





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 outcomefocused messages to build awareness as recruitment scaled up. **THE IMPACT** With a core idea of equipping students for "the tough work of on-theground 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.

Brand Narrative





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...

Supporting Messages



Brand Narrative

Brand language on

the school's website



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Outcomes



Lead Transformation for Anyone

The MPS prepares you to lead more responsive, resilient communities and organizations, whether they're domestic or international, within a government agency, the nonprofit sector, or part of a major corporation. You'll be known as a leader who learns from local wisdom and lived experience and valued as a builder of empathy, equity, and efficiency.

Our graduates have gone on to a wide range of careers, including director of refugee resettlement, NGO legal counsel, co-founder of a sustainability

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 we're able to offer personalized advising to help you chart your path. The second year of the program is particularly flexible: you can complete much of your coursework and your Capstone project from anywhere.

<u>Our popular concurrent degree options</u> in law, business, public health, and social work-each the first of their kind-add a dimension to your studies that give you a more versatile professional toolkit and equip you for a career in both the public sector and private sector.

Integrated Academics

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A Holistic Approach to Impact

The Master of Public Service program doesn't elevate one academic discipline over another: We balance rigorous public policy and data analysis with effective communication and intensive relationship-building. Your studies and field experiences intentionally build on one another – a reflection of the program's interdisciplinary design and small class sizes.

<u>Our faculty of thought leaders and experts in community building</u> are dedicated to your progress. Your classmates are all public service leaders – people who bring a remarkable variety of personal and professional experiences to every discussion.

With $\underline{\text{core courses}}$ in global development, field research, program planning, and

66 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