

 UNIVERSITY OF
OREGON   | May 26, 2026

LEAD WITH THE STORY, NOT THE LOBBY

Collegiate Information and Visitor Services Association
University of Oregon x Advent

WANT OUR
SLIDES?





**MICHAEL
LUNA**

**Associate Director of
Enrollment Partnerships
and Engagement**

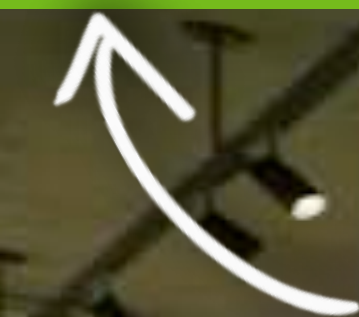


**GRACE
JOHNSON**

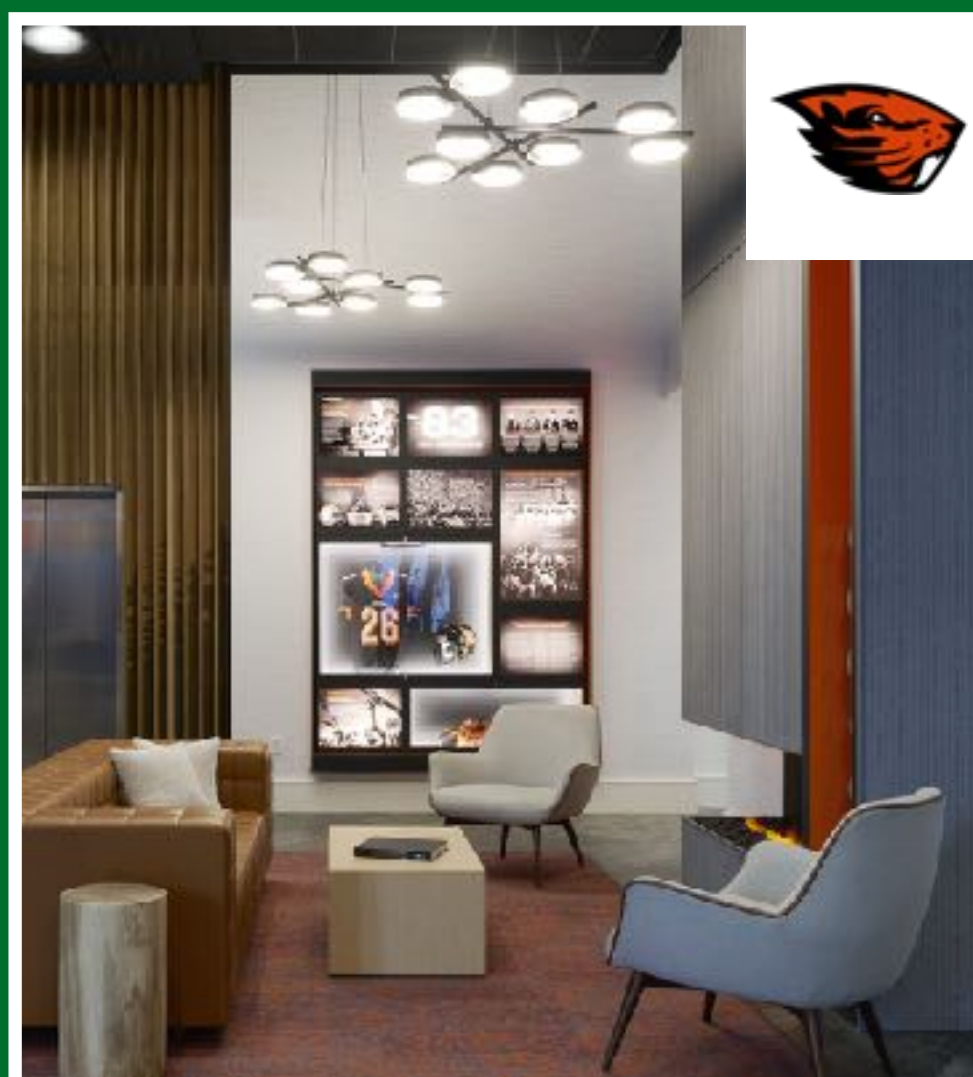
**Senior Client
Engagement
Manager**

UNIVERSITY OF OREGON | WELCOME CENTER

[CLICK TO LEARN MORE](#)



[ADVENT CREATES EXPERIENCES THAT **MOVE** PEOPLE]



