

LIFE-CHANGING LIFE-SAVING EDUCATION

Campaign Framework & Messaging



AUGUSTA
UNIVERSITY.



Welcome to the campaign messaging toolkit

These themes, strategies, frames, and copy examples are intended to help AU communicators:

Consistently and deliberately highlight the university's main messages

Apply the core brand systemtically across all channels and materials

Adjust the tone while keeping the core message intact

TABLE OF CONTENTS

page 1 ... cover

page 2 ... welcome

page 3 ... core themes

page 4 ... taglines and refrains

page 5 ... undergrad students

page 6 ... graduate students talking points

page 7 ... faculty & staff talking points

page 8 ... campaign anthems | university

page 9 ... campaign anthems | colleges

page 10 ... elevator pitches | institutional

page 11 ... elevator pitches | institutional cont.

page 12 ... elevator pitches | student-facing

page 13 ... how to incorporate | campaign call-outs

page 14 ... how to incorporate | campaign headers

page 15 ... the *Change/Save* Mechanism

page 16 ... using the *Change/Save* Mechanism

page 17 ... reconceptualizing *The Save*

page 18 ... visual identity | two concepts

page 19 ... visual identity | university

page 20 ... visual identity | undergraduate



CORE THEMES

There are three core themes of this campaign that should anchor all communications efforts across every college and department:



PURPOSE

Life-changing, life-saving education means *hands-on learning* to make *real-world impact*.



COMMUNITY

The college experience is *different* when it happens in a community of people driven to *make a difference*.



VALUE

Reach your goals faster and in the highest-caliber programs—all at an affordable cost.



TAGLINES & REFRAINS

Life-changing, life-saving education at Augusta University

- unpacks the unifying campaign concept
- serves as the campaign's primary tagline
- can be use in both conversational and elevated applications, with *at Augusta University* omitted in many less formal contexts and retained for more formal ones

Calling all life-changers and life-savers

- supplements the main tagline in more conversational applications and for more personal tone, across most audiences
- speaks powerfully to undergraduate students by transforming the tagline into inhabitable roles and inviting listeners to see themselves in the roles, across all programs and fields

There are countless ways to change and save lives.

Find yours here.

- offers an elevated path into unpacking the campaign concept
- helps audiences self-conceptualize as a force for life-changing and life-saving
- has particular in longer form pieces and in situations that require more poise and/or authority



AUDIENCE-SPECIFIC TALKING POINTS

FOR UNDERGRADUATE STUDENTS

PURPOSE

- invite life-changers and life-savers across all fields to see themselves making real impact
- encourage students to take their ambitions seriously and believe in their ability to lead and serve
- position AU as a launchpad for meaningful personal, professional, and community impact
- for traditional undergraduates: provide a clear, intentional path from day one
- for adult learners: offer a new path forward that values experience and builds new skills

COMMUNITY

- focus on relationships, learning environment, and a culture of service rather than party culture or amenities
- show how the AU experience is shaped by a shared drive to help, heal, create, solve, and serve
- highlight expert faculty and staff who mentor students and invest in their future
- for traditional undergraduates: add messaging around campus life, events, and fun
- for adult learners: emphasize support, flexibility, and community for working, family, and military students

VALUE

- showcase hands-on, real-world learning that connects classroom knowledge to practice
- clearly claim academic excellence alongside affordability, transparency, and efficiency
- demonstrate clear pathways from college to career and strong return on investment
- emphasize time-efficient options like dual degrees and accelerated programs



AUDIENCE-SPECIFIC TALKING POINTS

FOR GRADUATE STUDENTS

PURPOSE

- Welcome students into an institution that takes them and their work seriously
- Highlight hands-on academic, research, and clinical experiences that accelerate learning

COMMUNITY

- Invite students into a mission-driven community focused on helping, healing, creating, and solving
- Emphasize close access to expert faculty who treat graduate students as future leaders and hold them to high standards
- Showcase meaningful service opportunities that connect students early with the communities they aim to serve

VALUE

- Demonstrate where rigorous scholarship meets real-world application
- Affirm AU's commitment to top-tier programs, research, and clinical experiences - paired with affordability and transparency
- Show clear pathways to careers and strong returns on students' investments
- Highlight efficient, accelerated options that help students reach goals faster and go further



AUDIENCE-SPECIFIC TALKING POINTS

FOR FACULTY & STAFF RECRUITMENT

PURPOSE

- Position teaching and working at AU as a chance to be a life-changer and life-saver with lasting impact
- Present AU as an institution that takes student success and faculty and staff development equally seriously

COMMUNITY

- Show how working at AU means joining a mission-driven community committed to making a difference
- Highlight strong relationships through mentorship, collaboration, and meaningful community impact

VALUE

- Emphasize pride in delivering a high-quality, affordable, life-changing education
- Connect AU's focus on efficiency and value to long-term institutional strength and stability



CAMPAIGN ANTHEMS

The campaign anthem is a long form piece that unpacks the central concept of the life-changing, life-saving education campaign, helping those who read it to immediately understand Augusta University's unique differentiating features, as well as their own potential place within AU.

