

WSU News

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Ingram's business magazine names Wichita State a top brand in Kansas

By Strategic Communications



A mosaic by Jean Miro is one of the signature scenes that helps Wichita State establish a brand as one of the state's cultural, economic and educational leaders. Wichita State is one of the “Top 25 Brands in Kansas” as recognized by Ingram’s, a Kansas City business magazine.

- Wichita State is considered one of the brands that draws on the best of the Sunflower State.
- Ingram's lists Wichita State's National Institute for Aviation Research, its College of Health Professions, and ties to business and entrepreneurship as important assets.

For the second year in a row, Wichita State University is one of the [“Top 25 Brands in Kansas”](#) as recognized by Ingram’s, a Kansas City business magazine.

Ingram’s goal is to “identify brands that have carved out national reputations for excellence by drawing on the best of what the Sunflower State offers in its people and its business leaders.”

Ingram’s wrote: “For Wichita State University - the brand means accessibility - it's the state's only urban university - and it stands for business, thanks in large part to specialty programs that tie directly into the economic strengths of the primary community it serves: Wichita.”

In 2020, Ingram’s wrote: “WSU is a brand that stands for many things: The study and practice of commerce, through its school of business and center for entrepreneurship; research and advances in flight through its (National) Institute for Aviation Research; health care through its College of Health Professions, and even top-tier college basketball with the Shockers gaining national acclaim on their run to the Final Four in 2013 and routine appearances in the NCAA Tournament.”

Ingram’s methodology includes creating a scoring system that considers revenues, geographic reach, employment levels and civic engagement.

The March issue of Ingram’s is focused on Kansas and will include the Top 25 Brands, “50 Kansans You Should Know” and “Cool Stuff Made in Kansas.”