

REBELS MAKE IT HAPPEN MESSAGE MAP

UNDERGRAD RECRUITMENT (EXAMPLE)

Our Core Mission

- Affordable with an exceptional value
- Launched first, law, dental, and medical schools in region
- Pathway to advanced studies in graduate and professional programs
- Faculty experts connected to industry
- More than 300 degree programs
- One of just a handful of R1 universities
- Uncommon access to research as an undergrad
- Known for hospitality, engineering, sciences, public policy, and fine arts

Our People

- Young, not stodgy and traditional
- 21:1 student to teacher nation
- Peer mentoring and advisors familiar with diverse populations
- Best for Vets designation
- Accessible, innovative faculty
- Highly diverse student body
- High first-gen and underrepresented student populations
- More than 400 student clubs and organizations
- 65% of students are actively involved in clubs and organizations
- Openness to change

Our Environment

- R1 research facilities
- Supportive, health & wellness,
- Campus in the heart of city
- National Parks nearby
- International tourism and convention industry
- Entertainment Capital of the World
- Rising sports town
- Year-round sunshine
- Rapidly growing
- Demographics that will soon define our country
- International airport, easy cheap flights everywhere

ATTRIBUTES/OFFERINGS

Enriched through outstanding education, meaningful research, and innovative community partnerships

Strengthened by our diversity and spirit of self-determination

Centered in Las Vegas, an iconic city with global impact

UNLV OFFERS ...

An unconventional environment for savvy, dynamic people

SO THEY CAN ...

Dare to make their it happen

CORE MESSAGE

Achieve individual success

- Highly skilled and marketable in the workforce
- Critical thinking skills for lifelong learning
- Not burdened by debt
- Healthy living / balanced living
- Greater lifetime earning power
- Prestige of degree from Top Tier university
- Cachet of Vegas brand recognition
- Coursework that can only be found in Las Vegas
- Pride in self

Advance the wellbeing and vitality of their communities

- A Rebel Forever - through lifelong network of alumni
- Experiences across all disciplines
- Sense of belonging
- Research and internship programs to extensive variety of community organizations
- Leadership skills to affect community change
- Soft skills to navigate complex organizations
- Pride in community / advancing family
- Extensive ecreational activities help you stay healthy and keep stress in check

Pioneer solutions for a rapidly changing world

- Research experiences uncommon at undergrad level
- An engine for economic development and diversification
- Public policy approaches tested here for nationwide adoption
- Incubator for emerging industries like professional sports, entertainment engineering
- Student ideas into startup companies
- International events and conferences offer platform to showcase student/faculty projects

BENEFITS/OUTCOMES