



NMSU Messaging Playbook

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New Mexico State University's brand has been shaped by our institution's purpose, principles and achievements. These three aspects of NMSU shine through in our brand promise, purpose and pillars that serve as the foundation for our messaging playbook.

First, let's begin with our mission:

The mission of the New Mexico State University system is to serve the diverse needs of the state through comprehensive programs of education, research, Extension and outreach, and public service. As the state's land-grant and space-grant university, and as a Hispanic-Serving Institution, NMSU fosters learning, inquiry, diversity and inclusion, social mobility, and service to the broader community.

Brand Essence

BE BOLD. Shape the Future.®

For more than 130 years, NMSU provides opportunities for multi-generational students to discover who they are and what they want to be. Our collective community of celebrated faculty and distinguished researchers are seeking solutions to today's challenges by working on innovative projects that benefit from our unique geography, cultures and collective knowledge.

Rooted in our founding as a land-grant institution for New Mexico and building upon our many strengths – including comprehensive programs of education, research, Extension, outreach and public service – we align our varied resources, expertise and know-how to meet the needs of the people of New Mexico and those who join us from beyond our state. An education from NMSU means you will graduate prepared to lead by experience.

Brand Promise

Outstanding education leading to life-changing opportunities

The NMSU brand promise reveals what our stakeholders can expect from the university across all touchpoints.

As an NMSU aggie, you will gain access to a welcoming community whose goal is to provide an outstanding education that leads to life-changing opportunities through cutting-edge degree programs, innovative research activities and an unwavering commitment to improving lives.

Brand Purpose

Our brand purpose is part of our essence. It is focused on the larger impact we have on our students and the world. The brand purpose helps shape our strategic positioning.

Best Educational Value in the Country

We believe that a college education is possible for everyone. With reasonable tuition rates for in-state and out-of-state students, NMSU consistently provides one of the best educational values in the country. Any of our real-world degree programs can lead you to a rewarding and dynamic career. NMSU helps students reach their academic and personal goals and challenges them to create solutions for the future. An NMSU education offers more than just a diploma, it creates a foundation to build a successful future and create positive change in the community.

Our presence and relationships in New Mexico strengthen us, and in turn, we contribute to the state through our unique approach to higher education, lasting impact, and a proud legacy of Aggie alumni who are leading the way in their fields.

Our brand is rooted in NMSU's core values, forming the basis for our brand pillars. The aim is to focus on our brand promise in all communications, helping to define our identity and deliver clear, authentic messages.



Messaging Framework Guide

NEW MEXICO STATE UNIVERSITY'S BRAND STRATEGY:

BE BOLD. Shape the Future.®

Our brand is inspired by NMSU's core values and serves as the foundation for our brand pillars. We prioritize our brand promise in our communications to differentiate who we are and establish straightforward, authentic messaging —connecting it all back to our brand essence.

BRAND PROMISE

We provide a welcoming community whose goal is to provide an outstanding education that leads to life-changing opportunities through cutting-edge degree programs, innovative research activities and an unwavering commitment to improving lives.

BRAND PERSONALITY/TONE

Authentic | Forward Thinking | Confident | Bold | Innovative | First-Rate | Motivated | Empowered | Energized | Global

Our brand is inspired by NMSU’s core values and serves as the foundation for our brand pillars.

PILLAR 1: First-Rate Academic Experience	PILLAR 2: World-Class and Experiential Excellence	PILLAR 3: Enduring Outreach and Impact
A top-tier, student centered experience celebrating the land grant mission of high-quality teaching, research, outreach and service.	Support from world-class faculty, access to more than 60 research facilities statewide, and opportunities to explore both local and global perspectives to expand career readiness.	Connecting our communities and networks with research-based programs, outreach and alumni networks to empower students with the leadership and skills to shape their future.

Applying the Brand

We demonstrate NMSU’s ideals and mission in compelling ways to achieve specific objectives through branded marketing and communication materials. By presenting our brand consistently across the system, we can positively influence how people think and feel about NMSU. Everything that you say and do on behalf of NMSU is part of the NMSU brand that is shared throughout our institution. By using a consistent visual style and voice, we can convey our messages more clearly, ultimately helping to deliver solutions for the future, creating change throughout our region and the world.

Build Your Message: Pillars and Priority Themes

There are priority themes to support each main pillar in the brand strategy. If you are developing content around a main pillar, use information within the priority theme to help build content. Each theme has between two-to-three areas of focus. Within the area are further explanations, themes to focus on and key data points. Key data points are facts about NMSU and provide the “reason to believe.”

PILLAR 1: First Rate Academic Experience

A top-tier, student centered experience celebrating the land-grant mission of high-quality teaching, research, outreach and service.