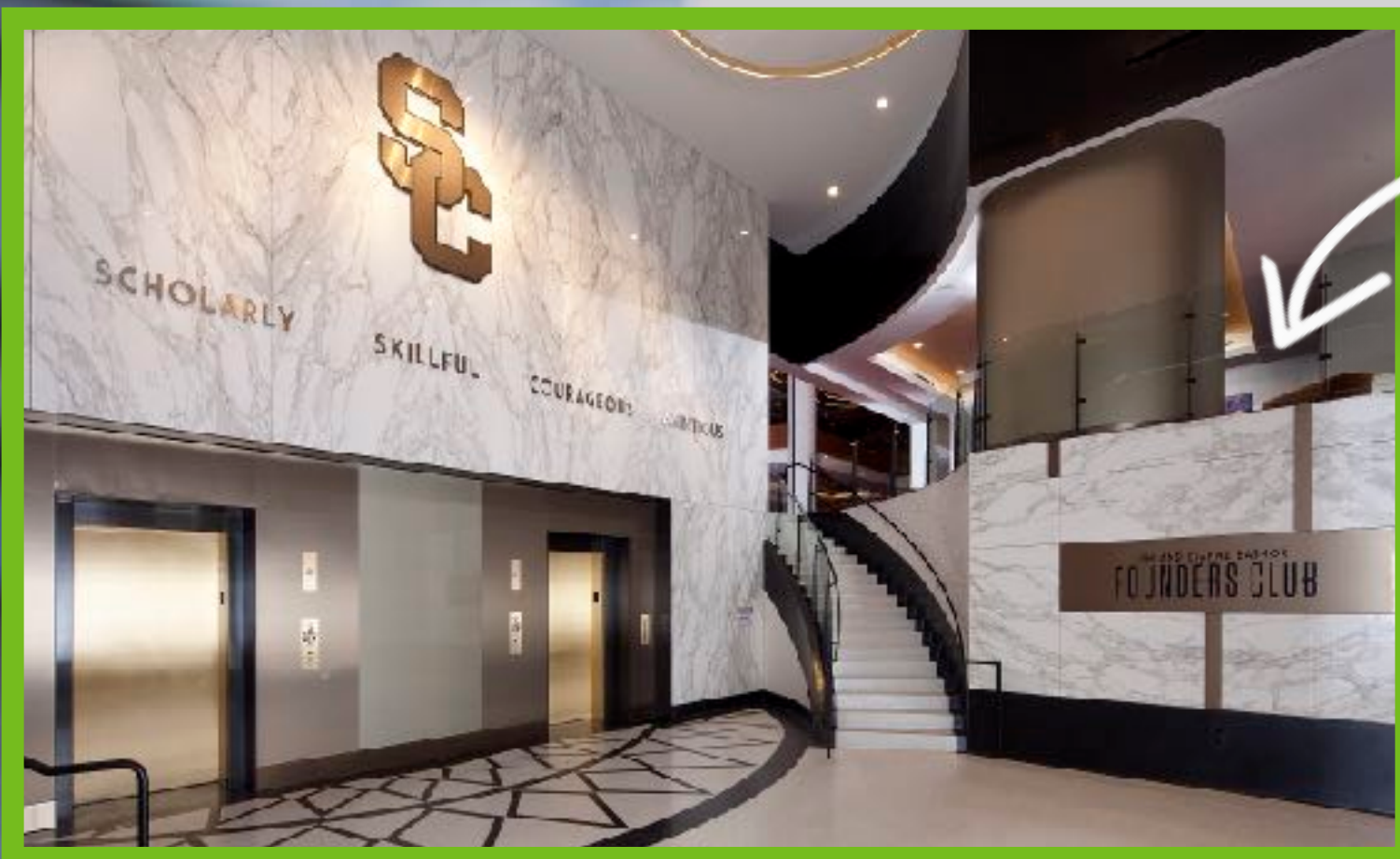
WE KNOW WELCOME CENTERS

CLICK HERE TO
LEARN MORE



ONE WORD.

“Inspiring diverse learners and advancing knowledge by addressing global challenges through inclusive education, research, and real-world problem-solving.”

[HOME](#)[ATHLETICS](#)[ACADEMIC](#)

CLICK THE
IMAGE TO
LEARN MORE
ABOUT
ADVENT'S
2025 COLLEGE
CHOICE STUDY

2025 COLLEGE CHOICE STUDY

DEEPENING THE INVESTIGATION IN THE
COLLEGE DECISION-MAKING PROCESS.

WHERE ARE YOU GOING WITH THIS?

01.

How do you uncover your story?

Tools and exercises to help you find your uniques and align your visit experience mission.

02.

How do implement your story?

University of Oregon's visit experience is unique and unmistakably true to who they are.

03.

Q + A

Yeah, okay, I've got questions.

First things first:

UNDERSTAND YOUR AUDIENCES

Go beyond demographics: *uncover motivations, emotions, and expectations*

KNOW YOUR AUDIENCE



**PROSPECTIVE
STUDENTS**

KNOW YOUR AUDIENCE(S)

**THE
CASUAL
PASSERBY**



**PARENTS &
SUPPORT
SYSTEMS**



ALUMNI

**THE
“GAMEDAY”
CROWD**

**HIGH SCHOOL
COUNSELORS**



**PROSPECTIVE
STUDENTS**

**GROUP
TOURS**

**LOCALS +
SURROUNDING
COMMUNITY**



**SPECIAL CAMPUS
GUESTS**



DONORS

**PROSPECTIVE
FACULTY +
STAFF**

KEEP THE MAIN THING THE MAIN THING

PRIMARY

SECONDARY

TERCIARY

APPEAL TO
LOGIC
AND REASON



T H I N K



F E E L



R E M E M B E R



D O

KEEP AND
SHARE

AN ACTION,
NOT A TRANSACTION

BUILDING
EMOTIONAL
CONNECTION

Second things second:

DEFINE YOUR DIFFERENTIATORS

Go beyond “community”: *gather authentic narratives*

STORYMINING



CLICK THE IMAGE TO
LEARN HOW
ADVENT UNCOVERS
THE STORIES
UNIQUE TO EACH
CLIENT

01.

How do you uncover your story?

Converse with students, faculty, administrators, and other key stakeholders

02.

How do you tell your story?

Synthesize emerging themes from those conversations

03.

How do your guests see themselves as the in your story?

Translate themes into tangible and interactive moments



ASK...THEN ASK WHY.

01. _____

If _____ University were no longer to exist, what would be the biggest void left?

What would the next generation of students/faculty be missing out on?

02. _____

Describe a memory that best exemplifies the mission of your university.

It could be an incident with a faculty member or an opportunity that came your way or a kindness bestowed to you by someone you came to know.

03. _____

What headline would you like to see written about your University?

