

WHY  &  ARE

POISED TO BECOME

THE  OF

HIGHER EDUCATION...

Placeholder: 1984 Apple TV advertisement introducing the Mac computer





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Think Different

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THINK DIFFERENT

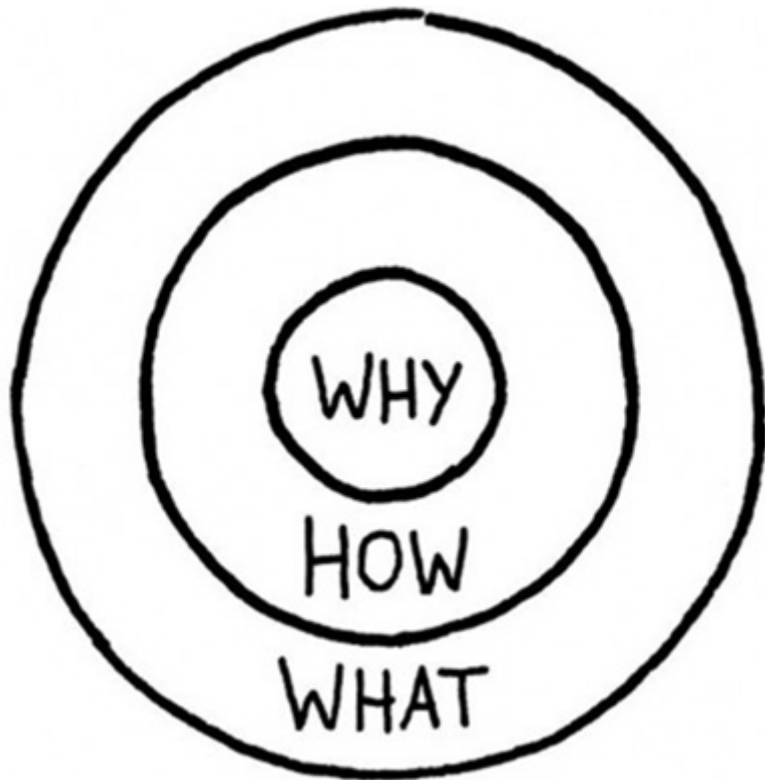
# Thinking the Same

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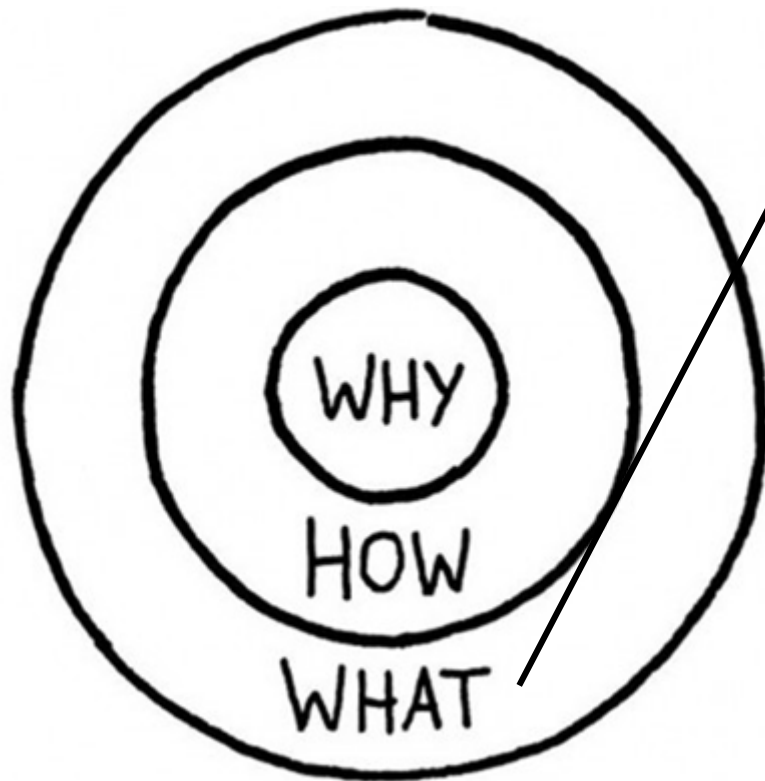
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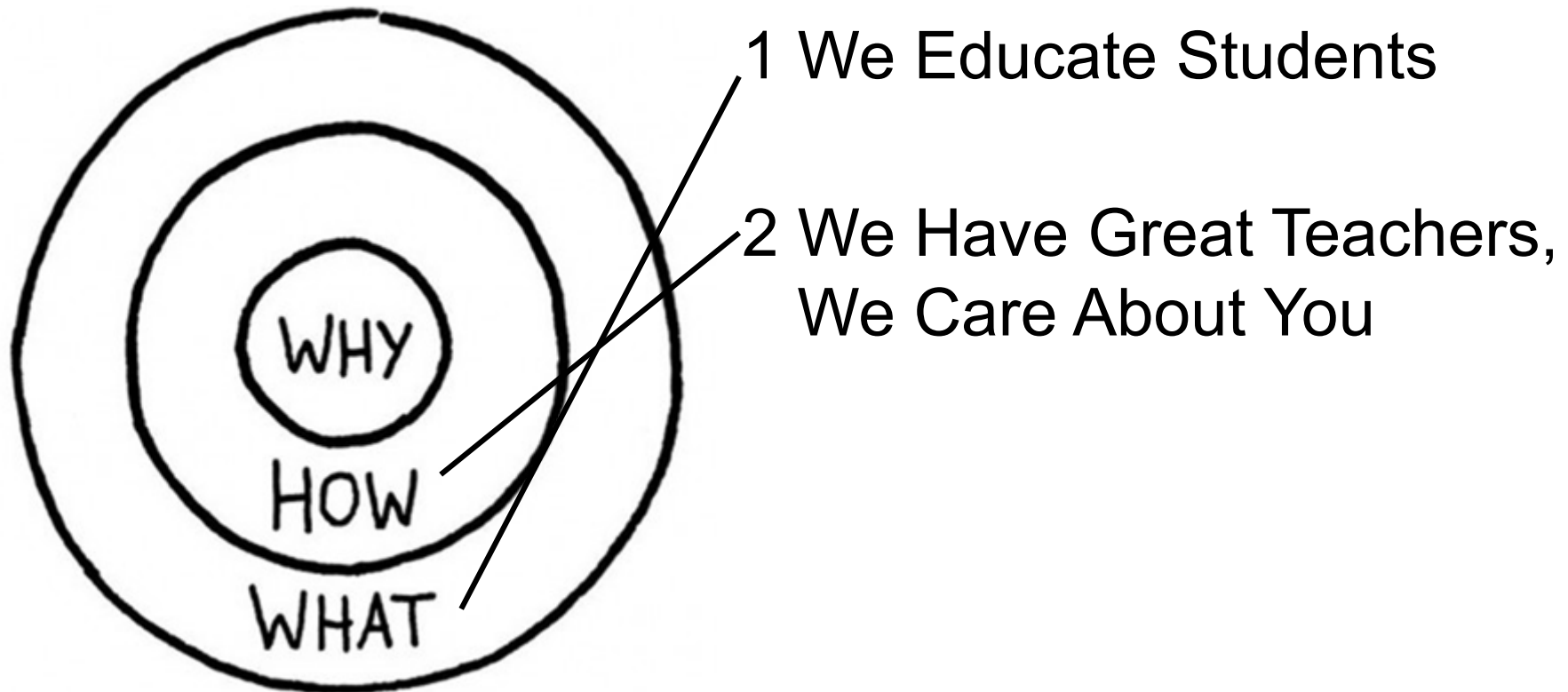
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1 We Educate Students

