You will not find it etched on the cornerstone of an ivy-covered building, nor in a book on a library shelf. You'll have a hard time even pinpointing its origin. But **THE USA WAY** is very **REAL.** It describes how we conduct ourselves with **INTEGRITY, DEDICATION** and **CLASS,** simply because it is **RIGHT TO DO SO. THE USA WAY** is being **PROUD,** with a grateful heart and a big smile, when our students walk across the stage to receive their diplomas in a Mitchell Center filled with glistening eyes and pure happiness from fellow graduates, families, faculty and friends. **THE USA WAY** is being **PASSIONATE** about our role in **TEACHING, RESEARCH** and **SERVICE** – three elements of a single mission with a common theme: to be the best we can be in all that we do. **THE USA WAY** is being **CAREGIVERS** and **HEALERS** who give hope to patients, providing world-class care from exceptional talents through the region's only academic health system. Being the biggest has never been the goal. Instead, we choose the path of being better – better every day than we were the day before. **THE USA WAY** is being **FIERCE,** like a Jaguar on the prowl, giving each play and every game our very best effort while representing the ideals of sportsmanship, character and honor. **THE USA WAY** is being **HUMBLE,** knowing that ours is a tradition steeped in decades, not centuries. Each person who came before has helped blaze the trail that we travel today, allowing us to build on the success of the past as we embrace the future. **THE USA WAY** is being **FISCALLY PRUDENT,** not wasting what we have been given. A university built on a solid foundation is like the wise man's house built on rock. **THE USA WAY** is about discovering the **SERVANT LEADER** in each of us. Sometimes we are called to **LEAD.** Other times, we are meant to **SERVE.** No matter which, **THE USA WAY** is the **NORTH STAR** that we choose to follow. Finally, **THE USA WAY** is being a member of Jag Nation, throwing our J's with **CONFIDENCE** and **PRIDE** for all to see. Our destiny was not predetermined. Achieving it will never be easy. But from our very first days, the USA Way has led us to be **AMBITIOUS, DETERMINED** and **BOLD,** moving onward and upward, as the **FLAGSHIP OF THE GULF COAST.** Go Jags!