



The Davenport University Brand is a system that includes our logos, colors, fonts, imagery, our voice and touchpoints. This guide outlines the proper use of all parts.

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The Davenport brand

Our vision

Davenport aspires to be renowned as a quality institution of higher education that understands the market better than any other institution. We strive to apply that understanding to our programs and teaching, preparing Davenport and its graduates to exceed employer expectations, transform communities, and change lives by believing that every person can achieve his or her dream.

Our core values

Serving with quality

- Understand our students
- Nurture capable and energetic students
- Help students start, stay, and succeed
- Provide GREAT service
- Commitment to continuous quality improvement

Trustworthiness

- Communicate openly and honestly
- Demonstrate loyalty
- Maintain confidentiality
- Teamwork
- Explain “why” and ask “why”

Accountability

- Ask, “What else can I do?”
- Solicit and provide feedback
- Follow University policies and procedures
- Perform to the Vision and strategic plan

Innovation and creativity

- Share thoughts and new ideas
- Actively engage and participate
- Constructively challenge status quo
- Think outside the box

Respect and inclusion

- Understand and value individual and cultural differences
- Promote equitable treatment and inclusive behavior
- Leverage diverse perspectives
- Celebrate success
- Inspire and motivate

Get where the world is going.

“Get Where the World is Going” captures the essence, the goal, the focus and the aspiration of Davenport University.

These six words describe what the faculty and staff of the University help people do every day, and they embody the hope and dream of every student who attends here.

Our brand promise

Transforming student's lives by helping them to achieve their highest potential in their future focused career.

Our brand benefits

Flexible / agile

Future focused and innovative

Best student experience

Quality education

Our brand attributes

- Evening classes
- 7-week courses
- More outside classes transfer towards a DU degree
- Pace of curriculum changes to meet market demand
- Number of locations in Michigan

- Partnerships with employers who are looking for graduates
- Employers prefer Davenport University grads
- Urban education
- Employment guarantee
- Constant reassessment of programs to meet market needs
- Facilities that match real work environments

- Private rooms
- 95% student satisfaction rate
- Small class size
- Number of college sports
- New facilities
- Tech-ready residence halls
- Ono-on-one advising
- Campus life

- Not for profit
- 151 year history
- 91% employment after graduation
- Professors have real-world experience
- 3rd lowest private University tuition in Michigan





Writing style

A brief note on style

In the Davenport University style guide, we provide a reference point for the writing standards that help produce a consistent, branded voice across all channels. This guide is intended to clarify any style choices of the Davenport brand that might contradict the recommendations of popular dictionaries or style guides.

Our guidelines are based on **Associated Press (AP) style**, so if you cannot find an answer to your question in this guide, please consult the AP Stylebook. Some styles may be broken on a case-by-case basis and only when the design or user experience would be improved by the change. Contact ducomm@davenport.edu for any writing style questions.

Elevator pitch

Career-centered curriculum and real-world experience

For 150 years, Davenport has stood apart from other universities because of its unrelenting focus on ensuring its graduates rise to the top of the job market. Its unique approach to education offers students a career-centered curriculum and empowers them with real-world experience.

You'll find Davenport provides an education that works for you with its more than 60 bachelor's and master's degree programs, small class sizes, seven-week courses and classes held online or on campuses across Michigan. As a private, not-for-profit university with accreditation by the Higher Learning Commission, you can be assured Davenport will deliver a quality education that's focused on your success.

Voice & tone

Davenport University strives to produce fresh, relevant and instructive content. Here are a few notes on voice and tone that will assist you in your writing. Use your best judgement when applying this advice.

Voice

The following contains general advice.

- Address the audience as *you*
- Write in the first person; use *I* or *we*
- Refer to an outside company as a singular entity; use *it* not *they*
- Answer the question, “Now what?” – always provide a next step

Avoid heavy, overwhelming paragraphs. Break them into short chunks that are easy to scan and provide frequent breaks with concise headings and subheadings that summarize content. Quick takeaways and short bullet points can help readers scan too.

Starting a sentence with a coordinating conjunction, such as *And* or *But*, is okay in moderation.

Unless writing a formal document, we prefer to take a more conversational, less formal tone; feel free to use contractions such as *it's*, *you're*, *they're* and *she's*.

Tone

In general, use a friendly and conversational tone.

- Accessible, plainspoken and optimistic
- Helpful and knowledgeable, not salesy or pushy
- Expert, but not know-it-all; free of jargon

Unless writing a formal document, we prefer to take a more conversational, less formal tone; feel free to use contractions such as *it's*, *you're*, *they're* and *she's*.

Davenport University specifics

Davenport University and DU

When writing about Davenport University on any external-facing pieces, do not refer to Davenport as DU. Instead, refer to the school as one of the following: *the university*, Davenport University or *Davenport*.

Student Activity Center

When writing about the Student Activity Center, capitalize all three words – Student Activity Center is the formal name of the building. The acronym SAC can be used after the full name is spelled out once.

Donald W. Maine College of Business

When referencing the Donald W. Maine College of Business and/or its building, always spell out the full formal name; DON'T say the CoB, College of Business, or Maine College of Business in any formal or external-facing work.

Peter C. Cook Center

Similarly, when referencing the Peter C. Cook Center, always spell out the full formal name; DON'T say the Cook Center. Also, be sure to refer to the building as a “center” – it's not the Peter C. Cook Building, it's the Peter C. Cook Center.

Farmers Insurance Athletic Complex

When referencing the Farmers Insurance Athletic Complex, always spell out the full formal name; don't say Farmers Complex or Farmers Athletic Complex. If you want to shorten, you can use an informal, general name like the *athletic complex* or the *Panther football field*. DON'T use an apostrophe in Farmers.

Capitalization

“The university”

When writing about the university, do not capitalize the word *university* unless it’s written as part of a formal name, such as *Davenport University*, or when it begins a sentence. **Exception:** Capitalize *university* only in formal communications or policies when it’s written in front of the word *President*, without Davenport and people’s names are not used.

After a colon

In running text, don’t capitalize the first word after a colon unless it is the start of a complete sentence. In titles and subtitles, always capitalize the first word after a colon.

Department/college names

Always capitalize the full formal name of a department or college when it is spelled out. Shorthand names of departments are always lowercase; do not capitalize an informal name unless it falls at the beginning of a sentence. Then, capitalize only the first word.

Readability

All copy used both internally and externally should be written at an 8th grade reading level. Reading level can be determined through simple tools, like spellcheck after a document is written.

