



BUILDING THE GORDON STATE COLLEGE BRAND

A Resource for Faculty,
Administration, and Staff



PURPOSE

To shape the identity of Gordon State College through consistent, persistent messaging that conveys the College's distinct attributes to our internal and external audiences.

These Brand Attribute Messages (BAMs) that define the Gordon State College experience are supported by Associated Attributes. The Associated Attributes presented here are a snapshot in time.

GORDON STATE COLLEGE POSITIONING STATEMENT

A concise statement that speaks to how we want Gordon State College to be perceived or “positioned” in the minds and hearts of our target audiences . . . a statement that captures the essence of Gordon State College.

Gordon State College is a regional college providing student-centered experiences to a diverse group of undergraduate, resident, commuter, and adult students. As part of the University System of Georgia, Gordon State offers two- and four-year degree programs distinctly designed to move students on a path toward personal and professional development, resulting in a great value for higher education. With a demonstrable commitment to providing students access to a college education, Gordon State is recognized for its engaging faculty with a teaching focus, its dedicated staff with a willingness to assist students, resources to support student success in and out of the classroom, and small, nurturing learning environment. Located a little more than one hour south of Atlanta, the attractive campus is a cultural hub for the region and a vital partner and resource to the economic and workforce development of its 14-county primary service area.

BRAND ATTRIBUTE MESSAGES

The Brand Attribute Messages (BAMs) will guide the development of marketing messages. They are not advertising copy or headers for the viewbook. Rather, the BAMs provide a North Star – the themes for the development of copy and content. BAMs become internal markers that help ensure consistency when presenting the brand. Through persistent usage they will become the reference points that reflect the experience we want to be associated with Gordon State College.

- BAMs are not a substitute for the Mission Statement or the Vision Statement.
- BAMs are not shared verbatim with external markets, but provide themes, and a direction for how the College is presented.
- BAMs are not advertising copy or taglines.
- BAMs are not intended to identify differentiating features.

The BAMs are shared and discussed with the campus community to build further support and understanding. They can be used as talking points for your own interactions with prospective students and their parents. It is when these concepts are adopted by all stakeholders that marketing momentum can be developed.

1.

A COMPREHENSIVE COLLEGE EXPERIENCE

Gordon State College offers a comprehensive, collegiate experience to students seeking a full immersion in college life. The outstanding campus facilities provide students and faculty with a high-quality learning environment to learn, connect, and enjoy their Gordon experiences. The College's vibrant resident and student life, athletics, cultural, and learning support service programs offer resident, commuter, and adult students the opportunity to explore and advance their social, academic, and career interests.

ASSOCIATED ATTRIBUTES

- Student Success Center helps students advance in their educational and intellectual pursuits through 20 professional and peer tutors
- Four intercollegiate athletic teams in the NJCAA
- Intramural sports
 - Basketball
 - Football
 - Soccer
 - Volleyball
 - Plus variety of other sports and tournaments
- Outdoor challenge course
- 30 clubs and organizations
- Traditions
 - Highlander Welcome Week
 - Homecoming
 - Convocation
 - Commencement
- AAMI (African American Male Initiative)
- Arts (Theatre, Chorale, Painting, Pottery)
- Study abroad including partnership with European Council
 - Barcelona
 - Peru
 - Costa Rica

A COMPREHENSIVE COLLEGE EXPERIENCE

CONTINUED

ASSOCIATED ATTRIBUTES

- Both apartment style and traditional residence halls (1,000 Beds)
- Community service (Go Do Program)
- Academic programs feature high impact practices to help ensure engagement and support
- Co-requisite learning support model implemented, so all students can jump right into college-level classes.
- Undergraduate classroom extension opportunities
- Technologically advanced teaching and learning spaces
 - State-of-the-art nursing lab
 - Enrollment Services Center 11,321 sq. ft.
 - Academic Building Renovation 28,545 sq. ft.
 - Student Activities and Recreation Center 55,272 sq. ft.
 - Hightower Collaborative Learning Center and Library 34,866 sq. ft.
- Multiple Dining Options
 - Highlander Dining Hall
 - Deli
 - Entrée
 - Soup/Salad
 - Pizza
 - International Grill
 - Grill
 - Dessert
 - Gordon Grind
 - The Grille
 - The Spot
 - Tres Habaneros
 - Chick-Fil-A Express
- Collaborative Learning Center Library that includes research assistance and study rooms in addition to traditional library resources
- Career Services (Internship & Full-time placement from current student through Alumni)
- Adult Learners Initiative

2.

