An Inspiring and Visible Brand

Furman Identity

- Create a holistic identity that pulls together the academic and humanistic nature of faculty, staff, and students within a shared Furman experience.
- All faculty, staff, students, and alumni can articulate the distinctiveness of the Furman experience in simple, clear language. This initiative would craft simple, clear language surrounding Furman’s mission, vision, and values, and ensure we can all articulate it.
- Foster commitment to student development and enrichment inside and outside the classroom, uplifting students at Furman and after Furman.

Elevate Brand Awareness and Reputation

- Become known as the most innovative liberal arts and sciences university in the nation regarding academics, student-centered programming, outcomes, impact, and consequence.
- Amplify the initiatives and assets that differentiate and elevate the Furman brand to continue to build demand and engagement.
- Increase and build brand awareness and reputation nationally through integrated marketing and communications initiatives, prominent partnerships, high market visibility, promotion of faculty/staff expertise, and consistent positioning as innovators and thought leaders.

Rankings

- Influence and increase US News Rankings by focusing in two areas:
  - Create an internal team to evaluate all metrics and put into action what can be improved in the short and long term;
  - Continue to build awareness and relationships with our peer institutions to positively influence their voting with an eye on improving the peer assessment score.
Prestige

- Define and emphasize prestige by highlighting academic rigor, personnel successes, student-centered programming (TFA/Pathways Program), research Institutes/Centers, high-profile grants, and athletic achievements
- Magnify campus personnel with prestige within their disciplines.

Greenville’s University

- Become Greenville's flagship university, known for its community engagement and academic partnerships with the larger Upstate area. Develop a symbiotic relationship between Furman University and the Greenville/Upstate community to enhance community engagement and student/faculty/staff experiences.
- Examine Furman's historical connections to Greenville and connect with the community for future planning

Physical Campus

- Align campus environment with a standard of excellence.
- Evolve the campus infrastructure to attract prestigious programs and events that would further spread our branding while building stature, revenue, and physical engagement.
- Create inclusive spaces to congregate, build a sense of community, and focus on their well-being in facilities that are exemplified in higher education as innovative and pioneering.

Prepare for Future Generation of Students

- Deeply understand the future generation's needs and develop programs to differentiate and create demand for the university.