

Strategic Messaging Framework

	<u>LEADERSHIP (BIRTHPLACE)</u>	<u>ACADEMIC EXCELLENCE</u>	<u>GREAT COMMITMENTS</u>	<u>ECONOMIC VITALITY</u>	<u>VALUE</u>
MESSAGING VALUE PROP	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: <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • A new quality of leader 	<ul style="list-style-type: none"> • A higher quality of learning 	<ul style="list-style-type: none"> • A better quality of life 	<ul style="list-style-type: none"> • A better quality of life 	<ul style="list-style-type: none"> • A higher quality of learning
PROOF POINTS	<ul style="list-style-type: none"> • First state chartered land-grant, sea-grant • Legacy & Tradition • Peabody Awards (founder & home) • Georgia Groundbreakers (iconic leaders) 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Increasing scholarship support • Solving grand challenges • Enhancing learning environment 	<ul style="list-style-type: none"> • Enhancing learning environment • Solving grand challenges 	<ul style="list-style-type: none"> • Solving grand challenges 	<ul style="list-style-type: none"> • Solving grand challenges 	<ul style="list-style-type: none"> • Enhancing learning environment • Increasing scholarship support