



**MORAVIAN COLLEGE**  
**COMMUNICATIONS**  
**STYLE GUIDE**



MORAVIAN  
COLLEGE

# CONTENTS

## CONTENTS

---

Audience .....	1
Voice .....	2
Tone .....	3
Copy Development .....	4
Value Proposition .....	6
Values-Based Talking Points .....	7
Institutional Profile Descriptions .....	8
Value Proposition .....	11
Manifesto .....	12

# MANY AUDIENCES, ONE MORAVIAN COLLEGE

Moravian College has many audiences – prospective students and families, current students and families, alumni, faculty, donors, peer institutions, and the general public. No matter whom we’re talking to, it’s essential for the College to maintain a uniform voice. Naturally, that voice is nuanced and can adjust. That said, there should be a common spirit and consistent message that connects all of the Moravian College communications.

# VOICE

Personality is communicated through voice.  
The way you talk about Moravian College  
shapes how people feel about it.

The Moravian College voice is, at its core, encouraging and confident. It is also bold, lively, and direct.

In other words, you're not just passing on information when you communicate about the College; you're illustrating all the ways it fosters a chance-taking spirit and the benefits of doing so. As you develop content, consider how your subject fits within the context of our go-for-it attitude.

Confidence and passion are key. Not boastfulness or swagger. Resist the temptation to go overboard or overpromise. Instead, be authentic and true.

# TONE

If we want people to perceive  
Moravian College as:

- Forward-leaning
- A place making an impact in the world
- Passionate
- Hands-on
- Lively
- Friendly
- Warm
- Nurturing

The copy should be:

- Energetic
- Surprising
- Active
- Dynamic

# COPY DEVELOPMENT

Studies show that people remember no more than three to five pieces of information that they read or hear. (Offering more information can actually result in the audience remembering less.) So, if people aren't already interested in Moravian College, too much information may cause them to tune out altogether. Ideally, we want to serve up just enough content to make the audience want to take the next step.

How much is the right amount? That depends on to whom you're talking and what action you want the reader to take. People generally want more detailed information the closer they are to "closing" a deal, whether that "deal" is visiting campus or making a gift to the annual fund. In the early stages of the relationship, you want to keep copy short, relevant, and compelling.

## COPY DEVELOPMENT CONTINUED

### When writing, ask yourself:

- Whom am I talking to?
- What are the three (or fewer) things the reader absolutely must know in order to take the next step?
- What do I want them to feel, think, or do as a result of this communication?

### Be confident.

That's at the heart of the Moravian College voice. It should always come across as direct, bold, and lively. It should lead with compelling – even surprising – facts. And it should convey that Moravian College is passionate about giving students opportunities to do things they might not have imagined doing at a place they might not have expected to do them.

Don't shy away from your unexpected impact. That's what makes Moravian College a little revolutionary. Use it to attract people who may turn small chances into big, unexpected, unimaginable changes.

# VALUE PROPOSITION

When someone asks, “Why Moravian College?”, we have to be able to tell them. Our value proposition gives us a way to do that.

## AT WHAT OTHER COLLEGE

do 95% of graduates finish in four years? Will every incoming freshman get a MacBook Pro® and an iPad®? Can report that 90% of grads land jobs or begin grad school within 10 months? And what other college was founded by a 16-year-old girl?

## ONLY MORAVIAN.

Born in 1742. Still a little revolutionary.

# VALUES-BASED TALKING POINTS

Not every conversation will be the same. That's where talking points come in – they're perfect guides for customizing your conversation. You don't have to memorize the proposition or talking points, but do internalize them and make it your own.

## ROOTED IN HISTORY.

### NOT STUCK IN THE PAST.

In fact, we were founded to be a little revolutionary. So we never stopped. In 1742, a forward-thinking 16-year-old girl founded Moravian College as the first school in America to educate women. Fast-forward 273 years, and we're home to everyone, from football-playing nurses to dancing neuroscientists. In other words: We like to shake things up a bit.

## INNOVATIVE TOOLS FOR STUDENTS.

### UNLIMITED FORWARD THINKING.

We give every incoming freshman a MacBook Pro® and iPad® so they can be connected, collaborative, and unconstrained. We're a little revolutionary that way. Always have been. Always will be. Which is why we don't have just one out-of-the-box idea. We're constantly finding ways to help students aim a little higher, dream a little bigger, and do a little more. Like continuing to grow our academic programs, expanding student resources (we're an all-Steinway campus), and breaking ground on state-of-the-art facilities.

