

DEFINING THE ELEMENTS OF OUR STORY

Our **attributes** and **benefits**

What is an attribute?

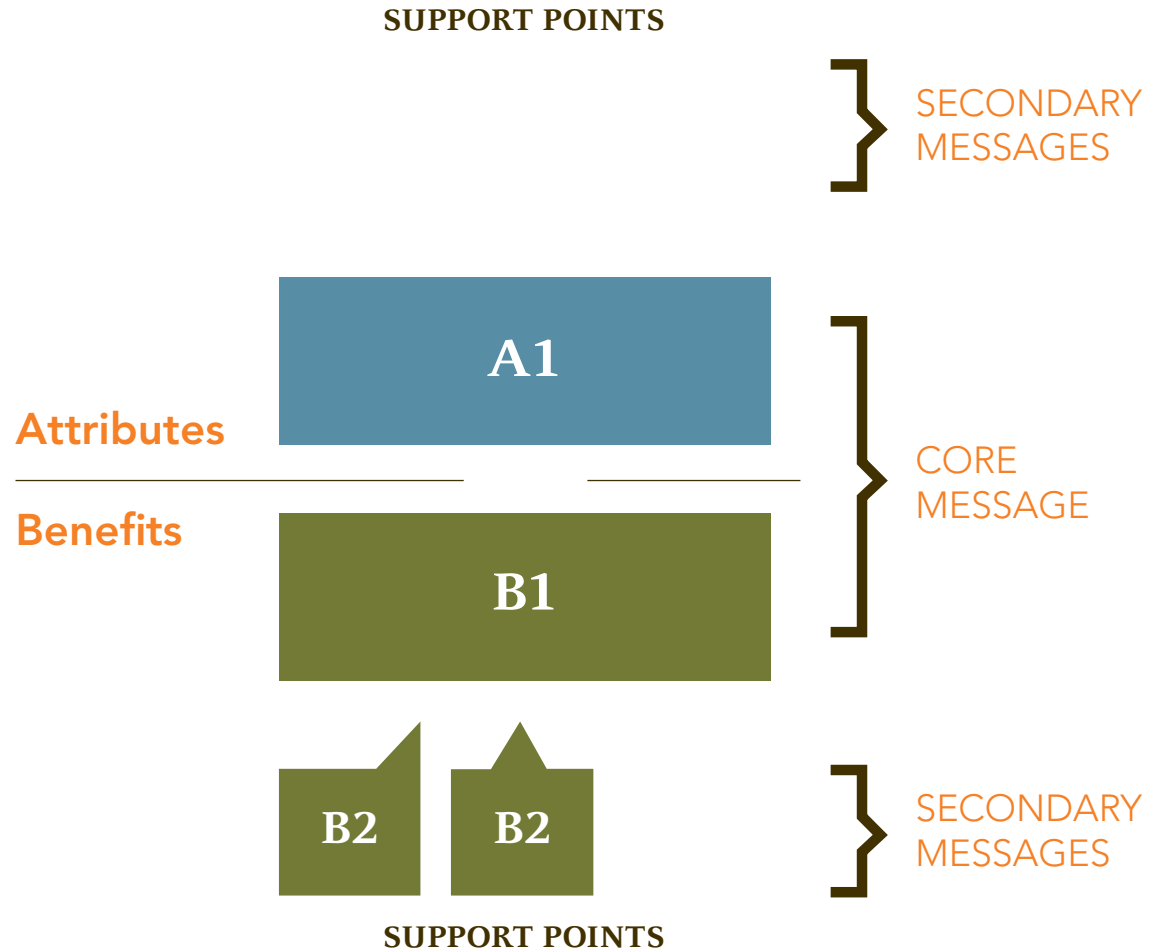
An attribute is what we offer to our students. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

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**



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

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
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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
