STRATEGIC MESSAGING TRAINING

Biomedical Engineering
January 2021

PURDUE UNIVERSITY | ologie

Your Ologie Team

Nathan Thornton
Executive Creative Director

Mandi Cohen
Associate Director, Strategy

WHERE WE'VE BEEN

Master Brand Recap

Master Brand Strategy

"GIANT LEAPS" MUST BE SEEN AS:

- Aspirational
- Current
- More than just STEM (inclusive)
- More than just astronauts

...WHILE ALSO BECOMING MORE:

- 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.
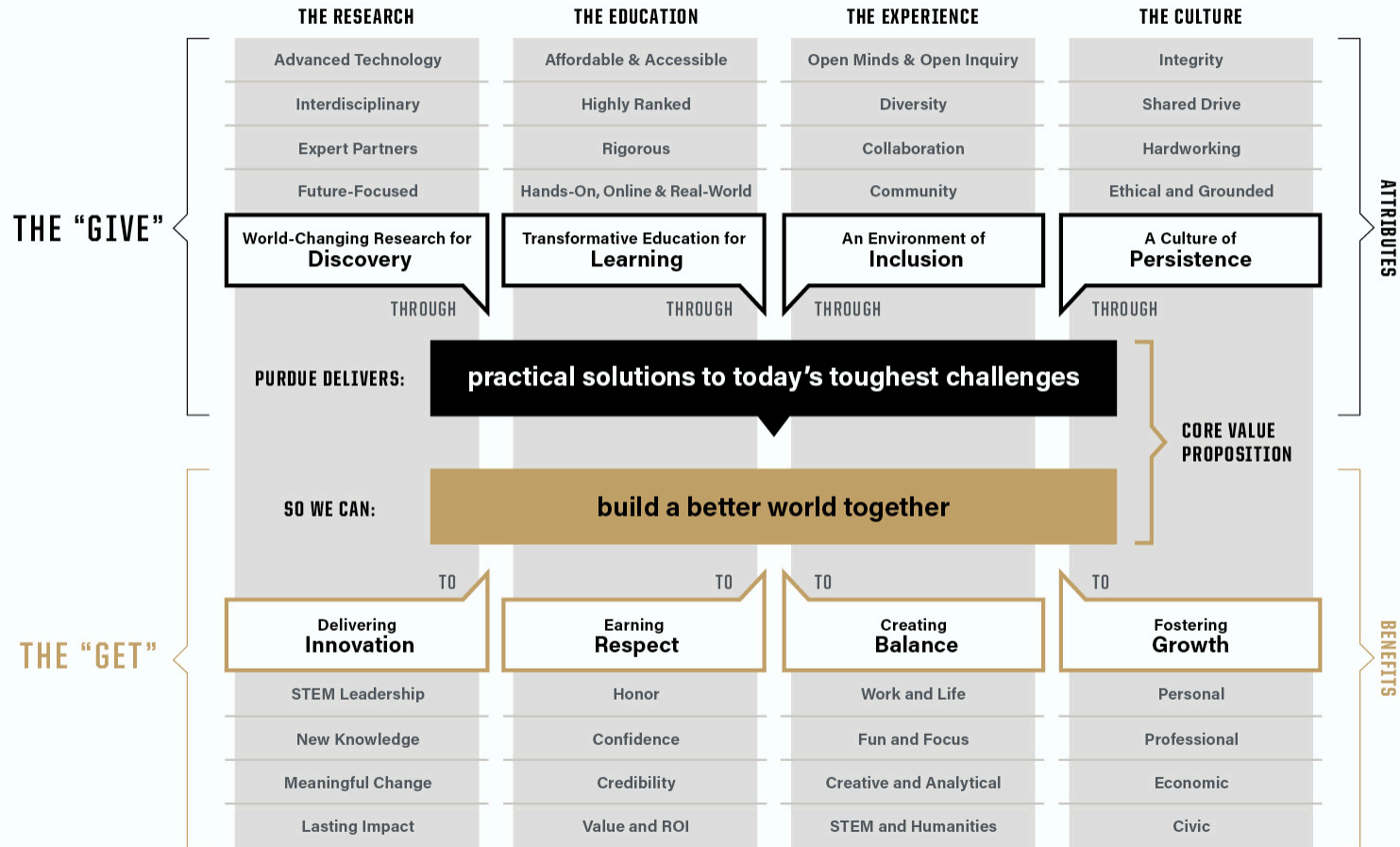
BRAND ESSENCE

