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Suggested Story Angles

1. *One-hundred-thirteen-year-old University launches first ever statewide awareness campaign with A Tradition of Different; includes new look to bring new focus to the university and relevance of liberal arts today.*

- New campaign distinguishes Science & Arts' role among other Oklahoma's higher education institutions and importance of having a strong public liberal arts university in the state of Oklahoma
- New logo and its significance
- New name: the university will now refer to itself as Science & Arts

2. *A growing number of would-be undergraduates are opting out of college after the pandemic accelerated the problem of affordability amid rising college costs nationwide.*

- Science & Arts offers a more affordable option compared to other state schools, coming in \$1,000-\$3,000 less a semester (Source: collegetuitioncompare.com)
- Science & Arts is ranked #7 on the [100 Most Affordable Small Colleges West of the Mississippi](#) list
- 92% of Science & Arts' students receive some type of financial aid.
 - [Fewer kids are going to college because they say it costs too much, 3/14/21](#)
 - A recent survey of high school students found the likelihood of attending a four-year school sank nearly 20% in last eight months — down to 53%, from 71%, according to ECMC Group, a nonprofit aimed at helping student borrowers.
 - A majority of students and parents now say affordability and dealing with the [debt burden](#) that goes with a degree is their top concern, according to The Princeton Review's [2021 College Hopes & Worries survey](#).
 - For college-bound students and their parents, a whopping 98% of families said [financial aid](#) would be necessary to pay for college and 82% said it was "extremely" or "very" necessary, The Princeton Review found.

3. *Families are questioning the return on their college investment.*

- Science & Arts liberal arts principles teach critical thinking, problem solving, leadership, and life skills that will serve the individual well in any career path or endeavor they undertake, providing a lifetime return on investment.
 - [The Value of a Liberal Arts Education in Today's World](#)
 - ...while many families are concerned with immediate ROI and degrees that command high starting salaries right out of college, [AAC&U's "How Liberal Arts and Sciences Majors Fare in Employment"](#) report found that by their 50s, liberal arts majors on average earn more annually than those who majored as undergraduates in professional or pre-professional fields.



4. **The relevance of liberal arts today and how liberal arts grads benefit employers.**

- Graduates are critical thinkers who have the confidence and flexibility to continually learn new skills and material for an increasingly evolving, globalized world.
 - [Now is the time to rethink undergraduate education in the liberal arts: We need to re-establish ourselves as the place where leaders are prepared for whatever possibilities the future presents. Here's how. BY JEAN-PAUL BOUDREAU | MAR 23 2021](#)
 - [Education: The evolution towards blending Arts and Science 24th March 2021 by Melani Nathan](#)
 - Steve Jobs said, "It's in Apple's DNA that technology alone is not enough – that it is technology married with liberal arts, married with the humanities, that yields us the result that makes our hearts sing".
 - A 2017 report by Dell Technologies says 85% of the jobs that will exist by 2030 have not been invented yet. This means that the world will require a workforce that is adaptable and understands the need for constant training and learning.
 - [The Value of a Liberal Arts Education in Today's World](#)
 - A liberal arts education is intended to expand the capacity of the mind to think critically and analyze information effectively. It develops and strengthens the brain to think within and across all disciplines so that it may serve the individual over a lifetime. Students choose a specific major when they attend a liberal arts college, but they are also required to take courses in a variety of disciplines, where there is a heavy focus on writing and communicating effectively.
 - *"The knowledge you learn about the subject of the course is its nominal benefit. It is like the stated moral at the end of a fable. The real substance of learning is something more subtle and complex and profound, which cannot be easily summarized – like the story itself. It has to be experienced, and it is as an experience that it becomes an integral part of the person. Learning how to learn by learning how to think makes a well-educated person."* - Art History Professor T. Kitao of Swarthmore
 - *"...in an age when parts or all of many jobs are constantly going to be exposed to digitization, automation, and outsourcing...it is not only what you know but how you learn that will set you apart. Because what you know today will be out-of-date sooner than you think."* -Thomas Friedman, *The World Is Flat: A Brief History of the Twenty-First Century*

5. **Independent High Schools across the nation continue to adopt interdisciplinary studies programs, further highlighting the relevancy of a liberal arts education today.**

- [Harvard-Westlake School](#) in Los Angeles, CA to [Phillips Exeter Academy](#) in Exeter, NH to [Casady School](#) in Oklahoma City, per the schools' curriculum guides.
 - In Fall 2021, all juniors at Casady School will participate in the inaugural [Interdisciplinary Studies Program](#).
- [Rejecting AP Courses](#)
 - "Collectively, we believe a curriculum oriented toward collaborative, experiential, and interdisciplinary learning will not only better prepare our students for college and their professional futures, but also result in more engaging programs for both students and faculty."