

DISCOVERY FINDINGS



Table of Contents

INTERVIEW FINDINGS

What we heard

PEER INSIGHTS

How USA's competitors are positioning themselves

COMMUNICATIONS REVIEW

How USA is communicating today

The background of the entire page is a solid orange color. Overlaid on this background are two faint, semi-transparent silhouettes of people. On the left is a silhouette of a woman with long hair, and on the right is a silhouette of a man. They appear to be in a conversation or interview setting.

INTERVIEW FINDINGS

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.

"Traditionally we've been a big commuter school. That perception is changing, even though commuters still make up 50% of the student body."

"We're seen as second choice, both as an institution and a health care provider. We've got a poor image, but a great product."

"Ologie's work should reflect the present and hint at the future. Our past is still stuck in people's minds."

"We are perceived as a community college for hitting the value message too hard in the past."

"We're not usually selling to the local students. They've been here, seen campus, and they're biased against us."

"Not only do I spend time convincing people that we're a different South Alabama university, but also that we're a different Alabama."

"Overall, we'd like to be known for our programs, rather than just being a convenient or inexpensive option."

FINDING Nº 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.

"There's been an incredible evolution over the past ten years. People from this community feel very positive about South."

"Athletics has been a rallying point, marking our shift to a residential experience."

"Over the past few years, the campus has totally changed. We have a product here that a lot of students find attractive."

"A lot of us would like to value creativity. That means a new, innovative way to put ourselves out there."

"We all feel like this is the time and the window is open for the university to move to the next level of achievement."

"Now that we can show our traditions and pride, we can be competitive. We can say, 'Choose us first.'"

"We want to be the first choice for students, but also for health care. We need to make that message clearer."

"South has allowed other people to tell its story—now we're taking ownership of our identity."

FINDING № 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.

"The faculty are responsible for research, publishing, and presenting. The benefits of this work translate to their teaching."

"We offer a high-quality, comprehensive education that rivals that of the leaders in our state."

"We want to be known as one of the best urban, regional institutions that improves education outcomes for all students."

"In the future, we'll be at the forefront of developing new knowledge as a top-notch research institution. We're already headed down that path."

"Academics is the biggest misperception. The quality of what you receive in Mobile is the best."

"If we can highlight the research initiatives going on, that's going to increase the academic rigor, attract renowned faculty, and elevate our health care offer."

"There's a nice balance of teaching and research. We haven't been known for it, but the faculty have been toiling away."

"We have never shown the benefits of academic medicine to the community."

FINDING № 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.

"We don't have established traditions yet, but we're creating them every day."

"As a student, you can impact and influence your environment—classroom, organizations, traditions."

"Our best-fit students don't want the norm for education. They want to create their own experiences."

"Here we embrace doing things differently, and we work hard at that. It's an exciting atmosphere."

"It's small enough that you can make an impact and there are opportunities to keep going."

"We have a risk-taking, entrepreneurial attitude. Here you choose your own path."

"Students want to be part of the 'up-and-comer' energy."

"At my previous institution, you couldn't build new things, and building new things is a lot more fun. Here, you can work with people to get things done."

FINDING № 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?

"We're really trying to give opportunity on a broader basis and scale. You'll be prepared for life in a variety of pursuits."

"We don't focus enough on outcomes, and how a student's four years here shapes who they are when they leave."

"We're not as aggressive as other institutions that may be producing go-getters. We don't teach competition well."

"The best student won't come to us. We need to prepare them to be the best. If we don't change them, then what's the value of the degree?"

"Mobile and South make students feel very welcome. Graduates' attitudes are very positive."

"We want students to come here and have a transformational experience, but that also applies to health care. We are facilitators of transformation."

"You can come here and solve problems that improve the quality of life. We're unique in that way."

"Engineering and health students know what they want to do. Success is broadening their perspectives and opening them up to new possibilities."

FINDING Nº 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.

"In the past it's been all about individualism. We worked in silos with no collaboration across the university. It's getting better."

"Our stories haven't always been told among us. But there's a desire to work with each other."

"Show how a baby being born [at Children's & Women's] all comes back to this institution and its academic mission."

"We are one of the premier health providers. I don't think people realize that it's all connected."

With UAB it's one thought: university and health system. We need a way to express ourselves as one complete and whole university."

"We are phasing out of 'South' in athletics. We are national and want to be known as 'South Alabama.'"

FINDING Nº 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.

"Our impact on the community and the greater region through the health system makes me so proud."

"We're focused on practical innovation that leads to economic development."

"We don't beat our drum loud enough. Our importance to the Gulf Coast is a major component of our brand."

"Many nurses, med techs, physicians, and allied health professionals went through South. The impact is hard to measure."

"I'd like to see us be more of a member of the south Alabama community, not just an institution in Mobile."

"Without us, south Alabama would lag behind the rest of the state. And our health care impact is huge!"

"For a young university to be so involved in international manufacturing—we're a catalyst. There's great potential for growth and partnerships."