STORY THEME

RADICAL CHAMPIONS

STORY ATTRIBUTES

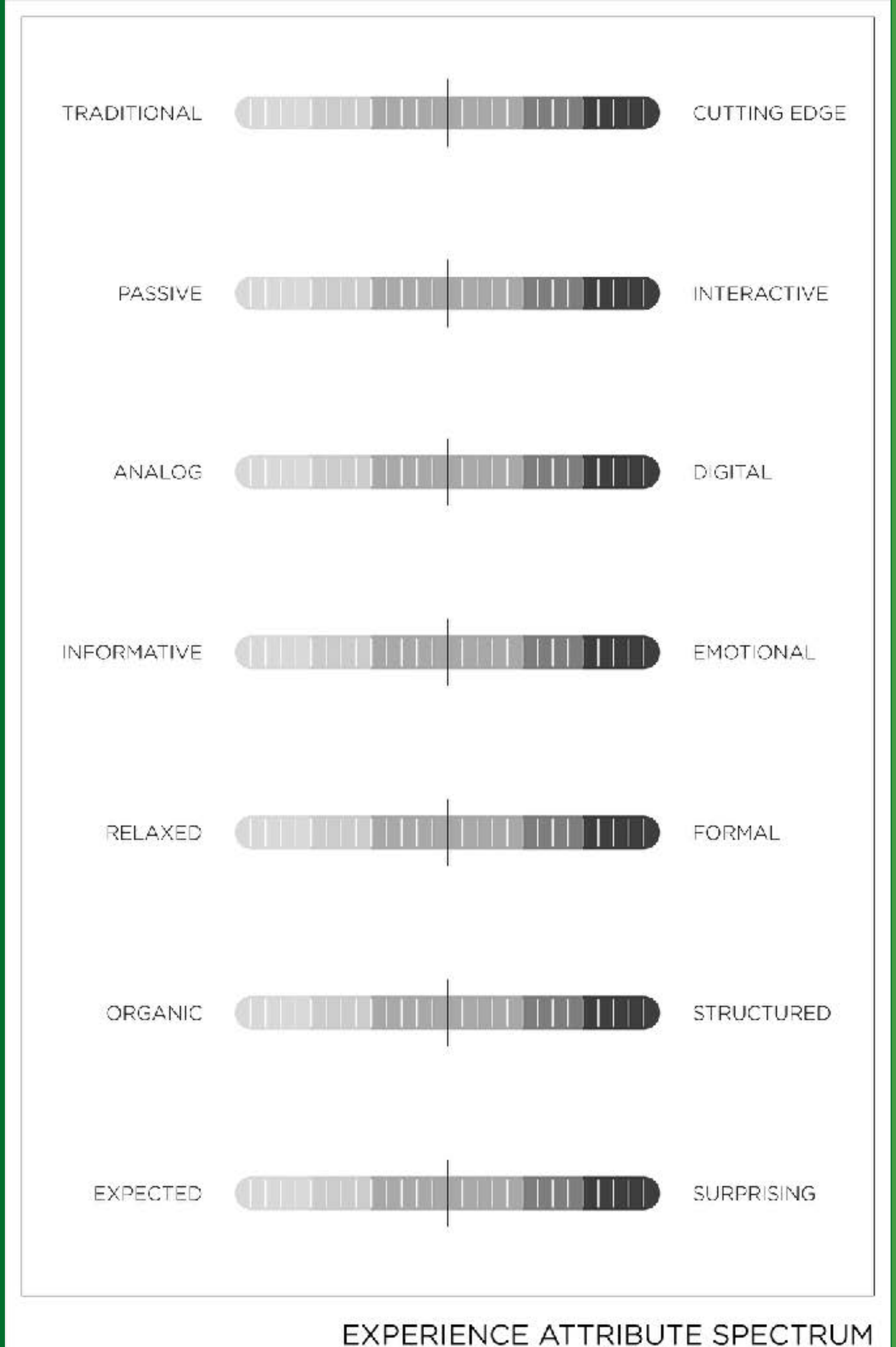
COMMUNITY
CREATIVE
HOSPITALITY
WORLD-CLASS
CHRIST-CENTERED

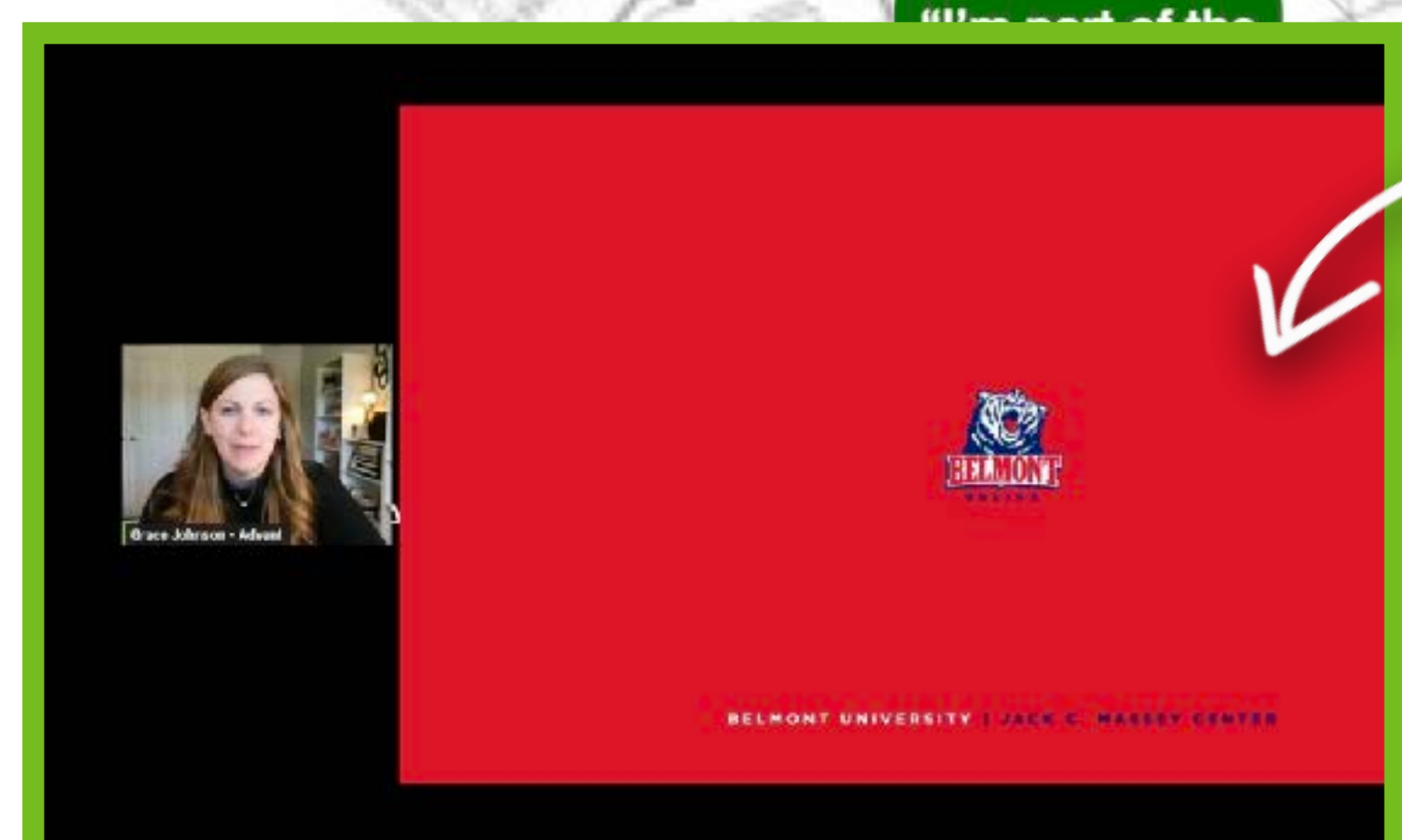
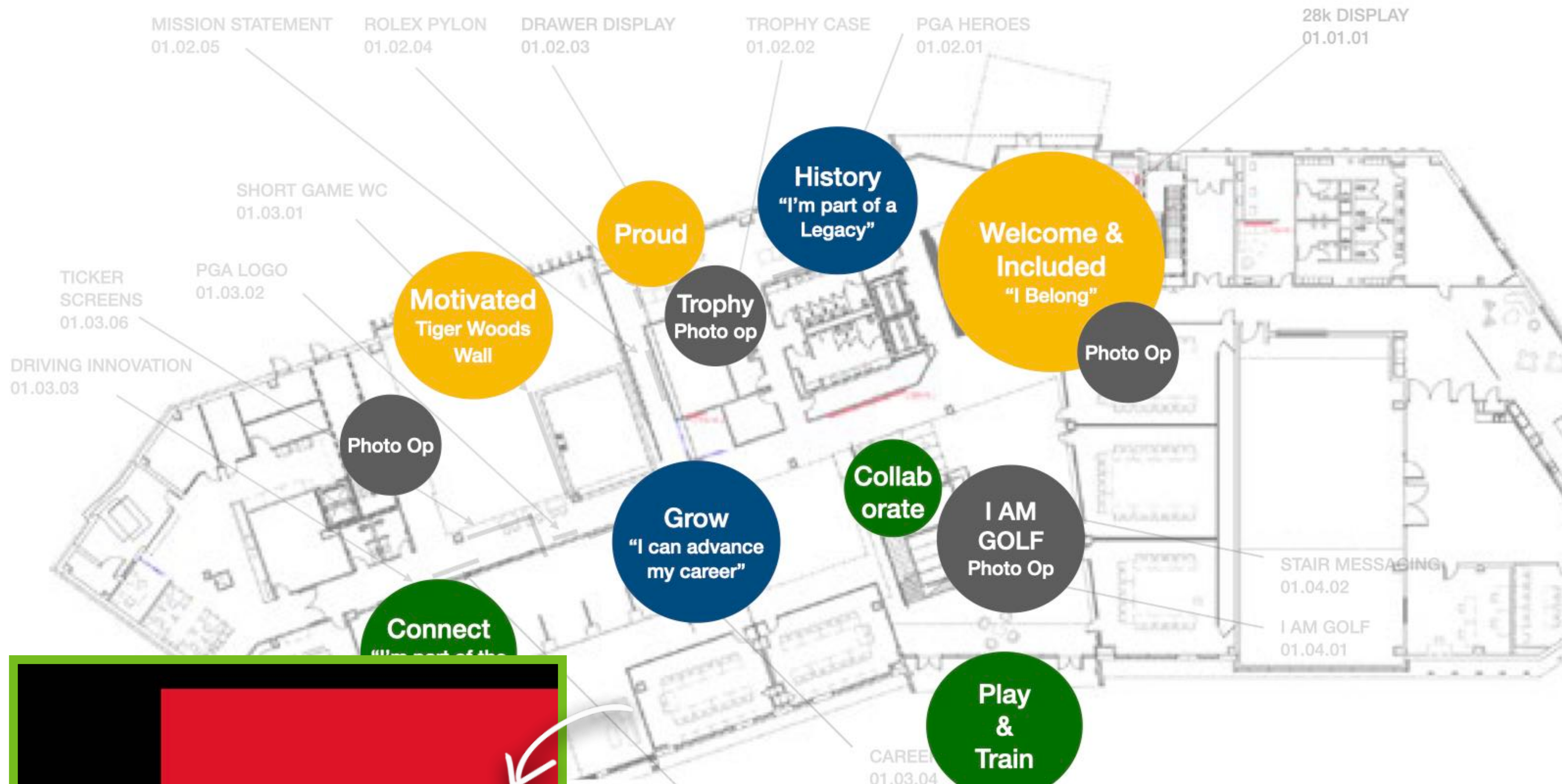
Third things third:

DETERMINE LOOK AND FEEL

Not just what your space looks like: *how are we
“living up” to what we aspire to be?*

EXPERIENCE ATTRIBUTES:
TRADITIONAL ↔ CUTTING EDGE
EXPECTED ↔ SURPRISING
ORGANIC ↔ STRUCTURED
RELAXED ↔ FORMAL
INFORMATIVE ↔ EMOTIONAL





CLICK THE
IMAGE TO
LEARN MORE
ABOUT THE
STORYMAP

Experience Key





Okay, now what?