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	
THE "GIVE"	Advanced Technology	Affordable & Accessible	Open Minds & Open Inquiry	Integrity	**ATTRIBUTES**
	Interdisciplinary	Highly Ranked	Diversity	Shared Drive	
	Expert Partners	Rigorous	Collaboration	Hardworking	
	Future-Focused	Hands-On, Online & Real-World	Community	Ethical and Grounded	
	World-Changing Research for **Discovery**	Transformative Education for **Learning**	An Environment of **Inclusion**	A Culture of **Persistence**	
	THROUGH	THROUGH	THROUGH	THROUGH	

PURDUE DELIVERS: practical solutions to today's toughest challenges

CORE VALUE PROPOSITION

SO WE CAN: build a better world together

	TO	TO	TO	TO	
THE "GET"	Delivering **Innovation**	Earning **Respect**	Creating **Balance**	Fostering **Growth**	**BENEFITS**
	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	

WHERE WE'VE BEEN

BME Strategy Recap

Approach

To help inform the Purdue Biomedical Engineering story, we undertook a series of discovery activities.

In-Depth Interviews

Communications Audit

Competitor Audit

Strategy

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.

Strategy

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

ADVANTAGES

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

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.

Messaging

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

a well-rounded education supported by preeminent resources

research fueled by the strength of Purdue engineering

powerful partnerships across disciplines and industries

Purdue BME: infuses innovation and collaboration from discovery to delivery

In order to: radically transform the future of health

equipping and propelling the next generation of biomedical engineers

innovating at an accelerated pace

integrating perspectives to solve grander challenges

- learning from leaders of the field
- access to state-of-the-art technology
- support toward goals

- the backing to make significant discoveries
- part of a prestigious legacy
- fostering entrepreneurship

- translation in a medical context
- learning by solving real-world problems
- an expanded view of health beyond medicine

Personality: BME

BRAND PERSONALITY

A filter that guides our look, feel and tone-of-voice

HOW WE WANT PEOPLE TO
THINK ABOUT PURDUE

Intentional
Focused, deliberate, serious,
dedicated to process

Respected
Proven, valuable, credible, reliable,
rigorous, a brand you can trust

Innovative
Intelligent, smart, insightful,
a dot-connector

HOW WE WANT PEOPLE TO
FEEL ABOUT PURDUE

Inclusive
A collaborative community, inviting,
friendly, supportive, open minded,
a family

Balanced
Confident but never arrogant,
well-rounded, level-headed,
smart but also human

Driven
Relentless, persistent,
always leaning in

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.

Content Themes

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.

Content Strategy: Content Themes and Sample Messages

Purdue's Biomedical Engineering story can come to life through the use of strategic content themes.

Priority Content Themes

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

Supporting Content Themes

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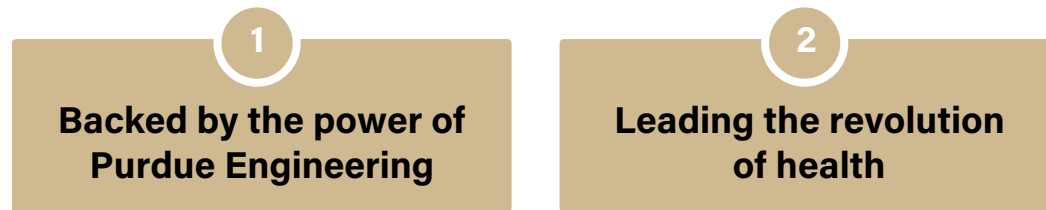
Purdue's Biomedical Engineering story can come to life through the use of strategic content themes.

①

Backed by the power of Purdue Engineering

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.

Content Strategy: Content Themes and Sample Messages

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2

Leading the revolution of health

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.

Content Strategy: Content Themes and Sample Messages

Purdue's Biomedical Engineering story can come to life through the use of strategic content themes.

3

A vast system of partnerships

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.

4

A collaborative community

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.

Content Strategy: Content Themes and Sample Messages

Purdue's Biomedical Engineering story can come to life through the use of strategic content themes.

5

Investment in the next generation

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

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.