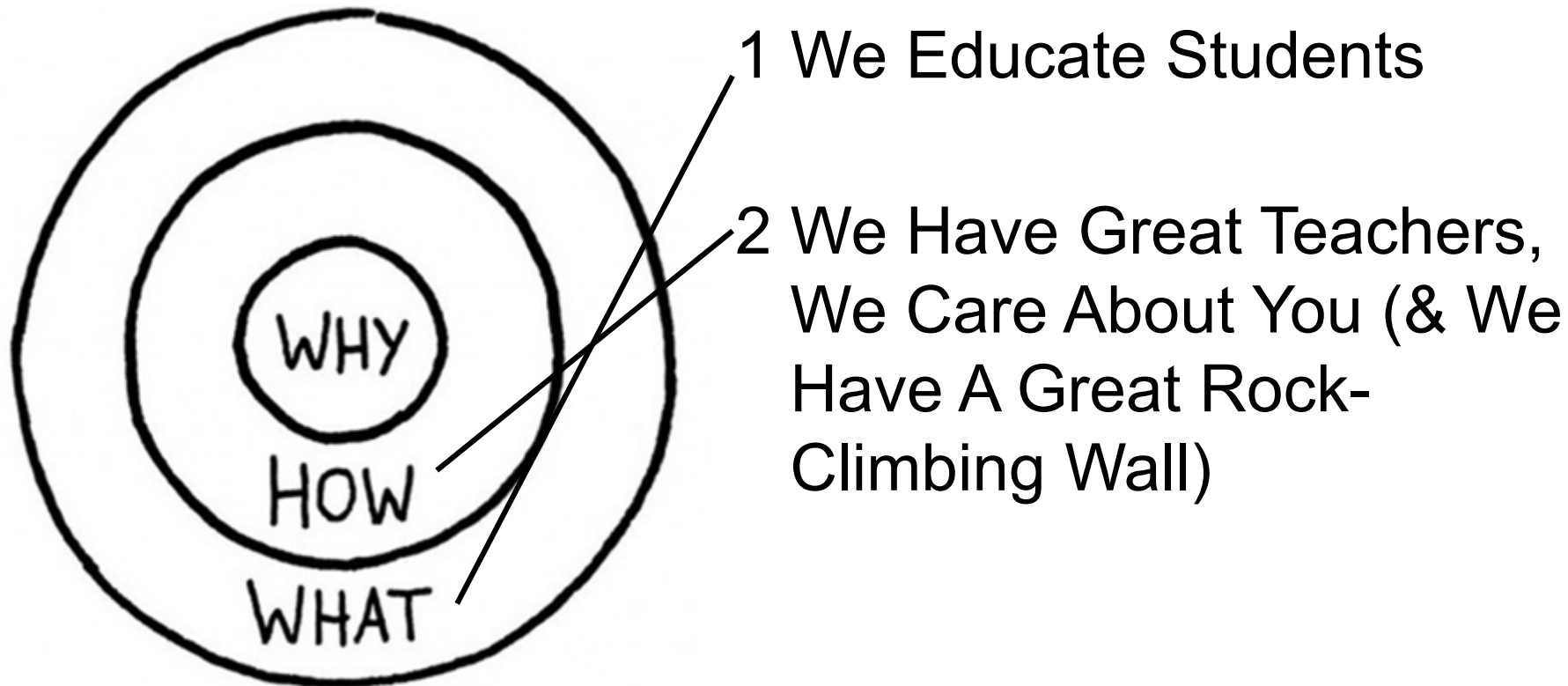
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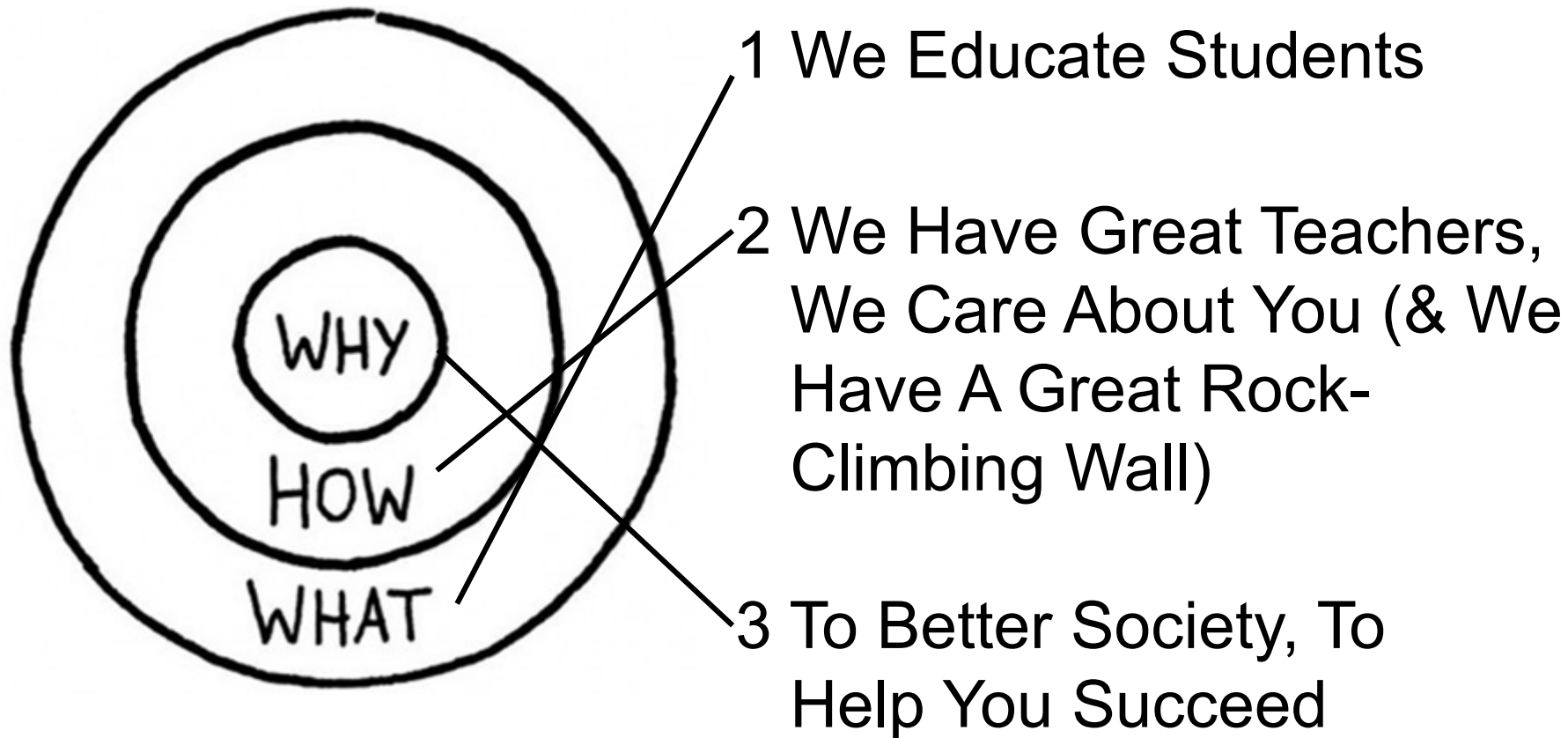
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# Thinking the Same

