DEPAUW UNIVERSITY

REPUTATION STRATEGY

FEBRUARY 2017

Dartlet

METHOD

CONSENSUS-DRIVEN

PERSONALITY WORKSHOPS

PLATFORM WORKSHOPS

COMPETITIVE AUDIT

PERCEPTION RESEARCH

MANY VOICES

14 WORKSHOPS

ONLINE WORKSHOP

457 PARTICIPANTS

So, is 457 voices enough?

457 (n) participants results in data that boasts a 99% Confidence Level, and a Confidence Interval of +/-5.56 based on an internal population (N) of 3,000.

PERSONALITY

OVERVIEW

FRAMEWORKS

Archetype & Attraction

Traits

Faults

Dichotomies

Cause

PERSONALITY

Archetype

PERSONALITY Archetype

12 Modes of Attraction

PERSONALITY Archetype

DEPAUW'S AVERAGE DAY

348 PARTICIPANTS

Adventurous and inquisitive

driven by the quest for discovering the unknown. Delivers progress and a thirst for knowledge and exploration. Values investigation, curiosity, and trailblazing. Causes people to feel empowered and enlightened.

Resilient and tenacious

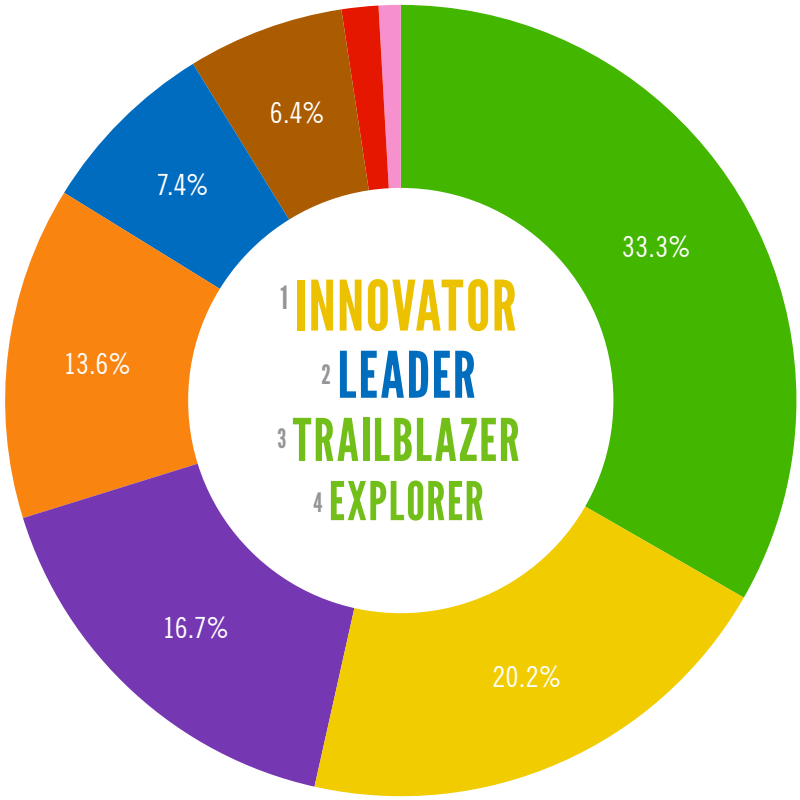
driven by challenging the industry through grit and determination. Delivers surprising strength, perseverance, and tenacity. Values fortitude and hard work. Causes people to feel triumphant and inspired.

Powerful and assertive

driven by growth and being an industry leader. Delivers stability, pride, and strength. Values power, influence, and accomplishment. Causes people to feel confident and in control.

DEPAUW'S IDEAL DAY

348 PARTICIPANTS



Adventurous and inquisitive

driven by the quest for discovering the unknown. Delivers progress and a thirst for knowledge and exploration. Values investigation, curiosity, and trailblazing. Causes people to feel empowered and enlightened.

Brilliant and transformative

driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and transformation. Causes people to feel awe and amazement.

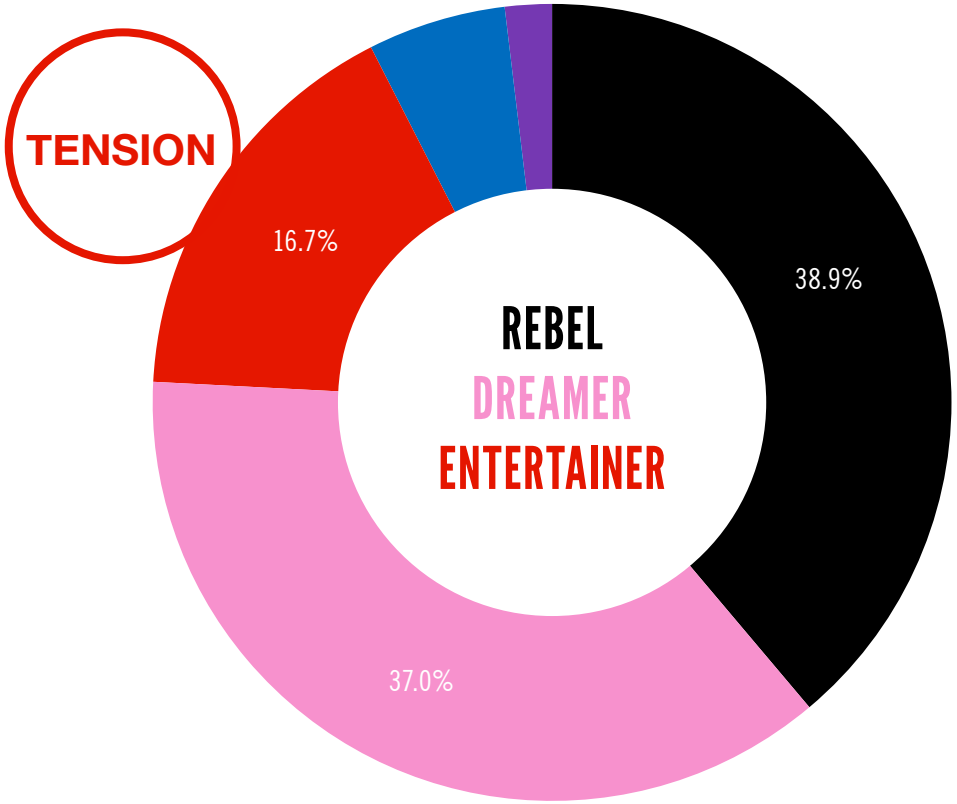
Supportive and selfless

driven by compassion, warmth, and the desire to care for others. Delivers friendliness, positivity, and attention. Values responsiveness, commitment, and kindness. Causes people to feel safe and supported.

PERSONALITY Archetype

DEPAUW'S NEVER DAY

348 PARTICIPANTS



Daring and unconventional

Elegant and refined

Cheerful and enthusiastic

HOW DEPAUW SHOULD ATTRACT OTHERS

348 PARTICIPANTS

COLLABORATIVE • INCLUSIVE • DETERMINED

Organizations that attract with this mode are intensely mission-driven, focused on carrying out meaningful change with great resolve, often against adversity. Those who attract this way typically don't ask to be followed; rather, they set an example through influential and collaborative behavior that's worthy of following.

e.g. Joan of Arc, Abraham Lincoln, and Martin Luther King Jr.

57.4%

PERSONALITY

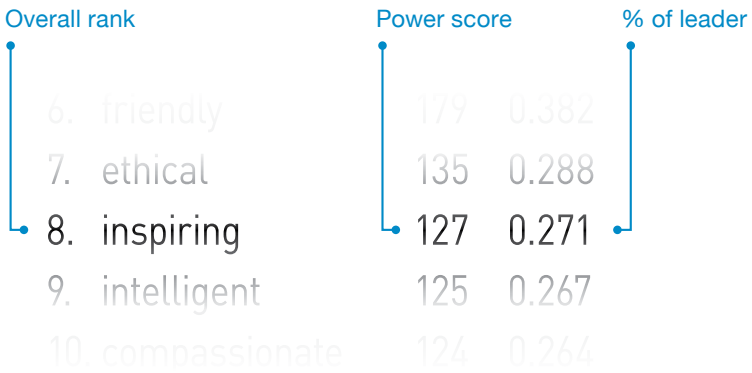
Traits

PERSONALITY Traits

348 PARTICIPANTS

Master Ranking

1	Transformative	569	1.000
2	Experiential	207	0.364
3	Collaborative	162	0.285
4	Empowering	142	0.250
5	Intelligent	132	0.232
6	Dedicated	125	0.220
7	Proud	119	0.209
8	Competitive	95	0.167
9	Forward-thinking	91	0.160
10	Distinctive	88	0.155
11	Traditional	84	0.148
12	Caring	82	0.144
13	Friendly	76	0.134
14	Passionate	76	0.134
15	Supportive	71	0.125
16	Visionary	69	0.121
17	Multi-faceted	68	0.120
18	Loyal	65	0.114
19	Established	62	0.109
20	Ethical	61	0.107
21	Influential	58	0.102
22	Inspiring	58	0.102
23	Beautiful	47	0.083
24	Adaptive	42	0.074
25	Inclusive	39	0.069
26	Curious	38	0.067
27	Energetic	37	0.065
28	Enthusiastic	35	0.062
29	Creative	34	0.060
30	Inquisitive	34	0.060
31	Innovative	33	0.058
32	Compassionate	30	0.053
33	Confident	29	0.051
34	Journeying	28	0.049
35	Social	28	0.049
36	Knowledgeable	27	0.047
37	Charitable	26	0.046
38	Determined	26	0.046
39	Respectful	26	0.046
40	Industry Leader	23	0.040
41	Down-to-earth	20	0.035
42	Idealistic	19	0.033
43	Resourceful	19	0.033
44	Artistic	17	0.030
45	Tenacious	17	0.030
46	Surprisingly Strong	16	0.028
47	Big-hearted	15	0.026
48	Resilient	15	0.026
49	Exploratory	13	0.023
50	Persevering	13	0.023
51	Elite	12	0.021
52	Responsive	12	0.021
53	Warm	12	0.021
54	Wise	12	0.021
55	Humble	11	0.019
56	Dependable	9	0.016
57	Responsible	9	0.016
58	Stable	9	0.016
59	Intentional	8	0.014
60	Charming	7	0.012
61	Courageous	7	0.012
62	Enlightening	7	0.012
63	Honest	7	0.012
64	Connective	6	0.011
65	Exclusive	6	0.011
66	Experimental	6	0.011



