



Belong and Become



BETHEL
UNIVERSITY

The Bethel Brand Story



“Measure our performance by what God accomplishes through our graduates after they have been prepared at Bethel to go out into the world to serve.”

*—John Alexis Edgren,
Bethel founder*

At Bethel, we believe God is calling us to accomplish incredible things. Since 1871, we have provided transformational academics that equip and prepare graduates to address the world's challenges—no matter the field.

We strive to help everyone in our community become the person they are meant to be. That mission extends far beyond the classroom and syllabus. It extends to every interaction and activity, from the first email to a conversation with faculty, from homework assignments to online forums, from the field and court to every encounter. In all we do, we are a community that helps one another discover our talents and the unique ways we can make a difference.

In our welcoming community, personal transformation meets outstanding preparation for life, leadership, and careers.

With Christ as our compass, we are on a journey together. We prepare leaders who serve with intelligence, strength, joy, and creativity—leaders who are equipped to serve and lead wherever they are called. As a university, we propel lives forward to find purpose. **Here, who we are and who we are becoming matters.**

Belong and Become.





The Bethel Brand

A Story We All Tell

We believe Bethel University is special, that it's much more than a place or our programs. Bethel is a community that makes a tremendous impact on men and women so they are prepared to make a difference in the world.

**And we each play a part
in telling the Bethel story.**

Though it sounds simple, it can be difficult to find the right words to describe Bethel. Our brand is the framework for how we share the Bethel story. It's how everyone—an administrator, a professor, a resident assistant, a student—tells others what makes Bethel so unique.

Whether it's during a campus visit, an online info session, or a chat with a neighbor, it's important that we all tell the Bethel story in a similar way. When we all talk about Bethel—and the Bethel experience—with the same language, our story will carry beyond our walls, into our communities, and to new ears.

We do this not to simply share how Bethel is special. We tell our story so we can welcome more people into our community. We share it to invite new faces into our narrative.

Brand Tagline

Our motto or rally cry—a story that communicates our brand in its simplest form.

| Belong and Become.

Brand Position

How we wish to be perceived in the marketplace—who we are and what we do.

| A forward-looking Christian university where faith formation and personal transformation meet outstanding preparation for life, leadership, career, and contribution to society and the world.

Brand Essence

The heart and soul—or emotional core—of our brand.

| World-changers for Christ, empowered by faith and supported by each other.

Brand Promise

Our brand expressed in the experience of our audience.

| We are a Christ-guided community that lifts, encourages, enlightens, and empowers students at all stages in their careers to find their purpose and successfully propel their lives forward.

Brand Pillars

The foundational elements of our brand.

- Christ is Our Compass
- Transformational Academics
- Bethel Believes in You
- Empowered by a Christ-Guided Community
- Prepared to Serve in the World

Brand Personality

Like a person, our brand has characteristics that come through in all we say and do.

- Christ-centered
- Purpose-driven
- Confident
- Forward-looking
- Genuine
- Curious
- Compassionate
- Vibrant
- Empathetic
- Energetic





Christ is Our Compass

At Bethel, Christ is the compass giving our lives direction. Courses are taught from a Christian perspective. But no matter where we come from, we each find a place where we belong at Bethel. We challenge one another to know where we stand and to each own our faith and convictions as we grow as lifelong learners.

- We intentionally bring our beliefs into everything we do.
- We challenge each other to grow academically and spiritually.
- We believe we are called to the collaborative work of transformation—in our own lives first, then in the lives of others.
- Our values and beliefs define our calling and energize our work.

We prepare whole leaders who step into the world with boldness and confidence, and who act with integrity as we answer the call to do and be more.

From biology to business, faith is infused in everything we do.

After studying at Bethel and gaining hands-on experience in research, biology major Jennifer Berger, D.O. '07 was called to pursue a career as a doctor of osteopathic medicine in the newborn intensive care unit (NICU).

“I felt like the NICU was where I was most likely to be able to bring together my faith and my love of science.”

