

# 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

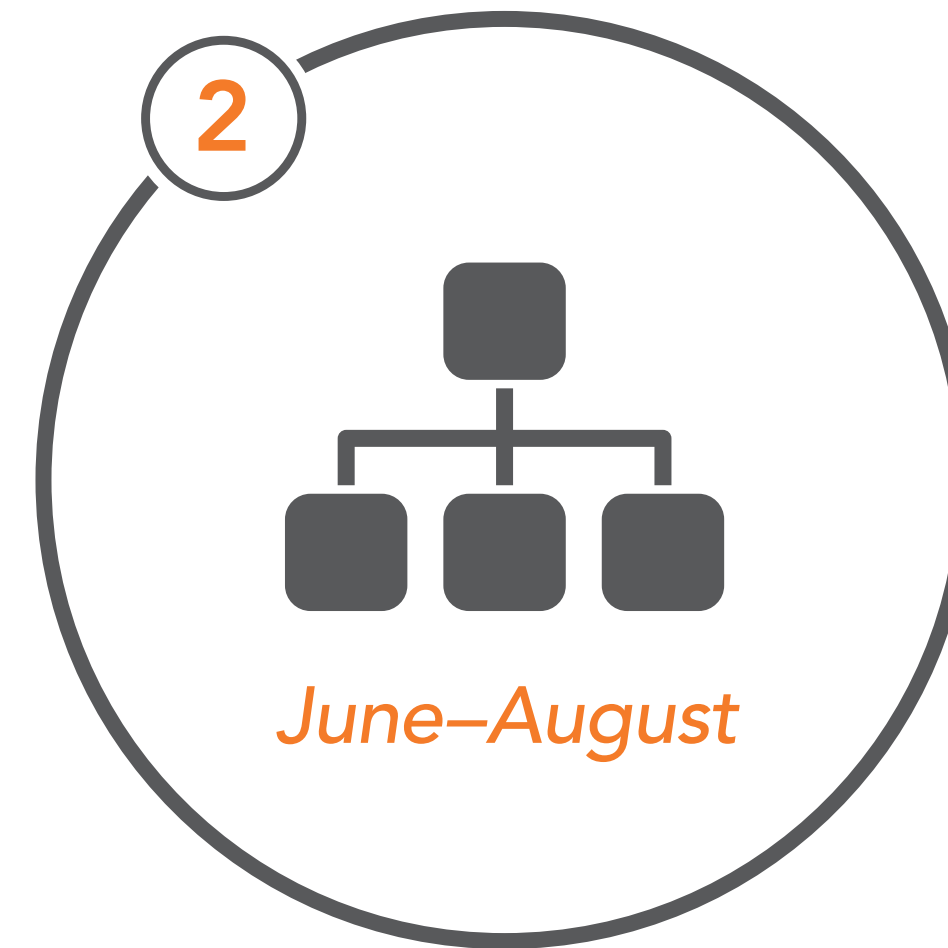
# OUR PROCESS

## 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



125+ PEOPLE

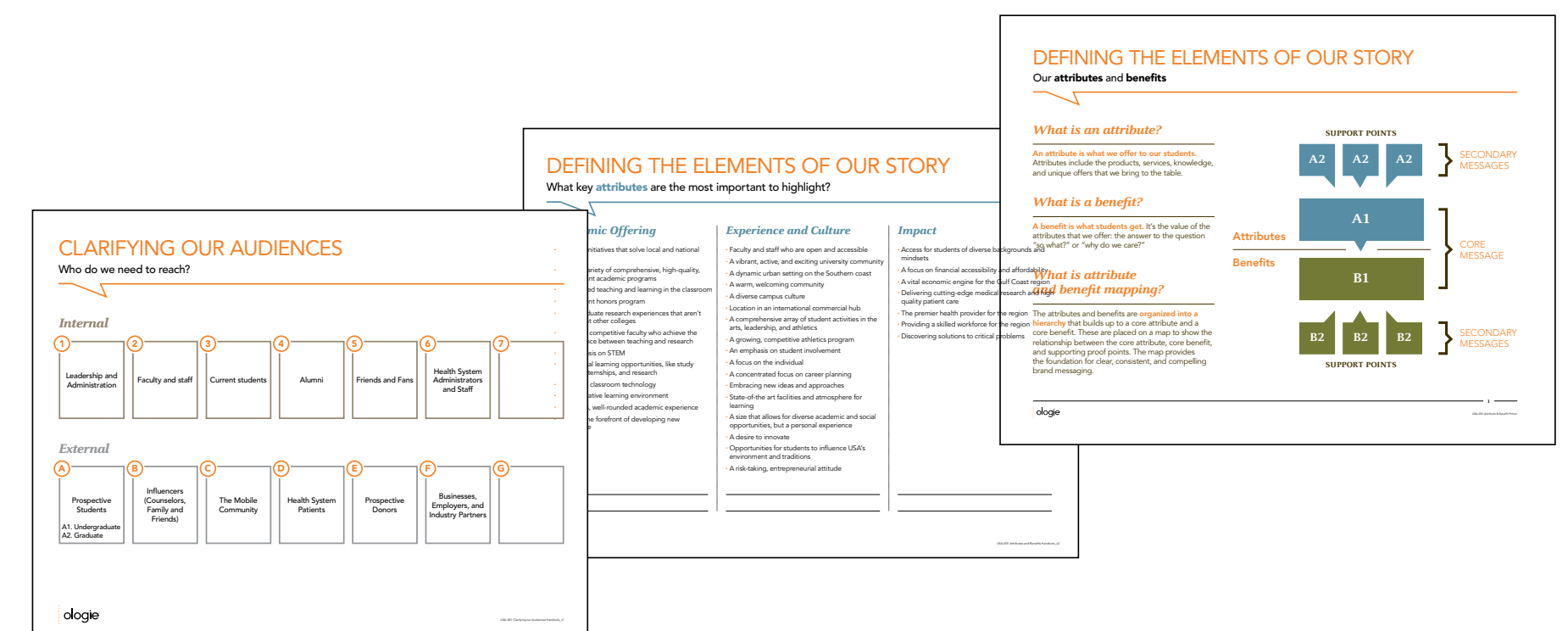
## Communications Audit



## 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

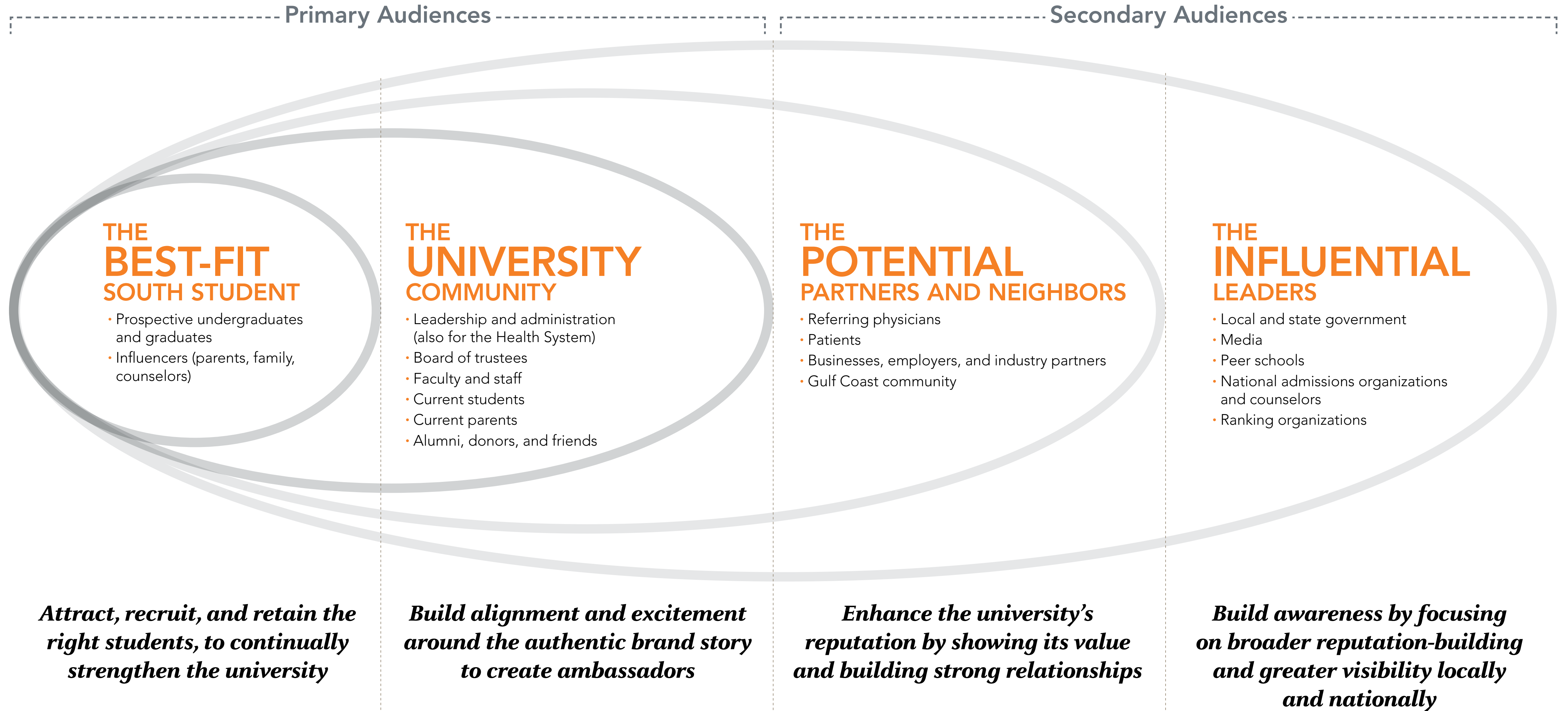
3