PERSONALITY Traits

Trait Vein Power: 19.6%

1	Transformative	569	1.000
2	Experiential	207	0.364
3	**Collaborative**	**162**	**0.285**
4	**Empowering**	**142**	**0.250**
5	Intelligent	132	0.232
6	**Dedicated**	**125**	**0.220**
7	Proud	119	0.209
8	Competitive	95	0.167
9	Forward-thinking	91	0.160
10	Distinctive	88	0.155
11	Traditional	84	0.148
12	Caring	82	0.144
13	Friendly	76	0.134
14	**Passionate**	**76**	**0.134**
15	Supportive	71	0.125
16	Visionary	69	0.121
17	Multi-faceted	68	0.120
18	Loyal	65	0.114
19	Established	62	0.109
20	**Ethical**	**61**	**0.107**
21	Influential	58	0.102
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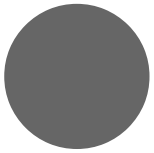
29	Creative	34	0.060
30	Inquisitive	34	0.060
31	Innovative	33	0.058
32	Compassionate	30	0.053
33	Confident	29	0.051
34	Journeying	28	0.049
35	Social	28	0.049
36	Knowledgeable	27	0.047
37	Charitable	26	0.046
38	**Determined**	**26**	**0.046**
39	**Respectful**	**26**	**0.046**
40	Industry Leader	23	0.040
41	Down-to-earth	20	0.035
42	Idealistic	19	0.033
43	**Resourceful**	**19**	**0.033**
44	Artistic	17	0.030
45	Tenacious	17	0.030
46	Surprisingly Strong	16	0.028
47	Big-hearted	15	0.026
48	Resilient	15	0.026
49	Exploratory	13	0.023
50	Persevering	13	0.023
51	Elite	12	0.021
52	**Responsive**	**12**	**0.021**
53	Warm	12	0.021
54	Wise	12	0.021
55	Humble	11	0.019
56	**Dependable**	**9**	**0.016**
57	**Responsible**	**9**	**0.016**
58	Stable	9	0.016
59	**Intentional**	**8**	**0.014**
60	Charming	7	0.012
61	Courageous	7	0.012
62	Enlightening	7	0.012
63	Honest	7	0.012
64	Connective	6	0.011
65	Exclusive	6	0.011
66	Experimental	6	0.011



NEUTRAL CHARACTERISTICS

Defined by the personality traits traditional, conservative, and ethical, this vein embodies aspects of DePauw University's personality that are more neutral or universal in nature. Comprising 20.7% of the total trait cloud, these Gray characteristics tend to be commonly used by the market.

PERSONALITY Traits

Trait Vein Power: 34.4%

1	**Transformative**	**569**	**1.000**
2	**Experiential**	**207**	**0.364**
3	Collaborative	162	0.285
4	Empowering	142	0.250
5	Intelligent	132	0.232
6	Dedicated	125	0.220
7	Proud	119	0.209
8	Competitive	95	0.167
9	**Forward-thinking**	**91**	**0.160**
10	Distinctive	88	0.155
11	Traditional	84	0.148
12	Caring	82	0.144
13	Friendly	76	0.134
14	Passionate	76	0.134
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16	**Visionary**	**69**	**0.121**
17	Multi-faceted	68	0.120
18	Loyal	65	0.114
19	Established	62	0.109
20	Ethical	61	0.107
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22	Inspiring	58	0.102
23	Beautiful	47	0.083
24	**Adaptive**	**42**	**0.074**
25	Inclusive	39	0.069
26	Curious	38	0.067
27	Energetic	37	0.065
28	Enthusiastic	35	0.062
29	Creative	34	0.060
30	**Inquisitive**	**34**	**0.060**
31	Innovative	33	0.058
32	Compassionate	30	0.053
33	**Confident**	**29**	**0.051**
34	**Journeying**	**28**	**0.049**
35	Social	28	0.049
36	**Knowledgeable**	**27**	**0.047**
37	Charitable	26	0.046
38	Determined	26	0.046
39	Respectful	26	0.046
40	Industry Leader	23	0.040
41	Down-to-earth	20	0.035
42	Idealistic	19	0.033
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44	Artistic	17	0.030
45	Tenacious	17	0.030
46	Surprisingly Strong	16	0.028
47	Big-hearted	15	0.026
48	Resilient	15	0.026
49	**Exploratory**	**13**	**0.023**
50	**Persevering**	**13**	**0.023**
51	Elite	12	0.021
52	Responsive	12	0.021
53	Warm	12	0.021
54	Wise	12	0.021
55	Humble	11	0.019
56	Dependable	9	0.016
57	Responsible	9	0.016
58	Stable	9	0.016
59	Intentional	8	0.014
60	Charming	7	0.012
61	Courageous	7	0.012
62	Enlightening	7	0.012
63	Honest	7	0.012
64	Connective	6	0.011
65	Exclusive	6	0.011
66	**Experimental**	**6**	**0.011**

‘TRAILBLAZER’ CHARACTERISTICS

Anchored by the personality traits transformative, experiential, and forward-thinking, this vein embodies DePauw University’s adventurous and inquisitive qualities. Comprising 34.4% of the total trait cloud, these Green characteristics are the most prominent component of the institution’s personality.

PERSONALITY Traits

Trait Vein Power: 33.2%

1	**Transformative**	**569**	**1.000**
2	Experiential	207	0.364
3	Collaborative	162	0.285
4	Empowering	142	0.250
5	**Intelligent**	**132**	**0.232**
6	Dedicated	125	0.220
7	Proud	119	0.209
8	Competitive	95	0.167
9	**Forward-thinking**	**91**	**0.160**
10	Distinctive	88	0.155
11	Traditional	84	0.148
12	Caring	82	0.144
13	Friendly	76	0.134
14	Passionate	76	0.134
15	Supportive	71	0.125
16	**Visionary**	**69**	**0.121**
17	**Multi-faceted**	**68**	**0.120**
18	Loyal	65	0.114
19	Established	62	0.109
20	Ethical	61	0.107
21	Influential	58	0.102
22	Inspiring	58	0.102
23	Beautiful	47	0.083
24	**Adaptive**	**42**	**0.074**
25	Inclusive	39	0.069
26	**Curious**	**38**	**0.067**
27	Energetic	37	0.065
28	Enthusiastic	35	0.062
29	Creative	34	0.060
30	**Inquisitive**	**34**	**0.060**
31	**Innovative**	**33**	**0.058**
32	Compassionate	30	0.053
33	**Confident**	**29**	**0.051**
34	Journeying	28	0.049
35	Social	28	0.049
36	**Knowledgeable**	**27**	**0.047**
37	Charitable	26	0.046
38	Determined	26	0.046
39	Respectful	26	0.046
40	Industry Leader	23	0.040
41	Down-to-earth	20	0.035
42	Idealistic	19	0.033
43	Resourceful	19	0.033
44	Artistic	17	0.030
45	Tenacious	17	0.030
46	Surprisingly Strong	16	0.028
47	Big-hearted	15	0.026
48	Resilient	15	0.026
49	Exploratory	13	0.023
50	Persevering	13	0.023
51	Elite	12	0.021
52	Responsive	12	0.021
53	Warm	12	0.021
54	Wise	12	0.021
55	Humble	11	0.019
56	Dependable	9	0.016
57	Responsible	9	0.016
58	Stable	9	0.016
59	Intentional	8	0.014
60	Charming	7	0.012
61	Courageous	7	0.012
62	**Enlightening**	**7**	**0.012**
63	Honest	7	0.012
64	Connective	6	0.011
65	Exclusive	6	0.011
66	**Experimental**	**6**	**0.011**

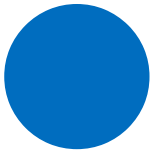
‘INNOVATOR’ CHARACTERISTICS

Anchored by the personality traits transformative, intelligent, and forward-thinking, this vein embodies DePauw University’s brilliant and innovative qualities. Comprising 33.2% of the total trait cloud, these Yellow characteristics are a very significant aspect of the institution’s personality.

PERSONALITY Traits

Trait Vein Power: 20.1%

1	Transformative	569	1.000
2	Experiential	207	0.364
3	Collaborative	162	0.285
4	Empowering	142	0.250
5	Intelligent	132	0.232
6	Dedicated	125	0.220
7	**Proud**	**119**	**0.209**
8	**Competitive**	**95**	**0.167**
9	**Forward-thinking**	**91**	**0.160**
10	**Distinctive**	**88**	**0.155**
11	Traditional	84	0.148
12	Caring	82	0.144
13	Friendly	76	0.134
14	Passionate	76	0.134
15	Supportive	71	0.125
16	**Visionary**	**69**	**0.121**
17	Multi-faceted	68	0.120
18	Loyal	65	0.114
19	**Established**	**62**	**0.109**
20	Ethical	61	0.107
21	**Influential**	**58**	**0.102**
22	Inspiring	58	0.102
23	Beautiful	47	0.083
24	Adaptive	42	0.074
25	Inclusive	39	0.069
26	Curious	38	0.067
27	Energetic	37	0.065
28	Enthusiastic	35	0.062
29	Creative	34	0.060
30	Inquisitive	34	0.060
31	Innovative	33	0.058
32	Compassionate	30	0.053
33	**Confident**	**29**	**0.051**
34	Journeying	28	0.049
35	Social	28	0.049
36	**Knowledgeable**	**27**	**0.047**
37	Charitable	26	0.046
38	Determined	26	0.046
39	Respectful	26	0.046
40	**Industry Leader**	**23**	**0.040**
41	Down-to-earth	20	0.035
42	Idealistic	19	0.033
43	Resourceful	19	0.033
44	Artistic	17	0.030
45	Tenacious	17	0.030
46	Surprisingly Strong	16	0.028
47	Big-hearted	15	0.026
48	Resilient	15	0.026
49	Exploratory	13	0.023
50	Persevering	13	0.023
51	**Elite**	**12**	**0.021**
52	Responsive	12	0.021
53	Warm	12	0.021
54	Wise	12	0.021
55	Humble	11	0.019
56	Dependable	9	0.016
57	Responsible	9	0.016
58	**Stable**	**9**	**0.016**
59	Intentional	8	0.014
60	Charming	7	0.012
61	**Courageous**	**7**	**0.012**
62	Enlightening	7	0.012
63	Honest	7	0.012
64	Connective	6	0.011
65	**Exclusive**	**6**	**0.011**
66	Experimental	6	0.011



‘LEADER’ CHARACTERISTICS

Anchored by the personality traits proud, competitive, and forward-thinking, this vein embodies DePauw University’s powerful and assertive qualities. Comprising 20.1% of the total trait cloud, these Blue characteristics are a moderate component of the institution’s personality.

