



1837

DEPAUW

Gold Within

DEPAUW

AU

DEPAUW

GOLD WITHIN



Messaging Hierarchy

BRAND PROMISE

DePauw is a top tier national liberal arts and sciences university that, through the fusion of academic excellence and vast experiential opportunities, prepares leaders for personal and professional success.

PILLARS

GOLD STANDARD EDUCATION

SUCCESSFUL ALUMNI

LAUNCHPAD FOR LEADERS

GOLD COMMITMENT

POWERFUL NETWORK OF SUPPORT

CORE SUPPORTING MESSAGES

Accomplished professors teach and mentor in small classes, in an inclusive, supportive and beautiful living-learning community.

Alumni are a virtual “who’s who” in every profession—including CEOs, doctors, lawyers, Pulitzer/ Nobel winners, authors, journalists & entrepreneurs – who provide opportunities

Academic rigor and immersive experiential, professional & co-curricular learning cement career-readiness.

We stand behind the positive outcome of every student who earns a DePauw degree.

From Day 1, students have individual faculty and career advisors, plus peer and alumni mentors, who support their personal and professional growth

Proof Points for Each Pillar Developed Separately

Outdoor, sponsorships, Pacers & Colts program sponsorship, Celtics sponsorship (Celtics Coach Brad Stevens is an alumnus)

DEPAUW UNIVERSITY

**NOVEL THINKER.
GOLD WITHIN.**

▶▶ depauw.edu



BARBARA KINGSOLVER '77
BEST-SELLING NOVELIST
MAJOR: BIOLOGY

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DEPAUW
Gold Within

depauw.edu

As one of the nation's top national liberal arts and sciences universities, ranked the best in Indiana, DePauw's gold-standard academics are fused with vast real-world opportunities that prepare you for personal and professional success. Nearly 100% of our graduates prove that each year.

 **Joe Hansen** @BCHS_Principal · Sep 30, 2019

The good people at @DePauwU are featuring exemplary student, and former BCHS Trojan, Natalia Harkness to be one of their students on the "Gold Within" campaign! Thanks @DePauwU, and congratulations Natalia!



DEPAUW UNIVERSITY
**FUTURE ADVOCATE.
GOLD WITHIN.**

▶▶ depauw.edu

NATALIA HARKNESS '21
MAJOR: PEACE AND CONFLICT STUDIES, ITALIAN
GRADUATE OF BISHOP CHATARD HIGH SCHOOL

005853

GREEN ON THE COURT

GOLD WITHIN



DEPAUW UNIVERSITY
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DEPAUW.EDU

Brad Stevens
DePauw Class of 1999
Major: Economics

DEPAUW UNIVERSITY

**SOFTWARE SAVANT.
GOLD WITHIN.**

▶▶ depauw.edu



TRUC "BAMBOO" LE '17
SOFTWARE ENGINEER, GOOGLE
MAJOR: COMPUTER SCIENCE

THE PASSION TO LEAD

GOLD WITHIN



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Sydney Kopp '20
Hometown: Burr Ridge, Ill.
Major: Political Science
Cocurriculars: To come.

Celebrating students – connecting to Indy high schools:
Boards were located near “hometown” high schools

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**FUTURE DIRECTOR.
GOLD WITHIN.**