## DEDICATED TO THE LIBERAL ARTS.

### COMMITTED TO CAREER SUCCESS.

Ninety-five percent of our graduates finish in four years. Even better? 90% land jobs or go to grad school within ten months of graduating. But that's all thanks to a brain-changing combination of multidisciplinary liberal arts and hands-on, in-the-field experience – like internships, study abroad, and one-on-one student-teacher research.

## PLENTY OF PERSONAL ATTENTION.

### BUT OWN YOUR OWN EDUCATION.

Sure, we have a 12:1 student-teacher ratio. And students can partner with professors on research projects. And stay connected (almost) 24/7 to get the help they need. But we also want students to take their education into their own hands. We push them to ask questions, find answers, and advocate for themselves. These are their four mind-opening years to make the most of. How else will they become the kind of forward-thinking, go-getting, game-changing Greyhounds the world needs?

# INSTITUTIONAL PROFILE DESCRIPTIONS

Moravian College is a little revolutionary – so show it. Break through the bland and the blasé in everything you write, from postcards to guide books and beyond. College profiles are the perfect places to infuse a little bit of this campaign’s boldness and energy into an otherwise shoulder-shrugging read. When everyone is following the same formula, create your own.

Use these descriptions for long-form features (think *The Princeton Review*, *U.S. News & World Report*, and *Private Colleges and Universities* magazine), boilerplates (the 100-word description is great for press releases), and other site or publication listings. Your newfound go-for-it spirit will stand out among the boring, same-old profiles.

# INSTITUTIONAL PROFILE DESCRIPTIONS CONTINUED

## 800-WORD DESCRIPTION (721 WORDS)

As America's sixth-oldest college, Moravian College (MC) has been a little revolutionary from the start. The College has been pushing boundaries in small ways that have big (lasting) impacts since 1742. That's when a 16-year-old girl founded MC as the nation's first school to educate women. And way before that, Moravian bishop John Amos Comenius had an ahead-of-his-time idea: That learning should be fun. Exhilarating even. No wonder Moravian College, to this day, gives 1,600 undergraduates eye-opening, heart-racing ways to discover their own little revolutionary spirits.

### ACADEMICS

**Moravian College believes in the liberating power of the liberal arts.** Which means students have the freedom to own their education. To choose from more than 50 academic programs. Get hands-on, in-the-field opportunities, like helping elephants in Thailand and interning with NASA. Work one-on-one with professors on SOAR (Student Opportunities for Academic Research) projects. Study abroad in nearly 20 countries, including Argentina, Germany, and Japan. And participate in programs like Add-Venture, which allows freshmen with a clear focus to accelerate past first-year requirements in order to explore multiple interests.

MC won't stop students from dreaming a little bolder, thinking a little different, and doing something a little out there. That's why MC annually awards \$29 million dollars in financial aid to students – with more than 90 percent receiving institutional grants and/or merit scholarships (on average). Why it gives every freshman a MacBook Pro and iPad to get ready for the tech-savvy, ever-connected world. And why the College is always growing (they've just added two majors and broken ground on a state-of-the-art medical and learning center for their new athletic training program).

### ATHLETICS

**It's good to be a Greyhound.** Roughly one-third of students play varsity athletics, while two-thirds participate in intramural and club sports (like sand volleyball, ultimate Frisbee, and ice hockey). Moravian College student-athletes give their all in everything they do; from landing on Landmark Conference All-Star teams to maintaining at least 3.0 GPAs. And with 20 NCAA Division III teams (from men's baseball and track, to women's basketball and volleyball), MC has averaged four Landmark Conference championships per academic year, with a least 10 teams reaching the postseason.

### STUDENT LIFE / LOCATION

**Moravian College has a million ways for students to unleash their inner go-getters outside of class.** There are 80-plus clubs and organizations – from service and Greek life to performing arts and campus communications. Students can serve on United Student Government, host a radio show on WRMC, join the Greyhound Marching Band, and see a show in New York City with IMPACT. They can even start their own clubs.

And because living on campus is required for all four years, students get to be front-and-center for traditions like Midnight Oasis, Vespers (MC's Christmas ceremony), and Thanksgiving dinner served by faculty and staff. Greyhounds can also hang out in the HUB, Moravian College's always-buzzing student union, work out in the newly renovated fitness center, or chill out in a hammock.