BROCHURE

01

THE POWER OF PERSISTENCE

Transforming health, from small steps to giant leaps.

PURDUE UNIVERSITY® | Weldon School of Biomedical Engineering

The next
GIANT LEAP
in health starts with Biomedical Engineering

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.

PERSISTENT

in our pursuit of invention

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.

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 cardiac defibrillators
- acoustic guidance systems for clinical tubes and catheters
- controlled release devices for the delivery of drugs
- bioscaffolds for wound healing and tissue repair
- image reconstruction algorithms for CT systems

Technology translation into new medical products

- Nearly $20M in total annual research awards; 25% from industry
- Federal research funding doubled over past 10 years
- More than 100 U.S. patents, over half licensed to company partners
- Over $30M licensing royalties over the past two decades
- 25+ companies started; $75M+ venture capital raised
- More than 3 million patients worldwide directly helped

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 front of that 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.
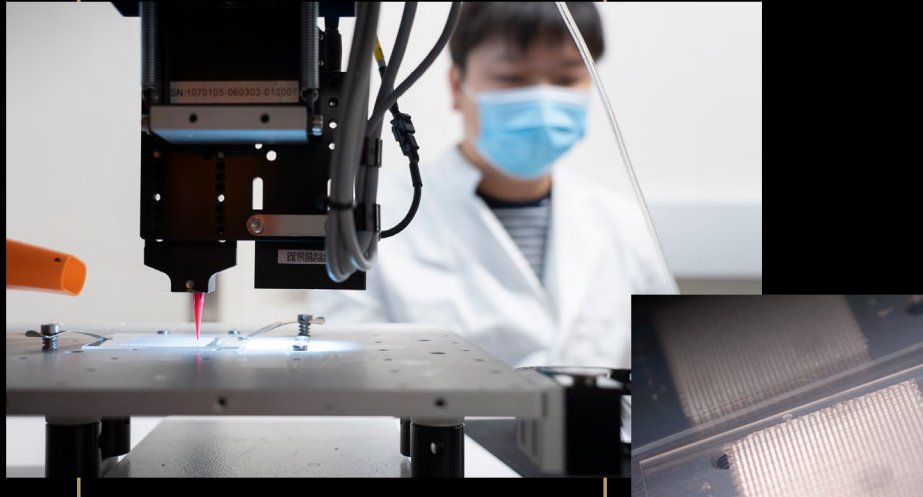
PERSISTENT
in our groundbreaking biomedical engineering education

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 co-op 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 (non-thesis 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 unlikely sources, 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.
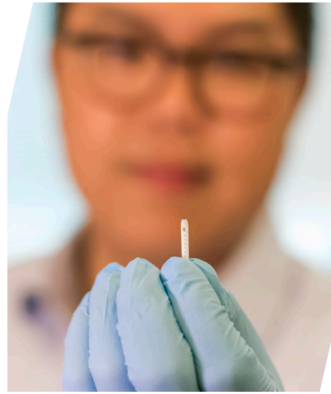
PERSISTENTLY

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 Wing: 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.

Brochure

Join us as we make the next giant leap
in the future of healthcare.

engineering.purdue.edu/BME

PURDUE UNIVERSITY® | Weldon School of Biomedical Engineering

02

THE POWER OF

PARTNERSHIPS

Every Step We Take, Together

PURDUE UNIVERSITY. | **Weldon School of Biomedical Engineering**

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

THRIVE

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 nearly half-century research and design evaluation alliance with **Cook Medical** brings an array of cardiovascular and related products to the market more rapidly.

Eli Lily

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 partnership:

- 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.
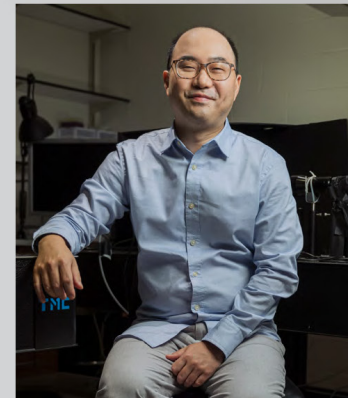
Partnerships with space to

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.

Brochure

Join us as we make the next giant leap
in the future of healthcare.

engineering.purdue.edu/BME

PURDUE UNIVERSITY® | Weldon School of Biomedical Engineering

TELLING OUR STORY

It's just three questions, and they're as simple as they are important.

