UIC positioning statement: The University of Illinois at Chicago is a young, progressive, ground-breaking research university that serves the needs of aspiring students and a devoted top-tier faculty who share a commitment to the promise of public education and the imperative of social justice and civic engagement – doing good and giving back. The university’s unique coupling of liberal arts, health sciences and research actualizes opportunities for personal enrichment, professional preparedness and scholarly advancement.

As an acclaimed research institution dedicated to the generation, dissemination and preservation of knowledge; with 15 top-ranking colleges and a health sciences system that includes a hospital, clinics and seven health sciences colleges; as one of the most ethnically rich and culturally diverse public universities in the country; and with the distinction of being located in Chicago, one of the world’s most vibrant and economically robust cities, UIC makes real its claim: Access to excellence and success.
UIC brand promise: Actualizing opportunities for personal enrichment, professional preparedness and scholarly advancement through the coupling of liberal arts, health sciences and research.

UIC goals

To provide the broadest access to the highest levels of intellectual excellence.

To create knowledge that transforms one’s view of the world and, through sharing and application, transforms the world.

To provide a wide range of students with the educational opportunities only a leading research university can offer.

To attract faculty from among the brightest, most productive and prolific scholars in their respective fields in the world.

To address the challenges and opportunities facing not only Chicago but all Great Cities of the 21st century, as expressed in the Great Cities Commitment.*

To serve as a powerful economic engine by contributing to the continued growth, development, health and wellbeing of the city of Chicago.

To foster scholarship and practices that reflect and respond to the expanding diversity of the US in an increasingly complex world.

To train professionals in a wide range of public service disciplines, serving Illinois as the principal educator of health science professionals and as a major healthcare provider to under-served communities.

*UIC’s Great Cities Institute seeks to provide credible, economically viable answers to pressing questions through collective dialogue, participatory research and strategic partnerships.
Three key messages have been composed to describe the university as a whole. They speak to who we are, and they highlight what differentiates UIC from other institutions. They are broad themes that, over the years, have come to define the university. They also speak to a variety of audiences, including the general public and legislators who approve the university’s funding.

Note: These are not intended as slogans or boilerplates for public dissemination, but rather as guidance for campus communicators in shaping messages:

These messages are communicated by discussing the achievement of the campus and its faculty, students and staff. For example, the first key message can be demonstrated by discussing rapid growth of federal research funding, research breakthroughs, and major awards and honors won by faculty and students.

While individual colleges and units should bear these messages in mind when creating their own key messages or when creating documents that promote or describe any aspect of UIC, it is understood that each unit will have messages of its own that speak to its excellence and unique mission. The university as a whole benefits when our various publications reinforce key themes that are broad expressions of the work being done every day by thousands of people at UIC.

For those communicators desiring to use standardized language, here is a boilerplate, (i.e., consistent text useful in nearly any situation to concisely describe our institution.) If you want or need to include a brief description of UIC in a publication or document, the best and simplest option is to use the boilerplate below:

UIC ranks among the nation's leading research universities and is Chicago's largest university, with 28,000 students, 15 colleges, and the state's major public medical center. UIC has been a leader in a new model of higher education: the comprehensive urban research university.

When placed on hard copy documents, it is useful to add the following as the final sentence:

For more information about UIC, visit www.uic.edu.
For updated facts about UIC, visit the following sections on the UIC website:

UIC Today
http://www.uic.edu/uic/about/UICtoday/index.shtml

Key Facts
http://www.uic.edu/uic/about/keyfacts/index.shtml

UIC has a brief official statement it uses to express its policy of nondiscrimination in admissions, employment, and participation in university programs and activities. It is required that this statement appear in accessible formats on all communications offering programs or services. The statement does not need to be included on external communications unrelated to programs, such as an annual report or a college magazine. The statement itself should not be altered. Find the latest complete text from the Office for Access & Equity.