At Oregon State University, we inspire all people to...

come together in our Oregon laboratory to learn, explore and solve the most pressing issues facing our state and the world

LEADERSHIP
- hands-on research and learning in a range of natural environments
- a long-standing commitment to sustainability
- world-leading research expertise and academic teaching
- one of the only public institutions with all four grant designations
- achieve excellence through service to others, unwavering integrity and commitment

ROLE
- renown for climate, renewable energy and natural resources
- responsibility for educating future generations of Oregonians
- a driver of economic and social prosperity of the state
- entrenchment in our counties through outreach and engagement
- transform learners into leaders while serving our state, nation and world

COLLABORATION
- a shared desire to achieve and engage in excellence
- a sense of belonging in a community that values diversity and inclusion
- reaching beyond disciplines with fresh perspective
- highest-quality faculty and students, working together to foster learning
- gather diverse experts and partners to explore new frontiers

ATTITUDE
- a collective character of determination and strong work ethic
- an environment that encourages creative experimentation
- the ability to navigate situations nimbly
- utilize available resources for maximum impact
- demonstrate steadfast resilience to get things done

To deliver...

a healthier, prosperous and more sustainable future

creating long-lasting and valuable innovation

a consciousness to meet critical needs for the betterment of others

accomplishing informed and enduring change

thriving as more prominent and capable contributors to society
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a healthier, prosperous and more sustainable future

creating long-lasting and valuable innovation

- a balance of critical thinking and communication skills
- the ability to apply knowledge and insights
- highly desirable graduates prepared for careers and further study
- pride in the investment and a widely respected degree

a consciousness to meet critical needs for the betterment of others

- sharing knowledge and learning to meaningfully expand our reach
- powerful connections within communities
- commitment to social progress, service and a sense of responsibility
- the ability to find one's purpose and passion

accomplishing informed and enduring change

- an appreciation for others in progress and success
- problem solvers who are globally aware
- the confidence to voice one's ideas and beliefs
- belonging as part of a lifelong community

thrusting as more prominent and capable contributors to society

- an entrepreneurial drive to create knowledge for the greater good
- a commitment to think differently and challenge approaches
- the ability to dive deep to make a difference
- a desire to question, acknowledge flaws and determine what should change

Note: Not all of these messages will apply to your project, nor will every proof point be used every time. Sometimes, only one or two elements from the message map will be relevant. More importantly, the message map contains the ideas you want to get across in your writing. Don't just copy and paste text from the message map.

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