PERSONALITY Traits

Trait Vein Power: 13.2%

1	Transformative	569	1.000
2	Experiential	207	0.364
3	Collaborative	162	0.285
4	Empowering	142	0.250
5	Intelligent	132	0.232
6	Dedicated	125	0.220
7	Proud	119	0.209
8	Competitive	95	0.167
9	Forward-thinking	91	0.160
10	Distinctive	88	0.155
11	Traditional	84	0.148
12	**Caring**	**82**	**0.144**
13	**Friendly**	**76**	**0.134**
14	Passionate	76	0.134
15	**Supportive**	**71**	**0.125**
16	Visionary	69	0.121
17	Multi-faceted	68	0.120
18	**Loyal**	**65**	**0.114**
19	Established	62	0.109
20	Ethical	61	0.107
21	Influential	58	0.102
22	Inspiring	58	0.102
23	Beautiful	47	0.083
24	Adaptive	42	0.074
25	**Inclusive**	**39**	**0.069**
26	Curious	38	0.067
27	Energetic	37	0.065
28	Enthusiastic	35	0.062
29	Creative	34	0.060
30	Inquisitive	34	0.060
31	Innovative	33	0.058
32	**Compassionate**	**30**	**0.053**
33	Confident	29	0.051
34	Journeying	28	0.049
35	Social	28	0.049
36	Knowledgeable	27	0.047
37	**Charitable**	**26**	**0.046**
38	Determined	26	0.046
39	Respectful	26	0.046
40	Industry Leader	23	0.040
41	**Down-to-earth**	**20**	**0.035**
42	Idealistic	19	0.033
43	Resourceful	19	0.033
44	Artistic	17	0.030
45	Tenacious	17	0.030
46	Surprisingly Strong	16	0.028
47	**Big-hearted**	**15**	**0.026**
48	Resilient	15	0.026
49	Exploratory	13	0.023
50	Persevering	13	0.023
51	Elite	12	0.021
52	Responsive	12	0.021
53	**Warm**	**12**	**0.021**
54	Wise	12	0.021
55	**Humble**	**11**	**0.019**
56	Dependable	9	0.016
57	Responsible	9	0.016
58	Stable	9	0.016
59	Intentional	8	0.014
60	Charming	7	0.012
61	Courageous	7	0.012
62	Enlightening	7	0.012
63	**Honest**	**7**	**0.012**
64	Connective	6	0.011
65	Exclusive	6	0.011
66	Experimental	6	0.011

‘NEIGHBOR’ CHARACTERISTICS

Anchored by the personality traits caring, friendly, and supportive, this vein embodies DePauw University’s supportive and selfless qualities. Comprising 13.2% of the total trait cloud, these Purple characteristics are a less significant component of the institution’s personality.

PERSONALITY Traits

Trait Vein Power: 12.0%

1	Transformative	569	1.000
2	Experiential	207	0.364
3	Collaborative	162	0.285
4	Empowering	142	0.250
5	Intelligent	132	0.232
6	Dedicated	125	0.220
7	**Proud**	**119**	**0.209**
8	**Competitive**	**95**	**0.167**
9	Forward-thinking	91	0.160
10	Distinctive	88	0.155
11	Traditional	84	0.148
12	Caring	82	0.144
13	Friendly	76	0.134
14	Passionate	76	0.134
15	Supportive	71	0.125
16	Visionary	69	0.121
17	Multi-faceted	68	0.120
18	Loyal	65	0.114
19	**Established**	**62**	**0.109**
20	Ethical	61	0.107
21	Influential	58	0.102
22	Inspiring	58	0.102
23	Beautiful	47	0.083
24	**Adaptive**	**42**	**0.074**
25	Inclusive	39	0.069
26	Curious	38	0.067
27	Energetic	37	0.065
28	Enthusiastic	35	0.062
29	Creative	34	0.060
30	Inquisitive	34	0.060
31	Innovative	33	0.058
32	Compassionate	30	0.053
33	**Confident**	**29**	**0.051**
34	Journeying	28	0.049
35	Social	28	0.049
36	Knowledgeable	27	0.047
37	Charitable	26	0.046
38	Determined	26	0.046
39	Respectful	26	0.046
40	Industry Leader	23	0.040
41	Down-to-earth	20	0.035
42	Idealistic	19	0.033
43	Resourceful	19	0.033
44	Artistic	17	0.030
45	**Tenacious**	**17**	**0.030**
46	**Surprisingly Strong**	**16**	**0.028**
47	Big-hearted	15	0.026
48	**Resilient**	**15**	**0.026**
49	Exploratory	13	0.023
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51	Elite	12	0.021
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56	Dependable	9	0.016
57	Responsible	9	0.016
58	Stable	9	0.016
59	Intentional	8	0.014
60	Charming	7	0.012
61	**Courageous**	**7**	**0.012**
62	Enlightening	7	0.012
63	Honest	7	0.012
64	Connective	6	0.011
65	Exclusive	6	0.011
66	Experimental	6	0.011

‘CONTENDER’ CHARACTERISTICS

Anchored by the personality traits of proud, competitive, and established, this vein embodies DePauw University’s resilient and tenacious qualities. Comprising 12.0% of the total trait cloud, these Brown characteristics are a less significant component of the institution’s personality.

PERSONALITY Traits

Trait Vein Power: 7.7%

1	Transformative	569	1.000
2	Experiential	207	0.364
3	Collaborative	162	0.285
4	Empowering	142	0.250
5	Intelligent	132	0.232
6	Dedicated	125	0.220
7	Proud	119	0.209
8	Competitive	95	0.167
9	Forward-thinking	91	0.160
10	Distinctive	88	0.155
11	Traditional	84	0.148
12	Caring	82	0.144
13	Friendly	76	0.134
14	Passionate	76	0.134
15	Supportive	71	0.125
16	Visionary	69	0.121
17	Multi-faceted	68	0.120
18	Loyal	65	0.114
19	Established	62	0.109
20	Ethical	61	0.107
21	Influential	58	0.102
22	**Inspiring**	**58**	**0.102**
23	**Beautiful**	**47**	**0.083**
24	Adaptive	42	0.074
25	Inclusive	39	0.069
26	**Curious**	**38**	**0.067**
27	Energetic	37	0.065
28	Enthusiastic	35	0.062
29	**Creative**	**34**	**0.060**
30	**Inquisitive**	**34**	**0.060**
31	Innovative	33	0.058
32	Compassionate	30	0.053
33	Confident	29	0.051
34	Journeying	28	0.049
35	Social	28	0.049
36	Knowledgeable	27	0.047
37	Charitable	26	0.046
38	Determined	26	0.046
39	Respectful	26	0.046
40	Industry Leader	23	0.040
41	Down-to-earth	20	0.035
42	**Idealistic**	**19**	**0.033**
43	Resourceful	19	0.033
44	**Artistic**	**17**	**0.030**
45	Tenacious	17	0.030
46	Surprisingly Strong	16	0.028
47	Big-hearted	15	0.026
48	Resilient	15	0.026
49	**Exploratory**	**13**	**0.023**
50	Persevering	13	0.023
51	Elite	12	0.021
52	Responsive	12	0.021
53	Warm	12	0.021
54	Wise	12	0.021
55	Humble	11	0.019
56	Dependable	9	0.016
57	Responsible	9	0.016
58	Stable	9	0.016
59	Intentional	8	0.014
60	Charming	7	0.012
61	Courageous	7	0.012
62	**Enlightening**	**7**	**0.012**
63	Honest	7	0.012
64	Connective	6	0.011
65	Exclusive	6	0.011
66	Experimental	6	0.011

‘ARTISAN’ CHARACTERISTICS

Anchored by the personality traits inspiring, beautiful, and curious, this vein embodies DePauw University’s creative and expressive qualities. Comprising 7.7% of the total trait cloud, these Orange characteristics are a waning reality of the institution’s personality.

PERSONALITY Traits

Blue words represent Death Star traits. See the following spread for explanation.

Death stars

1	Transformative	569	1.000
2	Experiential	207	0.364
3	Collaborative	162	0.285
4	Empowering	142	0.250
5	Intelligent	132	0.232
6	Dedicated	125	0.220
7	Proud	119	0.209
8	Competitive	95	0.167
9	Forward-thinking	91	0.160
10	Distinctive	88	0.155
11	**Traditional**	**84**	**0.148**
12	Caring	82	0.144
13	Friendly	76	0.134
14	Passionate	76	0.134
15	Supportive	71	0.125
16	Visionary	69	0.121
17	Multi-faceted	68	0.120
18	Loyal	65	0.114
19	Established	62	0.109
20	Ethical	61	0.107
21	Influential	58	0.102
22	Inspiring	58	0.102
23	Beautiful	47	0.083
24	Adaptive	42	0.074
25	**Inclusive**	**39**	**0.069**
26	Curious	38	0.067
27	Energetic	37	0.065
28	Enthusiastic	35	0.062
29	Creative	34	0.060
30	Inquisitive	34	0.060
31	Innovative	33	0.058
32	Compassionate	30	0.053
33	Confident	29	0.051
34	Journeying	28	0.049
35	**Social**	**28**	**0.049**
36	Knowledgeable	27	0.047
37	Charitable	26	0.046
38	Determined	26	0.046
39	Respectful	26	0.046
40	**Industry Leader**	**23**	**0.040**
41	Down-to-earth	20	0.035
42	Idealistic	19	0.033
43	Resourceful	19	0.033
44	Artistic	17	0.030
45	Tenacious	17	0.030
46	Surprisingly Strong	16	0.028
47	Big-hearted	15	0.026
48	Resilient	15	0.026
49	Exploratory	13	0.023
50	Persevering	13	0.023
51	**Elite**	**12**	**0.021**
52	Responsive	12	0.021
53	Warm	12	0.021
54	Wise	12	0.021
55	**Humble**	**11**	**0.019**
56	Dependable	9	0.016
57	Responsible	9	0.016
58	Stable	9	0.016
59	Intentional	8	0.014
60	Charming	7	0.012
61	Courageous	7	0.012
62	Enlightening	7	0.012
63	Honest	7	0.012
64	Connective	6	0.011
65	Exclusive	6	0.011
66	Experimental	6	0.011

★ *Death Stars were assigned to adjectives by workshop participants who felt the trait was inaccurate, untrue, unachievable, or who simply disliked it. It's important to note that death star words were initially cited as authentic descriptors of the organization.*

★ Traditional (13)

"Making a lot of money and having a traditional way of life."

"Slow is paired with being traditional and conservative."

★ Inclusive (11)

"Greek, honor programs aren't framed in a way that is inclusive."

"DePauw supporters tend to take care of their own and are not inclusive."

★ Humble (9)

"Both our students and faculty can be arrogant at times."

"Many of our students are privileged and it comes off as proud and arrogant."

"Similar thoughts to vain, we're super cocky."

★ Elite (8)

"Elitist. DePauw is excellent but not elite. I believe new leadership recognizes this and is responding very appropriately."

"The university still carries a snobbish / elitist reputation that creates hurdles for real world opportunities for alumni."

★ Industry Leader (6)

"Planning and vision aren't enough. Execution and speed matter. How do we move faster?"

"We are anxious to always be better but slow to change and weak about change."

★ Social (6)

"The prevalence of drinking and partying on campus is rarely discussed and remarks made towards this issue are indeed vague."

"DePauw at its best is a sociological obstacle course."

