



AUGUSTA UNIVERSITY

Communications and Marketing



**EMPLOYEE
ONBOARDING**

COMMUNICATIONS & MARKETING



MAKE IT FUNKY

THE RULES OF DOWNTOWN FUNK

I GOT YOU

We put the welfare of colleagues and subordinates before our own.

I GOT THE FEELIN'

Our presence makes a positive difference in the lives of all those we serve.

MAKE IT FUNKY

We provide creative products and unsurpassed service that, together, deliver unique value to our communities.

GET ON THE GOOD FOOT

We are quick, agile and attentive. We display grit without ego.

TALKIN LOUD & SAYIN NOTHING

We are committed to clear and consistent communication.

THINK

We are problem solvers. We use our creative genius to alleviate frustration, aggravation and create joy and positivity for those we serve.

PAPA DON'T TAKE NO MESS

We are real. We communicate with candor and transparency. We take accountability and own outcomes.

I'LL GO CRAZY

We are unflappable and only lose our cool behind closed doors.

SOUL POWER

We are all Jaguars. The actions of one is a reflection on all.

THE PAYBACK

We focus on impact and consistently creating unique experiences that make Augusta University a destination of choice for students, faculty and staff.



COMMUNICATIONS & MARKETING

PROJECT REQUEST FOLLOW-UP CHECKLIST

We are a service department, here to help!

24-hour response time after a request is submitted and assigned to you. Respond within a day to the client even if the response doesn't have all the answers. Make contact!

i.e. Thanks for your request, our team is working on this and we look forward to making something great together!

Contact the client via email outside of the project management system and give updates to the team in the project request weekly or bi-weekly.

After project completion send the deliverables (links, videos, graphics, documents, etc.) to the client and all parties involved. Share your work in multiple places to maximize our content.

Resolve the project and update the internal and external contacts with final resources.

Follow up and thank the client via email and make sure they have what they need.

Be supportive to the clients and help them. If you don't handle what they are requesting, guide them to the right person or solution even if it is outside your area.

Communications & Marketing Expectations

- Customer service is our number one priority (Compassion)
- We strive for excellence in everything we do (Quality)
- Effective planning and communication cultivates input and ownership (Fairness)
- You control your own destiny (Accountability)
- Identify problems or improvements early and fix them (Leadership)
- We achieve or fail together (Teamwork)

Mission: Our mission is to enhance the brand of Augusta University, leverage opportunities to advance our clinical, research, and educational missions, and to support our institutional partners' implementation of their strategic initiatives through all communications and marketing activities. We look forward to collaborating with you to advance the mission of Augusta University!

UNIVERSITY SQUAD.



Christen Engel
Vice President



Aubrey Hinkson
Assoc. Vice President



Jeannie Flanagan
Admin Assistant



Kimberly Mims
Business Operations

MARKETING.



Taylor Lamb
Director of Marketing



Ashley White
Marketing Liaison



Heather Young
Marketing Liaison



Elizabeth Canas
Marketing Strategist



Gail Harrison
Marketing Strategist



Sergio Gallardo
Sr. Graphic Artist



Alison Rohdy
Graphic Artist



Rebecca Hogue
Graphic Artist



Tim Johnson
Sr. Video Producer

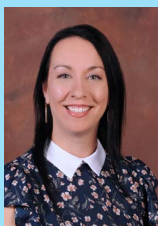


Andrew Everett
Video Producer



Michael Holahan
Photographer

COMMUNICATIONS.



Heather Henley
Director, News & Information



John Jenkins
Comms. Coordinator



Paige Fowler
Editorial Associate



Stacey Eidson
Sr. Comms. & Media Coordinator



Rachel Robbins
Digital Content Specialist



Lacey Oellerich
Analyst



Jenny Gilmore
Digital Content Coordinator



Mic Hernandez
Sr. Comms. & Media Coordinator



Raysean Ricks
Writer



Kevin Faigle
Media Relations Specialist



Vacant
Sr. Comms. & Marketing Strategist

AU HEALTH SQUAD.



