

KEY MESSAGES FOR THE WEB

Bethel provides unique educational opportunities to a wide array of students from an even wider array of backgrounds and situations. Speaking to these diverse audiences with a unified voice is a large, but ultimately manageable, challenge.

In order to compellingly communicate with website visitors across the entire University website, we suggest using “foundational messages” coupled with complimentary “College-specific messages.” Foundational messages will flow through all areas of the site and be used to describe the University as a whole. College-specific messages will be calibrated to speak to the audiences associated with a specific College, School, Academic Department or Program.

FOUNDATIONAL MESSAGES:

- ▶ **Bethel University is defined by its core values.**
The students, faculty, staff, leadership and alumni associated with Bethel are Christ-followers, character-builders, truth-seekers, learners, reconcilers, salt and light, and world-changers.
- ▶ **Bethel University is shaped by its community.**
The shared sense of community on campus is palpable. We’ll explore ways of communicating that sense of community throughout the website.
- ▶ **Bethel University is rigorous academics, vibrant campus life and Christ-centered spirituality.**
These three aspects of the University are inextricably joined, informing how Bethel University students learn, how students live and how students worship.

KEY MESSAGES FOR PROSPECTIVE UNDERGRADUATES

Let's explore how the messages embedded in the website shift when a visitor navigates into a section of the website built for prospective undergraduate students:

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UNDERGRADUATE-SPECIFIC MESSAGES:

- ▶ **Become.**
Through your experience at Bethel you'll grow into yourself, and you'll join a community of Christ-followers, character-builders, truth-seekers, learners, reconcilers, salt and light, and world-changers.
- ▶ **Join our community.**
Ask any current student what's special about Bethel and you'll get the same reply: the community. Explore our campus to understand why.
- ▶ **Embrace the questions.**
We don't shy away from the tough questions that face our world or that challenge our faith. Instead, we grapple with these questions through a faith-based approach to a traditional liberal arts curriculum.

[please note](#) > We plan to explore a similar messaging structure with each of the Colleges.