

Drexel Brand Positioning Summary



The world demands more from the next generation of students, scholars, and thought leaders. To develop impactful solutions that address the modern challenges of today, it has become clear that higher education must take the lead — and Drexel University is uniquely positioned to shape how a university can define a new way forward.

Drexel offers three core messages:

1) Drexel is a global leader in experiential education

- Drexel's unique academic model balances world-class academics with the power of real-world experience — highlighted by its signature co-op program, which is ranked second in the nation, and a dynamic experiential-embedded curriculum designed for the future of work.
- Drexel is a comprehensive R1 research university with deep connections to industry partnership and engagement in Philadelphia and around the world.
- Drexel's experiential model allows students to discover what they want to do, and don't want to do, before graduation — driving career success.
- Students are immersed in experiences, such as co-op, research, civic engagement, global engagement, and project-based learning.
- A Drexel education offers students a return on investment with outcomes that are undeniable directly after graduation and far into their careers.

2) Drexel has a storied history of reinvention — changing as the world changes

- As a pioneer of experiential learning, online learning, wireless technologies, and more, Drexel is constantly learning and evolving to address the challenges of the future.
- Drexel's Academic Transformation will offer a dynamic curriculum ensuring our students graduate with the expertise and experience to meet the demands of a changing world.
- These bold initiatives set standards in higher education and affirm Drexel's identity as a modern university for a modern world.

3) Drexel offers an education for all, where every voice contributes to our community

- Drexel is committed to a student-focused/student-centered culture that offers a profound experience.
- Drexel prepares graduates of all backgrounds to become purpose-driven professionals and agents for positive change.

ANTHONY J. DREXEL
FOUNDER INSPIRATION & VISION

An education should not only be good, but good for something.

The world will change, and therefore, the University must change with it.

Create a university where education is accessible to all.

Drexel's transformative design yields **immediate, undeniable outcomes** for students that stretch far into their careers.

96%

of graduates are
working or enrolled
in graduate school

88%

of graduates are
working in fields related
to their study at Drexel

96%

of graduates are
satisfied with
their positions

Our experiential education model allows students to find what they love to do, and don't love to do, while at Drexel — **before graduation.**

Nearly
50%

of Drexel graduates are
offered full-time jobs by
co-op employers

TOP 3%

of universities in the nation
for lifetime earnings for
Drexel alumni

Drexel graduates earn

11%

above the national
average one year
after graduation

The **ROI of a Drexel education** is immediate and sustainable.

To learn more and view the
latest Drexel outcomes, visit:

drexel.edu/value



THE RESULT

Drexel students are fully prepared and valued by employers — now and well into the future.

A Drexel education offers a robust, student-centered experience, along with unlimited opportunities for our Dragons to make an immediate impact within a changing world. This approach not only provides an exceptional return on investment, it positions our community to develop and serve as the leaders of tomorrow.

