

# University Brand Platform and Talking Points



JOHNSON & WALES  
UNIVERSITY

# University Brand Platform

## Elevator Pitch

Since its founding as a business school in 1914, Johnson & Wales has embraced a bold, industry-responsive culture committed to shaping agile graduates who are prepared and confident to enter a highly dynamic workforce. The university is dedicated to the professional and personal growth and success of its students, ensuring access to an immersive education, resources, networks and expertise necessary for a world of possibilities.

## Brand Storylines

Four foundational principles are at the core of Johnson & Wales University. Each showcases a distinct and powerful message about the university, highlighting areas of pride, impact, culture and a forward-looking philosophy. These storylines can be woven into our Wildcat community through internal peer-to-peer conversations, as well as external wider community networking. They are key thought starters when creating university collateral, messaging, programming, scripts, events, pitches, signage and sharing who the university is with the world.

## Accessible Education that Puts Student Needs First

In 1914, Gertrude I. Johnson and Mary T. Wales fulfilled their vision of opening their own school of business. At a time when women did not possess the right to vote in the United States, Gertrude and Mary pursued a dream many would have thought impossible. Steadfast in the belief that education meant opportunity, the pair navigated challenges in the pursuit of their students' highest potential. They were successful due to their collaboration and willingness to roll up their sleeves to do the hard work necessary for progress.

Today, we uphold our founders' approach to success by ensuring that collaboration and a resilient spirit are at the core of what we do. We recognize the Johnson & Wales way creates a pathway high-quality academics, strong businesses and thriving communities.

### Takeaways:

*JWU prioritizes an accessible education that paves the way for social and economic opportunities.*

*JWU has a steadfast commitment to student success and potential, leading with a student-first approach.*

*Our founders' bravery, resilience and commitment fuel our community's passion for education and civic responsibility.*

EXAMPLES: JWU Serves | community partnerships | founders' history | vision and mission statement | Wildcat Way

## Paving the Path for Infinite Possibilities

Our students' top priorities are financial stability and career outcomes. That is why everything we do is built to provide access to the education, resources, network and expertise necessary for a world of possibilities.

### Takeaway:

*JWU realizes that students and their families make more than a monetary investment in the university — they're investing time and emotions to achieve future career success. JWU is equally as invested in ensuring students have access to all the resources, networking opportunities and skills they need to pursue their passions. This includes support inside and outside of the classroom.*

EXAMPLES: labs and facilities | Experiential Education & Career Services | Directed Experiential Education | internships and co-ops | study abroad | research and field work | Center for Student Research and Interdisciplinary Collaboration | JWU360 | faculty mentors | campus hosted job fairs | Student Research, Design & Innovation Symposium | First-Year Seminar | Visiting Industry Professional series

## Enduring, Industry-Responsive Culture

Since its founding as a business school, Johnson & Wales has embraced an industry-responsive culture committed to creating opportunities for its students. This spirit led to nationally recognized culinary and hospitality programs — and continues to drive the university to look to the future and invest in high-demand fields.

### Takeaway:

*JWU's success cannot be summed up in a single academic program area, but rather, in its approach to education. We are industry-responsive at our core, developing and growing programming to meet employer demand. The university's commitment to providing students with a practical, relevant education shapes agile graduates who are prepared and confident to enter a highly dynamic workforce.*

EXAMPLES: College of Professional Studies  
| Guild Partnerships | Academic Advisory  
Committees | Cybersecurity Center NSA/DHS  
designation | Accelerated Bachelor of Science  
in Nursing (new formats) | growing health and  
wellness programming | University Scholarship  
and Best Practices Expo

## Celebrating the Journey

The university embraces opportunities for self-discovery, reflection and immersion that are found outside the bounds of pure professional development.

At JWU, we are committed to celebrating the journey just as much as the destination by showcasing health and wellness, meaningful relationships, diverse experiences, art, culture and other extracurriculars.

