

# UNIVERSITY OF SOUTH ALABAMA

## ADVISORY COMMITTEE UPDATE

AUGUST 14, 2015

ologie®

# PROJECT OBJECTIVES

- **Create** a consistent brand image and message
- **Tell** a compelling story
- **Shift** common misperceptions
- **Build** awareness and visibility
- **Advance** the reputation
- **Increase** differentiation
- **Attract** exceptional students

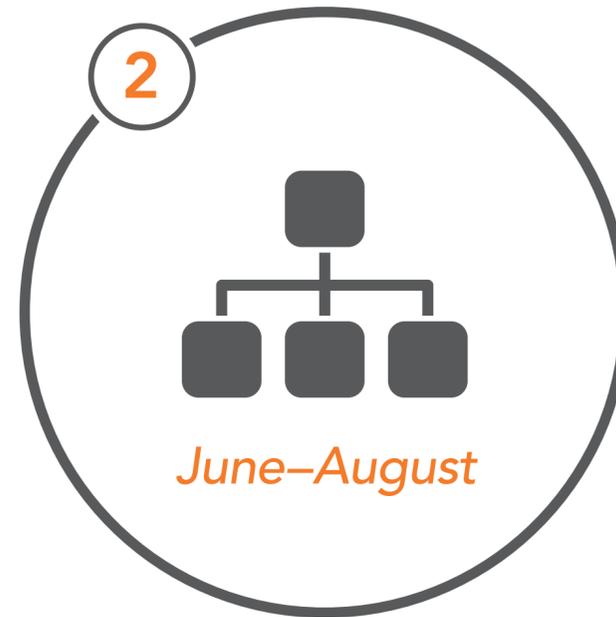
# OUR PROCESS

## Discover



- ✓ Facilitate a kickoff meeting to initiate the project
- ✓ Review the background, collateral, and research provided
- ✓ Conduct interviews with leaders, faculty, staff, students, and alumni
- ✓ Perform a competitor audit
- ✓ Review other communications and marketing materials

## Define



- ✓ Conduct a collaborative workshop with the core team to review insights and brainstorm ideas for messaging, voice, and personality
- ✓ Develop a preliminary strategy for messaging and communications flow
- ✓ Share the preliminary strategy with the core team
- ✓ Refine the strategy and submit it for final approval

## Create



- Develop and share two creative concepts that bring the strategy to life
- Identify a single creative direction for further exploration and refinement
- Submit the creative direction for final approval
- Develop brand guidelines



**DISCOVERY**



# DISCOVERY — PROCESS

To help define the University of South Alabama story, we undertook a series of discovery activities to help us understand the current situation and how the brand should evolve in the future.

## Stakeholder Interviews and Group Discussions



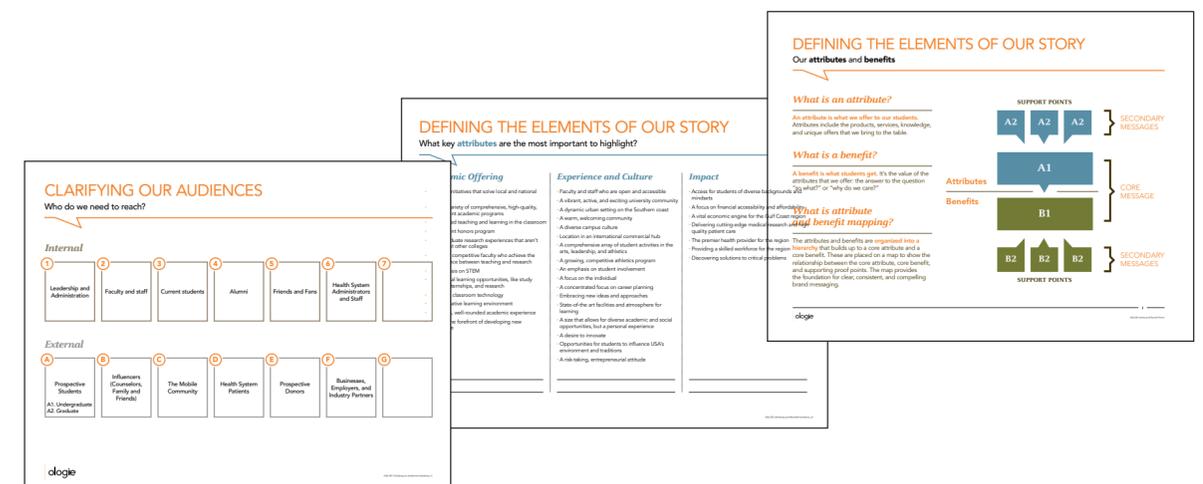
## Communications Audit



## Peer Review



## Collaborative Workshop



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# IMPLICATIONS FOR STRATEGY

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# IMPLICATIONS FOR STRATEGY

- 1 All of South's peers are saying the same thing. South has the opportunity to own a unique place in the landscape.
- 2 To battle common misperceptions, we must emphasize South's high-quality academics and research and its vibrant student life.
- 3 To attract key audiences, we need to tout the advantages of South's urban, coastal location.
- 4 At South, relationships matter. There's a shared spirit and a supportive culture.
- 5 South's purpose is to advance the Gulf Coast region.



# STRATEGY OVERVIEW



# STRATEGY OVERVIEW

The brand strategy sets the foundation for the way South communicates to its various audiences. It clarifies who South is and what South does at its core, in a way that's clear, compelling and authentic.

It also provides a guidepost for creative expression. Both creative concepts are from the same strategy, demonstrating the flexibility of the brand.



