



SPRING HILL
COLLEGE

V01

Messaging Style Guide



01. OUR ANTHEM

SPRING HILL COLLEGE IS

For those who seek a meaningful challenge,
For those who not only love to learn how, but question the why,
For those who have a calling or even feel a bit lost in the search,
For those who seek academic achievement, but most importantly, personal growth,
For those who want to be more than a student, but a member of a thriving community,
For those who are inspired by the world around them,
And for those who are ready to make it little better than than found it

The Hill is for those who seek more.

02. *UNDERSTANDING OUR VOICE*

Our voice is central to all of our outreach efforts. It's how we relate to our audiences. It's how we connect with and communicate to our audiences. It embodies the tone we take when we speak or write, enabling what we share to be both conversational and relatable, ensuring we're able to pack a punch when we embark on our storytelling efforts.

AT SPRING HILL COLLEGE, OUR VOICE IS

01. Aspirational

We speak with a voice that aims to do more, accomplish more and be more. We strive to express our unrelenting belief in a better tomorrow, pushing the Spring Hill family to always seek what's around the corner and reach a higher purpose.

03. Inclusive

We speak in a way that is true to who we are: a humble, welcoming community that offers grace, love and acceptance for all.

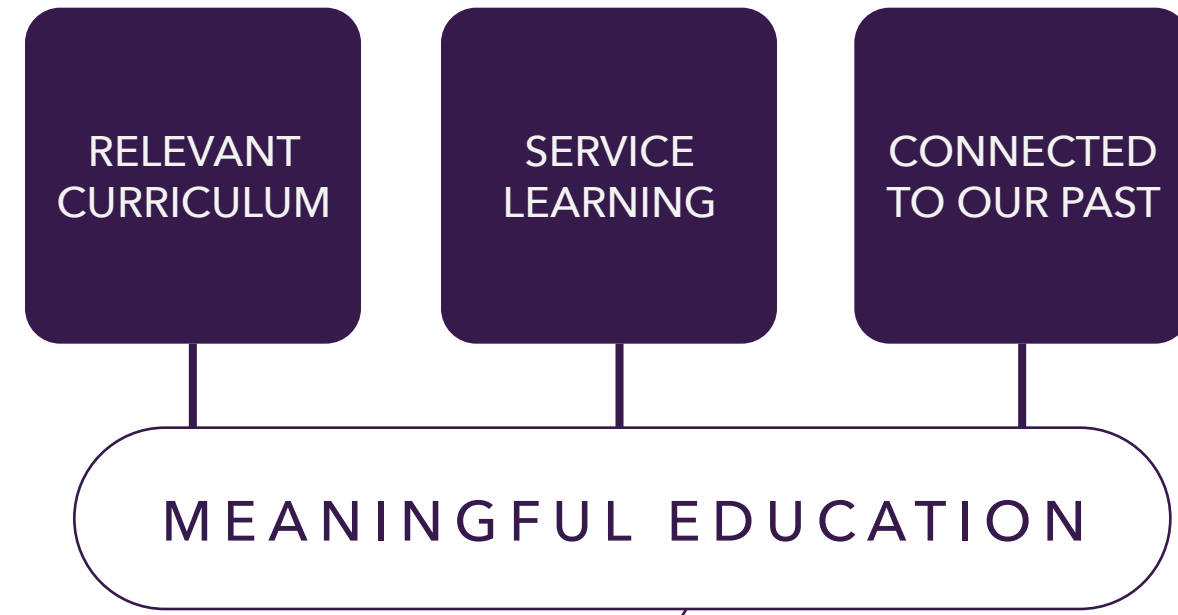
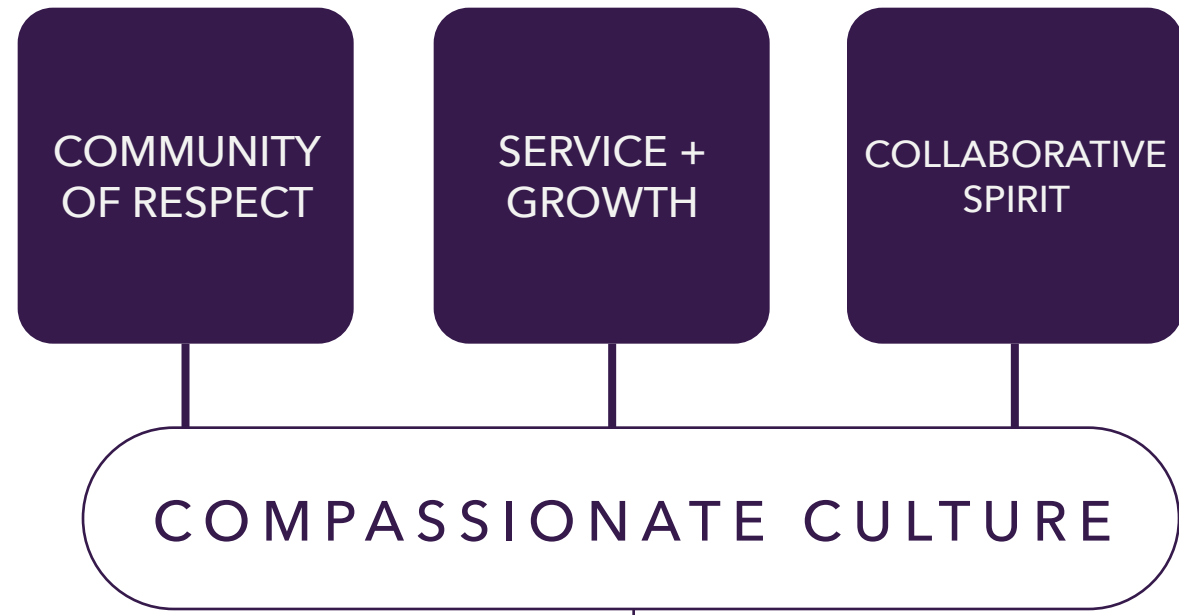
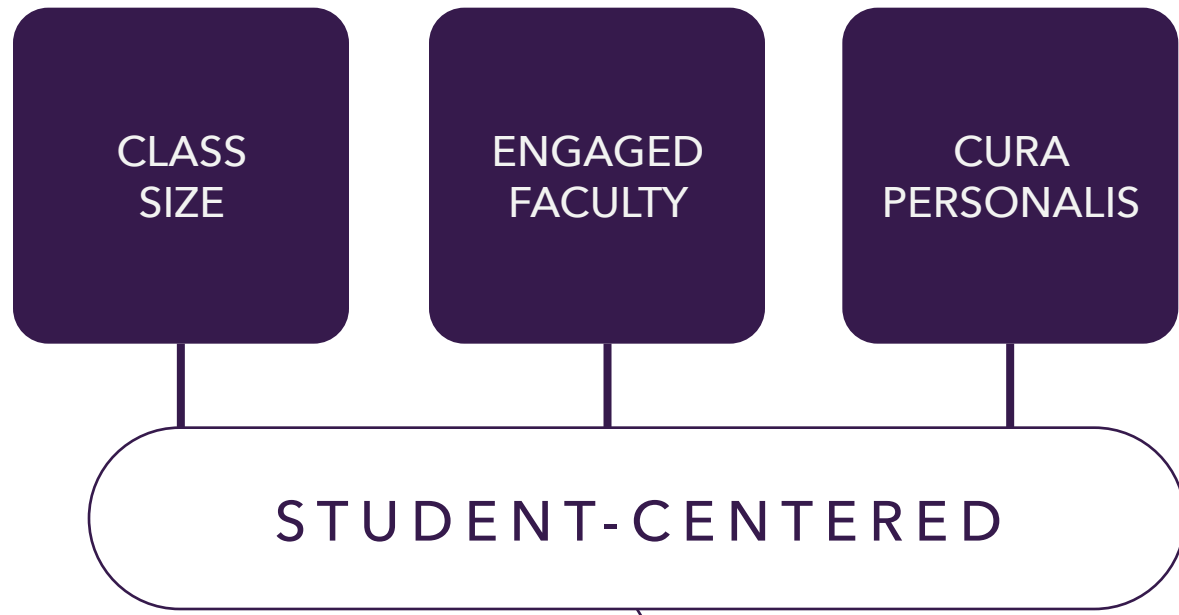
02. Confident

We speak with a soft assurance as a respected institution nearly 200 years old. We are proud of our achievements and history, but we remain humble and open to new learnings.

