

MIDWESTERN STATE UNIVERSITY



BE
LOUD

MSU

BE
PROUD

#MSUPride

#GoMustangs

#StangGang



msumustangs.com

PROUD

#stanggang
#livemaroon
#msuproud

Introductions

Sandra Barnett: Assistant Director of Marketing

Ashley Lindsey: Publications Specialist

Kathy Floyd: Marketing and Public Information Assistant

Matt Shirey: Webmaster




Visual and
verbal identity

Universities must extend and protect their identities as a business imperative. Consistency in colors, font, messages, and layout is vital to a university's message. A strong brand helps to shape the way key constituents view Midwestern State University, both now and in the future.

**Branding Standards
Implemented in May 2013**

College of Science & Mathematics

SCIENCE and MATHEMATICS
COLLEGE OF




Unraveling the mysteries...




MIDWESTERN
STATE UNIVERSITY


BIOLOGY




The science of life



GEOSCIENCES



Meeting today's challenges




CHEMISTRY




Research the possibilities




MATHEMATICS




Math is real life



COMPUTER SCIENCE



Explore the computing world



McCoy School of
ENGINEERING



Preparing for successful careers



Scholarships

Physics Scholarships
Applications for physics scholarship opportunities are solicited annually and awarded to majors who maintain a 3.0 GPA, enroll in one physics course, and complete 12 hours each term. Scholarships are available for freshmen with strong transcripts and test scores. Scholarships are renewable annually. For scholarship availability, contact MSU's Department of Chemistry, Physics, and Geosciences.

MSU Academic Merit Scholarships
Midwestern State University offers an automatic scholarship program for beginning freshmen and transfer students, automatic scholarships for valedictorians and salutatorians, and distinguished honor scholarships. Learn more at msu.edu/admissions/scholarships.

Financial Aid
MSU offers a number of financial aid programs including:

- Mustangs Guarantee Program
- Academic scholarships
- College Work Study and student employment
- Grants and loans

To learn more about these programs and others, visit msu.edu/finaid.



MIDWESTERN
STATE UNIVERSITY
College of Science and Mathematics
Department of Chemistry,
Physics, and Geosciences
3410 Taft Boulevard
Wichita Falls, Texas 76308
940.397.4251
physics.program@msu.edu
msu.edu/academics/scienceandmath/physics

PHYSICS



Connecting it all together





Undergraduate Admissions



McAda Graduate School



Master the Possibilities

knowledge
personal growth

"An investment in knowledge pays the best interest."
—BENJAMIN FRANKLIN

career opportunities

Scholarships
A number of scholarships are available to students in MSU's McAda Graduate School including the Graduate Merit Scholarship. Contact your graduate coordinator for information about discipline specific scholarships and for available Graduate or Teaching Assistant positions. For more information about scholarships, visit our website at mwsu.edu/academics/graduateschool/scholarships.

Financial Aid
Midwestern State University offers a number of financial aid programs for its students. To learn more about the programs, visit mwsu.edu/financialaid.

BILLIE DORIS McAda GRADUATE SCHOOL
MIDWESTERN STATE UNIVERSITY

MIDWESTERN STATE UNIVERSITY
Billie Doris McAda Graduate School
Dr. Deborah R. Gamson
3410 Taft Boulevard
Wichita Falls, Texas 76308
940.397.4920
mwsu.edu/academics/graduateschool

En Pointe

Take the next step toward the future of your dreams with a master's degree. With 26 programs from which to choose, Midwestern State University will provide you with the knowledge and skills you need to transition to the future of your dreams.

Call or visit us today.

Billie Doris McAda GRADUATE SCHOOL
MIDWESTERN STATE UNIVERSITY

3410 Taft Boulevard
Wichita Falls, Texas 76308
940.397.4920
graduateschool@mwsu.edu
mwsu.edu/graduateschool

MSU proudly supports the local arts.



Billie Doris McAda
GRADUATE SCHOOL
MIDWESTERN STATE UNIVERSITY

MSU GRADUATE SCHOOL **OPEN HOUSE**

Tuesday, October 7 5:30 pm. Dillard College of Business, Rm 189
Meet the faculty coordinators of our 26 graduate programs, learn about the admission process, and mingle with current students.

