

# Copywriting & Messaging Toolkit

MCLA  
Phase 1, Final

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## ELEVATOR PITCH - LONG

We're the public liberal arts college in Massachusetts. That means the education and experiences we offer at MCLA elevate *you* as a whole individual, a leader, and a communicator, fully empowered to make your impression on the world.

Our classes are taught by educators who care deeply about teaching and about seeing their students thrive on every level, personally, academically, and professionally. We engage in the most relevant conversations of our time by bringing the most celebrated thinkers and speakers to campus through nationally known public lectures hosted by MCLA.

And if you haven't been to the Berkshires, we should talk. Our area is known for its majestic mountain ranges, hiking trails, and natural splendor. Economically, our region is resurging in a big way thanks to young and creative energy in North Adams and here at MCLA. Surrounded by some of the nation's most notable cultural landmarks as well as some of its most beautiful landscapes, MCLA is an incredible place to spend your college years.

Our graduates advance in their careers after MCLA. Nearly 93% of our graduates land jobs or get accepted into some of the finest grad schools in the country. Many earn competitive salaries in exciting fields, stemming from the many professional opportunities available to them, such as internships in major cities, leadership programs that reach all corners of the globe, and undergraduate research projects.

It doesn't matter where you're from or who you know before you get here. At MCLA, we're here for *all* — and focused on *each* — of our students, to make a lasting impression on people's lives.

## ELEVATOR PITCH - SHORT

We're the public liberal arts college in Massachusetts. In nearly every way possible, the experience at MCLA is designed to elevate *you* as an individual, a leader, and a communicator, fully empowered to make your impression on the world.

Our classes are taught by educators who care deeply about teaching and about seeing their students thrive on every level, personally, academically, and professionally. We engage in the most relevant conversations of our time by bringing the most celebrated

thinkers and speakers to campus through nationally known public lectures hosted by MCLA.

Located in the Berkshires, our area is known for its mountain ranges, hiking trails, and panoramic views. Our home town of North Adams is brimming with young, creative energy and the regional economy is booming as a result. MCLA graduates excel in their careers, many advancing rapidly to earn competitive salaries in exciting fields, stemming in part from the professional opportunities available to them, such as internships in major cities, leadership programs that span the globe, and undergraduate research projects. Nearly 93% of our graduates land jobs or get accepted into some of the finest grad schools in the country.

Here for *all* — and focused on *each* — of our students MCLA makes a lasting impression on people's lives.