

South Texas College
Mini-Messaging Bible

TRADITIONAL (Transfer):

MSG 1:

[Proud STC grad holding diploma]

Experience *Real*.

Transfer with confidence. Save thousands. For *real*.

SHORT:

It's time to get *real*.

When you choose STC, you're choosing a *real college experience*, building confidence while you build an inexpensive foundation for your bachelor's degree.

STC grads can transfer, *debt-free*, to Texas A&M, UT-RGV, Texas Tech, and more! It's time to get real!

**Ready to *Experience STC*?
APPLY NOW!**

LONG:

Confident college students aren't born. They're *built*. And for more than 25 years, South Texas College has been proudly building bolder futures from the ground up.

STC students get *real* college experience, picking up critical skills and savvy right along with valuable college credits. STC students save thousands on their bachelor's... so while your friends are getting into debt, you'll be *getting a degree*.

Your STC credits WILL transfer... to Texas A&M, UT-RGV, University of Texas, Baylor, Texas Tech, and more than 150 other destinations. It's time to get real!

**Ready to *Experience STC*?
APPLY NOW!**

MSG 2:

[STC student(s) wearing university gear]

Experience **Accepted.**

Transfer your STC credits, hassle-free, anywhere 'U' choose!

SHORT:

Don't mess with debt. Start at STC, and get the *experience* without the expense.

**Ready to Experience STC?
APPLY NOW!**

LONG:

Real Texans don't mess with debt. At South Texas College, we're all about the *real college experience... without* the college expense.

While typical college students are racking up debt, STC students are racking up college credits – transferable to UT-RGV, Texas Tech, A&M... or pretty much *anywhere!* Save thousands on your bachelor's, while building a confident skill to anchor your higher education future!

**Ready to Experience STC?
APPLY NOW!**

WORKFORCE:

MSG 1:

[Dynamic shot of confident CTE pro in action, breaking a sweat]

Work **Experience.**

South Texas *needs* exceptional professionals. *Answer the call!*

SHORT:

Earn \$50,000 or more in a future-proof field! South Texas College collaborates with the regional workforce to bring you career education programs that are *always in demand*. Build experience, and start earning a living wage *right away*!

Start an **exceptional** career *today*!
APPLY NOW!

LONG:

Salaries are rising in South Texas, and there's never been a better time to launch a high-tech career!

South Texas College is proud to work with the Texas Workforce Commission to provide fast career pathways in high-demand, high-salary fields like these:

Career / Avg. salary in TX

Registered Nurse: **\$72,000**

Machinist: **\$45,570**

Teacher: **\$57,800**

Plumber/Pipefitter/Steamfitter: **\$49,280**

Computer User Support Specialist: **\$47,960**

Architectural/Civil Drafter: **\$53,340**

Start an **exceptional** career *today*!
APPLY NOW!

MSG 2:

[Confident young tech professional (ideally one of the careers listed below) in signature shot]

An **Earning** Experience.

The workforce is evolving... and salaries are *surging*!

SHORT:

You're in demand *right now*! South Texas is growing, and STC grads are helping our workforce keep pace. Kick off a career, and start earning more!

Start an **exceptional** career *today*!
APPLY NOW!

LONG:

Experience pays! In life and in the workforce. Your exceptional higher education from South Texas College opens doors to *big* workforce demand... and even *bigger* paychecks!

STC works with the Texas Workforce Commission to identify fast, focused pathways in high-paying careers like these:

Career / Avg. salary in TX

Heavy / Tractor-Trailer Trucker: **\$41,760**

Accounting / Auditing Clerk: **\$39,870**

Welder / Cutter / Solderer / Brazier: **\$43,400**

Cargo / Freight Agent: **\$41,680**

Licensed Vocational Nurse (LVN): **\$46,420**

Computer Systems Analyst: **\$89,860**

...Many *More!*

Start an **exceptional** career *today!*
APPLY NOW!

NON-TRADITIONAL:

MSG 1:

[Slightly older STC student with young son or daughter, looking introspective and/or inspired (i.e. gazing at the horizon)]

What does it mean to
Experience Exceptional?

- A Higher **Education**.... *[apple icon]*
- A Higher **Salary**.... *[money icon]*
- A Higher **Purpose**. *[smile icon]*

SHORT:

A *true college experience* isn't just about the instruction you receive... it's about all of the places that higher education can take you! Are you ready to *Experience Exceptional*?

Experience more @ STC.
APPLY NOW!

LONG:

A *true college experience* isn't just about the instruction you receive... it's about all of the places that higher education can take you! Launch an exceptional career. Start an exceptional family tradition. Build an exceptional life! It's all possible with your STC degree.