**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.

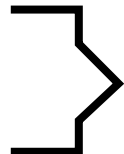
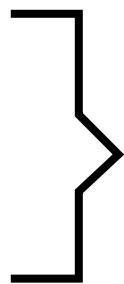
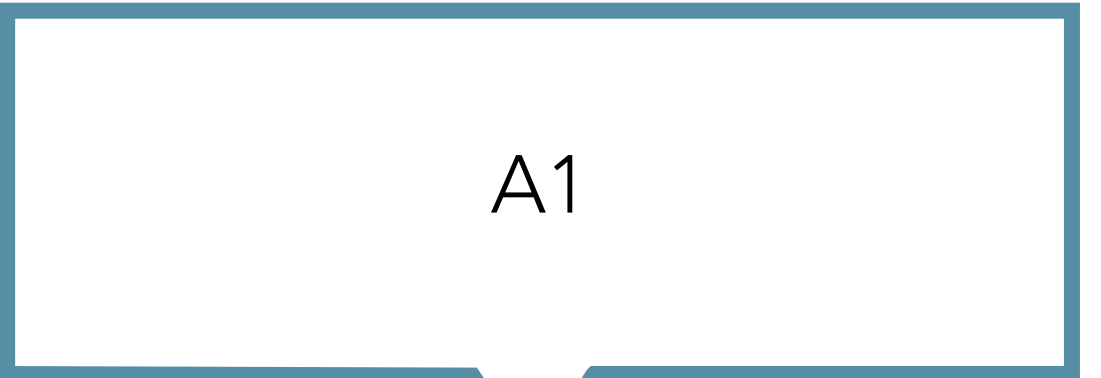
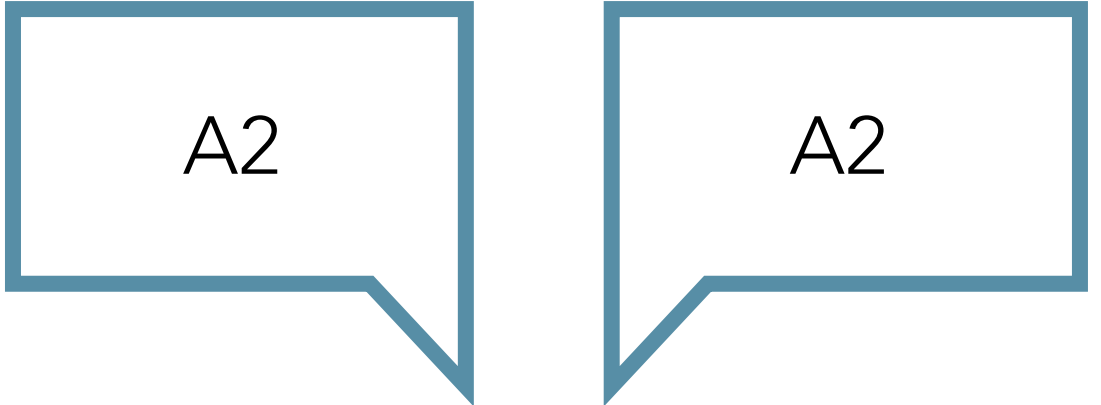
# MESSAGING

**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:**

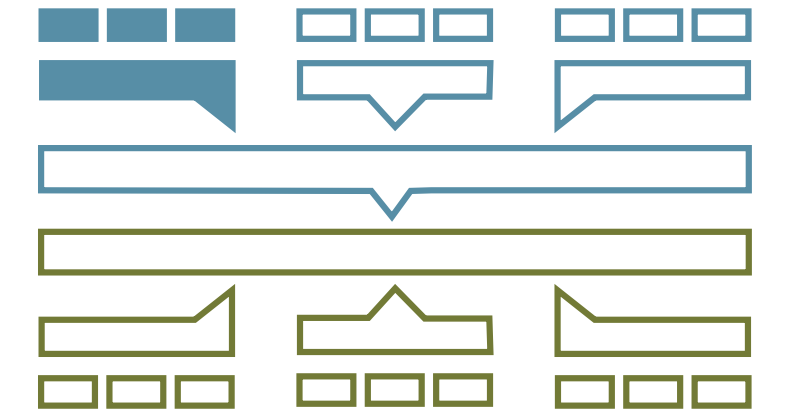
Actively engaged contributors who advance  
