



University of
Dayton

WE EXPLORE
IDEAS IN

Every Direction

HERE, OUR SPIRIT IGNITES A BOUNDLESS CURIOSITY THAT DRIVES
US TO THE FURTHEST REACHES OF HUMAN KNOWLEDGE.

It adapts as we make discoveries. It pivots in bold new directions in response to change. And it refracts into a spectrum of thoughts and ideas that leads us down unexpected avenues of exploration. From engineering aircraft parts out of dust to unraveling the complex causes of age-related disease, we go forth to challenge the notions of what a university can do. Because Flyers bravely face the uncertain, we forge ahead into darkness until we can see.



WE
SHATTER
EXPECTATIONS
WITH
CARE

➡ Because good intentions are only as powerful as the actions they inspire, we focus our knowledge to make the greatest impact. We travel around the world to champion human rights. We change the way society views itself by unpacking the psychology of our deepest personal narratives. We leverage business to address urgent health care issues in our state and around the country. The most complex problems require us to go beyond the easy answers, so we hone our thinking with a laser focus that cuts a path for those who follow.

FOCUS

TOGETHER, WE

GLOW

Because we seek to serve wherever we are needed and learn from those we serve, our vision radiates outward and our impact spans the globe. We follow our faith—wherever it may lead—to engineer solutions to the most vital humanitarian problems abroad and at home.

**JUST AS TWO FLAMES BROUGHT TOGETHER
BECOME A GREATER WHOLE, THE UD COMMUNITY
BRINGS TOGETHER THE POWER OF GOOD UNTIL IT
SHINES LIKE A BEACON FOR THE WORLD TO SEE.**



*HOW DO YOU HARNESS
A GLIMMER OF
HOPE?*

*Founded in 1997, The
University of Dayton Human
Rights Center has given our
light a purpose.*

By creating the world's first human rights undergraduate program, we're helping Flyers tackle some of this century's most dire social justice issues. And together, we're working to create a world where all are free to flourish. Because we can only sow peace through service to those in need, we work to live our service at every opportunity and we spread our spirit far and wide. Where the world sees the impossible, we find answers. Where there is discord, we build kinship. And where there is darkness, we see hope.

MATTHEW HARY
FOUNDER OF LIGHTSITE PROJECT

OUR FAITH MOVES

MOUNTAINS

OUR RESEARCH MOVES

MARS ROVERS

At the University of Dayton, we do the impossible. And then we do it again.

From turning algae into biofuel to designing lasers for surgical treatments, we don't just imagine a world of possibilities, we build one. Whether we're prototyping drones to airlift emergency equipment or powering the Mars 2020 Rover, we work in the space between inspiration and impact, where great solutions strike. Because big ideas can vanish as quickly as they appear, we capture that flash of brilliance, like lightning in a bottle, and we bring it to life.

NEW YORK
10.15.18

**LEARNING BY FAILING:
CREATIVITY IN
EVERYTHING**

Where does inspiration come from? Is creativity innate or is it learned? How can lateral thinking transform the way we think about our careers, our cities, the world?

This Beacon lecture event will bring some of Dayton's top minds to Manhattan for a day of insight and collaboration.

YOU'RE INVITED TO
BEACON
by the University of Dayton

Inspiring talks that bring today's brightest ideas to light, from the University of Dayton and beyond.