▶▶ depauw.edu



REYNA WILSON '22

MAJOR: FILM STUDIES

GRADUATE OF PARK TUDOR SCHOOL



TSA BINS

Impressions/mo	542,594
# Bins	595

- Overall cost \$50K
- September - May

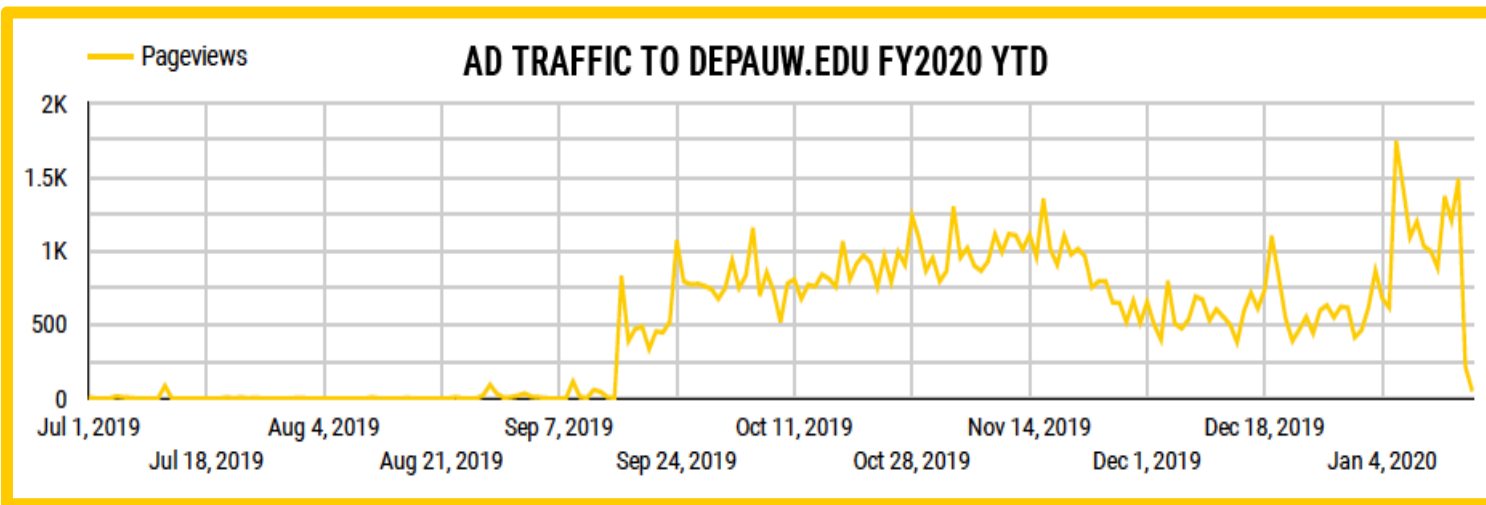
Total Impressions: 4,340,752
CPI: \$86.00





DIGITAL ADVERTISING

	FY2020 YTD	FY2019 END	FY2018 END
Impressions	12,676,134	14,431,166	13,480,617
Clicks	58,088	36,448	39,703
Click Through Rate	0.46%	0.26%	N/A
Total Conversions	+52% 3,085	2,030	1,037
Conversion Rate	5%	5.5%	2.6%
Cost Per Conversion	\$58.17	\$138.29	Avg. \$250
Current Spend	\$179,465	N/A	N/A
TOTAL COST FULL FISCAL	\$226,386	\$218,525	\$280,000



Social Media



Chloe Favinger
@chloief

Nothing like waking up to @DePauwU East College covered in snow to start my day! Today is going to be a good day! #depauw #allinfordepauw #goldwithin



DePauw University
@DePauwU

We're still working on a final tally for the day, but we wanted to thank all the alumni, faculty, staff, parents, and students (!!!) who went #AllInForDePauw.

Your spirit and generosity are truly #GoldWithin. ❤️



depauwu
DePauw University



[View Insights](#)

[Promote](#)



Anderson Street is remarkably on-brand right now #GoldWithin

now. 🐼 🍷 🍂 #depauw

Sharing the #Gold Within:
Publications, Internal
Recognition, PR & Storytelling

WHAT DOES GOLD WITHIN MEAN TO YOU?

JASON ANDERS '97 • BRET BAIER '92 • JON FORTT '98 • JILL
FREDERICKSON '92 • STEPHEN HAYES '93 • ROB JOHNSON '90 •
BARBARA KINGSOLVER '77 • CHRISTINE OLSON '92 • BILL RASMUSSEN
'54 • BEN SOLOMON '10 • JAMES C. ALLING '83 • JEFF HARMENING
'89 • ANGIE HICKS '95 • ELISA VILLANUEVA-BEARD '98 • CLARENDA
M. PHILLIPS '92 • NEWTON CRENSHAW '85 • NISREEN EL-SHAMAYLEH
'04 • LEE HAMILTON '52 • VERNON JORDAN '57 • KAREN KONING
ABUZAYD '63 • DAN QUAYLE '69 • CHINONYE CHUKWU '07 • JOSEPH
FLUMMERFELT '58 • BILL HAYES '47 • DREW POWELL '98 • PHAREZ

**GOLD WITHIN:
UNCOMMONLY
SUCCESSFUL ALUMNI**

WHITTED '82 • JOSEPH
P. ALLEN '59 • PERCY
L. JULIAN '20 • FERID
MURAD '58 • WALLACE
"J" NICHOLS '89 •
MICHAEL A. AKINBOLA
'09 • ROB BORAS '92 •

BRAD BROWNELL '91 • WATCHEN NYANUE '05 • JOE ROGOWSKI '00
• BRAD STEVENS '99 • ERIC STISSER '94 • EVE WRIGHT TAYLOR '96 •

Publications: DePauw Outcomes are Gold Within

WITHIN.

