NARRATIVE AND MESSAGING

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 El2 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 (pro- fessional 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 unitlevel communications plans and storytelling efforts.