*—Jennifer Berger,
D.O. '07*

Through over 100 areas of study, we provide opportunities to pursue purpose and passion. *Ricardo Ramos GS'21 not only became the first in his family to graduate from high school and college, but he also earned an Ed.D. to pursue his passion for research and for being a leader in higher education.*

“Every course has taught me applicable skills that have opened doors to my next career steps.”

—Ricardo Ramos
GS'21

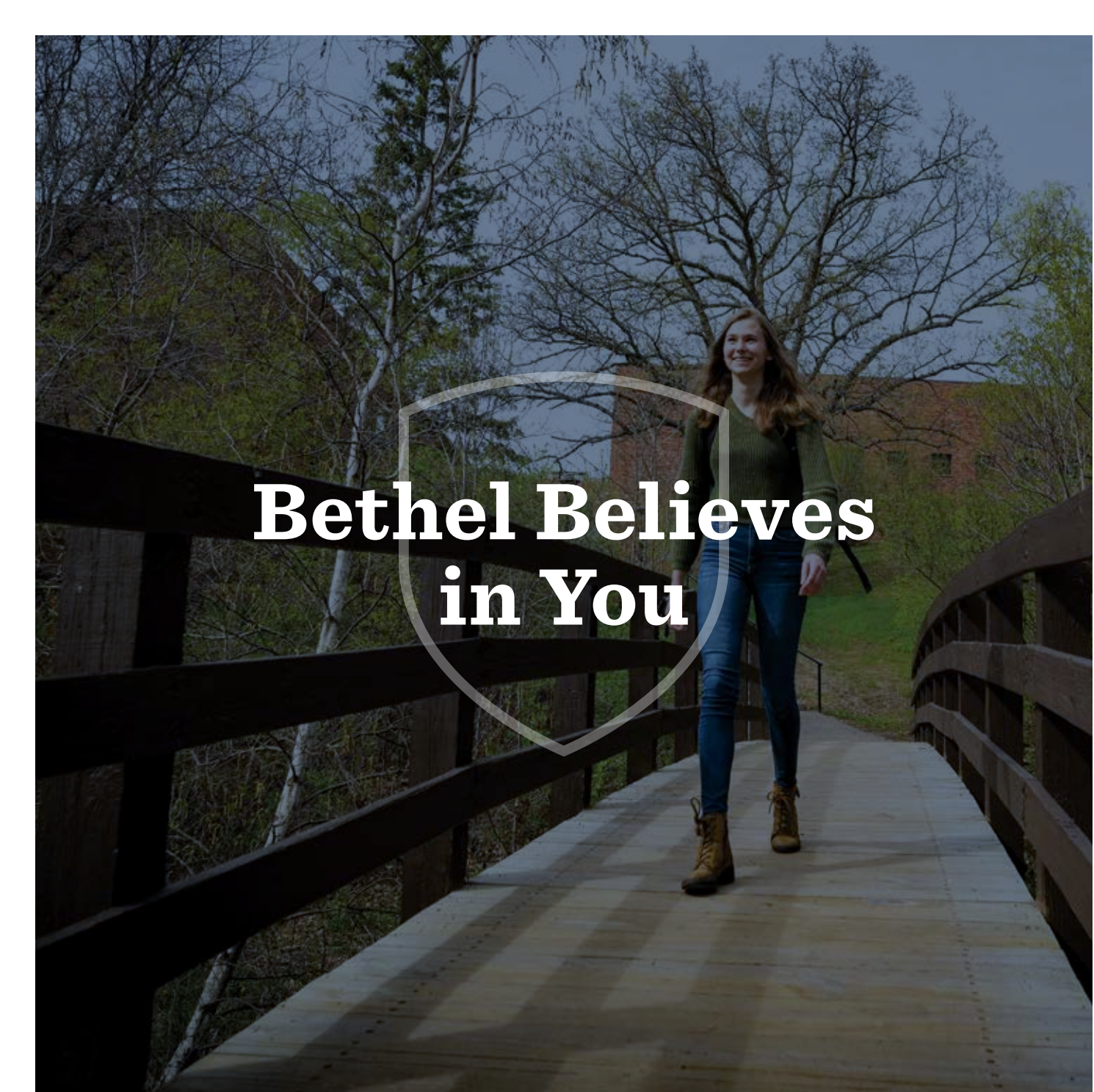
Since forming as a seminary in 1871, Bethel has continually updated its programs to provide relevant preparation. Through online and in-person programs, a Bethel education is open to a multitude of students. It's about providing the outstanding preparation needed to reach our full potentials—all so we can go into the world to serve.