04. Compassionate

We speak with a compassionate and understanding voice that is focused on our students first. Always aim to be connection-oriented and thoughtful to students' needs based on their lives and context. At the end of the day, it's about supporting them by giving them what they're seeking, not just what we want to offer.

03. *MESSAGING MAP*

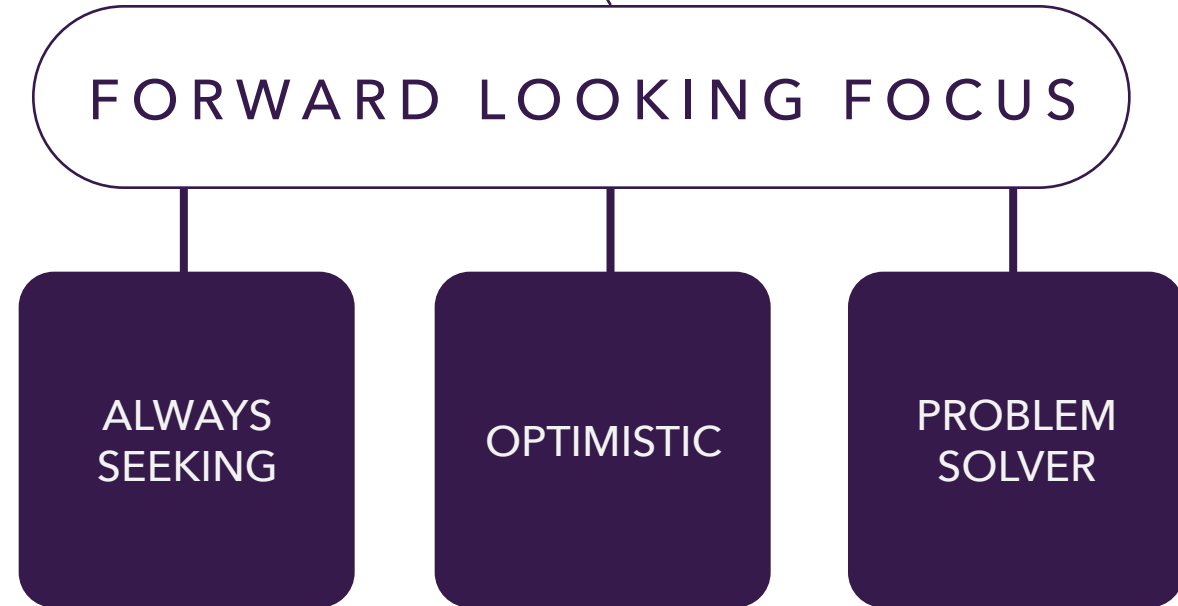


SPRING HILL COLLEGE

PROVIDES AN ENVIRONMENT FOR THOSE SEEKING TO GROW HOLISTICALLY AND LEARN COLLABORATIVELY

IN ORDER TO

BECOME PASSIONATE SERVANT LEADERS WHO ARE BEST PREPAERD TO ENGAGE THE WORLD THROUGH ACTIVISM, KNOWLEDGE, AND SERVICE.



04. CONNECTING WITH OUR AUDIENCE

The way we tell our stories is the way we fulfill our promise to our various audiences. While each one might respond to different elements of our storytelling, they all remain connected through our brand position.

OUR AUDIENCE PROMISE

Our people are our story, all of them seeking and searching for truth, opportunity, knowledge, justice ... more. We will share with you their authentic experiences, their stories of curiosity and discovery, challenge and success. Through these, you will be inspired by and engaged with the full Spring Hill College experience and its unique attributes: a holistic approach to bettering the mind, body and spirit, rigorous majors and course work, top-notch athletics, a commitment to service and justice, student activities and achievements.