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**WANNA ENROLL?**



Think Different

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THINK DIFFERENT



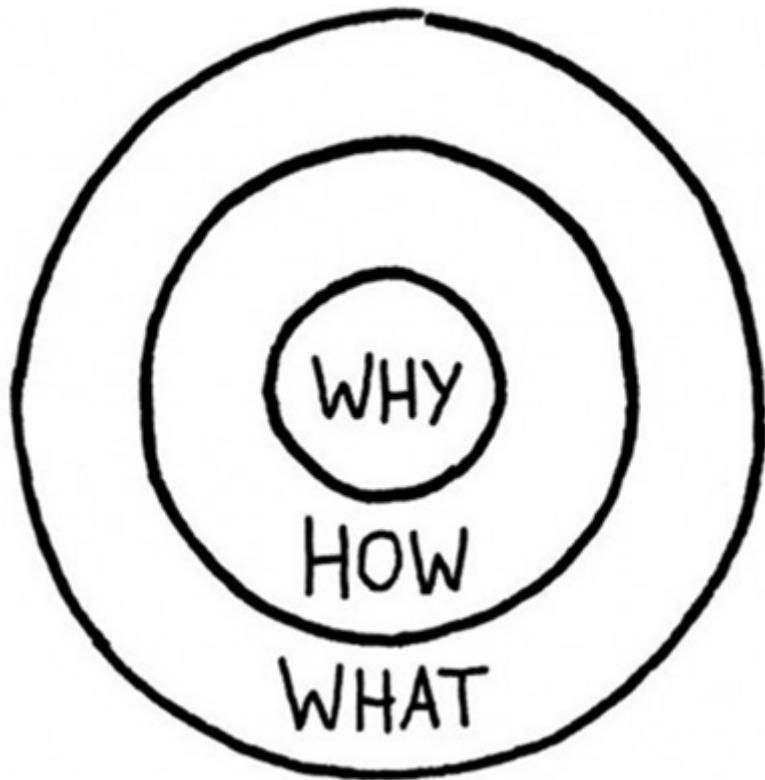


# Think Different

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WWW.DIFFERENT



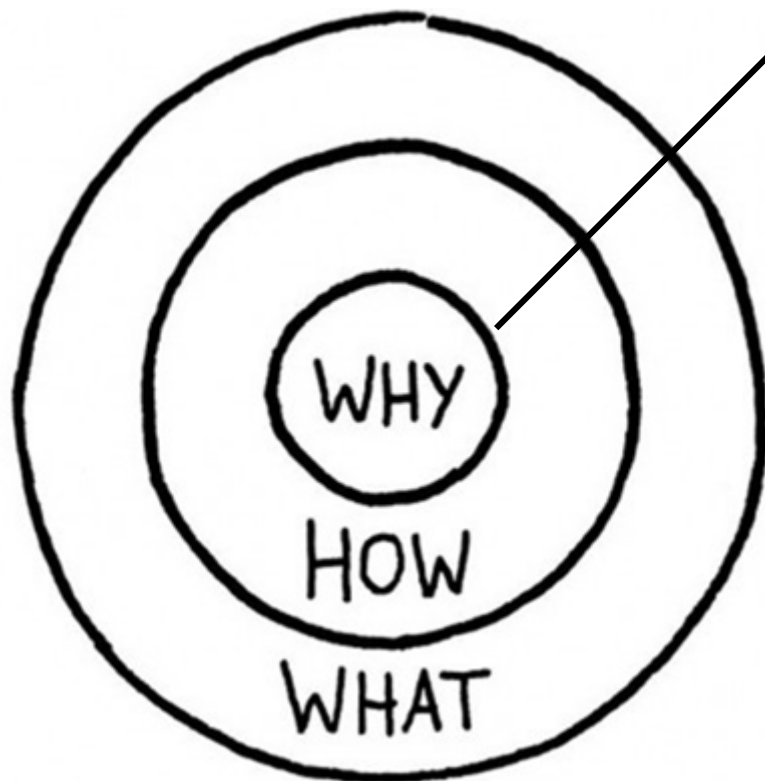


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WWW.DIFFERENT



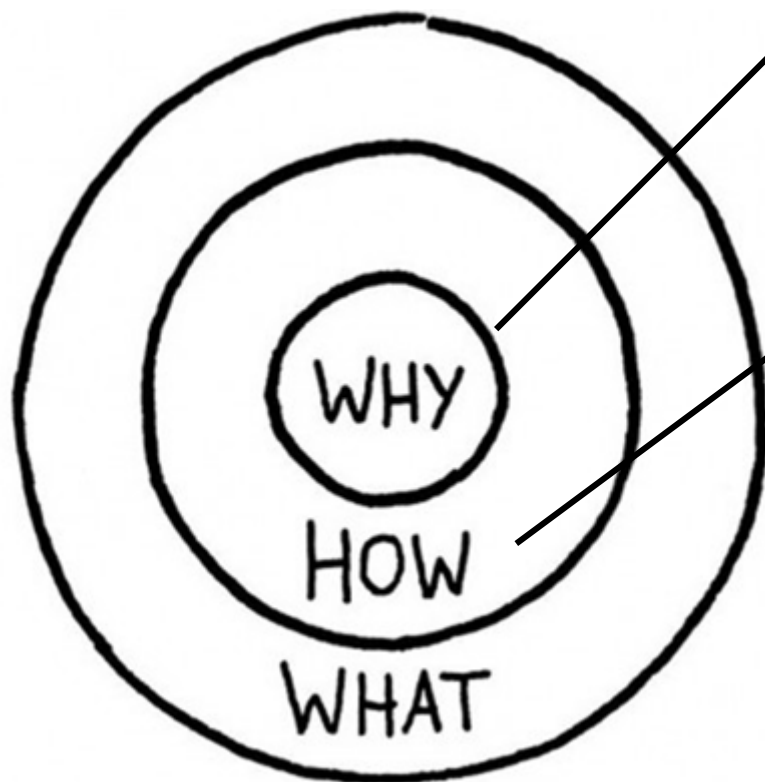
1 We Believe Everyone Deserves  
The Knowledge & Skills To  
Become Who They Want To Be



# Think Different



WWW.DIFFERENT.EDU



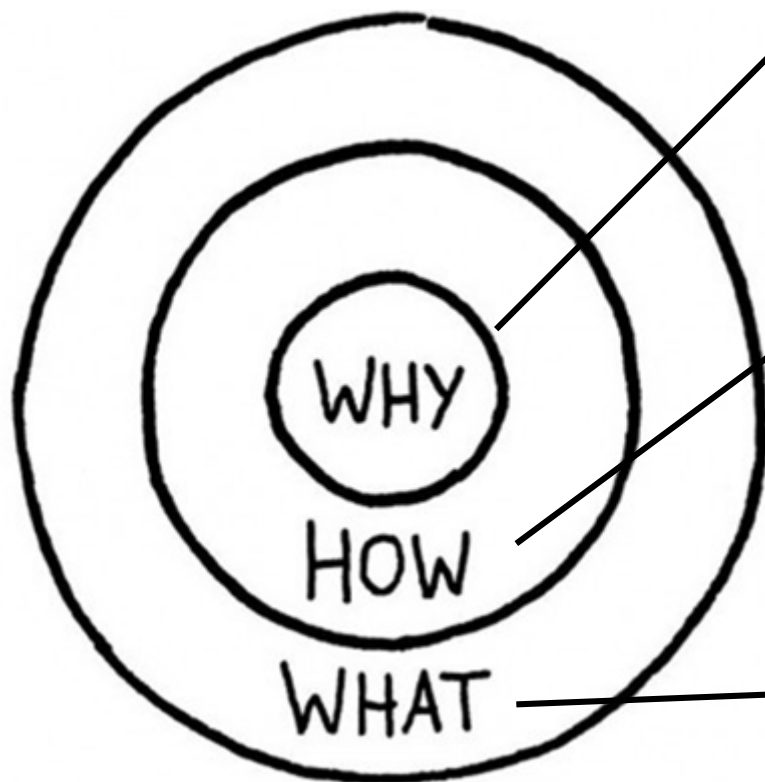
- 1 We Believe Everyone Deserves The Knowledge & Skills To Become Who They Want To Be
- 2 STLR/IKPP Helps You Find Out Who You Want To Be; Our Great Teachers Help You Learn What You Need To Get There