Rick Plummer
Associate Vice President



Lindsay Chandler
Marketing Strategist



Hydea Collins
Marketing Coordinator



Zia Dean
Marketing Strategist



Kim Ratliff
Production Coordinator



Sherrie Saunders
Admin Assistant

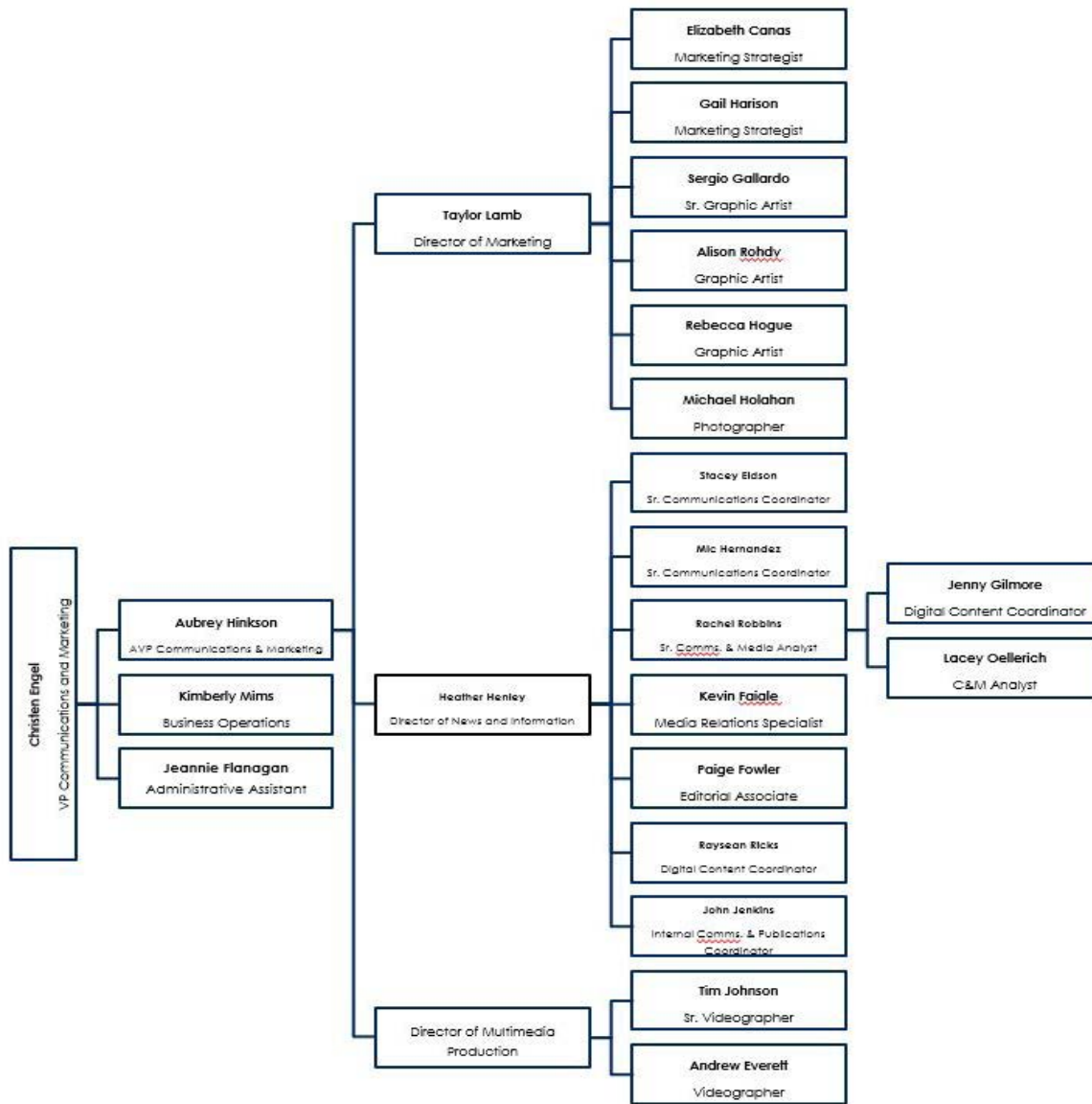


VACANT
Sr. Comms. & Media Coordinator

Augusta University Health is a world-class health care network, offering the most comprehensive primary, specialty and sub-specialty care in the region. Augusta University Health provides skilled, compassionate care to its patients, conducts leading-edge clinical research and fosters the medical education and training of tomorrow's health care practitioners.



ORGANIZATIONAL CHART



COMMUNICATIONS COUNCIL



Haley Bourne
School of Computer and
Cyber Sciences



Si-Long Chen
College of Science &
Mathematics



Kadija Dickens
Department of Athletics



Laura Evans
College of Nursing



VACANT
Enrollment & Student Affairs



Stacey Hudson
College of Education



VACANT
Dental College of Georgia



Gabi Moore
Pamplin College



Tim Rausch
Hull College of Business



Jennifer Scott
Medical College of Georgia

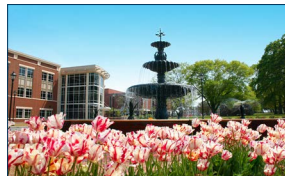
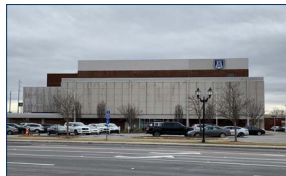
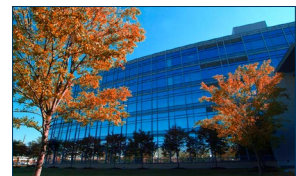
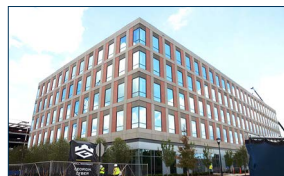
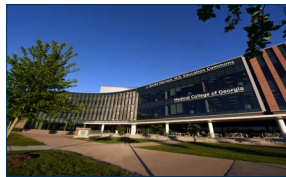


Staci Thompson
Information Technology



Sherita Williams
College of Allied Health Sciences

The Communications Council serves as an advisory group for communications and marketing efforts related to Augusta University. The group is comprised of communications professional from our 10 colleges and the Department of Athletics and Information Technology.





AUGUSTA UNIVERSITY

Communications and Marketing

CUSTOMER SERVICE IS OUR #1 PRIORITY!

MISSION.