**AROUND
THE
COUNTRY**

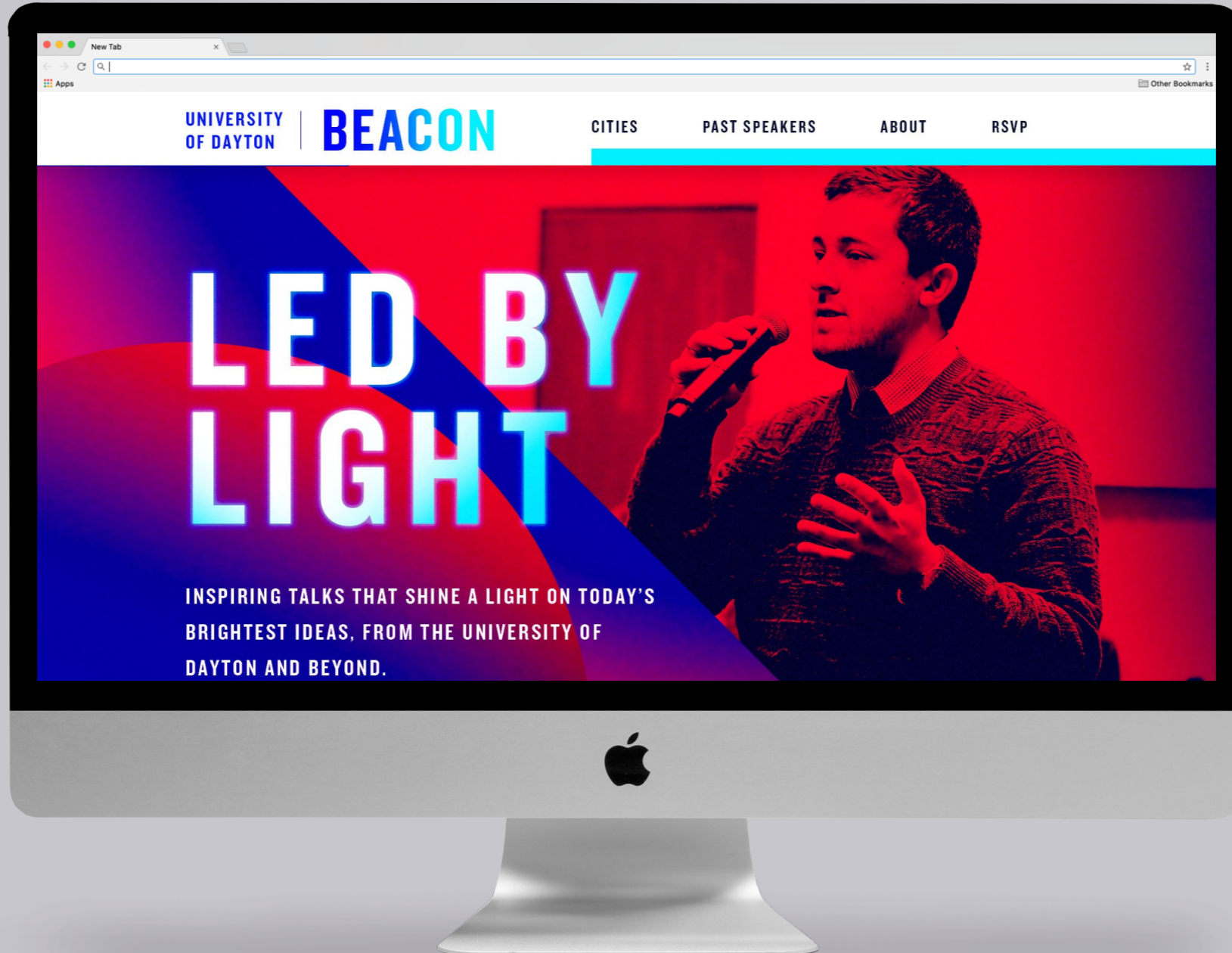
CHICAGO - 11/15/18

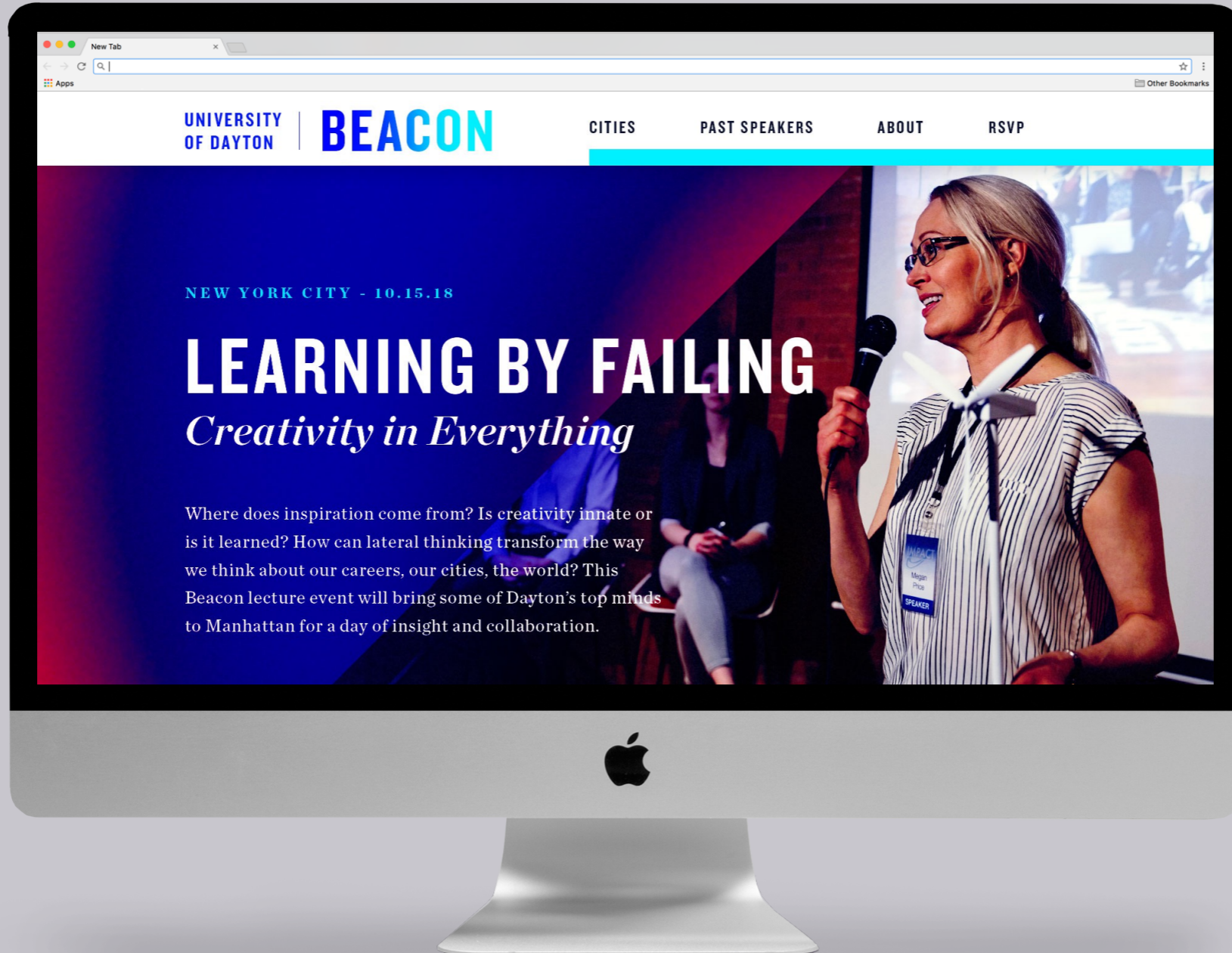
**LEADING BY LISTENING:
ENGINEERING,
SUSTAINABILITY, AND THE
CHANGING COMMUNITY**

SAN FRANCISCO - 12/15/18

**SERVICE THROUGH
SOFTWARE: TECH, ETHICS,
AND ENTREPRENEURSHIP**

VISIT UDAYTON.EDU/BEACON
TO RSVP





UNIVERSITY
OF DAYTON

BEACON

CITIES

PAST SPEAKERS

ABOUT

RSVP

NEW YORK CITY - 10.15.18

LEARNING BY FAILING

Creativity in Everything

Where does inspiration come from? Is creativity innate or is it learned? How can lateral thinking transform the way we think about our careers, our cities, the world? This Beacon lecture event will bring some of Dayton's top minds to Manhattan for a day of insight and collaboration.





