



BRAND MESSAGING

Defining a brand is much more than assembling a collection of logos, savvy slogans, and catchy taglines.

A brand—specifically the Centre brand—is deeply rooted in the personal. It's the definition of everything we stand for and a reflection of all we say and do. **It's what Centre stands for that sets us apart.**

Establishing and consistently communicating a well-defined brand helps others easily connect the Centre name with quality and credibility and articulates what makes the Centre Experience so special. Ultimately, it reinforces our earned reputation as a national leader in liberal arts education and as a place to expect the extraordinary.

STATEMENT OF PURPOSE

Centre College is a small, independent, and selective educational community dedicated to study in the liberal arts as a means to develop the intellectual, personal, and moral potential of its students. Centre nurtures in its students the ability to think logically and critically, to work creatively, to analyze and compare values, and to write and speak with clarity and grace. It acquaints students with the range of accomplishments of the human mind and spirit in a variety of arts and theoretical disciplines. It enables students to choose and fulfill significant responsibilities in society. In short, Centre's highest priority is to prepare its students for lives of learning, leadership, and service.

A long and rich tradition of tolerance, freedom of inquiry, and community informs all aspects of college life. Centre accomplishes its goals in an atmosphere of caring and respectful relationships among faculty, students, and staff, aided by its broadly conceived, nonsectarian, Judeo-Christian heritage. This tradition commits Centre to a belief in the unconditional value of each human being, to an appreciation of the differences among people, and to a recognition of the close connection between responsible self-development and community well-being.

STATEMENT OF COMMUNITY

We pledge continuing efforts to build and strengthen a community enriched by our differences and founded upon our common humanity. Centre respects the right of all members of the community to express their individuality in a manner that is consistent with the dignity and welfare of others. Centre strives to create an environment where differences are celebrated rather than discouraged, where individuals have the opportunity to exchange ideas and share in the richness of mutual experience. By valuing the individual's total character over any single characteristic, Centre will maintain its unique community.

MISSION STATEMENT

Centre's highest priority is to prepare its students for lives of learning, leadership, and service.

THE CENTRE COMMITMENT

The Centre Commitment guarantees students who meet academic and social expectations graduation in four years, a study abroad opportunity, and an internship or research experience. If a student is unable to secure the components of the Centre Commitment within four consecutive years of enrollment, the College will provide up to an additional year of study tuition-free.

ATTRIBUTES

INTENSELY PERSONAL AND DEEPLY ENGAGING

From day one, Centre students are educationally engaged. Small classes with a 10:1 student to faculty ratio and an average class size of 18 are taught by supportive, accessible professors who know students by name and with whom students develop connections that extend beyond the four-year classroom. Centre's transforming educational experience is personal and engaging. At its foundation is a nationally ranked faculty whose top priority is to equip students for lifelong learning and extraordinary success.

CHALLENGING

A Centre education is challenging and intense. With its rigorous, stimulating liberal arts curriculum, Centre prepares students to delve deep into their academic interests, expanding their boundaries to engage new ideas and explore the full spectrum of liberal arts disciplines—both in and beyond the classroom—through internships, collaborative research, and study abroad.

GLOBALLY ORIENTED

International study is a way of life at Centre. In fact, our students learn about the world by living it, passport in hand. As a national leader in international education, approximately 85 percent of students study abroad at least once, gaining a global perspective and awareness that provides life insights, career advantages, and confidence to enter the world and change it for the good.

COMMUNITY-CENTERED

Centre's vibrant, caring, and highly residential campus community fosters a sense of interconnectedness where respect, inclusion, and service are valued. Encouraging students to develop their own unique voices, Centre is a place where important conversations occur—a place where students are inspired to start their own initiatives, express their own opinions, and respect those of others. Here, we embrace diversity; we nourish productive conversation; and we forge bonds that last a lifetime.

THE CENTRE EXPERIENCE

Building on a near 200-year tradition of achievement as a national leader in higher education, Centre College moves forward with a single mission unchanged since its 1819 founding: to prepare students for lives of learning, leadership, and service.

At Centre, we produce tomorrow's leaders and innovators through a broad-based education in the liberal arts and sciences, equipping students with the skills needed to achieve extraordinary success in advanced studies and careers. Our intensely personal and deeply engaging educational experience, highlighted by the nation's leading study abroad program and award-winning faculty, sets us apart as a top-50 national liberal arts college, attracting bright, highly motivated students from across the United States and beyond. Centre's commitment to academic excellence paired with affordable cost also positions the College among the nation's best educational values, evidenced by top national rankings that consistently name Centre a premier institution of American higher education.

