

ACADIA ALUMNI | BRAND DNA

BRAND BENEFITS

SUPPORT

WE EXIST TO ENHANCE THE LIVES OF ACADIA ALUMNI, STUDENTS, FRIENDS AND FAMILY. THE IMMENSE SENSE OF COMMUNITY FELT ON-CAMPUS EXTENDS ACROSS THE WORLD AS A RESULT OF OUR SUPPORT. THROUGH OUR PROGRAMS, INITIATIVES, SERVICES AND CONNECTIONS, WE LIFT ALUMNI UP AND PROVIDE EXPERIENCES FOR THEM TO SUPPORT THE UNIVERSITY COMMUNITY.

OPPORTUNITY

ACADIA UNIVERSITY CREATED OPPORTUNITIES FOR US TO BECOME RESPONSIBLE, CONTRIBUTING CITIZENS OF THE WORLD. THE ACADIA ALUMNI ASSOCIATION IS A CONTINUATION OF SCHOLARLY, SOCIAL AND PROFESSIONAL OPPORTUNITIES TO GROW AND MAKE A SUSTAINABLE, SUBSTANTIAL DIFFERENCE.

LEARNING

ACADIA GRADS ARE LIFELONG LEARNERS. WE ARE INQUISITIVE AND RECOGNIZE THE VITAL ROLE CURIOSITY PLAYS IN SOLVING THE WORLD'S INCREASINGLY COMPLEX PROBLEMS. ACADIA'S ALUMNI ASSOCIATION PROVIDES THE SETTINGS FOR ONGOING EDUCATION, BE IT AN ONLINE COURSE, A CONNECTION WITH A FELLOW ALUMNI, A SPEAKER SERIES, A NEW SOCIETY, A NETWORKING EVENT OR TRAVEL EXPERIENCE.

LEGACY

WE CHERISH AND RESPECT OUR PAST. OUR YEARS AT ACADIA SHAPED US AND WILL BE WITH US FOREVER; HOWEVER, WE PAY GREAT ATTENTION TO THE FUTURE. A STRONG ALUMNI NETWORK WILL STRENGTHEN THE ACADIA LEGACY AND WILL ENSURE ACADIA UNIVERSITY CONTINUES TO GENERATE WORLD-CLASS TALENT FOR MANY YEARS TO COME.

Personality

- BRIGHT
- PROUD
- FUN
- GENEROUS
- HARD WORKING

CONSUMER TARGET

PRIMARY

- ALUMNI
- CAREER LAUNCHERS
- SEASONED PROFESSIONALS
- PARENTS
- RETIREES

SECONDARY

- PROSPECTIVE STUDENTS
- CURRENT STUDENTS
- THE UNIVERSITY
- ACADIA FRIENDS

WE VALUE

EXCELLENCE

THE CALIBER OF TALENT AT ACADIA UNIVERSITY IS HIGH. OUR EXCELLENCE STANDARDS ALIGN WITH THE UNIVERSITY. WE OFFER QUALITY PROGRAMMING, SUPPORT AND INITIATIVES TO OUR ALUMNI. WORLD-CLASS THINKING AND BEHAVIOUR ACROSS OUR NETWORK ATTRACTS TOP TALENT AND WILL SUPPORT A PROSPEROUS FUTURE.

LEADERSHIP

ACADIA UNIVERSITY FOSTERS ACTIVE LEADERSHIP. ACADIA GRADUATES CHAMPION GROWTH ACROSS THE GLOBE BY CREATING OPPORTUNITIES FOR OTHERS TO SHINE. THE ACADIA ALUMNI ASSOCIATION EMPOWERS THE ACADIA COMMUNITY TO STRETCH THEIR COMFORT ZONE AND LEAVE A DEEPER, MORE PROFOUND IMPACT ON THE WORLD.

INNOVATION

WE ARE COURAGEOUS AND WE ARE VISIONARIES. WE DO THINGS DIFFERENTLY BECAUSE WE RESPECT THE NECESSITY OF CREATIVITY AND INNOVATION TO SUPPORT A SUSTAINABLE FUTURE.

ENGAGEMENT

WE ARE INCLUSIVE, WELCOMING ALL FRIENDS OF ACADIA UNIVERSITY TO BE A PART OF OUR NETWORK. THE SUPPORT WE EXTEND CAPTIVATES ALUMNI AND ENCOURAGES ACTIVE PARTICIPATION, BE IT EVENT ATTENDANCE, MENTORSHIP, DONATIONS, RECRUITMENT OR RESEARCH.

VISION

INSPIRING AND SUPPORTING THE ACADIA UNIVERSITY COMMUNITY TO ENGAGE IN CONTINUAL LEARNING AND MERIT.

MISSION

WE FACILITATE CONNECTION AND GROWTH AMONG THE GLOBAL NETWORK OF ACADIA GRADUATES, STUDENTS, STAFF AND FRIENDS TO OPTIMIZE OUR LIVES AND TO ATTRACT PEOPLE WHO WHOLEHEARTEDLY BELIEVE THEY CAN CHANGE THE WORLD.

PURPOSE

WE REAWAKEN GRADUATES' TRANSFORMATIVE ACADIA UNIVERSITY EXPERIENCE TO MOBILIZE OUR COMMITMENT TO RESPECT, RIGOR, LEARNING, STEWARDSHIP, GENEROSITY AND LEADERSHIP.

PROMISE: MOBILIZING CONNECTIONS