BUT BEFORE YOU CAN FLY,
YOU HAVE TO TAKE A



Leap of Faith

BECAUSE THIS COMMUNITY IS
BUILT FROM AN INTERSECTION OF
BACKGROUNDS AND EXPERIENCE,
WE NEED YOUR VOICE.

*We need your perspective.
We need you here.*

NOW, IT'S YOUR TURN TO
SEE HOW FAR YOU'LL GO.

*To create a lineage of achievement
beyond all expectation. To discover
your calling in a community that
strives for the common good.*

FLYERS GO TO
INCREDIBLE HEIGHTS.

*But it's the **attitude**, not
the **altitude**, that takes
us further.*



ALL

THE UNIVERSITY OF DAYTON'S HUMAN RIGHTS UNDERGRADUATE PROGRAM IS THE FIRST OF ITS KIND

Founded in 1998, the program works to promote the dignity of all people, empowering students to study and put an end to the systems of injustice that impact the poor and persecuted around the world. Through experiential learning, research and engaged service, students travel to communities near and far to understand the complex issues that affect marginalized communities. In concert with UD's Human Rights Center, we're working with organizations of all sizes to advance the conversation surrounding action and equality to create a more just world where all are free to thrive.

STUDENT ORGANIZATIONS



HUMAN RIGHTS WEEK (HRW)

Students partaking in Human Rights Week design, plan and implement an annual weeklong series of events to expose, educate, and create discussion opportunities for the UD community on human rights issues.



CONSCIOUSNESS RISING (CR)

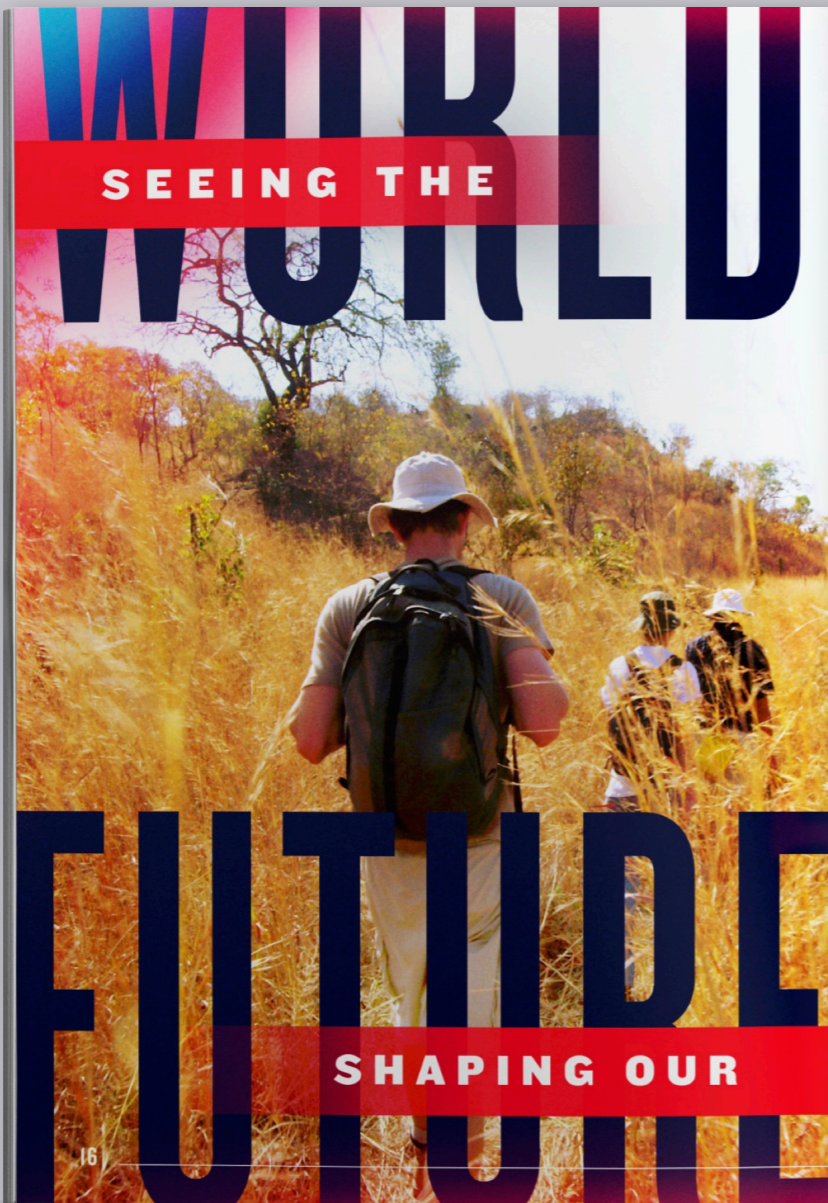
In Consciousness Rising, students partake in events throughout the year to raise awareness on sex trafficking and the hyper-sexualization of culture; the invisibility of privilege; racial divides in America; and corporate social responsibility.



DETERMINED TO DEVELOP (D2D)

Founded by University alumnus Matt Maroon '06) This chapter of the NGO actively educates the campus community about human rights and development needs in Malawi by holding weekly events and an annual fundraiser.





WORLD

SEEING THE

FUTURE

SHAPING OUR



LIKE MANY FLYERS, CARLOS RODRIGUEZ'S PATH TO UD BEGAN WITH AN OUTSTRETCHED HAND.

"Between my junior and senior year of high school I went to Malawi and met UD students in the same program I'm doing now," Carlos says. "They told me to check out UD and, I fell in love with it." Now, he's returning that welcoming spirit. Currently pursuing a double major in human rights and psychology, Carlos's commitment to his work has taken him to India, Zambia, Malawi, El Salvador and beyond. At UD, Carlos is able to combine his passion for social justice with his love for travel in pursuit of his calling. "I want to open a nonprofit," he says, "that ensures individuals with special needs have basic human rights in developed and developing countries."