The emphasis on high achievement and high opportunity is a hallmark of the Centre Experience. Our dedication to challenging and transforming students' lives is delivered through real-world-ready education, leadership training, and a global perspective—and it's backed by a guarantee to each student through the Centre Commitment.

The connection to Centre doesn't end with graduation. Legions of loyal alumni validate the notable success of our outcomes-oriented approach, leading the nation for the past 30 years with their annual support of the College—a solid endorsement of graduate satisfaction and a trusted assurance of the Centre Experience for generations to come.

WHERE A LEGACY OF ACHIEVEMENT MEETS
THE PROMISE OF OPPORTUNITY.

TRADITION **TOP VALUE**
OPPORTUNITY **PERSONAL**
ACADEMIC **ADVANTAGE**
CHALLENGING
EXTRAORDINARY
ADVENTURE **GLOBAL**
SUCCESS **ACHIEVEMENT**
COMMUNITY

KEY ELEMENTS

A NATIONALLY RANKED LIBERAL ARTS EDUCATION

By every measure, Centre consistently delivers on its earned reputation as one of America's premier institutions of higher education, endorsed by a compendium of top national rankings.

- Top-50 in the Nation (#45) Best Liberal Arts Colleges, *U.S. News*
- #5 Liberal Arts College in the nation overall, *Alumni Factor*
- #3 Private Liberal Arts College in the South, *Forbes*
- #11 among all Colleges/Universities in the South, *Forbes*
- #39 Private Liberal Arts College in the nation, *Forbes*
- #68 Private Colleges/Universities in the nation, *Forbes*
- #81 among all Colleges/Universities in the nation, *Forbes*
- #16 Best-Run College, *Princeton Review*
- Listed among the nation's "Most Economically Diverse Top Colleges," *New York Times*

A COMMITMENT TO HIGH ACHIEVEMENT AND HIGH OPPORTUNITY

The Centre Commitment guarantees graduation in four years, a study abroad experience and an internship or research experience—or the College will provide up to an additional year of study tuition-free (given the student meets academic and social expectations).

- 85 percent of students study abroad at least once
- 81 percent are engaged in an internship and/or undergraduate research
- 84 four-year graduation rate, among the highest in the nation (and highest in Kentucky)

A COLLEGE WHERE GREAT TEACHING IS PRIZED

The foundation of Centre's academic quality is our faculty. While active in research, their top priority is the academic and personal growth of their students, and they consistently go above and beyond to offer a truly transformative and immersive experience. Centre faculty harness the College's highly collaborative culture to inspire students through an intensely personal and deeply engaging approach to education—one that changes students' lives in the classroom and beyond.

- #10 "Best Undergraduate Teaching," *U.S. News*
- #13 "Faculty Accessibility" in the nation, *Princeton Review*
- "Unparalleled closeness between students and faculty," *Fiske Guide*
- Most CASE Kentucky Professors of the Year compared to any school in the state (6 awards, 5 professors)
- 97 percent of full-time faculty hold a Ph.D. or other terminal degree

A CULTURE OF SERVICE, COMMUNITY, AND CONVERSATION

Centre's highly residential campus is home to a close-knit and deeply engaged community of students who take advantage of the many campus opportunities beyond the classroom to enhance their educational experience. From service opportunities to stimulating convocations and world-class arts performances to the nationally staged 2000 and 2012 vice presidential debates, Centre hosts more than 2,000 events per year, bringing cultural opportunities that inspire important conversations and new experiences.

- #18 among the "Top 25 Best Colleges for Activities" in the U.S., *Cappex*

A NATIONAL LEADER IN INTERNATIONAL EDUCATION

Centre students do more than read about the world—they live it. Approximately 85 percent study abroad at least once, taking advantage of the College's guarantee for international study in one of 10 long-term, residential programs or in a variety of shorter programs during the three-week CentreTerm in January or in the summer. This emphasis on global learning is such an important component of the Centre Experience, the College's promise of international adventure is backed by a free passport for entering students.

- #1 Study Abroad Program in the nation, *Institute of International Education*
- #4 Study Abroad Program among all Colleges/Universities in the nation, *U.S. News*
- #4 "Most Popular Study Abroad Programs" in the nation, *Princeton Review*
- Listed among "The 50 Best Study Abroad Programs in America," *Best College Reviews*

A PLACE OF HIGH ROI: OUTSTANDING VALUE AND EXTRAORDINARY OUTCOMES

Centre's transforming education combined with an emphasis on affordability distinguishes the College as one of the nation's top values in higher education. Our graduates cross the stage career ready, seeing the results of their investment soon after: 96 percent of Centre students are employed or engaged in advanced study within 10 months of graduation.