"We have a \$2.5 billion economic impact on the region. We provide a skilled workforce, create new companies, and solve important problems."

PEER INSIGHTS

How USA's competitors are positioning themselves

We looked at USA's competitors to learn what they're saying and how they're positioning themselves. This review gives us a sense of what others are doing and what key audiences are seeing.

For this review, we looked at:

- current communication materials
- websites

We assessed the overall packaging of the stories and positionings, including visual and verbal style, information, and key messages.

Peer Insights

Cross-Application Competitors



AUBURN
UNIVERSITY

BIG IDEA:

Auburn is one of the largest universities in the South, remaining at the educational forefront with our emphasis on a blend of arts and applied sciences.

TAGLINE: This is Auburn.

KEY MESSAGES:

- Family-like atmosphere
- Land, sea, and space grant university with a spirited, rich sense of tradition
- Comprehensive academic offer with deep breadth and depth of degree options
- Research, extension, and outreach are central to the mission

tone:

- Approachable
- Proud
- Traditional
- Practical

NOTES: The overall look and feel seem outdated and don't tell much of a story, but sub-branding efforts, like admissions, show off Auburn's spirit.



- Auburn at a Glance
- History of Auburn University
- Vision and Mission Statement
- Auburn Creed
- Visitors Guide to Campus
- About the Area
- Traditions
- Doing Business with AU
- Office of Institutional Research and Assessment

Auburn Home > About Auburn University



Welcome to Auburn University!

Auburn University was established in 1856 as the East Alabama Male College, 20 years after the city of Auburn's founding. In 1872, under the Morrill Act, the school became the first land-grant college in the South and was renamed the Agricultural and Mechanical College of Alabama. In 1899 the name again was changed, to the Alabama Polytechnic Institute. Finally, in 1960 the name of the school was changed to Auburn University, a title more in keeping with its location, and expressing the varied academic programs and larger curriculum of a major university.

Today, Auburn is one of the few universities to carry the torch as a land, sea and space grant university. Our fall 2014 semester enrollment was 25,912. Our students can choose from more than 140 degree options in 13 schools and colleges at the undergraduate, graduate and professional levels.

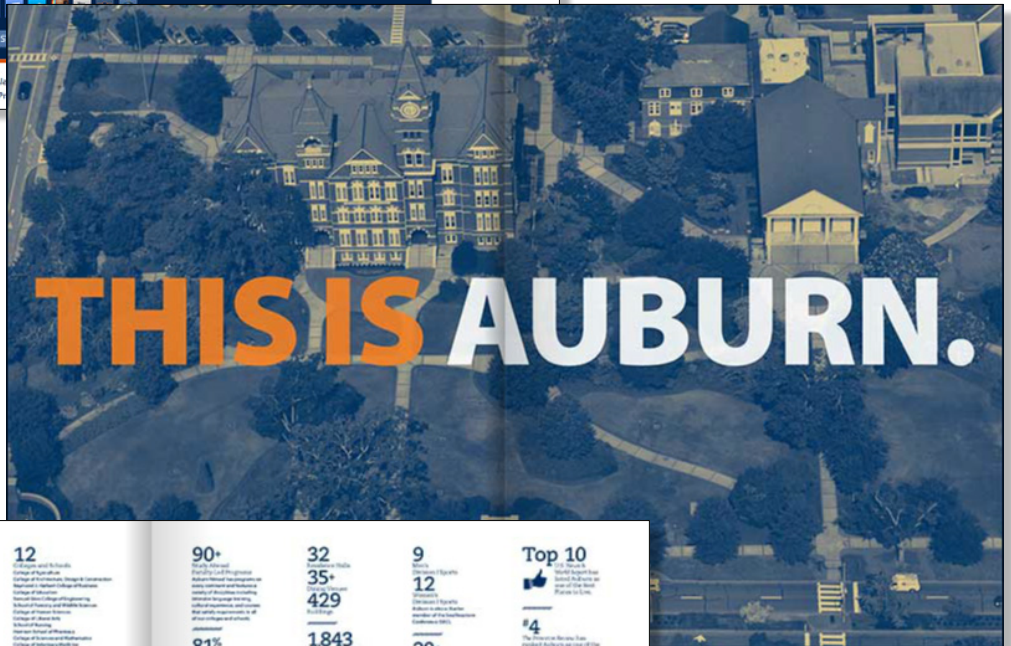
Auburn University has developed into one of the largest universities in the South, remaining in the educational forefront with its traditional blend of arts and applied science, and changing with the needs of today while living with a respect for the traditions and spirit that are Auburn.

Last updated: Sept. 11, 2014

THIS IS AUBURN.

Alabama Agricultural Experiment Station
Alabama Cooperative Extension System

Auburn University | Auburn, AL
Website Feedback | Print



THIS IS OPPORTUNITY & CHOICE.

With 12 colleges and schools and nationally-ranked programs in architecture, business, engineering, forestry, journalism, pharmacy, and veterinary medicine, graduates say "graduates leave ready with their level of professionalism, communication skills, ethics, and preparation."