Every audience is different, responding to different messages and prioritizing different goals, meaning the ability to shift our messaging in a way that makes a connection with these groups is critical. The following is an overview of key audiences with suggested messaging that supports our brand position of "For Those Who Seek More."

CURRENT STUDENTS

Primary Messaging Focus

Spring Hill offers a place of belonging and understanding for those who seek more. These values of compassion and curiosity are engrained in our culture, providing a foundation that fuels growth and inspiration. Our students aim to make the world a better place, using the skills, knowledge and know-how acquired during their time on The Hill to bring about the change we need.

Supporting Messages

We believe in the journey of every one of our students, all who are here to seek more out of their college experience and prepare to engage and serve the world. We embrace our Jesuit heritage of "cura personalis" to guide each student's personal growth. As a result, SHC students graduate ready not only to start their careers, but to engage and serve.

Content Example

(headline)

SHC Professor Connects Past to Present in Africatown

(body)

From faculty to staff, students to alumni, it seems as if every bit of SHC has been involved in uncovering and sharing the story of Africatown and the Clotilda. The desire to share this story has driven Ryan Noble, the head of Spring Hill College's film department, to craft a comprehensive documentary that chronicles the history, heartbreak and hope of Africatown.

PROSPECTIVE STUDENTS

Content Example

Primary Messaging Focus

and their families

Your time at Spring Hill College is about more than simply getting a degree; it's a holistic journey for those seeking more out of their college experience and their lives. They are surrounded and supported by a tight-knit community where people become deeply connected to one another through relationship and fellowship. They are prepared to think constructively and creatively, and they graduate ready in mind, body and spirit to positively engage and serve the world.

Supporting Messages

Spring Hill College is different from your traditional large state universities across the South. We're focused on helping prospective students find the "right fit," enabling those seeking more out of college to continue their journeys of growth. SHC relies on the Jesuit education of the whole person, focusing on developing the mind, body and spirit. Our students learn how to think critically, solve problems and better find their place in the world around them. Our smaller, intimate campus and low student-to-professor ratio assures our students are more than just a number. They can drive meaningful change as part of the SHC family.

(headline)

SHC is the Place for Pre-Med

(body)

SHC offers a shadowing course that provides students 40 hours of in-practice experience. They ride along in ambulances, watch surgeries and see first-hand what primary care looks like. They get a look at inpatient and outpatient rehabilitation, pathology and tissue studies, touring diagnostic labs as well as hospital and clinical pharmacies. Students also get a glimpse of how physicians run their practices and business and observe a lot of doctor-patient interactions. Medical schools are looking at the whole picture, the whole person, and that's what SHC focuses on.

FACULTY AND STAFF

Content Example

Primary Messaging Focus

Spring Hill's faculty and staff spoil students with their kindness, candor and commitment to personal development inside and outside the classroom. Through their instruction, research and mentorship, they are helping solve problems for Mobile, Alabama and beyond, all while preparing students to do the same. They are inspired by the students around them and are the backbone of SHC's commitment to "cura personalis."

Supporting Messages

Spring Hill College's faculty and staff play a vital role in guiding our students on their journey as they seek more from life. From healthcare to science to liberal arts, faculty research at SHC is helping solve some of the greatest challenges facing Mobile, the Southeast and beyond. The relationship our faculty and staff build with our students help give them confidence, clarity and compassion to engage and serve the world around them.

(headline)

Our Faculty Foundations

(body)

Spring Hill is a personal place, a place where relationships matter and where faculty and staff take seriously their obligation to practice what Jesuits call "cura personalis," the care of the whole person. We recognize each of our students as an individual with their own uniqueness, dignity and needs, and we are committed to their intellectual, moral and spiritual development. Our faculty guide students as they encounter new ideas and experiences and build a foundation for serving and changing the world around them.

ALUMNI AND FRIENDS

Primary Messaging Focus

Those who seek more can find their place at Spring Hill College, building relationships and discovering meaning that will last long after they graduate. They are forever part of the Spring Hill family. As such, they believe in giving back and supporting SHC so that it can continue to reach new students and change lives forever.

