

## DRAFT Identity Statement

The University of Illinois is a world leader in research and discovery. The largest educational institution in the state with almost 70,000 students, 24,000 faculty and staff, the University of Illinois system has campuses in Urbana-Champaign, Chicago, and Springfield. More than 18,500 undergraduate, graduate and professional degrees are awarded annually.

The identity of the institution is linked with excellence and access. *Excellence* in faculty, research, public engagement and service, and access to a high-quality, affordable education.

### University Administration

University administration provides centralized administrative services that are vital to supporting the primary missions of the institution: instruction, research, public service and economic development. UA staff manage critical business processes and systems that are required for the financial, human resources and student services operations of the three campuses. UA staff help develop strategies and solutions to educational challenges that are best addressed across the three University of Illinois campuses. UA offices also work to convey to government, corporate, and civic leaders – and to alumni and other stakeholders – the variety and excellence of research and academic endeavors found on the campuses.

### Campus Identities

Each of the three University of Illinois campuses has demonstrated a high profile with its graduates and local communities. A 2006 study of the University of Illinois by a higher education consulting firm indicated that a unified brand image or stronger collective identity for the system and campuses would be “extraneous and irrelevant.” The firm noted that the University of Illinois system fits the “family of brands” model.

However, enhanced understanding of the functions of the UA level of the University of Illinois system does not diminish the brand recognition afforded to each of the campuses.

### UA Identity

A consistent identity for the University of Illinois central administration, generally referred to as University Administration (UA), is an opportunity to:

- inform University staff about services and functions provided by UA offices
- provide a framework for UA staff about where and how they fit into the University of structure

# UNIVERSITY OF ILLINOIS

URBANA-CHAMPAIGN • CHICAGO • SPRINGFIELD

- reinforce understanding about services and functions where information is sketchy
- increase understanding with key audiences about the value of the institution to the state and the role of UA in promoting good governance, effective management of resources, and academic and administrative leadership
- advance the identity of the system through use of the University wordmark, which lists the location of the three campuses

## **UA Website**

The primary audiences for UA-provided web information are:

- Internal audiences who seek information about services and resources, University-wide policies and procedures, and contacts for assistance
- External audiences, mainly legislators, state decisions-makers, federal agency contacts, media, and citizens, who seek information about the quality of the institution and its campuses
- Both internal and external audiences who need access to electronic services to use the University's information systems or to transact business with the University

A consistent, but not necessarily identical, look and feel to UA web pages will enhance understanding with internal and external constituents about the function of the central administration and UA services.