PERSONALITY

Faults

Faults

LIVE PERSONALITY WORKSHOPS

348 PARTICIPANTS

ACTUAL

Fault	Selected	Category %
Reactive	76	8.91%
Exclusive	54	6.33%
Money-minded	44	5.16%
Inconsistent	28	3.28%
Complacent	26	3.05%
Indecisive	24	2.81%
Materialistic	23	2.70%
Unappreciative	23	2.70%

PERCEIVED

Fault	Selected	Category %
Arrogant	75	8.47%
Exclusive	71	8.01%
Money-minded	58	6.55%
Inaccessible	41	4.63%
Intolerant	40	4.51%
Superficial	38	4.29%
Pompous	33	3.72%
Complacent	31	3.50%

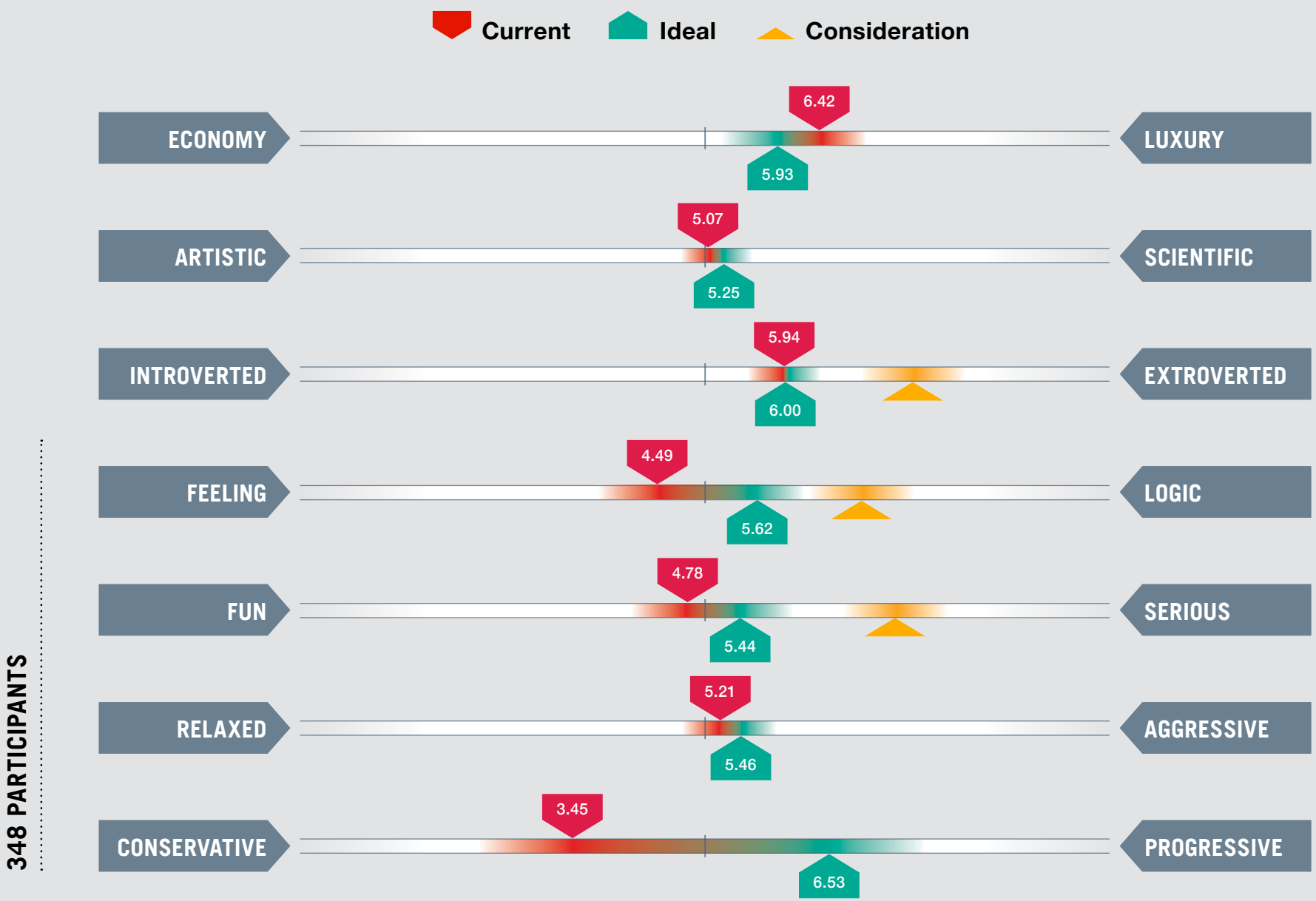
ACTUAL PERCEPTION

Fault	Selected	Category %
None of these pertain	508	50.5%
Money-minded	173	17.2%
Exclusive	162	16.1%
Arrogant	111	11.0%
Pompous	107	10.6%
Self-centered	88	8.8%
Inaccessible	81	8.1%
Reactive	65	6.5%

PERSONALITY

Dichotomies

PERSONALITY Dichotomies



Descriptions

ECONOMY	An economy brand is a practical choice in its market that appeals to a broader audience. This brand is necessity-focused, accessible, and generally more affordable.	A luxury brand is perceived as the premium choice in its market and caters to a narrower audience. This brand is more exclusive to buyers.	**LUXURY**
ARTISTIC	An artistic brand relies on creativity and is comfortable with abstract concepts. Explores new ideas based largely on intuition and free expression.	A scientific brand depends on objectivity and factual analysis. The focus is on solutions that work efficiently, with concrete supporting data.	**SCIENTIFIC**
INTROVERTED	An introverted brand is focused on the inner world, where ideas and experiences motivate. This brand is more private, a reflective/contemplative personality.	An extroverted brand is focused on the outer world, where people and action decide where attention is given. This brand is very sociable and expressive.	**EXTROVERTED**
FEELING	A feeling brand uses affectional values as an anchor in decisions. This brand is emotionally-attuned and empathizes, recognizing that feelings motivate.	A logic brand is defined by thinking over feeling. Analysis is a driving force in decision-making, guided by cause-and-effect reasoning. Prefers objective truth.	**LOGIC**
FUN	A fun brand is light-hearted and playful, placing a high degree of importance on enjoyment and entertainment.	A serious brand is straightforward and matter-of-fact, favoring a focused, and mild-mannered disposition.	**SERIOUS**
RELAXED	A relaxed brand is casual and easy-going, providing a sense of calm.	An aggressive brand is firm and assertive, providing a sense of alert.	**AGGRESSIVE**
CONSERVATIVE	A conservative brand is cautiously moderate, and desires to preserve existing conditions—valuing tradition and established practices.	A progressive brand favors continual advancement, change, improvement, or reform—making progress toward new conditions.	**PROGRESSIVE**

Cause

PHILOSOPHY

1. Verb 2. Adjective 3. Abstract Noun

The “Why”

Apple exists to

challenge preconceived ideas.

1 2 3

Disney exists to

inspire childlike wonder.

1 2 3

Coca-Cola exists to

spread classic happiness.

1 2 3

PERSONALITY Cause

LIVE PERSONALITY WORKSHOPS

258 PARTICIPANTS

VERB ①

27.6%	unleash
9.6%	instill
7.6%	develop
7.2%	empower
6.7%	encourage
6.5%	create
5.3%	launch

ADJECTIVE ②

22.5%	authentic
11.7%	infinite
6.8%	lifelong
6.6%	uncommon
6.5%	passionate
5.8%	genuine
5.2%	enlightened

ABSTRACT NOUN ③

39.8%	potential
12.8%	discovery
11.1%	opportunities
9.1%	curiosity
6.7%	growth
4.4%	experience
2.7%	insight

Percentage indicates overall word prevalence within its category.

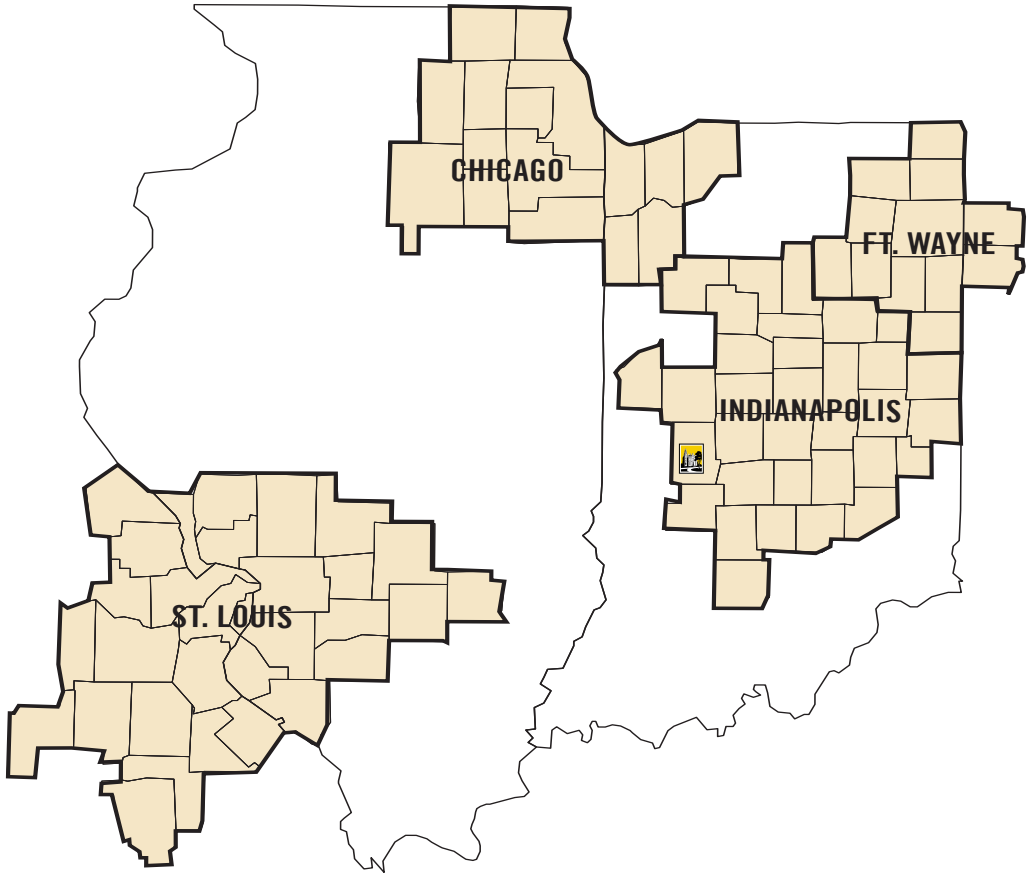
DePauw University exists to...

Unleash Infinite Potential

that shapes the future and improves the world.

EXTERNAL RESEARCH

EXTERNAL RESEARCH



Campaign Details

DMAs: Indianapolis, IN / Chicago, IL / Fort Wayne, IN / St. Louis, MO

Mechanism: 13-question survey

Distribution: Online, opt-in, on-demand

Age Brackets: 18-24 | 25-34 | 35-54

Estimated Population: IND: 2,665,617 / CHI: 9,447,734 / FW: 668,775 / STL: 3,023,986

Survey Completes: IND: 265 (26.0%) / CHI: 262 (25.8%) / FW: 241 (23.7%) / STL: 249 (24.5%)

Research Method: Quantitative survey

Total Estimated Population: 15,806,112

Sample Size: 1,017

Confidence Level: 99%

Confidence Interval: 4.04

EXTERNAL RESEARCH

Demographics

Age:

(Total Field)

18-24 years old — 12%

25-44 years old — 48%

45-64 years old — 30%

65 and over — 10%

Gender: (Total Field)

Male — 31%

Female — 69%

Other — 0%

Familiarity with DePauw University:

	(Total Field)	(IND)	(CHI)	(FW)	(STL)
Zero familiarity	— 43%*	20%*	34%*	41%*	62%*
Low familiarity	— 32%	40%	33%	36%	26%
Moderately familiar	— 18%	29%	21%	19%	10%
Very familiar	— 7%	11%	13%	4%	2%
		(18-24)	(18-24)	(18-24)	(18-24)
		15%*	22%*	44%*	50%*
		38%	33%	35%	33%
		35%	29%	21%	15%
		12%	16%	0%	1%

*Respondents with zero familiarity with DePauw University were dismissed—827 total.