- **Experience Support...** South Texas College students have *free access* to tutoring, degree planning, career advising, financial aid, and more!
- **Experience Success...** STC grads can earn \$50,000 or more right out of college, with an in-demand degree.
- **Experience STC...** *Connect with your College...* 8 campuses and 120+ programs to choose from!

Experience more @ STC.
APPLY NOW!

MSG 2:

[Collage of STC non-traditional students or photo evoking support (staff member assisting student or students collaborating w/ faculty, etc.)]

Exceptional Support
(no exceptions)

Ready to get ahead? STC is *on your side!*

SHORT:

College can be a complicated experience, but South Texas College makes it easy to access the support services you need to succeed. Don't let life get in the way of your degree and future!

Experience more @ STC.
APPLY NOW!

LONG:

People attend college for a lot of different reasons, and often, they stop attending for some of those *same* reasons.

Cost, distance, time, work and family obligations – they all play a part. At South Texas College, we understand the challenges facing our students, and we're dedicated to facilitating a fast, focused college experience, supported by helpful and accessible faculty and staff.

- **Imagine a Future...** Choose from 120+ programs, and *thousands* of careers!
- **Make a Plan...** Take only the classes you need, and get a degree *without* the debt.
- **Enjoy the Experience...** Connect with your campus, and make *exceptional* memories!

**Experience more @ STC.
APPLY NOW!**

HS PARENTS:MSG 1:

[STC grad celebrating with family]

Exceptional Traditions.

Success runs in the family.

SHORT:

You may be the *first* in your family to attend college... but you won't be the last. STC has more than 120 future-boosting programs to choose from. Your high school grad *is* **STC material!**

**Join the STC Family.
APPLY NOW!**

LONG:

You may be the *first* in your family to attend college... but you won't be the last. With more than 120 future-boosting programs to choose from, STC offers an *exceptional experience* for every high school grad.

- **Affording the Opportunity...** Students save more than \$8,000/year while staying close to home.
- **Building a Network...** Small class sizes let students make real connections with instructors and classmates.
- **Breaking New Ground...** Grads can start earning \$50,000 or more right away, or transfer their credits to UT-RGV, Texas A&M, or *anywhere*.

**Join the STC Family.
APPLY NOW!**

MSG 2:

[Proud family wearing STC gear]

Exceptional Families.

Uplifting careers and communities for 25 years... *and counting*.

SHORT:

South Texas College is proud to provide opportunities for local families through the power of higher education. And we're *even prouder* of the STC grads who make our communities stronger every day. Are you ready to experience STC?

**Join the STC Family.
APPLY NOW!**

LONG:

In South Texas, family comes *first*, and STC is proud to be here for local families, providing affordable pathways to generational success.

For your high school grad, the ticket to a higher salary is a higher education. And with more than 120 programs to choose from, South Texas College can pave the way to an in-demand career and an *exceptional future!*

Join the **STC Family**.
APPLY NOW!

GENERAL PUBLIC:

MSG 1:

[STC campus shot or something evoking community, or stylized Texas logo]

Texceptional.

Building *extraordinary* communities for 25 years... and counting.

SHORT:

From teachers to truckers, nurses to first responders, South Texas College is honored to provide training for the dedicated professionals who power our communities every day.

Have **you experienced** STC?
LEARN MORE!

LONG:

We may not realize it in the moment, but virtually *every day* we feel the power of a South Texas College education in some way. STC has been providing affordable, accessible education for 25 years, training teachers and truckers, nurses and first responders, and *more*.

Our region *thrives* on opportunity, and STC is proud to provide real pathways to success in our communities. When you're ready to experience exceptional, STC will be here for you!

Have **you experienced** STC?
LEARN MORE!

MSG 2:

[Collage of STC-trained professionals (first responders, etc.) or stylized Texas logo]

Texperience.

Thank you for supporting a *strong* South Texas.

SHORT:

South Texas is rising fast, and with the support of community members like you, South Texas College is getting our region ready for a high-tech future. **Thanks for supporting STC!**

Have **you experienced** STC?
LEARN MORE!

LONG:

Our region is rising fast, and South Texas College is dedicated to making sure our workforce is ready.

When you support South Texas College, you're supporting your friends and neighbors... you're opening doors for future builders, healthcare workers and first responders... Most of all, you're uplifting your community, through the transformative power of higher education.

Together, we're fueling the *exceptional future* of South Texas.

Have **you experienced** STC?
LEARN MORE!