A bonus: MC's hometown – Bethlehem, Pennsylvania (and the Lehigh Valley) – is the perfect college town for getting up and going out. Student-friendly restaurants and quirky shops are nestled in pre-colonial buildings. Greyhounds can go to amusement parks, museums, fairs, markets, live shows, and outdoor activities. Plus, arts are on the rise with events like Musikfest, SouthSide Film Festival, ArtWalk, and First Friday.

### RESULTS + RANKINGS

**Being a little revolutionary has taken Moravian College (and its students) a long way.** Ninety-five percent of the College's graduates finish in four years. Even better? Newly-minted alumni land jobs or head to grad school at places like IBM, Johns Hopkins Hospital, Georgetown, and University of Pennsylvania. So it's not surprising that Bloomberg Businessweek ranked the College among the top 25 percent of U.S. schools for high return on investment.

What's more: Moravian College has been named one of *The Princeton Review's* "Best Colleges" for the past three years (placing it in the nation's top 15 percent of undergraduate schools) and *U.S. News and World Report* has listed MC as a "Best Liberal Arts College" since 1997.

For centuries, Moravian College has been unleashing the kind of out-of-the-box dreamers, doers, and go-getters – revolutionary-thinking Greyhounds – the world needs. And that's just the beginning.

# INSTITUTIONAL PROFILE DESCRIPTIONS CONTINUED

## 500-WORD DESCRIPTION (497 WORDS)

As America's sixth-oldest college, Moravian College (MC) has been a little revolutionary from the start. The College has been pushing boundaries in small ways that have big (lasting) impacts since 1742. That's when a 16-year-old girl founded MC as the nation's first school to educate women. Almost 275 years later, Moravian College gives 1,600 undergraduates eye-opening, heart-racing ways to discover their own little revolutionary spirits.

**Moravian College believes in the liberating power of the liberal arts.** Which means students have the freedom to own their education. To choose from more than 50 academic programs. Get hands-on, in-the-field opportunities, like interning with NASA. Work one-on-one with professors on SOAR (Student Opportunities for Academic Research) projects. Study abroad in nearly 20 countries, including Argentina, Germany, Thailand, and Japan. And participate in programs like Add-Venture, which allows freshmen with a clear focus to accelerate past first-year requirements in order to explore multiple interests.

MC won't stop students from dreaming a little bolder, thinking a little different, and doing something a little out there. That's why MC annually awards \$29 million dollars in financial aid to students – with more than 90 percent receiving institutional grants and/or merit scholarships (on average). Why it gives every freshman a MacBook Pro and iPad to get ready for the tech-savvy, ever-connected world. And why the College is always growing (they've just added two majors and broken ground on a state-of-the-art medical and learning center for their new athletic training program).

Moravian College has a million ways for students to unleash their inner go-getters outside of class. From 20 NCAA Division III teams to 80-plus clubs and organizations. Greyhounds participate in service, Greek life, performing arts, and campus communications. They can serve on United Student Government, host a radio show on WRMC, join the Greyhound Marching Band, and see a show in New York City with IMPACT. They can even start their own clubs. Plus, most students are involved in sports; about one-third play varsity athletics, while two-thirds participate in intramural and club sports.

And because living on campus is required for all four years, Greyhounds get to be front-and-center for campus traditions (like Vespers, MC's Christmas ceremony), and enjoy amenities such as the always-buzzing student union and the new fitness center. A bonus: Moravian College's hometown – Bethlehem, Pennsylvania (and the Lehigh Valley) – is the perfect college town for students to explore, with its student-friendly restaurants, quirky shops, and a growing arts scene.

**Being a little revolutionary has taken Moravian College (and its students) a long way.** Ninety-five percent of the College's graduates finish in four years. Even better? Newly-minted alumni land jobs or head to grad school at places like IBM, Johns Hopkins Hospital, Georgetown, and University of Pennsylvania. So it's not surprising that *Bloomberg Businessweek* ranked the College among the top 25 percent of U.S. schools for high return on investment.

For centuries, Moravian College has been unleashing the kind of out-of-the-box dreamers, doers, and go-getters – revolutionary-thinking Greyhounds – the world needs. And that's just the beginning.

# MANIFESTO

Start small.  
A click, a spark, an *aha!*  
Mold it—use it to be  
A little impatient  
Audacious, ambitious,  
Courageous.

Turn it  
Into something unimaginably  
Bigger. Smarter. Worldlier.  
Realize dreams, solve  
problems,  
Push beyond the everyday  
Every day.

Start small.  
Be a little revolutionary.