# Think Different



WWW.DIFFERENT.UO



1 We Believe Everyone Deserves The Knowledge & Skills To Become Who They Want To Be

2 STLR/IKPP Helps You Find Out Who You Want To Be; Our Great Teachers Help You Learn What You Need To Get There

3 We Educate Students To Better Society, To Help You Succeed

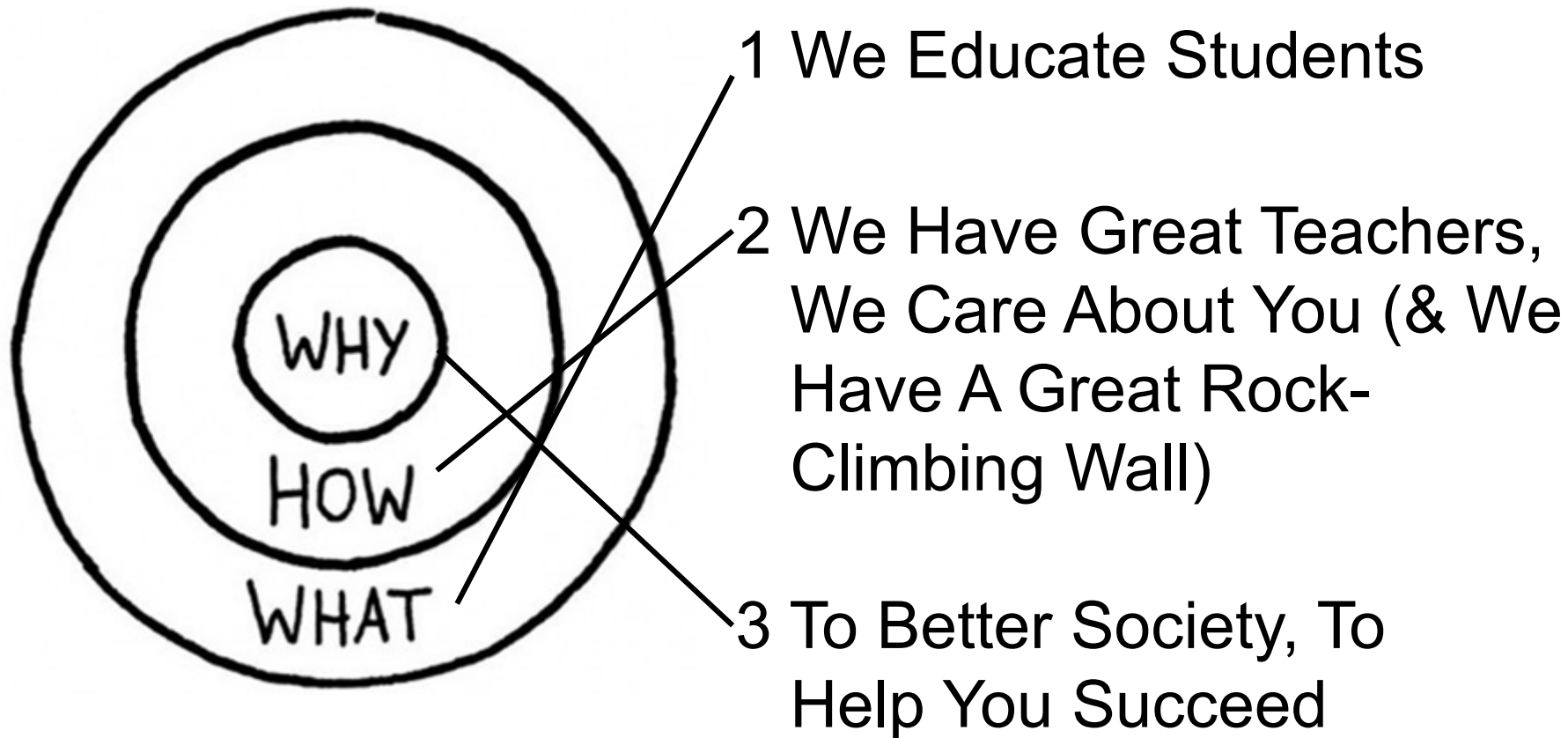


**WANNA ENROLL?**



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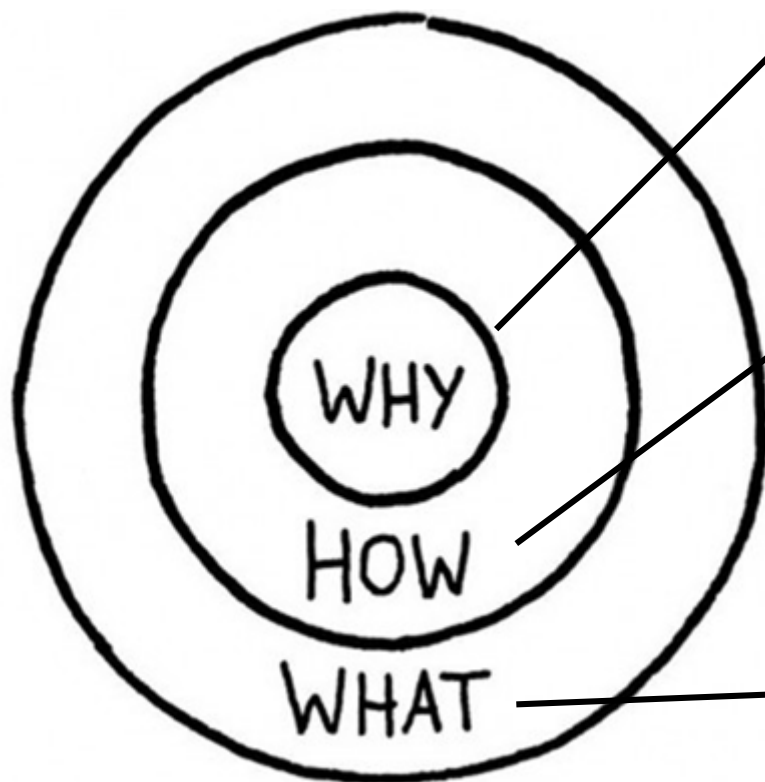




# Think Different



WWW.DIFFERENT.UO



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3 We Educate Students To Better Society, To Help You Succeed

# The Difference That Makes A Difference

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1 We Educate Students

2 We Have Great Teachers,  
We Care About You (& We  
Have A Great Rock-  
Climbing Wall)

3 To Better Society, To  
Help You Succeed

1 We Believe Everyone Deserves  
The Knowledge & Skills To  
Become Who They Want To Be

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THE DIFFERENCE THAT MAKES A DIFFERENCE

WHO ARE



ENROLLEES?

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# The Difference That Makes A Difference

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People Who

**Believe**

What We  
Believe

- 1 We **Believe** Everyone Deserves The Knowledge & Skills To Become Who They Want To Be
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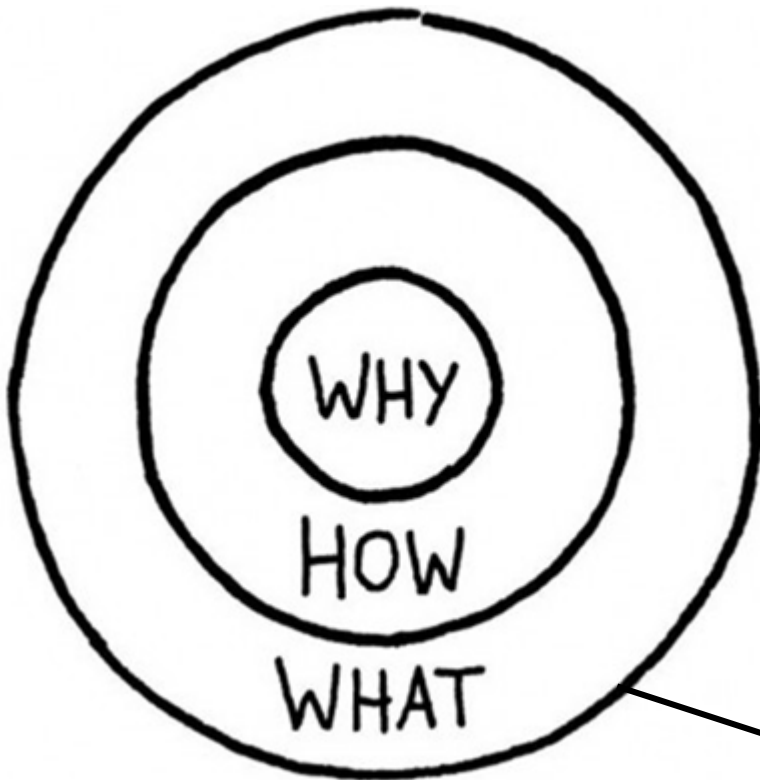


# Think Different

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THINK DIFFERENT



Educate Students:



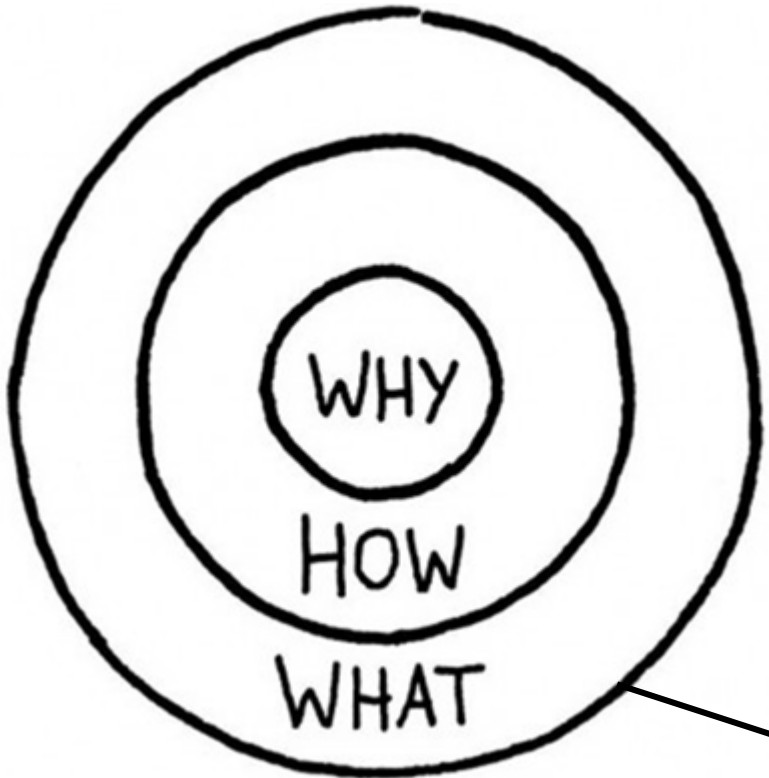


# Think Different

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THINK DIFFERENT



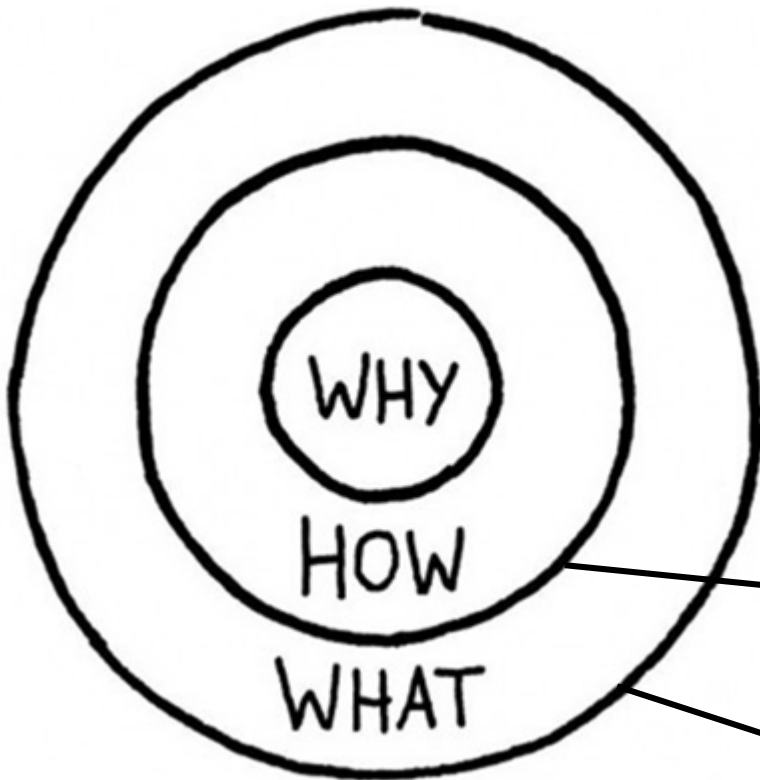
Educate Students: Not Different



# Think Different



WWW.DIFFERENT



STLR/IKPP:

