

Hi.

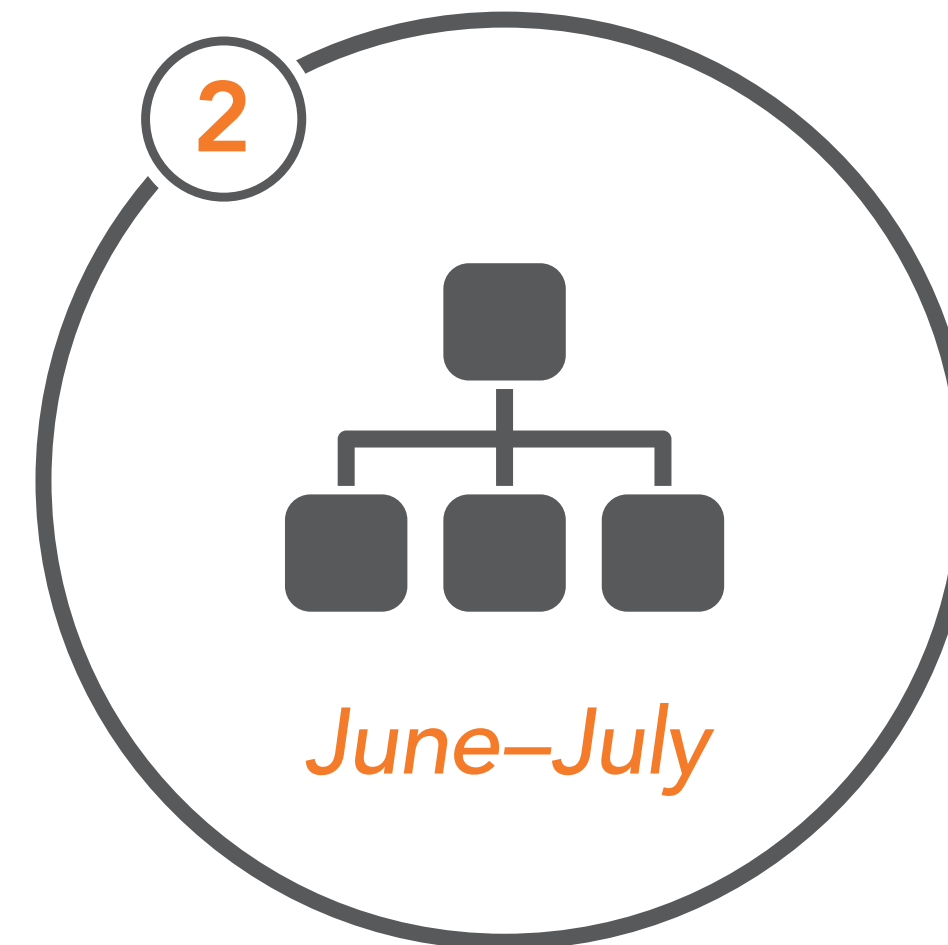
# Our process

## Discover



- ✓ Facilitate a kickoff meeting to initiate the project
- ✓ Review the background, collateral, and research provided
- ✓ Conduct interviews with leaders, faculty, staff, students, and alumni
- ✓ Perform a competitor audit
- ✓ Review other communications and marketing materials

## Define



- ▶ Conduct a collaborative workshop with the core team to review insights and brainstorm ideas for messaging, voice, and personality
- Develop a preliminary strategy for messaging and communications flow
- Share the preliminary strategy with the core team
- Refine the strategy and submit it for final approval

## Create



- Develop and share two creative concepts that bring the strategy to life
- Identify a single creative direction for further exploration and refinement
- Submit the creative direction for final approval
- Develop brand guidelines

# University of South Alabama

## **Brand Evolution Workshop Agenda**

*June 30, 2015 • 8:00 a.m.–12:00 p.m.*

### **About the workshop**

---

Today, we'll collaboratively develop the direction for the brand story and creative expression. Through focused discussions and brainstorms, we'll set criteria that will become the creative brief for how the brand will come to life.

- 8:00–8:10**      **WELCOME AND INTRODUCTIONS**  
Review our objectives for the session
- 8:10–8:40**      **STAKEHOLDER INTERVIEWS: WHAT WE HEARD**  
Review what we heard during our conversations and share insights that will influence the USA story
- 8:40–9:05**      **PEER AUDIT: WHAT WE SAW**  
Look at USA's competitors and peers to understand how they talk about themselves and what we can learn from them
- 9:05–9:30**      **CLARIFYING THE AUDIENCES**  
Prioritize the internal and external audiences that USA needs to reach
- 9:30–10:10**      **DEFINING THE KEY MESSAGES**  
Collaboratively brainstorm the attributes and benefits that will make up the USA brand story
- BREAK: 10 minutes**
- 
- 10:20–10:50**      **COMMUNICATIONS REVIEW**  
Look at USA's current communications to discuss areas of opportunity, and examine some inspirational examples
- 10:50–11:20**      **DETERMINING THE TONE AND VOICE**  
Discuss the personality and voice we want to evoke through USA's communications
- 11:20–11:50**      **VISUAL EXPLORATION**  
Collaboratively review a range of inspiration for visual language, including photography, color palette, typography, and graphic elements
- 11:50–12:00**      **WRAP-UP AND NEXT STEPS**  
Discuss next steps and timing

# UNDERSTANDING THE CURRENT SITUATION

————— *A look on the inside* —————



The background is a solid orange color. In the center, there are two faint, light-orange silhouettes of people. On the left is a woman with long hair, and on the right is a man. They are positioned behind the main text.

