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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