Educate Students: Not Different

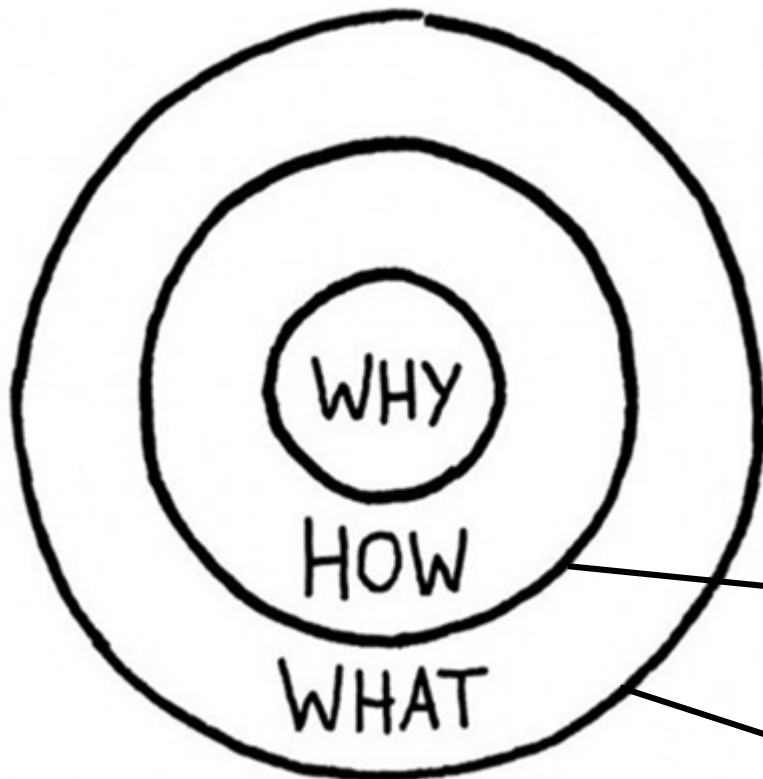


# Think Different

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THINK DIFFERENT



STLR/IKPP: *Way Different*

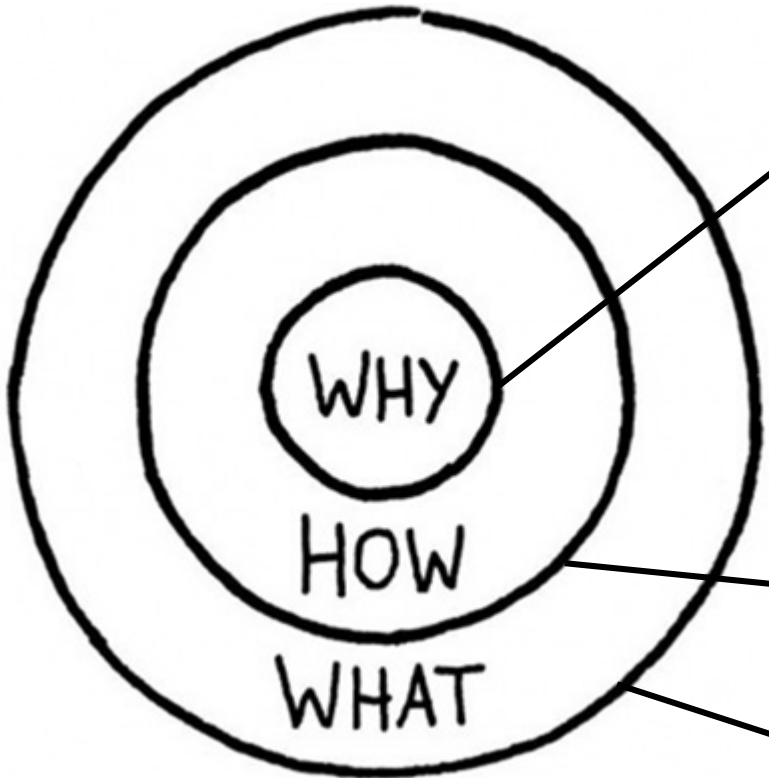
Educate Students: Not Different



# Think Different



THINK DIFFERENT



What We Believe: As an organizing principle, this focus sets us apart and connects affectively with students and parents ---

STLR/IKPP: *Way Different*

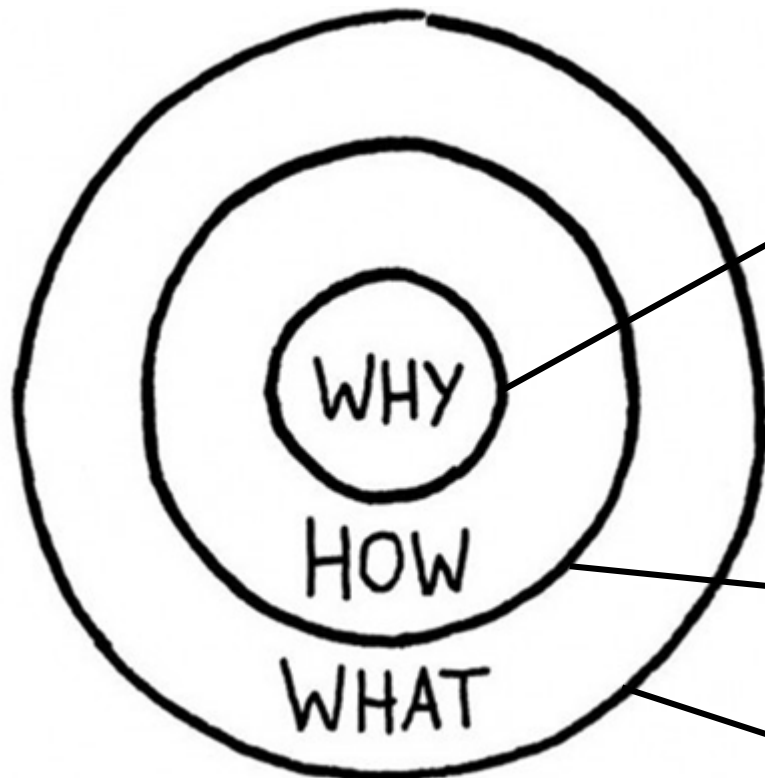
Educate Students: Not Different



# Think Different



THINK DIFFERENT



What We Believe: As an organizing principle, this focus sets us apart and connects affectively with students and parents --- **Way Different** than, “Because we offer a great education.”

STLR/IKPP: **Way Different**

Educate Students: Not Different





Will you donate to our university? We educate students with great faculty, we care about students in many ways.





**WANNA  
DONATE?**







We believe everyone deserves the knowledge & skills to become who they want to be. We help them do that in exciting ways that nobody else is doing and which we've proven successful.





**WANNA  
CONTRIBUTE?**



# The Difference That Makes A Difference

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WHO



CONTRIBUTES?

- 1 We Believe Everyone Deserves The Knowledge & Skills To Become Who They Want To Be
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# The Difference That Makes A Difference

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People Who

**Believe**

What We  
Believe

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# The Difference That Makes A Difference

