



Crafting your story



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Your brand



Good news
YOU ALREADY HAVE ONE.



**It's the total experience you
create for your audiences.**



Great brands don't just happen.



Bad news


IT'S NOT ENOUGH TO HAVE A BRAND.



**What you need
is a story.**



**But most higher ed
stories aren't stories
at all.**



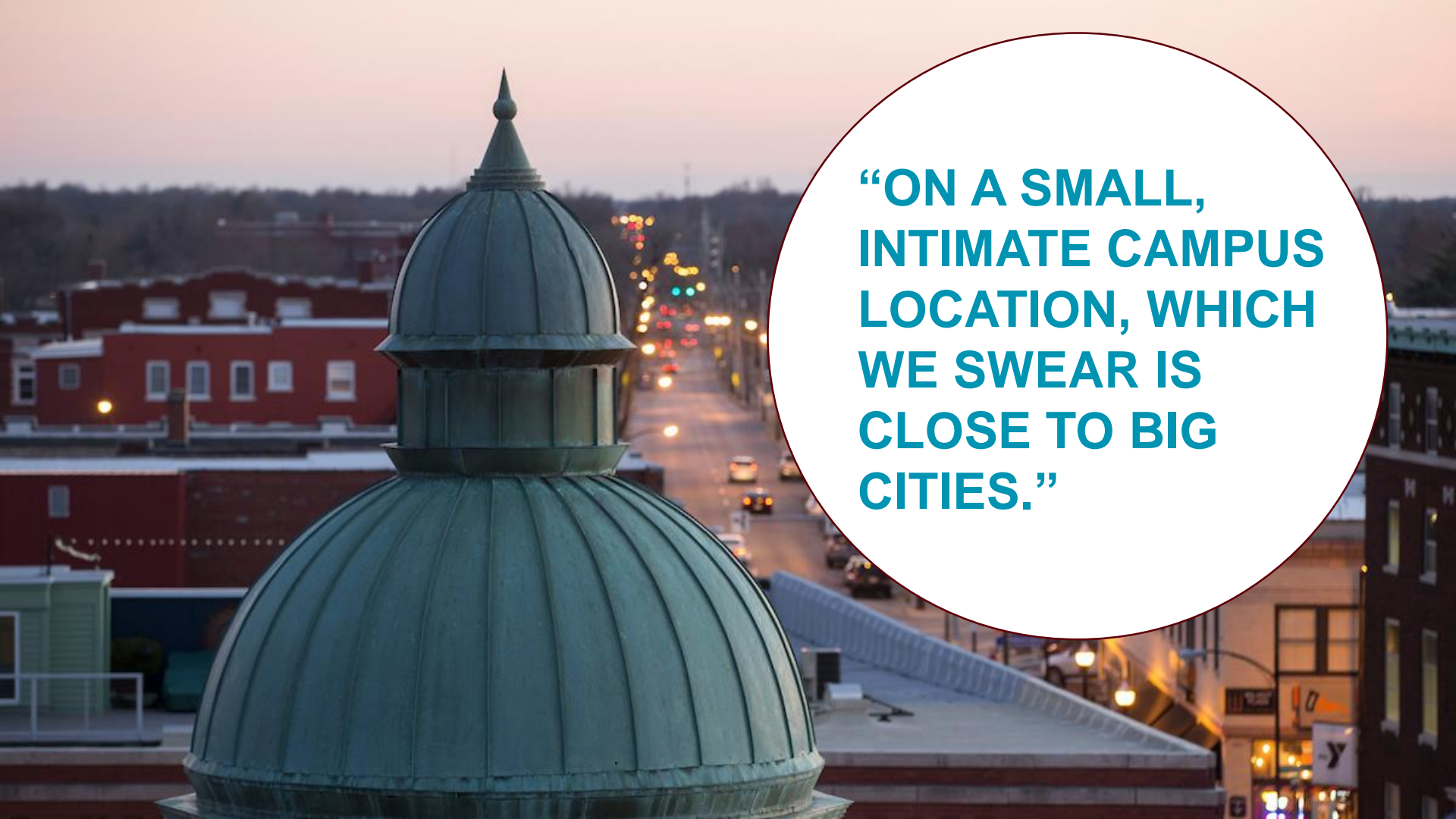
**“YOUR
PROFESSORS
WILL REALLY
GET TO
KNOW YOU.”**



**“HANDS-ON
EXPERIENCE.”**



**“CUTTING-EDGE
RESEARCH.”**



**“ON A SMALL,
INTIMATE CAMPUS
LOCATION, WHICH
WE SWEAR IS
CLOSE TO BIG
CITIES.”**



“This is where you’ll ...”

