

Get the Edge.

As you receive this issue of *USI Magazine*, we are in the midst of rolling out a bold new identity initiative for USI, “Get the Edge.” It’s a way for us, as a University, to focus on what we’re already doing well, and share those stories with you.

Get the Edge applies to many things. Our students get the edge through top-notch affordable education, global learning opportunities, internships, state-of-the-art facilities, and excellent faculty—just to name a few. Our 32,000 alumni are strong examples of what it means to get the edge.

The community benefits through outreach and engagement and service learning projects. Local business and industry have access to well-educated employees and interns and benefit from ongoing partnerships with the University. Our faculty, alumni, and friends help us give our students the upper hand.

In this edition you’ll see stories of how USI provides the edge through experiential learning opportunities. From applied engineering and archaeology, to writing and English skills, our students get the experiences that give them a competitive edge in today’s job market, engage them in real-world experiences, and prepare them to be leaders in our region and beyond.

You can get a feel for the new initiative by taking a look at the ad on the back cover of this issue. That’s not the only place you’ll see it. We’re rolling it out in campus and community publications, radio and television ads, marketing and recruitment pieces, our web site, and on billboards around town.

You’ll also see Get the Edge across campus, at sporting events, and on our clothing and other items in the USI Bookstore.

I hope the message and stories you see are something you can be proud of—we certainly are, and you’re an important part of our story.



John Farless '98

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