**Takeaway:**

*JWU takes a “whole person” approach to growth and development, striving to foster a dynamic, thriving culture on-campus and online.*

EXAMPLES: Athletics | student government  
| Greek Life | clubs and organization | Health  
Services | JWU360 | faculty mentors |  
community partnerships | events, conferences  
and speaker series | Cultural Life Speaker  
series | Health Equity Speaker series



# University Talking Points

## 10 Fast Facts

- 1) Johnson & Wales was founded by two teachers and entrepreneurs, Gertrude Johnson and Mary Wales, in 1914 as a business school.
- 2) JWU currently has over 8,000 students from around the world spanning campuses in Providence, Rhode Island; and Charlotte, North Carolina; and a robust online program.
- 3) JWU Providence consists of the DOWncity Campus and the Harborside Campus — Harborside has close to 100 acres of revitalized shoreline with an Urban Coastal Greenway that's open to the public as well as athletic fields.
- 4) JWU's diverse student body includes over 200 international students representing more than 50 countries.
- 5) JWU is accredited by the New England Commission of Higher Education (NECHE).
- 6) 2023 marks 50 years of providing culinary arts education.
- 7) JWU prioritizes industry partnerships that include experiential education opportunities for current JWU students.
- 8) In 2014 we began offering the state's first Physician Assistant program, and in 2022 we were approved to offer an accelerated, second-degree Bachelor of Science in Nursing, meeting the immediate need for nurses in the healthcare industry in Rhode Island and beyond.
- 9) JWU has a robust athletic program: 15 Division III programs in Providence and 12 programs that compete at the USCAA in Charlotte.
- 10) The university's seal is the combination of the family crests of Miss Johnson (the cross) and Miss Wales (the dragon of St. George).

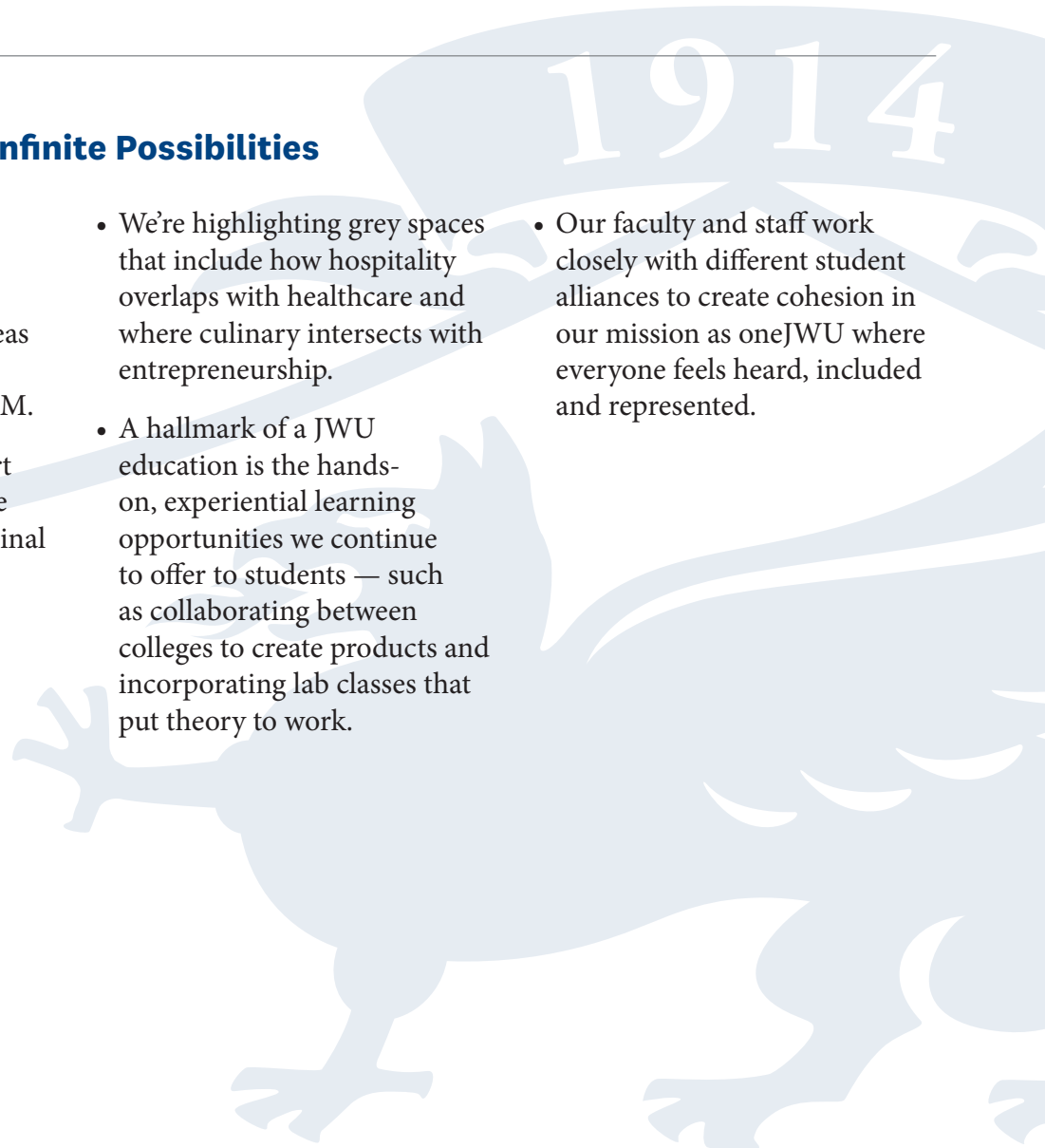
### Accessible Education That Puts Student Needs First

