

# 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