UNIVERSITY CAMPAIGN ANTHEM

Elevated in tone, this campaign anthem can be used in its entirety in certain long form applications or excerpted and edited into any university communications that need to resonate emotionally with prospects, inspire supporters, or assert AU's strong value proposition.

There are countless way to change or save a life. So many different dreams of making things a little easier for the people around us or making things a little better in the world around us.

We would know. Because every year, thousands of life-changers and life-savers come here, to Augusta University. Following the will to help and the call to heal, the need to give back, and drive to do more. To learn with special urgency among serious people immersed in important work, from professors and with peers who believe in their potential and celebrate their possibilities.

And from here, they'll go on to research cancer treatments or revolutionize memory care, to build businesses and energize education, to make art more accessible or data more secure. In emergency rooms and operating rooms. In boardrooms and classrooms. And in ways that reverberate throughout this region, across the country, and even around the globe.



CAMPAIGN ANTHEMS

COLLEGE CAMPAIGN ANTHEM

Sub-campaign anthems function in much the same way as the university campaign anthem, though they are typically shorter and always more tightly focused. The task of writing a sub-campaign anthem helps college and school communicators to articulate and prioritize their own programs, features, missions, differentiators, and key talking points.

The example below, created for the Hull College of Business, could be used in full in certain long form applications (like an intro spread in a college brochure) or could be excerpted and edited into a wide range of other college communications.

Business, conducted artfully and ethically, can change and save livelihoods (and lives). Strengthen a manufacturer's production process. Conserve revenue for wages and profit-sharing. Change the way clients invest money and save them the anxiety of an underfunded retirement.

Business is a kind of life blood, pushing through prosperity, coursing through communities: The ways in which we deploy our money. Invest our resources. Conduct our trades. Sell our products and manage our employees. Create opportunities for ourselves and for others.

These things run through us, shaping and reshaping the fortunes of our families, the fate of our cities and towns, and the feel of our world.

There are countless ways to change and save lives. Find yours at Augusta University, in the Hull College of Business.



ELEVATOR PITCHES

The following elevator speech scripts are intended to help university ambassadors talk to external audiences, offering them a brief but focused overview of who thrives at AU, what opportunities students find here, how it feels to be immersed in our unique learning community, and why an AU education offers remarkable value - all in the context of the greater mission and purpose of the institution and our graduates. They can be excerpted and adapted as occasions or conversations allow.

Institutional/Formal Version

PURPOSE

There are countless ways to change and save a life.

We know this because every year thousands of life-changers and life-savers come to Augusta University with their own unique talents, passions, and plans. From here, they will go on to extend lives as healthcare practitioners and medical researchers; to enrich lives as educators or business leaders; to preserve lives as historians or document them as journalists; and to safeguard lives as social workers or cybersecurity experts.

ELEVATOR PITCHES

Institutional/Formal Version

COMMUNITY

Our thriving, vibrant research university encompasses more than 150 areas of study in 11 colleges and schools. Across them all, we are bound by the shared conviction that our work - whatever it may be - can better the world and serve the people living in it.

We also believe that teaching, learning, researching, and growing on a college campus is simply different when it is done in a community of bridge-builders, difference-makers, dream-chasers, life-changers, and life-savers, where professors take the potential of each student seriously and students are uncommonly driven, devoted, and purposeful.

VALUE

We take pride in our mission to deliver the highest-caliber education affordably and efficiently, so our graduates are poised to see an immediate return on their investments of time, money, and effort. They leave Augusta University empowered to build the future they envision—for themselves and for others.

ELEVATOR PITCHES

Student-Facing/Conversational Version

PURPOSE

At Augusta University, we are searching for the next generation of life-changers and life-savers: those who feel called to become doctors or nurses, researchers or scientists. And also, those who want to inspire lives in a classroom, enrich lives as business leaders, or protect lives through cybersecurity.