# BRAND STRATEGY



# STRATEGY COMPONENTS

1

## AUDIENCES

(WHO we speak to)

- Determine who we need to influence today and in the future through a phased approach

2

## MESSAGING

(WHAT we say)

- Define the core attribute and core benefit that articulate who South is and how it stands out
- Create supporting messages and hierarchy

3

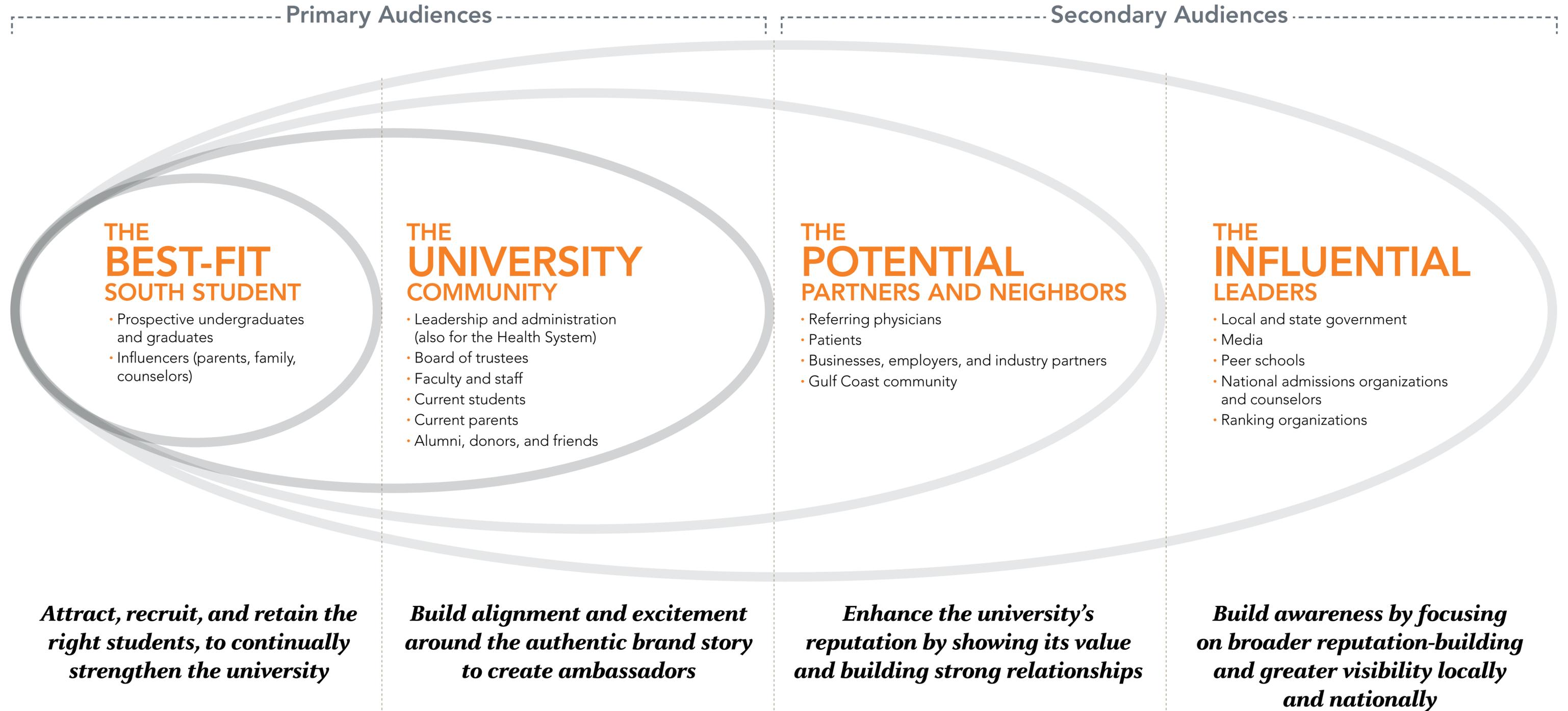
## PERSONALITY

(HOW we look, feel, and sound)

- Begin to shape tone and voice for communications

# AUDIENCES

## Prioritization



# MESSAGING

Creates a hierarchy to articulate **what we say** and **why it matters** consistently and compellingly.

