## MESSAGING MAP

**OPPORTUNITY INNOVATION SOCIAL JUSTICE** COMMUNITY Clinics and Student-led **Experiential** Flexible degree **Cross-disciplinary Deep connections Faculty engaged** classrooms learning initiatives **Most diverse** options for A top program for **Nationally** Pipeline programs collaboration on in cutting-edge connected to to the diverse Affordable tuition faculty in the integrated fostering to diversify the working and racial justice recognized and financial aid community the most pressing communities of advocacy and throughout belonging and nation legal profession caregiving nationally clinical programs NYC scholarship members and issues of our time curriculum inclusion students partners A boundary-breaking approach Unparalleled access to a An unwavering commitment to using A vibrant, supportive community transformative legal education united by shared values the law to serve the public interest to legal education

**CUNY Law...** 

Provides a transformative public interest legal education

**Core Message** 

To...

equip graduates with the skills and mindset to drive systemic change and create a more representative justice

A career driven by purpose

**Opportunities to** apply their passion and skills to real-world challenges

Mentors who inspire them to be advocates for their communities

A space where their unique perspectives are valued and amplified

The knowledge

that their efforts

are making a

tangible

difference in

people's lives

**Immersive** experiences that forge deep connections with communities with which they work

A deep appreciation for how the law

impacts real people and communities

An understanding of the law that extends beyond books and cases

The skills and mindset to innovate and drive systemic change

The chance to be part of groundbreaking work

The tools to be leaders in shaping a more just and equitable future for all

**Opportunities to** contribute to expanding access to legal education Interconnected communities committed to transformation

The inspiration to persevere in the face of challenges

A network of passionate advocates

working together for justice

**Nationally** recognized public interest alumni network