



Harvard John A. Paulson
School of Engineering
and Applied Sciences

MESSAGING PLATFORM

This messaging platform serves as an internal framework that forms the basis for public-facing communications related to Harvard SEAS. The contents of this guide establish and give voice to the key ideas, values, and principles that characterize SEAS at the highest level, and position us to produce communications that are consistent and compelling.

INTRODUCTION

Over the course of the last few years, the Harvard John A. Paulson School of Engineering and Applied Sciences (SEAS) has engaged in the process of developing a comprehensive messaging platform in support of efforts to strengthen the School's brand identity and more effectively articulate who we are, what we believe, and what sets us apart.

Dozens of voices contributed to the creation of this platform, including faculty and staff members, senior administrators, external stakeholders, alumni, and students. Many of their insights are directly reflected in this document, which will continue to evolve to best represent our community, ethos, and mission.

HOW TO USE THIS MESSAGING PLATFORM

Familiarity with the guide is first step toward successful implementation. Take a few minutes to read through the entire guide, noting phrases and talking points that are particularly resonant. Keep the guide handy and reference it often as you develop communications for the institution, such as recruitment materials, fundraising communications, web pages, or informational pieces.

Primary applications the platform can help support:

- **Print materials and collateral**
- **Proposals and correspondence**
- **Hiring and onboarding**
- **Donor conversations**
- **Web content**
- **Social media**
- **Spoken remarks**
- **Fundraising appeals (letters and emails)**

TIPS FOR USING THE PLATFORM

- **Borrow generously from the content** – If you’re preparing a faculty profile to post on the website, use text from the guide to shape the introduction. When you need to develop content for print materials, look through the guide to find key talking points to help outline the structure of the piece—or even phrases that can be reproduced directly. The platform can help prevent you from reinventing the wheel every time you need to produce a new communication.
- **Use the platform to inspire storytelling** – Stories bring out the best, most authentic side of an institution. Whether it’s a simple quote from a student or a longer narrative detailing a faculty member’s connection to SEAS, you can use the platform to set criteria around who to feature and what key ideas to address within the context of their profile. This will help ensure consistent, on-message communications no matter who the storyteller may be.
- **Use thematic elements to help frame donor communications** – For example, use several of the key messages to construct a series of appeals highlighting various aspects of the institution, or focus the annual report around a particular message that is central to who you are today—and reflective of where SEAS is headed in the future.
- **Share the platform with colleagues** – When onboarding a new faculty or staff member, share the platform with them; it will help familiarize them with your differentiators and provide tools for how to talk about SEAS with others.
- **Stay in touch** – If you’re looking for new ways to derive value from your messaging platform, or have a question about the effectiveness of a particular application, please don’t hesitate to contact Libretto.

WHERE SCIENCE AND ENGINEERING CONVERGE

Our tagline provides a high-level encapsulation of the role that Harvard SEAS plays within the University. It should be used selectively to frame or introduce the work of the School. The tagline:

- **Represents a key dimension of the dean's vision for the School**
- **Promotes the connection between engineering and applied science disciplines**
- **Positions SEAS as a point of convergence**

WHERE SCIENCE AND ENGINEERING CONVERGE

The Harvard John A. Paulson School of Engineering and Applied Sciences (SEAS) is a diverse community of learners, leaders, and scientists working within and beyond the disciplines of engineering and foundational science to address the most pressing issues of our time. Our undergraduate and graduate students and world-class faculty and researchers collaborate across subject areas to advance knowledge, make groundbreaking discoveries, and develop technologies, products, and ideas that have the potential to improve lives the world over.

These efforts are strengthened by Harvard's leadership in the liberal arts, which inspires solutions that are both innovative and humane. Our commitment to academic leadership and spirited inquiry is advanced by a dedicated staff; a culture that values creativity, excellence, and agility; and beginning in 2020, a state-of-the-art Science and Engineering Complex on Harvard's expanded Allston campus.