Members of our Class of 2019 already are on to big things. Here are a few:

#30
MONEY COLLEGE IN THE U.S.
Money magazine


97%
of the class of 2019 achieved their first destination goal.
Class of 2023 and beyond are goal is 100%.

BEST COLLEGE VALUE
Kiplinger's Personal Finance

TOP 20
NATIONAL SCHOLARSHIP AWARDS
Kiplinger's College Salary Rankings

D

DISTINCTLY DEPAUW Alumni Outcomes



DePauw makes an impact on our students during their four years – in the classrooms, on the field, at home and abroad. And our alumni go on to do big things after DePauw. No matter where you travel, study, perform or work, as a Tiger you will always be

GOLD



INSPIRING YOUTH. GOLD WITHIN.

KAREEM EDWARDS '07

- Account Executive, Google
- Named to Crain's Chicago Business "20 in Their 20s"
- Chicago chapter president, Salt Dreams
- Co-founder, Next Waves in Business
- While at DePauw: mathematics major, Bonner Scholar, Posse Scholar, local volunteerism

"I come from a single parent who taught me at an early age that life is full of sacrifices and you can't really leave a mark without adding value to the community. To the world," says Kareem, who grew up in Queens, N.Y., and came to DePauw as a Posse scholar, a development program for young leaders. "There is nothing like helping someone develop and become better in terms of a self."

SURVIVOR ADVOCATE. GOLD WITHIN.

RACHEL HANEBUTT '15

- CEO and cofounder of Confi LLC
- While at DePauw: medical science and education studies double major

"Learning the value of interdisciplinary and critical thinking at DePauw allowed me to carry my passion for education and advocating for survivors of sexual assault into a startup that makes a greater impact than I could have ever dreamed possible."

DIVING DEEP INTO HISTORY. GOLD WITHIN.

MIDORI KUWAUPE '17

- Ph.D. program in the History of Science at Princeton University
- While at DePauw: history and French double major, Reid Murai winner, Rector Scholar, Grew-Bancroft Scholar, recipient of the William Wallace Carson History Scholarship and Priddy Humanities Prize and a member of Phi Beta Kappa, Phi Alpha Theta, Pi Delta Phi and Mortar Board honor societies.

"DePauw gifted me the confidence, the opportunities and the support network to pursue my dreams."

CODING THE FUTURE. GOLD WITHIN.

STEPHEN MCMURTRY '16

- Software development engineer – Alexa at Amazon
- While at DePauw: computer science and English double major, swimming and diving, computer science honor society, Beta Theta Pi fraternity

"My DePauw liberal arts education helps me build new team experiences with designers, managers and engineers. Defining the future of voice assistants is not just a software challenge, but also a language one that pulls from my literature major and broad coursework."