Job titles

Job titles are capitalized only when they are used immediately before one or more names; they are not capitalized when used after a name. To avoid excessive capitalization, which can appear awkward, try to place long job titles after the name.

Headings & subheadings

In headings, only capitalize the first and any word immediately following a colon. These rules also apply to subheadings. Avoid using ampersands; use *and* instead.

Branded product names & trademarks

Capitalize all branded product names, services, teams and operations. Trademark and registered trademark designations (™ and ®) are not used in AP Style for body text or in headlines unless Davenport University owns the trademark.

Other

Dashes

Em dash: When the tone is appropriate, feel free to use em dashes, with spaces on either side, to set off text or emphasize a point in a sentence.

En dash: At the end of a quotation, use an en dash with a space on either side to set off an attribution.

Phone numbers

Include a period in between all unit blocks of a phone number, not dashes or parentheses. This differs from AP Style.

Periods

Callouts: Do not add periods after callouts that occur throughout a piece when they are set apart using design, even if they are complete sentences.

Calls-to-action: Do add periods after calls-to-action but only when they form complete sentences.

Word list

Note: Some of these spellings may differ from AP Style. If in doubt and a word is not listed here, use the AP Style version and/or contact ducomm@davenport.edu for clarification.

health care
not healthcare

cybersecurity
not cyber security

online
not on-line

email
not e-mail

website
not web site

advisor
not adviser

esports
not e-sports

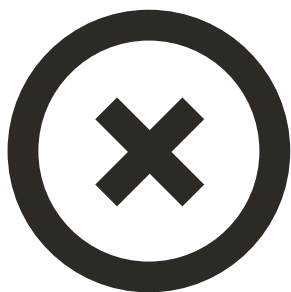
Davenport University
not DU

OK
not okay or ok



Colors





Outdated color bars

The Davenport University color bars are a thing of the past and **should no longer be used in any capacity.**





Academic logos

Primary logo



Secondary logo



Please note: The secondary logo can also be referred to as the “signature logo.”

Alternate logo



Please note: The alternate logo can also be referred to as the “stacked logo.”

Brandmark



Please note: The brandmark logo can also be referred to as the “emblem.”

University seal



The University Seal is restricted to use by the office of the President or board of trustees. Any additional use must be approved by the office of the President and Davenport's Communications team.



Whew. Take a breather.

There's a lot of information here, and it's ok to feel overwhelmed. But it's important to remember that we're always here to help if you have any questions.

- Marketing and Communications



Athletic logos

Pounce logo



Please note: The shadow on the face of Pounce should always be on the viewers left side and represented with the darker tone.

Alternate Pounce logo



Please note: The shadow on the face of Pounce should always be on the viewers left side and represented with the darker tone.

Athletic landmark



Pounce brandmark



Please note: The shadow on Pounce should always be on the viewers left side and represented with the darker tone.

Athletic wordmark



Pounce wordmark



Please note: The shadow on Pounce should always be on the viewers left side and represented with the darker tone.





Logo considerations

Logo lockups

For instances when a logo or identity is necessary, please contact the marketing and communications office to have a logo lock-up made.



Potential uses

Colleges

- Donald W. Maine
College of Business
- College of Technology
- College of Health Professions
- College of Art and Sciences
- College of Urban Education

Departments

- Office of Career Services
- Office of Advancement
- Office of Experiential Learning
- Public Safety
- Dining Services
- Facilities

Campuses

- Lettinga
- Detroit
- Holland
- Lansing
- Traverse City
- Kalamazoo
- Great Lakes Bay
- Grand Rapids



Clear space

Providing an adequate amount of clear space around all of our logos will ensure maximum visibility and impact. Placing the logo too close to edges, text boxes, or images can make the design look cluttered and unprofessional.

Ineffective logo usage

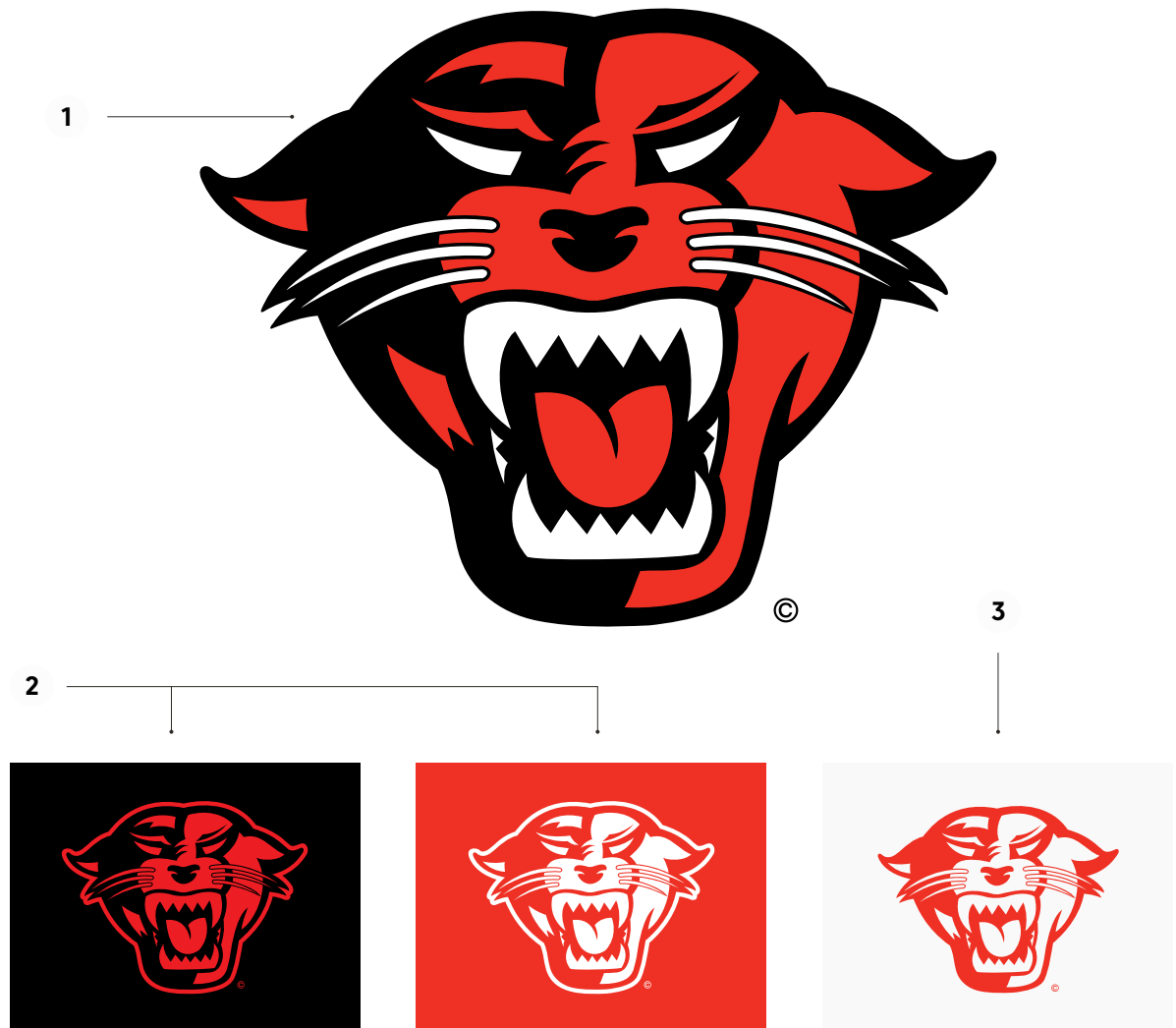
Please do not skew, rotate or stretch any Davenport University logos. Do not change colors, add effects or outlines, change the typeface, or add any additional elements.