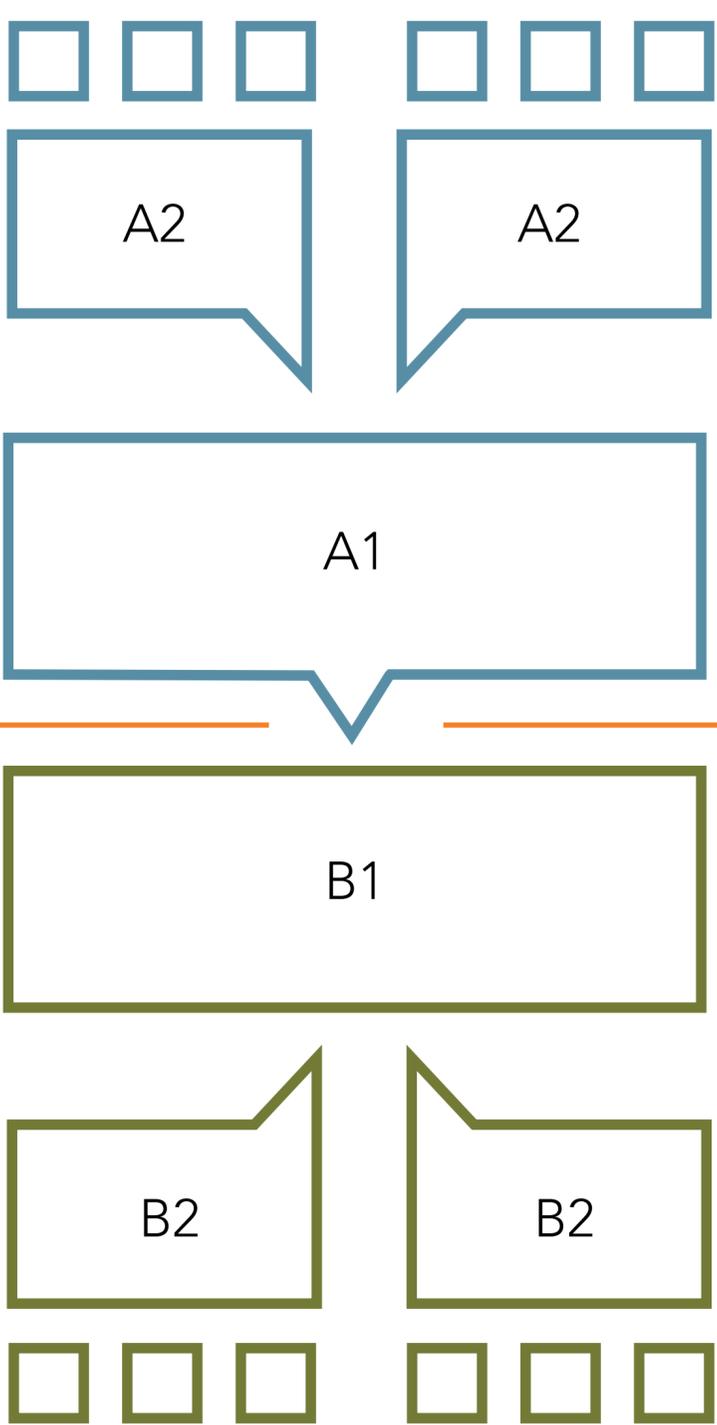
# MESSAGING

**What we offer**  
(the give)

**Why it matters**  
(the get)

Attributes

Benefits



SUPPORTING POINTS

SECONDARY MESSAGES

**Core Message**

SECONDARY MESSAGES

SUPPORTING POINTS

# MESSAGING

**The University  
of South  
Alabama is:**

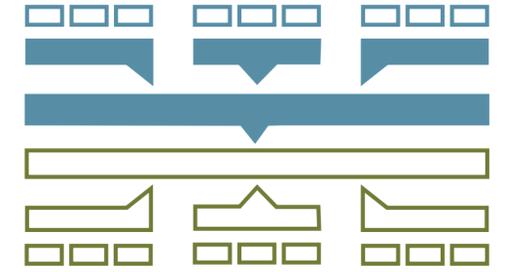
A dynamic and ambitious community of individuals  
who support and challenge one another

**To become:**

Actively engaged contributors who advance  
the Gulf Coast region

***Core  
Message***

# MESSAGING



Impactful and relevant academics

An environment that fosters diverse experiences and meaningful relationships

A hub for regional progress

**The University of South Alabama is:**

A dynamic and ambitious community of individuals who support and challenge one another

# MESSAGING



**To become:**

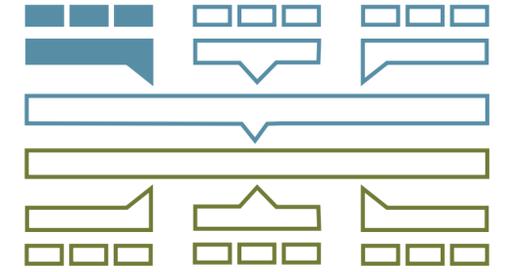
Actively engaged contributors who advance the Gulf Coast region

Have the capability and confidence to lead

Carve out a distinct, personal path

Enhance the quality of life for all citizens

# MESSAGING



Nationally competitive faculty who balance teaching and research

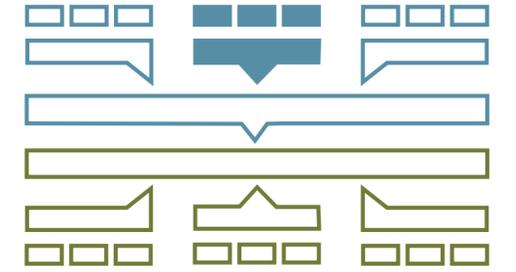
Practical, engaging learning experiences that span the globe

Programs that reflect industry needs

Research opportunities that are unique to South, especially at the undergraduate level

Impactful and relevant academics

# MESSAGING



A size that allows faculty and staff to know and support their students

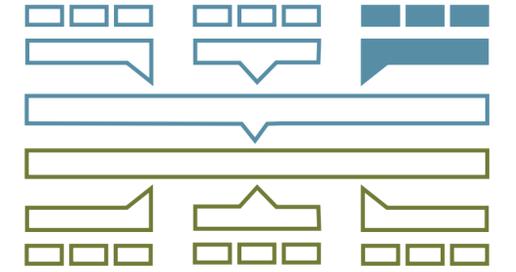
Opportunities to shape South's traditions and environment

Spirited athletics and an emphasis on student involvement

An urban, coastal setting in the vibrant city of Mobile

An environment that fosters diverse experiences and meaningful relationships

# MESSAGING



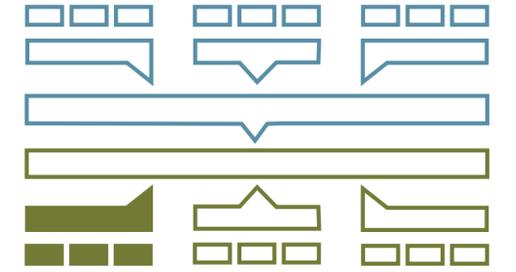
An academic health system delivering leading-edge medical research and high-quality patient care

Resources that attract major national and international commercial businesses to Mobile

Educational access for students of diverse backgrounds and mindsets

Creation of new knowledge, jobs, and companies

A hub for regional progress



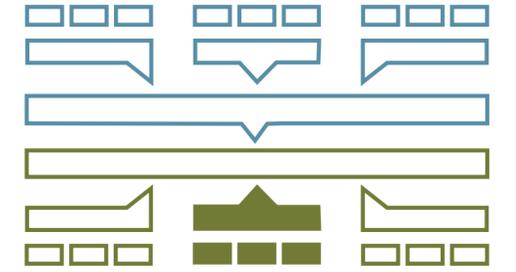
Have the capability and confidence to lead

