

CLIENT:

Portland State University

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Client Description

Portland State University (PSU), Oregon's most diverse public university, is dedicated to serving knowledge to the community and turning ideas into action. PSU's internationally recognized School of Business seeks to redefine business and transform lives through undergraduate and graduate business programs that incorporate sustainability, diversity and corporate social responsibility.

Project Description

In late 2018, PSU began implementing new branding and messaging and needed a complete website refresh. The School of Business approached A.wordsmith to support the content development for its cornerstone website pages which included details about undergraduate and graduate programs, academic advising and the honors program. As part of the multi-year project, A.wordsmith was also tasked with creating undergraduate and graduate student profiles to feature on the website and a feature story about the keynote speakers for the 2019 School of Business Commencement Ceremony that was also published online.

A.wordsmith was also brought in to draft the majority of content for The School of Business' 2020 Annual Report. The content development process included a multitude of voices that all needed to be in line with the university's overall tone. Each piece was carefully created to fit The School of Business' story and incorporate its new messaging.

Key Results

In all, the new website copy succinctly and accurately shared PSU's School of Business's story. To date, A.wordsmith has drafted over 50 pieces of strategic content for PSU. The client also leveraged several of the student profiles in a paid marketing campaign.

New program pages:

- [Business Minor in Real Estate Property Management](#)
- [MBA/Master of Science in Finance Dual Degree](#)
- [Master of Science in Applied Data Science for Business](#)

Annual Report Stories:

- [2019-2020 Annual Report: Stories of Impact](#)
- [2019-2020 Annual Report: Stories of Engagement](#)
- [2019-2020 Annual Report: Stories of Innovation](#)