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1 WHY

2 HOW

3 WHAT



# The Difference That Makes A Difference

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1 WHY

2 HOW

3 WHAT

1 Our beliefs

# The Difference That Makes A Difference

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1 WHY

1 Our beliefs

2 HOW

2 Actions we take to manifest  
our beliefs

3 WHAT



# The Difference That Makes A Difference

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**1 WHY**

1 Our beliefs

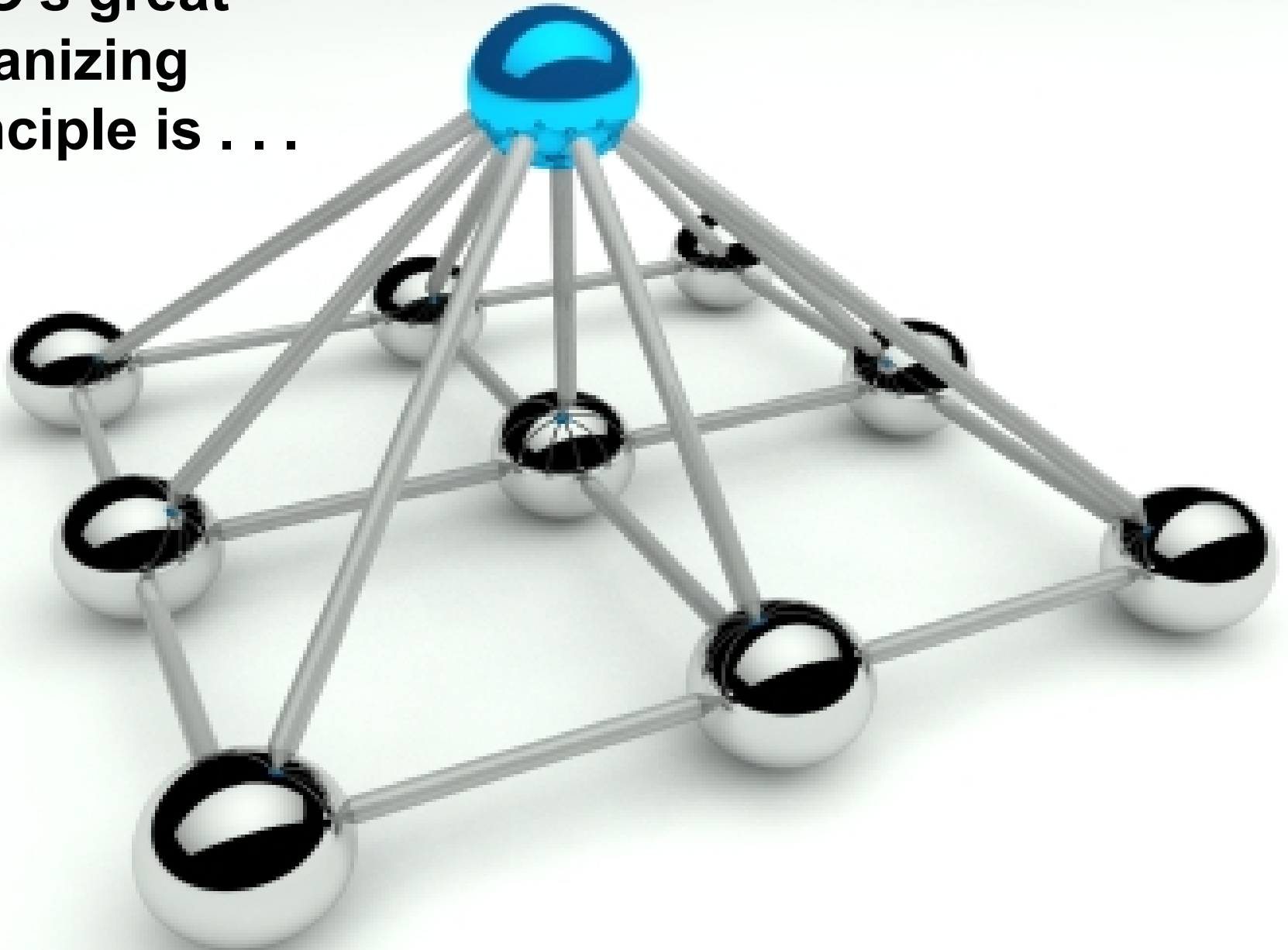
**2 HOW**

2 Actions we take to manifest our beliefs

**3 WHAT**

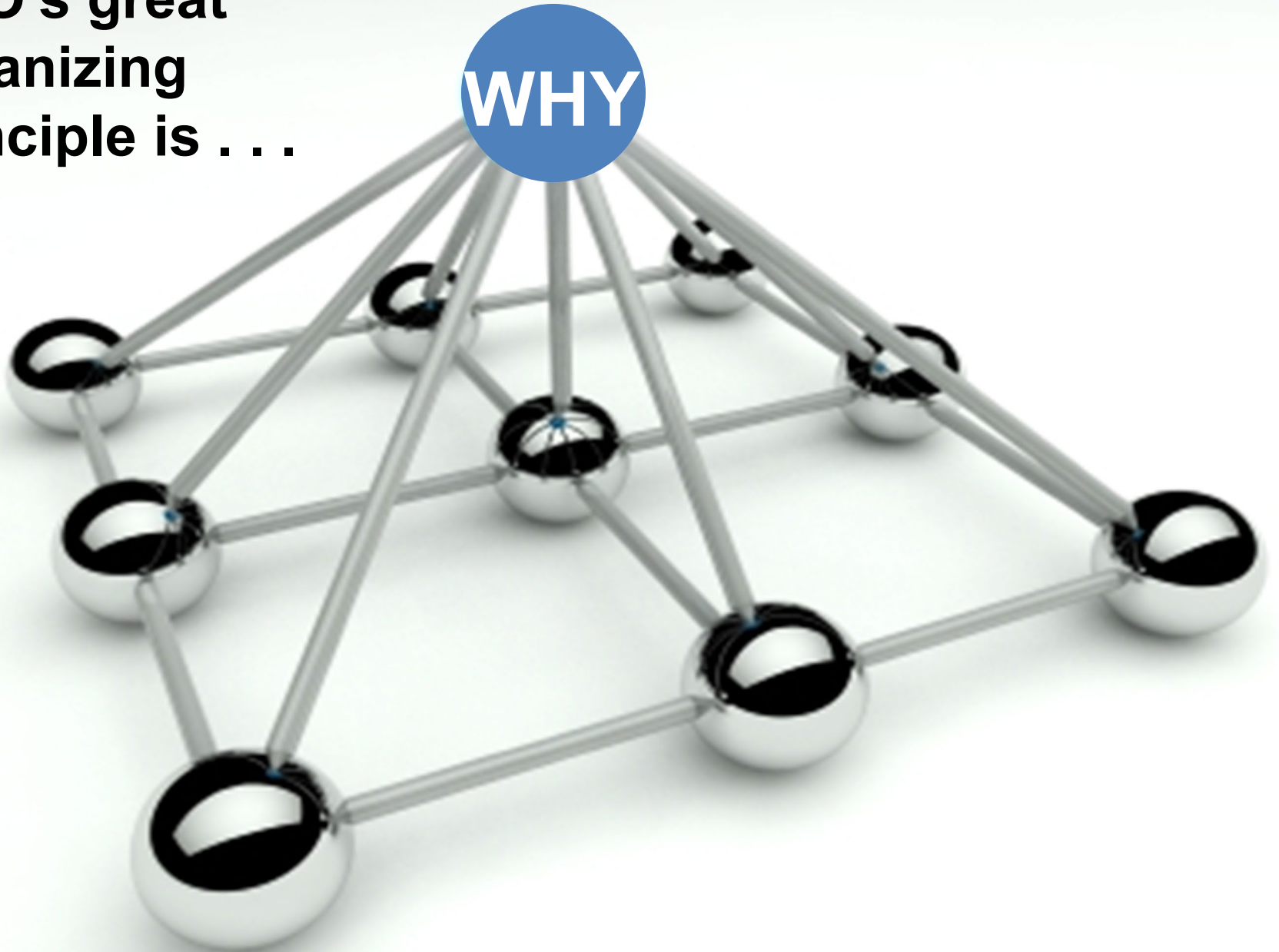
3 Results of the actions we take

**UCO's great  
organizing  
principle is . . .**

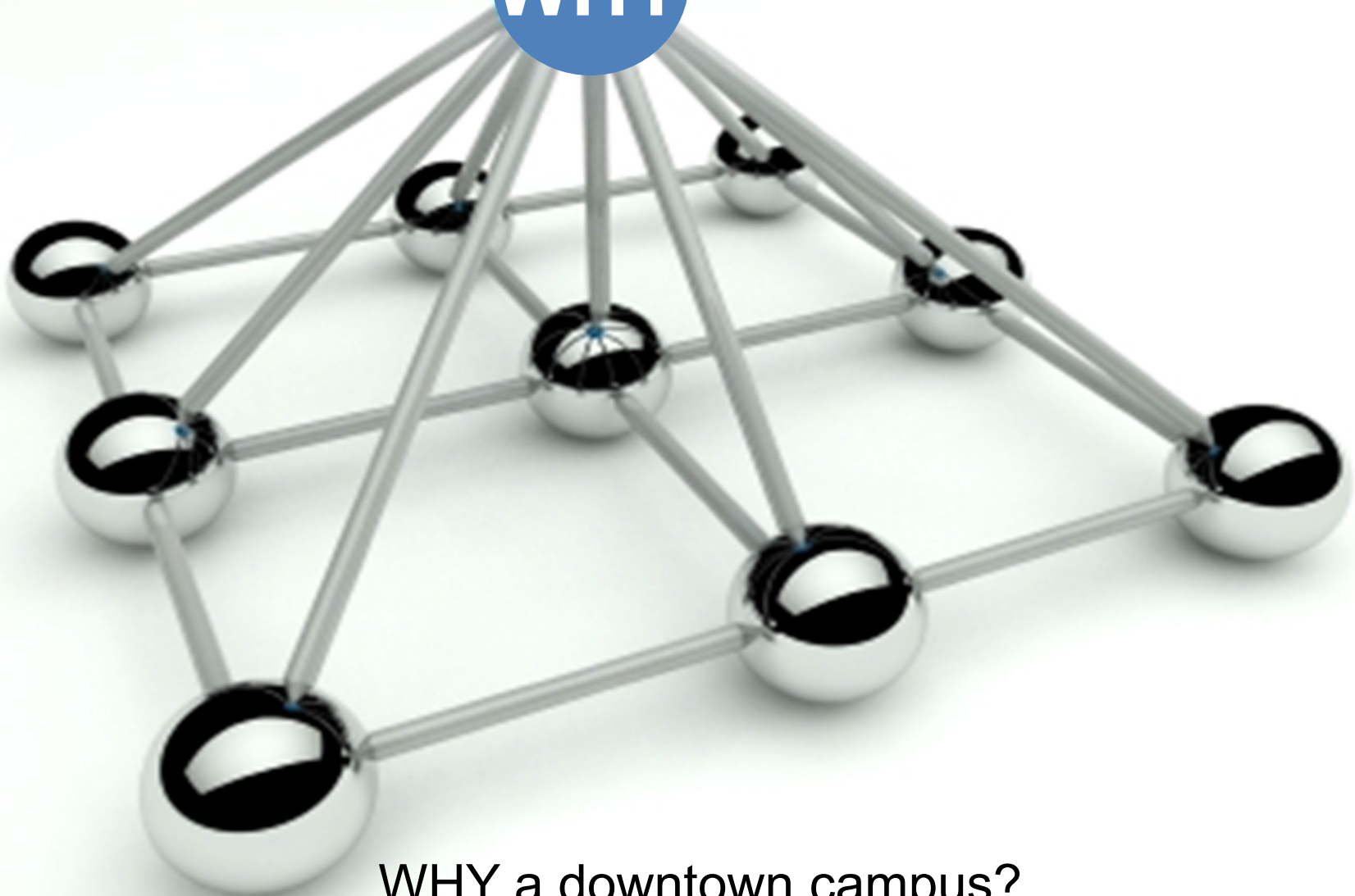


**UCO's great  
organizing  
principle is . . .**

**WHY**



WHY



WHY a downtown campus?