Supporting Messages

Our robust, supportive alumni network are eager to give back to their college home and ensure the next generation of students have the opportunity to seek more. SHC alumni engage and serve the world at some of the largest, most influential companies in the world. Relationships forged at SHC can last a lifetime. That's why we constantly invite our alumni back to campus, so that they can deepen old relationships and develop new relationships with current students.

Content Example

(headline)

The Hill is More Than a Place

(body)

It's a home for seekers, providing the foundation for a lifelong journey of discovery, purpose and passion. As a member of our alumni family, you understand that deep, lasting connection, knowing that no matter where life takes you, you'll carry Spring Hill College in your heart.

AJCU PEER INSTITUTIONS

Primary Messaging Focus

Our Jesuit heritage and mission of cura personalis is the foundation for everything we do at Spring Hill College. We are a proud member of the Association of Jesuit Colleges and Universities, and we recognize that through this community and commitment we share with our peer institutions, we will always seek ways to do things better. We take every opportunity to support our peers with new ideas, programs and services, while also providing the leadership to make collaboration happen. We do this while continuing to serve our students who are seeking more from their college experience.

Supporting Messages

As one of the 28 Jesuit colleges and universities in the United States, Spring Hill College is the oldest college in Alabama and the third oldest Jesuit college in the nation.

We focus on the principle of “cura personalis,” which seeks to develop the whole person in mind, body and spirit.

SHC helps to prepare our students through the service of others, and likewise we want to serve and collaborate with our AJCU peers to provide and promote the Jesuit education as a model of academic excellence for students who seek more.

Content Example

(headline)

What is a Jesuit Education?

(body)

Throughout the world, Jesuits are synonymous with the five-century-old tradition of excellence in education and commitment to caring for the whole person – mind, body and spirit. The Jesuit education at Spring Hill College embodies a spirit of commitment to our local community and to the world around us. We seek to understand other points of view, backgrounds and how together, you can make a difference in the world.

KEY COMMUNITY STAKEHOLDERS

Content Example

Primary Messaging Focus

For nearly 200 years, Spring Hill College has been a home to seekers, thinkers and doers, pushing for justice and equity. A pillar of the Mobile community and the cornerstone of higher education in Alabama, we strive to positively contribute to the rich tapestry of the area's past, present and future. Our friends in the community believe in our mission and values, and they play a special role in elevating the College, its students, staff and faculty.

Supporting Messages

A trailblazer in higher education in the South, Spring Hill College's history of diversity and inclusion to its current commitments to bettering the region, you cannot tell the story of Mobile without Spring Hill College. Mobile is a thriving community offering opportunity for everyone connected to Spring Hill College. SHC is an incubator for the entire region. Mobile is not just our hometown. It is our home. Spring Hill College is committed to ever improving the city through mission, service and education. From offering affordable, accessible learning opportunities to innovative, integrated efforts to engage with the community, Spring Hill College aims to have a positive impact on the Mobile community.

(headline)

How SHC is Addressing Alabama's Nursing Shortage

(body)

The nursing ranks were thinning in the years leading up to COVID-19, and the stressors and challenges associated with the pandemic have only exacerbated the problem. SHC's nursing program, ranked as the best in Alabama, has been actively working to address that shortfall through a multi-faceted approach focused on accessibility and affordability.

05. *BUILDING A FRAMEWORK FOR STORYTELLING*

Compelling storytelling provides a direct connection from the subject matter to the broader messages you aim to share with your audiences. Spring Hill College has four core pillars which anchor all of our storytelling efforts.

01. Focus on us.

Through “cura personalis” Spring Hill College seeks to develop the whole person - mind, body and spirit. These are stories that focus on the people that make Spring Hill College such a special place.

How can I activate this storytelling pillar?