the Gulf Coast region

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

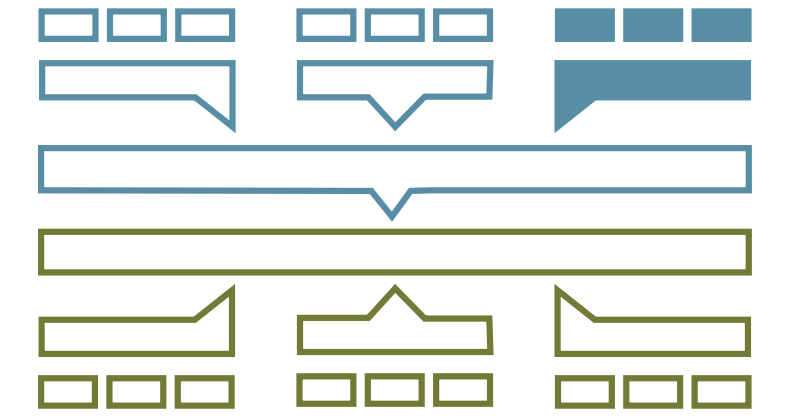
Opportunities to shape South's traditions and environment

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

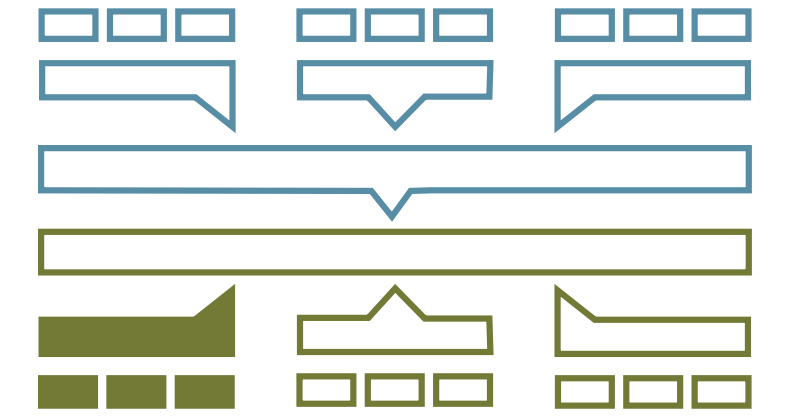
Resources that attract major national and international commercial businesses to Mobile