RSVP at graduateschool@mwsu.edu or 940.397.4920

mwsu.edu/graduateschool



knowledge personal growth career advancement affordability



Music Series at

Skin

Lucille Chung

Winner of the Stravinsky International Piano Competition
performing with Peter Kolkay, Tara Helen O'Connor,
William Purvis, David Shifrin, and Stephen Taylor



HOUSING AND
DINING SERVICES
housing.mwsu.edu



**Bloomberg
Businessweek**

Complementary Issues from
Midwestern State University

Dillard

COLLEGE OF BUSINESS ADMINISTRATION AT

**MIDWESTERN
STATE UNIVERSITY**

Wichita Falls, Texas | mwsu.edu



We help to advise other
departments on campus
with direct marketing and
advertising campaigns.



ANNUAL FUND
MIDWESTERN STATE UNIVERSITY

**DOUBLE YOUR
DOLLARS**



Now is a great time to invest in Midwestern State University. Two matching gift opportunities are available to you through the generosity of our MSU Family.

The Laing/Guinn Challenge will double all first-time gifts! Also, all gifts designated for the purchase of equipment for petroleum engineering programs in the McCoy School of Engineering will be matched by two generous donors, dollar for dollar.

**Your Gift Could Be
TWICE AS NICE**

DONATE NOW >>

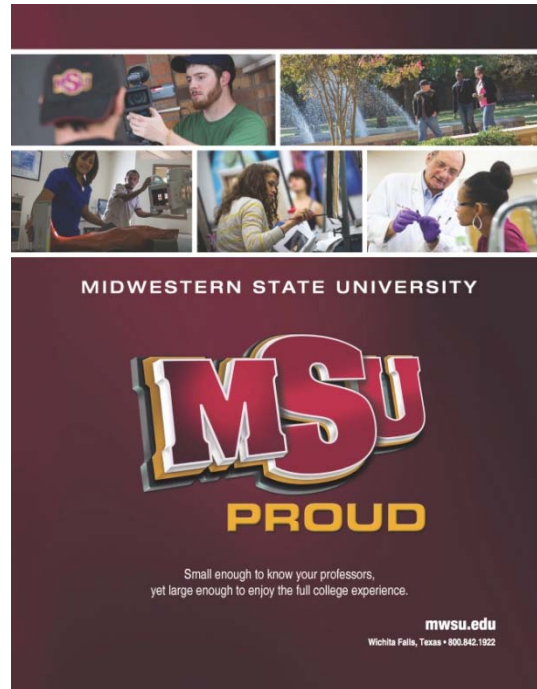
\$50 could become **\$100**

\$100 could become **\$200**

\$200 could become **\$400**

Advertising campaign

- Billboards
- Local newspaper
- Texas Monthly
- Community events
- Local television
- Memorial Stadium
- Movie theaters (local & DFW)
- Targeted online advertising
- Mall advertising



MIDWESTERN
STATE UNIVERSITY

Make it yours!

mwsu.edu
WICHITA FALLS, TEXAS

MIDWESTERN STATE UNIVERSITY
MUSTANGS FOOTBALL



SATURDAY, APRIL 12

MEMORIAL STADIUM

Pre-game activities 4 p.m.

Game 5 p.m.

Come out and get a glimpse of your 2014 MSU Mustangs

- FREE admission
- FREE hot dogs
- FREE T-shirts to first 500 fans
 - Live music
 - Kids Zone
- MSU Bookstore on location with your MSU gear
 - Meet players, coaches and Maverick T. Mustang the mascot

FOOD • FUN • EXCITEMENT



Collaboration with Athletics



2014

**SPORTS
MSU
SHOWCASE**

**SATURDAY,
SEPTEMBER 13**

» GIVEAWAYS and CONTESTS «

CROSS COUNTRY
8 A.M.

VOLLEYBALL
NOON & 5:30 P.M.

MEN'S SOCCER
2:30 P.M.

FOOTBALL 7 P.M.

MILITARY APPRECIATION DAY
FREE admission to all active or retired military with valid military ID cards.
Halftime Celebration

ticket info at msumustangs.com

Join the excitement!

