



## **INTERSTATE PASSPORT BRAND PLATFORM**

April 18, 2017

### **Positioning Statement**

Interstate Passport is the only nationwide program that is dedicated to block transfer of general education attainment based on multi-state faculty-developed learning outcomes. The Interstate Passport Network of two-year and four-year non-profit colleges and universities provides students with a seamless, efficient, and economical transfer process that removes obstacles for students and streamlines administrative procedures. We grant member institutions permission to award Passports – noted on official transcripts – and ensure acceptance of the Passport for students admitted to member institutions, making the transfer process more predictable for students and encouraging timely degree completion. We track Passport students' academic performance to inform Network members about the success of their former students for use in continuous improvement efforts and to assure institutions of the academic quality of transfer students' general education preparation. As a result, member institutions can better serve a nationwide pool of well-prepared transfer students leading to increased rates of retention and completion.

### **Brand Promise**

Seamless nationwide student transfer based on learning outcomes

### **Brand Drivers**

- Nationwide block transfer of general education attainment
- Permission to award Passports
- Acceptance of the Passport for students admitted to member institutions
- Tracking of the academic progress of Passport students

### **Brand Personality**

- Bold
- Student-centered
- Quality-focused
- Collaborative