- We think deeply and critically, applying what we learn to our own personal development.
- We build skills and expertise through applicable classroom instruction and hands-on experiences in labs and internships.
- Our expert professors are engaged and supportive.
- We walk alongside each other every step of the way.

From early college to doctoral programs, a Bethel education is transformative, inspiring a lifelong love for learning.



Transformational Academics



Bethel Believes in You

We all come to Bethel from different places to pursue our unique calling.

But we're on a journey together. As we support who each of us is becoming, we grow our gifts and find ways to use them for our community and our world.

- We develop our gifts to not only get a job, but to serve our community and our world.
- We grow together every day—in study, in online and in-person discussions, in labs and internships, and beyond.
- From athletics to the arts, it's all about building character and developing maturity as we learn to perform with grace and dignity.
- We grow through spiritual, emotional, and academic support from mentors and peers.

Together, we strive to do big things—and they're bigger because we don't have to do them alone.

Who you are and who you are becoming matters at Bethel

Jaran Roste '21, GS'24 was blessed with the gifts to play Division I football. But he longed for more meaningful connections. He found them on and off the field at Bethel through relationships with teammates, coaches, and students in Bethel's BUILD program. It led him to pursue an M.A. in Special Education.

“The people I've been fortunate enough to meet at Bethel have transformed my life and will continue to transform me. That's a special thing.”

*—Jaran Roste '21,
GS'24*

As a Christ-guided community, we encourage, enlighten, and empower each other. *Whitney Barnes S'21 entered Bethel Seminary's Master of Divinity program hoping to become "a really good preacher." Instead, she found a passion for supporting people of all backgrounds through pain and mourning as a chaplain.*

"I would not be the person I am today if it wasn't for the Bethel classes, professors, and peers stretching and challenging me to become the best version of myself."

—Whitney Barnes
S'21

We feel like we belong the second we connect online or step foot on campus. At Bethel, everyone is here to help one another succeed. United in our pursuit of academic and spiritual growth—and in our desire to impact the world—we challenge one another to grow and we lift each other up.

- The Bethel spirit permeates all we do—every interaction, class, group project, and networking event whether it's online or in person.
- We foster growth through meaningful relationships with our professors and lasting friendships with peers.
- We find support and community across campus, from academic support and advising to clubs and activities to friendships.

And our 50,000 Bethel alumni go on to make a positive difference in their communities, their professions, and the world.



**Empowered by
a Christ-Guided
Community**



Prepared to Serve in the World

Beyond equipping students for successful careers, we prepare each graduate to live a life of purpose.

- Almost all of our recent graduates are employed or furthering their education.
- Alumni have a strong satisfaction with their preparation for their careers.
- Our graduates are coveted at top companies and nonprofits in the Twin Cities and beyond.
- We are proud of who our students become! They are tech innovators, doctors, lawyers, Emmy award winners, pastors, state supreme court justices, sports executives and coaches, and everything in between.

In all we do, we help students discover their purpose and pursue their callings—all so they can address the world's needs. We send leaders into the world prepared to help solve the challenges of today.

No matter the area of study, our graduates know they are called to serve others. *At Bethel, Dan Wanous '15 learned how business could rise above profits and shareholders to be a force for good. In his career, he's driven by the belief that business leaders have the capacity to drive change.*

“As Christ-followers, it’s incumbent on us to use our strengths, our skills, our passions for the benefit of the world.”

—Dan Wanous '15

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and who you are
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