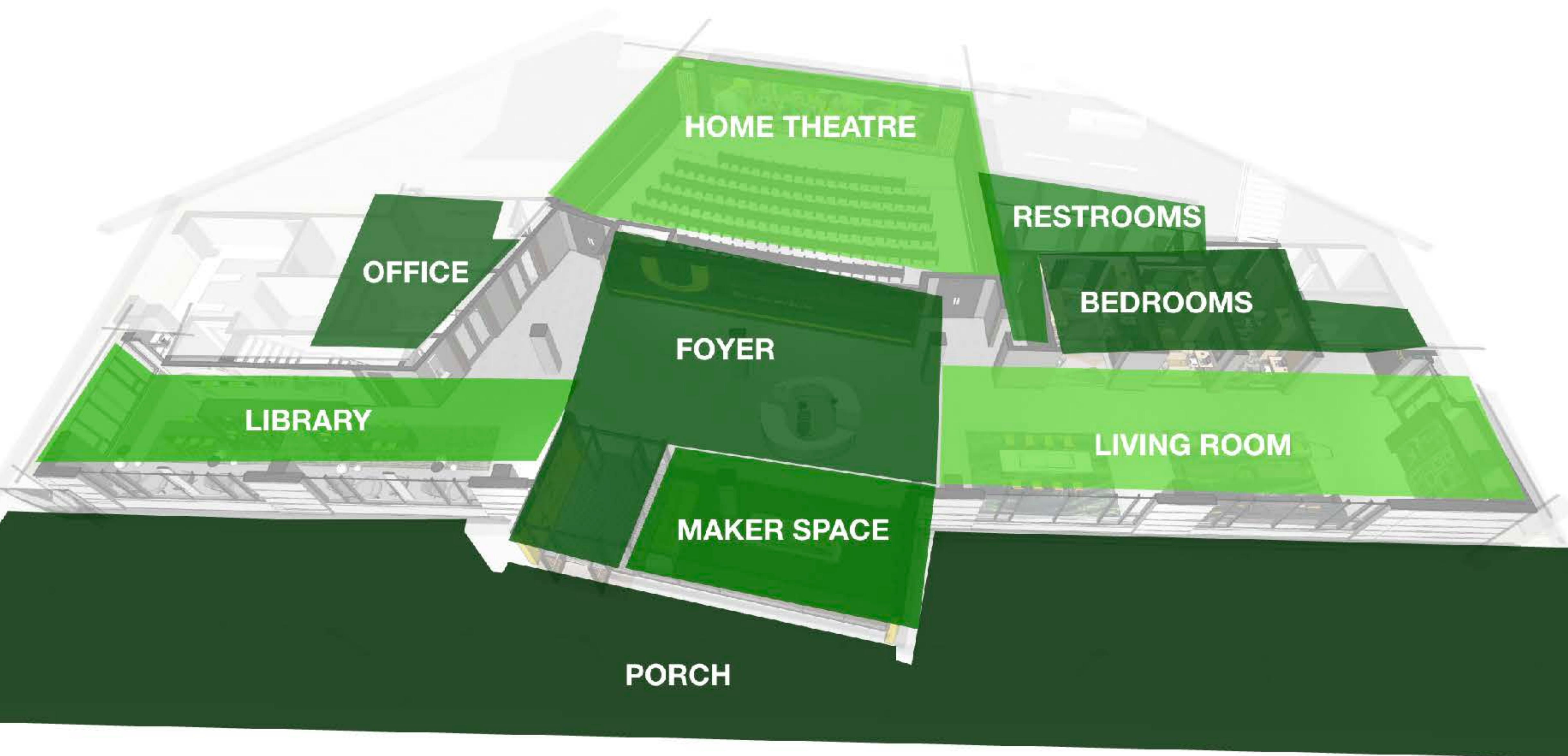
APPLYING WHAT YOU DISCOVER

The University of Oregon Student
Welcome Center: *in action*



UNIVERSITY OF OREGON | STUDENT WELCOME CENTER

EMERGING THEMES:
CURIOSITY, BELONGING, AND
NATURAL INSPIRATION













**ON FRIDAY
WE WEAR
GREEN**



**DUCK
FRIDAY**

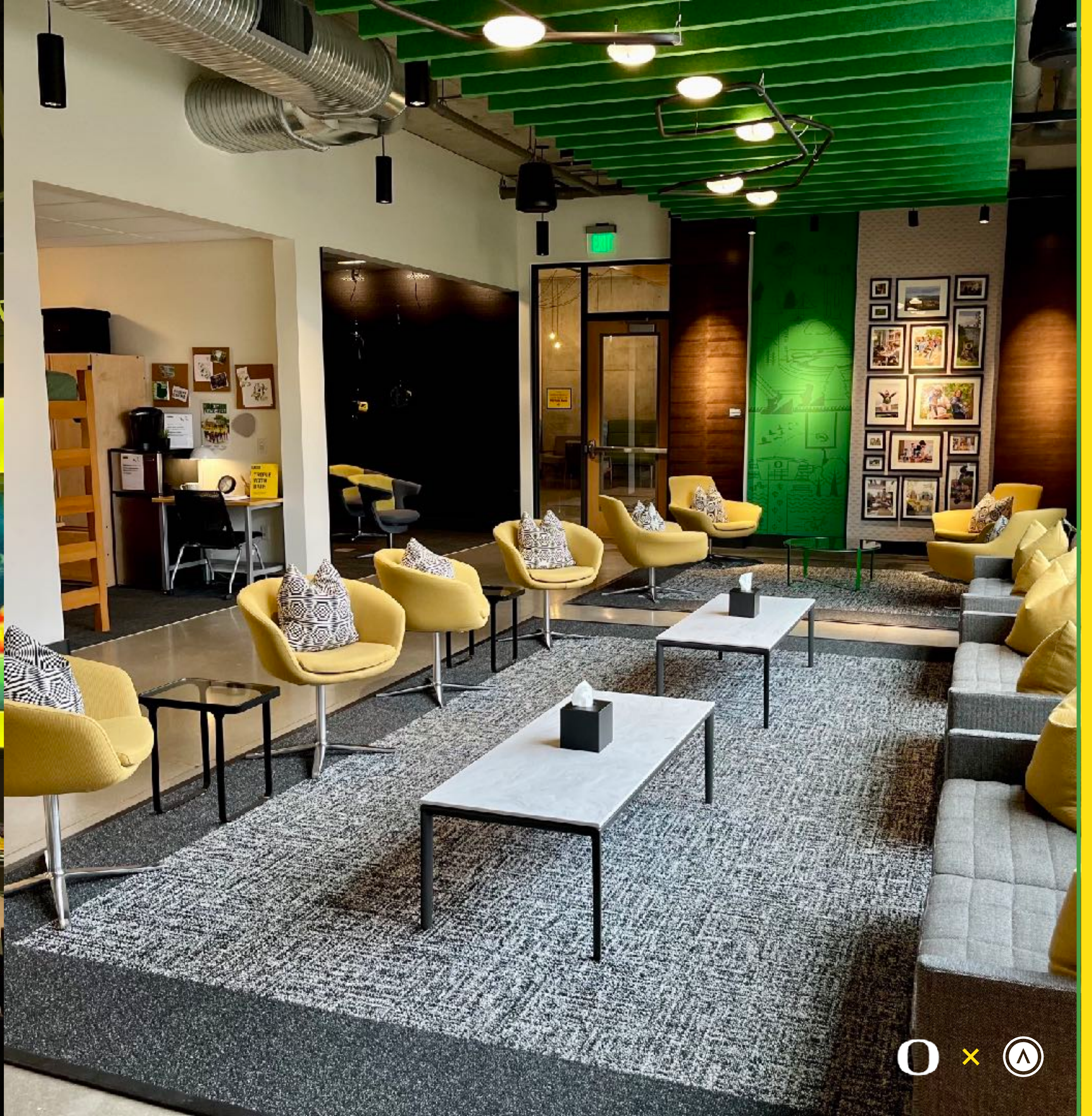
So, does it work?

EFFECTIVE STORYTELLING

The University of Oregon Student
Welcome Center: *the results*











**WHERE WE ARE
HAS A LOT TO SAY ABOUT
WHO WE ARE.**

This is our ecosystem. We're immersed in nature. It inspires us. It informs our decision and our innovation. The first recycling bills were drafted in Oregon. No supervision—sustainability is in our DNA. So is good coffee and fresh, locally grown food. Active isn't an afterthought, either. It's part of our lifestyle. We run on Pre's Trail, bike to school, and roll along 13th Avenue. We ski down mountains, float down rivers, and play along the beaches on the weekend. We wouldn't have it any other way. This is where you come to explore, learn into life, be anything you want. This is an adventure.

This is Oregon.

185,000

NO. 1

24

THERE IS SOMETHING ABOUT OREGON

ALRIGHT. REPEAT IT TO ME AGAIN:

01.

How do you uncover your story?

Tools and exercises to help you find your uniques and align your visit experience mission.

02.

