

MESSAGING GUIDE

HARNESS OAKLAND UNIVERSITY'S STORY TO WRITE YOUR OWN ON-BRAND MESSAGING.

STEP 1: GET INTO CHARACTER

You're about to communicate the story of Oakland University by creating your own on-brand messaging.

The first step is to get yourself into character. Remember, Oakland University is a singular human being with one voice—not a fragmented split personality that people can't recognize. So, you must start by assuming the persona of the organization. You are writing and speaking on behalf of this human personality regardless of the specifics of the message.

STEP 2: LIST THE EVIDENCE

Motivated by the personality and character of Oakland University, identify the tangible evidence that is important to your message. Don't worry about creative flair, just make a list of **facts, data, events, details, people, places** and other pertinent information about the message you desire to create.

STEP 3: MAP EVIDENCE TO A DIMENSION

Oakland University's master narrative is defined by three storylines. Each storyline is an on-personality messaging pillar. Notice that each storyline is associated with five unique dimensions. These dimensions offer more relevant connections to what you're writing about. Your objective is to "map your evidence" and find the right dimension for your evidence. Review all of the available dimensions across the messaging platform and determine which best aligns with your message:



Responding to every challenge and change with adaptability and continued growth.



Empowering

Affording the tools, resources, and skills to encourage self-discovery and instill confidence.



Providing tools and opportunities that empower students and push for their highest achievement.



Optimizing financial and human resources to increase opportunities and enhance the student experience.



Growing

Increasing and leveraging resources to develop and empower an expanding campus community.



A firm foundation and steady vision that consistently delivers on promises.



Pursuing goals until accomplished to grow and prosper the campus community.



Exploratory [A]

Opening doors to new experiences and unique collaborations to make meaningful impact.



Pursuing excellence without compromise to promote a premiere academic experience.



A relentless resolve to achieve and help others achieve to reach their fullest potential.



Pioneering

Pushing boundaries with courage and innovation to be a leader of change.



A recognized presence and high-profile programs that strengthen community and motivate partnerships.



Tirelessly moving forward in spite of adversity and supporting students to deliver on promises.



Experiential

Providing diverse hands-on learning opportunities that are significant, worthwhile, and progressive.



Proud

Reveling in history, traditions, students, and faculty, and applauding their constant advancement.

STEP 4: MAP TO THE STORYLINE

Next, your chosen dimension will guide you to the best storyline for the message you're crafting. For example, a green dimension will guide you to the corresponding green storyline. Note that each storyline is weighted toward certain color characteristics in Oakland University's personality, which will influence the tone and style of your writing.

OAKLAND'S RELENTLESS DETERMINATION PROPELS US EVER FORWARD



We face change and adversity with resilience, resolve, and growth. We never quit, overcoming every challenge with creative and highly resourceful problem solving to raise quality and propel experiences on campus and beyond. Our tenacious determination to achieve and help others achieve drives progress and expands the breadth of our impact, for the betterment of all.

OAKLAND'S EXPERIENTIAL MINDSET EMPOWERS POSSIBILITIES



We are a gateway to adventure in Detroit and beyond, opening doors to diverse opportunities and meaningful collaborations that motivate students and encourage self-discovery. We greet newness and change with confidence and curiosity, empowering students with the tools, resources, and real-world experience to explore the possibilities, push the boundaries of knowledge, and create solutions that move society forward.

OAKLAND IS AN UNCOMPROMISING FORCE FOR GROWTH AND PROGRESS



We are a strong and stable contender effectively pursuing academic excellence without compromise. We cultivate lives of success through high-profile programs and a continual quest for new opportunities, empowering students to meet goals and thrive in a competitive world. Standing confident on a firm foundation and steady vision, we are developing strong roots that anchor our influence and grow us into an accomplished and eminent leader in our community, state, and world.

STEP 5: BUILD YOUR LADDER

Using a laddering technique, you'll build the basic framework of your message using one of the following two sequences:

UP THE LADDER

1. EVIDENCE

Start by listing your evidence, or fact...

2. DIMENSION

Integrate the essence of your selected dimension...

3. STORYLINE

Finish by connecting to the main storyline.

DOWN THE LADDER

1. STORYLINE

Start by utilizing the main storyline...

2. DIMENSION

Integrate the essence of your selected dimension...

3. EVIDENCE

Finish by connecting to your evidence, or fact.

STEP 6: GATHER KEYWORDS AND PHRASES

Once you've chosen the right laddering technique for your message, gather appropriate keywords and phrases that align with your chosen storyline and dimension to help you in the creative-writing process. These can be any bits of content that you feel are inspiring and appropriate for your message. Refer back to the content in the strategy deliverable to assist you.

STEP 7: CRAFT THE MESSAGE

Now you're ready to write! You have all the tools at your disposal to create a narrative that's entirely on-brand, focused, and unique to your communication needs. Go for it!