

***Originally published digitally in Tiger Tales, Virtual Newsletter for Auburn's
College of Liberal Arts in October 2018***

"The Auburn Creed Goes Global" by Jaylin Goodwin

Because Auburn men and women believe in these things, I believe in Auburn and love it. This is the final line of the Auburn Creed, which encapsulates the spirit of the university and the values to which it ascribes itself to including hard work, knowledge, honesty, integrity, good health, lawfulness, compassion, and patriotism. Ask any current student or Auburn alumni their favorite line from the Creed, and they are sure to have a quick answer for you

George Petrie (1866-1947) was a historian, college professor, and famously, the coach of Auburn's first football team and author of the Auburn Creed. At age 77, he penned the now infamous mantra in November 1943. It was then published for the first time by *The Auburn Plainsman* on January 21st, 1944. A true "Auburn Man" himself, Petrie served the university for 55 years and played an integral role in shaping its growth and future successes.

November 2018 will mark the 75th anniversary of The Creed's inception. In recognition of this milestone, students, faculty, staff, and members of the public gathered at Pebble Hill on April 24, 2018 for an event that featured a reading of the Auburn Creed by translators representing twelve languages alongside a corresponding exhibition of posters designed with the various international translations. The project was spearheaded by the faculty, staff, and students in the Department of Foreign Languages and Literatures, Department of Philosophy, Korea Corner, Arabic Center, and University Outreach who provided the translations in collaboration with the School of Industrial and Graphic Design who designed the posters.

In addition to introducing football to what was then the Agricultural and Mechanical College of Alabama, Petrie is also recognized for enhancing the way the university valued both a liberal arts education and outreach. As a student at the University of Virginia, George Petrie's undergraduate and graduate studies focused mostly on languages—particularly Latin, Greek, French, and German—as well as moral and natural philosophy.

There's a historic marked on Ross Square that contains these words: "Owing much to the past, Auburn's greater debt is ever to the future." As we move forward in the days and years to come, may we remember and cherish the values first articulated by Dr.

George Petrie in the Auburn Creed, and continue to live them out in our daily lives as an example for the future generations of Auburn men and women to follow.

“Dr. Petrie would likely be shocked that the Auburn Creed has become such an important identity statement, and much about the world and Auburn University has changed since he wrote the words in 1943. But some things haven’t changed, specifically, Auburn’s desire to bring together different academic disciplines to see what can be created together. Both translators and designers had significant decisions to make—how to render Petrie’s words into another language in a culturally appropriate way, and then how to create a design that would be faithful to that culture as well. Both groups learned more about the Creed as a result, and the event was a fascinating display of what Petrie might call, “work, hard work.”