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# Telling the Rollins Story

Rollins College Office of Marketing and Communications

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# Telling the Rollins Story

To achieve the aspiration that we've laid out in our vision statement—"to be one of the nation's leading colleges, emphasizing academic excellence, global citizenship, personal growth, and responsible leadership"—we must clearly differentiate Rollins from its competitors in the increasingly competitive higher education market. Over the past several years, we've taken the first step in that effort: refining a set of messages that capture Rollins' essential nature.

The next step is just as important. We, as a community, must embrace this clear, differentiating message and apply it in a consistent, disciplined way when we communicate about the College. In other words, we all need to sing from the same hymnal. This site is that hymnal.

This interactive messaging platform articulates the College's core messages and supports each with a set of proof points and stories that help reinforce these strategic statements. This site is designed as an internal resource—a tool to help all of us more effectively tell the Rollins story—and it **should not be shared outside the College**. The site's proof points and stories, however, are meant to be shared, and we hope you find them a useful resource as you help us share the Rollins story with prospective students, alumni, parents, community members, and others.

The Office of Marketing and Communications will continually update the site with new proof points and stories, so we encourage you to bookmark the site and refer to it frequently.



## Rollins is courageous.

When Florida had no colleges, we founded one. More than 130 years later, we're still hard at work, blazing new trails and preparing the next generation of global citizens and responsible leaders to meet the challenges of the 21st century.



Biology professor Fiona Harper and marine biology major Damian Clarke '19 partnered to sequence the DNA of sea stars through Rollins' Student-Faculty Collaborative Research Program.

## Rollins is built on a human scale.

We're powered by relationships, especially the partnerships between inventive, inspiring faculty and motivated, industrious students. Through this intimate and personalized learning environment, students are mentored and challenged by expert faculty every day, helping them unlock their unique potential to make the world brighter, smarter, and more enterprising.

### Proof Points

- U.S. News & World Report ranked Rollins No. 4 in the country for its strong commitment to undergraduate teaching.
- The average class size at Rollins is 17, and the student-to-faculty ratio is 10:1.
- 91 percent of College of Liberal Arts classes are taught by full-time Rollins faculty (Fall 2017).
- More than 600 students and 100 faculty have participated in Rollins Student-Faculty Collaborative Scholarship Program since its inception in 1999.



Each year, dozens of faculty-led field studies allow Rollins students to test their ability to make the world brighter.

## Rollins is globally engaged.

From semester- and summer-long programs to faculty-led field studies throughout the year, Rollins students are empowered to explore the world and test their ability to make it better. Along the way, they gain the courage to put their ideas to work in the world and the know-how to implement them, sharpening their knowledge on the stone of experience.

### Proof Points

- More than 70 percent of College of Liberal Arts students study abroad. Rollins ranks among the top 10 master's-granting institutions nationally for the percentage of students who study abroad.
- Rollins offers more than 90 study-abroad programs through its Office of International Programs.
- The U.S. Department of State has named Rollins a top producer of Fulbright Scholars six times. Since 2006, Rollins has produced 43 U.S. Fulbright Scholars.
- International students comprise more than 10 percent of the student body in the College of Liberal Arts (Fall 2017).