# WHAT WE HEARD

*What we heard*

# FINDING N° 01

## IT'S TIME TO LET GO OF THE PAST

USA is a much different university today than it was when it was founded. But old perceptions are still stuck in the minds of alumni, prospective students, and the Mobile community. The conversation needs to shift away from the past, and focus instead on USA's authentic story today.

## FINDING N° 02

# USA IS READY FOR A RALLYING CRY

The USA community has been working hard to advance the institution: improving facilities, building its research offer, expanding the student experience, and improving the health of people across the Gulf Coast. The problem? Few people off campus know about it. It's high time for a confident, proud story that shows off the university's strengths and connects with its audiences.

## FINDING N° 03

# ELEVATING RESEARCH AND ACADEMIC QUALITY

USA's academic strengths go beyond single programs, to the comprehensive range of its education and the fresh, creative approaches that its faculty bring. There's also research, which has a growing impact on the health and economic vitality of the Gulf Coast and its residents. By properly articulating these offers and their benefits, we can elevate their role in the USA story.

# FINDING N° 04

## A PLACE TO LEAVE YOUR MARK

Many universities tout their centuries of history and tradition. But one of USA's most unique traits is its youth, which truly excites and inspires the students, faculty, and staff. They can shape traditions, create new teaching methods, and experiment without hearing, "But we've always done it this way." This idea has the potential to be a major differentiator.

# FINDING N<sup>o</sup> 05

## IN A WORD: OPPORTUNITY

Whether it's access for first-generation students, applied learning experiences, or waking students up to new possibilities, opportunity is part of the culture at USA. However, the focus is what happens on campus—there's little talk of outcomes. And "opportunity" is a popular word in higher education—how can the university talk about this idea in an ownable way?



# FINDING N° 06

## SHOWING A UNIFIED FRONT

This branding effort offers the chance to bring everyone, from all areas of the university, together with a shared story. Historically, work and storytelling have happened in silos, and there's a discernable schism between the health system and the university campus. All entities make the others stronger, and by connecting the dots for both internal and external audiences, the story will be much more powerful.

## FINDING N° 07

# MAKING A FAR-REACHING IMPACT

One thing that everyone can agree on is the immeasurable impact that USA has on individuals, the Mobile community, and the greater Gulf Coast region. This is where huge opportunities for storytelling lie—it's time to go beyond lists of facts and to emphasize the people and the work that are making a difference (and making history) every day.

# PEER INSIGHTS

*How USA's competitors are  
positioning themselves*

# Who we looked at



**Cross-App Competitors**

**Near-Aspirational Peers**

*Everyone is talking about the same things.*

- Applied research
- Well-rounded experience
- Spirit and tradition
- Personal feel
- Shaping the region

# Everyone is talking about the same things.

									
Applied research	X	X	X		X	X	X	X	X
Comprehensive academics	X	X	X	X	X	X	X	X	X
Well-rounded experience	X	X	X	X	X	X	X	X	X
Spirit and tradition	X		X	X	X	X			
Personal feel	X		X	X	X		X	X	X
Shaping the region	X	X	X		X	X	X	X	X
Healthcare		X							
Diversity				X			X		



# *Applied research*

“At Old Dominion University, our philosophy is simple: Knowledge should be productive. We are committed to providing research-driven solutions.”

“At The University of Alabama, we’re working to make sure our research efforts continue to make a hands-on difference in the lives of the people we serve.”

“A proven leader in innovation, Southern Miss is generating real-world solutions through transformative research.”

# *Comprehensive academics*

"UA offers bachelor's, master's and doctoral degrees in more than 200 fields of study."

"If you're looking for a top-notch science education in the classroom, lab, and clinic, you should definitely look at UAB. Then again, if you prefer business, the arts or humanities, you should also look at UAB."

"MSU is preparing its students for bright, productive futures."

# *Well-rounded experience*

“The University of Alabama offers a **complete educational, cultural and social experience**. You might enjoy attending Crimson Tide sporting events, engaging with the arts, or volunteering for community service projects. Maybe you’ll want to do all of the above, or something completely different. With more than 450 student organizations and an environment that encourages student involvement, you’ll find plenty to do during your time at UA.”

# *Spirit and tradition*

“We’re changing with the needs of today while living with a respect for the traditions and spirit that are Auburn.”

“We hope you’ll find an inner strength and appreciation of your ability to make a difference. It’s called the Warrior Spirit, and it’s alive and well at Troy.”

“We are extremely proud of our traditions, old and new.” (Mississippi State)

# *Personal feel*

"At Old Dominion University, studies are designed to help you bring your talents, your ideas and your goals to life."