Gain mentors  
who are  
academic  
leaders in their  
fields

Collaborate  
with peers  
and learn from  
their unique  
perspectives

Equipped  
with critical-  
thinking  
and creative  
problem-  
solving skills

Immediately  
apply  
concepts  
in real-life  
situations



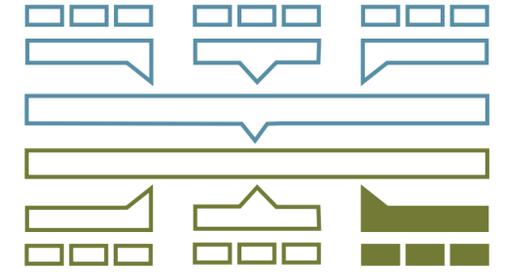
## Carve out a distinct, personal path

Form deep connections with a network of Jags

Make a lasting, tangible impact inside and beyond the classroom

Discover and strengthen passions

Explore and enjoy extraordinary opportunities in and around Mobile



Enhance the quality of life for all citizens

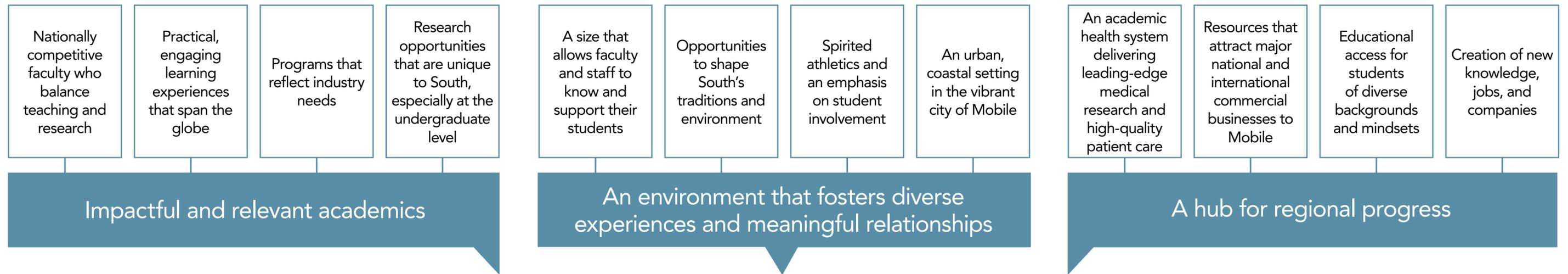
Create  
healthier  
communities

Develop a  
significant  
regional  
innovation  
ecosystem

Excel  
because of  
an education  
that's within  
reach

Enhance the  
economy  
as part of  
a skilled  
workforce

# MESSAGING



**Attributes**  
(what we offer)

**The University of South Alabama is:**

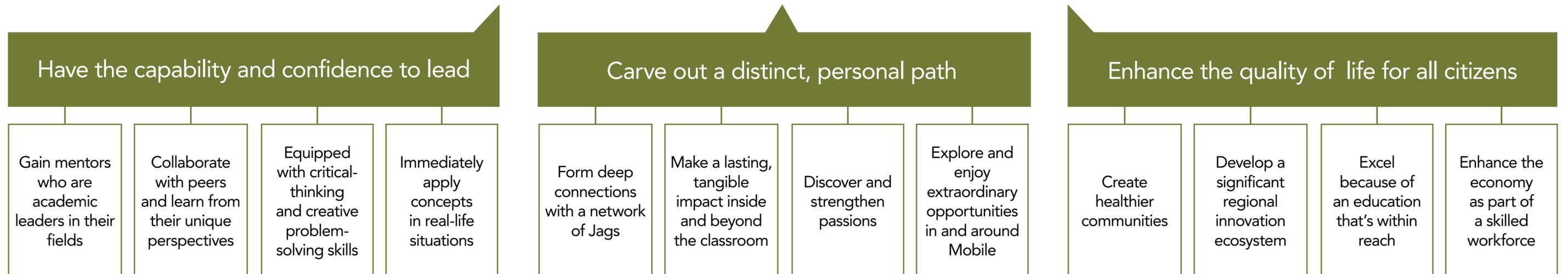
A dynamic and ambitious community of individuals who support and challenge one another

**Core Message**

**Benefits**  
(what they get)

**To become:**

Actively engaged contributors who advance the Gulf Coast region



# PERSONALITY

**GENUINE**

sincere in our words and actions

**FRIENDLY**

warm and welcoming, in a uniquely Southern way

**INCLUSIVE**

embracing the members of our community and a spirit of togetherness

**PROGRESSIVE**

constantly challenging ourselves to create and try new things

**PROUD**

exuding confidence and passion

**DARING**

taking calculated risks and unafraid to be different

**Less Aspirational**



**More Aspirational**



# CREATIVE EXPLORATION



# COMMUNICATIONS REVIEW

————— *How USA is communicating today* —————



# **ALL OVER THE MAP**



# — ALL OVER THE MAP —

**PAT CAPPS COVEY COLLEGE OF ALLIED HEALTH PROFESSIONS**

**UNIVERSITY OF SOUTH ALABAMA**

**COLLEGE OVERVIEW**  
The Pat Capps Covey College of Allied Health Professions offers many programs of excellence. The faculty and administration in the college are devoted to the highest standards in both teaching and research and encourage one-on-one relationships and discussion necessary for the optimal learning experience. Graduates of health professional programs are eligible to sit for credentialing examinations enabling them to enter professional practice in their respective fields. National accrediting agencies have recognized USA's Allied Health programs for their excellence in course curriculum, advising, clinical education, and instruction.

