



UNIVERSITY OF
DETROIT MERCY



STRATEGIC BRAND & GROWTH PLATFORM • 2026

RISE ABOVE.

This isn't a rebrand. It's a reckoning about what a university is actually worth — to a student, a family, a city, and the culture watching it rise.



A JESUIT AND MERCY UNIVERSITY

MEN AND WOMEN FOR OTHERS

udmercy.edu



A JESUIT & MERCY UNIVERSITY

TO GROW DETROIT MERCY INTO THE FUTURE OF WHOLE-PERSON LEADERSHIP AND EDUCATION.

One powerful brand. Multiplying impact across **reputation**, **philanthropy**, and **lifelong engagement**.

ELEVATE OUR REPUTATION.

Position Detroit Mercy as America's leading university for whole-person leadership.

INSPIRE LIFELONG ENGAGEMENT.

A brand that creates pride, connection, and belonging — for life.

FUEL CAPITAL & IMPACT.

A compelling story that drives philanthropy and multiplies investment.

ATTRACT THE BEST.

A magnetic brand that draws exceptional students, faculty, partners, and opportunities.

A STRONGER STORY. A GREATER IMPACT. AN UNSTOPPABLE FUTURE.

Advancing our mission. Transforming lives. Building Detroit and beyond.

THIS MOMENT IN TIME

A RECKONING IN HIGHER ED.

—576K

Fewer high-school graduates projected by the 2030s — hits the Midwest hardest

76%

Of learners expect a school to spell out career outcomes before enrolling

100+

Small private & regional colleges flagged at risk of closure or merger

36.8M

Adults hold college credit but no credential — the “comeback” market

The question has flipped — from “Is this prestigious?” to “**Is this worth it**,” and will it make me into someone?”



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AN UNSTOPPABLE FUTURE.

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THE FULL PICTURE

OUR FOUNDATION IS STRONG. THE NEED IS GREATER.

Our outcomes prove what we do works. But the world is asking for more than preparation — it's asking for **leadees of character, purpose and compassion**. That's the deeper promise behind every number.

#36

WSJ / College Pulse 2026

up 7 spots,
top 50 in the nation

#22

U.S. News Best Value 2026

up from #28

#27

Social mobility, of 584 schools

up from #39

Top 9%

Nationwide for graduate
career earnings
(Georgetown CEW ROI)

THE FOUNDATION: PROVEN PREPARATION

Our academics, outcomes and career results set a strong **foundation** for student success.

THE GAP: BEYOND PREPARATION

Today's world demands more — leaders who are **whole, principled** and **ready to serve**.

THE OPPORTUNITY: FORMATION THAT TRANSFORMS

We must intentionally invest in formation, mentoring and experiences that shape **who students become** — not just what they achieve.

BEHIND EVERY NUMBER IS A PERSON. **BEHIND EVERY PERSON IS A PURPOSE.**

Let's lead with the whole person in mind — and invest in leadership and formation that transform lives and communities.

WHAT NOW MATTERS MOST

STUDENTS, PARENTS, ALUMNI & EMPLOYERS ARE ASKING NEW QUESTIONS.

STUDENTS WANT

Meaning and money,
not one or the other.

Mentors who know their name.

To matter — to a city,
a cause, a community.

Proof their future
won't drown in debt.

PARENTS WANT

ROI they can defend
at the dinner table.

Safety, support, a place
that catches their kid.

Values — character,
not just transcripts.

A clear line from tuition
to career.

ALUMNI WANT

Renewed pride in
what their degree stands for.

A connection to **purpose**,
people, and **place**.

Ways to give back
that create **real impact**.

To see the next generation
carry the **mission** forward.

EMPLOYERS WANT

Judgment, ethics & communication—
not just technical skills.

People who **lead** under pressure.

Work-ready from day one.

Resilience and grit
they can't train fast.



THE CONVERGENCE: ALL FOUR ARE SEEKING THE SAME THING —
A WHOLE, CAPABLE, PRINCIPLED HUMAN BEING. NO ONE OWNS THAT PROMISE YET.



UNIVERSITY OF
DETROIT
MERCY

A JESUIT & MERCY UNIVERSITY

THE POSITIONING

FOR AMBITIOUS PEOPLE WHO REFUSE
TO CHOOSE BETWEEN **GETTING AHEAD**
AND **DOING GOOD**, UNIVERSITY OF
DETROIT MERCY FORMS **WHOLE LEADERS** —
PAIRING RELENTLESS RIGOR WITH
JESUIT AND MERCY CONSCIENCE.

WE FORM WHOLE LEADERS FOR WHAT THE WORLD NEEDS MOST.

BRAND KEY

RIGOR

Demanding academics, real credentials, outcomes that compound.

RTB: #22 VALUE · TOP-9% ROI

MENTORSHIP

You are known here. 12:1 ratio; faculty who become mentors for life.

RTB: SMALL CLASSES, REVIEW AFTER REVIEW

MERCY

Leadership with conscience — service, ethics, character.

RTB: JESUIT + MERCY CHARISM

RISE

From Detroit to anywhere; mobility made real.

RTB: #27 SOCIAL MOBILITY



A JESUIT & MERCY UNIVERSITY

TITANS RISE

This is more than a moment.
It's a movement.

At Detroit Mercy, we rise as **whole leaders** —
formed in mind, heart and spirit.

We lead with **purpose**, serve with **compassion**,
and pursue **excellence** that lifts others.

Titans Rise is our promise to the world:
we don't just prepare for tomorrow.
We rise to **transform** it.

Whole leaders. Made to rise.



FORM THE FUTURE.

The future isn't something we wait for.
It's something we **form**.

At Detroit Mercy, formation is the **foundation**
for everything we do.

We form whole leaders—people of competence
and character, prepared to serve, to innovate,
and to build a better world.

Strong foundation.
Limitless potential.
Lasting impact.