UD's Human Rights undergraduate program is driven by students like Carlos. Whether they're traveling abroad or working to create community gardens for underserved populations in Dayton, they work for justice wherever they go.

GENERATE GREATNESS

AS #1 IN THE NATION FOR MATERIALS R&D,
OUR HOME IS A POWERHOUSE.





UNIVERSITY of DAYTON

CULTIVATE COMPASSION

Sometimes what looks like a community garden can also be grounds for important research, and a place for residents to reclaim their neighborhood. Located less than two miles from the University of Dayton's campus, the Twin Towers community has been underserved for years, with 63% of children living below the poverty line. It has long been considered a food desert, but all that changed when Dayton's Haley Sustainability Institute broke ground on Lincoln Hill Gardens.

In just one year, Lincoln Hill Gardens produced nearly two tons of food for 80 nearby families, and gave residents a space to work together toward a common goal. It also provided the opportunity for Dayton students and researchers to participate in projects focused on sustainability and meeting the needs of a community. And as our work for one community benefits the world at large.

OUR HOME IS A POWERHOUSE.

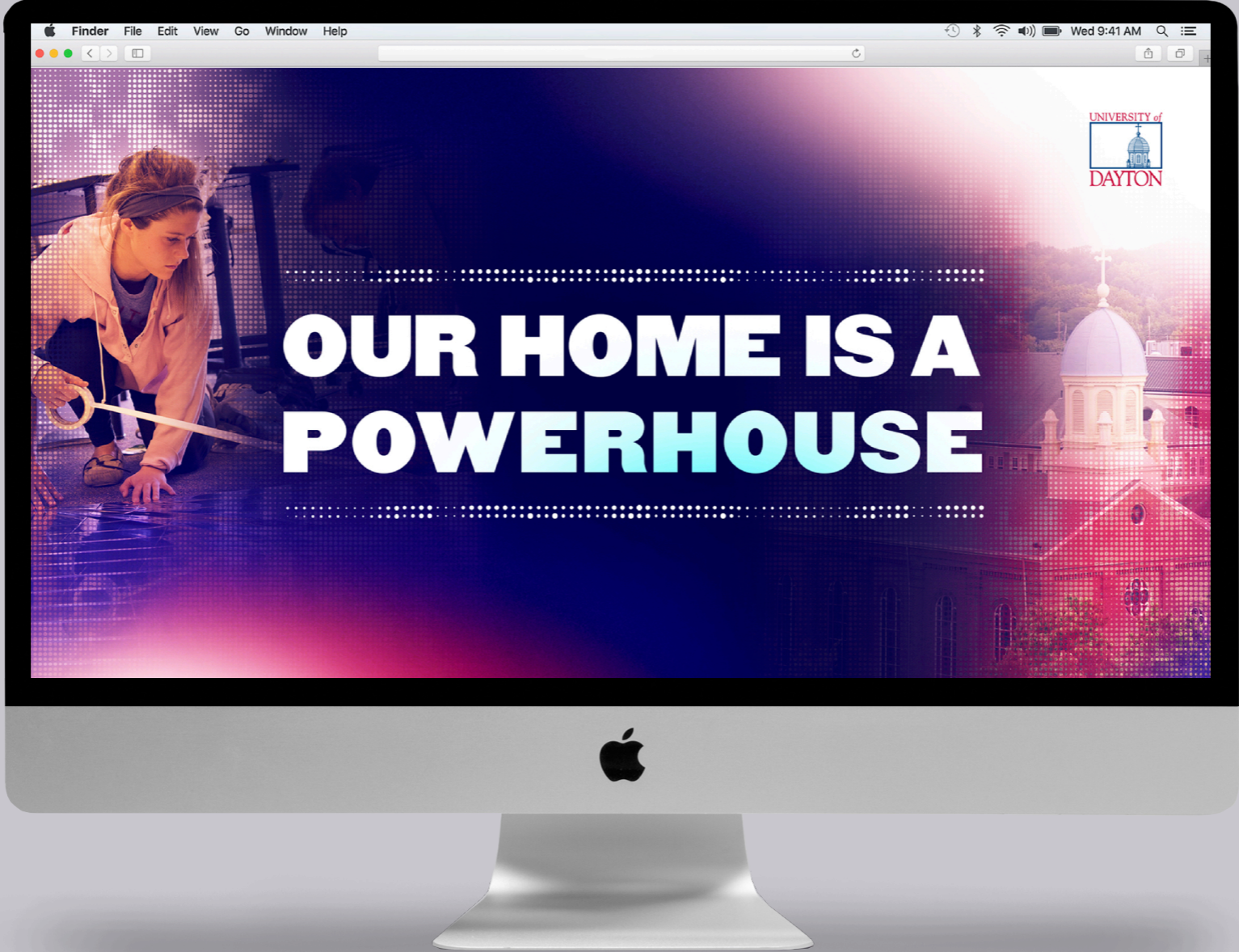
UDAYTON.EDU/POWERHOUSE

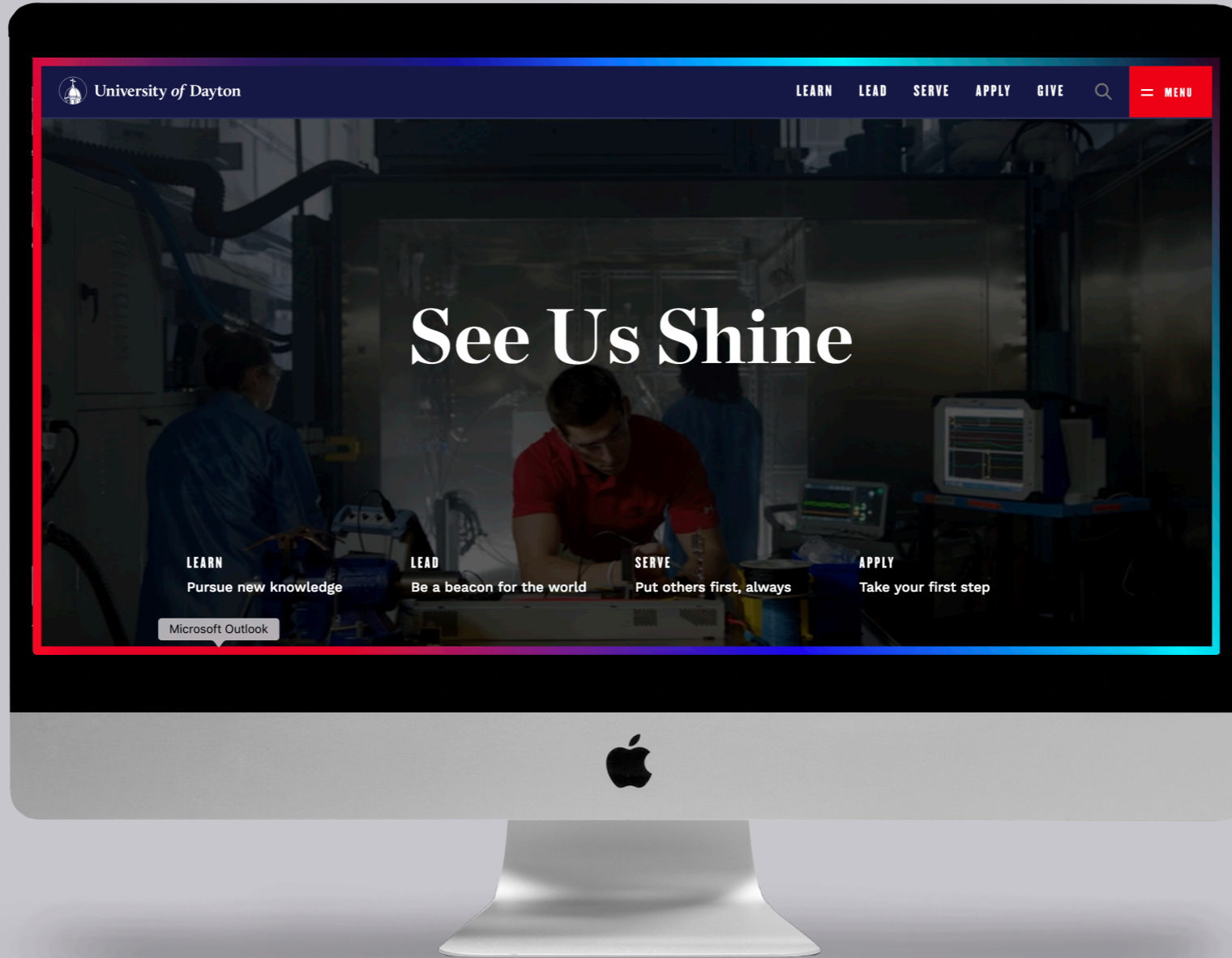
...word. At Smog, Christopher ...
...collages with a crisp print zebra ...
...frank, drum-and-bass and techno ...
...visuals.