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



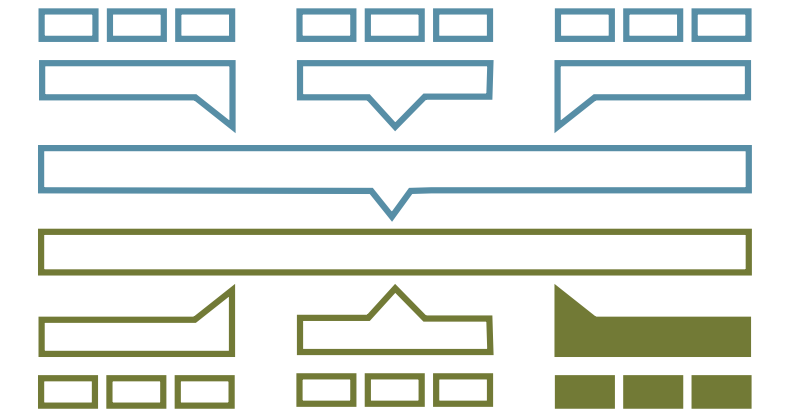
## Carve out a distinct, personal path

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

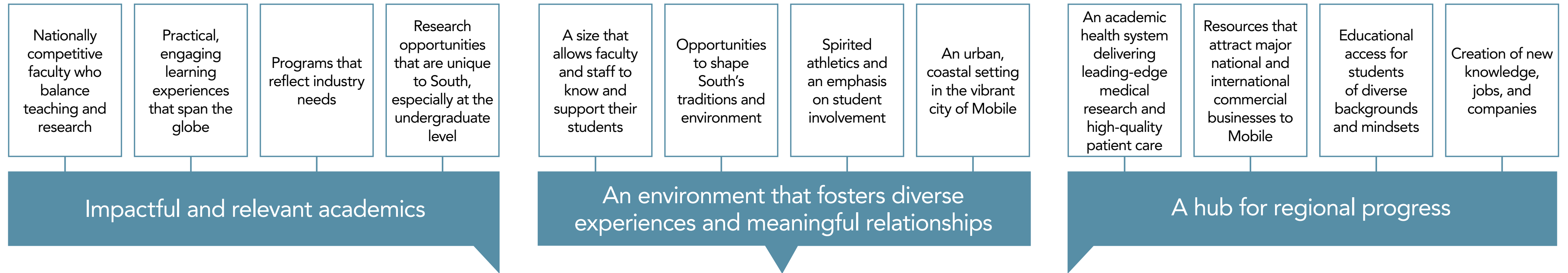
Create  
healthier  
communities

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:**

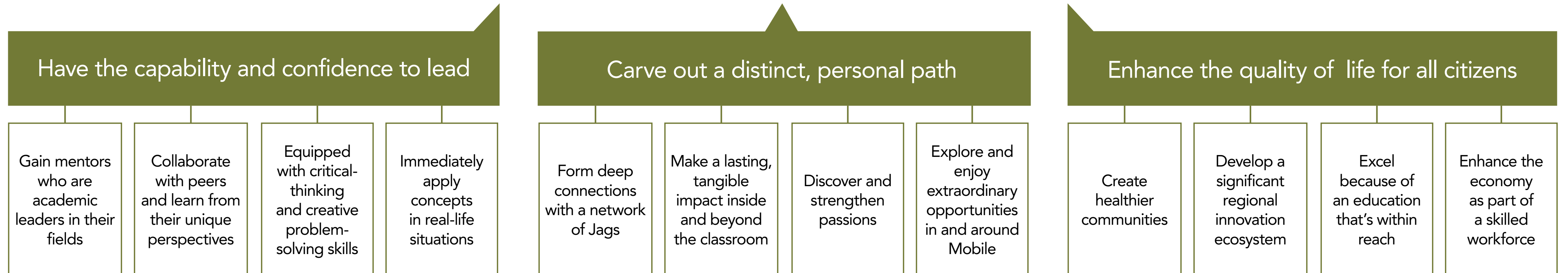
A dynamic and ambitious community of individuals who support and challenge one another

**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-return 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-return 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/264144144\\_The\\_Benefits\\_of\\_Study\\_Abroad](http://www.researchgate.net/publication/264144144_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. See <http://www.gradschool.com/gradschool/2010/04/06/2010-04-06-graduate-study-abroad/>

**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  
50 residential assistants

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  
Free Laundry  
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 city in the South, offering more than 200 years of history and culture.
- 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:**  
If you are a transfer student, you will need to complete the University of South Alabama's admission process. This includes submitting an application, paying a fee, and providing transcripts from your previous institution. You will also need to provide proof of your ability to pay for your education at 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**

251 DELTA LOOP  
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MOBILE, AL 36688  
(251) 460-6185  
WWW.SOUTHALABAMA.EDU/HOUSING

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University of South Alabama

USA  
UNIVERSITY OF SOUTH ALABAMA  
Department of Music

**PIANO STUDIES**

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  
5751 Laddow  
Performing Arts Center  
Mobile, AL  
PHONE: (251) 460-6135

**RESEARCH, INNOVATION & OUTREACH**  
VOLUME FIVE

**NEW FACES  
NEW PLACES  
NEW SOLUTIONS**

USA  
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, 5751 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**

USA  
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**





# — DOING MORE WITH LESS —

## UNDERSTANDING NATURE



Residents on the Gulf Coast know the power and beauty of the ocean holds Dr. Ronald Kiene's love of the ocean on its impact for sustaining everyday life.

A Professor in the Department of Marine Sciences and Senior Marine Scientist III at the Dauphin Island Sea Lab, Kiene was awarded the Olivia Rambo McGlothen National Alumni Outstanding Scholar Award by the USA National Alumni Association in 2014. He also delivered the Dean's Lecture at the Waterman Globe in the Mitchell Center for the College of Arts & Sciences in October 2014.

The Olivia Rambo McGlothen award honors a full-time faculty member who has been at USA for at least five years for her or his excellence and high achievements in an academic discipline. Throughout his 22 years teaching at USA, Kiene has actively participated and contributed to numerous research projects and publications. The majority of his research focuses on the role of microorganisms in the cycling of organic matter and nitrogen elements such as sulfur and inorganic aquatic systems.

"I really love trying to understand Nature," Kiene said. "In particular I love to try to figure out how microbes interact with their environment and transform chemicals that influence the larger ecosystem and even the Earth system as a whole."

