



Brand Pillars

THINKERS & DOERS

Students armed with theory + practice; experiential learning

At UAFS, we value and appreciate the quest for knowledge, the spirit of academic exploration, and the open-ended pursuit of new meaning that has always been core to a “liberal arts” education. But theoretical exploration is just one part of a well-rounded and purposeful education.

To that end, we teach people to put theory into practice. Our students learn to apply their knowledge to real-world, career-driven pursuits. Our goal is for our students to compliment what they learn in the classroom with a collection of practical, hands-on, experiences that round out their portfolios and help them stand out to employers in a crowded field. As a result, our students land the job, and do it well. They join communities, then make them stronger. They see the future’s possibilities, then work to make them come true.

OPTIONS & OPPORTUNITIES

A breadth of academic options and related opportunities, utopia of learning for ALL types of students

UAFS has never really fit the mould of a typical university—and we’ve never really wanted to. Our passion isn’t to replicate how higher education’s always been done, but to redefine it for the good of our students. And we mean all of them. From high school seniors to senior professionals, first-generation students to second-chance underdogs, our goal has always been to provide each student with the most relevant education that honors their unique, personal situation and life goals.

That means providing an abundance of academic options, including a range of courses and credentials that include certificates, associate degrees, bachelor’s degrees, and master’s degrees; and an abundance of opportunities beyond the classroom.

This well-rounded, comprehensive, flexible, and dynamic set of options and opportunities lead to unbounded possibilities for all those who call UAFS home.

EMPOWERING

Committed to wildly successful students

At UAFS, we don’t just educate our students, we empower them to live outstanding lives. We hold an unwavering belief that every student has the capacity to achieve, and we make it our mission to help them see and then realize the possibilities within themselves.

Whether they’re working toward a new job, their first career, or looking to change the world, we propel them toward wildly successful futures and we arm them with the tools they’ll use to achieve more than even they thought was possible.

ROOTED IN OUR REGION

Community-builders; local/ties to the community

Over the decades, UAFS has established itself as an educational pillar and an economic engine for the River Valley. We’ve enjoyed and invested in a harmonious partnership with this region and with the state whose name we bear.

To be sure, we serve students from around the globe, but we are deeply and unapologetically rooted in this region and our local community. Our love for this community, its people, its business, and its culture contribute to a rich campus experience and to career opportunities for our students.

We take pride in contributing to this region, we are excited for the growth we’ll continue to share, and no matter how vast our horizons, the River Valley will always be our home.

THE PRIDE OF ARKANSAS

A caring, compassionate, supportive community

There’s a pride that comes with being a UAFS Lion. It’s not just the sense of confidence, assurance, and deep satisfaction in the accomplishment of a stellar education; it’s the presence of a tight-knit community that makes our pride special.

Our faculty take a personal interest in our students’ lives and their unique academic and career goals. Our diverse student body shares a strong respect for one another and learns from each other’s variety of life experiences.

We work together, play together, we hunt for new opportunities together. UAFS students have the confidence to roam, to explore, and to achieve amazing things for themselves and their families.

Brand Personality Traits

CONFIDENT

We do incredible things, and we’re rightfully proud of our accomplishments. And while we have every right to beat our collective chests every once in a while—and we will—we do it with respect for others and for ourselves. Strong and substantive, not gaudy and boastful. Remember, you’re a lion, not a peacock.

APPROACHABLE & DOWN TO EARTH

Yes, we’re intelligent and incredibly capable, but we’ll never speak down to anyone. We are part of this incredibly diverse community of learners. We stand with a broad range of people at all stages of their lives.

POSITIVE & OPTIMISTIC

Say what you will, but we believe there’s a lot more good than bad in this world. Of course we see and face life’s challenges, but you won’t find us dwelling on the negative for too long.

OPEN-MINDED

Sure we do a lot of teaching, but we revel in the fact that it’s a big world and there’s always so much more to learn. We learn from our students, from our peers, and from the universe we inhabit.

DETERMINED

We are passionately committed to our mission as an institution of higher education—we do important stuff here!—and we’ll let nothing get in the way of us serving our students, our community and the world at large.