Brand Implementation
Brand Implementation

At this point, everyone should:
• Use updated business cards, letterhead and envelopes.
• Discontinue use the old, boxed logo on any materials.
• Continue to replace the old logo on signage.
• Use the updated name badges and lapel pins.
• Use the templates from the branding website.
• Incorporate key messages from the brand narrative into printed materials and websites.
March 2017 Brand Anniversary
“We Are South” Instagram T-Shirt Giveaway
“We Are South” Instagram T-Shirt Giveaway
New Branded Materials
Highlights Brochure
Honors College Brochure
Alumni Mailer

The Julian & Kim MacQueen Alumni Center
A HOME FOR ALUMNI ON CAMPUS
Housing Brochure

We are home.
Housing Contract Timeline

**SEPTEMBER 2017**
- Academic Year 2018-2019 housing contract available online

**SEPTEMBER – APRIL**
- Apply for housing to be eligible for Room Selection (self-selection). Earlier is better.
- ‘Manage Roommates’ step opens in the housing contract.
- Begin to search for and request preferred roommates.

**NOVEMBER 1**
- ‘Manage Roommates’ step opens in the housing contract.
- Begin to search for and request preferred roommates.

**MARCH 1**
- Housing Contract completed by March 8.
- You will be invited to assign yourself during the ‘Room Selection’ process (April). During your invited time, you select your exact room from what’s available at the time of your participation.
- Monitor JagMail for notice of time slot to participate in ‘Room Selection’ if the housing contract was completed by March 1.

**LATE MARCH**
- Pick your hall and room through the ‘Room Selection’ step in the housing contract during your time slot (if eligible).

**APRIL**
- Housing Contract completed after March 8. USA Housing will assign your hall and room, taking into consideration your selected preferences – based on space availability at time of assignment. JagMail notice will be sent once assigned.

**MARCH – JULY**
- Move-in: residence halls open for fall semester.
Planned Giving

Over the years, many University of South Alabama alumni and friends have remembered the University in their estate plans. In recognition of such commitments to the University, USA supporters who document a specific planned gift will be recognized through the University of South Alabama Legacy Society.

To be recognized in the Legacy Society, simply provide the University of South Alabama with either a copy of the specific provision that reflects your estate commitment for the benefit of the University or complete the attached Legacy Society Application. Donors may also wish to remain anonymous.

Planned gifts may be designated for the unrestricted use of the University or for a specific college, hospital, or department. Planned gifts may also be restricted to a specific purpose of your choosing.

Currently, a planned gift of $10,000 or more may be designated to create an endowed fund in memory of a loved one or to carry your own name. The annual spendable income from the endowed fund, as defined by the University of South Alabama policy, provides perpetual recognition for the person or persons named.

The annual spendable income could:
- Provide assistance for undergraduate students, graduate students, or student athletes by establishing a scholarship
- Help provides a cure for cancer or an illness
- Provide equipment upgrades
- Honor an individual who will impact future generations of students

You decide! How will your gift impact the University of South Alabama?

FOR FURTHER INFORMATION ON THE LEGACY SOCIETY, PLEASE CONTACT:

University of South Alabama
Office of Development
200 University Blvd., N
Mobile, Alabama 36688-0002
Phone: (251) 460-6502
Fax: (251) 460-8778
Please visit our website: www.southalabama.edu/development
Study Abroad
Choose your own adventure!

What is Study Abroad?
Study abroad is the opportunity for USA students to spend time in a different country while earning credit towards your degree through taking classes, interning, volunteering, and more. Studying abroad can be one of the highlights of your university career, giving you wonderful and challenging experiences that will allow you to grow both academically and professionally. Get started today!

Did you know that the Office of International Education awards $100,000 in scholarships for Study Abroad each year?

Did you know USA offers programs in over 60 countries?

You can study abroad and still graduate in 4 years?

Study Abroad includes: Internships, Volunteer Programs, and Research.

Statistics on study abroad as reported by returned study abroad students in an IES survey

96% of students reported study abroad increased self-confidence.
95% said study abroad had a lasting impact on their worldview.
98% of students stated that study abroad helped them better understand their own cultural values and biases.
87% of the students said that study abroad influenced their subsequent educational experiences.
64% of surveyed employers said that graduates with an international background are more often given greater professional responsibility.
90% of study abroad alumnus who applied got into their 1st or 2nd choice grad school.