To enhance the brand of Augusta University, leverage opportunities to advance our clinical, research, and educational missions, and to support our institutional partners' implementation of their strategic initiatives through all communications and marketing activities. We look forward to collaborating with you to advance the mission of Augusta University!

VISION.

To be a top-tier university that is a destination of choice for education, health care, discovery, creativity and innovation

OUR TONE.

Professional, Established, Diverse, Challenging, Scholarly, Approachable, Friendly, Innovative, Intelligent, Social

AU CORE VALUES

Collegiality - reflected in collaboration, partnership, sense of community, and teamwork.

Compassion - reflected in caring, empathy, and social responsibility.

Excellence - reflected in distinction, effectiveness, efficiency, enthusiasm, passion, and quality.

Inclusivity - reflected in diversity, equality, fairness, impartiality, and respect.







































Integrity - reflected in accountability, ethical behavior, honesty, and reliability.

Leadership - reflected in courage, honor, professionalism, transparency, and vision

VISUAL IDENTITY

A Systematic Approach

Augusta University is a big institution. Like many of those represented here, it has many different audiences, both internal and external. In order to appeal to our broad and diverse body of supporters, students and community, we followed a hybrid execution of the brand. Our university logo is the highest expression of the brand and takes a monolithic approach to our academic and clinical audiences, with the flexibility to be used across all schools, institutions and departments. Our athletic (or “spirit”) marks represent Augusta University in our competitive pursuits, and the seal encompasses all.

