

Introduction

SAGU's messaging framework provides **common language** that we all use to describe SAGU to external audiences. By aligning our language and repeating our message, we develop a clear identity.

Our role in communicating the message

Every employee should be comfortable articulating our identity when opportunities arise. Our role is to articulate SAGU's brand promise clearly and consistently.

Everyone bears responsibility for presenting SAGU's brand promise to others. Each touchpoint with a student could impact a student's decision to attend or remain at SAGU. Each touchpoint with a parent or alumnus could impact their willingness to influence a student to attend.

When approached by a student with objections, our responsibility is to listen, understand and provide guidance.

The following resources drive how we articulate our brand promise.

- Our mission
- Our vision
- Our values
- Our core competencies (what we are known for and good at)

Mission

We equip students spiritually, academically, professionally, and cross-culturally for their God-given careers and callings.

Vision

We will be a distinguished, Christian university that equips Spirit-empowered leaders with career and ministry skills by providing affordable education, hands-on training, and innovative academic programs.

Values

1 — Bible-based Education

We believe that God is the source of knowledge and truth. The pursuit of truth and its application in every area of life comes through understanding the Word of God and knowing Christ.

2 — Pentecostal Distinction

We encourage students to experience Spirit baptism according to Pentecostal theology.

3 — Spiritual Formation

We foster spiritual growth and character development by helping students *develop* their biblical faith, *increase* their desire to know and serve God, and *develop* integrity by applying biblical values to their lives.

4 — Academic Excellence

We help students develop strong minds and career skills to serve where God has called them.

5 — Missions-mindedness

We believe that every Christian should take personal responsibility for the Great Commission through evangelism, intercessory prayer and personal witness.

6 — Servant Leadership

We lead by serving. We work as a team, using our talents to serve one another and our communities.

7 — Community and Personal Wellness

We are mindful of our physical and emotional health for the purpose of long, faithful service unto God.

Our Brand Promise

Our brand promise is what we offer our students.

We help you *discover*^{1,4} and *develop*^{1,4} your *God-given calling*^{3,5} in a *Spirit-empowered*^{2,3}, *learning*⁴ *community*^{6,7}.

* *Superscripts map to corresponding core values above.*

Discover

Discovery is an important part of the college experience. SAGU gives *ministry, service* and *learning* opportunities to help students find God's purpose for their lives and to help them develop a better understanding of their faith in action.

Develop

Along with helping students discover God's role for their lives, we help students develop *spiritually, academically* and *relationally*.

Our Positioning Statement

The positioning statement is the thing that differentiates us from the competition.

Our **warm, caring community** is the ideal place to sharpen your mind, develop skills, and grow your Christian faith.

Our Ideal Student

Not every student is a fit for SAGU. We work to attract students who align with our mission, vision and values.

You are an ideal SAGU student if you believe that knowledge and truth come from God; that He has a **purpose** for your life; that the Bible calls you toward **excellence** in everything that you do; and you want to sharpen your mind and grow your Christian faith in a warm, caring community.

Our Messaging Pillars

These statements come from our messaging pillars. The phrases below are how SAGU is perceived. We own these phrases and intentionally communicate them whenever possible.

- Approachable, relational, warm and caring
- *[Amazing]* professors
 - Other substitutes may apply: relational, warm, caring, best-in-their-field
- Missions-minded

- Focused on serving others
- Spirit-empowered
- Relevant
- Empowering, life changing, spiritually formative

Our Tone / Voice

We are not apologetic for our identity. They are integral to who we are as a university and drive university decisions.

Our institutional voice should be:

Resolute, warm, and caring.

Our Boilerplate

The boilerplate can be used when a written description of SAGU is needed. The boilerplate is used on press releases, descriptions of our university online, etc.

SAGU helps students discover and develop their God-given callings in a Spirit-empowered, learning community. As a leading Christian university, SAGU educates and prepares individuals who desire to serve Christ and others.

We believe in affordable tuition, made possible in part through the financial support of donors who embrace the mission of SAGU and believe in the importance of accredited programs to train Christians for leadership in ministry, business, education, and service.

Majors are available in-person in Waxahachie, TX, and online through a wide range of associate, bachelor's, master's, and doctoral degrees.