MSU
StangGang
STUDENT ATHLETIC CLUB

BE LOUD BE PROUD

Get your game face on and support your MSU student athletes. With membership:

- T-SHIRT
- DISCOUNTS
- COUPONS

MUSTANGS

FOR MORE INFORMATION
call: 940.397.4730 or
email: kyle.williams@mwsu.edu

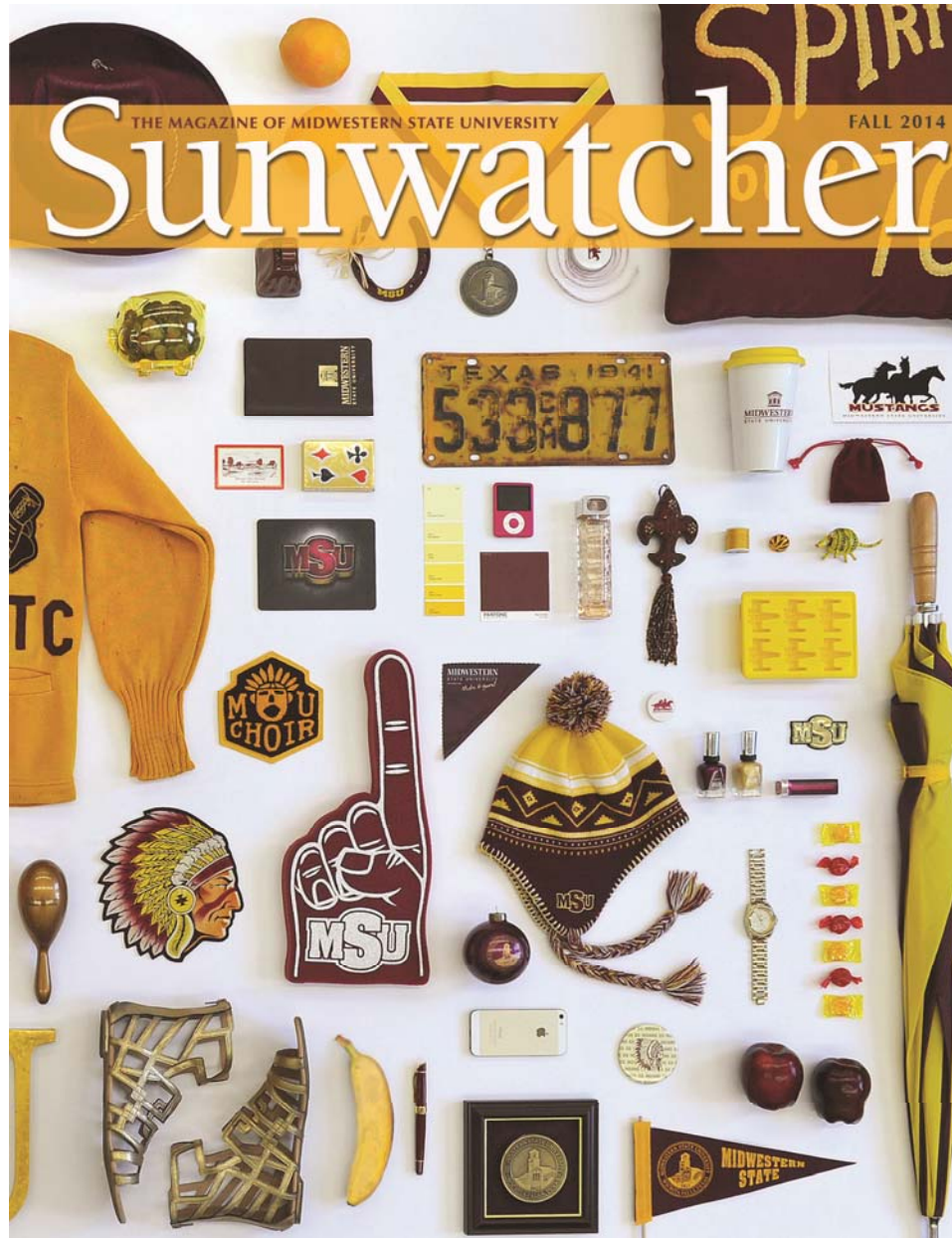
MIDWESTERN STATE UNIVERSITY

TAKE A SEAT 2014-15

MSU BASKETBALL

SEASON TICKETS on SALE NOW!