WHY

WHY STLR &  
IKPP?

WHY a downtown campus?



WHY

WHY a Learning Commons?

WHY STLR & IKPP?

WHY a downtown campus?





WHY

WHY a Learning Commons?

WHY STLR & IKPP?

WHY undergrad research?

WHY a downtown campus?



**WHY**

WHY a Learning Commons?

WHY STLR & IKPP?

WHY study abroad?

WHY undergrad research?

WHY a downtown campus?





**WHY**

WHY a Learning Commons?

WHY STLR & IKPP?

WHY study abroad?

WHY undergrad research?

WHY the C6?

WHY a downtown campus?



**WHY**

WHY a Learning Commons?

WHY the Black Male Initiative?

WHY STLR & IKPP?

WHY study abroad?

WHY undergrad research?

WHY the C6?

WHY a downtown campus?



WHY the Cashion  
Music Project?

WHY the Black Male  
Initiative?

WHY a Learning  
Commons?

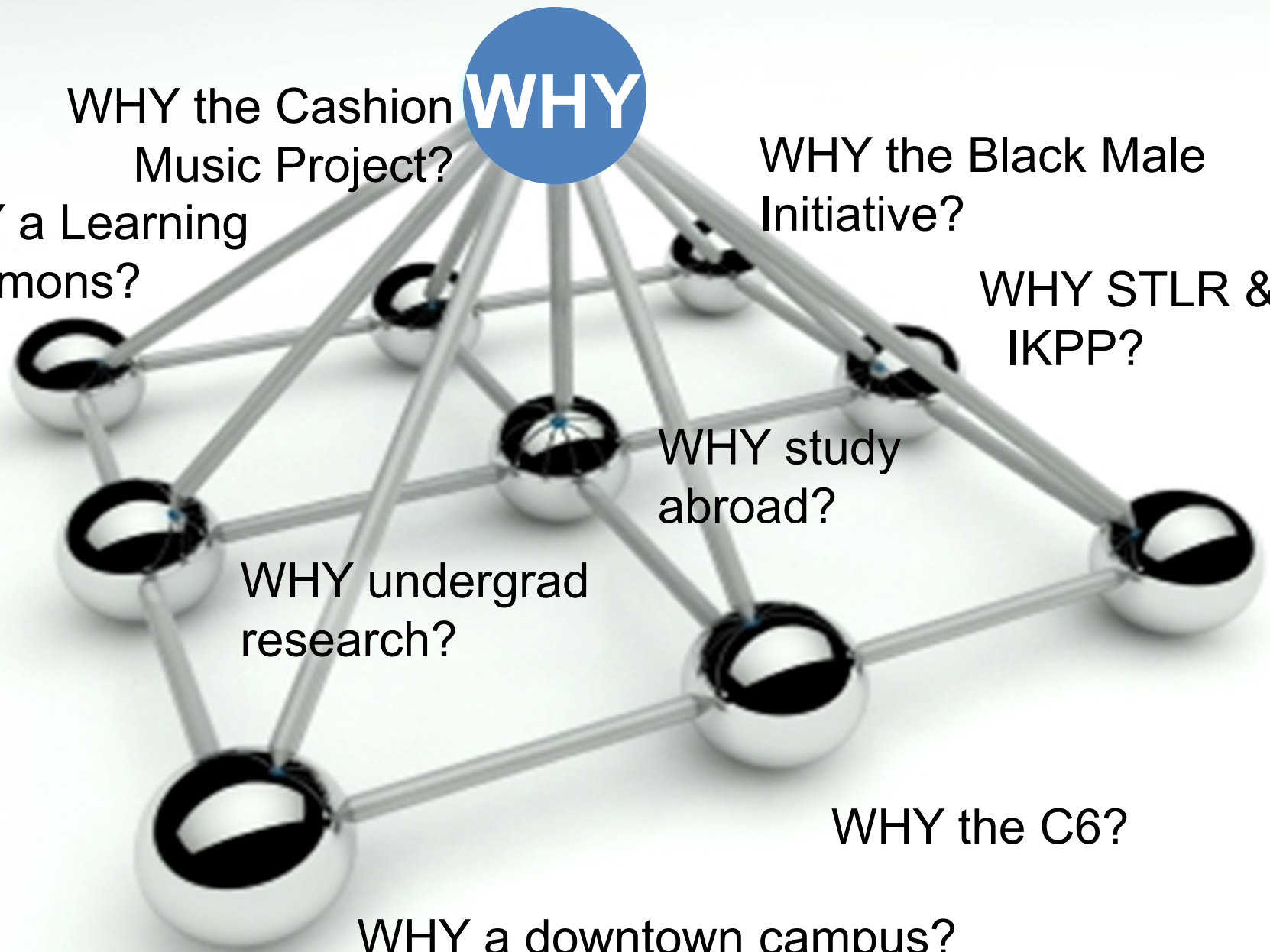
WHY STLR &  
IKPP?

WHY study  
abroad?

WHY undergrad  
research?

WHY the C6?

WHY a downtown campus?





WHY the Cashion  
Music Project?

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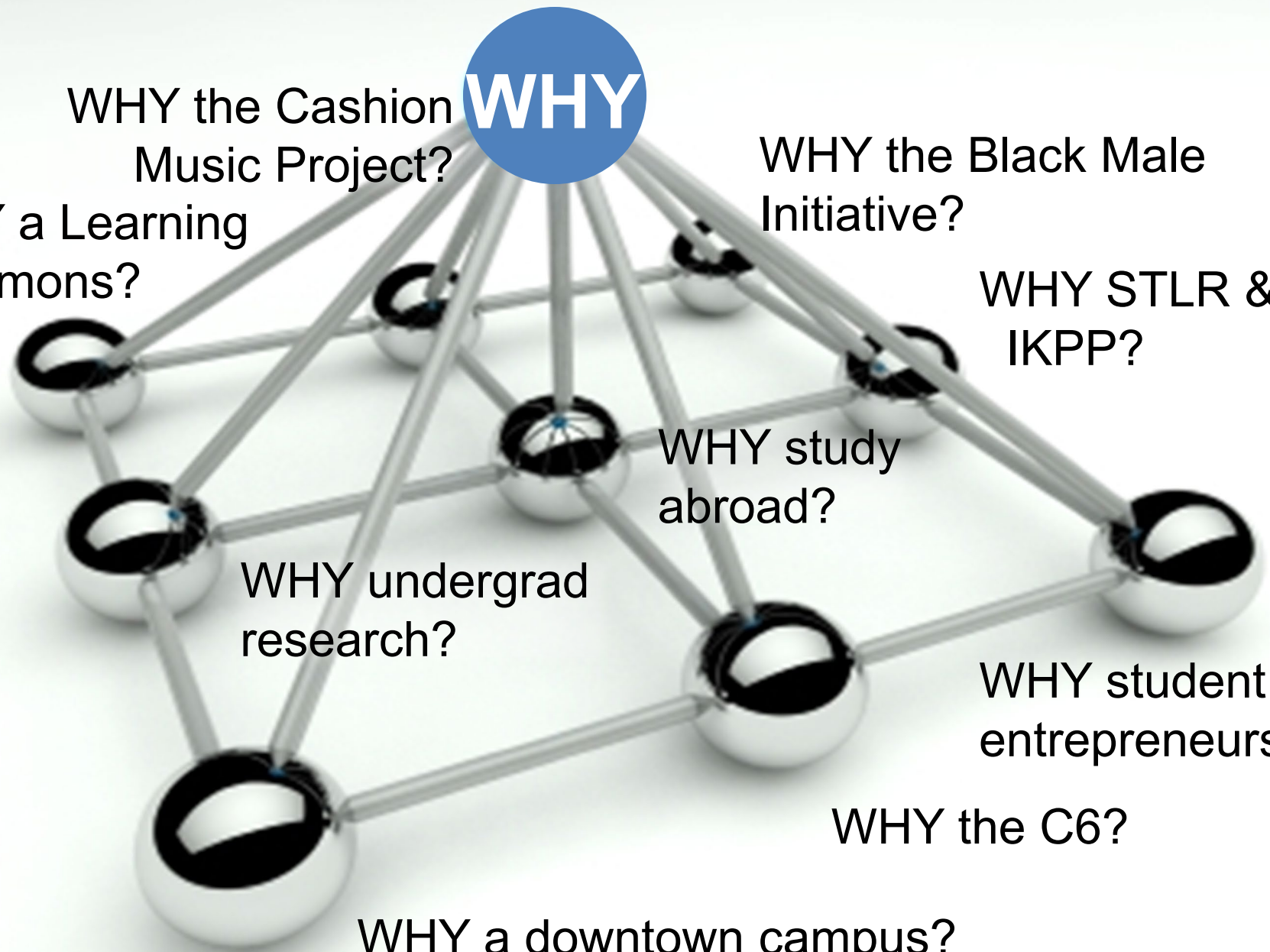
WHY study  
abroad?