Pounce's shadow

Pounce has a very distinct look, including an ominous shadow on the right side of his face. It's important that the shadow always remain on the right side of his face, regardless of the color variation.

1. In the full color version of the logo, the shadow will always appear in black on the right side of Pounce's face, or for the viewer, on the left.
2. For single color logos on darker tones (i.e. black, red, etc.), the shadow will be transparent or the same color as the background.
3. When the logo appears on a white or light colored background, the opposite of the face will be transparent or the same color as the background, and the shadow will be the color of the logo.



Whew. Take a breather.

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- Marketing and Communications



Typography

Primary typeface

Core Sans C

Abc

Core Sans C 65 Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Abc

Core Sans C 45 Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Abc

Core Sans C 35 Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Alternate Typeface

Arial

Abc

Arial Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Abc

Arial Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

No longer in use

Davenport Steelfish

Abc

Davenport Steelfish

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

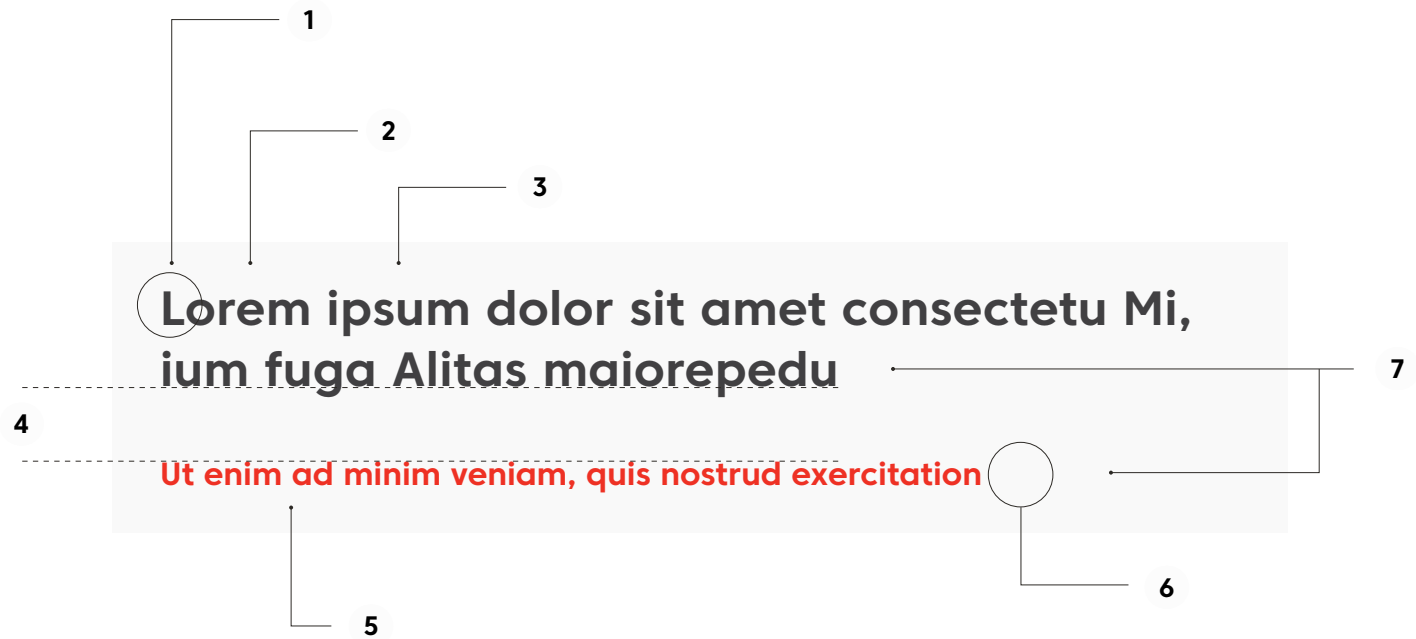
The font Davenport Steelfish is no longer in use by the University.

If you see it, please let Marketing and Communications know so that we can get it replaced with the current typeface.

We should not create anything new with the typeface, but you are encouraged to use any remaining pieces that incorporate the typeface.

