



UNIVERSITY
AT ALBANY

State University of New York

THE WORLD WITHIN REACH



BRANDBOOK



The UAlbany Promise

As a result of the research and University consensus through promise-statement testing, the following promise statement emerged that best captures and articulates UAlbany's distinctive strengths:

UAlbany promises a strong foundation and a broad worldview, offering great value

for those seeking to learn, succeed and create lasting connections.

Parsing the statement, we can see how it truly reflects five of UAlbany's distinctive strengths:

1. A Strong Foundation

UAlbany has built powerful ways to support its students and prepare them for academic and career success. Students benefit from highly ranked programs, accomplished faculty, vibrant arts, an honors college, plentiful undergraduate and graduate research opportunities and the chance to intern with some of the most sought-after companies and agencies. With this excellent foundation, students are able to raise expectations for themselves and their futures. UAlbany's foundational heritage is deep as well as wide, spanning more than 150 years and counting nearly 140,000 among its living alumni.

2. A Broad Worldview

The University places great emphasis on diversity—in its programs, its faculty, its students and across its three campuses. It has a high number of international students and faculty who are attracted by UAlbany's excellent undergraduate and graduate programs. The ethnic and social makeup on campus is significantly diverse. By offering a generous variety of voices, backgrounds and perspectives, UAlbany not only enriches its students' university experience, it also prepares them for an increasingly global working world.

3. Great Value

Kiplinger's Personal Finance ranks UAlbany as one of the nation's top colleges for excellence in academics and affordability. It is just one of the many independent sources that rank UAlbany as an institution of high value. With the number and quality of programs it has to offer, its tuition rates and available financial aid, UAlbany continues to be a tremendous value for students. For alumni, it is an educational investment with lasting value.

4. For Those Seeking to Learn and Succeed

In the classroom, the lab, the studio, the field or on the job at an internship, students at UAlbany learn in a variety of meaningful ways. Ultimately, most want to gain knowledge as a foundation for a successful career. The experiences they have and the bonds they form at UAlbany will prepare them to become valued contributors wherever life takes them beyond campus.

5. Creating Lasting Connections

Students at UAlbany learn from faculty who are among the finest in the nation. In many programs, students will have the chance to work on projects alongside professors who have earned not only Ph.D.s but also the esteem of their peers. Students will intern at businesses and agencies where they gain valuable hands-on experience while supervisors take notice of their work. In their time at UAlbany, students also will make lifelong friends and build networks with others who may become important career contacts. Connections form that will greatly benefit students, enriching their lives in immeasurable ways.

UAlbany Attributes

The attributes that follow support the UAlbany brand promise statement, which is:

UAlbany promises a strong foundation and a broad worldview, offering great value for those seeking to learn, succeed and create lasting connections.

Each attribute speaks to one facet of the UAlbany educational experience and captures its essence in language that should be used consistently in all University communications, from recruiting and advancement materials to informal conversations with visitors.

Modern Vision

From its global modernist architecture to its commitment to advancing the science of nanotechnology, UAlbany is a distinctive and influential face of the future. Its educational mission is straightforward: expand the worldview of its students and prepare them to make meaningful and lasting contributions to their communities, their nation and their world. This far-reaching vision manifests itself on campus in a number of ways—among them, the University's bold physical presence. UAlbany shares its classic Edward Durrell Stone features with other landmark buildings around the world, giving the University enduring global connections. But such connections only begin with UAlbany's physicality. As a major research university, magnet for world-renowned writers and other artists and home to highly ranked programs in some of society's most important disciplines, UAlbany presents a vision that encompasses all of modern life.

Excellence at a Great Value

The excellence of a UAlbany education is recognized by many independent sources, including *Chronicles of Higher Education*, *Forbes* and *Money*. A number of UAlbany's programs rank among the top in the nation. But the University's great value comes in weighing the distinctive *benefits* that UAlbany students enjoy for the price: more than 100 offerings of strong academic programs; accomplished faculty; outstanding research opportunities; an honors college; championship Division I athletics; a richly diverse student population; and a capital location that offers internships, careers and culture, in addition to all of the recreational opportunities of the surrounding region.

Life-Enhancing Research and Scholarship

As a major public research university, UAlbany adds tremendously to the public good, both nationally and internationally, by doing research and scholarship that are relevant and important to human lives. The University's research and scholarship delve deeply into areas that touch everyone. Climate change, cancer, children's reading strategies, neurodegenerative disease, cyberterrorism—these are but a few of the topics UAlbany has undertaken in addition to its renowned work with nanotechnology. The scholarly activity of its faculty and students enriches life in a wide variety of ways—through writings and presentations that expand the scope of human knowledge, through artistic works that add to life's beauty and meaning, and much more. With a wealth of opportunities for internships and assistantships, students at UAlbany have the chance to participate in projects that enhance learning and develop skills relevant to a global economy and society. Such hands-on experiences give them a strong working knowledge of their subject, confidence in their abilities and networking connections to faculty who are at the forefront of their fields.

Diversity that Enriches Learning

The ethnic and social makeup of UAlbany is significantly diverse. Students and faculty from all over the world come to UAlbany, with 100 nationalities represented at the University. The campus diversity extends beyond ethnicity to encompass an engaging and expansive variety of thought, religion and lifestyle. This breadth of diversity—which is welcomed and, indeed, sought—brings rich texture to the learning that happens here. Students also have the opportunity for formal study and discussion of race, ethnicity, gender and globalization. It informs the discussions and broadens the perspectives on campus. And it prepares all students to become world citizens, taking their place in the interconnected global society beyond campus.

Strategically Located

As the only public university located in New York's state capital, UAlbany offers enviable opportunities to its students and alumni. Visiting lecturers, internships, networking, field work, culture, entertainment, recreation—these are just a sampling of the many advantages available to UAlbany students through their campus location. UAlbany is close to some of the world's most important cities, such as Boston, Montreal and New York City. Its location in the state capital and near so many major cities is particularly advantageous to students who choose to intern with companies or agencies in those areas. Not only do students get real-world work experience through such internships, they also get primed for career success by making employer connections that often result in job offers after graduation. UAlbany also is near some of the best places to play, relax and enjoy the culture of the region. The Catskills, the Berkshires, Saratoga, Lake George and the Adirondacks are all within easy driving distance.