msumustangs.com

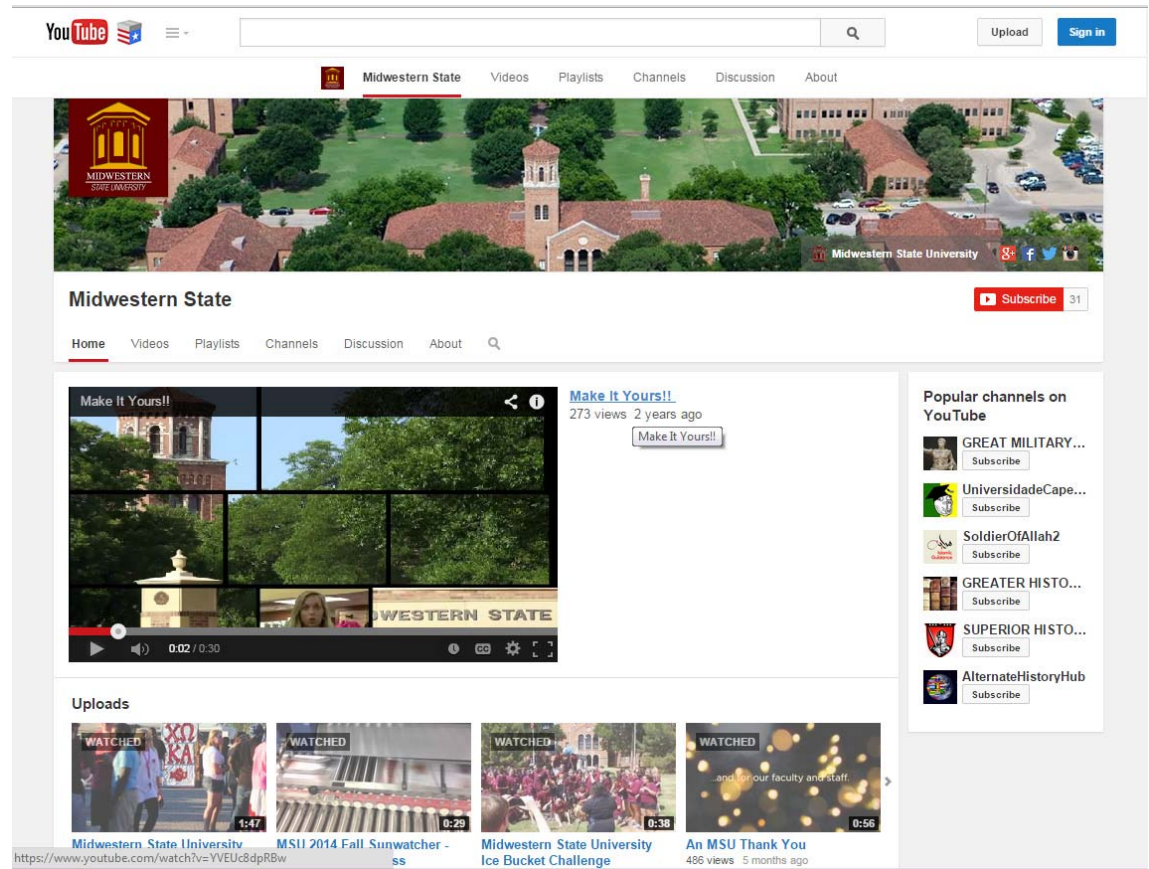


Sunwatcher Magazine

Social Media

Again, please notice our branding efforts. Marketing and Public Information is responsible for the official Facebook page. We work closely with Student Affairs for other social media platforms such as Twitter, YouTube, and Flickr. We do promote special events such as Homecoming, Artist-Lecture Series, etc. at the appropriate times as the main photo.

www.youtube.com/MidwesternState



Community Pride Campaign – the Proud Crowd

T-shirt campaign for MSU events and game day.