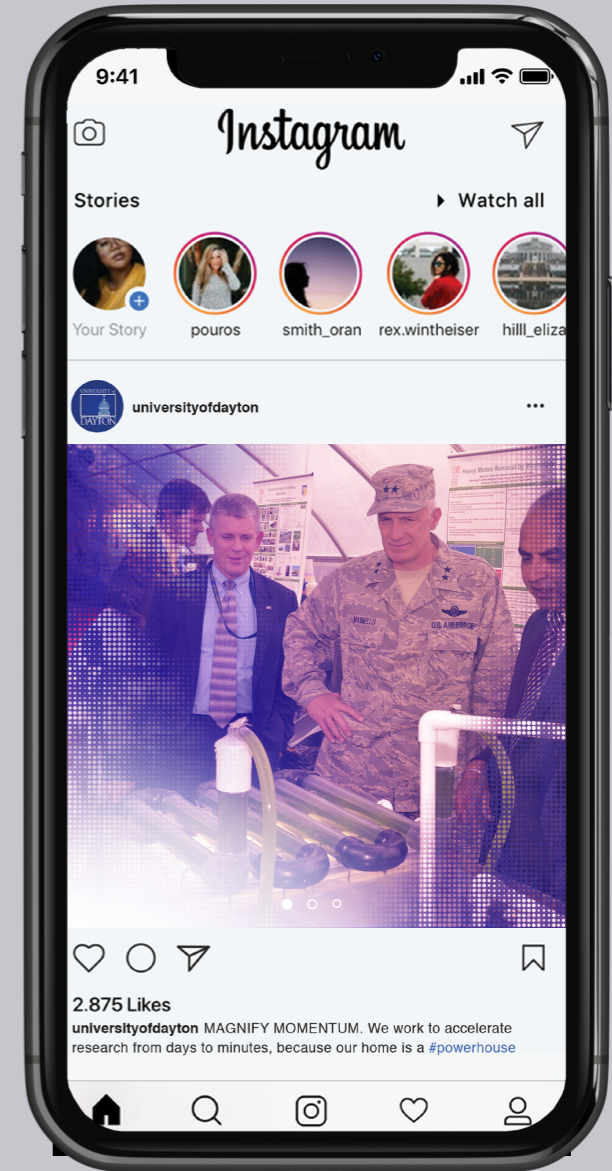
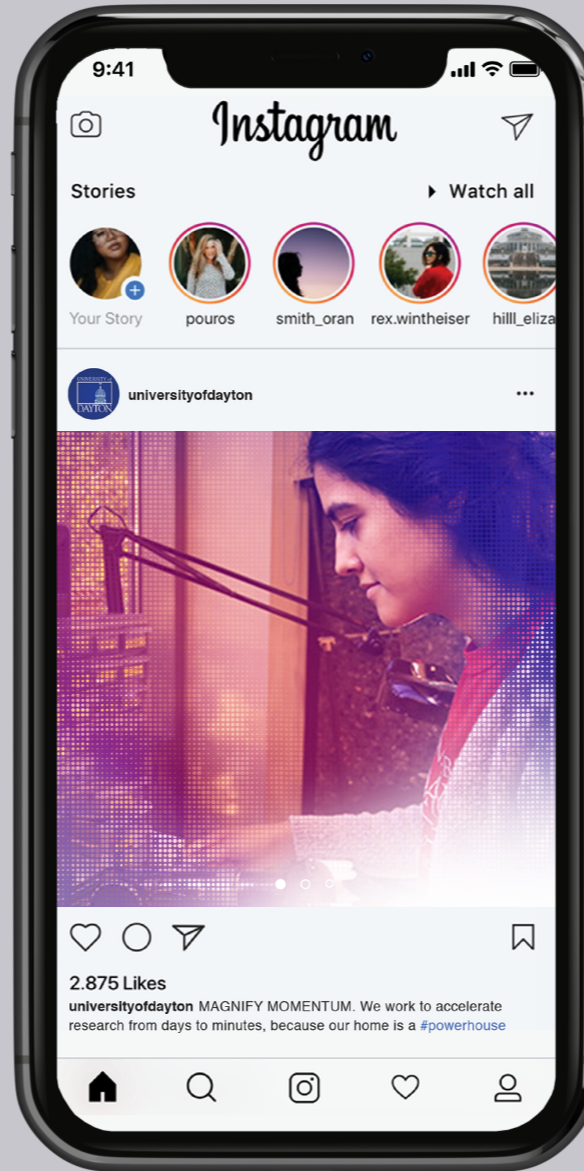
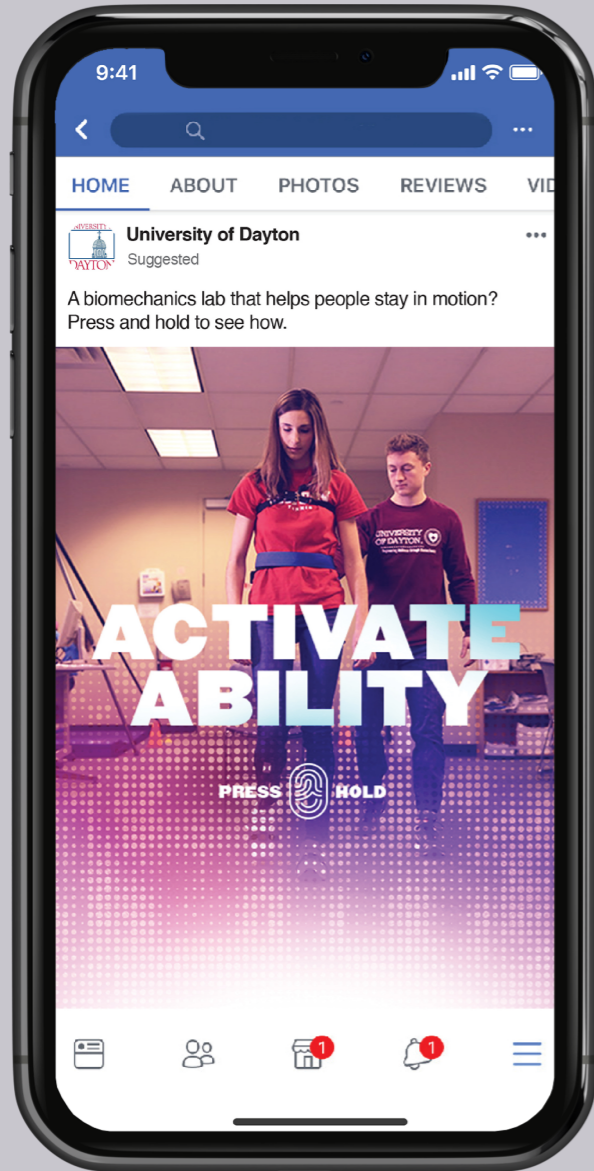
...the principal designer at Digital ...
...on occasion, clients have describ ...
...DK's Special Sauce.' And it's not ju ...
...beer and regular. It's a flaming ...
...with a pint of raspberry bock ...
...of modern media more eviden ...
...of broadcast design. In the same ...
...has radically broadened the voca ...
...digital revolution is radically re ...
...wealth in video and film with a ...
...the pace of the digital revoluti ...