WHY undergrad  
research?

WHY student  
entrepreneurs?

WHY the C6?

WHY a downtown campus?







WHY the Cashion Music Project?

WHY the Black Male Initiative?

WHY a Learning Commons?

WHY STLR & IKPP?

WHY study abroad?

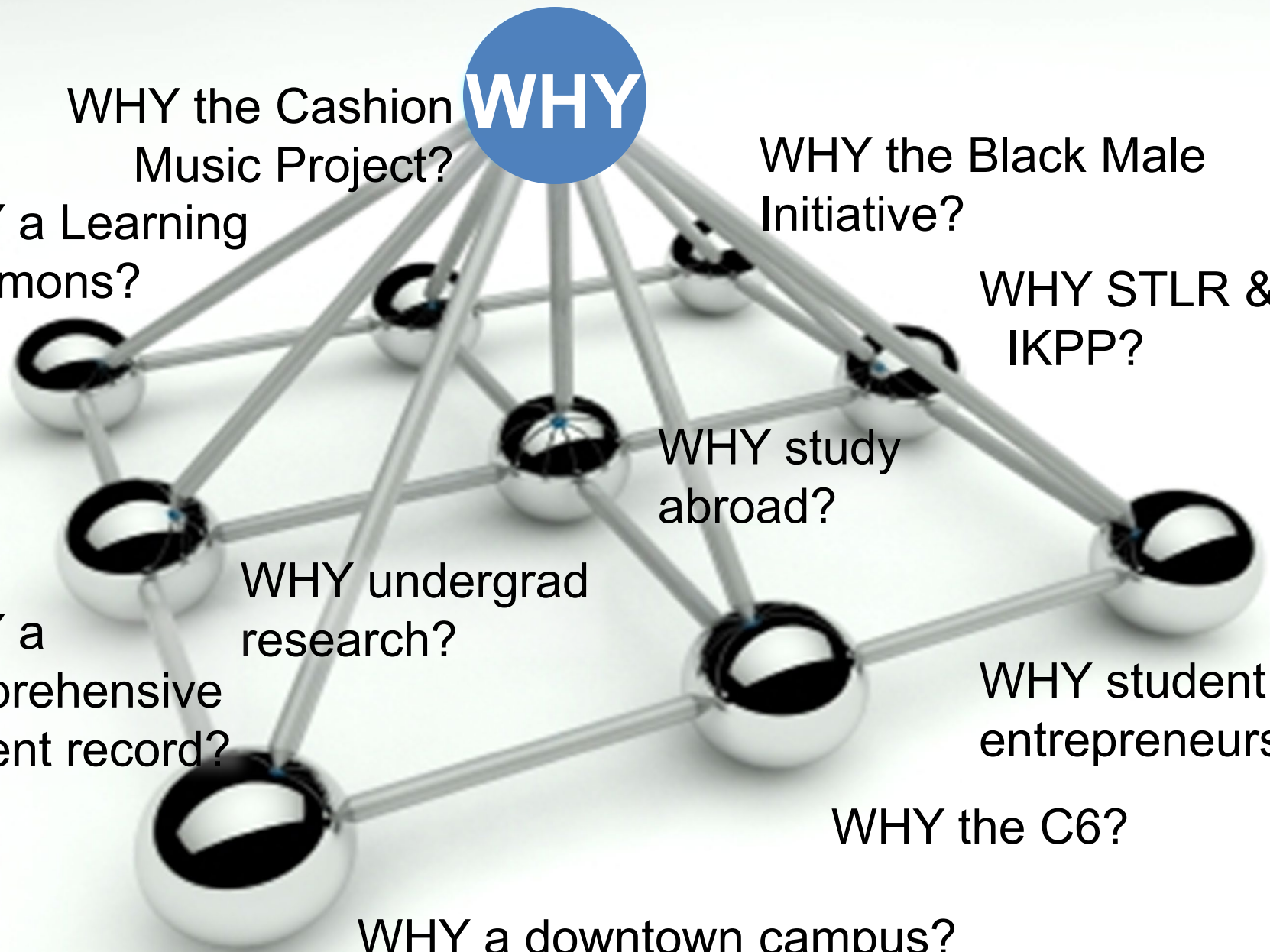
WHY undergrad research?

WHY a comprehensive student record?

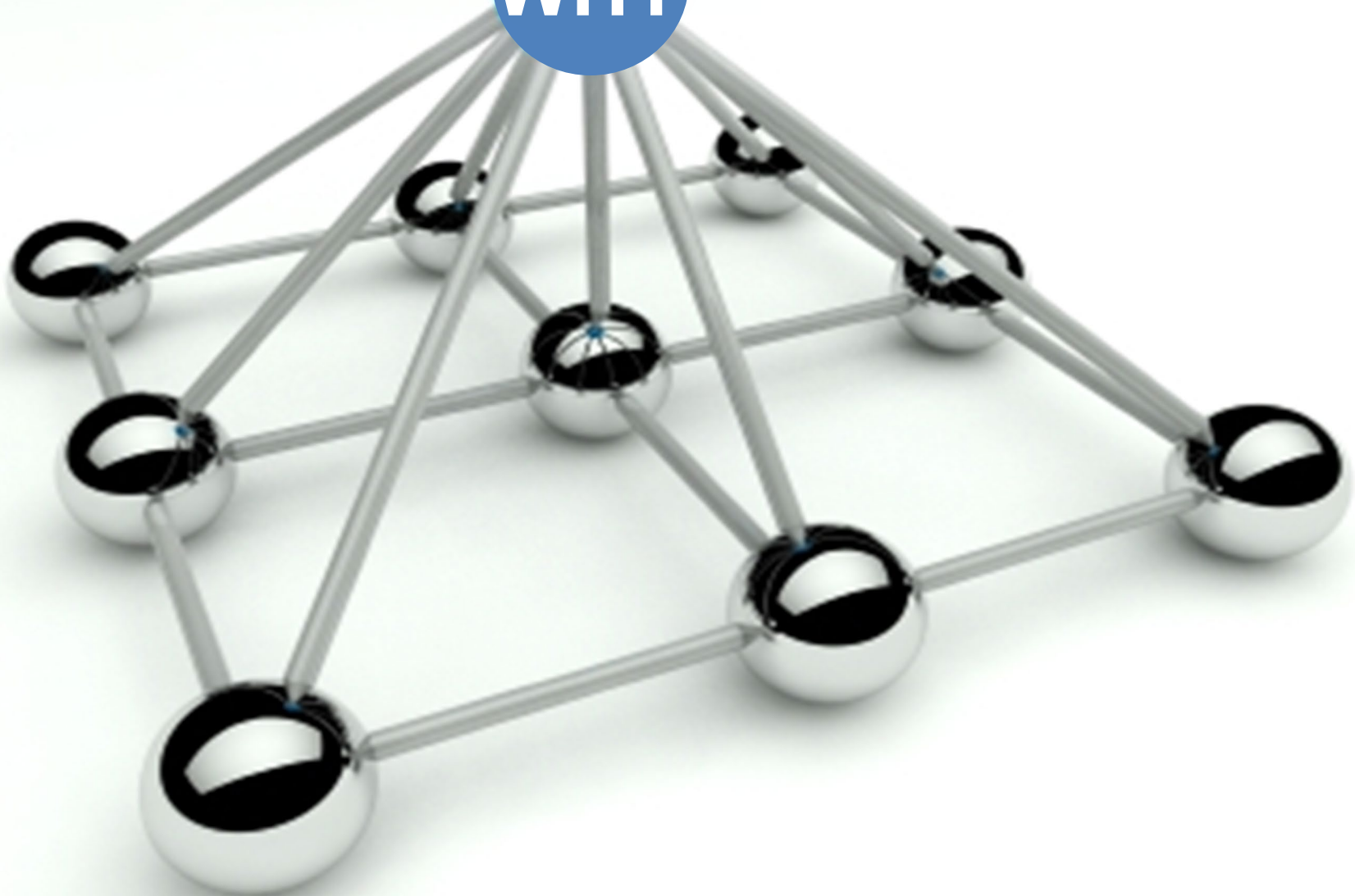
WHY student entrepreneurs?

WHY the C6?

WHY a downtown campus?



WHY





**WHY**

**We do what we do because we believe doing those things helps all students develop the skills and knowledge to become who they want to be.**

Copyrighted Material

# START

HOW GREAT LEADERS INSPIRE  
EVERYONE TO TAKE ACTION

# WITH

SIMON SINEK

# WHY

WITH A NEW  
PREFACE  
AND  
AFTERWORD

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Full Disclosure:

Adapted from  
Simon Sinek ---  
translating “start  
with why” from  
business to  
academe was  
an evocative  
pleasure . . .