



SOUTHWESTERN UNIVERSITY

The Southwestern Experience

What makes the *Southwestern Experience* so different? Why are these differences so important to the future of higher education and the success of our graduates? These are the overarching questions we answer in the key messaging portion of our brand positioning material. Here, you'll find short descriptions of the major characteristics and programs that help set Southwestern University apart.

PRIMARY POINT OF DIFFERENCE

At Southwestern University, you are not simply the passive consumer of current knowledge; you are an active participant in the creation of new knowledge. The *Southwestern Experience* is designed to develop the intellectual practices necessary to enhance your ability to explore regions of original thought and creative expression.

The world is changing—and at an accelerating pace. In a 21st-century career, you will be required to advance the frontiers of knowledge, adapt quickly to change, problem-solve new and complex challenges, and anticipate what's next.

We've created an experience that prepares you for these new realities. Combining our innovative curriculum, the development of modern ways of thinking, and real-world experience, SU will equip you with the skills required to adapt, create, collaborate, and view challenges from multiple perspectives. These customized skills represent a valuable piece of a much broader, more relevant education for the tomorrow that awaits you.

Support Points

Our primary point of difference is a promise we make to potential students and their parents. And a promise, of course, is only good if it is kept. This is why real and tangible evidence of how we are paying off our claim of a much broader, more relevant education for tomorrow is vital to our messaging.

PAIDEIA

Paideia is a Greek word referring to the education of an ideal citizen well versed in the arts, the humanities, and the social and natural sciences, thereby creating an enlightened outlook born of the ability to see things from multiple perspectives.

You will learn to find connections across your major, between disciplines, and in relation to your experiences outside the classroom. Paideia helps create a powerful intellectual practice, empowering you to think in broader, more collaborative, and more original ways. You will graduate with a cultivated curiosity and desire to learn, explore, and create change — in your careers and in life.

UNDERGRADUATE RESEARCH

Undergraduate research at Southwestern goes well beyond the library stacks or the lab bench. Alongside faculty, you will develop authentic, previously unexplored questions and test your own hypotheses, making original contributions to your field of study. Collaborating with faculty and peers, our students regularly present at professional conferences and even coauthor publications. These experiences hone the intellectual practice of problem-solving and provide an enduring framework for innovation and the creation of new knowledge. Moreover, Southwestern's undergraduates develop lasting friendships with their fellow researchers and strong bonds with their faculty, a key element of our commitment to supporting personal growth.

Support Points – Continued

INNOVATIVE CURRICULUM

Because each student's *Southwestern Experience* is personalized, no two paths look exactly the same. The new Southwestern curriculum is broken into three distinct parts:

1. The first part of the curriculum consists of taking at least one course in each of four main areas: Humanities, Fine Arts, Social Sciences, and Natural Sciences (including Mathematics & Computer Science). You will then "double up" and take at least one more in two of those areas.
2. The next area focuses on in-depth courses related to your "intellectual home," or major. But you will approach that deep and meaningful knowledge from a much broader perspective enhanced by other disciplines.
3. The final area of the updated curriculum allows you the freedom to explore your growing interests or change your mind and switch majors while still graduating in four years. You might decide to double major, or you might pursue two minors. Most students also participate in an internship, research project, study-abroad semester, or other high-impact experience during their time at Southwestern.

ACTIVE LEARNING

Active learning is a more dynamic approach to the classroom setting, enabling you to take ownership of your own learning, creating multiple solutions to problems, and improving your retention of skills and knowledge.

The process is organic: as children, we ask questions to understand and make sense of our world. Likewise, students are often given a question, problem, or scenario. While constantly and methodically interrogating diverse solutions, you will invent new answers and new knowledge, thereby making meaning of your academic experience. By enhancing your ability to understand, interpret, and evaluate information, SU will inspire your lifelong intellectual curiosity.

INTERCONNECTED LEARNING

Interconnected learning at Southwestern University is designed to help you see the relevance of and relationship between courses and disciplines. You will discover how different fields of knowledge interrelate and learn to unify subjects rather than view them as separate and distinct areas of thought.

Both academic and self-discovery often lie outside traditional compartmental structures. By bringing together knowledge, concepts, and methods from across multiple fields, you will begin to develop a holistic view and a new, integrated approach to learning.

MOSAIC: EDUCATING THE WHOLE PERSON

At Southwestern, we encourage you to choose mindfully from among the broad variety of opportunities to engage. There's an ideal balance, different for each student, among academics, team and organization membership, work, and downtime. By engaging with intention and reflecting on the value of each component of your involvement, you can find *your* perfect balance.

We call this coordinated approach to the cocurricular experience Mosaic to reflect the collection of meaningful moments, relationships, learning, and development that make up your experience in college — your personal mosaic.





SOUTHWESTERN UNIVERSITY

Distinctive Features

CENTER FOR CAREER & PROFESSIONAL DEVELOPMENT

Our award-winning Center for Career & Professional Development starts on day one to prepare students with career exploration, networking opportunities, and career-management advising. It's just one of the many reasons SU was recently voted the Best College in Texas for Getting a Job. Two-thirds of SU students participate in one or more internships, getting hands-on experience in their areas of interest and working alongside professionals in their fields before they even graduate. Our students are accepted into professional schools at three times the national average, and 91% of our alumni are employed or in a graduate program within 10 months of graduation.

ENVIRONMENTAL AND SOCIAL SUSTAINABILITY

Our commitment to sustainability begins at home: electricity on our campus is powered by renewable wind energy. Other green initiatives include LEED-certified buildings, campus-wide composting and recycling, and electric car charging stations. And led by student initiative, SU sustainability encompasses civic engagement. Working with more than 100 local organizations, our students volunteer in the community at a rate more than twice the national average. By engaging in the community, we're helping to change lives and make a positive impact on the world. And in the process, our lives are changed, too.

DIVERSE PERSPECTIVES

At Southwestern, we believe that diversity is more than just numbers. We believe that diversity expands our worldliness, enhances our social development, increases our knowledge base, and better prepares us for collaboration in a global society. Diversity among our students, staff, and faculty leads to a diversity of thought as well as a genuine commitment to creating an inclusive environment that is equally welcoming to all. More than one-third of Southwestern students come from underrepresented groups, and over 40% of our students broaden their perspective by studying abroad in Europe, South Africa, and Asia.

SUNITY

It starts early at Southwestern: As soon as first-year students first arrive on campus, students, faculty and staff—even our University president—are there to help them move in. From that moment on, they know they're home. From the lab and the stage to the athletic field, students feel embraced by a community, even when they're coming from diverse backgrounds. And once they graduate, students join our community of engaged alumni with a sense of camaraderie that produces lifelong friendships and extends to a supportive global network.

ON THE EDGE OF AUSTIN

Southwestern's location just 25 miles north of Austin offers the best of both worlds for its students. The city of Georgetown, with its historic downtown and the flowing San Gabriel River, provides small-town charm and the Most Beautiful Town Square in Texas. With its coffeehouses, farmer's markets, and year-round recreation, it's an idyllic college town where students feel immediately at home. Meanwhile, the vibrant capital is renowned for its live music, iconic festivals such as SXSW and ACL, and world-famous BBQ. As a hotbed for tech startups and entrepreneurs, Austin was also recently dubbed the "Silicon Valley of the South" and an "intellectual capital," providing students and graduates unparalleled access to internships, research opportunities, and jobs.