We offer more than 150 programs across eleven colleges and schools, united by the shared conviction that the world needs us all to step up and make it better, using our own unique talents, passions, tools, and plans.

COMMUNITY

College is different when it happens in an environment like this—where professors take you and your potential seriously and where students are especially driven, dedicated, and purposeful. It's a transformative community of bridge-builders, dream-chasers, difference-makers, life-changers, and life-savers.

VALUE

And at the end of this remarkable experience, you'll graduate from a university committed to affordability and efficiency, poised to see an immediate return on all your investments of time, money, and effort. And you'll be empowered to start building the future you want right away—for yourself, your family, and your community.



HOW TO INCORPORATE THE CAMPAIGN

Campaign Call-Outs	Examples
<p>Short shots of creative, resonant copy, campaign call-outs are distilled from or inspired by university-wide or college-specific anthems. They can be used as both design and copy elements anywhere you need to inject seriousness, importance, or authority in a small footprint.</p> <p>These examples could be featured in a website, tucked into a feature block in a print piece, or used in a digital ad.</p>	<p>BUSINESS: At Hull, we believe that business, conducted artfully and ethically, can change and save livelihoods (and lives).</p> <p>NURSING: Calling all life-changers and life-savers to a nursing program that can take you further and faster into your own meaningful career—while making the world around you better and brighter for the people who share it.</p> <p>SCIENCE AND MATHEMATICS: Calling all questioners, investigators, life-changers, and life-savers.</p>



HOW TO INCORPORATE THE CAMPAIGN

Campaign Headers

Headers can artfully connect the overall campaign with themes and topics featured in a specific piece. Headers are particularly effective when they dovetail with life-changing/life-saving phrases, utilize the calling all... construction, or invoke the idea of there being countless ways to be a part of the endeavor.

Simple campaign headers using keywords can be created for various occasions and events.

In the more sophisticated example here, created for the College of Computer and Cyber Sciences, the header melds elements of the primary tagline with a specific student quote about the college's commitment to access.

Examples

FOR A JOB FAIR FLYER:

Calling all dream-chasers and job-seekers

FOR A SERVICE PROJECT:

A life-changing, life-saving opportunity

FOR AN ORIENTATION EVENT:

There are countless ways to connect at Augusta University.

Changing the profession—by saving everyone a seat at the table



HOW TO INCORPORATE THE CAMPAIGN

The *Change/Save* Mechanism

AU communications can weave a wide range of ideas, features, and topics with the core principles of the campaign by utilizing the change/save mechanism. This editorial frame highlights how many different kinds of programs, events, offerings, and initiatives can work to change and save the lives of AU students, their families, and those in the communities in which they study, practice, work, and serve.

In this example, created for the College of Education and Human Development, applies the change/save mechanism as a clear structural frame for a discussion of one of the division's special features.

Examples

Spotlight on Dr. Paulette P. Harris Literacy Center

Our Literacy Center provides children, adolescents, and adults from the Augusta area with free, high-quality literacy tutoring to promote the development of life-long readers and writers—while our own education students gain extraordinary direct experience.

The Change: We strive to be a community center that expands and invigorates access to literacy resources and positive learning experiences for both children and adults—ensuring that literacy is truly for all.

The Save: When we give those who aspire to read and write better the right resources—in the right setting and at the time that is right for them—we help them preserve their zeal for learning and open new doors of opportunity that might otherwise remain closed.



HOW TO INCORPORATE THE CAMPAIGN

TIP: USING THE CHANGE/SAVE MECHANISM

We see tremendous opportunity in redefining and reimagining acts of changing and saving lives. While saving lives, in particular, seems to point us directly to medical interventions and wellness, our interpretations don't need to be limited to treating wounds or fighting infections. How might we broaden our definitions of what it means to change and to save those around us?

1. Start with the more accessible entry point:

- a. What is the change you are making or hope to make in the world?

2. Follow through to the benefits of the change:

- a. What kind of save does your effort make possible?

Example 1:

I want to **change** the way primary preventative healthcare is administered in rural areas.

I want to **save** patients with manageable conditions the pain that comes when they aren't properly managed, and the case becomes critical.

Example 2:

I want to **change** the way middle schoolers engage with language arts in Georgia schools.

I want to **save** them the struggle of wrestling with materials that don't spark their interests or engage their imaginations and to preserve an enthusiasm for reading that might otherwise get lost.



HOW TO INCORPORATE THE CAMPAIGN

Reconceptualizing The Save

What is preserved, restored, sustained, or conserved?

You can save a life. You can save a key historic site from ruin. You can save a company's revenue from being eaten up by unnecessary overhead costs.