"Georgia State has a university-wide commitment to student advising with a keen focus on students' progress to graduation."

"Troy University provides students with the ultimate in flexibility."

"We help each person excel. Your success is our success."  
(Mississippi State)

# *Shaping the region*

“Georgia State plays a major role in advancing the socioeconomic and cultural climate, education, health care services and other resources available throughout the city.”

“We are committed to using knowledge to establish Alabama as a progressive economic center.” (UAB)

“ODU contributes nearly \$2 billion annually to the regional economy.”



## *One of the goals of our brand workshop was to collaboratively brainstorm:*

- Who are the most important people to reach?
  - Audience clarification and prioritization exercise
- What are the most important messages to elevate?
  - Key messages exercise
- How should the brand look and sound?
  - Tone, voice, and visual language exploration

# DEFINING KEY MESSAGES

————— *What USA says* —————

During our discovery process, we collected a range of descriptions that stakeholders used when talking about USA.

*Which messages are most authentic and best represent who USA is?*

# *Defining attributes and benefits*

## WHAT is an **attribute**?

An attribute is **what we offer** to our audiences. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

## WHAT is a **benefit**?

**A benefit is what our audiences get.** It's the value of the attributes that we offer—the answer to the question “so what?” or “why do we care?”

## *What we'll do*

- **Choose.** Working through each category, select messages that we like the most when talking about USA. Add any ideas that may be missing.
- **Eliminate.** Omit the messages that are not relevant for USA's story.
- **Prioritize.** Based on what we want others to know about USA, which are the most important?

*Don't forget: aspirational ideas are okay.*

# COMMUNICATIONS REVIEW

————— *How USA is communicating today* —————

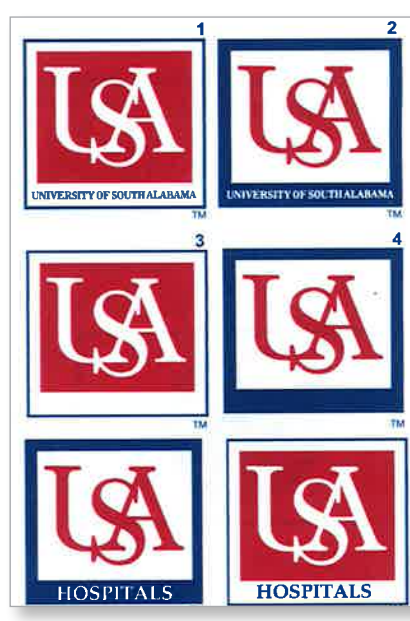




# ALL OVER THE MAP







**PAT CAPPS COVEY COLLEGE OF ALLIED HEALTH PROFESSIONS**

**UNIVERSITY OF SOUTH ALABAMA**

**COLLEGE OVERVIEW**  
The Pat Capps Covey College of Allied Health Professions offers many programs of excellence. The faculty and administration in the college are devoted to the highest standards in both teaching and research and encourage one-on-one relationships and discussion necessary for the optimal learning experience. Graduates of health professional programs are eligible to sit for credentialing examinations enabling them to enter professional practice in their respective fields. National accrediting agencies have recognized USA's Allied Health programs for their excellence in course curriculum, advising, clinical education, and instruction.

**ADMISSION TO THE PROFESSIONAL COMPONENT**  
Students must apply to enter the professional component of their respective undergraduate program. These programs have different deadlines for submission of the professional component application material. Please refer to the appropriate website. Admission to the pre-professional component does not guarantee admission to the professional component. A limited number of students are accepted each year. Please refer to the University bulletin for specific selection criteria.

**USA HEALTHCARE MANAGEMENT, LLC**

*Summary of Staff Employee Benefits*  
(Employed on or after January 1, 2013)

January 1, 2015

**USA UNIVERSITY OF SOUTH ALABAMA**

WHERE YOUR FUTURE BEGINS HERE!

**TRANSFER**

**BENEFITS OF STUDY ABROAD**

- 97% of study abroad students found employment within 12 months of graduation, when only 89% of college graduates found employment in the same period.\*\*\*
- 25% earn higher starting salaries.\*\*\*
- 80% of study abroad students reported that study abroad allowed them to better adjust better to diverse work environments.\*\*\*
- 70% of intern respondents reported that interesting abroad granted interest in a career direction pursued after the experience, compared to 65 percent of non-intern respondents.\*\*\*
- 83% of intern respondents said that learning abroad helped them to diversify their career path, compared to 75 percent who did not intern.\*\*\*
- 100% improvement in GPA for post-study abroad students.\*\*\*
- 84% of study abroad alumni felt their studies abroad helped them build valuable skills for the job market.\*\*\*
- 76.6% of employers reported that incoming new hires in the primary focus of internship programs.\*\*\*
- 59% of employers said study abroad would be valuable in an individual's career later on with their organization.\*\*\*
- 70% of study abroad alumni claimed that because of study abroad they were more satisfied with their jobs.\*\*\*
- 90% of study abroad alumni who applied got into their 1st or 2nd choice for grad school.\*\*\*

\*Statistics provided by a study titled "The Benefits of Study Abroad" by Mary M. Ryan, Ph.D. For more information, visit <http://www.research.com/usa/study-abroad-benefits>.  
\*\*National Association for Exchanges (NAEE), International Group for Study Abroad.  
\*\*\*National Association for Exchanges (NAEE), International Group for Study Abroad. For more information, visit <http://www.naee.org>.

