DEFINING THE ELEMENTS OF OUR STORY

Our attributes and benefits

What is an attribute?
An attribute is what we offer to our students. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

What is a benefit?
A benefit is what students get. It’s the value of the attributes that we offer: the answer to the question “so what?” or “why do we care?”

What is attribute and benefit mapping?
The attributes and benefits are organized into a hierarchy that builds up to a core attribute and a core benefit. These are placed on a map to show the relationship between the core attribute, core benefit, and supporting proof points. The map provides the foundation for clear, consistent, and compelling brand messaging.
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Messaging map example

Example: **VOLVO**

- We install collision warning systems
- We install side-impact air bags
- We have high safety ratings

**Attributes** (what we offer) → We build safe cars → **CORE ATTRIBUTE**

**Benefits** (what they get) → To keep you and your family secure → **CORE BENEFIT**
### Academic Offering
- Research initiatives that solve local and national problems
- A broad variety of comprehensive, high-quality, and relevant academic programs
- Team-based teaching and learning in the classroom
- An excellent honors program
- Undergraduate research experiences that aren’t available at other colleges
- Nationally competitive faculty who achieve the right balance between teaching and research
- An emphasis on STEM
- Experiential learning opportunities, like study abroad, internships, and research
- Advanced classroom technology
- A collaborative learning environment
- A rigorous, well-rounded academic experience
- Being at the forefront of developing new knowledge

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### Experience and Culture
- Faculty and staff who are open and accessible
- A vibrant, active, and exciting university community
- A dynamic urban setting on the Southern coast
- A warm, welcoming community
- A diverse campus culture
- Location in an international commercial hub
- A comprehensive array of student activities in the arts, leadership, and athletics
- A growing, competitive athletics program
- An emphasis on student involvement
- A focus on the individual
- A concentrated focus on career planning
- Embracing new ideas and approaches
- State-of-the-art facilities and atmosphere for learning
- A size that allows for diverse academic and social opportunities, but a personal experience
- A desire to innovate
- Opportunities for students to influence USA’s environment and traditions
- A risk-taking, entrepreneurial attitude

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### Impact
- Access for students of diverse backgrounds and mindsets
- A focus on financial accessibility and affordability
- A vital economic engine for the Gulf Coast region
- Delivering cutting-edge medical research and high quality patient care
- The premier health provider for the region
- Providing a skilled workforce for the region
- Discovering solutions to critical problems
DEFINING THE ELEMENTS OF OUR STORY

What key **benefits** are the most important to highlight?

- Develop critical-thinking and problem-solving skills
- Collaborate with others and learn from their unique perspectives
- Build relationships and student engagement
- Influence your environment at USA
- Help the Mobile community grow and flourish
- Actively engage in learning inside and outside the classroom
- Work alongside and learn from academic leaders in their respective fields
- Develop confident leaders
- Carve out a unique student experience and influence campus community and traditions
- Connect with other students and faculty as you develop the skills to become an industry professional
- Provide unprecedented opportunities for scholars and students to explore the frontiers of their fields
- Build a significant regional innovation ecosystem
- Prepare students to enter the workforce or further their education
- Enhance the quality of life for all citizens
- Produce well-rounded citizens of the world
- Develop responsible, contributing members of the community
- Make a $2.5 billion economic impact on the region
- Demonstrate passion for the USA community