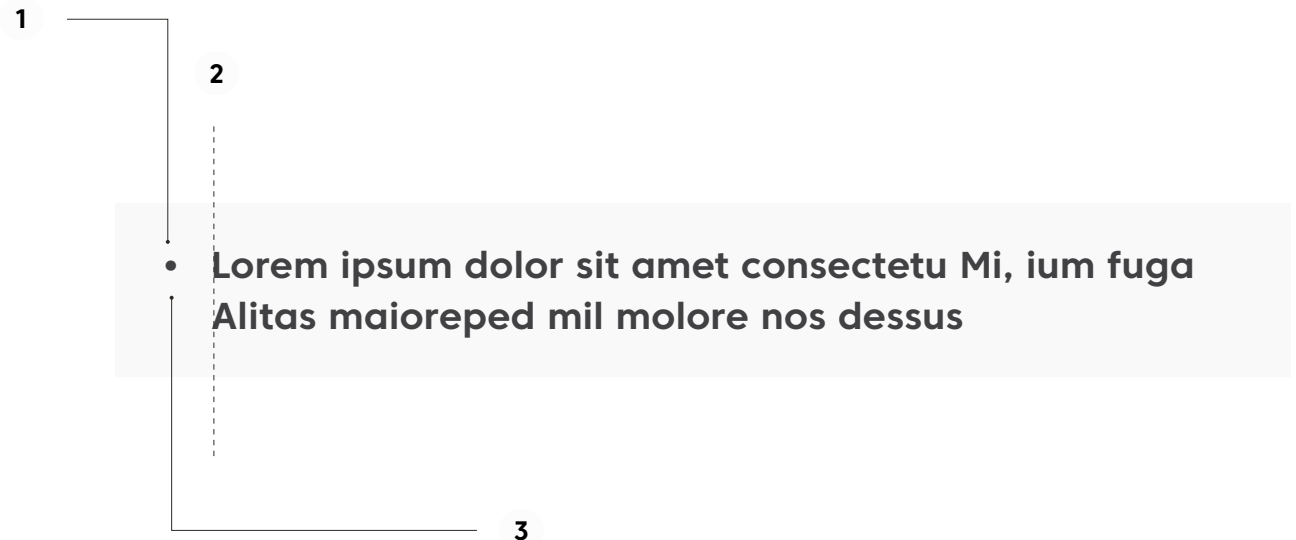
Headlines and sub-headlines

1. Headlines should be written in **sentence case**, not title case.
2. Headlines will generally be black.
3. Headlines will generally be bold.
4. Allow **adequate space** between headlines, sub-headlines, and paragraphs.
5. Subhead-lines can be **red or black**.
6. Only use **punctuation** when absolutely necessary (i.e. complete sentences)
7. Headlines should always be **larger than subhead-lines**



Bullets

1. Bullets should be circles or dots.
2. Text should be evenly spaced from the bullet..
3. Bullets should be the same color as the text.



Letter spacing



Letter spacing

Also known as “tracking”, the letter spacing is the space between ALL letters in a body of text. “Kerning”, on the other hand, is the space between individual pairs of letters, and can vary throughout the body of text.

When using the Core Sans C typeface, it’s always a good idea to slightly increase the letter spacing if possible. This helps with the legibility of the otherwise fairly condensed typeface.

Too little

Davenport



Too much

Davenport

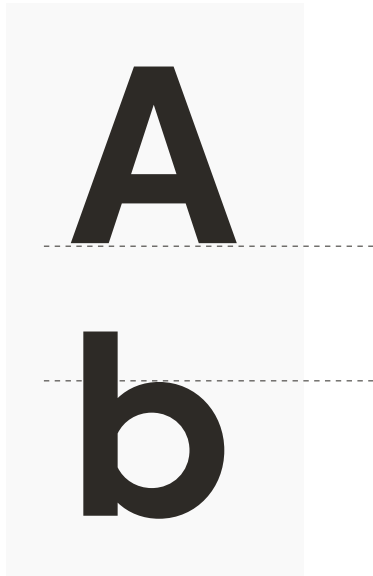


Just right

Davenport



Line-spacing



Line-spacing

Also known as “leading”, the line-spacing is the space between each line in a body of text and should always be increased slightly from the default setting.

This is particularly important to increase the legibility of body text.

Too little

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut pharetra sit amet aliquam id. Sem fringilla ut morbi tincidunt augue interdum velit euismod in. Convallis a cras semper auctor. Consectetur adipiscing elit pellentesque habitant morbi tristique.

Aliquam eleifend mi in nulla posuere sollicitudin aliquam ultrices sagittis. Non nisi est sit amet facilisis magna etiam tempor orci. Ullamcorper morbi tincidunt ornare massa eget egestas purus viverra accumsan. Est lorem ipsum dolor sit amet consectetur adipiscing. At volutpat diam ut venenatis. Eleifend donec



Too much

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut pharetra sit amet aliquam id. Sem fringilla ut morbi tincidunt augue

interdum velit euismod in. Convallis a cras semper auctor. Consectetur adipiscing elit pellentesque habitant morbi tristique. Aliquam eleifend



Just right

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut pharetra sit amet aliquam id. Sem fringilla ut morbi tincidunt augue interdum velit euismod in. Convallis a cras

semper auctor. Consectetur adipiscing elit pellentesque habitant morbi tristique. Aliquam eleifend mi in nulla posuere sollicitudin aliquam ultrices sagittis. Non nisi est sit amet facilisis magna etiam tempor orci. Ullamcorper morbi tincidunt ornare



Effective type usage

1. Use large, bold headlines for high visibility and to grab attention
2. Establish a clear hierarchy using type size, weight, and color, to help the audience easily understand the content
3. Use adequate spacing between headlines, subheads, and paragraphs
4. Use a generous amount of white space to increase clarity and readability

Get where the world is going at Davenport University

Acest parum aut di quo quatio. Untiatem harchic totaqui

dolor aut occus, quundunt del molore non consequ asserum nus, nos int molo quuntur ionsequodiae consed molorro inctum vellatquist atus earcitatio officianis quid ulpa ernam qui occus anihicimi, suntiis vellorepudi vit estiam fugia aborera volore vid exped quiam, quam qui dolorei cipsant vendit, optiur asserum si dempore sim nobis alia quam aut dolorporro quaessit qui sum exceatur, et as alit mi, ullatus eum eaquo is.

Ineffective type usage

Get where
the world is
going

Always use plenty of contrast

Get where the
world is going

Only use approved typefaces

Get where
the world is
going

Do not justify text

GET WHERE
THE WORLD
IS GOING

Do not use all caps or title case for headlines

Get where
the world is
going

Do not add drop shadows or special effect

Get where
the world is
going.

Do not overuse punctuation in headlines

The background features a solid red color with a pattern of overlapping, semi-transparent red diamonds. A fine grid of small white dots is visible across the entire background.

Whew. Take a breather.

There's a lot of information here, and it's ok to feel overwhelmed. But it's important to remember that we're always here to help if you have any questions.