**LIVING AT USA**

**LIVING AT USA HOUSING & DINING**

**UNIVERSITY OF SOUTH ALABAMA**  
"YOUR FUTURE BEGINS HERE"

**UNIVERSITY OF SOUTH ALABAMA**

**HOUSING & RESIDENCE LIFE**

251 DELTA LOOP  
DELTA COMMONS ROOM 110  
MOBILE, AL 36688  
(251) 460-6183  
[WWW.SOUTHALABAMA.EDU/HOUSING](http://WWW.SOUTHALABAMA.EDU/HOUSING)

**USA**

**A PROPOSAL FOR**

**SUBMITTED BY**  
THE UNIVERSITY OF SOUTH ALABAMA OFFICE OF DEVELOPMENT AND ALUMNI RELATIONS

**WHY LIVE HERE?**

**2300** beds on campus

32 residence halls  
18 residential communities  
50 resident organizations

A. Academic Success  
B. Connection to the University  
C. Convenience  
D. Safety & Security  
E. All of the Above

Unlimited Access to FREE Laundry  
Unlimited Internet Access  
Cable TV  
In-room Staff Available 24/7  
Bike Racks  
Recreational & Study Lounges  
Maintenance Staff Available 24/7  
Control Access

**HR ADVANTAGE**

Volume 24, Issue 1 | November 2014

**Employee Benefits**

**2015 Open Enrollment**  
November 1 - November 30, 2014

**University of South Alabama**

Welcome to the **Historic Mobile University of South Alabama**

**Transferring to USA**

**Quick Facts:**

- USA is located in Mobile, Alabama's largest and most vibrant city.
- Mobile offers an exciting lifestyle with a great job market, warm weather, and four-time SEC C-FLC championship.
- Mobile is home to world-famous events such as the annual Mardi Gras, the annual Jazz Festival, and the annual Mobile Bay Regatta.
- Mobile is the original site of Mardi Gras in the United States, established in 1703.
- Mobile is home to world-class museums, including the USS Alabama and the Mobile Bay Naval Air Station.
- Mobile is the original site of Mardi Gras in the United States, established in 1703.
- Mobile is home to world-class museums, including the USS Alabama and the Mobile Bay Naval Air Station.

**Transferring to USA**

**Priority Admission:** Full Semester - **July 15**; Spring Semester - **December 1**; Summer Semester - **May 1**

**Advising Guide:** Mobile is home to the largest and most vibrant community college in Alabama in one of our most scenic cities. Mobile is home to the largest and most vibrant community college in Alabama in one of our most scenic cities. Mobile is home to the largest and most vibrant community college in Alabama in one of our most scenic cities.

**TCE - Transfer Credit Evaluation:** USA will accept transfer credit from all accredited colleges and universities. Transfer credit is evaluated on a course-by-course basis. Transfer credit is evaluated on a course-by-course basis.

**Required Official Documents:**

- Admission application
- SAT (or ACT) non-refundable application fee
- College and/or University transcripts from all previously attended institutions
- High school transcripts or GED certificate
- ACT and/or SAT test scores\*\*

**Congratulations on your Scholarship**  
from Dean Hayes

**COLLEGE OF EDUCATION**

UNIVERSITY OF SOUTH ALABAMA  
COLLEGE OF EDUCATION



---

**LESS WHAT,  
MORE WHY**

---

**“USA is one of the fastest growing universities in the south. Our state of the art facilities complement our prestigious academic programs and exciting student life!**

**“In addition, our coastal location by the Gulf of Mexico provides unlimited opportunities for year round activities in warm sunshine. Make your way to South Alabama.”**



**SOUTH WITH  
NO DIRECTION**





# Looking South

UNIVERSITY OF SOUTH ALABAMA NATIONAL ALUMNI ASSOCIATION  
Spring 2015

CAUTION SEA

- ◆ Marine Sciences Expands Programs
- ◆ President Waldrop Unveils Strategic Priorities

Vagina Monologues empower women    Literary legend Sue Walker retires    Native studies program, a year later