**ADMISSION TO THE PROFESSIONAL COMPONENT**  
Students must apply to enter the professional component of their respective undergraduate program. These programs have different deadlines for submission of the professional component application material. Please refer to the appropriate website. Admission to the pre-professional component does not guarantee admission to the professional component. A limited number of students are accepted each year. Please refer to the University bulletin for specific selection criteria.

**USA HEALTHCARE MANAGEMENT, LLC**

*Summary of Staff Employee Benefits*  
(Employed on or after January 1, 2013)

January 1, 2015

**UNIVERSITY OF SOUTH ALABAMA**

YOUR FUTURE BEGINS HERE!

**TRANSFER**

**BENEFITS OF STUDY ABROAD**

- 97% of study abroad students found employment within 12 months of graduation, when only 65% of college graduates found employment in the same period.\*\*\*
- 25% earn higher starting salaries.\*\*\*
- 80% of study abroad students reported that study abroad allowed them to better adjust to their work environment.\*\*\*
- 70% of return respondents reported that entering abroad granted interest in a career direction pursued after the experience, compared to 50 percent of non-intern respondents.\*\*\*
- 83% of return respondents said that incoming skills that influenced their career path, compared to 75 percent who did not return.\*\*\*
- 100% of return respondents reported that entering abroad granted interest in a career direction pursued after the experience, compared to 50 percent of non-intern respondents.\*\*\*
- 84% of study abroad alumni felt their studies abroad helped them build valuable skills for the job market.\*\*\*
- 76.6% of employers reported that receiving new hires is the primary focus of internship programs.\*\*\*
- 59% of employers said study abroad would be valuable in an individual's career later on with their organization.\*\*\*
- 70% of study abroad alumni claimed that because of study abroad they were more applied with their job.\*\*\*
- 90% of study abroad alumni who applied got into their 1st or 2nd choice for grad school.\*\*\*

\*Information provided by a study titled "The Benefits of Study Abroad" by Marc M. Dwyer, Ph.D. For more information, visit [http://www.researchgate.net/publication/264114464\\_The\\_Benefits\\_of\\_Study\\_Abroad](http://www.researchgate.net/publication/264114464_The_Benefits_of_Study_Abroad).  
\*\*National Association for Employment Psychology, Internship & Career Survey  
\*\*\*Information provided by "The Business Case for Study Abroad: The Benefits of Graduate Education" by the same author as above.

**LIVING AT USA**

**LIVING AT USA HOUSING & DINING**

**UNIVERSITY OF SOUTH ALABAMA**  
"YOUR FUTURE BEGINS HERE"

**UNIVERSITY OF SOUTH ALABAMA**

**HOUSING & RESIDENCE LIFE**

251 DELTA LOOP  
DELTA COMMONS ROOM 110  
MOBILE, AL 36688  
(251) 460-6185  
[WWW.SOUTHALABAMA.EDU/HOUSING](http://WWW.SOUTHALABAMA.EDU/HOUSING)

**A PROPOSAL FOR**

SUBMITTED BY  
THE UNIVERSITY OF SOUTH ALABAMA OFFICE  
OF DEVELOPMENT AND ALUMNI RELATIONS

**WHY LIVE HERE?**

**2300** beds on campus

**32** residence halls  
50 residential opportunities

A. Academic Success  
B. Connection to the University  
C. Convenience  
D. Safety & Security  
E. All of the Above

Unlimited Access to PECC Laundry  
Unlimited Internet Access  
Climate P.C. Use  
Free Phone Calls  
24/7 Security  
Bike Racks  
Recreation & Study Lounges  
Maintenance Staff Available 24/7  
Controlled Access

**HR ADVANTAGE**

Volume 24, Issue 1 | November 2014

**Employee Benefits**

**2015 Open Enrollment**  
November 1 - November 30, 2014

**University of South Alabama**

Welcome to **Historic Mobile** and the **University of South Alabama**

**Transferring to USA**

**Quick Facts:**

- USA is located in Mobile, Alabama's largest and most diverse city.
- Mobile is a beautiful coastal city with a great golf course, beaches and beautiful views from the historic downtown area.
- Mobile is home to world-famous events including the annual Mardi Gras celebration, the annual Jazz Festival, and the annual Mobile Bay Regatta.
- Mobile is the largest of the Southeast's "Big Three" cities, with a population of over 200,000.
- Mobile is home to the USA's largest stadium, the USA's largest arena, and the USA's largest convention center.
- Mobile is home to the USA's largest hospital, the USA's largest library, and the USA's largest performing arts center.

**Transferring to USA**

**Academic Requirements:**

Transfer students applying for admission must have a good academic standing at their previous institution and have completed the minimum number of credit hours required for admission to the University of South Alabama. Transfer students must have completed the minimum number of credit hours required for admission to the University of South Alabama. Transfer students must have completed the minimum number of credit hours required for admission to the University of South Alabama.

**Admission Guide:**

USA will accept completed courses from a college or university in the state of Alabama or in the state of Florida or Mississippi. Courses completed at other institutions may be accepted on a case-by-case basis. Transfer students must have completed the minimum number of credit hours required for admission to the University of South Alabama. Transfer students must have completed the minimum number of credit hours required for admission to the University of South Alabama.