- Founded by two women before they had even secured the right to vote, JWU nurtures and strengthens an inclusive and equitable environment.
- JWU began as a business school out of a home on Providence's East Side; today, we continue to meet learners where they are with robust on-ground courses as well as online education.
- Our founders' collaboration and resilient spirit are at the core of what we do and are exemplified through initiatives that include JWU Serves — our joint student and employee day of community service — and academic collaborations across colleges.
- JWU is creating a space for the adult learner by expanding online education within our College of Professional Studies, offering flexible options for those who may have full-time jobs but want to further their education.
- JWU's First-Year Seminar encourages first-year college students to strengthen the connection between self-exploration, active classroom engagement, and understanding of larger educational and global communities.



### **Paving the Path for Infinite Possibilities**

- JWU is using its legacy programs like food and hospitality to become distinctive in emerging areas of healthcare, innovation, entrepreneurship and STEM.
- We're using state-of-the-art lab spaces to teach exercise science, culinary and criminal justice programs.
- We're highlighting grey spaces that include how hospitality overlaps with healthcare and where culinary intersects with entrepreneurship.
- A hallmark of a JWU education is the hands-on, experiential learning opportunities we continue to offer to students — such as collaborating between colleges to create products and incorporating lab classes that put theory to work.
- Our faculty and staff work closely with different student alliances to create cohesion in our mission as oneJWU where everyone feels heard, included and represented.



## Enduring Industry-Responsive Culture

- We have a strong foundation in food and hospitality that continues to infuse many of the diverse programs we offer.
- JWU has always valued experiential and hands-on learning, consistently prioritizing industry-specific learning labs and internships with leading companies.
- Industry partners are a huge part of our future! We work with local small businesses as well as big and well-known organizations — such as TD Garden — to give students more educational and professional opportunities.
- Our cybersecurity center in Providence was recently named a Center of Academic Excellence in Cyber Defense Education by the NSA/ Department of Homeland Security.
- In Fall 2023, we welcome our first cohort of second-degree nursing students for a unique, accelerated program that will help meet the need for healthcare workers in Rhode Island and beyond.
- JWU students apply the skills they acquire in the classroom and labs to compete in industry and national competitions — including our Ad Team which took home a district title championship in 2023.

## Celebrating the Journey

- JWU has 90 student-run clubs and organizations, ranging from Greek life to club sports and student government to a Black Student Alliance.
- Our students are well-rounded in their studies — including those enrolled in our College of Health & Wellness who are required to take a class to better understand the intersection of food and medicine.
- Many faculty have established careers in the fields of the subject matter they teach – our design faculty still do graphic design, some hospitality professors own or run local businesses, and so on – and serve as mentors to our students.
- JWU’s annual University Scholarship & Best Practices Expo the Student Research, Design & Innovation Symposium spread internal awareness and pride of faculty, staff and student work.
- The JWU alumni network is incredibly strong and available for every JWU graduate. The connections made to each other — no matter on which campus — are lasting.
- Several faculty and staff members make up our Inclusion, Diversity & Equity Action Group to evaluate and strengthen these efforts so all members of our community feel supported.
- We’re inviting writers, artists, activists and others who bring insight into DEI efforts onto our campus to share their work and lived experience.

## Who Are JWU Graduates?

- the occupational therapist who has experience working with designers to create life-changing products for clients.
- the chef whose knowledge of food spans fine dining to athletic performance and recovery nutrition.
- the entrepreneur who has brainstormed, developed and pitched a business idea that incorporates new ways to utilize cannabis.
- the physician assistant with impeccable hospitality and bedside manner.
- the graphic designer who spent time creating not just products but whole campaigns for clients in industries from food to healthcare.
- the crime scene analyst with a background and understanding in psychology and social justice.
- the psychologist whose research has been published in nationally renowned medical journals.
- the special events coordinator who thrives on the energy of a crowd with the understanding of how to adapt to the digital age.
- and so many more!