# DUE SOUTH

spring 2015 • vol. 4, issue 2    trends • culture • events

STUDENT'S PASSION FOR SKATEBOARDING CHANGES MOBILE FOREVER  
PAGE 24

# #FlySouth

University of South Alabama  
2015-2016

**USA** Housing & Residence Life  
**COMMUNITY DIRECTOR**  
Recruitment Guide



---

**MAKING HEADLINES  
WORK HARDER**

---



**USA**  
UNIVERSITY OF SOUTH ALABAMA  
**HONORS**  
PROGRAM  
2015

*A premier program for outstanding students*

**USA**  
UNIVERSITY OF SOUTH ALABAMA

**HOUSING & RESIDENCE LIFE**

251 DELTA LOOP  
DELTA COMMONS ROOM 110  
MOBILE, AL 36688  
(251) 460-6185  
WWW.SOUTHALABAMA.EDU/HOUSING

**HR ADVANTAGE**  
Volume 24, Issue 1 | November 2014

**USA** Employee Benefits

2015 Open Enrollment  
November 1 - November 30, 2014

University of South Alabama

**PIANO STUDIES**  
at  
**USA** University of South Alabama  
Department of Music

Undergraduate Degrees:  
BM Performance  
BM Music Education  
BM Elective Studies in Business and Specific Outside Fields

Graduate Degrees:  
MM Performance  
MM Collaborative Keyboard

Audition & Scholarship DATES  
February 14, 2015  
March 14, 2015  
April 4, 2015

USA Department of Music  
5751 Laidlaw  
Performing Arts Center  
Mobile, AL  
PHONE: (251) 460-6136

CONTACT PIANO FACULTY:  
Dr. Robert Horn, Professor, Piano, Keyboard Area Coordinator, rhorn@southalabama.edu  
Dr. James Arledge, Assistant Professor, Piano, Accompanying, arledge@southalabama.edu

**RESEARCH, INNOVATION & OUTREACH**  
VOLUME FIVE

**NEW FACES  
NEW PLACES  
NEW SOLUTIONS**

**USA** UNIVERSITY OF SOUTH ALABAMA

**USA** UNIVERSITY OF SOUTH ALABAMA  
DEPARTMENT OF MUSIC

**Audition Dates:**  
Saturday, November 8, 2014  
Saturday, February 14, 2015  
Saturday, March 14, 2015  
Saturday, April 4, 2015

**YOU ARE INVITED:**  
2014-2015 Choral Concerts:  
Oct 10/11 - Fall Choral Concert  
Dec 2 - Holiday Choral Concert  
March 12 - Winter Concert for University Chorus  
March 27/28 - Concert Choir performs w/ Mobile Symphony Orchestra "Schicksalslied"  
April 14 - Spring Choral Concert

2014-2015 Opera performances:  
Nov 20/21 - USA Opera and Musical Theatre scenes program  
April 24/25/26 - USA Opera - fully staged production of Mozart's "Abduction from the Seraglio"  
Oct 10 - Thomas Rowell, tenor

**Contact Information**  
University of South Alabama, Department of Music  
Laidlaw Performing Arts Center, Room 1072, 5751 USA Drive South, Mobile, AL 36688  
(251) 460-6136 • E-mail: usamusic@southalabama.edu • www.southalabama.edu/music  
Facebook: facebook.com/southalabamamusic • Twitter: twitter.com/southalmusic

*The Music Starts Here*

**Vocal Education**

**CAMPUS LIVING**

**USA** UNIVERSITY OF SOUTH ALABAMA  
HOUSING & Residence Life

**USA** UNIVERSITY OF SOUTH ALABAMA  
FINANCING YOUR USA EDUCATION

SCHOLARSHIPS | TUITION | FINANCIAL AID

**USA** UNIVERSITY OF SOUTH ALABAMA  
THE FUTURE BEGINS HERE!

TRANSFER

University of South Alabama

The Undergraduate Program in Social Work

**USA** College of Arts and Sciences



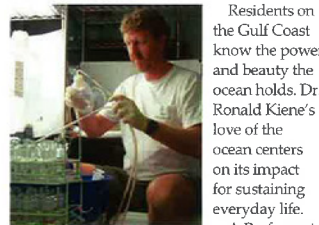
---

**DOING MORE  
WITH LESS**

---



## UNDERSTANDING NATURE



Residents on the Gulf Coast know the power and beauty the ocean holds. Dr. Ronald Kiene's love of the ocean centers on his research for sustaining everyday life.

A Professor in the Department of Marine Sciences and Senior Marine Scientist III at the Dauphin Island Sea Lab, Kiene was awarded the Olivia Rambo McClothren National Alumni Outstanding Scholar Award in 2014. He also delivered the Dean's Lecture at the Waterman Globe in the Mitchell Center for the College of Arts & Sciences in October 2014.

The Olivia Rambo McClothren award honors a full-time faculty member who has been at USA for at least five years for her or his excellence and high achievements in an academic discipline. Throughout his 22 years teaching at USA, Kiene has actively participated and contributed to numerous research projects and publications. The majority of his research focuses on the role of microorganisms in the cycling of organic matter and important elements such as sulfur and nitrogen in aquatic systems.

to become a key component of cloud condensation nuclei.

The marine scientists utilized an autonomous ocean-going instrument, able to contain a miniaturized molecular laboratory in the ocean, all while taking in water, extracting DNA from cells, analyzing DNA, and sending the information back to shore via a radio modem.

The results from the ocean-going instrument were successful as the group caught an example of DMSP pathway regulation as it occurred for the first time ever. Kiene and his fellow scientists plan to use the NSF grant for future deployments.

When informed he was the recipient of the McClothren award, Kiene was surprised but honored. He credits his hard work and success to the USA Marine Sciences program and his students.