12 Colleges and Schools
College of Architecture, Design & Construction
College of Business Administration
College of Forestry
College of Journalism & Mass Communication
College of Pharmacy
College of Veterinary Medicine
College of Education
College of Arts & Sciences
College of Agriculture & Forestry
College of Health & Human Services
College of Environmental Science

140+ Undergraduate Degrees to Choose From

1,184 / 18:1 Faculty-Student Ratio

90+ Internship Opportunities
Auburn offers a variety of on-campus and off-campus internship opportunities. The only university in Alabama with a dedicated Internship Office.

81% of Undergraduate Students are Ready for Full-time Workforce

3.2 Million students are on the world's largest collection of Auburn Community University

32 International Offices
35+ Study Abroad Programs
429 Exchange Programs

1,843 Acres of land are available for student organizations, research, and athletics.

400+ Organizations and Clubs

9 Honors Societies
12 Centers & Institutes
Auburn Honors College
College of Business Administration
College of Education

20+ International Partners
11+ Honors Societies
7 Centers & Institutes

Top 10

- 100% of Auburn's students are ready for the workforce
- 4th highest percentage of students who are employed within 6 months of graduation
- 4th highest percentage of students who are employed within 6 months of graduation
- 96% of Auburn's students who would choose Auburn to attend again



Peer Insights

Cross-Application Competitors



BIG IDEA:

The University of Alabama is a student-centered research university and an academic community united in its commitment to enhancing the quality of life for all Alabamians.

TAGLINE: The Capstone of Higher Education

KEY MESSAGES:

- UA offers a well-rounded and affordable college experience
- Students are the first priority
- Research efforts make a difference in people's lives

STONE:

- Straightforward
- Inclusive

NOTES: The language is very attribute-driven, and messaging doesn't have a clear focus.

THE UNIVERSITY OF ALABAMA
THE CAPSTONE OF HIGHER EDUCATION

A-Z Index Campus Tour Directories SEARCH

About UA Academics Admissions Athletics Giving Libraries Life at UA Outreach Research Technology

FUTURE STUDENTS / CURRENT STUDENTS / FACULTY & STAFF / ALUMNI & FRIENDS / PARENTS / VISITORS

About UA

Administration

Campus Tour
Virtual Campus Tour
Interactive Campus Map
Schedule a Campus Visit

History of UA

Institutional Reports

Mission & Objectives

Policies

Quick Facts

UA News Center

Visitors Center



The University of Alabama is a student-centered research university and an academic community united in its commitment to enhancing the quality of life for all Alabamians.

Founded in 1831 as Alabama's first public college, The University of Alabama is dedicated to excellence in teaching, research and service. We provide a creative, nurturing campus environment where our students can become the best individuals possible, can learn from the best and brightest faculty, and can make a positive difference in the community, the state and the world.

The University of Alabama family has always expected great things. After all, we are our state's flagship university — the Capstone.

Welcome to UA

- Administration
- Campus Master Plan
- Factbook
- Giving Opportunities
- History of UA
- Alumni Resources
- Institutional Reports
- Mission and Objectives
- Policies
- President
- Quick Facts
- UA Viewbook
- UA Wallpaper

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Visiting Campus	Quick Facts	Academics & Majors	Life at UA
Admission Process	Our Recruiters	Scholarships & Financial Aid	Connect via Social Media



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VISITING CAMPUS



Welcome to The University of Alabama Viewbook from the Office of Undergraduate Admissions. The...

THE UNIVERSITY OF ALABAMA
THE CAPSTONE OF HIGHER EDUCATION

A-Z Index Campus Tour Directories SEARCH

About UA Academics Admissions Athletics Giving Libraries Life at UA Outreach Research Technology

FUTURE STUDENTS / CURRENT STUDENTS / FACULTY & STAFF / ALUMNI & FRIENDS / PARENTS / VISITORS

Admissions

Undergraduate

International

Graduate

Law

Financial Aid

Orientation

Scholarships

Residency

Transfer

Visit Campus



The University of Alabama has a lot to offer – a high-quality education at an affordable cost; a beautiful 1,000-acre residential campus in an All-American city; more than 200 fields of study; scholarship opportunities; more than 350 student organizations; and faculty and staff who genuinely care about our students' success.

The Office of Undergraduate Admissions provides information to high school and transfer students applying for admission to the Capstone. We hope you'll schedule a visit to The University of Alabama campus, or if you can't be here in person, take a virtual tour of campus. Or check out the viewbook to get a quick look at UA and the undergraduate admission process. You may also learn more about housing, meal plans, technology resources, scholarships and financial aid.

The Graduate School enrolls more than 3,700 students in more than 120 master's and doctoral programs. Combining high-quality programs with excellent faculty and top-notch facilities, the graduate school prepares students for careers in teaching, research and service.