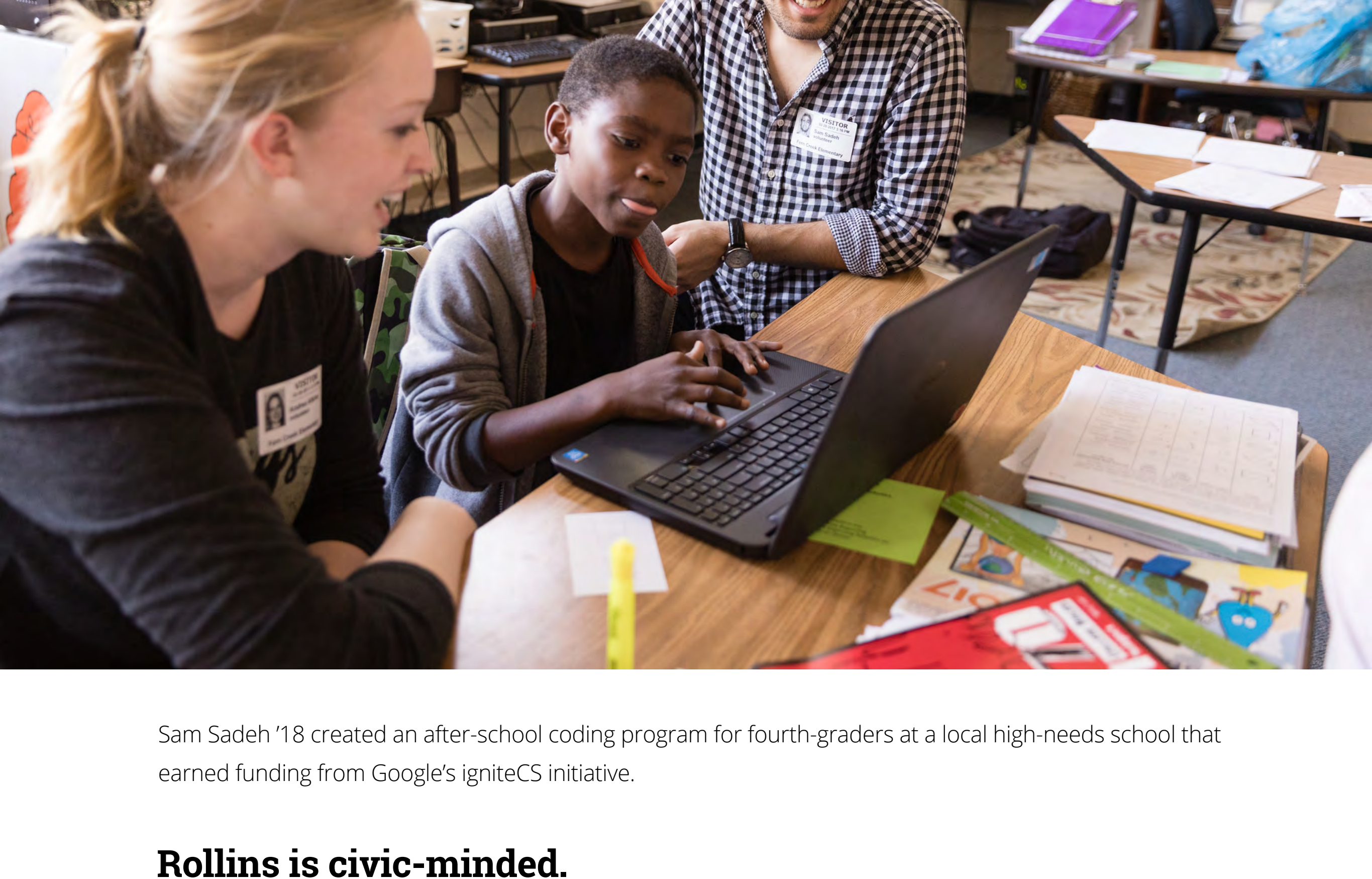
Students in *Creating the Digital Future*—a capstone community-engagement course in Rollins' innovative general-education program—developed a new walking-tour app for Hannibal Square, a historic African-American neighborhood located a mile from Rollins' campus.

## Rollins is entrepreneurial.

When higher education grew static and stilted, Rollins convened a conference to reimagine it. When we saw opportunities to bring our students—to bring education itself—more fully into the world, we seized them. When we don't see opportunities, we make them.

### Proof Points

- In 2015, the College launched Rollins Foundations in the Liberal Arts, an innovative curriculum designed to prepare students to develop solutions to tomorrow's most pressing problems.
- Forbes ranked Rollins the No. 11 most entrepreneurial college in America in 2015.
- Rollins is home to Rally, an accelerator program that propels qualified social entrepreneurs to build their ideas into self-sustainable ventures within the Central Florida community.
- Rollins' social entrepreneurship program was the first in the world to earn accreditation from AACSB International, the world's leading association of business schools.
- International business professor Allen Kupetz is the founder of Kpartnerz Foundation, a Florida nonprofit focused on supporting students' startup ventures, and the co-founder of venVelo, a Winter Park-based venture capital fund dedicated to innovative companies in Florida.
- Adam Schwartz '11 '12MBA, the founder and CEO of multimillion-dollar startup FRESHeTECH, was recently named to Entrepreneur magazine's Entrepreneur 360 list and Forbes' 30 Under 30 list.
- In 2018, a team of Rollins students advanced to the finals of the Hult Prize, the world's most prestigious competition for social innovation startups.



Sam Sadeh '18 created an after-school coding program for fourth-graders at a local high-needs school that earned funding from Google's igniteCS initiative.

## Rollins is civic-minded.

Our faculty-led field studies, student-led Immersion programs, and initiatives in leadership and community engagement have won national recognition. Our innovative, interdisciplinary core curriculum allows students to engage with some of the world's most pressing issues. We're proud to be agents of change, in our backyard and around the world.

### Proof Points

- SPARC Day—the College's annual day of service—is meant to ignite interest and passion in first-year students, encouraging them to ask tough questions about themselves, others, and the issues facing communities in the 21st century.
- In the 12 years since SPARC Day was established, more than 8,000 Tars have contributed more than 32,000 hours of service to an average of 24 community organizations each year.
- For five consecutive years, Rollins has ranked in the top five nationally for the highest percentage of students who participate in alternative breaks.
- Rollins is one of just 37 colleges and universities in the world to earn Ashoka U's Changemaker Campus designation.
- In 2018, Skylar Knight '19 became the fifth Rollins student to earn Campus Compact's Newman Civic Fellowship, which recognizes and supports students committed to achieving social change.





Rollins prepared Rebecca Charbonneau '16 to thrive in postgraduate programs at Oxford and Cambridge, two of the world's oldest and most prestigious universities.