Kiene, originally from Brooklyn, New York, received his Doctorate from the State University of New York at Stony Brook. Before teaching at USA, he was a faculty member at the University of Georgia Marine Institute in Athens, Georgia. When he is not at the Dauphin Island Sea Lab, Kiene enjoys spending time with his family. His hobbies include fishing, watching baseball with his sons, and woodworking.

## BORCHERT: NSF GRANT RECIPIENT

"I just couldn't believe it when I got the award," said Dr. Glen Borchert, speaking about his grant award from the National Science Foundation. "I applied never expecting to receive it."

In February 2014, he was part of a research group affiliated with the University of Georgia at Athens that was awarded a new \$2 million National Science Foundation grant, allowing them to further document how genes in ocean microbes transfer sulfur into clouds in the atmosphere.

This team of marine scientists worked off of the Georgia coast, learning more about marine organisms and compounds they produce called osimolytes to balance salinity outside the cells. Kiene focused on osimolyte phytoplankton that produce sulfur osimolyte called dimethylallylthiosulfonate (DMSP). Once released into seawater from the cells, bacteria degrade this compound, using two different pathways. One keeps the sulfur from DMSP in the ocean, and the other creates a sulfur gas that escapes into the atmosphere.

The grant, totaling over \$532,000 and spanning over a five-year period, is the most prestigious award offered by the

foundation and is presented to professors to help them to continue their research and expand knowledge in the fields of science. NSF recipients are typically individuals or a small group of investigators. Other awards, such as Borchert's, provide funding to scientists, engineers and students for research centers, instruments and facilities.

In his favorite class, Computational Genetics, Borchert and his undergraduate students are researching how to better understand microRNAs, tiny molecules regulating the body and controlling up to 30 different types of genes. Each is important to basic cell function and, according to Borchert, there are thousands yet undiscovered in our bodies.

"The opportunity for undergraduate students to conduct research and contribute their findings into a published academic article is typically one they would not have until graduate school.

"This is great for my students," Borchert said. "The opportunity to publish findings is a great experience for them in the world of science."

With respect to his application, Borchert highlighted his and his students' work with microRNAs and the process he takes them through for scientific publication in his grant application. There were 40 applicants who submitted proposals for the type of grant Borchert received. Many of these applicants were from elite schools such as Harvard and Stanford. Borchert's research with microRNAs and his inclusion of undergraduate students in his project made for an impressive application.

With the NSF award, the university was presented with \$669,000 for use in the first three years, and as Borchert verifies significance in his research, the additional funds will be divided over the last two years.

Currently, he has installed a fully functional tissue culture lab for his students and added a computer lab to the Life Sciences Building. Moreover, additional funds have provided extra graduate assistantships in the department.

The grant is big step for Borchert and for his students' future as they are able to contribute to these projects. Borchert has big plans for the remainder of the grant and knows it will provide great opportunities for the department, his students and himself.

"Ultimately, I want to be a researcher for the Howard Hughes Medical Institute, the largest philanthropy project in the world, and this is a huge step towards that goal," he said.

choose to intern abroad will be living, studying, and working in a foreign country. This experience can allow you to take multicultural connections truly immerse yourself in local life as an international intern, you are firsthand experience in real workplace and develop for communicating across cultural barriers.

Study abroad can help you gain problem solving and crisis management knowledge of working with an intricately diverse team navigating cultural awareness and respect.

Highly language proficiency increases confidence, initiative, and independence. It also improves your language proficiency increases confidence, initiative, and independence. It also improves your language proficiency increases confidence, initiative, and independence.

Study abroad can help you gain problem solving and crisis management knowledge of working with an intricately diverse team navigating cultural awareness and respect.

Highly language proficiency increases confidence, initiative, and independence. It also improves your language proficiency increases confidence, initiative, and independence.

Study abroad can help you gain problem solving and crisis management knowledge of working with an intricately diverse team navigating cultural awareness and respect.

Highly language proficiency increases confidence, initiative, and independence. It also improves your language proficiency increases confidence, initiative, and independence.

Study abroad can help you gain problem solving and crisis management knowledge of working with an intricately diverse team navigating cultural awareness and respect.

Highly language proficiency increases confidence, initiative, and independence. It also improves your language proficiency increases confidence, initiative, and independence.

Study abroad can help you gain problem solving and crisis management knowledge of working with an intricately diverse team navigating cultural awareness and respect.

**APPLYING**  
The application process can now be completed and submitted online!

**GETTING STARTED**  
It's never too soon to start thinking about your intern abroad experience! To begin planning:

Browse through our program options online using our new search tool: [www.southalabama.edu/studyabroad](http://www.southalabama.edu/studyabroad)

Attend an information session with an International Education Ambassador: [www.southalabama.edu/departments/international/studyabroad/sevents](http://www.southalabama.edu/departments/international/studyabroad/sevents)

Drop in during our walk-in office hours or schedule an appointment with a Study Abroad Advisor: Tues. 9:00 AM - 12:00 PM Wed. 9:00 AM - 12:00 PM Thurs. 1:00 PM - 5:00 PM

Schedule an appointment with a Study Abroad Advisor by e-mail: [info@usa.edu](mailto:info@usa.edu)

## BENEFITS OF STUDY ABROAD

97% of study abroad students reported that study abroad allowed them to better adjust better to diverse environments.

