



# AUDIENCE

## BREAKDOWN

### CURRENT & PROSPECTIVE STUDENTS

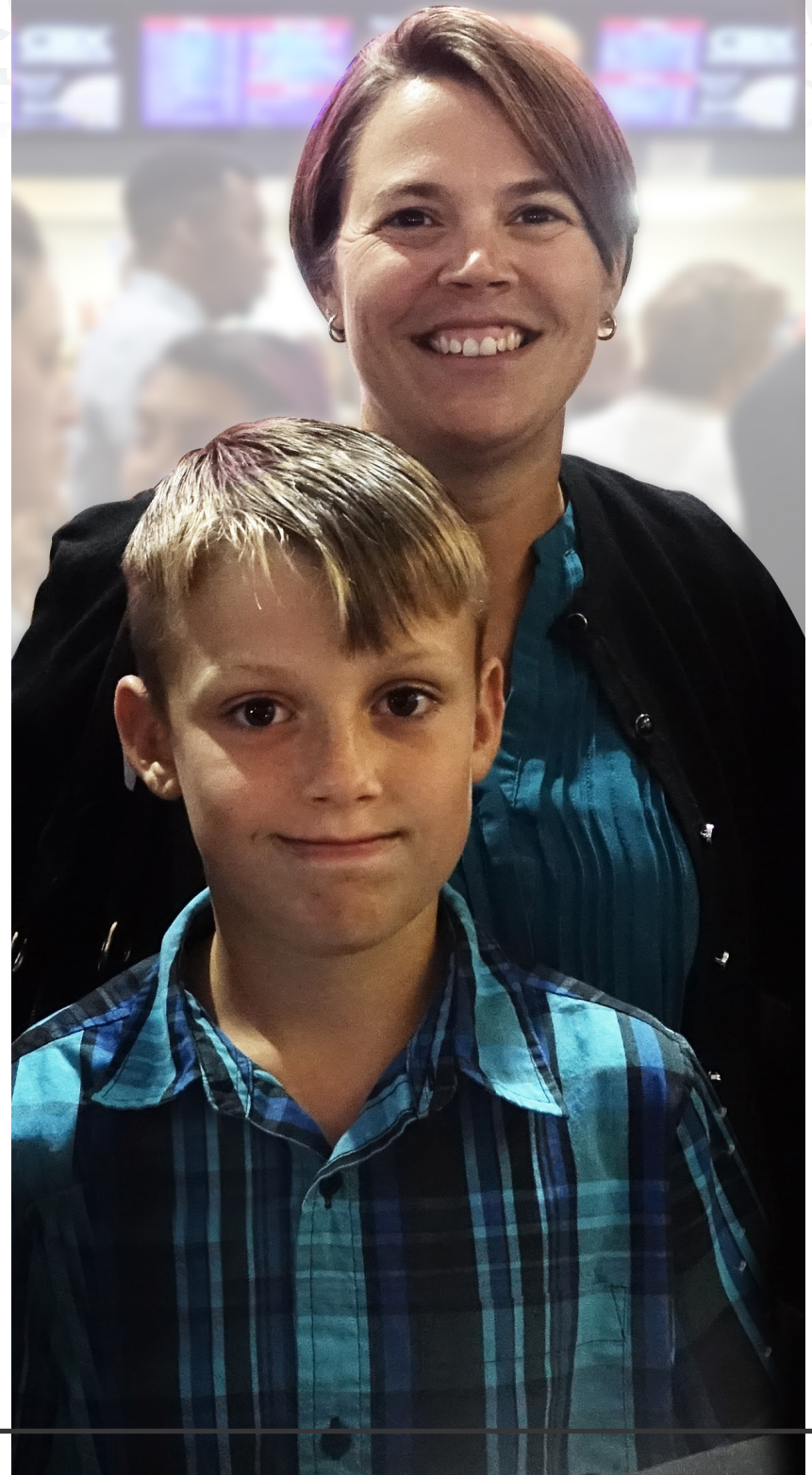
- The gateway to civic engagement, personal fulfillment and professional success
- An education that emphasizes in-demand skills and real-world application
- A challenging environment that brings out the very best in you
- A welcoming campus where you will be accepted regardless of your background
- A place to express yourself, feel comfortable and pursue your passions
- Close ties to the community: Internships and professional opportunities
- Big campus opportunities with a small campus feel
- A rapidly growing institution that is invested in your future
- Caring and supportive professors, faculty and staff that will unlock your potential
- A culture built on family, achievement and mutual accountability

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### PARENTS OF PROSPECTIVE STUDENTS

- We are fervently invested in the success of our students
- Our distinguished faculty and staff seek to develop the whole person
- Our caring and supportive professors, faculty and staff challenge students to unlock their potential
- Our curriculum focuses on career preparation and teaching in-demand, professional skills that are highly coveted in today's economy
- Our trusting and caring environment brings out the best in our students
- We are the source of boundless opportunity
- We are committed to uplifting the community
- An education that provides a high return-on-investment
- An ambitious environment filled with students who want to succeed in all aspects of life
- A family culture that treats students as individuals, not numbers





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### ALUMNI

- We played a vital role in their success and growth
- We offer lifelong connections to community, tradition and family
- The ability to network with successful alumni and prospective job candidates
- A way to give back and contribute to something greater than oneself
- Members of a growing community and legacy
- We are a source of great pride
- We are connected to who they are as people
- A strong sense of belonging
- The first graduates
- A degree that continues to grow in value
- An opportunity to play a part in uplifting the community and helping others succeed

