HUMANITIES AND SOCIAL SCIENCES
MISSION STATEMENT AND BRAND PLATFORM

Humanities and Social Sciences is the college of NC State University that excels in leadership development across a wide variety of disciplines. We meet the challenges of the 21st century by creating new knowledge and educating students to be future leaders and responsible citizens with a distinctive willingness to engage in the life of their communities, their state, and their nation. We advocate for and reward faculty research, scholarship and creativity to ensure a rich environment of discovery. We encourage open discussion of ethical questions and foster diversity and cross-cultural understanding.

Brand Promise
- Creating economic, societal and intellectual prosperity

Humanities and Social Sciences Key Attributes
- World-leading faculty at the forefront of intellectual and interdisciplinary innovation
- Purposeful scholarship, research and technology
- Extensive partnerships with communities, nonprofits, universities, businesses and governments
- The well-established leader in experiential education

Humanities and Social Sciences Key Messages (the following outline benefits and outcomes for students)
Our world-leading faculty at the forefront of intellectual and interdisciplinary innovation invest in student success and build a culture of inquiry so students learn to think critically, creatively and independently and act purposefully.

Our purposeful scholarship, research, and technology yield new knowledge and understanding and inspire our students to participate in making meaningful contributions to a global society.

Our extensive partnerships with communities, nonprofits, universities, businesses and governments generate a culture of collaboration through which we address the grand challenges of society.

As the well-established leader in experiential education, we provide challenging opportunities for personal and community enrichment and for putting learning into practice so that students acquire lifelong, career-relevant skills.
Humanities and Social Sciences’ mission, messaging and personality characteristics are based on the NC State University Brand Platform.

**NC State University Brand Platform**

**Positioning Statement**

NC State is the preeminent research enterprise and the university of choice for accomplished, high-performing students from around the world. Our extensive partnerships with business, industry and government generate a unique culture of collaboration to address the grand challenges of society. Our cutting-edge, solution-driven research, technology and scholarship result in new ideas, products and services. Our faculty, who are at the forefront of interdisciplinary innovation, lead extraordinary programs in learning and discovery. And as the leader in experiential education, we provide relevant opportunities for students to put learning into practice and develop personal and career-ready skills. Our students, faculty, staff and alumni create economic, societal and intellectual prosperity.

**Brand Promise**

- Creating economic, societal and intellectual prosperity

**Brand Drivers**

- World-leading faculty at the forefront of interdisciplinary innovation
- Cutting-edge, solution-driven research, technology and scholarship
- Extensive partnerships with business, industry and government
- Leader in experiential education

**Brand Personality**

- Courageous
- Innovative
- Intellectual
- Purposeful

Adopted November 2014