“Push your boundaries.”



“This is where you’ll ...”

“Push your boundaries.”

“Make your mark.”



“This is where you’ll ...”

“Push your boundaries.”

“Make your mark.”

“Find your passion.”



“This is where you’ll ...”

“Push your boundaries.”

“Make your mark.”

“Find your passion.”

“Discover your calling.”



“This is where you’ll ...”

“Push your boundaries.”

“Make your mark.”

“Find your passion.”

“Discover your calling.”

“Begin your journey.”



“This is where you’ll ...”

“Push your boundaries.”

“Make your mark.”

“Find your passion.”

“Discover your calling.”

“Begin your journey.”

“Begin your ~~journey~~ future.”



“This is where you’ll ...”

“Push your boundaries.”

“Make your mark.”

“Find your passion.”

“Discover your calling.”

“Begin your journey.”

“Begin your ~~journey~~ future.”

“Begin your ~~journey future~~ career.”



“This is where you’ll ...”

“Push your boundaries.”

“Make your mark.”

“Find your passion.”

“Discover your calling.”

“Begin your journey.”

“Begin your ~~journey~~ future.”

“Begin your ~~journey future~~ career.”

“Begin your ~~journey future career~~. Get a job.”



“This is where you’ll ...”

“Push your boundaries.”

“Make your mark.”

“Find your passion.”

“Discover your calling.”

“Begin your journey.”

“Begin your ~~journey~~ future.”

“Begin your ~~journey future~~ career.”

“Begin your ~~journey future career~~. Get a job.”

“The paycheck kind.”



**A great Missouri State story
makes an emotional and
rational connection.**



**A great Missouri State story
builds meaningful
relationships.**



**A great Missouri State story
is authentic.**



What do you stand for?

You have one word.



What do you stand for?

You have one word.

(But I'll give you six.)



Why would anyone care?



Why should we believe you?



It matters what you say.



It matters what you say.

(SORT OF.)

BUT WHAT REALLY MATTERS IS HOW YOU SAY IT.



How do you communicate

PRAGMATISM?



Natural relief in sight for migraine sufferers

Vagus nerve stimulation and cannabidiol are being tested in MSU lab.

Missouri State
UNIVERSITY



Trouble under the surface

Crystal clear water: It quenches thirst, cleanses and sustains life.

How do you communicate

OPTIMISM?



How to make a difference in Mosul

You get used to a sound: A shrieking whistle that descends in pitch, followed by an explosion. I'm Madeline Hayes, and I spent a month in Iraq.

How do you communicate

EXTRA EFFORT?



The recipients of the 2017 Citizen Scholar Award (l-r): Micaela Wiehe, Brandon McCoy, Kendell Loyd, Lily Johnson, Connor Aller and DeAntra (Shae) Derough.

An example of excellence and service

Six students chosen as citizen scholars.



How do you communicate

BEING GENUINE AND GROUNDED?



We'd be happy to send Jack some BearWear!
#GoMaroon



Steve Clark @brewersfansteve

It's wear a college T-shirt day to school. Mommy (Mizzou alum) put this shirt on Jack. He wanted a @MissouriState shirt. Here's his reaction. I'd cry too.

8:48 AM - 7 Feb 2018



We're making sure our #1 fan, Jack Clark, has plenty of BearWear and #GoMaroon gear for school.

Thank you to the @MoStateBkstore for shipping a Bears care package to him today. Enjoy, Jack! 🐻 📦



3:21 PM - 7 Feb 2018



**You don't need to lead with
your most important message.**

**LEAD WITH
THE MOST
INTERESTING**



Your voice is unique.

**MAKE SURE
YOU SAY IT
THAT WAY.**



MAKE YOUR MISSOURI STATEMENT™