Admissions

- Undergraduate Admissions
- International Undergraduate Admissions
- Graduate Admissions
- Law Admissions
- Academic Calendar
- Campus Tour
- Virtual Campus Tour
- UA Viewbook
- Cost of Attendance
- Net Price Calculator
- Online & Distance Degree Programs

Academics

- Colleges and Schools
- Undergraduate Majors
- Academic Catalogs
- Graduate Programs
- Law Programs
- Distance Education
- UA Early College
- UA System Telecampus
- WEAViewonline

Student Life

- Dean of Students
- Capstone International
- Center for Sustainable Service and Volunteerism
- Crimson Chefs
- Crimson Ride
- Crimson Tide Athletics
- Crimson InkHub
- Greek Affairs
- Housing & Residential Communities
- International Students and Scholar Resources

Student Services

Peer Insights

Cross-Application Competitors



BIG IDEA:

UAB is a premier doctoral research university and academic medical center.

TAGLINE: Knowledge that will change your world

KEY MESSAGES:

- Pursues the frontiers of education, research and health care
- One of the nation's largest and most reputable hospitals
- Offers opportunities for achievement across disciplines
- Has helped shape, and is shaped by, the city of Birmingham

STONE:

- Determined
- Casual, where appropriate
- Committed

NOTES: Relies heavily on the health offer, though the admissions section tries too hard to make UAB sound like it's good at everything.

UAB THE UNIVERSITY OF ALABAMA AT BIRMINGHAM
 Knowledge that will change your world

Search Go

f t in UAB Quicklinks

The "magic of intervention" IN CHILDREN WITH AUTISM
 10 WEEKS

Future Students Current Students Faculty Employees Alumni Donors Patients

Global
 About UAB
 Academics
 Arts
 Athletics
 Departments
 Health Care
 Human Resources
 Information Technology
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UAB Magazine
 UAB News
 Mobile App

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 the CAMPAIGN for UAB

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News

UAB Forward

Around Campus

Mobile app could let you make the cloud as you go A new cloud computing paradigm developed in UAB's SECRETLab could turn idle smart appliances and other Internet of Things devices into a powerful processing force.

The system, known as Aura, pools the unused processing power available in Web-linked devices to create a localized cloud service. It is being developed by a team of graduate students led by Assistant Professor Ragib Hasan, Ph.D.

"With Aura, the building becomes an extension of the mobile phone processor and memory," Hasan explains.

National search yields new leader for UAB Biomedical Engineering Jiarui Zhang, M.D., Ph.D., a national leader in myocardial bioenergetics, biomaterial and stem cells for cardiac repair, has been named the chair of UAB's Department of Biomedical Engineering, a joint department in the schools of Medicine and Engineering.

"Biomedical engineering is a critical piece to finding new solutions to challenges in population health and health care," said Selwyn M.

UAB Summer Band Independence Day concert July 4

UAB Gospel Choir summer concert July 19

"The Freedom Exhibition: Two Countries One Struggle" through Aug. 8

AEIVA presents "Willie Cole: Transformations" through Aug. 8

UAB THE UNIVERSITY OF ALABAMA AT BIRMINGHAM
 Knowledge that will change your world

Search Go

f t in UAB Quicklinks

Departments

Future Students Current Students Faculty Employees Alumni Donors Patients

Global
 About UAB
 Academics
 Arts
 Athletics
 Departments
 Health Care
 UAB Medicine
 UAB Dentistry
 UAB Optometry
 Human Resources
 Information Technology
 Libraries
 Research

UAB Health Care

Through its acclaimed Health System and health professional schools, UAB brings world-class care close to home for Alabama families. *U.S. News & World Report* and other national publications consistently rank UAB's innovative programs and expert specialists among the best in America. For patients, that means they can trust UAB for the most advanced, most promising treatments—including some available nowhere else in the region.

UAB MEDICINE

UAB SCHOOL OF DENTISTRY

SCHOOL OF OPTOMETRY

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Do you want to discover lost worlds?

WE HAVE A STORY TO TELL

Our story is one of remarkable growth in size, quality, reputation and impact. In a little more than four decades, UAB has transformed from its modest beginnings as an extension center into a doctoral research university and academic medical center. And we have the same audacious vision that led our founders to dream big dreams: To educate, advance discovery, care for the sick, respond to the needs of our community and establish Alabama as a progressive economic center that can change the world.

Peer Insights

Cross-Application Competitors



BIG IDEA:

Mississippi's flagship research university.

TAGLINE: We ring true

KEY MESSAGES:

- Provides the academic, leadership, and social opportunities to help each person excel
- Proud of unique Bulldog spirit and traditions
- Dedicated to learning, research, and service as a land-grant institution

STONE:

- Driven
- Passionate
- Proud

NOTES: Ties the research story as much as possible to both student experience and outcomes, but also tries to demonstrate excellence across all aspects of the university.