					ICON
					LOGO
					COLLEGE
					SPIRIT MARK
					MASCOT
					WORDMARK
N/A	N/A				CLINICAL SYSTEM
					SEAL

ALL ABOUT ME

My name:

My favorite dish to prepare:

My favorite foods (include candy/drinks/snacks):

My favorite desserts (include favorite ice cream flavors):

My favorite gift cards:

My favorite sports/teams:

My favorite pastime:

My favorite way to volunteer:

My favorite pet:

all about *Me*



Please return to front desk.

Overview of Campuses



Summerville Campus

Located on Walton Way, the Summerville campus houses many of the undergraduate programs and the Jaguar Student Activities Center. The Maxwell Performing Arts Theatre, the History Walk, the Mary S. Byrd Gallery of Art, The Honors Program, and the Maxwell Alumni House are all found on this campus. In addition, the James M. Hull College of Business, College of Education, College of Science and Mathematics, and Pamplin College of Arts, Humanities, and Social Sciences are located here.



Health Sciences Campus

Located in Augusta’s Medical District, the Health Sciences campus features all medical programs of the university, as well as the Health Sciences Building, Interdisciplinary Research Building, Wellness Center, Cancer Center, Medical College of Georgia, and the Dental College of Georgia.



Forest Hills Campus

Located on Wrightsboro Road, the Forest Hills Campus houses baseball, softball and soccer fields in addition to a full-size golf course—a course that serves as the home of the Jaguars’ nationally recognized NCAA Division I golf team. The campus also supports Christenberry Fieldhouse, which houses 11 of the Augusta Jaguars’ 13 competition sports and all administrative and support staff for the Augusta University Department of Athletics and the College of Education’s Department of Kinesiology.



Riverfront Campus

Nestled along the Savannah River, the Riverfront Campus is located in Augusta’s growing cybersecurity corridor and houses the state-owned Georgia Cyber Center, a state-of-the-art cyber center comprised of the university’s School of Computer and Cyber Sciences; a cutting-edge cyber range; a 340-seat auditorium; a secure briefing space; an incubator space for innovation and entrepreneurship; and classrooms. It’s also in close proximity to industry professionals and innovative start-ups.

Augusta University History



Medical Academy of Georgia



In 1828, the two physicians secured a state charter to establish the Medical Academy of Georgia, which could award Bachelor of Medicine degrees. In order to grant the M.D. degree, the General Assembly revised the 1828 charter.

In 1996 Augusta College acquired university status as Augusta State University. In 2011 MCG became Georgia Health Sciences University to reflect its broad mission in many fields of health sciences.

Both schools had expanded programs to meet the education needs of the rapidly changing society of the late 20th/early 21st century. Building on the legacies of its parent institutions, in 2013 the two universities became one.

On December 1, 2015, that one became Augusta University.

Campus Resources

Jag Express

The JagExpress is a campus shuttle service, providing a safe, alternative mode of transportation for students, faculty, and staff between parking areas and strategic locations across the campuses of Augusta University and AU Health.

The JagExpress shuttle service operates on a fixed route schedule, providing convenient and reliable transportation near most major academic and administrative buildings, commuter parking lots, and housing facilities.

Need a shuttle ride? All our JagExpress shuttles are GPS-equipped so you can track routes and shuttle locations in real-time through the PassioGO app on your smartphone.

All JagExpress shuttle drivers are professionally licensed employees with Horizon Motor Coach, a local business based in Harlem, Georgia. Horizon is fully licensed by the Department of Transportation and has more than 20 years of experience in the transportation industry.