**Required Official Documents:**

- Admission application
- ACT or SAT scores
- College and/or University transcripts from all previously attended institutions
- High school transcripts or GED scores
- ACT and/or SAT test scores\*\*



**LESS WHAT,  
MORE WHY**



# — LESS WHAT, MORE WHY —

**“USA is one of the fastest growing universities in the south. Our state of the art facilities complement our prestigious academic programs and exciting student life!”**

**“In addition, our coastal location by the Gulf of Mexico provides unlimited opportunities for year round activities in warm sunshine. Make your way to South Alabama.”**



**MAKING HEADLINES  
WORK HARDER**



# — MAKING HEADLINES WORK HARDER —

USA  
UNIVERSITY OF SOUTH ALABAMA  
**HONORS**  
PROGRAM  
2015

*A premier program for outstanding students*

USA  
UNIVERSITY OF SOUTH ALABAMA

**HOUSING & RESIDENCE LIFE**

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PIANO STUDIES  
at  
University of South Alabama  
Department of Music

Undergraduate Degrees:  
BM Performance  
BM Music Education  
BM Elective Studies in Business and Specific Outside Fields

Graduate Degrees:  
MM Performance  
MM Collaborative Keyboard

Audition & Scholarship DATES  
February 14, 2015  
March 14, 2015  
April 4, 2015

USA Department of Music  
575 1 Laddow  
Performing Arts Center  
Mobile, AL  
PHONE: (251) 460-6135

**RESEARCH, INNOVATION & OUTREACH**  
VOLUME FIVE

**NEW FACES  
NEW PLACES  
NEW SOLUTIONS**

UNIVERSITY OF SOUTH ALABAMA

USA UNIVERSITY OF SOUTH ALABAMA  
DEPARTMENT OF MUSIC

**Vocal Education**

**Audition Dates:**  
Saturday, November 8, 2014  
Saturday, February 14, 2015  
Saturday, March 14, 2015  
Saturday, April 4, 2015

**YOU ARE INVITED:**  
2014-2015 Choral Concerts:  
Oct 13/14 - Fall Choral Concerts  
Dec 2 - Holiday Choral Concert  
March 12 - Winter Concert for University Chorale  
March 21/22 - Concert Choir performs at Mobile Symphony  
April 14 - Spring Choral Concert

**2014-2015 Opera performances:**  
Nov 21/23 - USA Opera and Musical Theatre scenes program  
April 24/25/26 - USA Opera - fully staged production of Mozart's "Abduction from the Seraglio"

**2014-2015 Solo recitals:**  
Oct. 19 - Thomas Rowell, tenor

**Contact Information**  
University of South Alabama, Department of Music  
Laddow Performing Arts Center, Room 1072, 575 1 USA Drive South, Mobile, AL 36688  
(251) 460-6135 • E-mail: usamusic@southalabama.edu • www.southalabama.edu/music  
Facebook: facebook.com/southalabamusic • Twitter: twitter.com/ssouthalmusic

*The Music Starts Here*

**CAMPUS LIVING**

UNIVERSITY OF SOUTH ALABAMA  
**HOUSING & Residence Life**

USA UNIVERSITY OF SOUTH ALABAMA  
FINANCING YOUR USA EDUCATION

SCHOLARSHIPS | TUITION | FINANCIAL AID

USA UNIVERSITY OF SOUTH ALABAMA  
YOUR FUTURE BEGINS HERE!

TRANSFER

University of South Alabama

The Undergraduate Program in Social Work

USA College of Arts and Sciences



**DOING MORE  
WITH LESS**







# **A WIDER PALETTE**



# A WIDER PALETTE

## SPECIAL ACADEMIC PROGRAMS

### HONORS PROGRAM

The USA Honors Program attracts a diverse body of high performing students and provides them WITH a vibrant center of academic excellence to help them become outstanding global citizens engaged in their community. Small discussion based classes, dedicated faculty, one-on-one mentoring, staff enable, honors students to experience intellectual and personal growth. One-on-one attention, innovative research and a healthy academic scholarship are merely a small portion of what our honors students receive. For details on the Honors Program and how to apply, please visit [www.southalabama.edu/honors](http://www.southalabama.edu/honors).

### MITCHELL SCHOLARS PROGRAM

The University of South Alabama Mitchell Scholars Program offers extraordinary opportunities to pursue a challenging program of scholarly and research activities through the Mitchell College of Business. The Abraham Mitchell Scholars Program is made available through an endowment by Abraham and Mary Mitchell, prominent real estate developers and investors in Mobile, AL. To be eligible students must apply for admission into the University major in the Mitchell College of Business, have an ACT composite between 26-30 or SAT (reading+AND math) of 1250 or higher and have a high school grade point average of 3.5 or higher.

### COLLEGE OF NURSING EARLY ACCEPTANCE PROGRAM

The College of Nursing has an early acceptance program for highly qualified high school seniors. Students selected for the early acceptance program and fulfilling all program requirements are guaranteed admission to the upper division professional component of the nursing curriculum. For details on how to apply for the College of Nursing Early Acceptance Program, contact the Office of Admissions.

### PHYSICAL THERAPY EARLY ACCEPTANCE PROGRAM

The Physical Therapy Early Acceptance Program offers a select number of talented high school seniors a position in the Physical Therapy Programs first year class after completion of the pre-requisite requirements of the program and their USA undergraduate degree. Candidates selected will receive conditional acceptance to the Physical Therapy Program. For details on how to apply, please contact the office of admissions.

### COLLEGE OF MEDICINE EARLY ACCEPTANCE PROGRAM

The College of Medicine Early Acceptance Program (EAP) allows qualified high school seniors "the opportunity" to be accepted to medical school earlier in their academic career. Contingent upon the student meeting all necessary requirements. They can enter the medical school without competing for admission. This program is not an accelerated BS/MD program in that it expects students to spend four years as an undergraduate and an additional four years in medical school. For details on how to apply, contact the office of admissions.

## STUDENT SERVICES

### HEALTH CENTER

The USA Student Health Center (SHC) is dedicated to provide quality medical and educational services to the entire student body, when school is in session. Services include immunizations, X-rays, and general appointments.

(251) 460-7151

### STUDENT DISABILITY SERVICES

Disability Services provides equal access, empowerment, support, resources, advocacy, collaboration and outreach throughout the University and community for students with disabilities.

(251) 460-7212

### CAMPUS POLICE

The police department exists to meet the unique law enforcement needs of the university community. USA PD engages in community oriented policing that actively encourages a safe environment on campus.

