Message Map

PROGRAMS	PEOPLE	PARTNERSHIPS
a balanced, liberal arts education that adapts to the needs of employers	invaluable relationships with faculty	leadership at the forefront of emerging fields

Attributes
(the "give")

Hood College...

positions aspiring professionals

Core Value Proposition

Benefits
(the "get")

to...

greet an unpredictable future with confident action.

Aspiring professionals get...	practical knowledge and relevant skills that give them an edge	greater return on their college investment	practice and opportunity with where the world is heading
Industry partners get...	vital contributors who thrive in the modern workforce	a personal connection to trusted advisers and researchers	access to a nimble academic community with resources