MISSISSIPPI STATE UNIVERSITY

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A-Z Index | Directories | Map | News

QUICK LINKS

- Vice President for Research and Economic Development
- Vice President for Agriculture, Forestry and Veterinary Medicine

RESEARCH HEADLINES

MSU designated geospatial center of academic excellence

Summit launches next chapter in MSU-led UAS project

3D printer enhances VSC technology, abilities

Four-legged patients to benefit from imaging grant

Officials laud MSU's leadership of national UAS center

NATO report features Mississippi State research

Lawmakers pledge support for FAA Center of Excellence

Forest and Wildlife Research Center
Landmarks Magazine
Mississippi Agricultural and Forestry Experiment Station
MSU Extension Service

Laboratory Animal Research Compliance
Research Security
Technology Management
Research Resources

RESEARCH

Among the nation's leading major research universities, Mississippi State has been designated by the Carnegie Foundation for the Advancement of Teaching as "a very high research activity university," which represents the highest level of research activity for doctorate-granting universities in the U.S. Mississippi State is the only school in the state with the distinction. As the state's flagship research university, MSU is a recognized leader in a number of disciplines, and well known for innovative partnerships, real-world impact and offering undergraduate and graduate students unique research opportunities.

MISSISSIPPI STATE UNIVERSITY

APPLY VISIT

Office of Admissions & Scholarships

FRESHMAN STUDENTS

ABOUT MSU VISIT APPLY ACADEMICS MONEY MATTERS CAMPUS LIFE

Cowbell The Drill Field Bully Maroon & White

Mail State Fight Super Bulldog MSU Cheese

MULTIMEDIA

A-Z Index Directories Map

We Ring True
from Mississippi State University PRO

WE RING TRUE
MISSISSIPPI STATE UNIVERSITY

00:34 HD :: vimeo

Peer Insights

Cross-Application Competitors



BIG IDEA:

Serves a broad range of students on four campuses in Alabama, online and around the world.

TAGLINE: None

KEY MESSAGES:

- Provides flexibility through online, classroom, and hybrid learning opportunities
- Caters to a diverse audience including traditional undergraduates, military, and working adults
- Offers the traditional college experience, including Division I athletics and a beautiful, residential campus

tone:

- Proud
- Personal
- Supportive

NOTES: Troy feels like a place for the everyday, working adult who needs a convenient but solid education.

troj.edu | Future Students | Academics | Online Learning | Student Life | Locations | Outreach | Athletics | Alumni | Giving | Student/Faculty & Staff

troj.edu | sos.troj.edu System Notice | Search | WEBSITE | DIRECTORY | ASK TROY

Small classes taught by experts in their fields
Learn More ▶ Create myTROJ Profile

Generous Scholarships

29 Average class size

UNDERGRADUATE Students | GRADUATE Students | INTERNATIONAL Programs | FINANCING YOUR College Education | MILITARY Students

THE TROJAN WARRIOR SPIRIT LIVES HERE.



Discover TROY

- Academic Programs
- Chancellor's Welcome
- History of TROY
- Parent Information
- Visit Troy

Trojan News

News | Twitter | Youtube | Instagram

Spring Commencement breakfast photos

TROY NEWS (MEDIA ROOM)

Troy University's John M. Long School of Music plays host to

TROY students return to Ashkelon archeological expedition

TROY - For the seventh year, a group from Troy University will spend part of the summer in Israel and students excavating the ancient seaport city of Ashkelon.

Six TROY students, under the direction of anthropology professor Dr. Bill Grantham, will spend the summer learning alongside top scholars in the fields of Near Eastern and biblical archaeology. The expedition is its sixth year, with Harvard University, Wheaton College, Boston College and the Leon Levy Expedition.

Located on a 150-acre site alongside the Mediterranean in southern Israel, the Ashkelon area dates from at least 3500 B.C. to 1500 A.D. Canaanite, Philistine, Babylonian, Persian, Phoenician and Roman strata of the excavation.

[Read More](#)

WARRIORS ARE UNIQUE

A WORLD OF LEARNING WITHIN YOUR REACH

In Troy, Ala., Troy University offers the traditional college experience, including Division I athletics and a beautiful residential campus. At other locations and online, the needs of diverse, working adults take center stage. By offering online courses as well as courses on weekdays, weeknights, and weekends, TROY provides students with the flexibility they need to accommodate careers, families, and other responsibilities.

A PROUD HISTORY OF TEACHING WORKING ADULTS

TROY began providing distance education to our nation's armed forces more than 50 years ago. In the time since, we have dedicated ourselves to providing the highest-quality degree programs to our military and working adults, regardless of location. Your TROY degree carries the same academic reputation and honor as a degree earned through our traditional campus setting. We understand the unique needs of the working adult and have designed programs to help you find your new future in a flexible, collaborative, and affordable setting.



Learn more about TROY's commitment to the military.

Whether you study nights and weekends in a classroom setting or online through our award-winning eTROJ platform, your TROY degree will be from a proud state university, accredited by the Southern Association of Colleges and Schools, that is recognized and appreciated by employers around the world.



Free In 48
Get a FREE evaluation of your transfer credits within 48 hours.
troj.edu/freein48

Graduate student Study II. received an undergraduate degree from TROY in counseling and is currently her research center to teach work, which is a master and a practitioner.