Internal Staff Recognition: Digital Screens

**CHAMPION
FOR STUDENTS.
GOLD WITHIN.**

JC Lopez
**Director, First-Year
Experience Program**

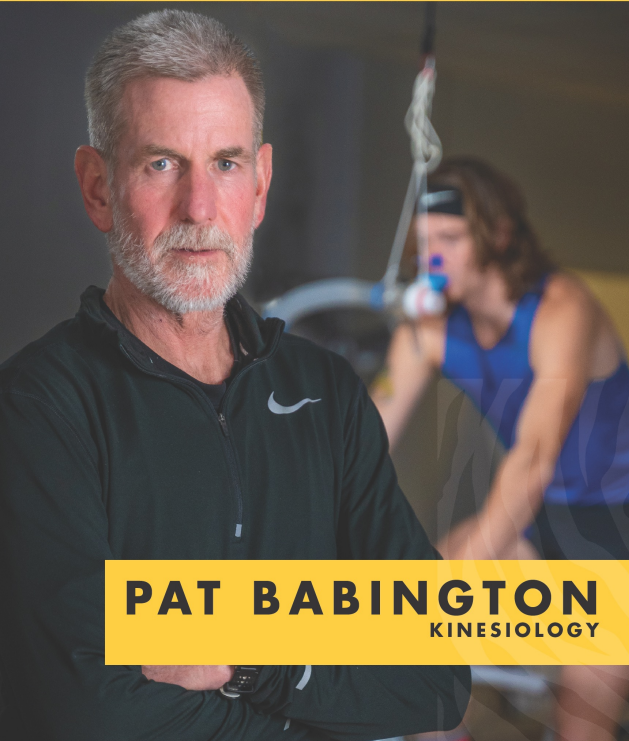


**CAFÉ ROY HEROES.
GOLD WITHIN.**

**Angie Clevenger and
Judy Hastings**



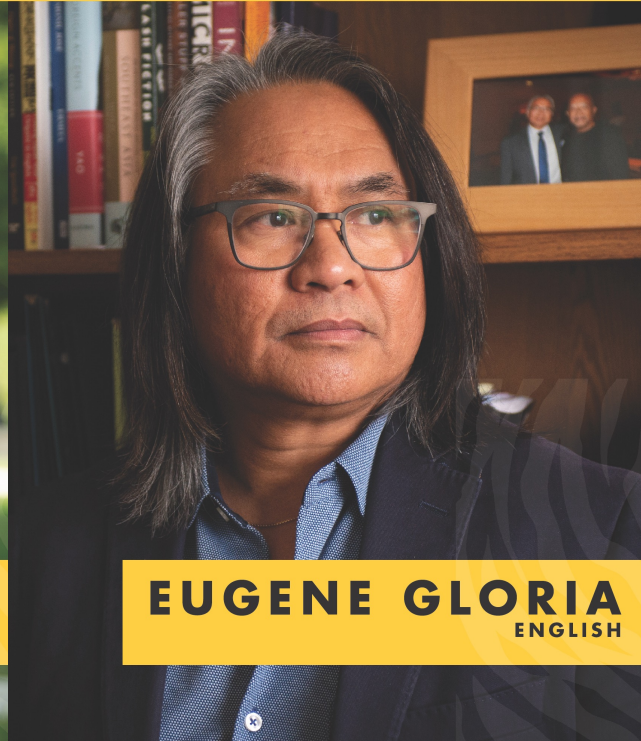
Internal Recognition: First-Year Seminar Faculty Banners



PAT BABINGTON
KINESIOLOGY



CARRIE KLAUS
GLOBAL FRENCH STUDIES



EUGENE GLORIA
ENGLISH



SMITA RAHMAN
POLITICAL SCIENCE

GOLD WITHIN

GOLD WITHIN

GOLD WITHIN

GOLD WITHIN

DePauw

MAGAZINE

Fall 2018

ALSO IN THIS ISSUE:

The Storytellers / The High-Flyin' Class of '92 / Practitioner or Consumer? Pulliam Center Prepares Students / and many new features



BEN SOLOMON '10

This stuff sticks onto your person

What Makes You **GOLD WITHIN**?

A new branding campaign celebrates DePauw's successful alumni and students and recognizes the distinctive qualities of a DePauw education – the characteristics that make members of the DePauw community "Gold Within."

The campaign was kicked off recently when 31 billboards were erected across metropolitan Indianapolis to tell the success stories of 20 alumni (with some repeats) and the prospects of a successful future for eight students, all thanks to their DePauw education.

"I want young people who are considering higher education to recognize that DePauw alums find professional success and also enjoy a lifelong feeling of connectedness with something larger than themselves," said Deedie Dowdle, vice president of communications and marketing.

"Gold is more than our school color; a DePauw education epitomizes the gold standard for academic excellence. The tagline takes advantage of DePauw's name – that is, the "Au" within the university's name is the chemical symbol for gold.

"On campus and after graduation, our students and alumni carry DePauw's gold within for the rest of their lives."

The concept of "Gold Within" recognizes that students had varied experiences at DePauw but share a common bond, Dowdle said. "Individuals' experiences vary greatly, depending on the times,

opportunities, professors, peers, housing choice and innumerable other factors," she said. "But all of our alums share the common experience of a DePauw education and DePauw's connectedness, the intangible force that makes us 'Gold Within.' We hope our alumni will tap into that and we hope prospective students recognize that they, too, can pursue the distinctive experiences of a DePauw education and explore personally what 'Gold Within' means to them."

Dowdle said that the university is designing merchandise, such as T-shirts, that will bear the "Gold Within" tagline and be available for purchase.



What makes you Gold Within? We want to know! Send an email to communicate@depauw.edu to tell us why you're Gold Within.

