



BRAND AUDIT

NOVEMBER 2022

DISTILLING THE RAIKES SCHOOL DNA



UNL FACULTY STAFF & ALUMNI

Stephen Cooper | Kathy Ferrell | Adam Britten | Anna Pressler | Cheryl Nelson |
Connor Wilburn | Dave Keck | Jeremy Suing | Julie Perez | Justin Firestone | Kylie
Penner | Mark Antonson | Stephanie Valentine | Rob Simon | Jill Trucke



STUDENTS

Anna Krueger | Luke Bogus | Maggie Witzenburg | Tristan Curd | + 39 freshmen
polled



EXTERNAL

Jeff Raikes | Tricia Raikes | Clay Smith | Mike Cassling | Pat Kerrigan | Adam
Kroft

26

formal
interviews

33

hours of
interviews

**FACULTY
+STAFF
WORKSHOP**

UNL BRAND

WE ARE NEBRASKA

WE BELIEVE IN THE POWER OF EVERY PERSON.
WE DON'T REST ON OUR STRENGTHS—WE STRETCH THEM. SWEAT THEM. COMBINE
THEM. GROWING FLEXIBLE, NIMBLE AND STRONG MINDS. THAT'S HOW WE DO BIG
THINGS.

RAIKES SCHOOL BRAND

**WE BELIEVE
TOGETHER IS BETTER**

[THE POWER OF EVERY PERSON + RAIKES SCHOOL COMMUNITY]

WE BELIEVE TOGETHER IS BETTER

Community of **excellence**

High ability / driven Honors students
Live-and-learn environment
Prestigious
A gem of UNL
Small, inclusive, supportive cohort
“push and propel” stretch our strength
Collaboration / Team atmosphere
Relationship with faculty + staff
Access to coaches / board / business community
Friends-for-life
“We”
Small cohort in a big school in the BIG 10

Innovative **excellence**

Computer Science + Management
Convergence of disciplines + ideas
Inter & Multidisciplinary fusion
Design Studio
Mingled offices / student floors
Applied, not theoretical
Thrive + Lead in the real world
Prepared to innovate + solve
challenging problems
GenZ-friendly
Ready to shape the future
Journey of never-ending learning
Intellectual Curiosity

Heart of the **midwest**

The power of every person
Husker “in our grit our glory”
Friendly
Helping thy neighbor
Hard working + sweat it out
Nurturing + Caring
Accountable
Gratitude
Non-pretentious
Pride in the Midwest
Hands on
Leading
Money-wise decision
Resilience
Humility

WE BELIEVE TOGETHER IS BETTER



Togetherness of a **community of excellence.**

Innovation driven from
multi/inter-disciplinary convergence.

A brighter tomorrow
driven from the heart of Nebraska.