



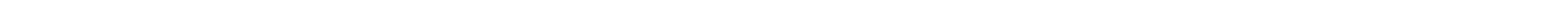
## Elevator Pitch

Since its founding as a business school in 1914, Johnson & Wales has embraced a bold, industry-responsive culture committed to shaping agile graduates who are prepared and confident to enter a highly dynamic workforce. The university is dedicated to the professional and personal growth and success of its students, ensuring access to an immersive education,

## Brand Storylines

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## EMERSON UNIVERSITY - RICHMOND, CALIFORNIA

Since its founding as a business school, Johnson & Wales has embraced an industry-responsive culture committed to creating opportunities for its students. This spirit led to nationally recognized culinary and hospitality programs — and continues to drive the university to look to the future and invest in high-demand fields.

Takeaway:

*JWU's success cannot be summed up in a single academic program area, but rather, in its approach to education. We are industry-responsive at our core, developing and growing programming to meet employer demand. The university's commitment to providing students with a practical, relevant education shapes agile graduates who are prepared and confident to enter a highly dynamic workforce.*

EXAMPLE: C... f...  
G... A... A...  
C... C... C... A/DH  
A... B... f...  
( f... )...  
B... E...

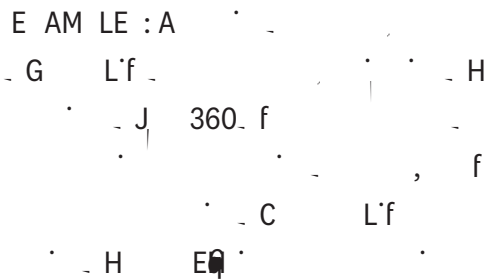


The university embraces opportunities for self-discovery, reflection and immersion that are found outside the bounds of pure professional development.

At JWU, we are committed to celebrating the journey just as much as the destination by showcasing health and wellness, meaningful relationships, diverse experiences, art, culture and other extracurriculars.

Takeaway:

*JWU takes a “whole person” approach to growth and development, striving to foster a dynamic, thriving culture on-campus and online.*











## Experiential Learning - Rhode Island Cyber Center

- We have a strong foundation in food and hospitality that continues to infuse many of the diverse programs we offer.
- JWU has always valued experiential and hands-on learning, consistently prioritizing industry-specific learning labs and internships with leading companies.
- Industry partners are a huge part of our future! We work with local small businesses as well as big and well-known organizations — such as TD Garden — to give students more educational and professional opportunities.
- Our cybersecurity center in Providence was recently named a Center of Academic Excellence in Cyber Defense Education by the NSA/ Department of Homeland Security.
- In Fall 2023, we welcome our first cohort of second-degree nursing students for a unique, accelerated program that will help meet the need for healthcare workers in Rhode Island and beyond.
- JWU students apply the skills they acquire in the classroom and labs to compete in industry and national competitions — including our Ad Team which took home a district title championship in 2023.

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## Community

- JWU has 90 student-run clubs and organizations, ranging from Greek life to club sports and student government to a Black Student Alliance.
- Our students are well-rounded in their studies — including those enrolled in our College of Health & Wellness who are required to take a class to better understand the intersection of food and medicine.
- Many faculty have established careers in the fields of the subject matter they teach – our design faculty still do graphic design, some hospitality professors own or run local businesses, and so on – and serve as mentors to our students.
- JWU’s annual University Scholarship & Best Practices Expo the Student Research, Design & Innovation Symposium spread internal awareness and pride of faculty, staff and student work.
- The JWU alumni network is incredibly strong and available for every JWU graduate. The connections made to each other — no matter on which campus — are lasting.
- Several faculty and staff members make up our Inclusion, Diversity & Equity Action Group to evaluate and strengthen these efforts so all members of our community feel supported.
- We’re inviting writers, artists, activists and others who bring insight into DEI efforts onto our campus to share their work and lived experience.

### A J U G

- the occupational therapist who has experience working with designers to create life-changing products for clients.
- the chef whose knowledge of food spans fine dining to athletic performance and recovery nutrition.
- the entrepreneur who has brainstormed, developed and pitched a business idea that incorporates new ways to utilize cannabis.
- the physician assistant with impeccable hospitality and bedside manner.
- the graphic designer who spent time creating not just products but whole campaigns for clients in industries from food to healthcare.
- the crime scene analyst with a background and understanding in psychology and social justice.
- the psychologist whose research has been published in nationally renowned medical journals.
- the special events coordinator who thrives on the energy of a crowd with the understanding of how to adapt to the digital age.
- and so many more!