



BRAND Academy was established as a way to promote, motivate, and encourage students to become professionals. The mission statement is, *BRAND Academy seeks to provide a realistic perspective of professional development by encouraging and promoting individuality and core professional standards to Southeast Missouri State University students. This program is designed to help students highlight their individual talents and expand their network to launch their careers while in college.*

Key Program Objectives:

- 1. Identifying key skills and competencies**
- 2. Providing a sector analysis of students' desired industries**
- 3. Expanding the students' network**
- 4. Demonstrating professional behaviors**
- 5. Creating a foundation for individual careers**

BRAND is an acronym composed of words that align with the program's mission and objectives

B- Brilliance, excellence or distinction in physical or mental ability

R- Reality, the state of things as they are or appear, opposed to what one might wish them to be

A- Attitude, a manner of carrying oneself

N- Network, creating/ sustaining productive relationships for mutual support and development

D- Diligence, earnest and persistent application; steady effort

Plan of Action:

Provide 8 modules designed to represent core values such as **Professionalism**, **Work Ethic**, **Leadership**, **Networking**, and **Competence**. In addition to the 8 preparatory modules, there will be 2 initial meetings that are dedicated to the college experience and the importance of academic resources. The program will also provide mentoring opportunities along with career and academic guidance.

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