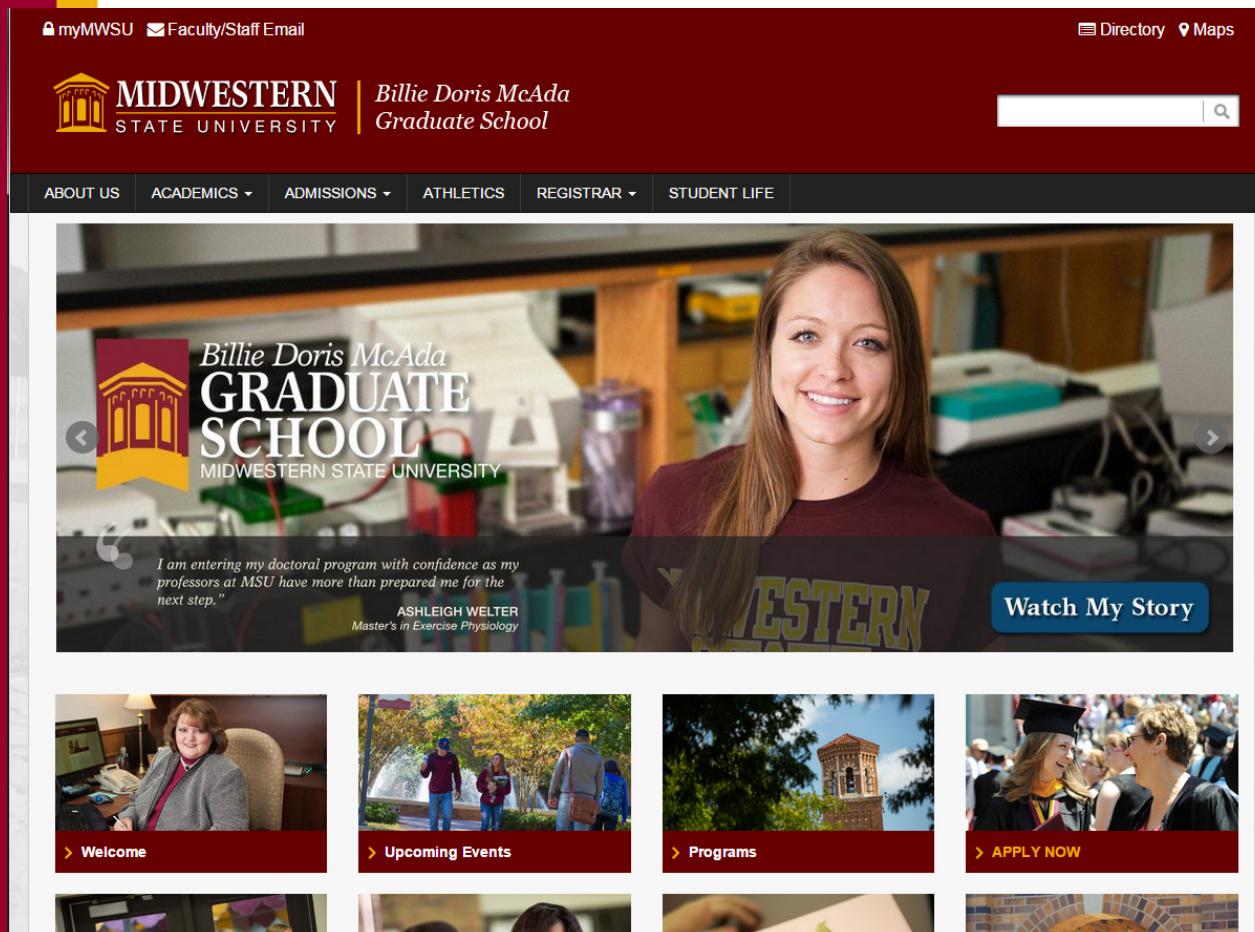


Website

- Implementation of new content management system
- Hardware redundancy
- Hands-on training sessions
- Responsive design

Website

Working with individual programs to update their webpages and develop strategies for presenting information





Upcoming Projects

- Finalize trademark information
- Agreement with Strategic Management Associates
- New interactive Calendar System
- Increased Digital Advertising

MIDWESTERN
STATE UNIVERSITY



mwsu.edu