NARRATIVE AND MESSAGING

Georgia Tech ®
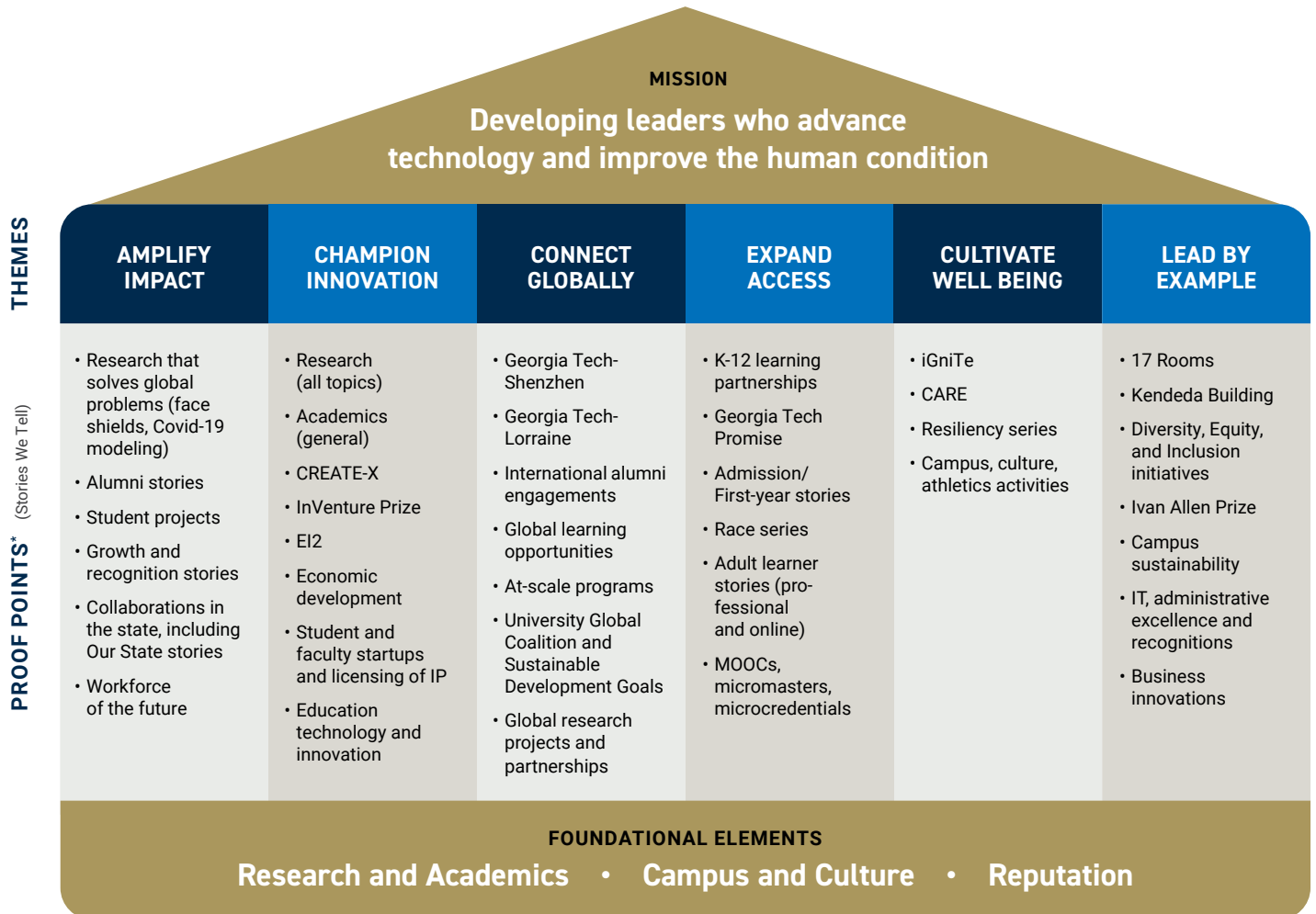
Messages are easier to grasp when they are part of a consistent, integrated, and strategic communications plan. This framework — our **"house of messages"** — offers all Georgia Tech units a set of pillars to guide content planning and creation.

