An aerial photograph of the San Jose State University campus, featuring a prominent Gothic-style building in the center. The image is overlaid with a semi-transparent blue filter. A bright yellow horizontal bar is positioned across the middle of the image, containing the main title in white text. Below the bar, the subtitle is written in white text. The background shows various university buildings, trees, and a clear sky.

SJSU Brand Platform and Message Mapping

Core Pillars and Messages

PREPARATION FOR ELEVATION

Core Message

SJSU offers students life-changing and hands-on experiences so they are prepared to elevate their lives and the world around them.

positioning

At SJSU, students pursue their dreams with determination, gaining knowledge and skills that transform their lives and impact the world. As a hub of innovation and partnerships, we enhance the student experience through hands-on learning, student-centered support, and a culturally rich community that fosters success for all. When purpose meets preparation, lives—both individual and collective—rise to new heights.

supporting messages

ACADEMIC & RESEARCH EXCELLENCE

A high-quality education accessible to all
so that students gain...
the skills, experiences, and support to achieve higher.

STUDENT SUCCESS

Preparation for a thriving career and life
so that students gain...
life-long personal and professional connections.

LOCATION

Unmatched opportunity in Silicon Valley, the epicenter of innovation and a catalytic geography
so that students can...
explore, grow, and learn off- and on-campus.

CULTURE

A community of care rooted in support, well-being, and belonging
so that students gain...
The assurance that they matter and are valued.

personality

**Visionary
Innovative
Inclusive
Inspiring**

**Driven
Community-Minded
Welcoming**

Audiences

PRIMARY

Prospective Students

Decision Influencers

SECONDARY*

SJSU
Community

*internal

TERTIARY*

Perception
Influencers

*external

Messaging

Messaging Pillars

ACADEMIC & RESEARCH EXCELLENCE

Experiential learning rooted in discovery and readiness.

Personal support and mentoring from faculty and staff.

A high-quality and accessible education.

A high-quality education accessible to all

STUDENT SUCCESS

Wide range of programs to focus on your passion and areas of interest.

Upward and social mobility.

Knowledge and experiences to impact you and your communities.

Preparation for a thriving career and life

LOCATION

Learn and live in one of America's most vibrant states and cities.

Prime location in the heart of Silicon Valley.

Easy access to global companies and many career opportunities.

Unique opportunities in Silicon Valley, a vibrant metropolitan city and region.

CULTURE

A sense of belonging on and off campus.

Culturally-rich community of intellectuals.

Opportunity and impact

A community of care rooted in support and belonging

SJSU Offers...

life-changing and hands-on learning experiences

ATTRIBUTES
(what we offer)

so students are...

prepared to become visionary leaders and innovators.

BENEFITS
(what they get)

The skills, experiences, and support to achieve more

Personal and professional fulfillment and impact.

Opportunities to explore, grow and learn on- and off-campus

The assurance that you matter and are valued

Real-life discovery for real-world impact.

Guidance that is personal and readily available.

Graduate with low debt and valuable skills.

Learn and gain skills to thrive in your career.

Improve your career prospects and economic standing.

A lasting impact that extends beyond yourself.

Cultural exposure and immersion beyond campus.

Research and internship opportunities abound.

Connections to jobs at companies that are changing the world.

Affirmation that you matter.

Relationships with people from many backgrounds and perspectives.

Confidence to show up in the world as your authentic self.

Academic & Research Excellence

Messaging Pillar #1

Experiential learning rooted in discovery and readiness.

Research opportunities alongside leading faculty at an R2 Research University.

Ex: Wildfire and earthquake student research

Partnerships with leading global companies where students gain hands-on experiences.

Adobe, NVIDIA, etc.

State-of-the-art facilities where innovative discoveries happen.

Interdisciplinary Science Building, Moss Landing Marine Laboratories, and Aviation.

Personal support and mentoring from faculty and staff.

Academic advising services in every College to ensure success.

All college-level student success centers, Career Center Services.

Support networks for first-generation, low-income students.

Equal Opportunity Program; Peer Connections; TRIO programs; identity-based and affinity organizations (BLOC, NAISSC, CAPISE, VRC, Centro, etc.).

Dedicated resources for students struggling with basic needs.

SJSU Cares and Spartan Food Pantry; CAPS.

A high-quality and accessible education.

National rankings that recognize social mobility and the success of our graduates.

#4 Best Public University by The Wall Street Journal/College Pulse

High-quality job placement soon after graduation for graduates, approximately 89%.

Examples of grad career outcome stories.

Low debt upon graduation.

\$15,000 average debt for SJSU grads, half national avg.

Student Success

Messaging Pillar #2

Wide range of programs to focus on your passion and areas of interest.

250+ Programs, 100 minors, 30+ SAGE 4+1 master's degree programs.

9 Schools and Colleges with interdisciplinary opportunities and majors for every interest.

First-of-its kind programs of study to meet in-demand employer skills.

Mix of modalities to meet everyone where they are: online, hybrid and in-person.

Education, Business, Engineering, Music and Arts, etc.

Ex: First AI Master's degree program in CSU, College of Info, Data & Society

Upward and social mobility for students.

High employment rates for graduates.

Consistently top-ranked for the success of our graduates and social mobility.

Strong median salaries for graduates.

Nearly 90%, First Destination survey, 22-23.

#12 among regional Universities in the West for social mobility by U.S. News & World Report.
#3 Best in the West for Veterans by U.S. News & World Report.