#46

NATIONAL LIBERAL ARTS COLLEGES
– U.S. NEWS & WORLD REPORT

#1

NATIONAL LIBERAL ARTS COLLEGE
IN INDIANA,
U.S. NEWS & WORLD REPORT

DEPAUW UNIVERSITY

**CONSERVATION
VIRTUOSO.
GOLD WITHIN.**

depauw.edu



ANNA URSO '13

THE NATURE CONSERVANCY

MAJOR: MUSIC PERFORMANCE, ENVIRONMENTAL BIOSCIENCE

12th

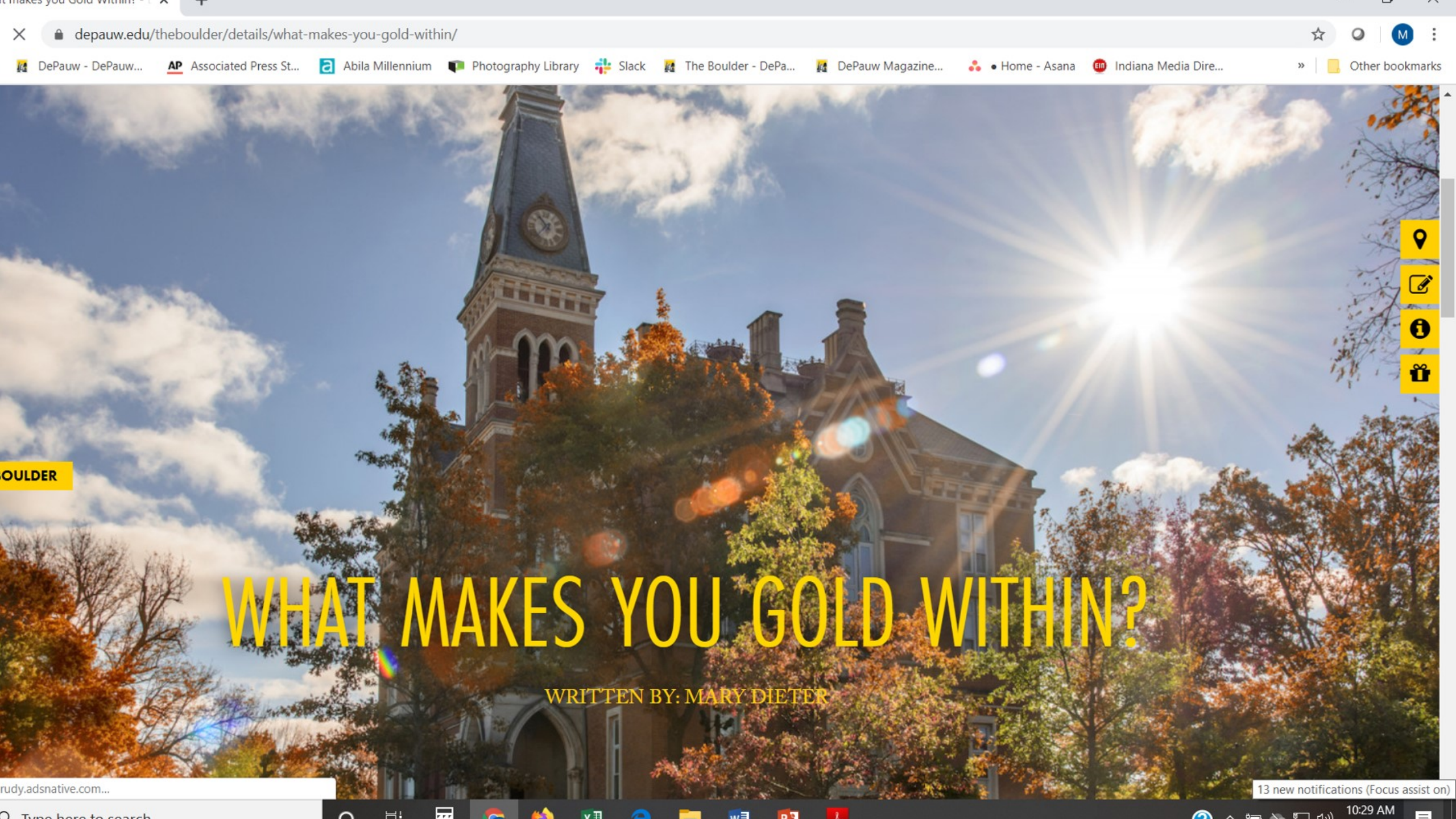
IN NATION FOR FULBRIGHT
SCHOLARS

#7

IN COUNTRY FOR STUDY ABROAD

**Best College
Value 2019**

– Kiplinger's



BOULDER

WHAT MAKES YOU GOLD WITHIN?

WRITTEN BY: MARY DIETER

Internal



Student-focused event