1

Question 1:
Who are we talking to?
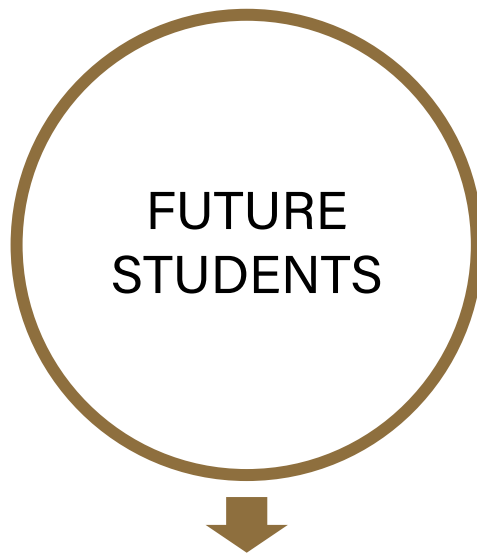
2

Question 2:
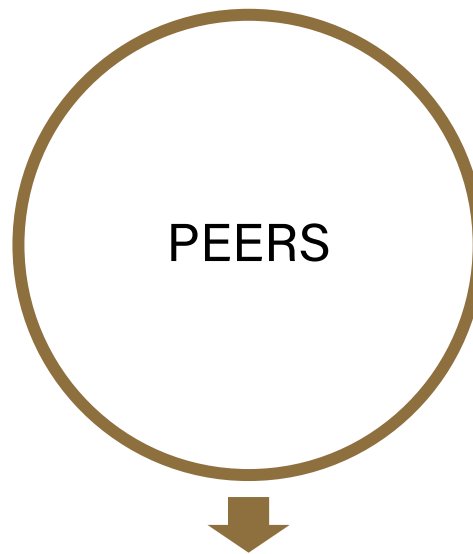**What** are we highlighting about BME?

3

Question 3:
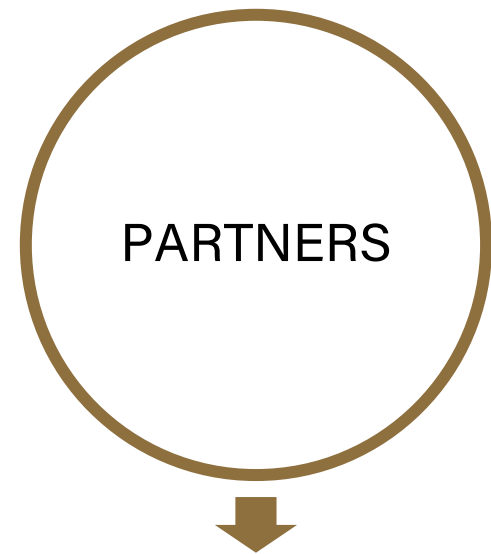**Which** filter would tell this story best?

Who are we talking to?

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

FUTURE STUDENTS

Includes
- Future graduate students
- Future undergraduate students

PEERS

Includes
- Biomedical engineering peer institutions
- Other academics and administrators

PARTNERS

Includes
- Medical device, biotechnology and life sciences industries
- Clinical partners
- Advisory Council

What are we highlighting about BME?

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

Filters for Storytelling

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."
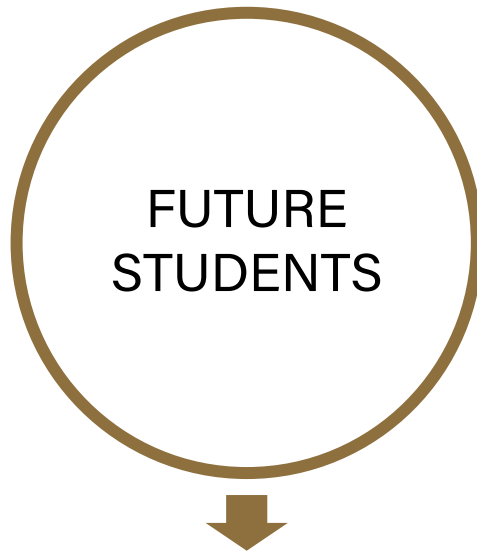
LET'S PRACTICE.

