

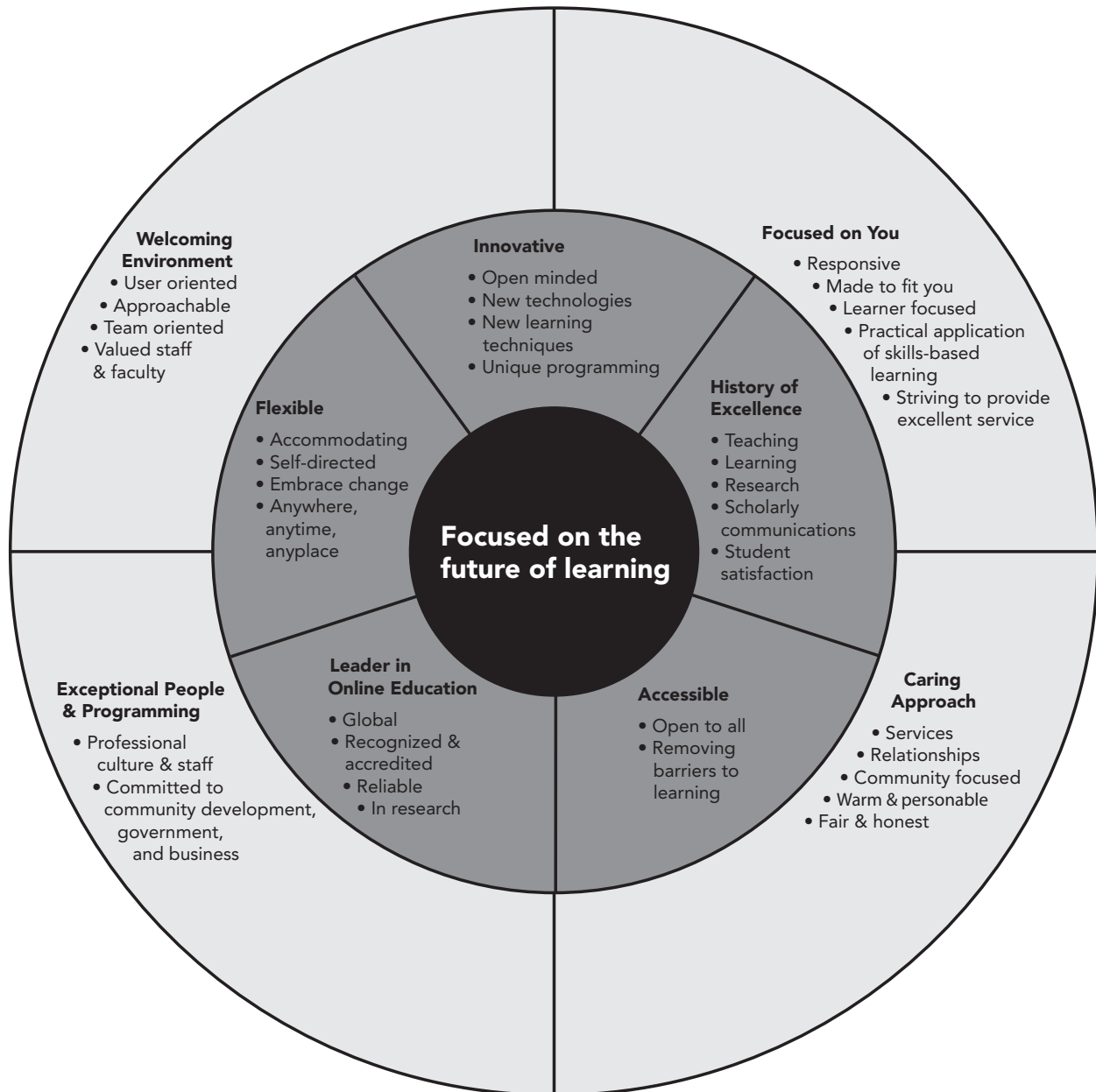
DONOVAN.

ATHABASCA UNIVERSITY
BRAND CHARACTER STATEMENT

JUNE 13, 2012

BRAND VALUES WHEEL

Brand Values Wheel



BRAND CHARACTER STATEMENT

BRAND DIMENSIONS: OUTER DIMENSIONS

Focused on You

Our team of experienced faculty and staff are committed to Responsive service. From every program we offer to each service we provide, Athabasca University is Made to Fit You, our learners. We are Learner Focused. We want you to make the most of your education, that's why we implement Practical Applications of Skills-based Learning. We Strive to Provide Excellent Service across all departments in order to better meet the needs of every Athabasca University student.

Caring Approach

Our Services are designed in a way that enables Athabasca University to take a Caring Approach to all Relationships with prospective and current students and alumni, which positions us to remain Community Focused as well. Our staff and faculty are Warm and Personable. Our operations are Fair and our service delivery is always carried out in an Honest way.

Welcoming Environment

Athabasca University highly Values Faculty and Staff. Each campus, office and remote work environment strives to create a Team-oriented culture that, in turn, empowers our staff to be Approachable and User Oriented.

Exceptional People & Programming

Our team consists of highly trained subject-matter experts, as well as scholastic and industry leaders. This expert knowledge helps create a Professional Culture, attracts more Professional Staff, and has solidified a deep Commitment to Community, Government and Business Development at Athabasca University.

BRAND DIMENSIONS: CORE DIMENSIONS

Innovative

To better position our institution for the future, Athabasca University applies an Open Mind to new ideas, New Technologies, New Learning Techniques, and Unique Programming options.

History of Excellence

Connected to a long-established tradition of higher education, Athabasca University has a History of Excellence in Teaching, Learning and Research. In an effort to share and preserve our history of academic achievement, we are committed to Scholarly Communications. And our track record of high Student Satisfaction speaks to the quality of our programming.

Accessible

Key to the mandate of Athabasca University is being Open to All. Our open admission policy and processes always seek to Remove Barriers to Learning for anyone seeking to further their education and become life-long learners.

Leader in Online Education

Athabasca University is at the forefront of Global academic trends and the business of education. Our professors, our programming and our service delivery are Recognized and Accredited around the world. We are Reliable. To members of the academic community, we are leaders In Research.

Flexible

Our Self-directed programming options are facilitated by a service delivery model that is designed to be as Accommodating as possible. Part of staying flexible is continuously Embracing Change to better adapt to the needs of students. Athabasca University empowers its students to learn on their own terms: Anywhere, Anytime, Anyplace.

Core Statement

Athabasca University is
Focused on the Future of Learning