SEAS represents a key strategic priority for the University and an area of major growth. We build on a proud legacy, dating back to the establishment of the Lawrence Scientific School in 1847, to educate individuals who have the ability to think critically, collaborate productively, and shape dynamic, ethical solutions to humanity's most compelling and complex problems.

CONVERGENCE

Points of intersection and impact

SEAS is uniquely positioned to serve as a point of convergence for far-ranging, multidisciplinary collaboration within and beyond Harvard—bringing together diverse schools, institutes, and scholars to understand and devise solutions to the world’s most pressing challenges. The strength of our people and focus of our work are singularly conducive to making discoveries that have global impact.

COMMUNITY

A diverse and inclusive environment

SEAS is an inclusive community of dedicated problem-solvers who hold themselves—and one another—to the highest academic and professional standards. Our faculty, staff, students, and researchers have diverse backgrounds and perspectives; their work is informed and strengthened by their ability to share with and learn from one another. Together, they embrace a culture of agility, mutual respect, and devotion to the common good. We value innovation, strive to create a diverse and welcoming environment, reward initiative, and exemplify the spirit of collegiality.

SERVICE

How we endeavor to benefit humanity

Members of the SEAS community are united in their commitment to harness science and technology to create a better future. We set our sights on the world’s largest and most complex problems, which offer the greatest opportunity for positive impact. Few academic centers possess a comparable level of collective expertise and creativity, or a stronger collective commitment to marshal those resources in pursuit of a brighter, more sustainable, and more equitable tomorrow.

PERSPECTIVE

How the liberal arts strengthen our work

Tomorrow’s leaders must possess both deep knowledge and profound empathy. In keeping with Harvard’s longstanding commitment to broad and rigorous study of the liberal arts, SEAS enables students—particularly at the undergraduate level—to explore a wide range of academic disciplines, and inspires them to approach their endeavors critically and contextually. As a result, our students are prepared to deliver solutions that are not only technically brilliant, but also ethical and humane. After graduation they leverage this breadth and depth of perspective to conceive innovative ventures, launch social enterprises, shape responsible policies, advance knowledge, and make groundbreaking discoveries that lead to a better world.

DYNAMISM

How research and teaching drive our academic excellence

Deep expertise across diverse disciplines, generosity of spirit, and profound curiosity inform our approach to education and research, which is further enhanced by our community's manageable scale and commitment to collaboration. Our faculty, students, staff, and researchers undertake unconventional projects, adapt to changing circumstances, and pursue creative research and teaching that help set the standard for academic excellence and innovation across engineering and applied science disciplines.

EXPANSION

Allston and our extended campus

The expansion of Harvard's Allston campus, home of the new Science and Engineering Complex (SEC), represents a watershed event in the history of the University. The SEC is designed to foster and facilitate the type of multidisciplinary, innovative work that is our community's hallmark; the Complex's cutting-edge facilities and workspaces will strengthen our ability to direct that work toward advances in knowledge and technology with profound impact. Enhancing our capabilities and facilities not only benefits Harvard's broader academic enterprise, but also strengthens existing relationships and creates opportunities for new connections with academic, business, and community partners near and far.

TRAJECTORY

Our role in the Harvard ecosystem

The ongoing growth and ascent of SEAS reflects Harvard's evolving approach to undergraduate education, which promotes engineering and the applied sciences as core elements of a well-rounded, world-class education. Creating opportunities for Harvard students, faculty, researchers, staff, and alumni to advance humanity through these disciplines will play a pivotal role in shaping the University's identity as a 21st-century educational institution and help ensure Harvard's continued leadership on the world stage.

ONE SEAS

Our shared mission and collaborative spirit

From robotic insects and quantum computing to sophisticated climate models and precision drug delivery platforms, the work of SEAS students, staff, faculty, and researchers often defies traditional categorization. Our shared mission and collaborative approach unite our community and fuel our pursuit of new technologies and discoveries. Increases in student enrollment and the expansion of our campus will strengthen the entire SEAS community by improving our world-class learning environment, enhancing our reputation within and beyond Harvard, and introducing new ideas, collaborators, inventions, and innovations.