PRIORITY MESSAGING AND THEMES

HIGH QUALITY ACADEMIC EXCELLENCE	INNOVATIVE, WELCOMING EDUCATION	VIBRANT CAMPUS COMMUNITY
<p>Student centered education with an emphasis on building the skills and knowledge needed in a competitive job market.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Innovative teaching and learning • Interdisciplinary collaboration that shows how different academic departments and research centers come together to solve problems. • Stories of students who have success in their academic pursuits or used their NMSU experience to make a positive impact. <p>Secondary:</p> <ul style="list-style-type: none"> • Vibrant student experience with many opportunities to get involved through Athletics, recreational sports and student clubs. Students enjoy a wide range of social, cultural, outdoor and entertainment activities on or and off campus. 	<p>Smaller class sizes taught by faculty who are experts in their fields dedicated to nurturing intellectual curiosity and preparing students for successful careers.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Stories of students engaging directly with faculty in the classroom, research centers or labs. • Examples of great teaching within academic programs. 	<p>Experience a vibrant campus community enriched by cultural diversity of the region, student organizations and life-long connections to the Aggie family.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Living Learning Communities (LLC) where students make connections with others who share academic and social interests. • Various academic, cultural and educational enrichment programs. • Student organizations and clubs that promote involvement, interpersonal and leadership development, service learning and civic responsibilities. <p>Secondary:</p> <ul style="list-style-type: none"> • The City of Las Cruces is filled with a vibrant culture, rich history and outdoor adventure. The region offers year-round excitement with nearly 300 sunny days per year.

KEY DATA POINTS	KEY DATA POINTS	KEY DATA POINTS
<ul style="list-style-type: none"> Rankings of programs Notable faculty, faculty recognition/accomplishments Highest Carnegie research status (R1) and Carnegie Community Engagement classification. 	<ul style="list-style-type: none"> 16:1 student-to-faculty ratio Student-to-faculty ratio specific to program, college/school. 	<ul style="list-style-type: none"> Rankings for the City of Las Cruces and weather. Notable service and projects completed by student organizations, programs and clubs.

PILLAR 2: World-Class and Experiential Excellence

Support from world-class faculty, access to more than 60 research facilities statewide, and opportunities to explore both local and global perspectives to expand career readiness.

PRIORITY MESSAGING AND THEMES

EMPHASIS ON EXPERIENTIAL AND HANDS-ON LEARNING	ADVANCING RESEARCH, SCHOLARSHIP AND CREATIVE ACTIVITY
<p>Programs that integrate real-world experiential learning.</p> <p>Focus on:</p> <ul style="list-style-type: none"> Internship opportunities and testimonials. Examples of real-world projects led by students. Education abroad opportunities and testimonials. Community-engaged learning and how it prepares you for personal and professional success. 	<p>Our institution achieved the highest Carnegie research status (R1) and includes the Carnegie Community Engagement classification that connects student success and social mobility to the economic development, research and creative enterprise.</p> <p>Focus on:</p> <ul style="list-style-type: none"> Stories that highlight emerging areas of research opportunity Programs that integrate institutional research strengths. Stories of students working in research facilities and how it contributes to their academic success.
KEY DATA POINTS	KEY DATA POINTS
<ul style="list-style-type: none"> Percentage of internships by college/school. Types of internship opportunities by program. 	<ul style="list-style-type: none"> Social mobility data statistics Research expenditures and grants Highest Carnegie research status (R1) and Carnegie Community Engagement classification.

PILLAR 3: Enduring Outreach and Impact

Connecting our communities and networks with research-based programs, outreach and alumni networks to empower students with the leadership and skills to shape their future.

PRIORITY MESSAGING AND THEMES

HIGHLY VALUED PROFESSIONALS	EMPOWERED CITIZENS THAT SHAPE A CONSTANTLY CHANGING WORLD
<p>Students of NMSU are part of a proud legacy of Aggies that are paving new paths in dynamic and exciting fields around the world and creating positive change in their communities.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Employers talking about how NMSU alumni are top performers in their companies and organizations. • Stories of alumni success in their professions and examples of excellence and leadership that inspires. 	<p>Aggie Nation – leaders, researchers, faculty, staff and students – are unified in the pursuit of excellence and the search for innovation in the classroom, in the lab and outside of NMSU to deliver solutions for the future, creating change.</p> <p>Focus on:</p> <ul style="list-style-type: none"> • Hard skills and competencies learned from accomplished faculty. • Stories how critical thinking, analytical and problem-solving skills are part of the curriculum. • Stories that highlight how NMSU prepares students to address global challenges and develop solutions to create change.
KEY DATA POINTS	KEY DATA POINTS
<ul style="list-style-type: none"> • Top employers of alumni overall, by program and college/school. • Average earnings of NMSU graduates overall and by program. • Earning potential for chosen field of study. 	<ul style="list-style-type: none"> • Alumni stories of impact in their communities, government, nonprofits, etc. • University rankings and recognition. • Program rankings and recognition specific to department, division, college/school.