In February 2014, he was part of a research group affiliated with the University of Georgia at Athens that was awarded a new \$2 million National Science Foundation grant, allowing them to further document how genes in ocean microbes transform sulfur into clouds in the Earth's atmosphere.

to become a key component of cloud condensation nuclei.

The marine scientists utilized an autonomous ocean-going instrument able to contain a miniaturized molecular laboratory in the ocean, all while taking in water, extracting DNA from cells, analyzing DNA, and sending the information back to shore via a radio modem.

The results from the ocean-going instrument were successful as the group caught an example of DMSP pathway regulation as it occurred for the first time ever. Kiene and his fellow scientists plan to use the NSF grant for future deployments.

When informed he was the recipient of the McGlothen award, Kiene was surprised but honored. He credits his hard work and success to the USA Marine Sciences program and his students.

Kiene, originally from Brooklyn, New York, received his Doctorate from the State University of New York at Stony Brook. Before teaching at USA, he was a faculty member at the University of Georgia Marine Institute in Athens, Georgia. When he is not at the Dauphin Island Sea Lab, Kiene enjoys spending time with his family. His hobbies include fishing, watching baseball with his sons, and woodworking.

## BORCHERT: NSF GRANT RECIPIENT

"I just couldn't believe it when I got the letter," said Dr. Glen Borchert, speaking about his grant award from the National Science Foundation. "I applied never expecting to actually receive the funding, but this is a huge step for students in my lab and for my career."

Currently, he has installed a fully functional tissue culture lab for his students and added a computer lab to the Life Sciences Building. Moreover, additional funds have provided extra graduate assistantships in the department.

The grant is big step for Borchert and for his students' futures as he is able to contribute to their projects. Borchert has big plans for the remainder of the grant and knows it will provide great opportunities for the department, his students and himself.

foundation and is presented to professors to help them to continue their research and expand knowledge in the fields of science. NSF recipients are typically individuals or a small group of investigators. Other awards, like Borchert's, provide funding to scientists, engineers and students for research centers and instruments and facilities.

In his favorite class, Computational Genetics, Borchert and his undergraduate students are researching how to better understand microRNAs, tiny molecules regulating the body and controlling up to 30 different types of genes. Each is important to basic cell function and, according to Borchert, there are thousands yet undiscovered in our bodies.

"This is great for my students," Borchert said. "The opportunity to publish findings is a great experience for them in the world of science."

With respect to his application, Borchert highlighted his and his students' work with microRNAs and the process he takes them through for scientific publication in his grant application. There were 40 applicants who submitted proposals for the type of grant Borchert received. Many of these applicants were from elite schools such as Harvard and Stanford. Borchert's research with microRNAs and his inclusion of undergraduate students in his project made for an impressive application.

With the NSF award, the university was presented with \$69,000 for use in the first three years, and as Borchert verifies significance in his research, the additional funds will be divided over the last two years.

Currently, he has installed a fully functional tissue culture lab for his students and added a computer lab to the Life Sciences Building. Moreover, additional funds have provided extra graduate assistantships in the department.

"Ultimately, I want to be a researcher for the Howard Hughes Medical Institute, the largest philanthropy project in the world, and this is a huge step towards that goal," he said.

choose to intern abroad will be being studying, and in a foreign country. This US experience can allow you the multicultural connections, truly immerse yourself in local life as an international intern, you can firsthand experience in not only science and education, but also in communicating across cultural barriers.

ing abroad can help you gain global skills and cross-cultural communication. You'll also gain knowledge of working with a diverse team, expand your cultural awareness and improve your language proficiency. You'll also gain valuable experience in working with a diverse team, expand your cultural awareness and improve your language proficiency.

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**APPLYING**  
The application process can now be completed and submitted online!

**GETTING STARTED**  
It's never too soon to start thinking about your intern abroad experience! To begin planning:

• Browse through our program options online using our new search tool: [www.southalabama.edu/studyabroad](http://www.southalabama.edu/studyabroad)

• Attend an information session with an International Education Ambassador: [www.southalabama.edu/departments/internationalstudyabroad/events](http://www.southalabama.edu/departments/internationalstudyabroad/events)

• Drop in during our walk-in office hours or schedule an appointment with a Study Abroad Advisor: Tues. 9:00 AM - 12:00 PM, Wed. 1:00 PM - 5:00 PM

• Schedule an appointment with a Study Abroad Advisor by e-mail: [info@southalabama.edu](mailto:info@southalabama.edu)

## BENEFITS OF STUDY ABROAD

**97%** of study abroad students found employment with higher starting salaries.\*\*\*

**70%** of intern respondents reported that working abroad ignited interest in a career direction they had not considered.\*\*\*

**84%** of study abroad alumni said their studies abroad had given them skills that were not available in their home market.\*\*\*

**70%** of study abroad alumni claimed that because of study abroad they were more satisfied with their job.\*\*\*

**25%** of study abroad students reported that working abroad ignited interest in a career direction they had not considered.\*\*\*

**83%** of intern respondents said that working abroad ignited interest in a career direction they had not considered.\*\*\*

**76.6%** of employees reported that working overseas had a positive impact on their career path.\*\*\*

**59%** of employees said study abroad would be valuable in an individual's career later on with their organization.\*\*\*

\*\*\*Information provided in a study titled "The Benefits of Study Abroad," by Tracy M. Cooper, Ph.D., Director of International Programs (IAP) at the University of South Alabama, published in the Journal of International Education, Fall 2009.

