



Well. Grounded.

Brand identity
talking points for faculty,
staff, and volunteers

Well. Grounded. This is NMH’s new brand identity. It distills what is fantastic and special about NMH into an idea that’s digestible and distinct for people encountering the school for the first time. It’s a tool we can use to help create an authentic image of the school in people’s minds.

In an important way, this process is nothing new. You already live NMH’s brand every day. You talk about NMH with students, families, alumni, and campus visitors. Every one of those conversations influences someone’s perception of the school. As “brand ambassadors,” we are most effective when we’re telling similar stories, covering the same important themes.

This document is designed to help you do that. But this is not a script. It’s a framework you can start with, one that you will fill in and flesh out with examples from your own experience with the school. Our goal is simply to create consistency when we put the school and its mission out there in the world.

Speaking of mission . . . the “head, heart, hand” will always be the rock upon which NMH stands. It’s been around for more than a century; we’ve trademarked it, literally. It’s not going anywhere.

The new brand identity comprises:

- **The Essence:** NMH’s culture is balanced and down to earth, but students rise up to meet their potential. We’ve created a safe, supportive, casual environment in which students’ creativity and ambition can flourish.
- **The Promise:** To help students build an enduring foundation for continuing growth and success.
- **The Values:** Dynamic, balanced, collaborative, independent
- **The Expression:** “Well. Grounded.” The periods are intentional and important; they mark separate, complementary concepts. “Well.” emphasizes the importance the school assigns to students’ well-being – that they are safe, comfortable, healthy, and happy. “Grounded.” emphasizes how NMH provides more than simply an excellent education, more than solid preparation for college. It’s instilling in students a deep sense of humility, humanity, and purposeful action. It’s rooting them in a personal foundation that allows them to be generous, thoughtful citizens in society and in a world that will test them, especially in the uncharted decades to come.

BACKING UP OUR CLAIMS

The following “talking points,” for lack of a better phrase, stem from our two claims: that an NMH education supports students’ well-being and that it yields graduates who are well-grounded.

“Well.”

- Support for students: **The Partnership of 12**
 - through group meetings, informal conversations, and a network of collaborative adults on campus, the school maintains a high level of engagement with and care of students
- **Student Life Seminars**
 - biweekly guided conversations about life issues and personal responsibility
- **O’Connor Health and Wellness Center**
 - where health care professionals provide comprehensive medical and counseling services to students 24 hours a day
 - professionals trained to meet the unique needs of boarding school adolescents
- **Campus environment**
 - beautiful, natural environment, fresh air
 - open space, tight community
 - inspiring setting
 - resources (farm, forests, river, local communities) allow for a range of hands-on academic and service learning experiences

“Grounded.”

- Academic excellence
 - wide range of courses to challenge students at every level
 - **College Model Academic Program (CMAP)**
 - What can you accomplish during an 80-minute class?
 - more courses overall, 6 classes per year rather than 5
 - deeper learning, higher levels of mastery
 - more connection and collaboration among students and teachers
 - **integrative approach** to science and math; history, religion, and English; the arts; academic and service learning
- **Diversity, equity, and social justice:** a priority at NMH since its founding
 - required Diversity and Social Justice course for sophomores
 - Diversity Day
 - three Diversity Summits each year

- **Center for Learning Through Action**
 - range of programs that provide hands-on experience, deepen understanding, and instill a sense of responsible action that benefits individuals and the community
 - workjob
 - social entrepreneurship course
 - sustainability initiatives
 - farm program
 - service learning
 - international study/travel programs
- **HUM I and HUM II**
 - integrative approach in the teaching of history, religious studies, and English
 - freshman HUM I asks essential questions of students at a formative age:
 - Who am I?
 - What is my place?
 - What does it mean to be human?
 - How, then, shall I live?
 - sophomore HUM II
 - What is the world's story?
 - What is the story of power and powerlessness?
 - What has created diversity within and across traditions and cultures?
 - What is progress and how and why do humans pursue it?
 - How, then, shall we (I) live in relation to others and the planet?
- **Arts and athletics**
 - broad programs that make it possible for each student to cultivate creative and physical expressions and foster team-building skills
 - emphasis on process as much as on results
- **Spirituality**
 - NMH is a secular institution that affirms religious diversity.

NMH's goal is to help students build on their already existing brainpower, skills, talents, and instincts — to get them to try harder than they ever have before. But we do not pressure kids in a demanding, harsh way — or environment. The goal is not simply achievement. It's accomplishment, which is deeper, and we believe is more meaningful. We want students to gain knowledge and awareness of themselves in the world and feel ready for what comes next. So they are . . . **Well. Grounded.**