- Marketing and Communications



Photography

Photography

Images are an important part of our design, and the right visuals can take our marketing pieces from ordinary to outstanding. While it takes time and resources to find appropriate, high-quality photos to support our content, the results speak for themselves

Selecting good photography can be boiled down to three simple areas that should always be kept in mind:

1. **Light**
2. **Color**
3. **Composition**









Light

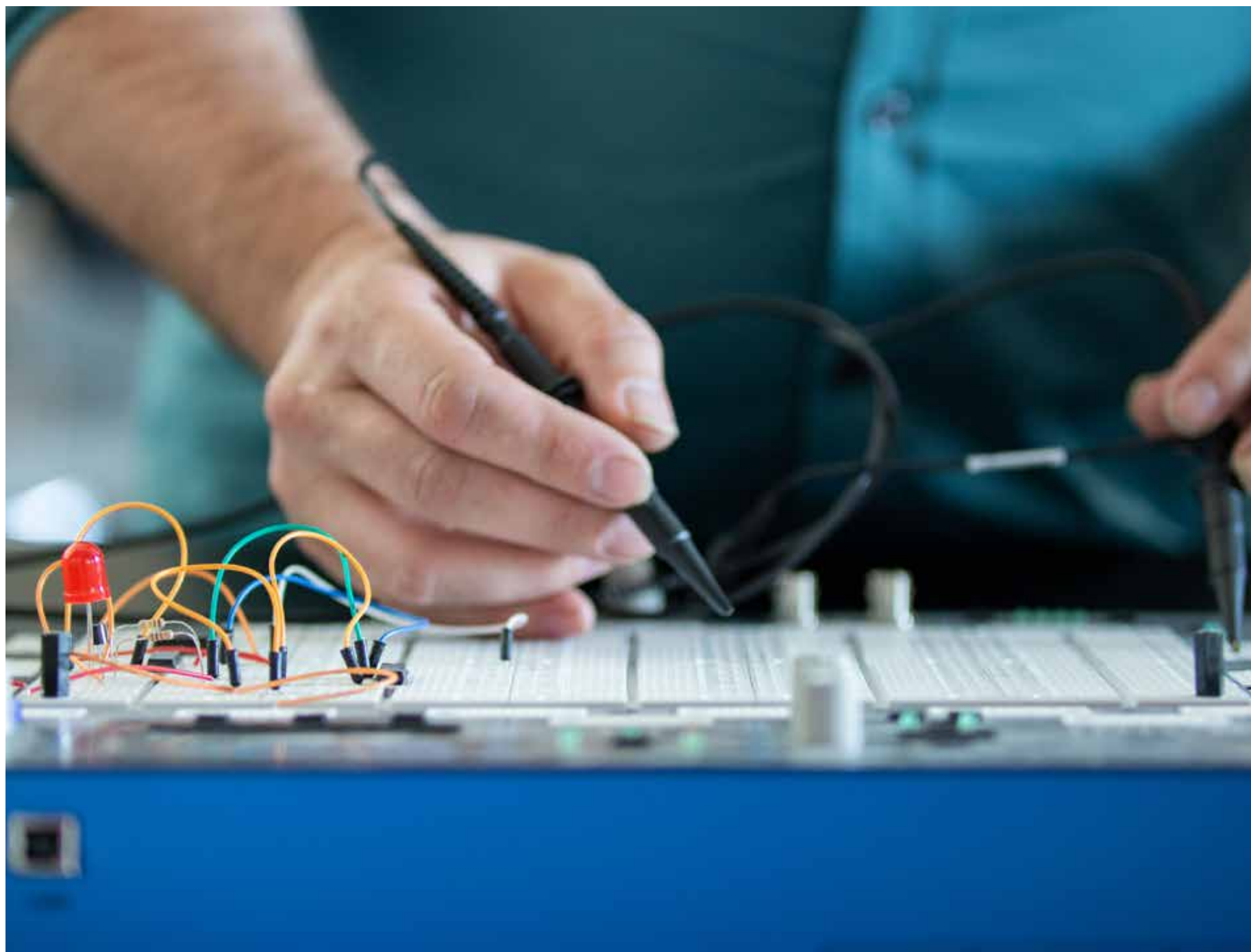
Our images should feel bright and inspirational, using natural light whenever possible. Avoid images that appear dark or use an abundance of artificial lighting.



Color

The color and tone of a photograph can have a major impact on the look and feel. Images that are too warm can appear to be dated, while too cool can feel cold or over-processed.

Always try to find images that have natural feeling color. Outdoor photos will always feel a little warmer, and indoor, or classroom photos will always feel a little cooler.



Composition

Images should be captured in a photo-journalistic style, free of clutter with a clear and narrow focus. A shallow depth of field is encouraged to add interest and direct the viewers focus.

Avoid images with a complex background, that are over-complicated, or cluttered.





Campus

When using images of campus, we should always use images that represent the latest and greatest in Davenport University facilities. This is particularly important for interior images.

Light and color are very important for exterior images and should be reflective of the seasons, while still appearing bright, expansive, and awe inspiring.





People

People are a large part of our photography story, and we should always aim to use images that feel spontaneous, while still capturing real interactions, genuine expressions, and natural smiles.

For instances when staged or portrait photography is necessary, images should still follow the same guidelines and never appear fake or forced.

A shallow depth of field focused on the subject is also important to our images of people.



Details

Sometimes the smallest details can have the biggest impact. For this reason, it's important to pay special attention to ALL of the details within a photograph.

In addition to everything that has already been mentioned, we should always keep an eye on what subjects are wearing or holding. Avoid any recognizable logos, including those of other universities or prominent business'.



Stock photography

Stock photography is not only acceptable, but often times encouraged.

The images should still fit within all of our other brand guidelines and should not obviously be recognized as a stock image.



Do not use images that appear dark or underexposed.



Do not use images without a clear point of focus.



Do not use images that appear staged or unnatural.



Do not use images that are not colored correctly.



Do not use images with other university or brand logos.



Do not use images with a complex or cluttered background.



Do not use stock images that appear too “stocky”.



Correspondences

Email Signature template



First and last name — **John Q. Davenport**

Position name — **Title/Position, Team or Group**

Office phone — **O: 000.000.0000 | C: 000.000.0000**

DU email address — **E: john.davenport@davenport.edu**
(all lowercase)

Department name

Cell phone (optional)

Davenport University

Street Address, City, MI 4????

davenport.edu | 800.686.1600 | info@davenport.edu

Campus contact
information*

* The campus contact information
should be changed to match
your specific campus.