Statistical Highlight

Affiliation with DePauw University:

I attend(ed) DePauw University.	— 2%*
I work(ed) for DePauw University.	— 0%*
I have close friend(s) or family that attended DePauw University.	— 9%
I attend(ed) a college in close proximity to DePauw University.	— 1%
I have close friend(s) or family that attended a college in proximity to DePauw University.	— 5%
No direct affiliation.	— 81%
Other.	— 2%

*Respondents who attend(ed) or work(ed) for DePauw University were dismissed in order to reduce bias—45 respondents total.

QUESTION 6

WHICH THREE INSTITUTIONS HAVE THE STRONGEST OVERALL REPUTATION?

DEPAUW IS THE 2ND RANKED PRIVATE ON THE LIST AT THE BOTTOM OF THE 'TOP 5' BEFORE A STEEP DROP TO AUGUSTANA.

(Total Field)			(IND)	(CHI)	(FW)	(STL)
#1	Purdue University	1909	#2	#2	#2	#1
#2	Indiana University	1516	#1	#3	#1	#3
#3	University of Illinois (U-C)	901	#5	#1	#5	#2
#4	Butler University	810	#3	#5	#3	#5
#5	DePauw University	638	#4	#4	#4	#4
#6	Augustana College	98	#8	#6	#9	#8
#7	Grinnell College	85	#9	#9	#11	#6
#8	Kenyon College	70	#6	#7	#6	#11
#9	Denison University	67	#7	#8	#7	#10
#10	Centre College	55	#12	#10	#12	#9
#11	Macalester College	47	#10	#12	#8	#7
#12	Sewanee University	26	#11	#11	#10	#12

University of Illinois Urbana-Champagne's firm grip on the Chicago market elevates its position to 3rd overall. DePauw would occupy 4th place overall were it not for Butler's scores in Indianapolis and Fort Wayne.

DEPAUW IS MASCULINE 19%

DEPAUW IS FEMININE 8%

QUESTION 7

WHICH CHARACTER BEST REPRESENTS THE PERSONALITY OF DEPAUW?

9% 14%
12% IND
8% CHI
7% FW
8% STL

47% 38%
46% IND
44% CHI
53% FW
46% STL

7% 8%
5% IND
9% CHI
7% FW
7% STL

6% 5%
9% IND
5% CHI
8% FW
4% STL

3% 5%
3% IND
3% CHI
4% FW
3% STL

5% 7%
4% IND
8% CHI
4% FW
6% STL

2% 4%
3% IND
2% CHI
2% FW
2% STL

14% 16%
11% IND
17% CHI
12% FW
18% STL

5% 5%
7% IND
4% CHI
4% FW
5% STL

Total Field 18-24 years old Statistical Highlight

QUESTION 8

WHICH DEFINITION IS MOST DESCRIPTIVE OF DEPAUW UNIVERSITY?

	(Total)	(IND)	(CHI)	(FW)	(STL)
Powerful and assertive, driven by growth and industry leadership.	**21.7%**	**24.5%**	**22.9%**	**19.9%**	**19.3%**
Brilliant and transformative, driven by inventing the future.	13.7%	15.5%	12.2%	13.3%	13.7%
Creative and original, driven by self-expression and artistry.	13.1%	15.5%	10.7%	12.9%	13.3%
None of these definitions are descriptive of DePauw University.	13.0%	7.9%	12.6%	15.4%	16.5%
Adventurous and inquisitive, driven by discovery and exploration.	10.2%	10.2%	11.8%	8.3%	10.4%
Supportive and selfless, driven by compassion and caring.	10.4%	10.2%	8.8%	13.3%	9.6%
Cheerful and enthusiastic, driven to entertain and excite.	9.1%	7.5%	13.0%	7.5%	8.4%
Resilient and tenacious, driven by grit and courage.	8.8%	8.7%	8.0%	9.5%	8.8%

Points of significance: The market perceives far less Green (Explorer) qualities in DePauw than the instituion identifies in itself authentically. This outcome applies to Brown (Contender) qualities as well. Blue (Leader), and Yellow (Innovator) are statistical standouts regardless of the DMA, with Orange (Artisan) in third position.

Statistical Highlight

QUESTION 9

WHICH DEFINITION IS LEAST DESCRIPTIVE OF DEPAUW UNIVERSITY?

	(Total)	(IND)	(CHI)	(FW)	(STL)
Creative and original, driven by self-expression and artistry.	**21.1%**	**18.5%**	**21.0%**	**23.7%**	**21.7%**
Resilient and tenacious, driven by grit and courage.	15.5%	17.0%	16.0%	15.4%	13.7%

QUESTION 10

WHICH THREE ADJECTIVES BEST DESCRIBE THE PERSONALITY OF DEPAUW?

		(Total)	(IND)	(CHI)	(FW)	(STL)
1.	Intelligent	1093	#1	#1	#1	#1
2.	Dedicated	926	#2	#2	#2	#2
3.	Proud	775	#3	#3	#3	#3
4.	Forward-thinking	665	#4	#4	#4	#4
5.	Empowering	531	#5	#5	#5	#5
6.	Loyal	522	#6	#6	#6	#8
7.	Collaborative	464	#7	#9	#7	#6
8.	Experiential	364	#9	#7	#9	#7
9.	Transformative	304	#10	#8	#10	#9
10.	Beautiful	286	#8	#10	#8	#10

The top five ranked traits in the total field are remarkably consistent throughout the four markets. The biggest concern is 'Transformative' ranking near last place overall (it is last in two markets) while being the most important trait to describe DePauw as determined by internal stakeholders.

Statistical Highlight

QUESTION 12

WHEN YOU THINK ABOUT DEPAUW UNIVERSITY WHAT ONE DEFINING WORD COMES TO MIND? (POSITIVE OR NEGATIVE IS ACCEPTABLE)

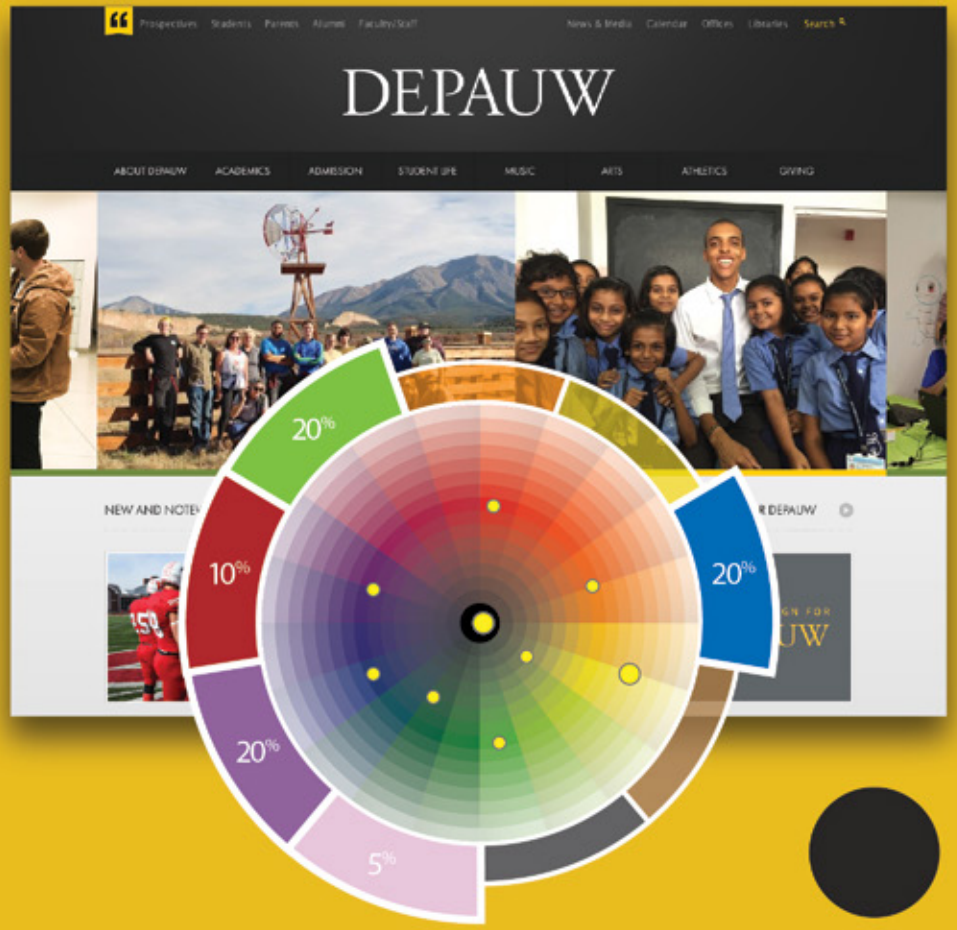
positive	74
good	36
expensive	34
intelligent	23
education	22
none	20
nothing	19
unknown	19
small	18
great	16
liberal	14
exclusive	14
school	14
smart	14
strong	12
private	11
college	11
innovative	11
average	10
educational	10
dedicated	9
awesome	8
intelligence	8
money	8

Categories

Positive	Neutral	Negative
55%	29%	16%
positive	education	expensive
good	none	unknown
intelligent	nothing	exclusive
great	small	average
exclusive	liberal	no
smart	school	unfamiliar
strong	private	snooty
innovative	college	arrogant
dedicated	educational	boring
awesome	money	mediocre
intelligence	neutral	dont
proud	arts	snobby
empowering	learning	pompous
success	business	distant
caring	academic	meh

COMPETITIVE AUDIT

DEPAUW UNIVERSITY



CENTRAL THEMES

CHALLENGING
RELATIONSHIPS
SUCCESS
EXPERIENCE
LEADERSHIP
ENGAGEMENT

HEADLINES

Starting Your DePauw Story.
Close student-faculty interaction.
A life of inquiry.

Adobe Caslon Pro

NULLA ET MATTIS.

Pariatur. Exceptur ta.
Sed a malesnuada dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia.

Futura

NULLA ET MATTIS.

Pariatur. Exceptur ta.
Sed a malesnuada dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia.

