

BRAND ESSENCE STATEMENT

Fort Hays State University (FHSU) is a member of the Association of American State Colleges and Universities (AASCU), a unique group of over 400 comprehensive, undergraduate and master-level public postsecondary institutions *with the assigned state mission of increasing access for talented students and citizens who desire an affordable high quality liberal and applied arts education.* AASCU institutions have been called “the people’s colleges” because of their efforts, in the memorable words of John F. Kennedy, to create “an aristocracy of achievement arising out of a democracy of opportunity.” FHSU takes pride in providing an exceptional university education and experience comparable to that found at outstanding private-sector institutions but at an affordable public-sector price.

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