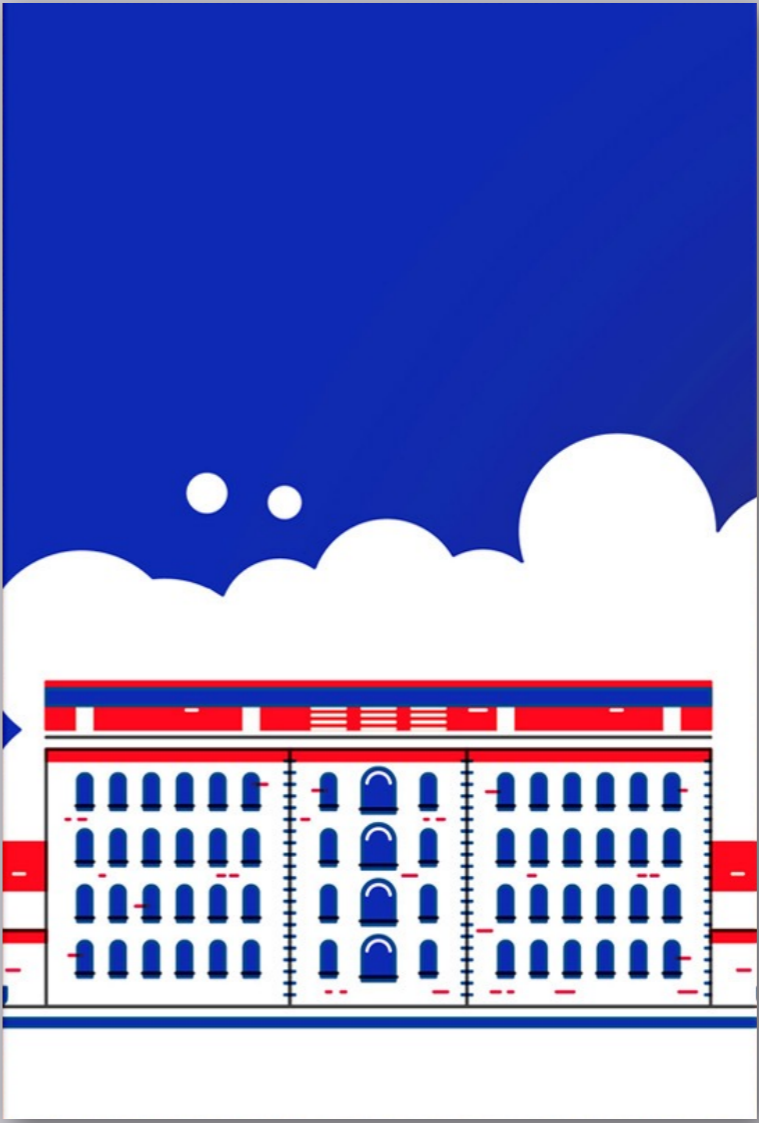
From where I ...
...long way from ...
...director will have ...
...edit system on ...
...digital video is ...
...sive and complex ...
...casual, non-de ...
...But the big adve ...
...what you pay for ...
...sign up. Unlike ...
...houses, desktop ...
...are staffed with ...
...art directors, mo ...
...and technicians. ...
...sion for the comm ...
...on the screen. Ye ...
...But in the end ...
...on the screen, and less han ...
...Given the budget, all these shap ...
...or Henry. In-house, DK ca ...
...ratio roughly the same a ...
...The next time you're finish ...
...a digi-beta and play each ...
...See the difference? I can't ...
...and the daunting tasks expo ...
...serves for their attention, ma ...
...with a brand's constituency, b ...
...to compete with in-your-face ...
...design is at least an oppo ...
...financial barriers from the ...
...or less excuse for doing wo ...
...boys.

...oping component is rem ...
...or faces in developing and p ...
...differentiate brands will be d ...
...world. ■









LEARN **SNAP**
TAG **LEAD**
SERVE **SHARE**

⇒ **#VISITUD**

*AT THE UNIVERSITY OF DAYTON,
THE FIRST STEP IS MORE THAN A BEGINNING.*

IT'S EVERYTHING.

⇒ Discover what the University of Dayton has to offer while you plan future adventures and academic pursuits.

Return the completed answer card to the main desk in the admission and financial aid office.

Complete any six (or more) of the challenges in this deck to win your prize – a special University of Dayton T-shirt.

#VISITUD



This fall, 100 University of Dayton freshmen will receive brand new bikes. Absolutely free. You could be one of them.


At the University of Dayton, we're taking a stand. We're exploring innovative ways to protect our environment. We're challenging our students to help preserve our planet. And we're making the effort worth their while. To reduce carbon emissions, we're working to reduce the use of cars on campus.

Join the effort, and you could end up with a brand new bicycle.


How does it work? Simply pledge not to bring a car for your first two years at UD. Every pledge will make a difference. Magnified across campus, the change could be remarkable. And we'll give 100 students a brand new Linus bicycle. This could be you.

Take the pledge. Help us create a more sustainable planet.

Learn more at udayton.edu/bicycle



LINUS ROADSTER SPORT



LINUS DUTCH

UNIVERSITY of DAYTON LINUS



This fall, 100 University of Dayton freshmen will receive brand new bikes. Absolutely free. You could be one of them.

At the University of Dayton, we're taking a stand. We're exploring innovative ways to protect our environment. We're challenging our students to help preserve our planet. And we're making the effort worth their while. To reduce carbon emissions, we're working to reduce the use of cars on campus.

Join the effort, and you could end up with a brand new bicycle.

How does it work? Simply pledge not to bring a car for your first two years at UD. Every pledge will make

a difference. Magnified across campus, the change could be remarkable. And we'll give 100 students a brand new Linus bicycle. This could be you.

Take the pledge. Help us create a more sustainable planet.

Learn more at udayton.edu/bicycle



LINUS ROADSTER SPORT



LINUS DUTCHI

UNIVERSITY of
DAYTON

LINUS



MEDIA

Never Mind Citi Bike, Here's Campus Bike

Campaign Spotlight

By STUART ELLIOTT AUG. 26, 2013



In 1892, a song celebrated “a bicycle built for two.” More than a century later, a campaign for a university is upping the ante with an offer of bicycles built for a hundred.

The University of Dayton, in Dayton, Ohio, is promising 100 incoming freshmen free bikes in exchange for pledges to forgo bringing cars to campus for the first two years they are enrolled. The program was being promoted to the freshmen members of the Class of 2017 in a campaign by an agency named 160 Over 90, which is based in Philadelphia and also has an office in Newport Beach, Calif.

The campaign has included a section of the university’s Web site and postcards inserted in admission packets. The students were asked a teaser question, “When is two greater than four?”; those whose curiosities were piqued could learn more about the program, which was portrayed as “protecting the planet two wheels at a time.”

The free bicycles, which the University of Dayton is purchasing from a company named Linus Bike, complement an initiative that the school began two years ago, offering students a chance to participate in a bicycle-sharing program. (The freshmen receiving the free bikes are not obliged to share them, but it is expected that many will do so, at least occasionally.)