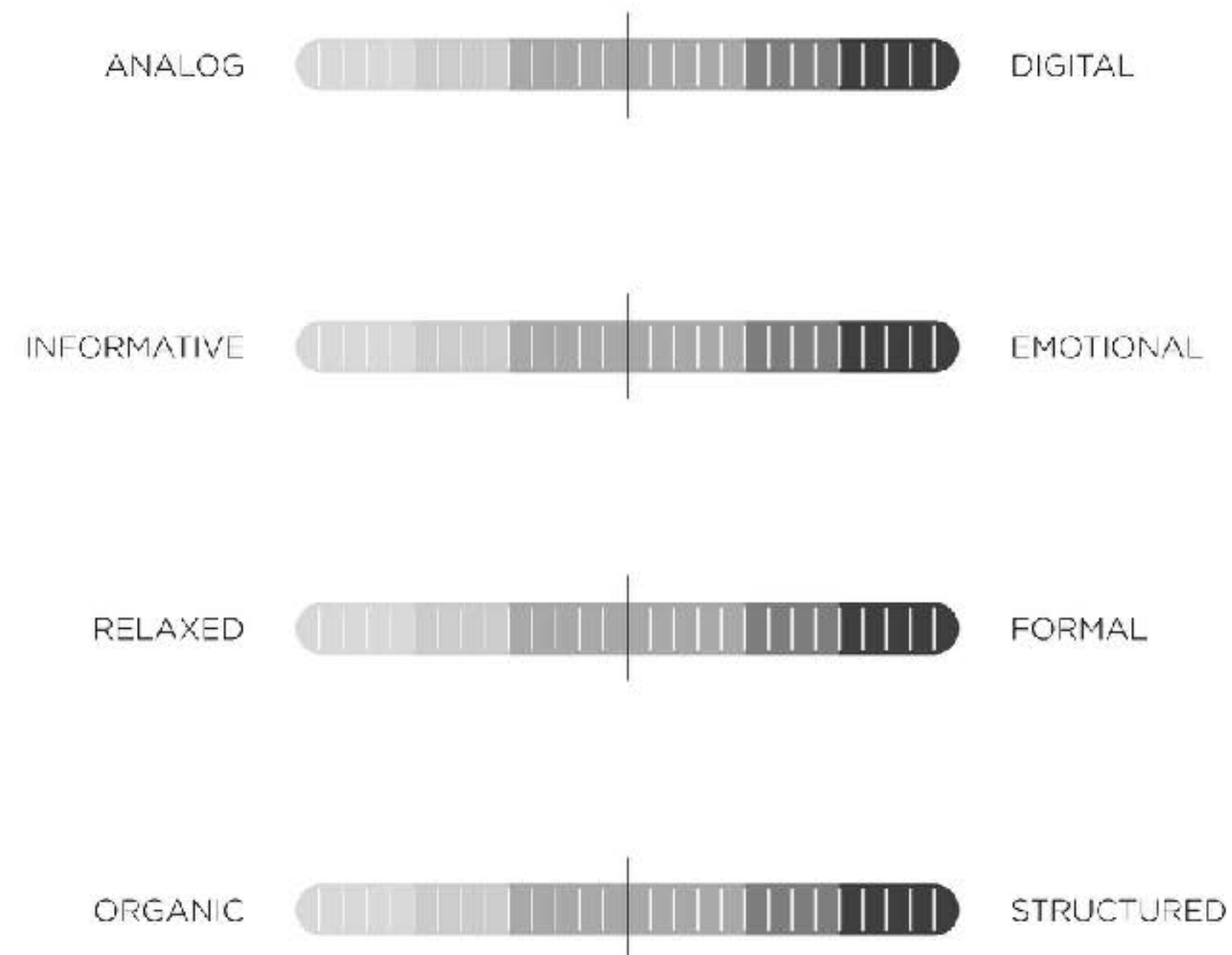
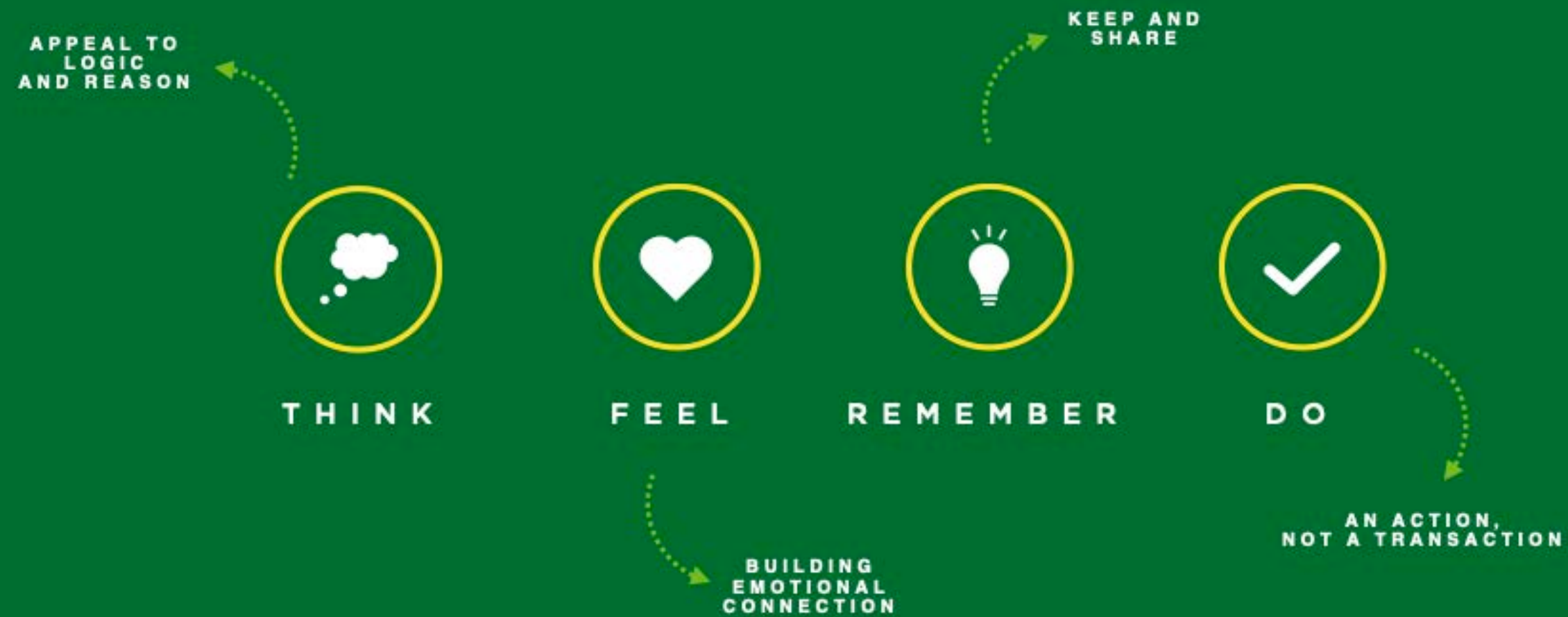
