



Enhancing MUS Workforce Narratives

- Messaging the MUS as “**Montana’s Workforce Development Engine**”
- Supplement (don’t replace) campus-based messaging
- Focus on system scale, statewide service, aggregate impact
- Emphases
 - **Quality**
 - **Flexibility & Innovation**
 - **Partnerships**
- Style
 - **Numbers & Stories**
 - **Campus & Community**
- Media – digital, physical collateral, consistent talking points
- Timeline Late Fall 2022- Early Fall 2023