(251) 460-6312

### CAREER SERVICES

Career services administers three major programs which are available to all students and alumni:

- Career Employment Assistance: Employers; opportunities for seniors, graduate students and alumni.
- Career Experience Opportunities: CO-OP and Internships.
- Career Education and Information Services.

(251) 460-0180

**The Jag Success** is your campus hero for academic success. They provide FREE workshops, home-work help and academic coaching tutoring for USA students. Student leaders also offer specialized review and problem solving resources for designated courses including math, statistics, chemistry, biology and physics. Jag Success also helps connect people with other campus resources including multiFAT lab and the writing center. Jag Pak (peer academic leaders) also work with first year students to ensure a smooth first year adjusting to students to learn from someone that has been there. They help to be successful in college. Generally pulls meet and interact with students in first year experience class, email them during the week and are available to share information on academics and student life. These leaders fill an important role as they help new students adjust academically and socially to college and life at South.

"The Jag Success team is a trusted source for USA students. Helping first-year students successfully transition into their college career is an experience that I will treasure forever."

— Emily Jerkins  
FINANCE

## UNIVERSITY OF SOUTH ALABAMA

### TRANSFER

THE FUTURE BEGINS HERE!

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Performing Arts Center  
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PHONE: (251) 460-6135

**CONTACT PIANO FACULTY:**

Dr. Robert Malm  
Professor  
Piano,  
Keyboard Area  
Coordinator  
[malm@southalabama.edu](mailto:malm@southalabama.edu)

Dr. Jessmin Arakawa  
Assistant Professor  
Piano,  
Accompanying  
[arakawa@southalabama.edu](mailto:arakawa@southalabama.edu)

More info at [www.southalabama.edu/colleges/music](http://www.southalabama.edu/colleges/music)

## USA

is one of the fastest growing universities in the south. Our state of the art facilities complement our prestigious academic programs and exciting student life! In addition, our coastal location by the Gulf of Mexico provides unlimited opportunities for year round activities in warm sunshine.

Make your way to **SOUTH ALABAMA**

### UNIVERSITY OF SOUTH ALABAMA ACADEMIC PROGRAMS

**OUR UNIVERSITY OFFERS OVER 100 MAJORS**

- Art & Design
- College of Allied Health Professions
- Business Administration
- Business Management
- Chemistry
- Communication Sciences and Disorders (CSD)
- Computer Science
- Emergency Medical Services (EMS) Certificate Program (EMT, AEMT and Paramedic)
- Health Science
- Occupational Therapy (OT) (OTD)
- Physical Therapy (PT) (DPT)
- Pre-law
- Pre-veterinary
- Public Administration
- Public Health
- Psychology
- Public Administration
- Real Estate
- Sociology
- Theatre Arts

**PERKS OF BECOMING A JAGUAR**

- 218 AVG. SUNNY DAYS/YEAR
- 16 APPROVED STUDY ABROAD PROGRAMS AND AFFILIATE COLLEGE CHOICE FROM
- FOUNDED IN 1963
- APPROXIMATELY 3,000 STUDENTS LIVE ON CAMPUS
- 15 NCAA DIVISION I TEAMS
- 3 WHITE SANDY BEACHES
- 11 ON CAMPUS DINING LOCATIONS
- 19:1 STUDENT TO FACULTY RATIO
- 80% COLLEGE GRADUATE EMPLOYMENT

## HONORS PROGRAM 2015

UNIVERSITY OF SOUTH ALABAMA

A premier program for outstanding students

## USA HEALTHCARE MANAGEMENT, LLC

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University of South Alabama

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Ballet "Schizakuskie"  
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April 24, 25, 26 - USA Opera fully staged production of Mozart's "Abduction from the Seraglio"

**2014-2015 Solo recitals:**  
Oct. 11 - Thomas Powell, Solo

*The Music Starts Here*

## WHY LIVE HERE?

2300 beds on campus

32 residence halls  
6 residential communities  
50 resident assistants

- Academic Success
- Connection to the University
- Convenience
- Safety & Security
- All of the Above

- Unlimited Access to FREE Laundry
- Unlimited Internet Access
- Campus P.O. Box
- Housing Staff Available 24/7
- Bike Racks
- Recreational & Study Lounges
- Maintenance Staff Available 24/7
- Controlled Access