Messaging Cheat Sheet

<p align="center">OUR BRAND PROMISE</p> <p align="center">Discover^{1,4} and develop^{1,4} your God-given calling^{3,5} in a Spirit-empowered^{2,3}, learning⁴ community^{6,7}.</p>						
<p align="center">OUR POSITIONING STATEMENT</p> <p align="center">Our warm, caring community is the ideal place to sharpen your mind, develop skills, and grow your Christian faith.</p>						
<p align="center">tone/voice</p> <p align="center">Resolute, warm, and caring.</p>						
<p align="center">TARGET AUDIENCE</p> <p align="center">You are an ideal SAGU student if you believe that knowledge and truth come from God; that He has a purpose for your life; that the Bible calls you toward excellence in everything that you do; and you want to sharpen your mind and grow your Christian faith in a warm, caring community.</p>						
<p>PILLAR 1 Approachable, Relational, Warm, Caring</p>	<p>PILLAR 2 <i>[Amazing]</i> Professors</p>	<p>PILLAR 3 Missions minded</p>	<p>PILLAR 4 Focused on serving others</p>	<p>PILLAR 5 Spirit-empower ed</p>	<p>PILLAR 6 Relevant</p>	<p>PILLAR 7 Empowering, Life-changing, Spiritually Formative</p>
SAGU PROOF	SAGU PROOF	SAGU PROOF	SAGU PROOF	SAGU PROOF	SAGU PROOF	SAGU PROOF
<i>DEPARTMENT PROOF *</i>	<i>DEPARTMENT PROOF *</i>	<i>DEPARTMENT PROOF *</i>	<i>DEPARTMENT PROOF *</i>	<i>DEPARTMENT PROOF *</i>	<i>DEPARTMENT PROOF *</i>	<i>DEPARTMENT PROOF *</i>
<p align="center">CALL TO ACTION</p> <p align="center">Request information, apply, schedule a visit.</p>						

Providing University Proof

PILLAR 1: Approachable, Relational, Warm, Caring

- Professors and staff take time to pray with students anytime, anywhere.
- Professors and staff have been known to invite students for Thanksgiving or Christmas dinner when those students aren't able to return home for the holidays.
- Because of our small student to faculty ratio (16 students for each professor), professors know each student by name.
- When students, staff, or faculty have prayer requests, the campus body regularly intercede for them.
- Etc.

PILLAR 2: [Amazing] Professors

- Professors are relatable.
- Professors hold terminal degrees from a wide range of prestigious universities.
- See notes from Pillar 1.
- Etc.

PILLAR 3: Missions-minded

- SAGU is sending students to every country of the world, every Chinese province, and every Indian state by 2020.
- Each year, our student body raises money for a domestic or international missions project, often raising more than \$10,000.
- Students have opportunities every summer to travel with other students, staff and professors to minister domestically or overseas.
- Etc.

PILLAR 4: Focused on serving others

- See notes from Pillar 3.
- Students volunteer for community service through Make a Difference Day and other community outreach.
- Etc.

PILLAR 5 SAGU PROOF: Spirit-empowered

- Staff and faculty encourage students to live Spirit-empowered lives. This includes encouraging students to experience the Baptism of the Holy Spirit with the evidence of speaking in tongues.
- Students are encouraged to let the gifts of the Spirit operate in their daily lives.
- Etc.

PILLAR 6: Relevant

- SAGU evaluates programs regularly to ensure that course content meets the needs of the industry.
- Professors have worked in the fields and understand the unique challenges of the industry.
- Etc.

PILLAR 7: Empowering, Life-changing, Spiritually Formative

- Students have the opportunity to encounter God each week through Chapel.
- Students have the opportunity to serve others each week through service to the community and local ministry opportunities.
- Etc.

Providing Department Proof

A study conducted in 2017 found that 90% of post-secondary institutions used one or more of the following statements to differentiate themselves; quality of our programs, quality of our faculty, quality of our facilities, commitment to our students, and success of our alumni.

Our aim is to provide a truly distinguished product, largely tied to our institutional identity.

Department proof points vary by department, academic program, sport or service. This allows flexibility in explaining how SAGU adds value to meet individual needs. Proof points should provide **compelling, concrete** statements, specific rather than vague.

