

Messaging Platform One-Sheet



Core Positioning Statement

Delivering America’s promise to make higher education available to anyone striving to reach their highest potential, regardless of background or ethnicity.

30-Second Elevator Pitch

AASCU institutions advance social mobility for students of all backgrounds, positively impacting them, their families, and their communities for generations to come. Offering more than three million students each year an affordable, high-quality college education—particularly those from lower-income families, first-generation college students, and/or students of color—AASCU institutions are stewards of their communities, powering economic growth and preparing graduates to be informed and engaged citizens who live by the values of a democratic society.

Key Words	Transformational	Affordable	Equitable	High-quality	Vital
Key Phrases	<ul style="list-style-type: none"> • Moving students from lower-income families up the socioeconomic scale • Serving as economic engines of growth for students and communities • Creating the skilled workforce to support local businesses and advance the community’s economic progress 	<ul style="list-style-type: none"> • Expanding student access, success, and opportunity • Offering great value in higher education • Sharing a historic commitment to underserved student populations with a learning and teaching-centered culture 	<ul style="list-style-type: none"> • Making student success equitable and inclusive, including first-generation students, low-income students, and/or students of color • Creating an inclusive pipeline of students prepared to succeed in college and beyond • Expanding opportunities for students who would otherwise have few options for realizing the American Dream 	<ul style="list-style-type: none"> • Exposing students to a full range of educational opportunities through teaching and mentoring from a faculty of engaged scholars • Offering expansive academic options • Supporting innovation in teaching and learning through research and collaborative projects to improve students’ educational and career outcomes 	<ul style="list-style-type: none"> • Preparing graduates to be informed and engaged citizens, instilled with a sense of agency and prepared to live by the values of a democratic and inclusive society • Serving as stewards of place to empower regional economic development and help local communities thrive • Supporting the needs of the local community, region, and state
Proof Points	<ul style="list-style-type: none"> • Citizens with a college education earn more money over their lifetime and pay more taxes, benefiting their communities’ economy • Public institutions are economic drivers in the states where they are located 	<ul style="list-style-type: none"> • State colleges and universities charge low tuition and fees, reducing student debt • State colleges and universities offer meaningful return on investment for the students, the states, and the nation 	<ul style="list-style-type: none"> • Students come from different cultures and ethnicities, from the city and the farm, and from locations around the world • Nearly half of U.S. bachelor’s degrees awarded at public four-year institutions 	<ul style="list-style-type: none"> • State colleges and universities offer a wide range of majors to satisfy the demands of a diverse student body • The authentic experience is one of unlimited opportunities to engage and define the undergraduate experience 	<ul style="list-style-type: none"> • Nearly half of U.S. bachelor’s degrees awarded at public four-year institutions • State colleges and universities serve as indispensable venues for access and civic engagement