Your Journey Begins Here

12 MONTHS BEFORE DEPARTURE

1 MONTH BEFORE DEPARTURE

1 MONTH BEFORE ARRIVAL

1 MONTH AFTER RETURN
Global USA

International Student Expenses* 2017–2018

<table>
<thead>
<tr>
<th>UNDERGRADUATE STUDENTS</th>
<th>GRADUATE STUDENTS</th>
<th>ENGLISH LANGUAGE CENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition &amp; Fees</td>
<td>$9,940</td>
<td>$8,938</td>
</tr>
<tr>
<td>Living Expenses</td>
<td>$6,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Medical Insurance</td>
<td>$1,826</td>
<td>$1,200</td>
</tr>
<tr>
<td>Books</td>
<td>$584</td>
<td>$1,500</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$16,146</td>
<td>$17,536</td>
</tr>
</tbody>
</table>

*Estimated based on 15 months, tuition rates vary by major

USA Colleges and Schools
- Allied Health Professions
- Arts and Sciences
- Mitchell College of Business
- Computing
- Education and Professional Studies
- Engineering
- Medicine
- Nursing
- Pharmacy with Auburn University

Fast Facts
- More than 16,000 students
- 1,000 international students
- 100 degree programs
- Over 80 countries represented
- Scholarships available

Admission Requirements
- 2.5 GPA
- ACT 61
- SAT 5.5
- TOEFL 3.6

The University of South Alabama is located in Mobile, Alabama, nestled on the beautiful Gulf of Mexico.

For more information, contact globalusa@universitysouthalabama.edu
Mitchell Center Poster
A Night Honoring Heroes
Employee Service Recognition Program

PRESIDENT TONY G. WALDROP AND THE PRESIDENT’S COUNCIL
ARE HONORED TO HOST YOU AND A GUEST IN RECOGNITION OF YOUR
25 years
OF SERVICE AT THE UNIVERSITY OF SOUTH ALABAMA
TUESDAY, OCTOBER 24, 2017
5:30 P.M.
USA STUDENT CENTER BALLROOM
ATTIRE: BUSINESS CASUAL

Please RSVP before Monday, October 16 to the Office of Special Events at specevents@southalabama.edu or Tonho Garcia at (251)461-3974.
Please note any dietary or special needs when you send your RSVP.
EMPLOYEE RECOGNITION AT SOUTH

PRESIDENT TONY G. WALDROP, DR. JULEE WALDROP AND THE PRESIDENT’S COUNCIL ARE HONORED TO HOST YOU IN RECOGNITION OF YOUR Employee Achievement TUESDAY, NOVEMBER 7, 2017 6:00 P.M. THE PRESIDENT’S HOME, 28 OAKLAND AVENUE, MOBILE, AL 36608 Please pull all the way around to the other side of the driveway to maximize parking. Carpooling is encouraged as parking space is limited. ATTIRE: COME AS YOU ARE

Please RSVP before Tuesday, October 24 to the Office of Special Events at specialevents@southalabama.edu or Frances Henson (251) 460-7853. Please note any dietary or special needs when you send your RSVP.

UNIVERSITY OF SOUTH ALABAMA

EMPLOYEE RECOGNITION AT SOUTH

PRESIDENT TONY G. WALDROP AND THE PRESIDENT’S COUNCIL INVITE ALL Christie Miree Nominees TO A BREAKFAST IN RECOGNITION OF THEIR NOMINATION. MONDAY, OCTOBER 23 8:00 A.M. USA FACULTY CLUB ATTIRE: COME AS YOU ARE

Please RSVP before Wednesday, October 18 to the Office of Special Events at specialevents@southalabama.edu or Tasha Garriga at (251) 460-3974. Please note any dietary or special needs when you send your RSVP.

UNIVERSITY OF SOUTH ALABAMA
USA Police Department

BE SAFE AND SECURE!
Vehicle Theft Prevention
- ALWAYS lock your car doors.
- ALWAYS take your keys.
- NEVER leave valuables in your car.
- REPORT suspicious persons or activity to USA Police immediately!

USA Police
- 24 Hour Dispatch: (251) 460-5202
- Anonymous Tip Line: (251) 460-6667
- Non-Emergency email: police@southalabama.edu
- For more information: SouthAlabama.edu/Police

PROTECT YOUR BELONGINGS!
1. Lock Your Car
2. Take Your Keys
3. Remove Your Valuables

If You See Something, Do Something! USA Police (251) 460-6312
Trade Show Booth
Brand Website (SouthAlabama.edu/Brand)
Brand Guidelines

Your Guide to:
• Processes and Procedures
• Writing and Key Messages
• Logos and Logo Usage
• Business System/Stationery
• Colors and Typefaces
• Templates and Designs
• Samples and Ideas
Brand Guidelines

The Brand website includes:

• Downloadable USA Logos
• Downloadable USA Photography (more coming soon!)
• Approved Brand Templates for:
  – Social Media, Email Signature, Letterhead, Memos, Agendas, PowerPoint, Fax, Research Posters and some publications

• What’s missing? What else do we need?
Marketing and Communications Assistance

The Office of Marketing and Communications

• Marketing Plans and Consulting
• Media and Public Relations
  – USA News (pitch your story)
  – Press Conferences/Publicity
• USA Social Media Accounts
• Creative Services and Design
• Photography and Video
• USA Speakers Bureau (SouthAlabama.edu/Speakers)
• Event Marketing 101 (SouthAlabama.edu/MarComm)
Publication Services

- Custom USA Logos with Unit ID
- Letterhead, Business Cards, Envelopes
- Printing and Copying
- Banners, Signage, Merchandise
- Variable Data Mailing Services
- Graphic Design
- External Print Bidding
Information Sharing