story best?
Who are we talking to?

BME’s priority audiences for content disbursement are as follows:

**FUTURE STUDENTS**
- Future graduate students
- Future undergraduate students

**PEERS**
- Biomedical engineering peer institutions
- Other academics and administrators

**PARTNERS**
- Medical device, biotechnology and life sciences industries
- Clinical partners
- Advisory Council
Purdue’s Biomedical Engineering story can come to life through the use of strategic content themes.

**Priority Content Themes**

1. Backed by the power of Purdue Engineering
2. Leading the revolution of health

**Supporting Content Themes**

3. A vast system of partnerships
4. A collaborative community
5. Investment in the next generation
Every story that we tell about Purdue University should support the larger messages behind it. To do so, it’s important that each story have a singular focus. As you consider all the elements of your story and the themes it’s conveying, use one of the following filters to tether your facts to one, higher-level truth about Purdue

**A story of people.**

Use your story to illustrate the kind of people we are.

**THINK:**

“We are the kind of people who ____________.”

**A story of place.**

Use your story to highlight the uniqueness of this place.

**THINK:**

“We are the kind of place where ____________.”

**A story of process.**

Use your story to show our specific way of doing things.

**THINK:**

“We’re able to do all these things because we do them our own way.”
LET’S PRACTICE.
Example 1

NIH Tech Accelerator Challenge

- Professor Young Kim awarded top prize of $400,000
- Developing a non-invasive, smartphone based platform to detect anemia and SCD
- Analyzes photos of the inner eyelid
- Will increase speed of diagnosis and treatment
- Allows people to better manage blood disorder from home
- Can expand to developing countries that don’t have the infrastructure to provide blood tests

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Engineering Pediatrics Consortium

- Partnership between BME, IU Department of Pediatrics, Riley Hospital for Children, and Cook Medical, Inc.
- Creating a comprehensive consortium solely dedicated to the well-being and care of infants and children.
- Will form an unrivaled nexus for the creation of new medical devices for unmet clinical needs.
- Will train an entirely new set of engineers and physicians.
- Will propel Indiana as the world’s hub for technological innovation and translation in pediatric care.

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Professional Master’s Program

- A program dedicated to preparing students for careers in industry.
- Designed for individuals seeking a “real-world” work experience.
- Curriculum can be tailored to support individual career interests.
- Includes a 6-12 month internship.
- Can be completed in as few as three semesters.
- Students will gain firsthand knowledge of a leading medical device company, deepened technical acumen, and a competitive edge in the job marketplace.

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QUESTIONS?
THANK YOU.