Alternate



John Q. Davenport

Title/Position, Team or Group

O: 000.000.0000 | **C:** 000.000.0000

E: john.davenport@davenport.edu



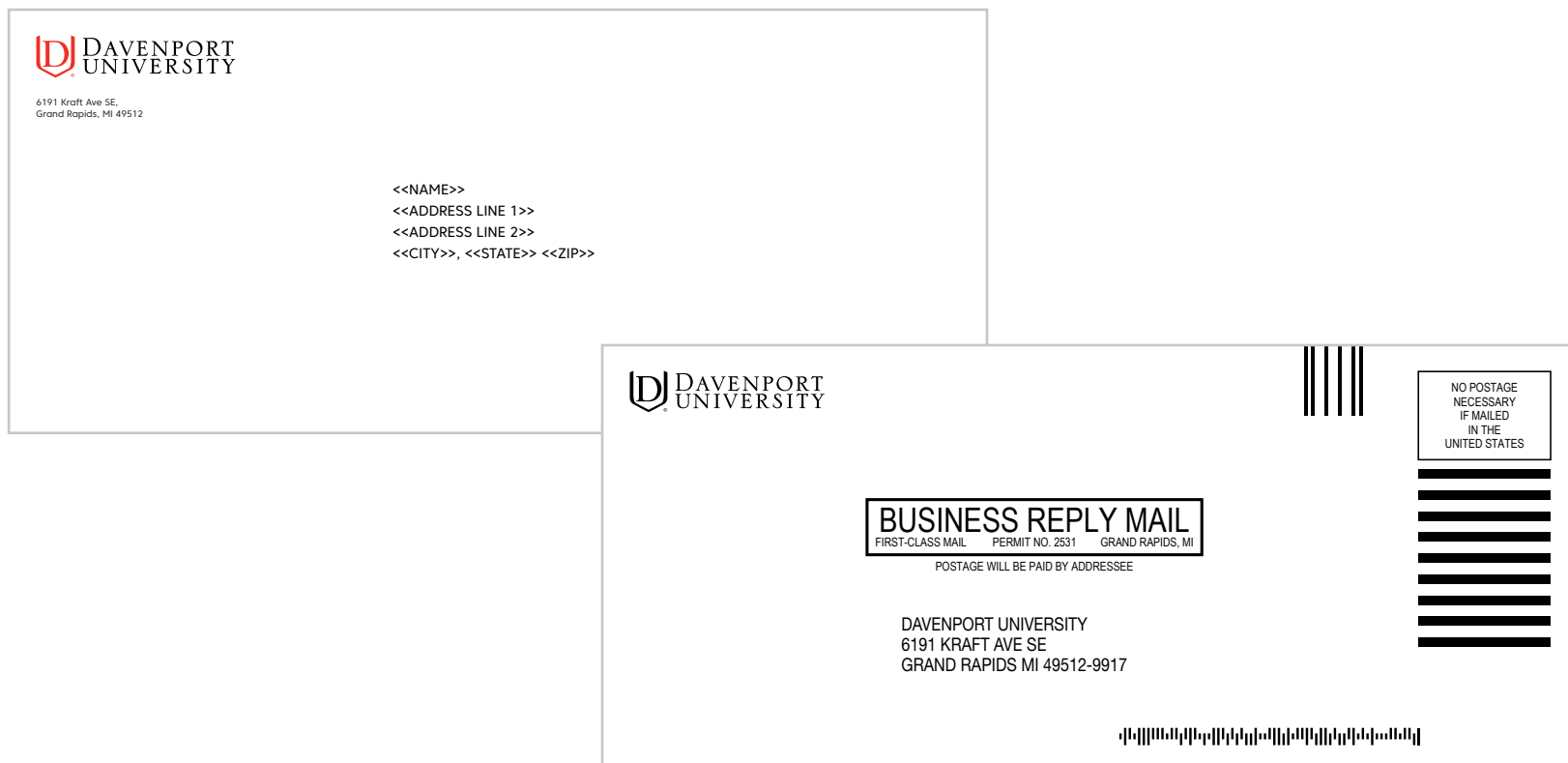
Davenport University

Street Address, City, MI 4????

davenport.edu | 800.686.1600 | info@davenport.edu

Those who wish to support or celebrate 1st Generation students can use this alternate version.

Envelope examples



Letterhead examples



Business card template



Default back of the business card



Back of the business card
for employees in the athletic department


Examples





Applications

Brochures



You've served your country. Let Davenport University serve you


An education designed for veterans

At Davenport University, we maximize transfer credit opportunities for military service members like you. With the help of a Military Credit Equivalency Grant from the Michigan Veteran Affairs Agency, Davenport University has created a unique pathway to take your military experience and catapult it into a degree. We pride ourselves on helping you get to your next career — fast.

- 600+ ACE Evaluated Course to Course Equivalencies*
- 340+ ACE Evaluated Direct Equivalencies*
- 60+ degree pathways

* Course-to-course equivalencies are branch specific and based on evaluation of the JST and MOS.

* Direct equivalencies are applicable for all branches of the armed services and based on evaluation of the JST.



Supported by a community of veterans

We have a team of veterans on staff ready to help you navigate career choices available to you. They'll help you optimize your and find the degree pathway that best aligns with your career also offer veteran-only resources such as a lounge as well as a run advocacy group, the Student Veterans of America. But don't it from us, Davenport University was proudly voted as one of the Colleges for Vets according to The Military Times.

Learn however, whenever and wherever you choose

Our 7-week and 15-week courses have six start dates a year, at seven Michigan campuses. Learn on-campus, online or in real-world settings that make learning both engaging and fun.

100% committed to your success

Davenport University offers a 100% employment guarantee for a growing list of programs. We are among the first in the U.S. to offer this guarantee.

The following programs qualify for the employment guarantee:

- Accounting, BBA
- Computer Information Systems, BS
- Computer Science, BS
- Cyber Defense, BS
- Network Management and Security, BS
- Nursing, BSN Pre-Licensure

See more details at davenport.edu/employment-guarantee



Maximize military experience to launch your next career

 DAVENPORT UNIVERSITY

DAVENPORT.EDU

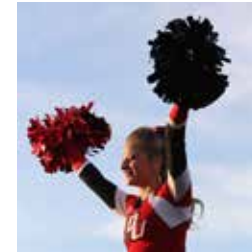


A successful
career
starts here



FREE Admission to sporting events

All Davenport University students receive
FREE tickets to home sporting events



Panther pride

Davenport is a member of the National Collegiate Athletic Association (NCAA) Division II and the Great Lakes Intercollegiate Athletic Conference (GLIAC). We proudly boast 22 varsity sports in the NCAA Division II and 11 non-varsity sports. Come show your Panther pride and cheer on our national champions.