Peer Insights

Cross-Application Competitors



BIG IDEA:

A leading, comprehensive doctoral and research institution in the Gulf South.

TAGLINE: None

KEY MESSAGES:

- The premier research university of the Gulf South and a proven leader in innovation
- Comprehensive academics with over 20 teaching or education degrees, staying true to our roots as a teacher-training school
- A haven for the arts
- Proven success in academics and athletics

tone:

- Encouraging (for prospective students)
- Ambitious
- Informative

NOTES: Though the Southern Miss site is filled with content, it's difficult to grasp what the student experience is like there. Too many links and external sites detract from a good user experience.



Research

Overview

- Key Research Areas
- Centers & Institutes
- Partnerships & Outreach
- Undergraduate & Graduate Research
- Undergraduate Symposium
- Research Support
- Center for Undergraduate Research

University of Southern Mississippi Research

The University of Southern Mississippi continues to meet head-on the intellectual and human issues of the day. The challenges are formidable, and university professors and students are tackling the issues through relevant research that translates into real-world applications and learning opportunities.

At The University of Southern Mississippi, researchers are creating new knowledge that directly impacts society by

- Monitoring the health of the ecosystems of the Gulf of Mexico and impacts of the BP oil spill
- Offering solutions for the safety and security for sports stadiums and arenas that have been identified as potential targets of terrorism
- Developing strategies for management, conservation and repopulation of marine species commonly used as food resources throughout the world
- Implementing educational programs designed to deal with nutrition, obesity, diabetes and autism in Mississippi
- Creating in our polymer science program new polymer materials used in everyday products such as cosmetics, ship building and sports equipment
- Gathering statistical data to improve weather forecasting models in the Gulf of Mexico
- Refining devices to detect airborne pathogens used by first responders
- Forensic technology designed to rehydrate degraded fingerprints
- Developing an airborne laser instrument for mapping coastal areas

Bolstered by \$80 million in external funding during the 2009-10 fiscal year, support for USM research has increased substantially during the past decade and annually sustains a variety of robust research projects.

From the humanities to the sciences, faculty members are awarded highly competitive funding from prestigious federal agencies including the National Science Foundation, National Institutes of Health, the National Aeronautics and Space Administration, the Department of Homeland Security and the National Endowment for the Arts.

As a comprehensive Carnegie research university, USM is committed to creating a culture that nurtures and supports a rich and innovative environment where students and faculty are making a difference in the world around them.

See what we've been up to...



Click here to watch what our scientists have been up to in their labs and in the field.

Graduate School

Learn more about graduate school at The University of Southern Mississippi.

Research News

Southern Miss and EPA Sign New Memorandum of Understanding 06/19/15

Southern Miss to Offer New Hydrography Emphasis Program This Fall 06/18/15

Undergraduates Participate in Public Health Education with INBRE Service Scholars Program 06/15/15

View All Items

Undergraduate Graduate Online International

If you're CREATIVE and INNOVATIVE, begin your journey here.

Southern Miss offers prestigious programs, study abroad, nationally recognized research, and support to help you succeed.

Our Honors College is the sixth-oldest in the United States. Many core classes are available under an honors designation, providing an academic challenge and a smaller and more close-knit learning environment.

ABOUT ACADEMICS

- More than 90 undergraduate academic majors and 80+ graduate programs
- Undergraduate student/faculty ratio of 17:1
- Nationally recognized programs in the arts, polymer science, business and history
- Top programs in Mississippi for nursing, education and accounting
- Study-abroad opportunities in more than 20 countries
- Support offices for freshmen like the First Year Initiative, Writing Center and Speaking Center

Peer Insights

“Near” Aspirational Peers



BIG IDEA:

An enterprising urban research university.

TAGLINE: None

KEY MESSAGES:

- A campus for the adventurous, resourceful and driven
- A national leader in graduating students from widely diverse backgrounds
- Provides students with connections to Atlanta’s business, government, nonprofit, and cultural organizations
- Plays a major role in the economic and cultural vitality of Atlanta

tone:

- Motivating
- Action-oriented
- Smart

NOTES: The admissions sub-brand feels especially ambitious, using “un-” words (like “unrelenting” and “unforgettable”) to demonstrate strength and quality.

explore your passions

FIND YOUR PURPOSE

- › PROJECT INSPIRATION
- › RESEARCH RESOURCES
- › COMMUNITY SERVICE
- › INTERNSHIP OPPORTUNITIES



OVER
32,000
STUDENTS FROM

50
STATES

159
GA COUNTIES

150+
COUNTRIES

RANKED 15TH

among the most diverse universities in the nation

TOP 100

Hispanic-serving university in the U.S.

##1

In the nation for undergraduate degrees conferred to African-Americans

##50

In the nation for undergraduate degrees conferred to Asians



thrive where students from all walks of life
SUCCEED

programs to help our students Academic Coaching Freshman Learning Communities Keep Hope A

LOW INCOME STUDENTS

MINORITIES

FIRST-GENERATION COLLEGE STUDENTS



Peer Insights

“Near” Aspirational Peers



OLD DOMINION
UNIVERSITY

BIG IDEA:

A research university with a personal feel.