70% of intern respondents reported that working abroad increased their confidence, initiative, and independence.

84% of study abroad alumni felt their studies abroad made them more confident in their ability to succeed in the global market.

76.6% of employers reported that study abroad graduates were more confident in their ability to succeed in the global market.

70% of study abroad alumni claimed that they were more confident in their ability to succeed in the global market.

80% of study abroad students reported that study abroad allowed them to better adjust better to diverse environments.

83% of intern respondents reported that working abroad increased their confidence, initiative, and independence.

100% improvement in GPA for post-study abroad students.

59% of employers said study abroad graduates were more confident in their ability to succeed in the global market.

90% of study abroad alumni claimed that they were more confident in their ability to succeed in the global market.

## SPECIAL ACADEMIC PROGRAMS

### HONORS PROGRAM

The USA Honors Program attracts a diverse body of high performing students and provides a challenging program of scholarly and research activities through the Mitchell College of Business, the Abraham Mitchell School of Nursing, and the College of Arts and Sciences.

### MITCHELL SCHOLARS PROGRAM

The University of South Alabama Mitchell Scholars Program offers extraordinary opportunities to pursue a challenging program of scholarly and research activities through the Mitchell College of Business, the Abraham Mitchell School of Nursing, and the College of Arts and Sciences.

### COLLEGE OF NURSING EARLY ACCEPTANCE PROGRAM

The College of Nursing has an early acceptance program for highly qualified high school seniors. Students selected for the early acceptance program and fulfilling all program requirements are guaranteed admission to the upper division professional program of the nursing curriculum. For details on how to apply, for the College of Nursing Early Acceptance Program, contact the Office of Admissions.

### PHYSICAL THERAPY EARLY ACCEPTANCE PROGRAM

The Physical Therapy Early Acceptance Program offers a select number of talented high school seniors a position in the Physical Therapy Program. First-time acceptance of the program is contingent upon the student meeting all necessary requirements. They can receive the medical school without competing for admission. This program is not an accelerated BS/MS program in that it expects students to spend four years as an undergraduate and an additional four years in medical school. For details on how to apply contact the office of admissions.

### COLLEGE OF MEDICINE EARLY ACCEPTANCE PROGRAM

The College of Medicine Early Acceptance Program (EAP) allows qualified high school seniors the opportunity to be accepted into medical school and enter their academic career contingent upon the student meeting all necessary requirements. They can receive the medical school without competing for admission. This program is not an accelerated BS/MS program in that it expects students to spend four years as an undergraduate and an additional four years in medical school. For details on how to apply contact the office of admissions.

## STUDENT SERVICES

### HEALTH CENTER

The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.

### STUDENT DISABILITY SERVICES

Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.

### CAMPUS POLICE

The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.

### CAREER SERVICES

Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.

### FINANCE

The Finance Department provides financial counseling and assistance to students and alumni. Services include financial counseling, budgeting, and financial planning.



The Job Success team is a trusted source for USA students. Helping first-year students successfully transition into their college career is an experience that will treasure forever.



The Finance Department provides financial counseling and assistance to students and alumni. Services include financial counseling, budgeting, and financial planning.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



The Finance Department provides financial counseling and assistance to students and alumni. Services include financial counseling, budgeting, and financial planning.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.



Career services advisors help major program which are available to all students and alumni. Career Employment Assistance, Employment opportunities for seniors, graduate students and alumni.



The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, within school, on-campus, and off-campus. Services include immunizations, eye exams, and general appointments.



Disability Services provides equal access, empowerment, success, respect, advocacy, collaboration and normalcy throughout the University and community for students with disabilities.



The police department exists to meet the unique law enforcement needs of the university community. USAPD engages in community oriented policing that actively encourages a safe environment for campus.





---

# A WIDER PALETTE

---









# LIMITING TYPEFACES





UNIVERSITY OF SOUTH ALABAMA

# HONORS

PROGRAM  
2015

# HOUSING OPTIONS

RESEARCH,  
INNOVATION  
& OUTREACH

VOLUME FIVE

# #FlySouth

University of South Alabama  
2015-2016

# CAMPUS LIVING

UNIVERSITY OF SOUTH ALABAMA  
HOUSING  
& Residence Life

USA MEDICINE

UNIVERSITY OF SOUTH ALABAMA  
COLLEGE OF MEDICINE

UNIVERSITY OF  
SOUTH ALABAMA

Your Future Begins Here!

