USA Marketing and Communications Advisory Committee

Our Goals

• Build a stronger regional and national identity for USA.
• Enhance USA’s reputation in the marketplace.
• Create awareness and demonstrate relevance.
• Oversee and guide creation of a brand portfolio, visual identity and branding standards guide.
• Connect brand marketing to our direct marketing.
Our Responsibilities

• Achieve consensus about the USA brand.
• Oversee and guide creation of a USA foundational brand and brand portfolio.
• Educate colleagues about the branding process.
• Create “buy-in” throughout the university.
• Act as USA’s primary Brand Ambassadors.

Brand Ambassadors

• We bring forth concerns and issues from our individual areas, collaborate on solutions with the Advisory Committee, and communicate decisions to our areas.
• We take responsibility for the marketing and communications that are produced in our areas.
• We monitor our areas to ensure marketing and communications are built upon the common foundation that we will create.
Our Responsibilities

Get everyone pulling in the same direction!

To successfully brand USA in the hearts and minds of our audiences, we need to coordinate our:

- Key Messages
- Visual Identity
- Advertising
- Marketing
- Public Relations
- Social Media
- Publications/Printed Materials
- Electronic Communications

Why is this Important?

- We compete with the nation’s other 4,000 colleges and universities for the best students and faculty.
- We compete with thousands of nonprofits for resources such as staff, funding, public attention, donor support and recognition.
- Our brand (the unique promise we make) is how we set ourselves apart from those competitors.
How Will We Do This?

In the months ahead, we will:

- Assess USA’s current identity.
- Discuss internal and external perceptions.
- Conduct an internal communications audit.
- Conduct a comprehensive situation analysis.
- Define and prioritize our target audiences.
- Develop and refine USA’s brand promise.
- Create a Brand Portfolio (logos, taglines, colors, etc.).
- Create our visual identity and communications plans.

You are not Alone!

The Office of Public Relations can help:

- Plan marketing and communications strategies.
- Provide design and production of printed materials.
- Plan and place external advertising.
- Plan and execute Media Relations strategies.
- Provide editorial assistance (re-writing, copy editing).
Agency Partner

In our efforts, we'll be assisted by Ologie.

• Branding agency with extensive experience in brand creation and clarification.
• Works with colleges and universities, health care, corporate and nonprofit organizations.
• Known for strategic approach, flexibility and creativity.
• Clients include similar institutions in similar situations.

Why an External Partner?

Internal staff will stay focused on ongoing projects and initiatives. Ologie will work with us to:

• Define where our brand is today.
• Conduct research and assessments.
• Survey competitive landscape in our region.
• Develop and present ideas about what the brand can and should become.
• Develop the strategy to make the brand happen.
• Create the visual identity and communications.
Our Bottom Line

We want everyone at USA to understand that everything is connected.

Every person at the University, and every aspect of our work is a reflection of the entire University of South Alabama.

We all shape University of South Alabama identity and reputation by what we do every day.