Our state-of-the-art Farmers Insurance Athletic Complex and Student Activity Center offer training rooms, exercise facilities and a rock-climbing wall that you and your friends can enjoy throughout the year.

NCAA Division II Teams

MEN'S
Baseball
Basketball
Cross Country
Football
Golf
Lacrosse
Soccer
Softball
Tennis
Track & Field (Indoor)
Track & Field (Outdoor)
Wrestling

WOMEN'S
Basketball
Cross Country
Golf
Lacrosse
Soccer
Softball
Swimming & Diving
Tennis
Track & Field (Indoor)
Track & Field (Outdoor)
Volleyball

Spirit Teams

Cheer-NCA
Cheer-Sideline
Cheer-STUNT
Dance
Marching Band
Pep Band
Pompon


Co-ed Teams

Esports

Non-Varsity Teams

MEN'S
Bowling
Hockey (D1, D2 and D3)
Rugby
Volleyball
WOMEN'S
Bowling
Hockey
Rugby
CO-ED
Water Polo

Program sheets



Master in Health Informatics and Information Management

COLLEGE OF HEALTH PROFESSIONS

39 CREDITS

Combine your passion for health care with your aptitude for analytics

Do you love to spot patterns and trends in data? Does working with health data and managing information pique your interest? Consider yourself a prime candidate for Davenport University's Health Informatics and Information Management Master's program.

Our interdisciplinary program not only deepens your understanding of business and health care, but also delves into subjects like information assurance and security and data analytics for the knowledge and skills employers are looking for.

Health informatics and information management is about using health data to improve patient outcomes, enhance cost savings and coordinate patient care. You'll graduate prepared to perform and lead activities related to access, protection and implementation of systems that analyze and leverage health information for improved decision-making.

What can I do with this degree?

Graduates can pursue a diverse range of opportunities in areas such as data analytics, privacy and compliance, and data integrity while working for hospitals, research institutes, consulting firms, electronic patient record companies and more. They often serve in bridge roles, connecting clinical, operational, information technology and administrative functions.

Stackable credentials

Graduates are eligible for the Registered Health Information Administrator (RHIA) exam.

42,200
job openings anticipated in the United States over the next four years

\$113,730
average salary in the United States

95%
of DU alumni are satisfied with their Davenport education

Want to know more?
Just point your phone camera at the QR code to visit the program website.

davenport.edu/mshim | (800) 686-1600

DAVENPORT UNIVERSITY

Davenport difference

Graduate satisfaction
Graduates rate their satisfaction with the program as 6.36 out of 7.

On the cutting-edge
Cutting-edge curriculum is advocated by the American Health Information Management Association (AHIMA).

Convenience
Courses are 100% online, and all but two courses are completed in seven week sessions.

Curriculum
Emphasizes management and administration of health care data and information systems.

Learn from industry leaders
Faculty members are industry experts, having worked at the state and national level.

Class size
Average class size is 12, with a maximum limit of 25 students.

Accreditation
Only one of seven programs nationwide and the only program in Michigan accredited by the Commission on Accreditation for Health Informatics and Information Management (CAHIIM).


or view the curriculum, go to davenport.edu/mshim
(800) 686-1600 to speak with an admissions representative.

Career-centered curriculum and real-world experience

For 150 years, Davenport has stood apart from other universities because of its unrelenting focus on ensuring its graduates rise to the top of the job market. Its unique approach to education offers students a career-centered curriculum and empowers them with real-world experience.

You'll find Davenport provides an education that works for you with its more than 60 bachelor's and master's degree programs, small class sizes, seven-week courses and classes held online or on campuses across Michigan. As a private, not-for-profit university with accreditation by the Higher Learning Commission, you can be assured Davenport will deliver a quality education that's focused on your success.

6729.02.20



Master of Science in Data Analytics

SCHOOL OF ARTS AND SCIENCES

30 CREDITS

and

deepen your understanding of data Analytics degree from success in this fast-growing field.

growth in the past few years, and analytics from Davenport, you and skills like data mining, data analytics.

competence in data analysis for sciences — including those who are

urrent data analytic processes, you'll implement. In addition, you'll become proficient in IBM SPSS Statistics, IBM SPSS

businesses and organizations are opportunities, reduce inefficiencies and this program have gone on to business and marketing analysts.

48,500
job openings anticipated in the United States over the next six years

\$90,070
average salary in the United States

95%
of Davenport alumni are satisfied with their education

Want to know more?
Just point your phone camera at the QR code to visit the program website.

Career-centered curriculum and real-world experience

years, Davenport has stood apart from other universities because of its unrelenting focus on ensuring its graduates rise to the top of the job market. Its unique approach to education offers students a career-centered curriculum and empowers them with real-world experience.

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6729.12.19

Davenport difference

Industry leaders
Our program is the biggest online data analytics program in Michigan.

Beginners welcome
The entire program is only 30 credits with no prerequisites, so you don't need to be a data analytics professional to enroll.

go to davenport.edu/data-analytics with an admissions representative.

Social media ads

Do you have a global mindset?

Become a leader that adapts to and embraces all cultures.


Global Mindset Brunch-n-Learn,
March 3, 2020

Hosted by Davenport University's IPEX



Power up your project management skills with **relevant, practical, expert-led training.**

3-Day Certificate of Project Management



- ✓ Leadership Assessments
- ✓ Training sessions to support a strategic mindset
- ✓ One-on-One executive coaching

Get it all, in one course.




Which type of survey data is most useful for you?

- A. Brand Perception
- B. New Product
- C. Satisfaction
- D. Other



Print ads

Finding qualified employees is tough.
Keeping them is even tougher.



At Davenport University, we prepare students for high-demand careers in business.

This means we've been busy preparing students who can help retain the employees you need. We work with employers just like yours to solve your talent needs.

Call us at (800) 686-1600 or visit davenport.edu/achieve

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You have a dream.

Whether your dream is to finish what you started, earn a better salary or show your kids what a quality education can do, Davenport University can help you get there.

At Davenport, we offer degrees in business, technology and health – all designed to help you launch or advance your career. Whether you excel online or in the classroom, you'll find classes that work with your schedule, not ours – all at a price you can afford.

We know that achieving your dream takes a different approach.

Find it at Davenport University.

davenport.edu/achieve

 DAVENPORT UNIVERSITY

Land your next promotion

with a master's in health informatics and information management

At Davenport University, you can earn your degree completely online and classes start every seven weeks.

Let your passion for healthcare and aptitude for analytics shine while earning your degree in a flexible program that works around your schedule.

