

USA Marketing & Communications Advisory Committee
Minutes
May 1, 2015

Mike Haskins, executive director for marketing and communications, called the meeting to order at 9 a.m. in the Terrace Room of the Student Center. He welcomed and thanked all the members of the committee for agreeing to serve on the committee and oversee the branding process.

Each member of the committee was given a booklet outlining the background and purpose of the branding process, and the role of “brand ambassadors” during the upcoming branding work.

Each member of the committee introduced themselves to the group.

Mr. Haskins presented a PowerPoint on the purpose and role of the committee members. The charge to the committee members includes managing the process, working with our external partner agency, reviewing key milestones in the process, bringing forth ideas and issues, and acting as liaisons between the committee and their respective areas of the University. Mr. Haskins added that key deliverables at the end of the process will include a complete brand portfolio as well as a branding toolkit for the use of employees.

Mr. Haskins then presented a brief PowerPoint on Ologie, the external agency that will partner with USA on the branding process. Ologie, a firm based in Columbus, Ohio, will work in phases to uncover and clarify the USA brand, and will seek feedback from the committee at all stages of the process.

The committee then held an open discussion on points that the Ologie agency should understand as they undertake their discovery process. During the discussion, several points were made that Ologie should consider.

- USA is a comprehensive research university
- USA undergraduates have many and varied opportunities
- Perceptions and beliefs about USA are not as clear as they should be
- People don't always know USA Health System hospitals and clinics are part of USA
- People who know USA well think very highly of the University
- Students sometimes may not consider USA because they think they already know us. If these students visit our campus, most of them change their minds.
- We have many successful alumni, and they need to be given tools to act as ambassadors
- We are a huge “economic driver” for the City of Mobile and the area
- At USA, “you can shape your own college experience”
- We can do better to communicate with students who desire to stay in the Mobile area and compete for jobs here

- USA's nearly 6,000 employees should be equipped to be ambassadors for our brand
- Without USA, the city and the region would be very different. Many of our graduates stay in the area and work in health care, education, engineering and many other fields.

Committee members were asked to do the following before the next meeting:

- Collect significant printed materials put out by each of their offices and submit them to Mr. Haskins
- Give Mr. Haskins an estimate of when each of those publications will be reworked