# **LIMITING TYPEFACES**



# — LIMITING TYPEFACES —

UNIVERSITY OF SOUTH ALABAMA  
**HONORS**  
PROGRAM  
2015

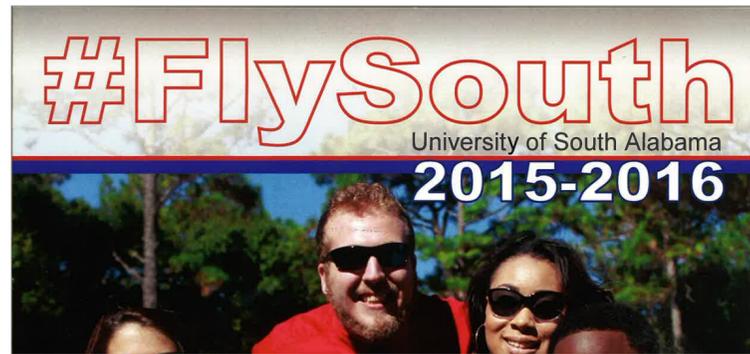
**HOUSING OPTIONS**



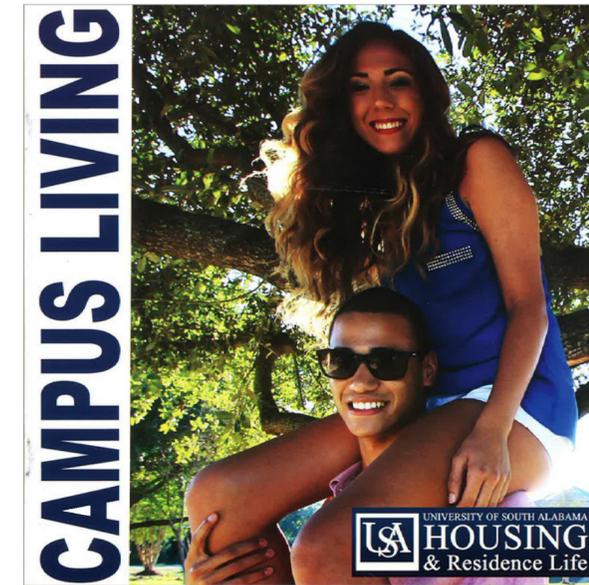
**RESEARCH,  
INNOVATION  
& OUTREACH**  
VOLUME FIVE



**#FlySouth**  
University of South Alabama  
2015-2016



**CAMPUS LIVING**



UNIVERSITY OF SOUTH ALABAMA  
**HOUSING**  
& Residence Life

**USA MEDICINE**  
UNIVERSITY OF SOUTH ALABAMA  
COLLEGE OF MEDICINE



UNIVERSITY OF  
**SOUTH ALABAMA**  
Your Future Begins Here!

**WHY LIVE HERE?**

2300 beds on campus

32 residence halls  
6 residential communities  
50 resident assistants

- A. Academic Success
- B. Connection to the University
- C. Convenience
- D. Safety & Security
- E. All of the Above

Unlimited Access to FREE Laundry  
Unlimited Internet Access  
Campus P.O. Box  
Housing Staff Available 24/7  
Bike Racks  
Recreational & Study Lounges  
Maintenance Staff Available 24/7  
Controlled Access

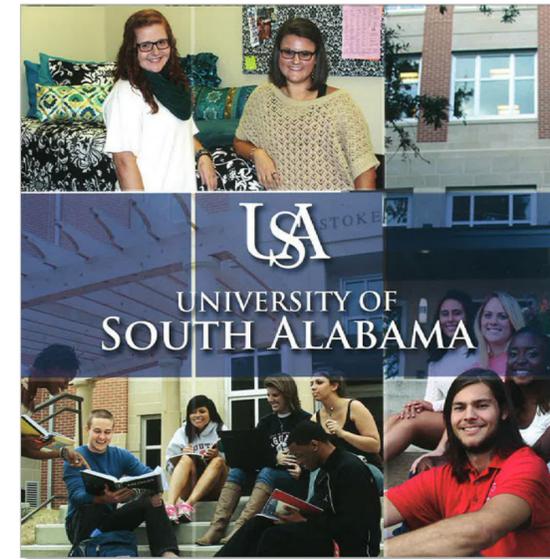
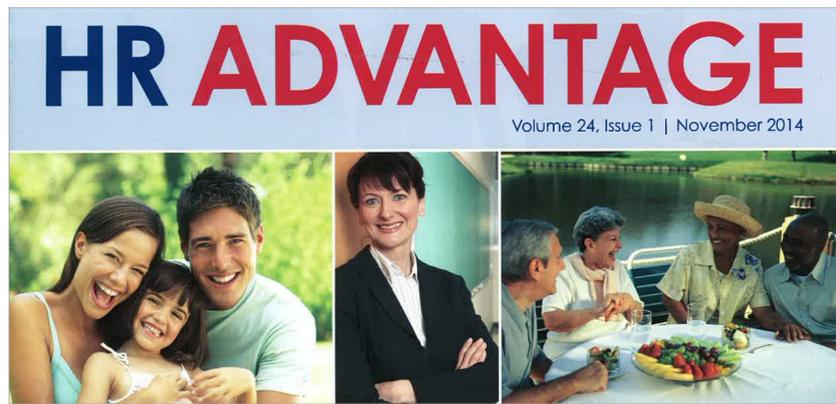




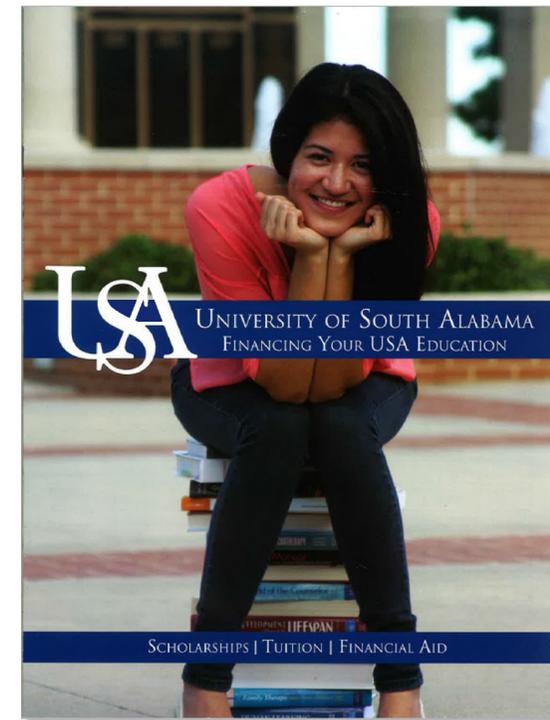
**CAPTURING MOMENTS,  
NOT POSES**



# — CAPTURING MOMENTS, NOT POSES —



**USA** Housing & Residence Life  
**COMMUNITY DIRECTOR**  
Recruitment Guide



**ROOMS FOR TWO**

Rooms for Two feature an open concept design, which includes a bathroom.

**BUILDINGS:**  
New Hall, Epsilon 1, Epsilon 2  
Delta 3, Delta 4, and Delta 5

New Hall Floor Plan

The advertisement includes a floor plan diagram and a photo of a student sitting on a bed in a room.



# NEXT STEPS





ologie®