What are you waiting for? Start advancing your career today. Visit davenport.edu/mshiim to learn more.

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PowerPoints

Agenda


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Subheading text

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Subheading text

Presenter's name and/or date

Postcards

More than 5,000 employers are seeking SHRM credential holders each month. Prepare for your SHRM Certified Professional (SHRM-CP) or SHRM Senior Certified Professional (SHRM-SCP) exam through IPEx's certification exam prep course.

- Stay on track to earn your certification with a structured learning experience
- Utilize the SHRM Learning System® with SmartPath™ that adapts to your proficiency level
- Understand and apply the behavioral competencies needed to pass the exam

Classroom | Mondays 6 pm – 9 pm
September 9 – December 12, 2019

Davenport University IPEx, 45 Ottawa Ave NW,
Grand Rapids (parking available)

Online | accessible 24/7
September 9 – December 12, 2019

Instructor led online course using Blackboard

Register today – classes fill up fast.
Visit davenport.edu/SHRM or call (616) 233-2589



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Ready to reach the next level in your career?
Let SHRM certification get you there.

Mark your calendar

An exciting weekend honoring outstanding alumni and cheering on Panther football is just around the corner!

Alumni Awards Celebration

Friday, Sept 27, 5:30 pm

Come celebrate with us at the 2019 Alumni Awards, where we will honor six graduates who have made major contributions to their community and earned incredible success in their career.

Tailgate Tent & Football Game

Saturday, Sept 28, 10:00 am

Join us for a tailgate event for homecoming. Enjoy a barbeque lunch, various games and face painting for the kids! Also, meet special guests:

- Burt Paddock, Men's Basketball Coach, who claimed DU's first GLIAC regular-season title
- Celia Kiogima coach of the 2019 Div. II College STUNT National Champions

Show your Panther pride as we take on Lindenwood University. Learn more or purchase your tickets today at davenport.edu/homecoming.

6737.09.19



Flyers and announcements



The flyer features a large red 'DU' logo in the top left corner. The background is a grayscale photo of two young women sitting and laughing. The title 'Experience Panther Living' is written in large, bold, red text. Below the title, there is a paragraph of text and a list of bullet points under the heading 'Why live on campus?'. At the bottom left, there is a call to action to visit a website, and at the bottom right, there is the Davenport University logo.

Experience Panther Living

Enjoy a college experience that is anything but traditional for a first-year student; apartment-style residence halls give you space to roam while community spaces allow you to collaborate and hang out with friends.

Visit davenport.edu/housing to learn more

Why live on campus?

- Fully-furnished, apartment-style residence halls
- Parking is free for all residents including freshmen
- Individual private bedrooms
- Cable television (including HBO)
- On-site social lounges that include TV, piano and game tables
- Unlimited meal plans
- Safe, secure, keyless entry and 24/7 public safety
- Wireless and wired internet access
- On-site laundry
- Resident Assistants available 24/7
- Adjustable air conditioning
- On-site computer labs

 DAVENPORT UNIVERSITY



The flyer features a large red 'DU' logo in the top left corner. The background is a photo of a group of students, with a young woman in the foreground smiling. The title 'Destination DU' is written in large, bold, red text, followed by the subtitle 'Explore Davenport your way!'. Below this, there is a list of bullet points under the heading 'You'll have the chance to'. At the bottom, there is a call to action for a free event and the Davenport University logo.

Destination DU

Explore Davenport your way!

You'll have the chance to

- Choose from over 25 different interactive sessions
- Learn what life is like as a college student
- Take this journey at your own pace and check out only the sessions that interest you
- Interact with our experienced faculty and staff
- Explore DU's academic programs through games and simulations
- Tour housing and the athletic complex
- Win prizes and enjoy dinner in our South Dining Hall

This FREE event is on Thursday, July 25th from 2:00pm – 6:00pm
To register go to davenport.edu/destination-du

 DAVENPORT UNIVERSITY





Reasons transfer students love Davenport University

1. Every student who transfers to Davenport receives a transfer grant or a scholarship, which means you'll receive at least 20% off of tuition
2. Our transfer students report that one of the top reasons they chose Davenport was because we offered them the most credits for their past achievements – we take CLEP, DSST, prior coursework and even certain work experience into account
3. Davenport offers customized transfer plans – we accept up to 90 transfer credits and provide you with a personalized pathway to earning your bachelor's degree
4. You can easily transfer your entire associate's degree and earn your bachelor's in only two years in one of 60+ degree programs at Davenport
5. In our 3+1 program, you can attend your community college for three years and Davenport for one to earn your bachelor's in just four years
6. Davenport offers flexible in-seat and online class options that will fit your schedule
7. Many of our business, health and technology students get access to our employment guarantee program
8. You'll have lifetime access to a career coach who will help you write your resume and cover letter, provide interviewing tips, assist you in securing internships and more

Visit davenport.edu/transfer or talk to your Davenport representative today






Scholarships, Grants & Financial aid

Your guide to financial aid at Davenport University

Recent High School Graduates*

Gerald R. Ford Memorial Scholarship
The scholarship covers the costs of tuition, books, fees, a study abroad experience, on-campus housing and meal plans 3.75 GPA and 1430 SAT or 31 ACT + essay requirements

Signature Scholarship
\$5,000 | Admitted with a GPA less than 3.0

Martin Luther King Inherit the Dream Scholarship
Up to full tuition | 2.0 GPA + application requirements

Housing Grant
\$500-1,000 | Grants available based on financial need

Si Se Puede Cesar E. Chavez Scholarship
Up to full tuition | 2.0 GPA + application requirements

Partner Tuition Grants
Varies on partnership agreement

University President's Scholarship**
\$10,000 | 3.9+ GPA OR 3.5 GPA with a 1400 SAT or 30 ACT

Panther Preferred Grant
\$1,000 | Grants available

Excellence Scholarship
\$8,000 | 3.5+ GPA OR 3.0 GPA with 1140 SAT or 23 ACT, OR BPA, DECA, HOSA, or Skills USA national top 10 finisher

Foundation Scholarship
Based on individual scholarship criteria and availability of funds – scholarships are funded by private donations to the Davenport University Foundation

Achievement Scholarship
\$6,500 | 3.0 to 3.49 GPA OR 2.5 GPA with 1070 SAT or 21 ACT, OR BPA, DECA, HOSA, or Skills USA state competition participant

*Graduated high school within the last two years.
**Limited to only five new students per academic year.