Or, what is prevented, averted, avoided, or spared?

You can save an elder from the pain of neuropathy. You can save a water supply with mathematical modeling of runoff from a proposed landfill site. You can save an online shopper from the fallout from a data breach.

Themed Testimonials and Quotes

The endorsements and testimonials of current students and graduates are particularly powerful, offering insider understandings of Augusta University's unique strengths and positive outcomes. When appropriate, their words can be connected back to the brand in authentic ways.

Interviewers might begin with prompts that help respondents make these connections naturally:

- What are some of AU's greatest strengths?
- How did your experiences with AU shape or change your life or career?
- What do you hope to do with your degree

VISUAL IDENTITY

The campaign has two design iterations - one for the overall university / institution and one for undergraduate student admissions.

University / Institutional



The university graphic also has a layered effect. Multiple shields infuse an element of institutional gravitas and represent the many and interrelated programs of Augusta University.



The university graphic may be cropped in different ways and displayed with lowered contrast as needed.



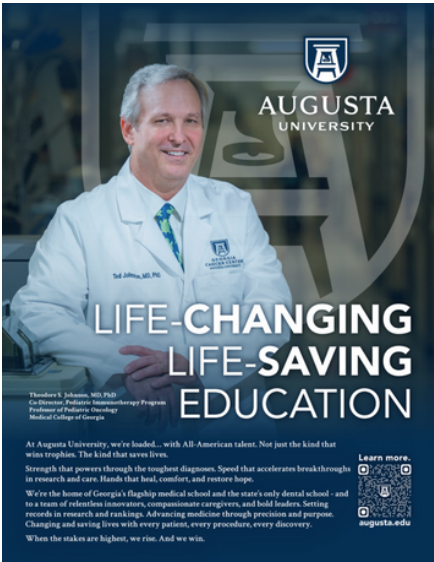
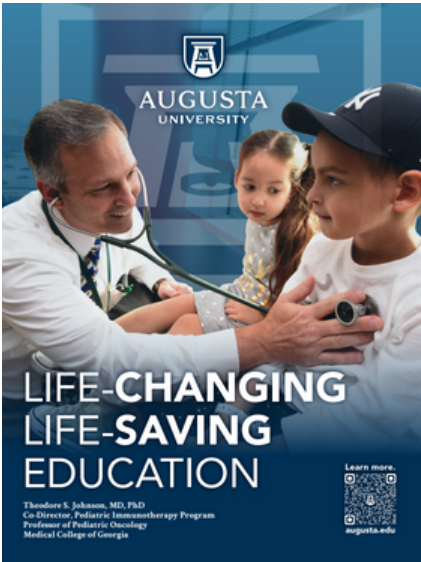
Undergraduate Admissions



The undergraduate admissions graphic has a layered, three-dimensional effect in various blue shades. The slant is inspired by the left side of the letter "A" and adds energy and forward momentum.

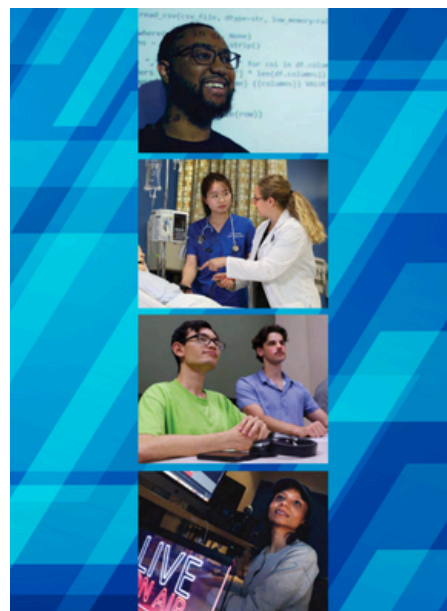


VISUAL IDENTITY | UNIVERSITY





VISUAL IDENTITY | UNDERGRADUATE



THERE ARE COUNTLESS WAYS TO CHANGE OR SAVE A LIFE.

We would know—because every year, thousands of life-changers and life-savers converge here, at Augusta University.

They come here to help and to heal. To give back and to go further. To learn among serious people immersed in important work. And to connect with professors and peers who believe in them and in the incredible difference they can make.

From here, they'll go on to research cancer or revolutionize memory care, to build businesses or improve education, to make art more accessible or data more secure. To make things better for themselves and their families, and to improve, enrich, sustain, and protect their communities and this world.

There are countless ways to change or save lives. Find yours at Augusta University.