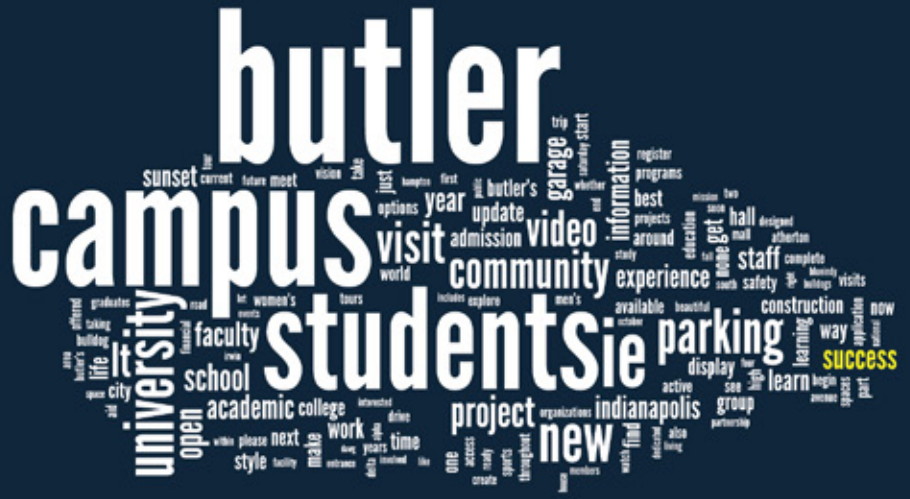
DEPAUW UNIVERSITY

B	TECHNICAL	PERCEPTIONS & REALITIES
BRANDMARK	+ Unique building illustration. +|− Standard serif, simple typography.	+ Memorable, interesting icon. + Pleasant mix of complexity/simplicity.
COLOR	+ Super high contrast yellow/black primaries. + Cool, colorful secondaries.	+ Attention grabbing, powerful, exciting. + Measured, upscale.
TYPOGRAPHY	+ Caslon: Old style serif. Headlines. + Futura: Modern sans serif. Headlines, copy.	+ Intelligent, academic. + Futura application: Alert, strident.
IMAGERY	+ Mostly professional, custom, large scale. + Artful, varied, eclectic.	+ Engaging, energetic, compelling. + Individual, narrative.
NARRATIVE	+ Informal, idiomatic. + Assertive, inclusive language.	+ Engaging, extroverted. + Inspiring, empowering.

OVERALL STORY

DePauw presents contemporary, attractive high quality marketing materials that will no doubt draw initial interest. Unfortunately, a cohesive archetype is lacking, failing to dictate a clear answer to "who is DePauw?" While online, DePauw sticks mainly in the usual lanes of 'Purple/Green/Blue,' print materials branch out erratically. Every audience and discipline seemingly presents its own DePauw. This leaves the audience a shallow understanding of DePauw, unclear on its true character.

BUTLER UNIVERSITY



CENTRAL THEMES

SUCCESS
SERVICE
BUSINESS
EXPERIENTIAL
COMMUNITY
SUPPORT

HEADLINES

Businesses engage with Butler.
Bulldogs into the streets.
Hands-on learning. Practical experience from day one.

Sackers Gothic

NULLA ET MATTIS.

PARIATUR. EXCEPTUR TA. SED A MALESNUADA DUI.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. INTEGER NEC ODIO. PRAESENT LIBERO. SED CURSUS ANTE DAPIBUS DIAM. SED NISI. NULLA QUIS SEM AT NIBH ELEMENTUM IMPERDIET. DUIS SAGITTIS IPSUM. PRAESENT MAURIS. FUSCE NEC TELLUS SED AUGUE SEMPER PORTA. MAURIS MASSA. VESTIBULUM LACINIA.

Georgia

NULLA ET MATTIS.

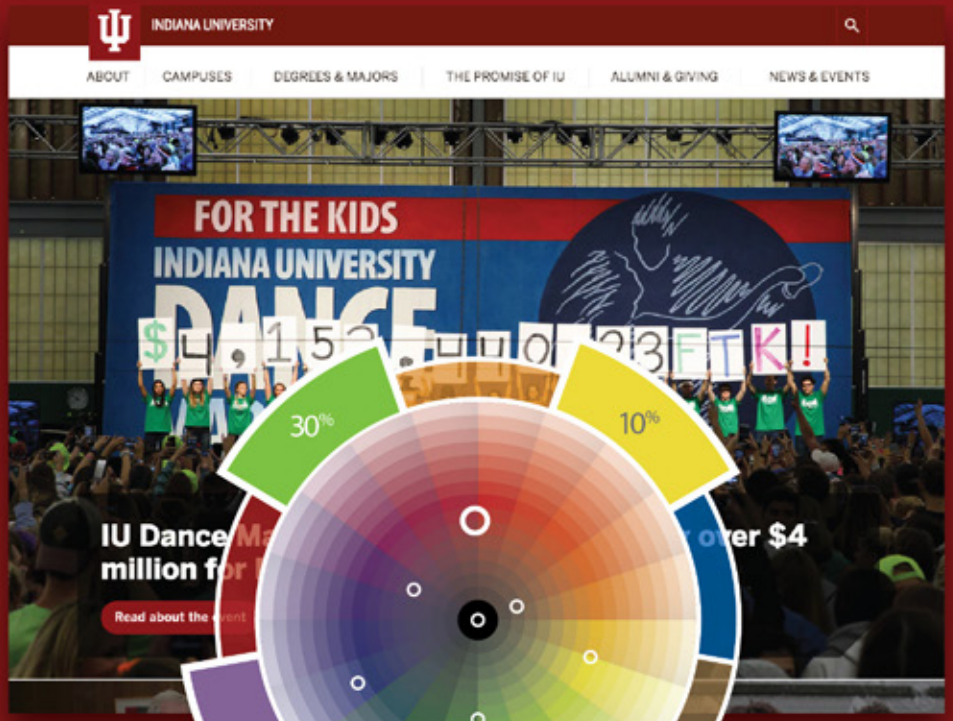
Pariatur. Exceptur ta. Sed a malesnuada dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia.

BUTLER UNIVERSITY

A+	TECHNICAL	PERCEPTIONS & REALITIES
BRANDMARK	+|− Spare, letter forms only. + Unique slab/sans, size interplay	+ Bold, collegiate. +|− Simple, but memorable.
COLOR	+ Blue primary, yellow secondary. + High contrast, balanced application.	+ Playful juxtaposition. + Confident, trustworthy.
TYPOGRAPHY	+ Sackers: Unique sans serif. Headlines. +|− Georgia: Classic serif. Copy.	+ Sackers: Attention grabbing, confident. + Georgia: Sturdy, familiar.
IMAGERY	+|− Eclectic low/high-quality, pro/amateur mix. +|− Environmental landscape, student portraits.	+ Personal, student focused. + Compelling, unexpected.
NARRATIVE	+ Conversational tone, idiomatic.	+ Personal, warm. + Positive, convincing.
OVERALL STORY	**Butler's 'Purple-Brown' archetype can be best described in its apparent ethos of tying excellence and success to communal effort and hard, hands-on work. Individual stories of student success permeate its pages exemplifying accomplishment through action. Butler makes its audience feel empowered and emboldened, while simultaneously supported and guided.**	

INDIANA UNIVERSITY



CENTRAL THEMES

RESEARCH
OPPORTUNITY
FACULTY
CAMPUS
COMMUNITY
EXPLORATION

HEADLINES

On the course of greatness.
Fulfilling the promise.
Go on an intellectual journey that will change your life.

Benton Sans

NULLA ET MATTIS.

Pariatur. Exceptur ta.
Sed a malesnuada dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia.

Georgia

NULLA ET MATTIS.

Pariatur. Exceptur ta.
Sed a malesnuada dui.

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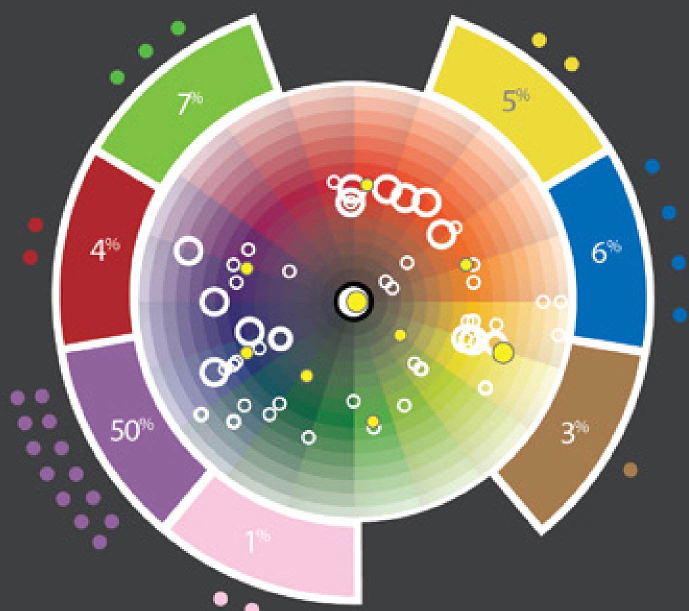
INDIANA UNIVERSITY

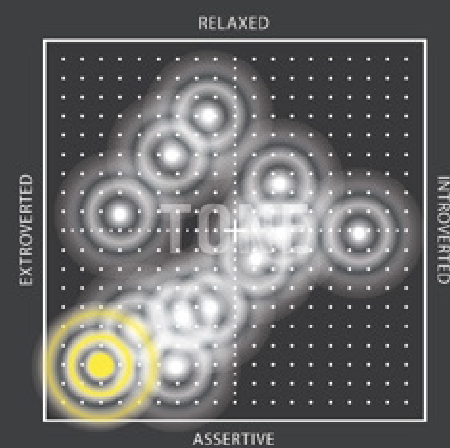
A	TECHNICAL	PERCEPTIONS & REALITIES
BRANDMARK	+ | − Slab serif, monogram icon. + Slab serif typography.	+ Traditional, classic collegiate. − Unremarkable, common.
COLOR	+ Rich red primary, consistently used. − Largely unused colorful secondaries.	+ Bold, eye catching. − Stark, monotonous, unchanging.
TYPOGRAPHY	+ | − Benton Sans: Sans serif. Headlines and copy. + | − Georgia: Classic serif. Print copy.	+ Benton Sans: Simple, modern, direct. + Georgia: Sturdy, familiar.
IMAGERY	+ High quality, custom, full scale. + Video background headers.	+ Images: Bright, eye catching . + Video: Compelling, active.
NARRATIVE	+ Informal, active. + Pithy, direct.	+ Persuasive, convincing.

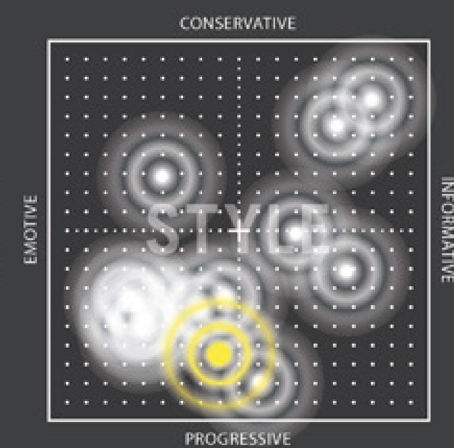
OVERALL STORY

Indiana presents a compelling 'Purple-Green' archetype, inspiring students to find their paths through exploration and discovery. A touch of 'Yellow' shines through as a history of transformative innovations is discussed, but the focus remains on 'Green' inquisition. Indiana is a confident adventurer out to support the next generation of trailblazers.

TOTAL FIELD







24% archetype potential not fulfilled

Yellow highlighted elements on this page indicate information specific to DePauw University.