- "Best Value College," *Princeton Review*
- #18 Most Affordable, *Money Magazine*
- #31 Best Value, *U.S. News*
- #32 Best Value in Private Colleges, *Kiplinger's*
- Listed among the nation's top "Colleges That Pay You Back," *Princeton Review*

A PRODUCER OF HAPPY, LOYAL ALUMNI

Centre graduates gain much more than a diploma. They're equipped to take on the world with a global perspective, a broad-based liberal arts education, and real-world skills—all the tools needed to achieve extraordinary success and, according to our alumni, happiness. Legions of loyal alumni offer a solid endorsement for the College, landing Centre a #1 ranking for "Happiest Graduates in the Nation" and among the top 10 in the nation for annual giving for the past three decades. Such loyalty is further proof that alumni value their Centre Experience years after graduation.

- #1 for "Overall Happiness," *The Alumni Factor*
- #10 Alumni Giving among liberal arts colleges, *U.S. News*

A LEGACY OF EXCEPTIONAL ACHIEVEMENT

As one of only two Kentucky schools with a Phi Beta Kappa chapter, Centre boasts a near-200 year history rich in tradition and academic excellence. Graduating vice presidents, Supreme Court justices, and a long line of distinguished alumni, the College consistently produces graduates who enjoy extraordinary success and entrance to top graduate and professional schools. Centre's outstanding academic reputation is also strengthened by an impressive record of Rhodes, Fulbright, and Rotary winners in addition to other prestigious fellowships for further study abroad.

CENTRE FACTS

Founded in 1819. Ranked among *U.S. News* top-50 national liberal arts colleges. Included in *Colleges That Change Lives*. Private.

THE CENTRE COMMITMENT

All students are guaranteed 1) study abroad, 2) an internship or research opportunity, and 3) graduation in four years, or Centre provides up to a year of additional study tuition-free (as long as academic and social expectations have been met).

STUDENT BODY

Approximately 1,385 students from 13 foreign countries and 44 states, and the District of Columbia. Almost all live on campus.

STUDENT/FACULTY RATIO

10 to 1.

MAJORS

27 majors, 34 minors. Self-designed majors. Collaborative research and experiential learning are popular. Opportunities to earn degrees in education, engineering, and nursing through partnership agreements with several major universities.

ACADEMIC HONORS

Eight Rhodes Scholars (most recent in Class of 2009). In the last 10 years, 5 Goldwater, 11 Rotary, and 33 Fulbright winners. Phi Beta Kappa chapter.

LEADERSHIP

Avenues for developing leadership include residence life, clubs, service, and other programs.

CAMPUS SUSTAINABILITY

Centre is committed to environmentally friendly practices and energy conservation, with 4 LEED-certified facilities and a Green Fund that designates the College as the first educational institution in Kentucky to support local production of green energy.

CLASS SIZE

Average class size is 18. No large lecture classes; normal maximum class size is 30.

CENTRE STUDENTS

The 50 percent mid-range for ACT composite is 26 to 31; for SAT (critical reading and math only), it is 1150 to 1360. About 81 percent of this year's first-year class ranked in the top quarter of their high school class, with about 52 percent in the top 10 percent. Of those reporting race, minority and international students make up 24 percent of this year's first-year class.

STUDY ABROAD

#1 for study abroad among undergraduate institutions (Institute of International Education). Eighty-five percent of students study abroad at least once by graduation. Nearly 30 percent study abroad at least twice.

PERFORMING ARTS

Extensive program of visiting performances—most free to students—in our world-class facility. Students may participate in one of several major plays each year, choral groups, or instrumental ensembles.

ATHLETICS

Forty-three percent of students participate in one of 23 NCAA Division III athletic teams that together have won the Southern Athletic Association President's Cup two years in a row. An active intramural program and club sports are also available.

AFTER GRADUATION

Within 10 months of graduation, 96 percent (on average of those reporting) are employed or engaged in advanced study. About two-thirds of Centre graduates will earn an advanced degree with entrance to top graduate and professional schools across the nation and world, positioning students to reach their highest intellectual and career potential.

FINANCIAL AID AND SCHOLARSHIPS

Centre's emphasis on affordability is demonstrated through the College's need-based aid and merit scholarship programs, among the most generous of any top national college. Approximately 90 percent of all first-year students receive some form of assistance. The average need-based financial aid award for first-years last year was 63 percent of the comprehensive fee. Renewable competitive scholarships are available for about half of each first-year class—worth from \$2,500 all the way to full cost.

2013-14 COST

Comprehensive fee (includes tuition, room, and board) is \$46,440. The *average* need-based financial aid award for first-years last year was 63 percent of the comprehensive fee.