The 100 first-year students who have won the Linus bikes were chosen from 293 who submitted pledges, out of about 1,600 eligible incoming freshmen. (The Class of 2017 totals close to 1,900 students, of whom around 300 are from outside the United States and would not be bringing cars to campus; they did not receive the information about the free bikes in their admission packets.)

The campaign, with a total budget estimated at \$90,000, is emblematic of the increasing efforts by colleges and universities to differentiate themselves through advertising and marketing. The goals of such campaigns include recruiting students, assuring the parents of those students that their children have made the right choice, encouraging alumni to make donations and seeking new faculty members.

Just how competitive the higher-education category is getting was reinforced by an ad in the Sept. 2/9 issue of *The Nation* magazine, which asks, “What if the best education in America was in Canada?” The ad encourages residents of the United States to attend the University of British Columbia.



A bicycle giveaway and bicycle-sharing program are part of efforts at the University of Dayton to help protect the environment and reduce carbon emissions.

Chicago Tribune
BUSINESS

Home | News | Business | Sports | A&E | Lifestyles | Opinion | Real Estate | Cars | Jobs | WEEKLY AD

Family finances: Estimating the real cost of college

By Susannah Snider
Kiplinger's Money Power
4:30 a.m. CDT, April 10, 2013

When it comes to predicting how much you'll pay for college, you might as well consult your local fortuneteller or learn to read tea leaves. College promotional booklets publish sticker prices, which most students don't pay. Financial aid letters rarely spell out how aid will change over four years or translate into monthly loan payments after graduation. Meanwhile, the price of college keeps rising, and student-loan default rates remain worrisome. To address the challenge of finding an affordable college education, politicians and educators are launching tools to shed light on the murky process.

One of the newest is the Department of Education's College Scorecard (<http://www.collegecost.ed.gov/scorecard>). The Scorecard is a sleek, interactive site where you can search by state, school size and campus setting, among other criteria, to find potential schools.

Each college has its own page with five measurements of affordability and quality, including net cost (after grants and scholarships), graduation rate, loan-default rate and median amount borrowed. (The fifth measure, data on post-college employment, is slated to be added.) Meters and charts show how each school compares with its peers, and embedded links lead to net-price calculators on each school's website.


Dayton Daily News

NEWS | SPORTS | BUSINESS | COMMUNITY | LIFE | ENTERTAINMENT | MORE

LIVE VIDEO FBI Director James Comey to testify about investigation into Russia

University of Dayton offers new four-year cost guarantee

Meagan Pant - Staff Writer
Updated 6:26 p.m Tuesday, Jan. 22, 2013 Filed in News



Chris Stewart

Susan Trollinger, associate professor of English and director of writing programs at the University of Dayton, leads a seminar of a required first-year interdisciplinary humanities course on Tuesday, January 22. Beginning for the class entering school this fall, first-year students will receive a personalized, two-page financial aid prospectus that will detail upfront all billable costs through graduation.

The University of Dayton encourages anyone considering college to ask each institution the following questions:

1. Will my scholarship/grant grow to cover tuition increases?
2. Will you help to offset the cost of textbooks?
3. Are there additional fees?

PR Newswire
a CISION company

News Solutions Resources

News in Focus Business & Money Science & Tech Lifestyle & Health Policy & Public Interest People & Culture

University Of Dayton's Transparent Plan Shows Real Cost Of Degree, Guarantees No Fees, Pledges Grants Will Offset Tuition Increases

Jan 23, 2013, 16:26 ET from [University of Dayton](#)

[f](#) [t](#) [g+](#) [in](#) [p](#) [e](#)



University of Dayton. (PRNewsFoto/University of Dayton)

DAYTON, Ohio, Jan. 23, 2013 /PRNewswire-USNewswire/ -- When next year's prospective first-year students receive financial aid offers from the University of Dayton in March, they'll get something very different from what they're likely to see from other schools — full disclosure and a four-year guarantee.

(Logo: <http://photos.prnewswire.com/prnh/20110103/DC23496LOGO>)

The plan answers the question, "What's the real cost of a degree?" and is an intentional response to a national call for more accountability and transparency in higher education.

Students will receive a personalized, two-page financial aid prospectus that clearly details upfront all billable costs to graduation — and a pledge that the net tuition cost they pay for their first year will be the same amount they pay for their senior year.

THE CHRONICLE OF HIGHER EDUCATION

NEWS OPINION DATA ADVICE JOBS LOG IN SUBSCRIBE

SECTIONS FEATURED: 24 Tips for Teaching Writing The Future of Enrollment Get the 2017 Trends Report The Distracted Classroom Search

STUDENTS [f](#) [t](#) [e](#) [p](#) [8](#)

U. of Dayton Plans to Show Prospective Students the Full Cost of a Degree

By *Beckie Supiano* | JANUARY 18, 2013

What if students were told upfront how much they would have to pay for an entire degree? That question was posed back in October as part of *The Chronicle's* "College, Reinvented" project.

At the time, Sundar Kumarasamy was interested in letting prospective students know what their bottom-line price would be for four years at the University of Dayton, where he is vice president for enrollment management and marketing.

While a number of colleges promise new students the same sticker price for four years, Mr. Kumarasamy wanted to push the idea further, offering a locked-in net tuition—what students would owe after any grant aid. And he wanted to highlight the importance of graduating on time.

That idea is now becoming a reality. Dayton's board approved Mr. Kumarasamy's plan this past fall and signed off on the details of his approach this week. Starting in March, all admitted students who have filed a Free Application for Federal Student Aid will receive a [letter](#) laying out four years of expenses, grant aid, and financing options.

"I was very excited and encouraged by the support and vision and how forward-thinking the board was," Mr. Kumarasamy said. Now that he has the board's endorsement to try something new, he said, "I hope to God it works." Ideally, families will see the information as more helpful than scary.