

REBELS MAKE IT HAPPEN MESSAGE MAP

UNDERGRAD RECRUITMENT (EXAMPLE)

- Affordable with an exceptional value
- Launched first, law, dental, and medical schools in region
- Pathway to advanced studies in graduate and professional programs
- Faculty experts connected to industry
- More than 300 degree programs
- One of just a handful of R1 universities
- Uncommon access to research as an undergrad
- Known for hospitality, engineering, sciences, public policy, and fine arts

- Young, not stodgy and traditional
- 21:1 student to teacher nation
- Peer mentoring and advisors familiar with diverse populations
- Best for Vets designation
- Accessible, innovative faculty
- Highly diverse student body
- High first-gen and underrepresented student populations
- More than 400 student clubs and organizations
- 65% of students are actively involved in clubs and organizations
- Openness to change

- R1 research facilities
- Supportive, health & wellness,
- Campus in the heart of city
- National Parks nearby
- International tourism and convention industry
- Entertainment Capital of the World
- Rising sports town
- Year-round sunshine
- Rapidly growing
- Demographics that will soon define our country
- International airport, easy cheap flights everywhere

An unconventional environment for savvy, dynamic people

- Highly skilled and marketable in the workforce
- Critical thinking skills for lifelong learning
- Not burdened by debt
- Healthy living / balanced living
- Greater lifetime earning power
- Prestige of degree from Top Tier university
- Cachet of Vegas brand recognition
- Coursework that can only be found in Las Vegas
- Pride in self

- A Rebel Forever - through lifelong network of alumni
- Experiences across all disciplines
- Sense of belonging
- Research and internship programs to extensive variety of community organizations
- Leadership skills to affect community change
- Soft skills to navigate complex organizations
- Pride in community / advancing family
- Extensive recreational activities help you stay healthy and keep stress in check