LEADERBOARD

TOTAL FIELD

Butler University	**A+**	Excellence through effort
University of Illinois	**A+**	Focused innovator
Indiana University	**A**	Confident adventurer
Denison University	**A**	Enthusiastic and selfless
Miami University	**A**	Energetic and youthful
Purdue University	**A-**	Compelling but boastful
Kenyon College	**B+**	Confident shepherd
DePauw University	**B**	Attractive but erratic
Centre College	**B-**	Vibrant visuals
Grinnell College	**C**	Less is less
Sewanee University	**C**	Hidden discovery
Macalester College	**C-**	Scattered and unfocused
Augustana College	**D+**	Lackluster and uncompelling

PERSONALITY

Conclusions

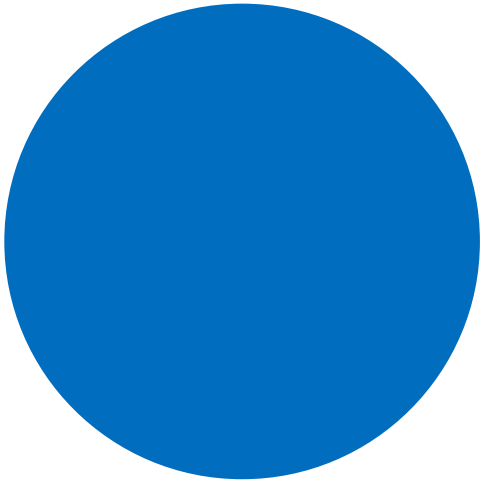
Saturated Personality Mix.

Lemon-lime.

Blue-ness.

Red and Orange Tensions.

DEPAUW UNIVERSITY

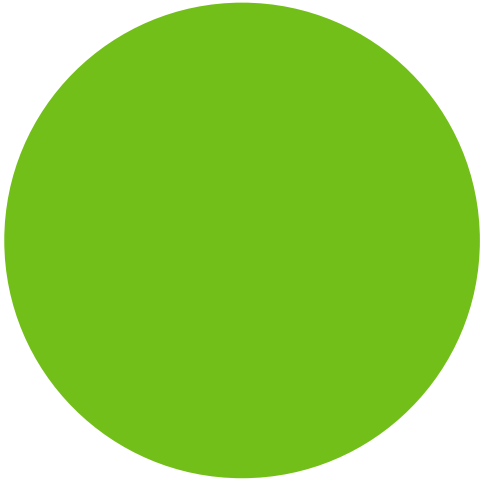


EMPOWERING LEADER

Powerful and assertive, driven by growth and being an industry leader. Delivers stability, pride, and strength. Values power, influence, and accomplishment. Causes people to feel confident and in control.

PROUD

COMPETITIVE • DISTINCTIVE

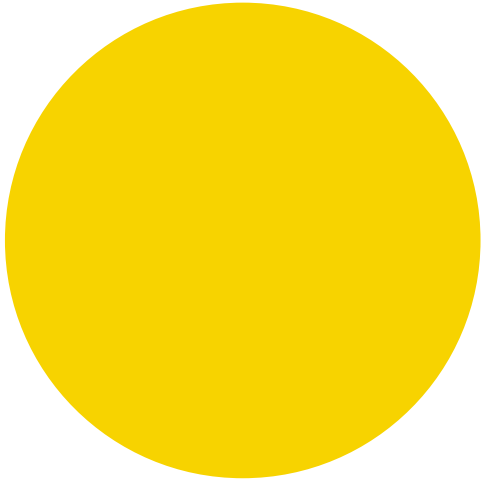


COLLABORATIVE EXPLORER

Adventurous and inquisitive, driven by the quest for discovering the unknown. Delivers progress and a thirst for knowledge and exploration. Values investigation, curiosity, and trailblazing. Causes people to feel empowered and enlightened.

EXPERIENTIAL

ADAPTIVE • INQUISITIVE



BRILLIANT TRANSFORMER

Brilliant and transformative, driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and transformation. Causes people to feel awe and amazement.

TRANSFORMATIVE

INTELLIGENT • VISIONARY

PLATFORM

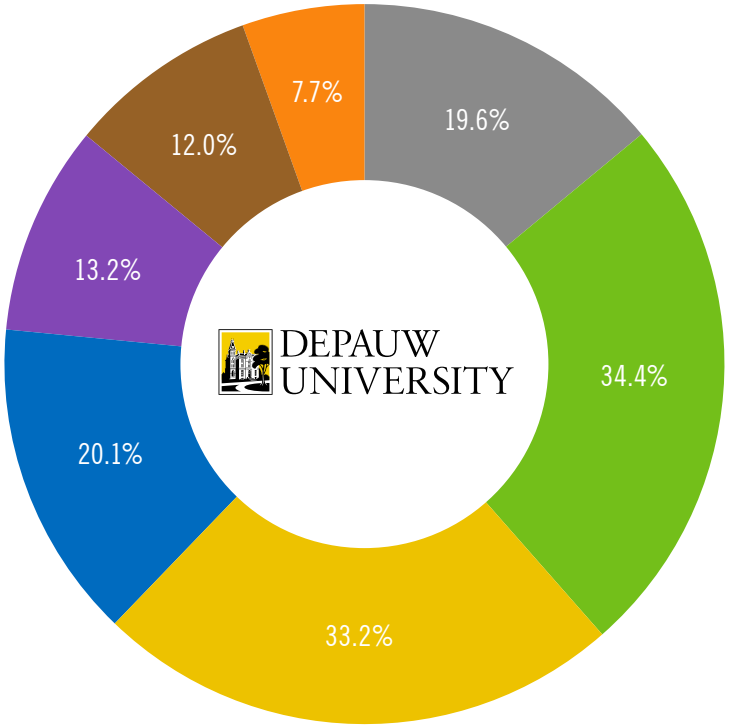
PLATFORM Top 64 Traits

Method & Results

Top 64 Traits

1	Transformative	{569}	35	Social	{28}
2	Experiential	{207}	36	Knowledgeable	{27}
3	Collaborative	{162}	37	Charitable	{26}
4	Empowering	{142}	38	Determined	{26}
5	Intelligent	{132}	39	Respectful	{26}
6	Dedicated	{125}	40	Industry Leader	{23}
7	Proud	{119}	41	Down-to-earth	{20}
8	Competitive	{95}	42	Idealistic	{19}
9	Forward-thinking	{91}	43	Resourceful	{19}
10	Distinctive	{88}	44	Artistic	{17}
11	Traditional	{84}	45	Tenacious	{17}
12	Caring	{82}	46	Surprisingly Strong	{16}
13	Friendly	{76}	47	Big-hearted	{15}
14	Passionate	{76}	48	Resilient	{15}
15	Supportive	{71}	49	Exploratory	{13}
16	Visionary	{69}	50	Persevering	{13}
17	Multi-faceted	{68}	51	Elite	{12}
18	Loyal	{65}	52	Responsive	{12}
19	Established	{62}	53	Warm	{12}
20	Ethical	{61}	54	Wise	{12}
21	Influential	{58}	55	Humble	{11}
22	Inspiring	{58}	56	Dependable	{9}
23	Beautiful	{47}	57	Responsible	{9}
24	Adaptive	{42}	58	Stable	{9}
25	Inclusive	{39}	59	Intentional	{8}
26	Curious	{38}	60	Charming	{7}
27	Energetic	{37}	61	Courageous	{7}
28	Enthusiastic	{35}	62	Enlightening	{7}
29	Creative	{34}	63	Honest	{7}
30	Inquisitive	{34}	64	Connective	{6}
31	Innovative	{33}	65	Exclusive	{6}
32	Compassionate	{30}	66	Experimental	{6}
33	Confident	{29}			
34	Journeying	{28}			

Initial Trait Cloud Personality



PLATFORM Bracketology

Round 1

✓ transformative	vs	established
friendly	vs	experiential ✓
competitive	vs	collaborative ✓
✓ empowering	vs	adaptive
social	vs	intelligent ✓
ethical	vs	passionate ✓
influential	vs	innovative ✓
proud	vs	energetic ✓
caring	vs	curious ✓
✓ inspiring	vs	supportive
✓ dedicated	vs	visionary
beautiful	vs	inclusive ✓
✓ forward-thinking	vs	traditional
✓ loyal	vs	journeying
✓ multi-faceted	vs	idealistic
✓ distinctive	vs	resourceful

Round 2

✓ creative	vs	strong
✓ compassionate	vs	surprisingly strong
leading edge	vs	artistic ✓
courageous	vs	knowledgeable ✓
✓ big-hearted	vs	confident
✓ exploratory	vs	charming
✓ connective	vs	resilient
✓ charitable	vs	experimental
✓ inquisitive	vs	stable
✓ honest	vs	elite
✓ ambitious	vs	responsive
persevering	vs	intentional ✓
enthusiastic	vs	determined ✓
respectful	vs	progressive ✓
✓ dependable	vs	down-to-earth
✓ responsible	vs	warm

1-0 vs 1-0

✓ transformative	vs	charitable
artistic	vs	experiential ✓
inquisitive	vs	collaborative ✓
✓ empowering	vs	ambitious
honest	vs	intelligent ✓
✓ knowledgeable	vs	passionate
innovative	vs	determined ✓
✓ energetic	vs	big-hearted
responsible	vs	curious ✓
inspiring	vs	exploratory ✓
✓ creative	vs	dedicated
inclusive	vs	intentional ✓
✓ connective	vs	forward-thinking
progressive	vs	loyal ✓
✓ multi-faceted	vs	dependable
✓ distinctive	vs	compassionate

0-1 vs 0-1

established	vs	courageous ✓
elite	vs	friendly ✓
competitive	vs	experimental ✓
adaptive	vs	enthusiastic ✓
social	vs	surprisingly strong ✓
charming	vs	ethical ✓
✓ resilient	vs	influential
proud	vs	warm ✓
✓ caring	vs	leading edge
✓ supportive	vs	confident
✓ visionary	vs	strong ✓
beautiful	vs	stable ✓
traditional	vs	responsive ✓
respectful	vs	journeying ✓
idealistic	vs	persevering
✓ resourceful	vs	down-to-earth

Semi-Finals

charitable	vs	courageous ✓
✓ artistic	vs	enthusiastic
✓ inquisitive	vs	resilient
ambitious	vs	ethical ✓
honest	vs	supportive ✓
✓ passionate	vs	strong
✓ innovative	vs	stable
✓ big-hearted	vs	surprisingly strong
responsible	vs	visionary ✓
✓ inspiring	vs	caring
✓ dedicated	vs	experimental
✓ inclusive	vs	responsive
✓ forward-thinking	vs	warm
✓ progressive	vs	resourceful
✓ dependable	vs	friendly
✓ compassionate	vs	journeying

Finals

✓ courageous	vs	loyal
knowledgeable	vs	collaborative ✓
✓ distinctive	vs	artistic
✓ ethical	vs	determined
✓ exploratory	vs	multi-faceted
✓ passionate	vs	intentional
innovative	vs	inquisitive ✓
✓ transformative	vs	big-hearted
✓ connective	vs	dependable
creative	vs	inspiring ✓
dedicated	vs	energetic ✓
inclusive	vs	supportive ✓
forward-thinking	vs	intelligent ✓
✓ experiential	vs	progressive
visionary	vs	curious ✓
compassionate	vs	empowering ✓