## Rollins is rigorous.

Rollins is a comprehensive liberal arts college committed to providing a transformative education in a healthy, responsive, and inclusive environment. We are dedicated to scholarship, academic achievement, creative accomplishment, cultural enrichment, social responsibility, and environmental stewardship. Our graduates leave Rollins as global citizens and responsible leaders empowered to lead meaningful lives and forge productive careers.

### Proof Points

- For 23 consecutive years, U.S. News & World Report has ranked Rollins among the top 2 regional universities in the South.
- Forbes ranked Rollins' Crummer Graduate School of Business the No. 1 MBA program in Florida and the No. 44 MBA program in the nation.
- College Consensus, a school rankings and student review aggregator, rated Rollins the No. 1 college in Florida in 2017.
- Rebecca Charbonneau '16 was one of just 35 U.S. students to earn a 2018 Gates Cambridge Scholarship. She is pursuing her PhD in the history of science at the University of Cambridge.
- Alyssa DeLucia '18 was one of 240 U.S. students to earn a 2017 Goldwater Scholarship, the country's most prestigious undergraduate science scholarship.
- In 2016, the Rollins College Debate Team won the National Parliamentary Debate Association's Novice National Championship Tournament.



Becca Wilson '18, an economics major and libero on the volleyball team, was the College of Liberal Arts' 2018 valedictorian.

## Rollins is committed to excellence on and off the field.

Rollins knows athletics is about more than winning games. It's about building relationships, developing character, and learning to lead. These traits help our student-athletes set the pace—in competition and in the classroom. With the highest academic success rate in the Sunshine State Conference, Rollins ranks among the nation's best in blending academic and athletic success.

### Proof Points

- Rollins has won 23 national championships, 91 Sunshine State Conference Championships, and 10 Sunshine State Conference Mayor's Cup Championships. Rollins has earned the Division II Presidents' Award for Academic Excellence for seven consecutive years.
- Rollins student-athletes have posted a cumulative GPA above 3.0 for more than 34 straight semesters.
- Julian Grundler '18, a chemistry major and goalkeeper on the men's soccer team, earned an NCAA Postgraduate Scholarship, a prestigious award given to student-athletes who excel in both academics and athletics.



Communications major Emma Webb '18 was a social media intern for Orlando Ballet, which each year draws as many as 100,000 people to downtown Orlando's Dr. Phillips Center for the Performing Arts.

## Rollins is ideally located to deliver a 21st-century liberal arts education.

Our idyllic residential campus is situated in the heart of Winter Park, a friendly cosmopolitan community on the edge of Orlando, one of the fastest-growing metro areas nationally and one of the most diverse and innovative cities in the U.S. Rollins grads are ready to lead anywhere in the world, but they don't have far to look for opportunity.

### Proof Points

- Rollins is consistently ranked among the country's most beautiful campuses. In 2015, the Princeton Review named Rollins the No. 1 most beautiful college campus in the nation.
- In 2018, Forbes ranked Orlando the No. 6 best big city in the U.S. for jobs and the No. 1 metro area with the most STEM job growth.
- Orlando was ranked the No. 1 city in the U.S. for job growth in 2015 and 2016 by the U.S. Department of Labor.
- WalletHub ranked Orlando as the No. 2 city for college students in the country and the No. 1 midsize college city in the U.S.
- WalletHub has ranked Orlando in the top 10 for internships per capita, and Rollins has an entire office dedicated to helping Tars secure the best resume-builders in The City Beautiful.
- More than 150 international companies representing 20 countries do business in the Orlando area.



## Rollins is a diverse and inclusive community of learners.

Rollins fosters a diverse and inclusive campus community and celebrates the open exchange of ideas within a climate of civility and mutual respect. We view differences—from race and ethnicity to sexual orientation and political perspectives—as rich opportunities for understanding, learning, and growth.

### Proof Points

- The Rollins student body includes students from more than 65 countries and more than 40 states.
- Rollins has an active Diversity Council and several other diversity-related organizations that promote multicultural awareness and inclusiveness.
- Rollins boasts more than 100 student organizations, from the Asian American Student Association and Black Student Union to Spectrum (LGBTQ+) and Voices for Women.



Shree Raj Shrestha '17, an Alford Scholar from Nepal, turned a summer internship at Amazon into a career at one of the world's biggest tech companies.

## Rollins is an engine of opportunity.

Rollins believes every student should have access to a transformative education. Through its College of Liberal Arts, Crummer Graduate School of Business, and Hamilton Holt School, Rollins offers an immersive learning experience to meet the unique needs of a wide array of students.

### Proof Points

- 85 percent of College of Liberal Arts students receive some form of financial aid.
- Each year at Rollins, students receive more than \$50 million in state, federal, and institutional resources.
- The average aid package for enrolling first-year students with demonstrated need is \$35,000.
- Rollins offers an array of partial merit scholarships that range from \$10,000 to \$30,000.
- Since 2005, Rollins has awarded more than \$16 million through the Alford Scholars Program.