

FACTS & TRADITIONS

As academic institutions today face intense competition for attention and resources, it is vital to position Valparaiso University in appropriate, meaningful, and memorable ways. Audiences need to be able to understand quickly and clearly who Valpo is and what the University can offer them.

This section features talking points on topics including University facilities, academic achievements, and more. These talking points may serve as a resource for groups and individuals who frequently serve as University ambassadors or spokespersons. Within this section, you'll also find a brief overview of traditions -- including Valparaiso University's historical beginnings, Lutheran heritage, and the University fight song and alma mater.

When marketing Valparaiso University, the following talking points may be useful in the development of publications - print and electronic, letters, speeches, or even casual conversation.

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