Example 1

NIH Tech Accelerator Challenge

o   Professor Young Kim awarded top prize of $400,000

o   Developing a non-invasive, smartphone based platform to detect anemia and SCD

o   Analyzes photos of the inner eyelid

o   Will increase speed of diagnosis and treatment

o   Allows people to better manage blood disorder from home

o   Can expand to developing countries that don't have the infrastructure to provide blood tests

1. **Who are we talking to?**

2. **What are we highlighting about BME?**

3. **Which filter would tell this story best?**

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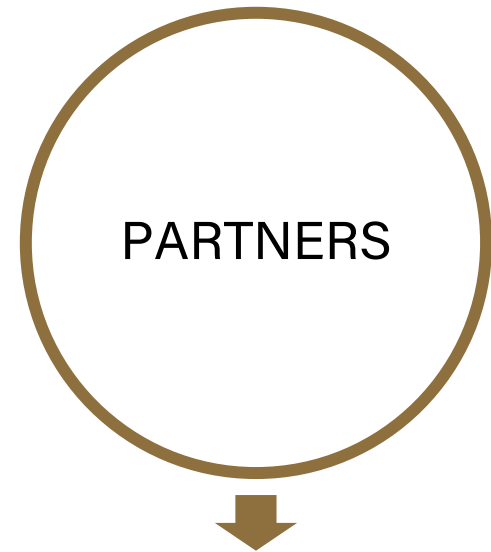
FUTURE STUDENTS

PEERS

PARTNERS

Includes
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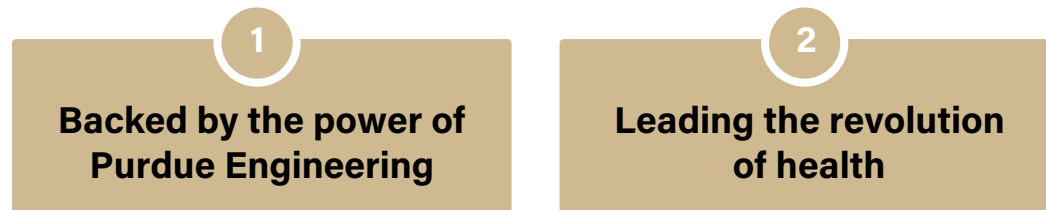- Other academics and administrators

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Priority Content Themes

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

Supporting Content Themes

3	4	5
A vast system of partnerships	**A collaborative community**	**Investment in the next generation**

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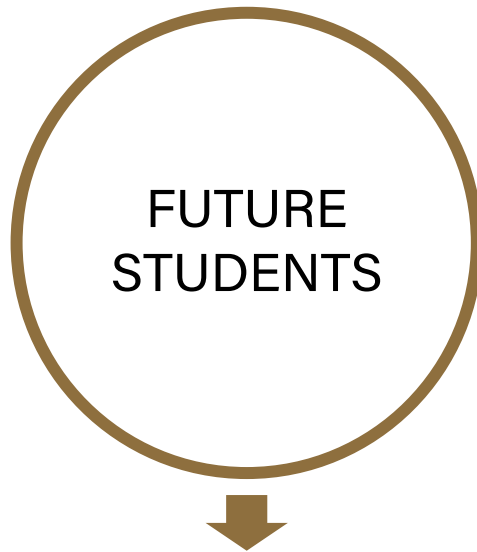
Example 2

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.
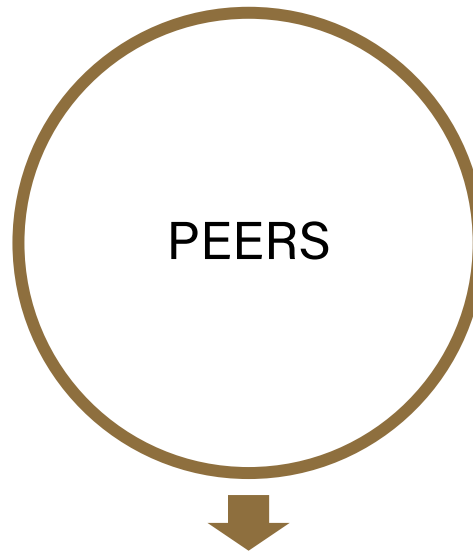
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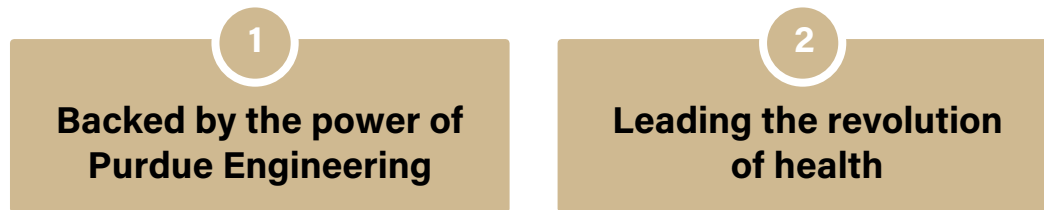- Biomedical engineering peer institutions