65% of graduates say their earning potential is higher than the household they grew up in.
Top Bay Area nursing salaries for SJSU grads.

Knowledge and experience to impact you and your community.

A global alumni network of Spartans, 350,000+.

Emphasis on hands-on learning experiences to ensure real-world preparation.

A commitment from faculty, students and staff to use knowledge and skills for the collective good.

Alumni stories of support.

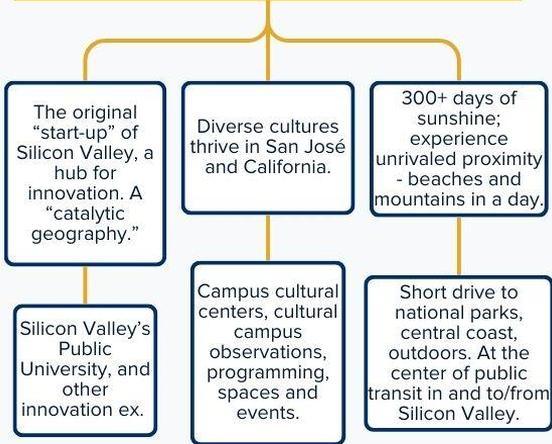
See WSQ Spring '24 edition for 30+ examples.

Ex: Tax preparation clinics, CHHS occupational therapy clinics, re-entry and anti-recidivism programming, CHaD preschool, Timpany Center.

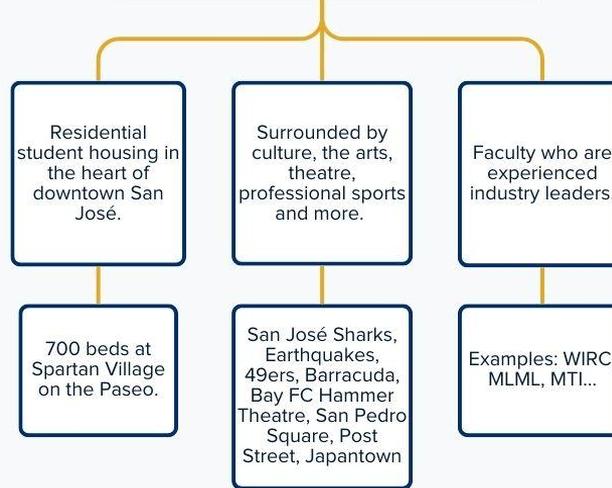
Location

Messaging Pillar #3

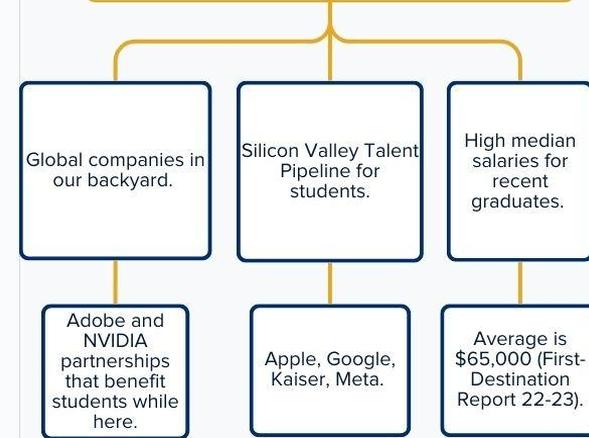
Learn and live in one of America's most vibrant regions and cities.



Prime Location in the Heart of Silicon Valley.



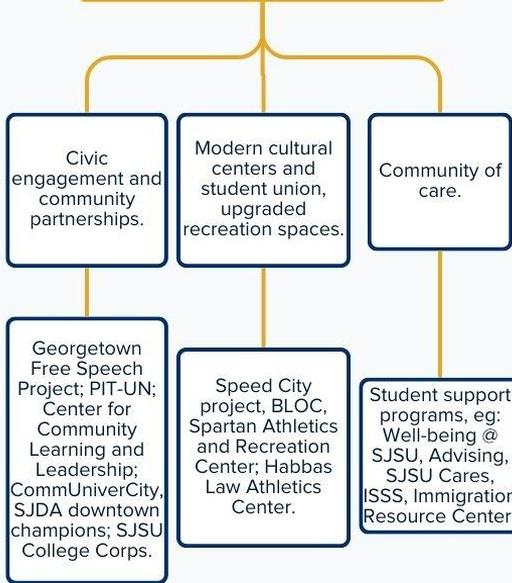
Easy access to global companies and many career opportunities.



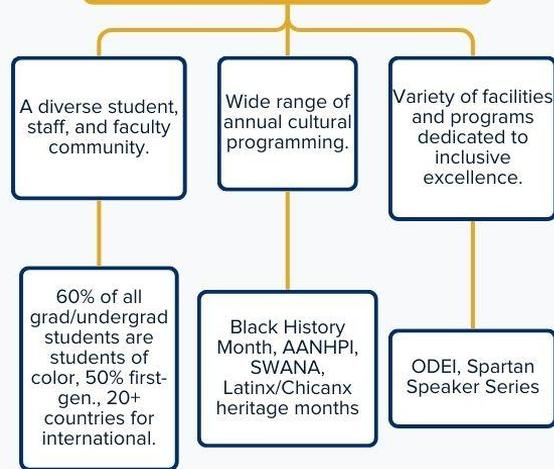
Culture

Messaging Pillar #4

A sense of belonging on and off campus.



Culturally-rich community of intellectuals



Opportunity for growth and contribution