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## ACADEMIC PROGRAMS

ACADEMIC PROGRAM	ACADEMIC PROGRAM	ACADEMIC PROGRAM	ACADEMIC PROGRAM
COLLEGE OF ALBANY HEALTH	COLLEGE OF BUSINESS	COLLEGE OF EDUCATION	COLLEGE OF ENGINEERING
COLLEGE OF ARTS AND SCIENCES	COLLEGE OF NURSING	COLLEGE OF PHARMACY	COLLEGE OF PUBLIC HEALTH
COLLEGE OF SOCIAL WORK	COLLEGE OF THEOLOGY	COLLEGE OF VISUAL ARTS	COLLEGE OF WRITING
COLLEGE OF THEOLOGY	COLLEGE OF WRITING	COLLEGE OF VISUAL ARTS	COLLEGE OF PUBLIC HEALTH
COLLEGE OF VISUAL ARTS	COLLEGE OF PUBLIC HEALTH	COLLEGE OF WRITING	COLLEGE OF THEOLOGY
COLLEGE OF PUBLIC HEALTH	COLLEGE OF WRITING	COLLEGE OF THEOLOGY	COLLEGE OF VISUAL ARTS
COLLEGE OF WRITING	COLLEGE OF THEOLOGY	COLLEGE OF VISUAL ARTS	COLLEGE OF PUBLIC HEALTH
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# **A WIDER PALETTE**











# **LIMITING TYPEFACES**





# — LIMITING TYPEFACES —

UNIVERSITY OF SOUTH ALABAMA  
**HONORS**  
PROGRAM  
2015

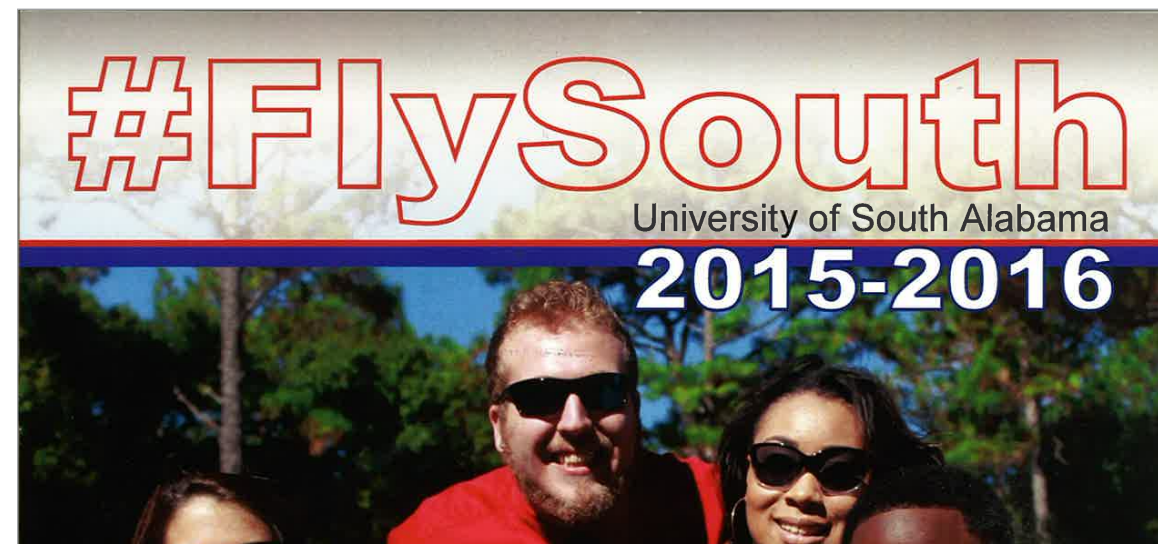
**HOUSING OPTIONS**



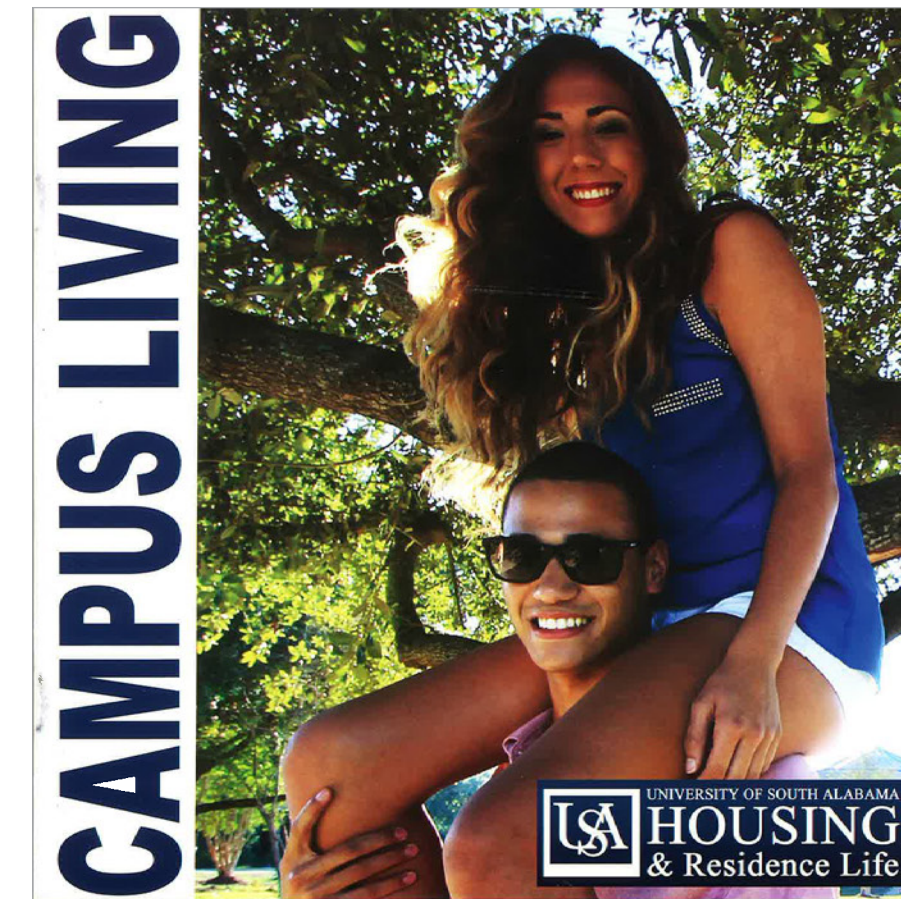
**RESEARCH,  
INNOVATION  
& OUTREACH**  
VOLUME FIVE