QUALITY OF PROGRAMS

Gordon State College is committed to ensuring measurable student success through engagement, career preparation, and dedicated faculty who serve as coaches, advisors, and mentors. Across programs and degrees, learning opportunities propel students beyond the textbook, lecture, and observation to envision themselves as professionals in their chosen fields and part of a network of successful graduates.

ASSOCIATED ATTRIBUTES

- Average class size is 25 students
- Recent alumni of Gordon State College attend graduate schools such as:
 - University of West Georgia
 - Georgia State University
 - Georgia Institute of Technology
 - Mercer University
 - Mercer University College of Pharmacy
- Honors Program available to dual enrollment as well as degree-seeking students and Honors organizations
 - Phi Alpha Theta (History)
 - Phi Theta Kappa (Associate)
 - Pi Lambda Theta (Education)
 - Sigma Tau Delta (English)
 - Beta Beta Beta (Biology)
- Businesses that visit campus to recruit GSC students:
 - United Bank
 - GA Department of Community Services (DCS)
 - Georgia Bureau of Investigation
 - JW Healthcare Consultants
 - State Farm Insurance
 - Healthcare facilities
 - Piedmont Heath Care
 - Monroe County Hospital
 - Pine Woods Behavioral Health & Riverwood Behavioral Health
 - Wellstar Health Systems, Spalding Regional Hospital
 - Navicent Health Care
 - Coliseum Medical Center
 - District 4 Health Department
 - Eternal Hope Hospice & Sacred Journey Hospice
 - Heritage Inn Nursing Home
 - Pruitt Health, Laurel Park
 - Brightmoore Hospice and Nursing Center
 - Regency Hospital of Central Georgia
 - Roosevelt Warm Springs Hospital
 - Westbury Health & Rehab
 - Shepard Center, Atlanta
 - Southern Regional Medical Center
 - Stepping Stones Educational Therapy Center
 - Upson Reginal Medical Center

QUALITY OF PROGRAMS

CONTINUED

ASSOCIATED ATTRIBUTES

- Additional businesses that visit campus to recruit GSC students:
 - Local and national school systems
 - Pike County, Georgia
 - Upson County, Georgia
 - Monroe County, Georgia
 - Jones County, Georgia
 - Anchorage, Alaska
 - Spalding County, Georgia
 - Henry County, Georgia
 - Lamar County, Georgia
 - Fayette County, Georgia
- 100% of classes are taught by professors – not graduate students. Faculty are personally invested in every student's success through individual attention and mentoring.
- Gordon State College students participate in internships with various businesses. Examples include:
 - Georgia Baptist Children's Homes and Family Ministries
 - Lamar County Department Family And Children Services
 - Penske
 - Wellstar
 - Waffle House
- Undergraduate research
- Accreditation Commission for Education in Nursing (ACEN) and Georgia Board of Nursing
 - Associate of Science in Nursing
 - Bachelor of Science in Nursing
- National Council for Accreditation of Teacher Education (NCATE) and Georgia Professional Standards Commission
 - Bachelor of Science in Elementary/Special Education
 - Bachelor of Science in Middle Grades Education
 - Bachelor of Science in Mathematics with Secondary Teaching Certificate
 - Bachelor of Science in Biology with Secondary Teaching Certification
 - Bachelor of Arts in English with Secondary Teaching Certification
 - Bachelor of Arts in History with Secondary Teaching Certification
- Award winning Momentum Year initiatives for first-year Student Success at GSC
- Award winning New Student Orientation Program
- Athletics
 - Baseball 2019 GCAA Regional 17 Championship
 - Women's Soccer 2018 GCAA Regional 17 Championship
 - Softball
 - Basketball

3.

ACCESS AND FLEXIBILITY

Fundamental to Gordon State College is access to quality education, especially for students with limited geographic mobility, and the opportunity for all students to build a solid educational foundation. Gordon State values students' investments in time and money toward their education, and an affordable price point and a quality academic experience are an institutional priority. GSC affords all students flexible scheduling options and a variety of delivery models that allow for full- or part-time study and respect a balance of work, education, and family commitments.

