

## Leading from the Front Lines

**THE CHALLENGE** The Clinton School of Public Service was the first in the U.S. to offer a Master of Public Service (MPS) program. While this offering is unique, the school competes for students who are considering MPA, MPH, and MPP degrees. Our recommendation: a more emphatic brand voice and outcome-focused messages to build awareness as recruitment scaled up.

**THE IMPACT** With a core idea of equipping students for “the tough work of on-the-ground change,” we developed a brand narrative and supporting messaging that brought greater storytelling energy to a distinctive set of program features and an impressive alumni network. The Clinton School has seen a 30 percent increase in applications and is reaching future leaders whose service will prove invaluable on a national and global scale.

### PROJECT COMPONENTS

Positioning and messaging

Brand training

Print

Campaign logo

The Clinton School’s Master of Public Service degree is grounded in an unshakeable belief: our common humanity is a powerful force for transformative, sustainable change.

**Our school’s namesake, President Bill Clinton,** has always believed that even in the most contentious, polarizing times, people can find common ground and work together to create enduring solutions.

The first Master of Public Service degree in the nation, the MPS is an action oriented program focused on putting people first, and equipping students for the tough work of participatory, on the ground change.

## Power of the MPS

**A degree that can flex.** We don't subscribe to a narrow definition of public service. Our program is customizable and...

## Field Experience

**The three for credit field experiences: change through direct engagement.** Intensive experiential learning has...

## Communications

**Facilitate dialogue across the divide.** Change makers and organizations have more data at their fingertips than ever...

## Integrated Academics

**A holistic approach to impact.** The MPS doesn't elevate one academic discipline over another: We balance rigorous...

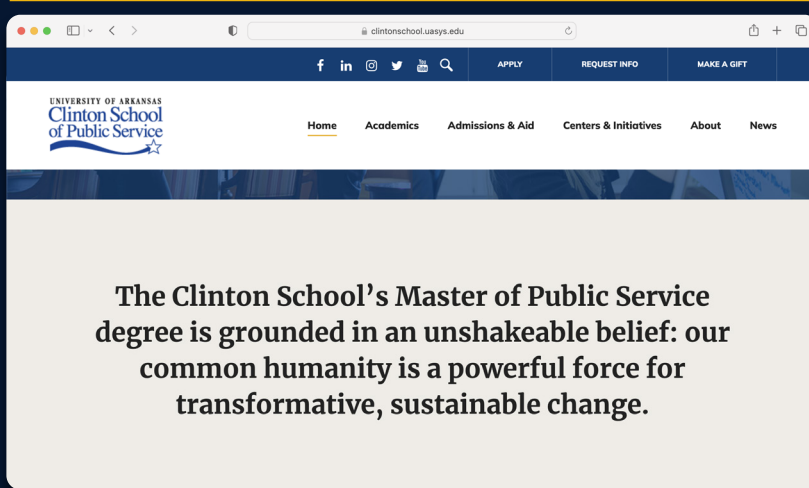
## Outcomes

**Lead transformation for anyone.** The MPS prepares you to lead more responsive, resilient...

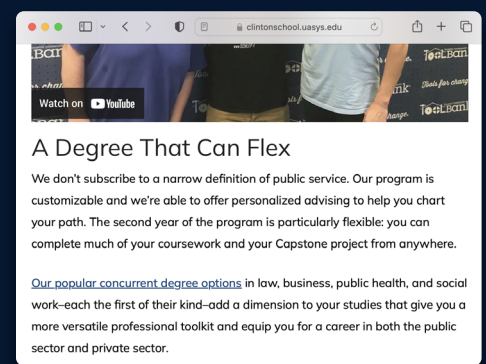
## Network/Community

**Your network begins the first week.** At the Clinton School, we teach and model the power of relationships. Our...

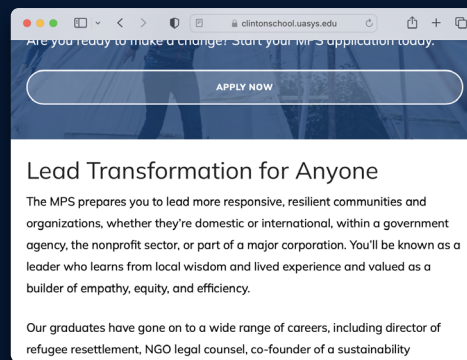
## Brand Narrative



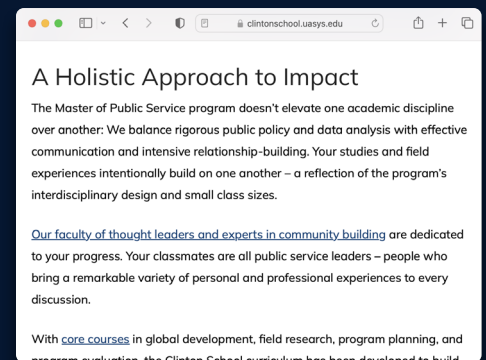
## Power of the MPS



## Outcomes



## Integrated Academics



Brand language on the school's website

**“***The language is doing some heavy lifting across our new website. Y'all were great partners and truly helped us package ourselves in a way that resonates with prospective students. Year over year, we're on the strong trajectory we've aimed for.***”**

**Patrick Newton, Director of Marketing and Communications**  
 University of Arkansas Clinton School of Public Service