



# SOUTHWESTERN UNIVERSITY

OFFICE OF MARKETING & COMMUNICATIONS

## *The Southwestern Experience*

### Key Messages

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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 messages 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 flexible 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 skills represent a valuable piece of a much broader, more relevant education for the tomorrow that awaits you.

### Support Points

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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: INTERCONNECTED LEARNING

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 and distinguished by an enlightened outlook born of the ability to see things from multiple perspectives.

You will learn to discover connections across majors, between disciplines, and in relation to your experiences outside the classroom. Paideia helps you develop a holistic, integrated view of concepts and methods, empowering you to think in broader, more collaborative, and more original ways. You will graduate with a cultivated curiosity and the desire to learn, explore, and create change—in your careers and in life.

### HIGH-IMPACT LEARNING EXPERIENCES

At Southwestern, high-impact experiences are immersive opportunities that position our graduates for active, meaningful lives of engagement and achievement. Through transformative internships, community-engaged learning, and study abroad and study away, students gain independence and progressive mastery of new competencies and skills. Students learn to think more effectively about their understanding of the world, making connections across subjects, borders, economic systems, and varying ways of life. These life-changing experiences create the practices of thinking, creating, and connecting that last a lifetime and are the hallmark of today's Southwestern Experience.

### 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 professors, a key element of our commitment to supporting personal growth.

### FLEXIBLE CURRICULUM

Because each student's Southwestern Experience is personalized, no two paths look exactly the same. The flexibility of the Southwestern curriculum allows you the freedom to explore your growing interests, discover unexpected new passions, or change your mind and switch majors—all while still graduating in four years. You might decide to double major, or you might pursue two minors, but you will gain a broader perspective through courses in the humanities, fine arts, social sciences, and natural sciences.

### ACTIVE LEARNING

Our commitment to inquiry-based learning creates a more active classroom with fewer lectures and more hands-on engagement. Active learning is a more dynamic approach to the classroom setting, enabling you to take ownership of your own learning while greatly improving your retention of knowledge and skills.

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 greater meaning of your academic experience. By enhancing your ability to understand, interpret, and evaluate information, SU will inspire your lifelong intellectual curiosity.

### 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.

## Distinctive Features

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### RESIDENTIAL CAMPUS

To support your academic and cocurricular experience, Southwestern is committed to providing a safe, engaged residential community, with 78% of current students living on campus. Students who live on campus get better grades, develop a much broader support network, and are more likely to graduate in four years. Your relationships with faculty and classmates are immeasurably enhanced by on-campus living, and your connections between campus involvement and classroom learning will lead to a more meaningful college experience.

#### CENTER FOR CAREER & PROFESSIONAL DEVELOPMENT

Our award-winning Center for Career & Professional Development starts on day one to prepare you 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, and 90% 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, 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. Approximately one-third of Southwestern students come from underrepresented groups, and over 30% of our students broaden their perspective by studying abroad in Europe, South America, and Asia.

#### A WARM, WELCOMING COMMUNITY

It starts early at Southwestern: as soon as you arrive on campus, students, faculty, and staff—even the University's president—are there to help you move in. From that moment on, from the lab to the stage to the athletic field, you'll know you're home. And once you graduate, you will join our community of engaged alumni with a sense of camaraderie that produces lifelong friendships and extends to a supportive global network.

#### TEACHERS AND SCHOLARS

Forget the 300-seat classrooms. Here at Southwestern, you'll study in small classes, with a student-to-faculty ratio of 12:1. In this more intimate, more active learning environment, you'll engage, discuss, debate, and connect with professors who are both nationally recognized experts in their fields and caring mentors who will work alongside you, sharing valuable advice, guidance, and experience. These close mentoring relationships distinguish a Southwestern education. And if you come here, they will help to distinguish you.

#### 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.