Link to Bus Routes: <https://www.augusta.edu/parking/shuttles.php>

PassioGO Shuttle Tracker App

Track the transit buses and get up to date schedule and route information. Download the PassioGo App on iOS and Android devices

EMS

Augusta University's Event Management System, allows users to request and view facilities and audiovisual services for events on Health Sciences and Summerville campuses. The spaces available include academic classrooms, computer labs, conference rooms, and other special events space. <https://ems.augusta.edu/emswebapp/default.aspx>

Tuition Assistance Program (TAP)

The Board of Regents and Augusta University are committed to helping employees pursue growth and development. The tuition Assistance Program (TAP) is designed to promote professional growth and development of full-time employees and part-time nursing faculty of the Medical College. Tuition assistance is the waiver up to nine (9) hours of tuition and certain fees for employees enrolled in courses on the Augusta University campus and at other University System of Georgia (USG) institutions per semester.

Link: [augusta.edu/hr/leadership-development/tap](https://www.augusta.edu/hr/leadership-development/tap)
Email: TAP@augusta.edu

Jag1Stop

The Augusta University JagCard Office is in Annex I at 524 15th St. This move will create a one-stop shop for students, faculty and staff in need of a JagCard, parking permit, and/or keys. The location is easily accessible via AU's shuttle and has dedicated customer parking spots. Faculty, staff, and students can get a professional headshot, a badge photo, their JagCard, keys, and parking passes all in one spot.

Just a reminder, your JagCard is the property of Augusta University. The use of this card constitutes acceptance of the terms and conditions of Augusta University's policies and procedures governing

Employee Faculty Assistance Program (EEAP)

The Employee/Faculty Assistance Program (EFAP) is a non campus assessment, counseling and resource service for employees, faculty, house staff, graduate students, and immediate members of their family. Clinical information of those who attend is kept confidential; supervisors and department chairs who make referrals to the program receive only feedback regarding attendance. EFAP focuses on psychological problems of either a personal or work-related nature.

Assessments are provided and, when indicated, short-term therapy may be scheduled for up to five sessions at no cost to the employee. For persons/families requiring extended or more specialized therapy, the program can arrange continuing care by an appropriate local practitioner or agency. In addition, EFAP staff is available to consult with supervisors on how to better recognize and work with employees who are experiencing difficulties of various kinds. For more information or for an appointment, please contact the Augusta University Employee Faculty Assistance Program at 706-721-2599.

Employee Advisory Council

The Employee Advisory Council serves in an advisory capacity on issues that affect employees as a whole and on matters that affect the general welfare of all employees of Augusta University and AU Health.

The Council acts to facilitate communication among employees at Augusta University and AU Health. The Council does not serve as a substitute for the formal grievance procedure of Augusta University or AU Health and has no operational responsibility.

The Employee Advisory Council has been described as a "Formal avenue for communication that allows for staff to share their input and provides a forum to suggest improvements to operations.

Credit Union

All faculty, staff, employees, contractors, retirees, students, alumni and volunteers of Augusta University are eligible for membership with Health Center Credit Union (HCCU). Membership is also available to any immediate and/or extended family members of those meeting the above membership requirements. The not-for-profit cooperative financial institution has served greater Augusta's medical, dental and educational communities as a department of Augusta University since 1976. HCCU is run for and by the members themselves. As shareholders, members directly guide and benefit from the credit union's growth. Members also comprise the credit union's board of directors.

HCCU is conveniently located on Augusta University's campus with depository ATMs in the Children's Hospital of Georgia lobby, beside the Terrace Dining, in the Atrium Dining Hall (Student/Wellness Center) and in the Jaguar Student Activities Center on the Summerville Campus. A full-service branch, located next to Augusta University's Health Sciences Campus, is easily accessible via Augusta University Shuttle or drive-up at 1424 Walton Way.

Opening a savings account begins your credit union membership and allows you to access the full array of HCCU's financial products, services and membership benefits. Visit HCCU online at hccu.coop or download their mobile app for a full list of products and services, as well as locations and hours of operation.