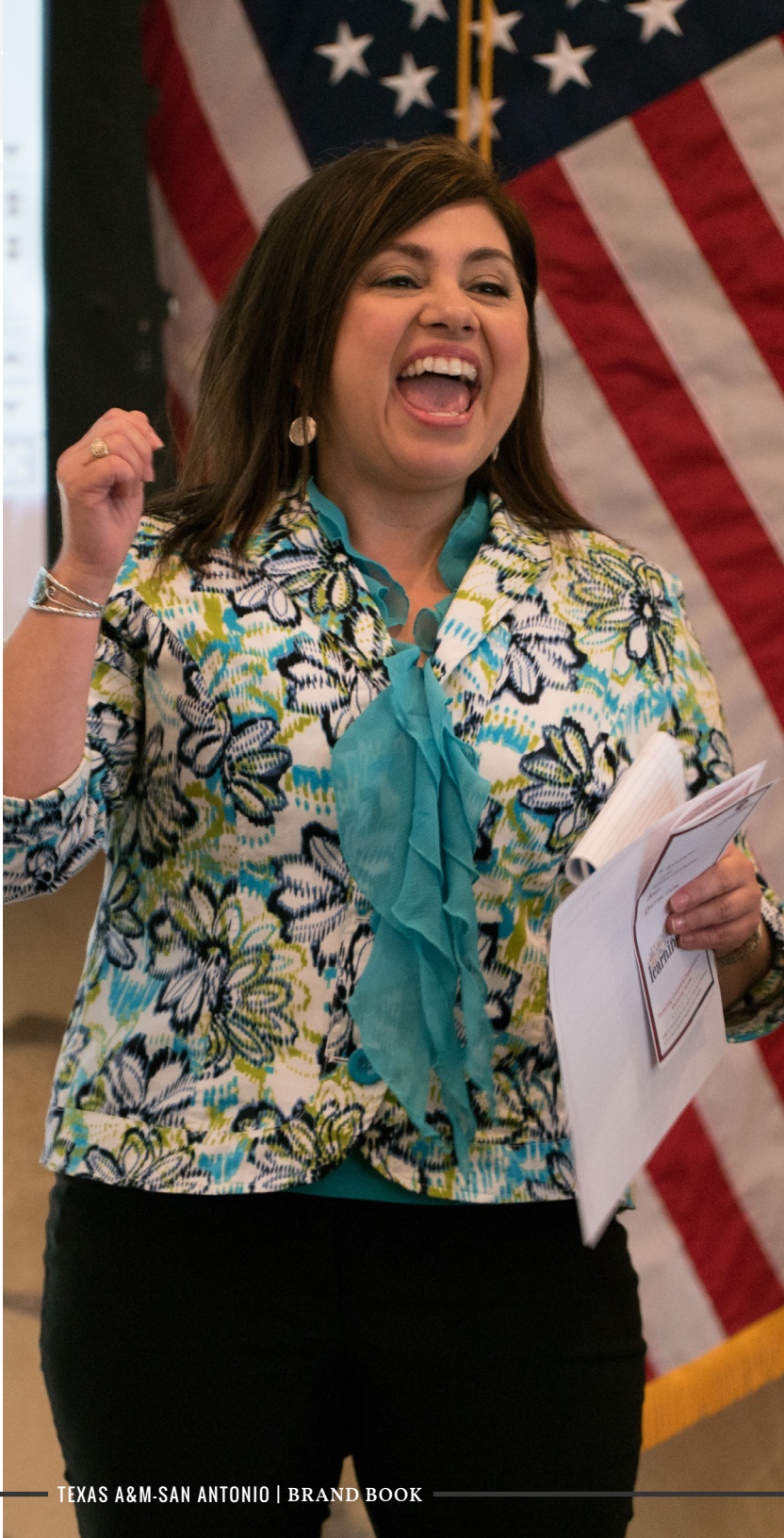
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### COMMUNITY (LOCAL/REGIONAL)

- We embody the heart and mind of San Antonio
- We are the first institution dedicated to serving the south side and wider region
- We are a beacon of opportunity
- We develop the next generation of leaders and skilled professionals
- We are an economic engine for the south side, region and state
- We are a source of pride for local families, businesses and schools
- Our curriculum focuses on experiential learning that makes a tangible impact, ranging from hands-on research projects with faculty to internships with local businesses
- We are committed to active learning, community work and social activities
- We are all a part of A&M-SA





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### FACULTY & STAFF

- We are part of the prestigious Texas A&M System Family
- We equip the next generation with the tools to make a difference
- We teach skills that have a direct impact on the community, region and world
- We are more than just teachers; we're mentors
- An opportunity to do what you love
- The ability to change lives and leave a meaningful mark
- We receive the support, resources and opportunities necessary to grow as teachers, researchers and valued members of an academic community

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### KEY INFLUENCERS & DONORS

- An investment in us, is an investment in the future
- We equip future generations with relevant, 21st century skills
- We are a key economic driver for the community, region and state
- We are committed to supporting military-connected families (veterans, active-duty servicemen and women, military spouses and dependents) and first-generation college students
- We are dedicated to making an impact and doing what's right for the collective
- A substantial and tangible return on investment

