

AUDIENCES

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DESERVE YOUR
DREAM.

- OCTAVIO PAZ



HOW DO WE ENGAGE OUR AUDIENCES?

Great brands build strong bonds with their audiences by being consistent. They are instantly recognizable and immediately stand for something. They speak a common language, despite communicating with very different people from very different places.

A&M-SA means so much to so many. The strength of our core values, commitment to our common mission and loyalty to our shared culture are undeniable. We must understand our unique audiences and their beliefs about our University to create an authentic connection through our brand.

AUDIENCE BELIEFS



STUDENTS

- A&M-SA offers big campus opportunities with a small-campus feel.
- A&M-SA teaches in-demand skills that lead to professional success.
- I will learn from people who care and challenge me to be my best.
- I can be part of a community that values self-expression.
- The Jaguar culture is built on family, achievement and accountability.
- I can make an impact here.

PARENTS

- A&M-SA is connected to the community.
- A&M-SA is highly invested in student development and success.
- A&M-SA builds a family culture that is embracing.
- My student will be treated as an individual, not a number.



AUDIENCE BELIEFS



ALUMNI

- A&M-SA is a source of great pride and belonging.
- A&M-SA represents tradition and connection.
- My degree contributes to my continued success and growth.
- Jaguars give back and contribute to the greater good.
- I am part of the Jaguar family.

FACULTY & STAFF

- A&M-SA is growing and becoming San Antonio's university.
- We are part of the prestigious Texas A&M System family.
- We are equipping the next generation to make an impact.
- We are supported and valued members of a vibrant academic community.



AUDIENCE BELIEFS



COMMUNITY

- A&M-SA embodies the spirit of San Antonio.
- A&M-SA is an economic engine for the South side, region and state.
- A&M-SA develops the next generation of leaders and skilled professionals.
- A&M-SA opens doors for internships, research and career placement.

KEY INFLUENCERS & DONORS

- A&M-SA is an investment in the future.
- A&M-SA is committed to military families and first-generation students.
- A&M-SA is an economic driver for the community region and state.
- A&M-SA is developing a workforce pipeline for the region.
- A&M-SA is making an impact in the South side.