ASSOCIATED ATTRIBUTES

- A location that is 55 miles from the city center of Atlanta and 38 miles from Macon
- Flexible course delivery (i.e. online, in-seat and hybrid classes and programs available)
- Weekend cohort
- Multiple satellite campuses
- Core curriculum that transfers throughout the University System of Georgia
- Course lengths available in 15 week, 8 week, and 4 week sessions
- Partnerships with local school systems build the dual enrollment program that gives eligible student a head start for their college careers, even before their high school graduation.
- Assistance for military and former military, minorities and part-time students
- Free online library, research assistance and partnerships with other institutions across the state for even more access to resources.
- Continuing Education Unites (CEUs)
- Evening classes
- Easy to navigate campus
- Affordable and accessible
- Associates and Baccalaureate
- Community Education
- Contracted and Customized Non-credit Classes and training workshops

4.

VALUE PROPOSITION

Recognizing the financial investment that Gordon State College students and their families make and their expectations to establish meaningful professional lives, the College provides each student with a clear path to success, including two- and four-year programs geared toward employment and career preparation; dual enrollment that offers opportunities for advanced subject matter; Honors Program for academically talented and intellectually curious students; and/or preparation for graduate school.

ASSOCIATED ATTRIBUTES

- Affordable tuition with strong financial aid program
- Gordon State College prepares students for transferring, graduate school, or immediate entry in careers. Recent alumni attended:
 - University of West Georgia
 - Georgia State University
 - Mercer University College of Pharmacy
 - Georgia Institute of Technology
 - Fort Valley State University
- Foundation and scholarships
- GSC tuition is among the lowest of the region. Students could save on average \$62 per credit by attending Gordon State College.
- Student debt after graduation is lower than the national average
- Work study program
- Prior learning assessments offered so student can receive credit for work/military experience
- Well-connected Career Services Center for early access to potential employers and internship opportunities
- Study Abroad Program
- Dual enrollment

VALUE PROPOSITION

CONTINUED

ASSOCIATED ATTRIBUTES

- A number of Affordable learning Georgia grant recipients for textbooks redesign into more affordable options
 - Humanities/Fine Arts
 - 2019 SPAN 1001 (Elementary Spanish I):
Awarded \$10,800
Annual Savings \$67,718.40
 - 2019 SPAN 1002 (Elementary Spanish II):
Awarded \$10,800
Annual Savings \$67,718.40
 - 2019 MUSC 1100 (Music Appreciation):
Awarded \$10,800
Annual Savings \$68,250
 - 2018 HUMN 1501 (Introduction to Humanities I):
Awarded \$10,800
Annual Savings \$104,482
 - 2018 HUMN 1502 (Introduction to Humanities II):
Awarded \$10,800
Annual Savings \$104,482
 - Learning Support
 - 2019 STAR 0098 (Students Taking Academic Responsibility):
Awarded \$10,800
Annual Savings \$19,358.64
 - History
 - 2019 HIST 1122 (Western Civilization II):
Awarded \$10,800
Annual Savings \$36,763.35
 - 2018 HIST 2111 (US History I):
Awarded \$10,800
Annual Savings \$9,000
 - English
 - 2015 ENG 1101 (English Composition I):
Awarded \$10,400
Annual Savings \$142,333.75

5.

REGIONAL PARTNER

Gordon State College is a leader and a valued partner in the region's economic and workforce development. GSC is also a cultural resource for the community, providing public access to various opportunities for cultural and intellectual enrichment comparable to a metropolitan environment.

ASSOCIATED ATTRIBUTES

- The Fine Arts Center hosts events for the community
- Regional workforce advisory group
- Community Education (including summer camps and skill-building classes)
- Challenge course
- Speaker series
- GSC faculty and staff speaker bureau
- Community bands and ensembles
- Community-involved faculty and staff
- Teaching Matters Conference
- Science Olympiad
- Career Services Center that helps connect student to potential employers and develop their skills set
- Concerts featuring nationally known artists and recitals
- Vibrant theater program that frequently features well-known acting groups and playwrights



Revised: July 3, 2019