# WHY LIVE HERE?

2300 beds on campus

32 residence halls  
6 residential communities  
50 resident assistants

- A. Academic Success
- B. Connection to the University
- C. Convenience
- D. Safety & Security
- E. All of the Above

- Unlimited Access to FREE Laundry
- Unlimited Internet Access
- Campus P.O. Box
- Housing Staff Available 24/7
- Bike Racks
- Recreational & Study Lounges
- Maintenance Staff Available 24/7
- Controlled Access



---

**CAPTURING MOMENTS,  
NOT POSES**

---



# HR ADVANTAGE

Volume 24, Issue 1 | November 2014

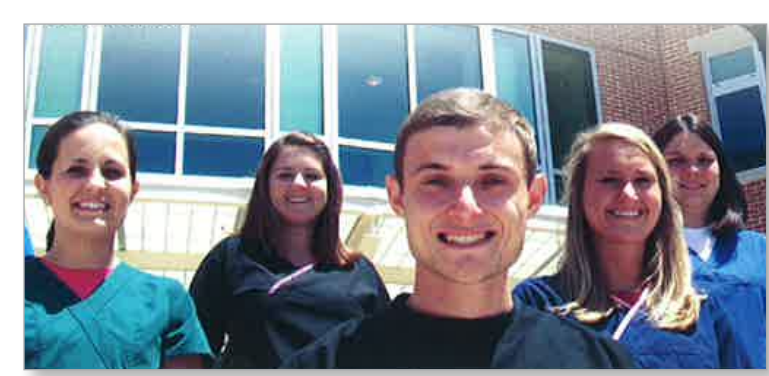


**RESEARCH, INNOVATION & OUTREACH**  
VOLUME FIVE

**NEW FACES  
NEW PLACES  
NEW SOLUTIONS**

**UNIVERSITY OF SOUTH ALABAMA**

**USA**  
**UNIVERSITY OF SOUTH ALABAMA**



**2015-2016**

**USA** Housing & Residence Life  
**COMMUNITY DIRECTOR**  
Recruitment Guide

**USA** UNIVERSITY OF SOUTH ALABAMA  
FINANCING YOUR USA EDUCATION

SCHOLARSHIPS | TUITION | FINANCIAL AID

**ROOMS FOR TWO**

Rooms for Two feature an open concept design, which includes a bathroom.

**BUILDINGS:**  
New Hall, Epsilon 1, Epsilon 2, Delta 3, Delta 4, and Delta 5

New Hall Floor Plan



## *Next Steps*

- Workshop findings to be gathered and integrated for strategy development
- Ologie to present first round of strategy to USA team in July
- Once the strategy is finalized, Ologie will begin creative development

*Thank you.*

# Current Advertising Campaign

- A “bridge” to the completed branding process.
- Main theme is “direction.”
- Focused on Mobile, Baldwin counties and service areas.
- Primarily online (Display Ads, Facebook, Pandora online radio, YouTube), with some outdoor advertising.
- Designed to encourage potential students to visit campus.





# WHERE DISCOVERY FINDS DIRECTION.

**THE UNIVERSITY OF SOUTH ALABAMA** is a place of unlimited possibilities, unrestrained ideas and exceptional accomplishments. Every day, our faculty and students think beyond boundaries in fields as diverse as archaeology, cancer research, disaster recovery, cybersecurity, history, marine science, nanomaterials, and the visual arts. Strategically located in the coastal city and commercial hub of Mobile, the University of South Alabama stands as a catalyst for innovation and discovery. **HOW FAR WILL YOU GO? GO SOUTH.**







## THE ELEMENTS OF ACHIEVEMENT.


**MADISON TUTTLE** might change the world. When she graduates, she plans to earn a doctorate and research novel anticancer agents. But without the Mitchell-Moulton Scholarship Initiative, she wouldn't be a USA student. Her ability is only catalyzed by your support. And your gift to MMSI will be immediately doubled, ensuring that students like Madison can change the world. For more information, call (251)460-7032 or visit [southalabama.edu/development](http://southalabama.edu/development).




UNIVERSITY OF SOUTH ALABAMA  
**MITCHELL-MOULTON**  
SCHOLARSHIP INITIATIVE

10:06 AM 85%

Taylor Swift Radio




CLICK FOR A CAMPUS TOUR >>>




Your station will be right back... Why Ads?

0:00 - -0:30




10:05 AM 86%

Taylor Swift Radio




CLICK FOR A CAMPUS TOUR >>>





Your station will be right back... Why Ads?

0:01 - -0:30




10:02 AM 86%

Today's Hits Radio

CLICK FOR A CAMPUS TOUR >>>




Cheerleader (Felix Jaehn R... ^

Omi

Cheerleader (Felix Jaehn Remix Ra...

0:00 - -2:59





**AT THE  
INTERSECTION  
OF IDEAS AND  
APPLICATIONS**





**THINK BEYOND  
BOUNDARIES**







UNIVERSITY OF  
SOUTH ALABAMA

START  
FINDING  
YOUR  
DIRECTION

START  
FINDING  
YOUR  
DIRECTION

START  
FINDING  
YOUR  
DIRECTION

CLICK HERE>>>  
FOR A  
**CAMPUS  
TOUR.**

CLICK HERE>>>  
FOR A  
**CAMPUS  
TOUR.**







UNIVERSITY OF  
SOUTH ALABAMA





UNIVERSITY OF  
SOUTH ALABAMA