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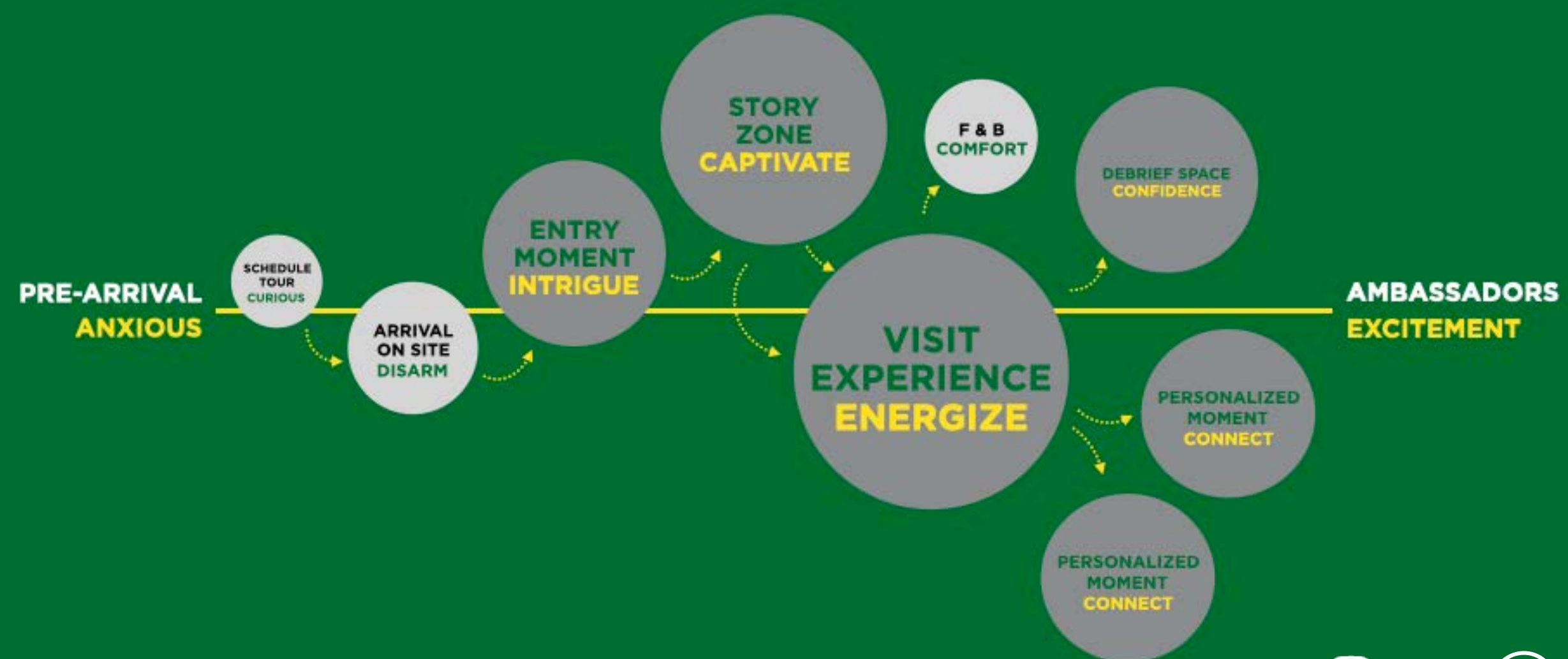
03.

