1.0 Call to Order and Welcome

Committee Co-Chair, Christopher T. Corr called the meeting to order at 2:05 p.m. EST.

Members present were:
Christopher T. Corr and David M. Thomas (Co-Chairs), C. David Brown, II, Marc W. Heft, Juliet M. Roulhac, and Steven M. Scott. Trustee Susan M. Cameron was unable to attend.

Others present were:
Provost and Senior Vice President for Academic Affairs, Joseph Glover, Senior Vice President and Chief Operating Officer, Winfred Phillips, Elias Eldayrie, Vice President and Chief Information Officer, Matthew Fajack, Vice President and Chief Financial Officer, Paula Fussell, Vice President for Human Resource Services, Jamie Lewis Keith, Vice President and General Counsel, David Kratzer, Vice President for Student Affairs, Curtis Reynolds, Vice President for Business Affairs, Special Assistant to the President, Jamal Sowell, Angel Kwolek-Folland, Associate Provost, Mike Ford, Senior University Counsel, Cheryl May, Executive Assistant, members of the University of Florida community, other members of the public and the media.

2.0 Verification of Quorum
After a roll call, a quorum was confirmed, with all members present except for Trustee Cameron.

3.0 Review and Approval of Minutes
The Committee Chair asked for a motion to approve the minutes of the June 7, 2013 committee meeting, which was made by Trustee Roulhac and Seconded by Trustee Scott. The Chair asked for further discussion, after which he asked for all in favor of the motion and any opposed and the motion was approved unanimously.
The Committee considered the following Action Items:

4.0 Action Items  
4.1 Mission Statement  
Co-Chair Corr turned the meeting over to Provost Glover who provided a PowerPoint presentation regarding the Mission Statement, which included recent history beginning with the June 2013 Strategic Initiatives Committee meeting where the current mission statement was reviewed and also discussed a mission statement drafted by a task force of the Faculty Senate, led by former Faculty Senate Chair, Scott Nygren. Discussions also included the Board’s philosophical approach to UF’s mission and its alignment with strategy and operations, as well as considering four core principles: (1) UF’s land-grant mission, (2) UF’s research emphasis, (3) UF’s rise to preeminence and, (4) UF’s responsibility to assist the state and nation to improve economic and social conditions. The Committee Chair worked with staff on a second version of a mission statement and both drafts of the mission statement were circulated to Trustees, Vice Presidents, Deans, Faculty Councils and the Faculty Senators and students involved with the drafting of the task force’s version. The majority of comments received favored the second version of the mission statement but many also suggested additional adjustments, incorporating concepts from the task force’s version. The proposed next step is for the Chair to work with President’s Staff to synthesize a final draft, keeping in mind: (1) the core principles, (2) input received and, (3) succinct is better, and then seek Faculty Senate comment prior to then presenting the final mission statement for approval at the next Board meeting.

Due to the follow-up needed, no motion to approve was requested and the original Action Item was removed from the agenda.

5.0 Discussion/Informational Items  
The Committee did not have any discussion or informational items on the agenda.

6.0 New Business  
There was no new business to discuss.

The Committee on External Relations then joined the Committee on Strategic Initiatives meeting where 160over90 marketing agency presented the UF Branding Campaign.

7.0 Joint Committee Meeting – Strategic Initiatives and External Relations  
7.1 Action Items  
The Joint Committee did not have any action items on the agenda.

The following Discussion/Informational Item was presented to the Joint Committee:

7.2 Discussion/Informational Item  
7.2.1 Presentation of UF Marketing Initiative
Vice President Jane Adams introduced the 160over90 agency. The committees heard a presentation by the marketing agency 160over90, which is preparing a branding campaign for the University of Florida. Principal Darryl Chilli provided background information on the agency and discussed research the firm conducted with University faculty, students, staff, alumni and other stakeholders to develop the unique selling proposition for UF. A presentation of creative concepts to be used in communications with a variety of University audiences followed. The Committees discussed next steps for the project, including a roll-out of the campaign to campus in January, 2014, followed by the creation of marketing campaigns for admissions and other University offices. The agency is also working with the UF Foundation and the University Athletic Association to produce coordinated branding campaigns across the University and its support organizations.