**#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





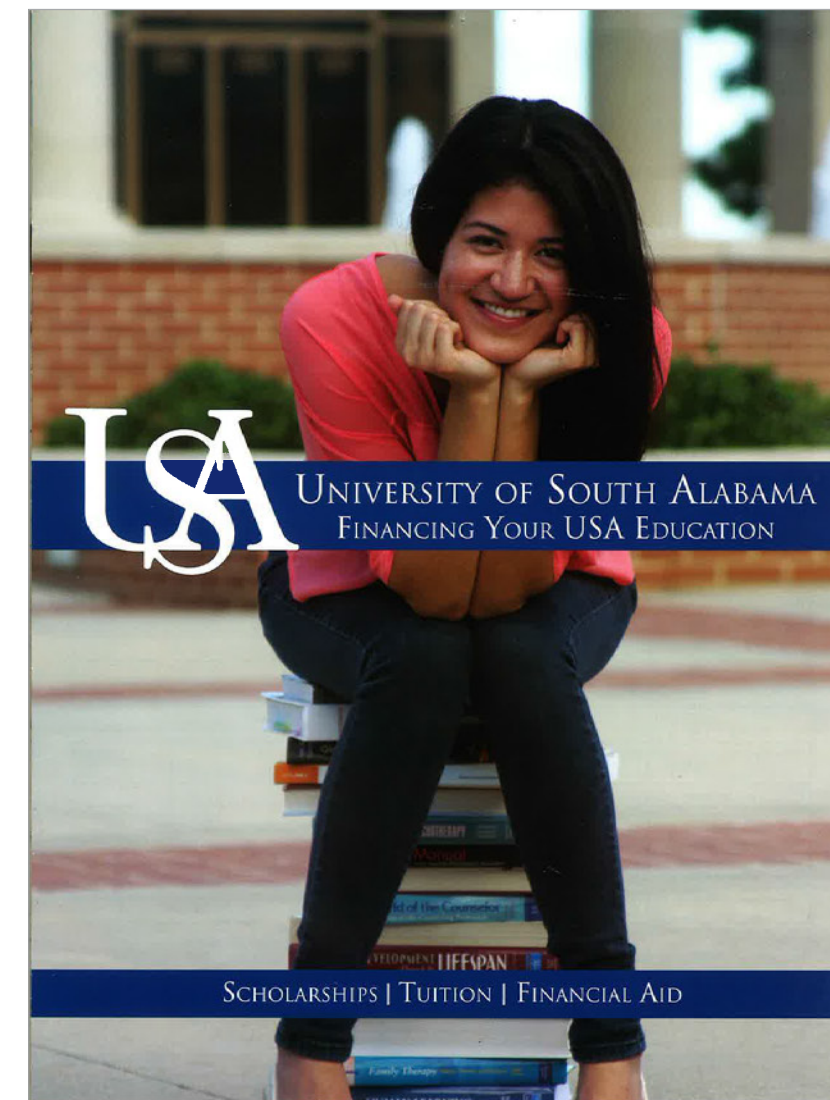
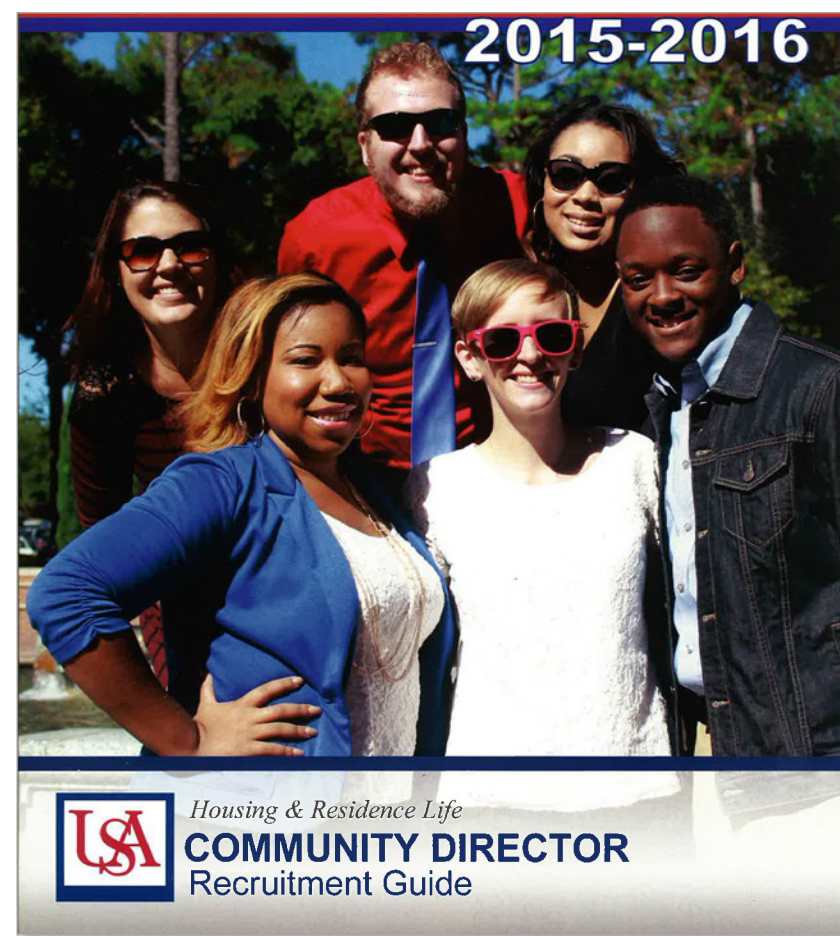
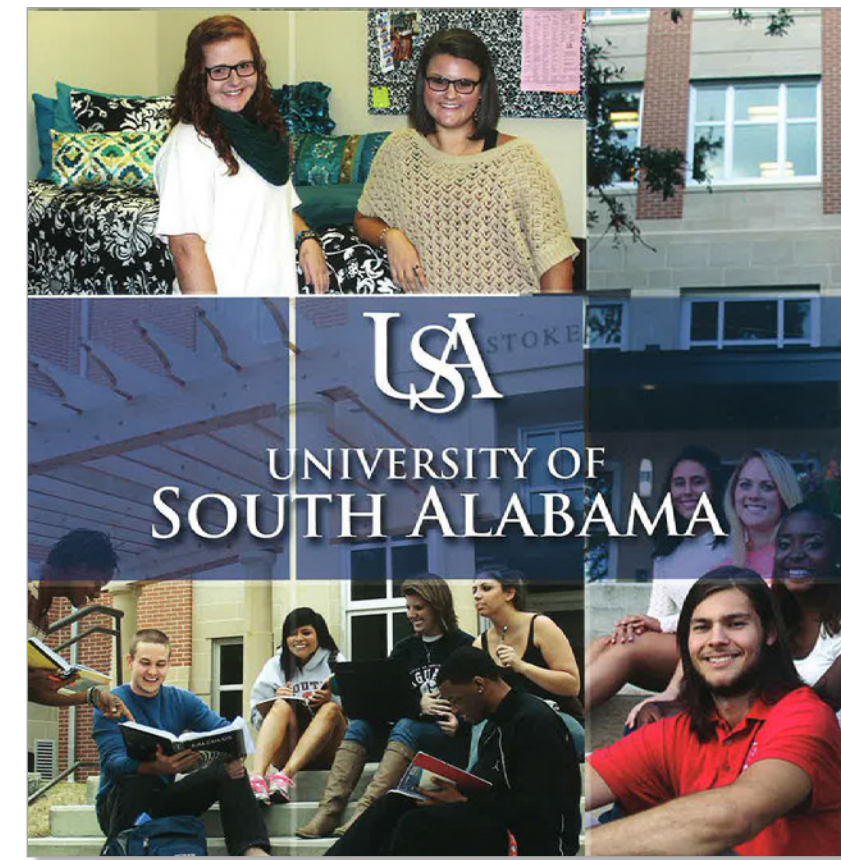
