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Sept. 24, 2024

IMMEDIATE RELEASE

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Eastern Washington University is Now the Region's Polytechnic

EWU has officially launched its evolved brand positioning. As the region's only polytechnic, EWU is expanding on what it has done so well for so long – providing students with hands-on experiences that prepare them for professional success while supporting workforce needs and strengthening communities.

“Becoming the region's polytechnic will expand opportunities for students to have meaningful, hands-on learning experiences to enhance their liberal arts education,” says EWU President Shari McMahan. “Applied learning is already taking place in many programs, such as nursing and education, but we want all students to have access to these transformative experiences to better prepare them to succeed in today's workplace.”

The process of evolving EWU's brand positioning began in fall of 2023, with approval by the Board of Trustees and the subsequent forming of an Identity and Marketing Workgroup. The group, made up of faculty and staff volunteers, spearheaded research and campus forums to determine how to reflect EWU's role as a top regional university to prospective students, employers and the larger community.

After analyzing current and projected regional workforce data, reviewing survey results regarding the importance of experiential learning, and gathering input from faculty and staff across EWU's four colleges, the polytechnic model, defined as applied learning, was determined to best reflect the university's commitment to sustainable success. McMahan says this evolving process is “one which will help us fulfill our mission and strengthen our regional workforce.”

EWU is building on its longstanding commitment to students and communities in the following ways:

- EWU is adapting to meet current and future workforce needs, partnering with businesses and nonprofits throughout the region to align our academic offerings with employer demands.
- EWU is combining the state's lowest in-state tuition with a focus on creating access to degrees that lead to in-demand careers. (EWU offers majors in 19 of 20 of the fastest growing industries in the state.)
- EWU is removing obstacles and creating opportunities for social and economic mobility for the region's students, especially first-generation college students. (The New York Times ranks EWU as a top school for social mobility.)
- EWU is expanding industry partnerships to provide students with career-focused internships, co-op programs, and research opportunities to develop professional skills and connections. (Currently, 75% of students gain professional experience while attending EWU.)
- EWU is positioning students for the jobs of the future by adapting degree programs and launching new offerings in collaboration with our regional and state partners to prepare our students to meet critical workforce needs.

For additional information, please visit [EWU.EDU/Polytechnic](https://www.ewu.edu/polytechnic)

[For Photos and a video download click here.](#)