## Strategic Messaging Framework

<table>
<thead>
<tr>
<th>LEADERSHIP (BIRTHPLACE)</th>
<th>ACADEMIC EXCELLENCE</th>
<th>GREAT COMMITMENTS</th>
<th>ECONOMIC VITALITY</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MESSAGING VALUE PROP</strong></td>
<td></td>
<td></td>
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</tbody>
</table>
| As the birthplace of higher education in America, the University of Georgia changed the world by sparking a national movement to provide access to a world-class education. Leaders come from UGA that have transformed our society. | The University of Georgia continues to excel in national rankings, research endeavors, and program offerings. | The University of Georgia conducts human-centered research that leads to a better quality of life, focused on:  
  - Healthier people  
  - A more secure future  
  - Stronger communities | The University of Georgia’s commitment to creative innovation generates economic prosperity and business growth throughout the state of Georgia and beyond. | The University of Georgia offers an exceptional college experience, inside the classroom and out, and career preparation opportunities at an incredible value. |
| **BRAND ALIGNMENT** |                     |                   |                 |       |
| • A new quality of leader | • A higher quality of learning | • A better quality of life | • A better quality of life | • A higher quality of learning |
| **PROOF POINTS** |                     |                   |                 |       |
| • First state chartered land-grant, sea-grant  
  • Legacy & Tradition  
  • Peabody Awards (founder & home)  
  • Georgia Groundbreakers (iconic leaders) | • Faculty membership in national academies & other awards  
  • Rhodes Scholars & other student awards  
  • Best Colleges rankings  
  • Competitively funded federal research  
  • Incoming class profile  
  • Top rated honors program | • Solutions for deadly disease  
  • Improving public health  
  • Longer, healthier lives  
  • Dependable food supply  
  • Viable land and waterways  
  • Cyber and global security  
  • Effective leadership  
  • Community vitality  
  • Stronger families | • Innovation & entrepreneurship  
  • Workforce development  
  • Statewide resource connection, with focus on rural Georgia  
  • Business formation and growth  
  • Corporate partnerships  
  • Improved businesses, economic growth, and communities  
  • Technology Transfer | • Career outcomes  
  • Retention and graduation rates  
  • Value rankings  
  • Experiential learning program (internships, study abroad, faculty mentored research, service learning)  
  • Double Dawgs  
  • Mentorships  
  • Georgia Commitment Scholarships |
| **CAMPAIGN PRIORITY** |                     |                   |                 |       |
| • Increasing scholarship support  
  • Solving grand challenges  
  • Enhancing learning environment | • Enhancing learning environment  
  • Solving grand challenges | • Solving grand challenges | • Solving grand challenges | • Enhancing learning environment  
  • Increasing scholarship support |