TAGLINE: Idea Fusion

KEY MESSAGES:

- We value your individuality and provide opportunities for you to use your unique talents and skills
- Committed to providing productive, research-driven solutions
- We are innovators inside and outside of the classroom, preparing students to succeed anywhere

TONE:

- Relatable
- Optimistic
- Dedicated

NOTES: The website speaks in the second person, directly addressing the visitor, which gives it a personal feel. However, the site is cluttered, with little hierarchy for messaging.

Innovation

... In Teaching

Learning the modern way - the ODU way - isn't one dimensional. It sparks your imagination, taps all of your senses, and makes use of today's technologies. Our professors bring classrooms to life. They are the recipients of 26 Virginia Outstanding Faculty Awards, the highest honor for teaching and research in the state, and numerous other teaching recognitions. Nearly 95% of our classrooms and modern buildings are packed with 21st century teaching technology. From our award-winning Career Management Center to our study abroad, Honors College and Center for Service and Civic Engagement, learning happens in and out of our classrooms. One thing is for certain, what you learn at ODU will prepare you to succeed anywhere.

... In Scholarship

ODU professors are masters in their fields, recognized by peers, organizations, businesses, and industries across the country. More than 75 professors have been named Fellows in national societies and professional organizations, and nearly 400 professional and academic journals are edited by ODU faculty.

Mission of the University

Old Dominion University, located in the City of Norfolk in the metropolitan Hampton Roads region of coastal Virginia, is a dynamic public research institution that serves its students and enriches the Commonwealth of Virginia, the nation and the world through rigorous academic programs, strategic partnerships, and active civic engagement.

[BOV Policy 1001: Mission of the University](#)



Partnership: Creating Solutions

Our philosophy is simple: Knowledge should be productive. Research-driven solutions that make sound business sense. Our world-class researchers partnering with business, industry, government, and investment leaders to create answers for society's most pressing challenges. We've brought to the key components for success: Expertise, cross-discipline collaboration, public and private funding, partnerships, facilities, and experience. The result: More than \$1 billion in annual impact to the regional economy.

[ODU Business Gate](#)



... In Research

Our research teams generate \$88 million in annual funding through more than 400 ongoing projects. Supported by grants from NSF, NIH, Department of Energy, and DOD, among others, we've already made ground-breaking advances in several fields.

- [Modeling & Simulation](#)
- [Bioelectrics](#)
- [Maritime & Health Systems](#)
- [Alternative Energies](#)
- [Nanotechnologies](#)
- [Climate Change & Sea Level Rise](#)

Quick Facts

1930 **Founded**
as the Norfolk Division of The College of William and Mary

1962 **Independent**
Became an independent institution; gained university status in 1969

Best **Southeastern College**

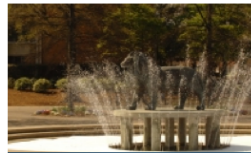
Contact the University

757-683-3000 (switchboard)
757-683-3030 (customer service)

Customer Service Hours

Monday - Friday
8:00 a.m. - 5:00 p.m.

[Key Contacts](#)




Visitor's Guide

Find campus maps, tours, parking information, directions and more in our online visitor's guide.

- [Campus Map](#)
- [Directions to Campus](#)
- [Visit Campus](#)
- [Visitor's Parking](#)

[Visitor's Guide](#)






Old Dominion University

© Norfolk, Virginia USA [www.odu.edu](#)

ODU is VA's forward-focused metro research university offering rigorous academics & a community with a rich mix of nationalities, cultures and experiences.

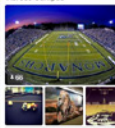
16 Items
184 Items
1 Like
321 Followers
73 Following

Monarch Pride



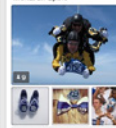
[Follow](#)

Across Campus



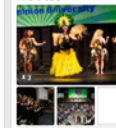
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Monarch Spirit




[Follow](#)

Arts @ ODU



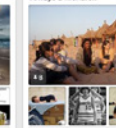
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ODU Bookshelf



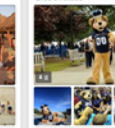
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Always a Monarch




[Follow](#)

Blue's Antics




[Follow](#)

Talenting



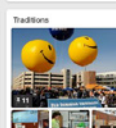
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ODU@



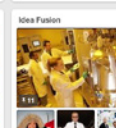
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Traditions



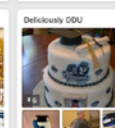
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Idea Fusion



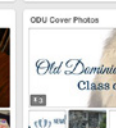
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Deliciously ODU



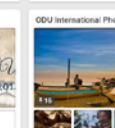
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ODU Cover Photos




[Follow](#)

ODU International Photograp...



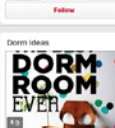
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Just Because It's Funny



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Dorm Ideas



[Follow](#)

Peer Insights

“Near” Aspirational Peers



BIG IDEA:

North Carolina’s urban research university.