Locations

424 Walton Way
Augusta GA 30901

4339 Washington Rd
Evans GA 30809

Member Service: 706-434-1600
Fax: 706-434-1625
Loan Line: 706-434-1636

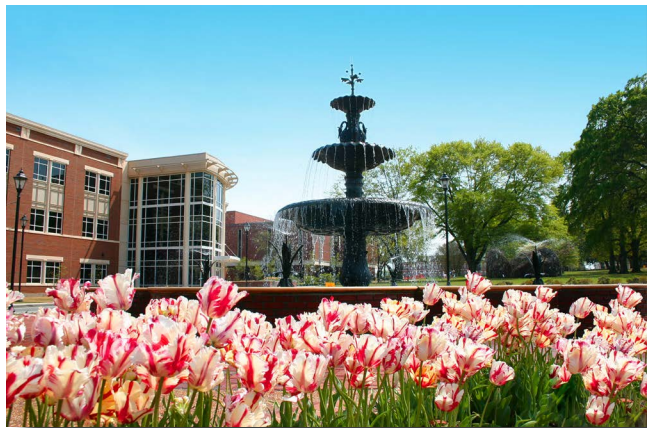
Campus Events & Major Traditions

Arsenal Bell

The Arsenal Bell is rung three times at the beginning and end of every Convocation and Commencement Ceremony. The bell was part of the U.S. Arsenal property acquired by the Junior College of Augusta in 1957. It serves as a resounding celebration of our past, present and future.

History Walk on Summerville

Honoring our university's history, Augusta University's History Walk is a one mile loop around our beautiful Summerville Campus. A wide brick walkway guides you along historical markers including the restored arsenal guardhouse, circa 1866, and our gorgeous southern landscape.



Toss a Penny in the Fountain

During orientation as a sign of good luck and new beginnings, students throw a penny in the fountain at the entrance of the Summerville Campus. When the fountain is drained for cleaning, the money is collected and given to the AU Foundation for student scholarships.

Selfie with the President

One of the unique and endearing qualities of our president, Dr. Brooks A. Keel, is his tech-savviness. Any time you see the president on campus, he is always willing to take a selfie with students, faculty and staff. Check out his latest selfie activity on Twitter @PresKeel.



Pig Out

Annual student appreciation event where we serve students food and have fun activities for them to participate in October.

President's Cup

Founded in 2018, the President's Spirit Cup is awarded to the college showing the most school spirit based on various interactive activities including office decorating, banner creation and game attendance. The cup travels with the winning college for the year.

Wear JagSwag On Fridays

Fridays are good, but they're even better when you get to wear your Jag gear. Spirit Fridays give faculty, staff, students and alumni the chance to show their school spirit by wearing their Augusta blue and grey. Don't have enough Jag swag? The JagStores are fully stocked, the Summerville location is open until 7p.m. on Monday and Tuesday.

Day of Service

Held each year in November, Day of Service is a special day each year when the faculty, staff, students and families of Augusta University come together to positively impact our community through meaningful service in partnership with a wide variety of community partners across the River Region.

Homecoming Week

Homecoming week is a special week in February when the faculty, staff, students and families of Augusta University come together to celebrate school spirit and AU history through engaging events and by attending our AU athletic games.

Things to Do in Augusta

[Visit Augusta – Official Tourism website](#)

Local Restaurants

1. Abel Brown Southern Kitchen & Oyster Bar: Surrey Center near Summerville Campus. Upscale seafood
2. Boll Weevil: downtown Augusta. Best known for large slice cakes and pies
3. Diablo's Southwest Grill: multiple locations. Quick Mexican
4. Farmhaus Burger: downtown Augusta & Martinez. Burgers, chicken sandwiches, shakes
5. French Market Grille: downtown Augusta & Evans. Cajun & creole seafood
6. Frog Hollow Tavern: downtown Augusta. Upscale restaurant featuring regionally grown ingredients
7. Humanitree House: downtown Augusta. Organic juice bar featuring vegan foods
8. Oliviana: Surrey Center near Summerville Campus. Rustic Italian
9. Rhinehart's Oyster Bar: Augusta & Evans. "Beyond Casual" seafood
10. Sconyers Bar-B-Que: Augusta. Traditional southern barbecue
11. Village Deli: Daniel Village near Summerville Campus. Subs, sandwiches, burgers
12. Wife Saver: multiple locations. Southern fried chicken, catfish, and pork.