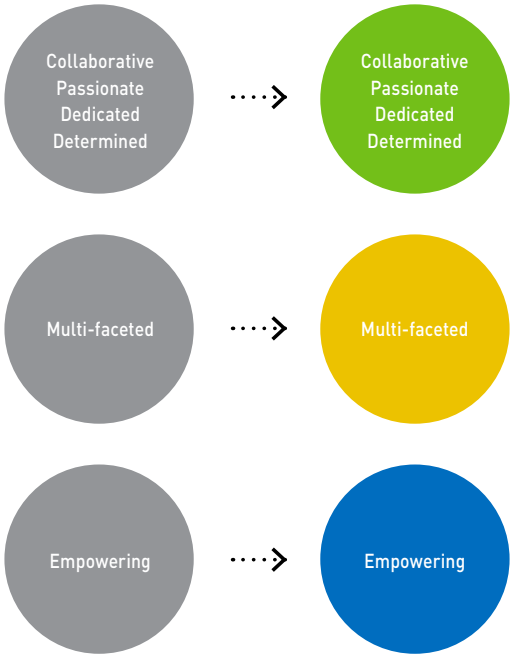
{ } - Trait Power Score (see page 23) ‹ › - Dimension Power Score - Strategic Highlight

Final 32

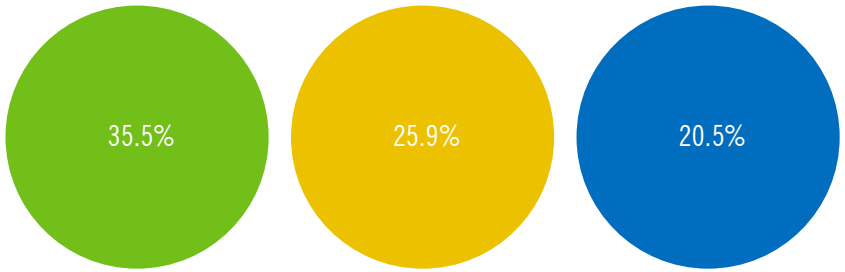
●	1	collaborative	3-0	{162}	‹169›
●	2	empowering	3-0	{142}	‹162›
	3	transformative	3-0	{569}	‹141›
	4	exploratory	3-0	{13}	‹137›
	5	connective	3-0	{6}	‹119›
	6	intelligent	3-0	{132}	‹117›
●	7	passionate	3-1	{76}	‹115›
	8	experiential	3-0	{207}	‹111›
●	9	ethical	3-1	{61}	‹108›
	10	inspiring	3-1	{58}	‹106›
	11	distinctive	3-0	{88}	‹105›
	12	visionary	2-2	{69}	‹103›
	13	creative	2-1	{34}	‹97›
	14	courageous	3-1	{7}	‹97›
	15	supportive	3-1	{71}	‹96›
	16	knowledgeable	2-1	{27}	‹93›
	17	progressive	2-2	{5}	‹93›
	18	curious	3-0	{38}	‹91›
	19	energetic	3-0	{37}	‹87›
	20	inquisitive	3-1	{34}	‹87›
	21	influential	0-2	{58}	‹86›
	22	inclusive	2-2	{39}	‹85›
●	23	intentional	2-1	{8}	‹83›
●	24	multi-faceted	2-1	{68}	‹73›
	25	innovative	2-2	{33}	‹70›
●	26	dedicated	2-2	{125}	‹69›
	27	forward-thinking	2-2	{91}	‹66›
	28	artistic	2-2	{17}	‹66›
	29	ambitious	1-2	{5}	‹66›
●	30	determined	2-1	{26}	‹61›
	31	compassionate	2-2	{30}	‹60›
	32	loyal	2-1	{65}	‹58›

{ } - Trait Power Score (see page 23) ■ - Dimension Weighted Total

ASSIGNING UNIVERSAL TRAITS



PLATFORM SUMMARY



PLATFORM

Storylines

THE DEPAUW STORY

At DePauw University, we stand as a beacon of strength, stability, and influence in a time wrought with uncertainty. We encourage a spirit of curiosity, exploration, and discovery through our fully immersive, intentionally broad academic and residential experience that unleashes transformation in our students. At DePauw, we endeavor to innovate our academic approach to improve student outcomes and steadfastly curate our methods and pedagogy while maintaining the essence of a holistically beneficial Liberal Arts philosophy.

We fully embrace a culture of free thinking, questioning, respectful conflict and dialogue as critical components of our academic culture, while striving to collaborate and connect the people, places, ideas, and disciplines required to solve complex problems. At DePauw, we desire to influence the discussion into actions that foster a positive contribution to the many issues and challenges of our time, while maintaining relevance and resolving to lead the change required for a better world today and tomorrow.

PLATFORM **Storyline 1**

DEPAUW'S LEADERSHIP AND INFLUENCE EARNS DISTINCTION

At DePauw University, we stand as a beacon of strength, stability, and influence in a time wrought with uncertainty. We lead through a strong commitment to the excellence of our academic experience, cultivating worthy goals and empowered achievement in ourselves and others. As leaders, we open our minds and hearts to acceptance and connectedness as we address the issues of today, and resolve to be an active influence to create an improved world.

PRESENT REALITY

Dimensions

Empowering

Providing leadership tools and mentoring to help students reach their fullest potential.

Evidence examples:

- Compton Center
- Experiential Learning
- Independent Projects
- Hubbard Center
- Staff size – commitment to help
- Faculty / student research
- Internship
- Can create your own major
- Can create your own club
- FDC
- Student funds to present at conference
- Posse
- Women in Science program

Distinctive

Confidently projecting and harnessing our uniqueness to deliver an unsurpassed educational experience.

Evidence examples:

- Student email signature
- Block of affiliations
- Supporting two Posse programs and Bonner Scholar Program
- LA and SOM
- Music School
- Prindle
- Campus
- Winter Term – experiential learning
- 21CM
- Range of majors
- Nature Park
- Gallery spaces
- Posse and Bonner
- WTIS
- Centers (Hubbard, Pulliam, etc.)

Influential

Enacting the skills, credibility, and resolve to make a tangible difference in the world.

Evidence examples:

- Hoover Hall
- Academic Conference participation
- Research & publications
- Ubben lectures
- Successful alumni
- 21CM
- Students testify in legislature
- Affect real world change
- Winter term in service
- 81% grad. rate
- Placement Rate
- Vernon Jordan
- Fulbright Winners
- TFA
- Prindle
- 21CM

Connective

Being the critical link between people, places, disciplines, and ideas.

Evidence examples:

- Alumni engagement
- Hubbard Center
- Fellow programs
- Scholarships
- Stewardships
- Honors and fellows
- Alumni
- Prindle
- Grant opportunities

Reformist

[A]

A culture that is open, tolerant, ethical, empathetic, and aware of the relevant issues of today and the reform required.

Evidence examples:

- DePauw dialogue
- Ethics center
- PPD / ID requirement
- Multicultural Greek life
- GMW
- 100 student groups
- PPD requirement
- Diversity training
- ES requirement
- Wellness Center

[A] - Denotes an aspirational quality to some extent.

PLATFORM

Storyline 2

DEPAUW'S EXPERIENTIAL CULTURE CULTIVATES DISCOVERY

At DePauw University, we approach our residential and academic experience with a depth and variety that embeds a spirit of curiosity in our students and faculty. We approach challenge with an eye toward action and discovery, nurturing a passion for experience and collaborative adventure within our campus community that drives successful outcomes and lifelong connections.

PRESENT REALITY

Dimensions

Collaborative

A developed mindset to build bridges between students, faculty, staff, and community to solve problems.

Evidence examples:

- Faculty / Student summer retreat
- Downtown revitalization
- Arts Festival
- Study Groups
- Interdisciplinary
- Cross campus (Department) efforts
- Cross-department
- Students / faculty research
- Team teaching (O'Dell – Schwipps, Brown – Pope)
- High risk alcohol committee
- Service / committees (decision making together).
- Love this process!
- We are interested in forming relationships outside of our individual circles.

Experiential

Continuously cultivating a wide variety of opportunities and programming to shape minds and stimulate discovery.

Evidence examples:

- Honors Program
- Internships
- Travel
- SOM Recital
- Winter / May term
- Winter term in service
- Off campus study
- Internships
- Research

Exploratory

A breadth of education and spirit of discovery that instills actionable curiosity and purpose.

Evidence examples:

- Off campus study
- Internships
- Research
- Service
- Create your own major
- Winter Term
- Study Abroad
- Interaction with Greencastle community
- JPIE

Passionate

An emotive, motivating force that encourages adventure and connects our community.

Evidence examples:

- People care enough to get worked up
- Apathy is worse than opposition
- Student demonstrations
- Self-defined majors
- Hartman House
- Sustainability (Farm)
- Thrifty Tiger
- Faculty collaboration

Courageous

Approaching every challenge and change with hope, energy, and confidence.

Evidence examples:

- Our students felt empowered to protest at Day of Dialogue.
- Don't push problems under the rug.
- Dialogue
- Department becoming more intentional about inclusiveness
- Professional development opportunities

PLATFORM

Storyline 3

DEPAUW'S COMMITMENT TO TRANSFORMATION UNLEASHES ADVANCEMENT AND CHANGE

At DePauw University, we endeavor to respond to the challenges of our time through adaptation and academic innovation. Our tradition of advancement encourages free thinking, questioning, and respectful conflict in order to envision the solutions required to address important issues. We strive to improve academic outcomes through a carefully crafted vision of relevance and impact in our communities, society, and the world.

PRESENT REALITY

Dimensions

Transformative

A distinctive change-driven experience committed to advancing individuals, communities, and the world.

Evidence examples:

- Winter term in service
- Off campus study
- Hoover Dining Hall
- Advising
- Fullbright
- Bonner
- Communication based research and science
- Internships
- Study abroad
- HCSE
- Honors and Fellows
- Ubben lectures

Intelligent

Harnessing the passion and ability to think critically and adapt at a high level in and out of the classroom.

Evidence examples:

- Fullbright scholars
- Impressive incoming classes
- Experiential programs
- Faculty Authors
- Class demographics outcomes
- Graduates who can adapt to a changing world.

Inspiring

Encouraging a spirit of questioning and challenging present norms in order to influence the future.

Evidence examples:

- Faculty: students who protest the evils of the college
- Enrolling 19% first generation students
- Overseas study
- Service learning programs
- Number of national award winners
- Alumni success
- Hartman House focus on purpose
- Fellows programs
- Visiting artists, speakers, writers, etc.

Creative

Inventing and morphing ideas and concepts in fresh and intriguing ways.

Evidence examples:

- Self designed majors
- Music
- Art
- Peeler
- SOM
- Kelley partnership
- WGRE
- Arts / Sciences cooperation

Visionary

[A]

Recognizing key challenges and opportunities in advance, and having the ability to imagine and invent solutions.

Evidence examples:

- 21 symposium
- Technology
- Ubben lectures
- Entrepreneurship with mofo
- Admission efforts with social media.
- 21CM
- Campus Master Plan
- Hubbard Center
- International Students
- Cullison (Ethics Director)

Fix Awareness

Authentic Expression of Self

Eliminate Message Fragmentation

Make Some Noise