Q + A

Yeah, okay, I've got questions.



O Michael Luna
COORDINATOR OF WELCOME EXPERIENCE







**MICHAEL
LUNA**

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**GRACE
JOHNSON**

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**GET IN TOUCH
WITH GRACE**



**WANT OUR
SLIDES?**



UNIVERSITY CLIENTS

Abilene Christian University	East Texas A&M University	Marquette University	San Jose State University	University of California-San Diego	University of Rochester
Alabama A&M University	Eastern Kentucky University	Martin Methodist College	University of Santa Clara	Univ. of California-San Francisco	University of San Francisco
American Baptist College	Eastern Michigan University	Maryville College	Shenandoah University	University of Colorado – Denver	University of South Alabama
Arkansas State University	Elon University	McNeese State University	Siena College	University of Evansville	University of South Carolina
Atlantic Sun Conference	Fairfield University	Meharry Medical College	Southern Methodist University	University of Georgia	University of Southern California
Auburn University	Fisk University	Miami University	Southern Utah University	University of Iowa	University of Tampa
Austin Peay State University	Florida Atlantic University	Michigan State University	Spring Arbor University	University of Kansas	University of Tennessee
Belmont University	Florida State University	Mississippi State University	St. Lawrence University	University of Kentucky	University of Tennessee Martin
Bethel College	Gallaudet University	Missouri State University	St. Louis University	University of Louisville	University of Texas at Arlington
Boston College	Georgia State	Middle Tennessee State University	St. Peters University	University of Maryland	University of Texas at Austin
Boston University	Gonzaga University	Murray State University	Stanford University	Univ. of Massachusetts-Lowell	University of Texas at Dallas
Bowdoin College	Harding University	NC State University	Stetson University	University of Memphis	University of Texas at San Antonio
Cal Bakersfield	Harvard University	New Mexico State University	Stony Brook University	University of Miami	University of the Pacific
Cal Northridge	High Point University	North Carolina State	Tennessee Technological University	University of Michigan	University of Utah
Calhoun Community College	Holy Cross	North Dakota State	Texas A&M University	University of Minnesota	University of Virginia
California Baptist University	IMG College LLC	Ohio State	Texas Christian University	University of Nebraska	University of Washington
Central Michigan University	Indiana State University	Ohio University	The State Univ. of NY at Buffalo	University of Nevada, Reno	University of Wisconsin
Centre College	Iona College	Old Dominion University	Trevecca Nazarene University	Univ. of North Carolina-Asheville	University of Wyoming
Clemson University	Jackson State University	Oregon State University	Trinity University	Univ. of North Carolina-Chapel Hill	US Army West Point
Coastal Carolina	James Madison University	Penn State University	Tennessee State University	Univ. of North Carolina-Charlotte	US Air Force Academy
Colgate University	Kansas State University	Pepperdine University	Tulane University	University of North Dakota	Valdosta State University
College of Charleston	Kennesaw State University	Pomona and Pitzer College	University at Albany	University of North Texas	Vanderbilt University
College of William & Mary	La Salle University	Prairie View A&M	University of Alabama	University of Northern Iowa	Villanova University
Colorado School of Mines	Liberty University	Princeton University	University of Arizona	University of Notre Dame	Virginia Commonwealth University
Colorado State University	Life Pacific College	Providence College	University of Arkansas	University of Oklahoma	Virginia State University
Columbia University	Lipscomb University	Purdue University	University of California-Berkeley	University of Oregon	Virginia Tech University
Creighton University	Louisiana Tech	Regis University	University of California-Davis	University of Pennsylvania	Washington University in St. Louis
Dartmouth College	Loyola New Orleans	Rice University	Univ. of California at Los Angeles	University of Pittsburgh	
Davidson College	Loyola University	Samford University		University of Richmond	