TAGLINE: None

KEY MESSAGES:

- Academic programs that are responsive to the needs of the region and beyond
- Students gain the intellectual and professional skills that will prepare them for productive lives in a global, knowledge-based environment
- Spirit of collaboration is a university hallmark, and it extends beyond campus into the region

TONE:

- Engaged
- Welcoming
- Approachable

NOTES: The university conveys its deep connection the city of Charlotte through its programs and community engagement efforts.

Freshmen

FRESHMEN

- Preparing for Admission
- Admission Requirements
- Freshmen Admitted for Spring
- Freshmen Admitted for Fall

FUTURE 49ER PORTAL

APPLY NOW



STAKE YOUR CLAIM. TAKE YOUR PLACE AMONG 49ERS.

49ERS AREN'T YOUR AVERAGE STUDENTS. WHO WANTS TO BE AVERAGE? AVERAGE IS BORING. WE'RE NOT LOOKING FOR AVERAGE, AND WE KNOW YOU AREN'T EITHER. 49ERS ARE DRIVEN. THEY'RE SMART. THEY ARE CONSTANTLY ASKING QUESTIONS AND THEY AREN'T AFRAID TO TAKE RISKS. THEY KNOW WHEN TO HAVE FUN AND WHEN TO BUCKLE DOWN. INTERESTED?

Great. Get started by creating a **Future 49er Account**, visiting campus, and **Like us on Facebook for Future 49ers**.

Life at UNC Charlotte is full of possibilities. We are a respected academic institution made up of seven colleges offering 80 programs leading to Bachelor's degrees, 64 Master's degrees, and



Admissions
Academics
Research
Calendars

Campus Life
Athletics
Community Engagement
About UNC Charlotte

Faculty & Staff
Alumni & Friends
Parents & Family
Current Students
Prospective Students

J. Murrey Atkins Library
49er Express
Directory

Keyword / Search

All Rights Reserved. © 2



Prospective Students

The Charlotte region's largest university, UNC Charlotte is accessible to students of all backgrounds and interests. The University's location in one of the country's most dynamic metropolitan areas puts students within reach of internship and volunteer opportunities, world-class dining and cultural experiences. UNC Charlotte is among the fastest growing of the 16 universities in the UNC System.

- About UNC Charlotte
- Academics
- Admissions
- Athletics
- J. Murrey Atkins Library
- Campus Life
- Financial Aid & Tuition
- Housing & Residence Life
- Security
- Visit Our Campus

About UNC Charlotte



UNC Charlotte is an urban research institution located in the piedmont of North Carolina, just two hours from the mountains and three hours from the Atlantic Ocean. A large public university with a small college feel, more than 27,200 students consider UNC Charlotte's 1,000-acre campus their home away from home.

» About UNC Charlotte

Top

Academics



Academics are the cornerstone of a UNC Charlotte education. Through programs that are responsive to the needs of the region and beyond, UNC Charlotte students gain the intellectual and professional skills that will prepare them for productive lives in a global, knowledge-based environment.

» Academics

Top

Peer Insights

We noticed that these competitors are all talking in similar ways about the same things. There's an opportunity for USA to stand out by talking about these themes, if they're relevant, in a unique way:

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

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."

COMMUNICATIONS REVIEW

How USA is communicating today

We conducted an in-depth review of USA's existing materials to better understand what's working and to identify opportunities for improvement.

For this review, we looked at:

- current print materials
- website

We focused on messaging—both what USA is saying to key audiences, and the visual and verbal language used to convey it.

1 ALL OVER THE MAP

Overall, the communications lack consistency. All the pieces should feel like a family, with visual and verbal elements that shift thoughtfully. Right now, they don't work as part of a system.

2 LESS WHAT, MORE WHY

In general, there's too much focus on the offers, and not enough focus on the "so what?"—the graduates, the work, the impact. Materials must be clear about why audiences should care about USA.

3 SOUTH WITH NO DIRECTION

When "South" is used too often—as a default descriptor or as part of a cliché—it loses impact. The word is obviously an important part of the brand, but it should be used thoughtfully in communications.

4 MAKING HEADLINES WORK HARDER

The main language on the front of each piece is a label, describing exactly what it is. There's no engaging headline, and no personality. Labels make for quick retrieval, but the cover should be more engaging.

5 DOING MORE WITH LESS

Print and web content is densely packed, without a hierarchy to aid navigation and comprehension. Too much information overwhelms the audience, especially prospective students.

6 A WIDER PALETTE

One thing that USA does well is owning its spirit colors: blue and red. However, there's an opportunity to expand the palette for more flexibility, and to create more visual interest.

7 LIMITING TYPEFACES

Having a range of fonts as part of the brand makes sense, but they should work together and feel like a family. Communications today use way too many, and it feels haphazard.

8 CAPTURING MOMENTS, NOT POSES

Photos tend to look staged or like stock photography. They're static, and smiling subjects are often facing forward. We'd love to see the images create more of a narrative, and show off the authentic experience.



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