

MESSAGE MAP

Our message map is built from the three key message themes that support our core value proposition. Our secondary messages create a point of view for

our story, and specific support points prove our message true in very real and specific ways.

1 Non-Traditional University

- a specialized approach for adult learner populations
- flexible course modalities, scheduling and locations
- only the necessary services and processes
- a depth and dynamic in the classroom that's not found in a traditional setting

a collegiate experience that's different by design

through

2 Urban Location

- convenient access to other major cities
- committed faculty who are dedicated to exceptional teaching
- high-powered programs built to address emerging urban challenges
- relevant teaching that's shaped by real-world practice and issues
- an anchor institution that's woven into the networks of Maryland

a vibrant city atmosphere that provides plugged-in education

through

3 Access to Transformation

- excellence in research, scholarship and creative activity
- wrap-around support that ensures success
- high-value, affordable degree options
- recognition for successful outcomes and social mobility
- hyper-local programs and partnerships

community engagement that ignites untapped talent and potential

through

The University of Baltimore:

FORGES ENGAGED CITIZENS OF A MODERN SOCIETY

who are:

EQUIPPED WITH THE KNOWLEDGE AND FORTITUDE TO CREATE THEIR OWN FUTURE

Attributes
(our offer)

CORE VALUE PROPOSITION

Benefits
(the outcome)

so students can

achieve everyday success in life

- an environment that's well suited for serious learners
- achieving balance between life's multiple priorities
- a keen focus on academic studies
- rich inclusion of ideas, perspectives and points of view

so students can

navigate the demands of the modern workforce

- more options available for life after college
- individual guidance and mentorship
- a more informed approach to addressing interconnected city issues
- a portfolio of skills that adds value immediately in the workplace and community
- relationships and connections that lead straight into a thriving economy

so students gain

a sense of purpose and meaningful direction

- a launching pad for living a life of consequence
- confidence in and stronger promotion of oneself
- a faster route to financial success
- proven ROI and assurance in one's decision and investment
- avenues of opportunity