MISSION

Developing leaders who advance technology and improve the human condition

THEMES	AMPLIFY IMPACT	CHAMPION INNOVATION	CONNECT GLOBALLY	EXPAND ACCESS	CULTIVATE WELL BEING	LEAD BY EXAMPLE
PROOF POINTS* (Stories We Tell)	• Research that solves global problems (face shields, Covid-19 modeling) • Alumni stories • Student projects • Growth and recognition stories • Collaborations in the state, including Our State stories • Workforce of the future	• Research (all topics) • Academics (general) • CREATE-X • InVenture Prize • EI2 • Economic development • Student and faculty startups and licensing of IP • Education technology and innovation	• Georgia Tech-Shenzhen • Georgia Tech-Lorraine • International alumni engagements • Global learning opportunities • At-scale programs • University Global Coalition and Sustainable Development Goals • Global research projects and partnerships	• K-12 learning partnerships • Georgia Tech Promise • Admission/First-year stories • Race series • Adult learner stories (professional and online) • MOOCs, micromasters, microcredentials	• iGniTe • CARE • Resiliency series • Campus, culture, athletics activities	• 17 Rooms • Kendeda Building • Diversity, Equity, and Inclusion initiatives • Ivan Allen Prize • Campus sustainability • IT, administrative excellence and recognitions • Business innovations

FOUNDATIONAL ELEMENTS

Research and Academics • Campus and Culture • Reputation

* Teams will add relevant proof points throughout each year.

HOW TO USE THE NARRATIVE

- In the same way you would for an elevator speech, keep key elements of the house of messages top of mind to share anywhere, anytime about Georgia Tech so you are well equipped to educate others on what the Institute is all about.

- Include the boilerplate copy at the end of all press releases, News Center and webpage stories, and the "About" pages on websites.

- Consistently weave Institute key messages into unit-level communications plans and storytelling efforts.

INSTITUTE NARRATIVE AND KEY MESSAGES

Georgia Tech is a leading technological research university, breaking new ground in addressing the biggest local, national, and global challenges of our time, and developing exceptional leaders from all backgrounds to create solutions for the public good.

As one of the most research-intensive academic institutions in the nation, we are committed to the idea that technology, the science that supports it, the scholarship that guides it, and the leadership that deploys it can help us improve the human condition.

The Institute is guided by a set of core values that are reinforced through our culture. Students are our top priority. We strive for excellence, thrive on diversity, and celebrate collaboration. We champion innovation. We safeguard freedom of inquiry and expression, and nurture the well-being of our community. We act ethically and are responsible stewards. The magnitude of the challenges and opportunities we face demands that we empower and include more people, backgrounds, and perspectives in the process of learning, discovery, and creation.

We are working to remove barriers of access for underrepresented students, champion lifelong learning, and recruit and retain a diverse faculty.

As champions of innovation in our local economy, we will strive to help Atlanta and the global Georgia Tech community become examples of vibrant, inclusive entrepreneurship.

Georgia Tech offers a thriving campus life that has a growing focus on the whole person, including well-being and holistic learning, allowing all members of our community to grow and learn to lead healthy, purposeful, impactful lives.

BOILERPLATE COPY

The **Georgia Institute of Technology** is a top 10 public research university with nearly 40,000 students who study in person at the main campus in Atlanta, at Georgia Tech-Lorraine in France, at Georgia Tech-Shenzhen in China, as well as through distance and online learning. Students represent 50 states and 149 countries. Its **engineering** and **computing** Colleges are the largest and among the highest-ranked in the nation, and the Institute also offers outstanding programs in **business, design, liberal arts, and sciences**. With more than $1 billion annually in research awards across all six Colleges and the Georgia Tech Research Institute (GTRI), Georgia Tech is among the nation's most research-intensive universities. It is an engine of economic development for the state of Georgia, the Southeast, and the nation.

Georgia Tech's mission is to develop leaders who advance technology and improve the human condition. Its mission and strategic plan are focused on making a positive impact in the lives of people everywhere. For more than 135 years, the people of Georgia Tech have dared to imagine and then create solutions for a better future. The innovative culture and leadership continue, for Progress and Service for all.

More communications and branding resources are available at: brand.gatech.edu