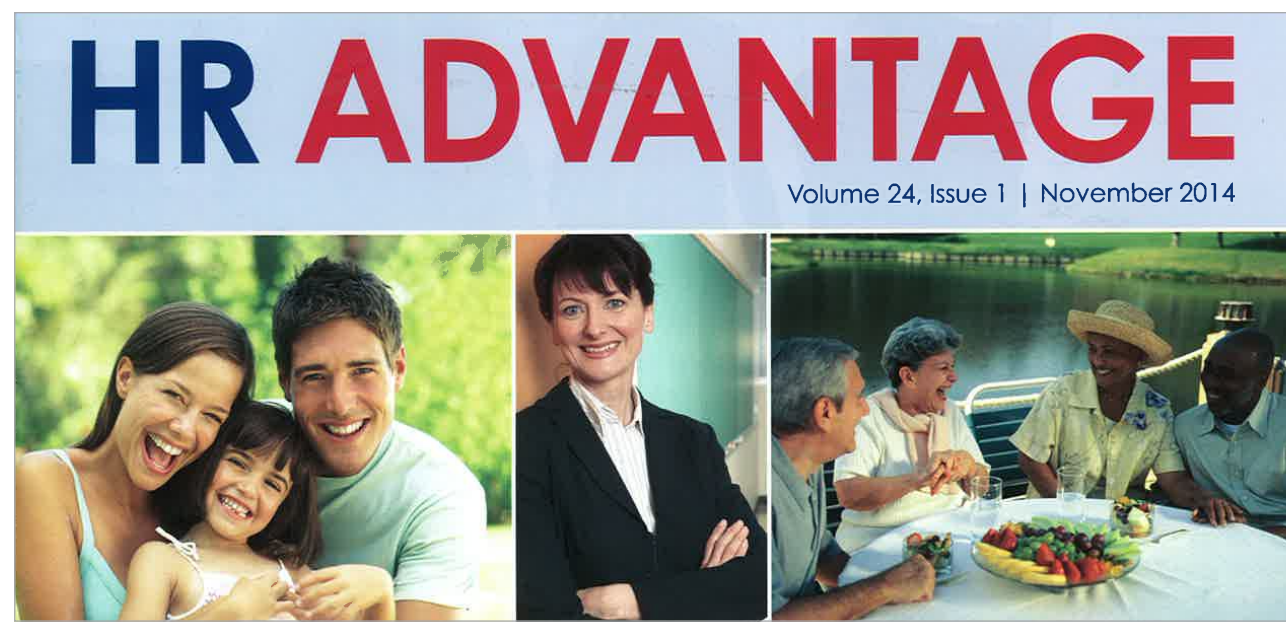


**CAPTURING MOMENTS,  
NOT POSES**





# — CAPTURING MOMENTS, NOT POSES —







# NEXT STEPS





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