- Prepare profiles of students that offer more personal glimpses into their lives
- Craft regular spotlights of faculty that put a personal touch on instructors
- Regularly explore and share meaningful research being done by college faculty
- Share content that promotes student life away from the classroom
- Emphasize wellness, mental health and other student initiatives that provide care for the body and spirit
- Prepare a pipeline of content around class projects and studies

02. Focus on place.

At Spring Hill College, we encourage our community to live here, learn here and love it here. These are stories that put the historic campus and Mobile at the center of the spotlight.

03. Focus on roots.

Spring Hill College's history has always looked forward. These are stories that share the rich, progressive history of Spring Hill College and how it connects to the world today.

04. Focus on future.

At Spring Hill, we strive to think, engage and serve in a way that fosters opportunity. These are stories that reinforce how Spring Hill College is making a difference in the lives of its people, its community and the world.

How can I activate this storytelling pillar?

- Showcase the benefits of a small campus and intimate learning environment
- Make the story - and appeal - of Mobile central to Spring Hill College
- Explore the history and tradition of the unique places across campus
- Hear from students about their favorite things to do in Mobile

How can I activate this storytelling pillar?

- Embrace the history of racial justice and equity evident in Spring Hill
- Craft and share the College's engagement with Africatown
- Document efforts to have Spring Hill College included on the Civil Rights Trail
- Tell the stories of trailblazing alumni who have made a difference
- Share statistics and stories that showcase the College's commitment to DEI

How can I activate this storytelling pillar?

- Promote the new academic offerings coming online
- Showcase academic excellence through various college programs
- Profile employers and other partners who are giving students an opportunity
- Share how certificate programs can equip students for the new economy
- Repurpose lessons from "Real World Ready" for a new chapter
- Examine how alumni are making a difference in the world, and how Spring Hill College prepared them for their journeys

Potential messages to consider in your storytelling efforts:



“Our people are seekers by nature”

“Our students embark on a holistic journey - for the mind, body and spirit”

“Our students gain a needed perspective on how to understand and serve the world around them”

“We offer an intimate learning environment focused on the student”

“A Spring Hill education isn’t just for a privileged few”

“Attending Spring Hill College is accessible and affordable”

“Our alumni family offers more than networking - it’s about meaningful connections”

06. *PREPARING YOUR STORY*

Now that you've got a better understanding of our messaging approach, it's time to tell your story. It's important to remember a few tips of the trade to make sure you're not only adhering to our brand position, but also delivering storytelling that is clear and relevant that impacts the reader.

01. Remember the voice.

Regardless of your intended audience, be sure to ground your writing and messages in Spring Hill College's voice. The College speaks in one voice, so internalize that voice and ground your storytelling in it.

02. Connect the dots.

Spring Hill College has four primary storytelling pillars, so be mindful of where your story aligns in those pillars. If it's a story about alumni success, consider how to showcase how cura personalis informed their journey during their time at the College and throughout their professional life. If it's a story about a new class offering, think through how that program is preparing students for a changing economy. Your task is to make that connection to an anchoring pillar which ensures message consistency.

03. Be sure to offer proof points.

In preparing the focus of your story, do a simple inventory of the various proof points that support your main message. What are the facts, data points, personalities, events and more that reinforce the message you want to convey. For instance, if you're talking about a new investment for the nursing program, what does this new investment deliver for the program, who are the people who can speak to it, what are the issues the new investment will address, etc.?

Here's some practical advice:

Know your audience.

Who are you trying to reach? What do you want them to do? What will persuade them to take your desired action? Know the answers to these questions or your stories will be less effective.

It's OK to be concise.

Don't feel as if you have to share every bit of minutiae in your storytelling. What's most relevant and why does your audience need to know it? Excessive content can bog readers down and minimize the impact of your work.

Avoid cliches

Cliches are catchy, but they also can distract from our intent and potentially deviate from our broader brand messaging. Instead, trust our voice to convey what you need.

Be mindful of punctuation

Plan on using lots of exclamation points? You might want to be mindful if you don't want to yell at someone. Also, consider how certain elements of punctuation - dashes, commas, etc. - can add some additional gravity to your storytelling, potentially slowing down a piece and refocusing the reader on a key portion of the story.

SPRING HILL COLLEGE MESSAGING GUIDE

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