Attractions

1. [Augusta Museum of History](#)
2. [Augusta Canal](#)
3. [Boyhood Home of President Woodrow Wilson](#)
4. [Clark's Hill Lake/Strom Thurmond Dam](#)
5. [James Brown Historical Tour](#)
6. [Lucy Craft Laney Museum of Black History](#)
7. [Morris Museum of Art](#)
8. [Phinzy Swamp Nature Hike](#)
9. [Sacred Heart Cultural Tour](#)
10. [Steed's Dairy Farm & Corn Maze](#)

Community Events

[Arts in the Heart of Augusta Festival](#)

[Augusta Common](#)

[Augusta Greek Festival](#)

[Augusta Greenjackets](#)

[Augusta Pride Festival](#)

[Augusta Symphony](#)

[Bell Auditorium](#)

[Evans Towne Center Park](#)

[Fort Gordon Dinner Theatre](#)

[Imperial Theatre](#)

[James Brown Arena](#)

[Miller Theater](#)

GLOSSARY

MCG: Medical College of Georgia

DCG: Dental College of Georgia

CON: College of Nursing

CAHS: College of Allied Health Sciences

COSM: College of Science and Mathematics

Pamplin College: College of Arts, Humanities and Social Sciences

TGS: The Graduate School

Hull College (HCOB): College of Business

COE: College of Education

Cyber: School of Computer & Cyber Sciences

GRU: Georgia Regent's University History

GHSU: Georgia Health Sciences University History

ASU: Augusta State University History

USG: University System of Georgia.

CHOG: Children's Hospital of Georgia

AUMC: Augusta University Medical Center

The Arsenal Bell: The bell was part of the U.S. Arsenal property acquired by the Junior College of Augusta in 1957. The land and historic buildings, such as Bellevue Hall and the Benet House on the Summerville Campus, once served as the Augusta Arsenal headquarters.

The Tear Drop: Event location located in the heart of the Summerville Campus.

DESA: The Division of Enrollment & Student Affairs

Commencement: The official ceremony that occurs in the December and May, where each student walks across the stage and is recognized for completing all requirements of their degree.

Convocation: Our university's official welcome for its newest students; occurs before the fall semester begins. Similar to a graduation ceremony, Augusta University faculty and staff welcome the newest class to the Augusta University family at this special ceremony.

POUNCE: Business system for students to pay university bills, register for class, check grades, update their contact information, etc. pounce.augusta.edu

JSAC - (pronounced "jay-sack") The JSAC is the common name for the Jaguar Student Activities Center. The JSAC is a hub of activity on the Summerville Campus for students, faculty, and staff. It houses a food court, game room, the Multicultural Center, The Bell Ringer student newspaper, offices, and lots of meeting space.

SGA - Student Government Association. The university has governing bodies for both undergraduate and graduate students.

The Crew - The Jaguar Production Crew more commonly known as "The Crew" is our student programming board who plan large-scale events for the student body.

EMS - (Event Management System) allows students, faculty, and staff to reserve spaces on campus for meetings and events. ems.augusta.edu/EmsWebApp/Default.aspx

The Grove - Grassy area that is situated between the Maxwell Performing Arts Theater and University Hall. Events such as the annual Christmas Tree Lighting and the IGIVE Campaign take place in the Grove.

PCard - Purchasing Card. This is a credit card for purchases related to the office/department. Typically only one person per office is a p-card holder and is responsible for making purchases and reconciling the card each month.