<p>VAGUE (WEAK) Little to no context is provided to the reader, resulting in a vague description that could be used for almost any school.</p>	<p>“We have quality programs.”</p> <p>“SAGU is affordable.”</p> <p>“We give you opportunities to minister.”</p> <p>“We partner with area businesses to provide internships.”</p> <p>“We have the best professors.”</p> <p>“Our programs are innovative.”</p>
<p>COMPELLING (STRONG) Each proof summarizes the unique value proposition of SAGU and is crafted to provide the reader with context for all of the information to follow.</p>	<p>“99% of students in our education program pass their certification exams.”</p> <p>“SAGU provides grants ranging from \$3,000-\$7,000 each year for academic achievement.”</p> <p>“SAGU awards up to \$1,000 each year for for students from Assemblies of God churches.”</p> <p>“SAGU provides a 10% tuition grant for children of Assemblies of God ministers and up to 50% for children of Assemblies of God missionaries.”</p> <p>“SAGU Business holds the prestigious IACBE accreditation.”</p> <p>“Student ministries host outreach opportunities each week to serve in nursing homes, minister to the homeless, minister to children, and more.”</p> <p>“SAGU partners with companies such as _____ and _____ to provide internships for business students.”</p>

Features vs. Benefits

Whenever possible, talk it terms of benefits or value to the customer rather than features. The following chart provides samples to help distinguish features vs. benefits.

FEATURES	BENEFITS
Family atmosphere.	i.e. Make friends quickly.
Shorter term lengths.	i.e. Know that you are making progress in a short time.
Christian professors.	i.e. Class lectures won't violate your values.
Award-winning programs.	i.e. Receive an education that others agree is quality.
Mission TEN trips.	i.e. See the world while changing lives for the better.
Clubs and organizations.	i.e. Make friends through your favorite activities.
Daily chapel.	i.e. Encounter God in regular worship services.

Handling Objections

- SAGU doesn't offer the major I want.
 - *Which major are you interested in?*
 - *We may have a close, related major.*
 - *Most college students change degrees multiple times during their college years.*
 - *Even if you go elsewhere, we would welcome you if you decide to transfer to SAGU.*
- I plan to attend community college before transferring to SAGU.
 - *Why are you choosing community college?*
 - *That could be a wise, economical choice.*
 - *We would love for you to transfer to SAGU when you are finished at community college.*
- I plan to attend community college before transferring to a college other than SAGU.
 - *Why are you choosing a different school?*
 - *Is there anything we could do to change your mind?*
- I am already enrolled elsewhere. / I have already committed elsewhere.
 - *Have you formally committed elsewhere?*
 - *Is there anything we could do to change your mind?*
- I decided to stay close to home.
 - *Is this for family reasons, or are you choosing to begin a career?*
 - *Have you considered SAGU Online?*
- I decided to join the military.
 - *That is admirable. When you are ready to earn a degree, SAGU would be happy to work with you on your transcript and help transition you to a SAGU degree program.*
- I decided not to attend.
 - *Why did you choose not to attend?*
 - *Is there anything we could do to change your mind?*
- The major isn't quite what I was looking for.
 - *What was different about your experience?*
 - *Can we connect you with a SAGU professor who may be able to answer your questions about the flexibility of our degree?*
- My plans have completely changed.
 - *What are your current plans?*
 - *Is there any way we can change your mind?*
- I decided to pursue a trade rather than attending a university.
 - *That is an admirable choice.*
 - *If you change your mind, we would love for you to transfer to SAGU.*
- I am receiving better financial aid elsewhere.
 - *Would you be willing to let us compare financial aid options to see if there is a way we can help?*
- I decided not to attend college at the moment. I may reconsider in the future.
 - *Why are you choosing not to attend at the moment?*
 - *(If related to another objection, review that objection's responses.)*
- I recently got married and am figuring things out.
 - *Have you considered SAGU Online?*
- I decided to go into the workforce. / I decided to pay for school while I work.
 - *Have you considered SAGU Online?*
- A personal / family issue came up.
 - *I'm sorry to hear that. Is there something we can pray with you about?*
- I'm not a Christian and don't believe what the school believes. / I don't think I would be a fit at SAGU.

- *Thank you for your honesty. You are right that it doesn't sound like you would be a good fit for SAGU.*
- SAGU wasn't my first choice.
 - *I'm sorry to hear that. Why not?*
 - *Is there something we could do to become your first choice?*
- I didn't meet SAGU's academic requirements.
 - *I'm sorry to hear that.*
- I can't afford college right now.
 - *Have you used the SAGU Net Price Calculator to see what financial aid is available to you?*
- Nobody returned my calls.
 - *I'm sorry to hear that. We pride ourselves on service, and we would like the opportunity to fix that for you.*
 - *May I put you in contact with the Admissions office? I'm sure they will make you a priority.*
- I'm moving to another state.
 - *Have you considered SAGU Online?*