- Other academics and administrators

Includes

- Medical device, biotechnology and life sciences industries

- Clinical partners

- Advisory Council

What are we highlighting about BME?

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

Filters for Storytelling

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."
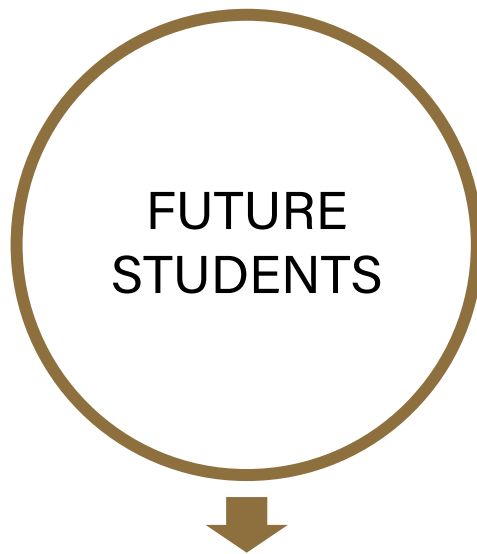
Example 3

Professional Master's Program

o   A program dedicated to preparing students for careers in industry.

o   Designed for individuals seeking a "real-world" work experience.

o   Curriculum can be tailored to support individual career interests.

o   Includes a 6-12 month internship.

o   Can be completed in as few as three semesters.

o   Students will gain firsthand knowledge of a leading medical device company, deepened technical acumen, and a competitive edge in the job marketplace.

1. Who are we talking to?

2. What are we highlighting about BME?

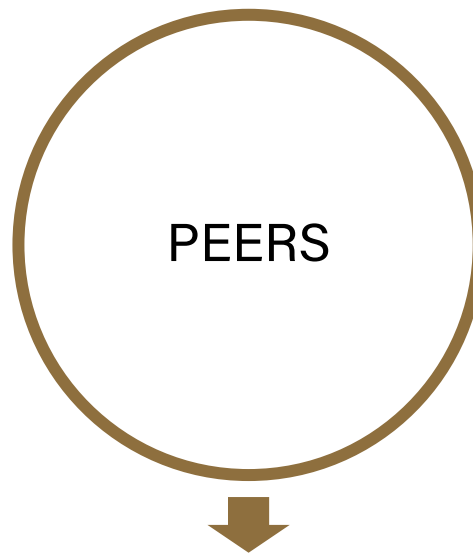**3. Which filter would tell this story best?**

Who are we talking to?

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

FUTURE STUDENTS

Includes
- Future graduate students
- Future undergraduate students

PEERS

Includes
- Biomedical engineering peer institutions
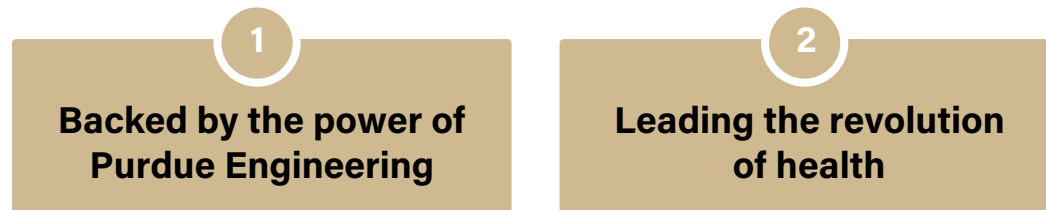- Other academics and administrators

PARTNERS

Includes
- Medical device, biotechnology and life sciences industries
- Clinical partners
- Advisory Council

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THINK:
"We're able to do all these things because we do them our own way."

QUESTIONS?

THANK YOU.