8.0 Adjourn
After asking for any further discussions and hearing none, the two Committees’ Chairs asked for a motion to adjourn the meetings, after which they asked for all in favor of the motion and any opposed and the motion was approved unanimously and the meetings of the Committees on Strategic Initiatives and External Relations were adjourned at 3:36 p.m. EST.
SUBJECT: Mission Statement

BACKGROUND INFORMATION

The mission statement is an official public statement about the university that appears in multiple documents such as the Undergraduate Catalog and the university’s report to SACSCOC. In its June 2013 meeting, the Strategic Initiatives Committee discussed the process to formulate and adopt a new UF mission statement. The Committee reviewed a proposal submitted through the Faculty Senate, and took comments from committee members, other trustees, and participating administrators and faculty. The Committee referred the proposal to administrative staff for further review with the intent to revisit the issue in the December 2013 meeting.

PROPOSED COMMITTEE ACTION

The Committee on Strategic Initiatives will consider at least two reformulations of the current UF mission statement and decide whether the Committee endorses a particular reformulation that the Committee could ultimately recommend to the Board for adoption for approval on the Consent Agenda. Prior to making any recommendation to the full Board, the Committee may refer one or more versions to the Faculty Senate for further comment.

SIGNIFICANT POLICY ISSUES FOR COMMITTEE TO CONSIDER

None

Supporting Documentation Included: See attached proposal.

Submitted by: Joseph Glover, Provost and Senior Vice President for Academic Affairs
Mission Statement Proposed by Faculty Senate

The University of Florida is a uniquely comprehensive learning institution, built on a land, sea, and space grant foundation. We are a diverse community dedicated to making the world a better place, united in our commitment to diverse approaches as a means to engage the world’s greatest challenges. Our mission is to promote open inquiry; to inspire scholarship and excellence; to generate, preserve, and disseminate knowledge; to learn, create, lead and serve for the benefit of the people of Florida, the nation, and the world.

Alternate Mission Statement Formulation for Discussion

Our mission is to shape a better future for Florida and the world through developing students to be the next generation of leaders; through excellence in research and graduate education; and through creating, preserving and sharing knowledge and expertise for economic, cultural and societal benefit.
Mission Statement

Continuation of the Discussion
Strategic Initiatives Committee
December 2013
Recent History

- In June 2013, the Strategic Initiatives Committee reviewed the current mission statement and discussed a mission statement drafted by a committee of the Faculty Senate.
- And, discussed the BOT’s philosophical approach to UF’s mission and alignment with strategy and operations.
- And, discussed the approach to revising the mission statement considering all of the above.
A small group of staff was asked to review the draft mission statement, while keeping in mind core principles the BOT has affirmed on multiple occasions. These core principles include:

1. UF’s land-grant mission
2. UF’s research emphasis
3. UF’s rise to preeminence
4. UF’s responsibility to assist state and nation to improve economic and social conditions
Review

Current Mission Statement

The University of Florida is a public land-grant, sea-grant and space-grant research university, one of the most comprehensive in the United States. The university encompasses virtually all academic and professional disciplines. It is the largest and oldest of Florida's eleven universities, a member of the Association of American Universities and has high national rankings by academic assessment institutions. Its faculty and staff are dedicated to the common pursuit of the university's threefold mission: teaching, research and service.

The University of Florida belongs to a tradition of great universities. Together with its undergraduate and graduate students, UF faculty participate in an educational process that links the history of Western Europe with the traditions and cultures of all societies, explores the physical and biological universes and nurtures generations of young people from diverse backgrounds to address the needs of the world's societies.

The university welcomes the full exploration of its intellectual boundaries and supports its faculty and students in the creation of new knowledge and the pursuit of new ideas.

1. **Teaching** is a fundamental purpose of this university at both the undergraduate and graduate levels.
2. **Research and scholarship** are integral to the educational process and to the expansion of our understanding of the natural world, the intellect and the senses.
3. **Service** reflects the university's obligation to share the benefits of its research and knowledge for the public good. The university serves the nation's and the state's critical needs by contributing to a well-qualified and broadly diverse citizenry, leadership and workforce.

The University of Florida must create the broadly diverse environment necessary to foster multi-cultural skills and perspectives in its teaching and research for its students to contribute and succeed in the world of the 21st century.

These three interlocking elements — teaching, research and scholarship, and service — span all the university's academic disciplines and represent the university's commitment to lead and serve the state of Florida, the nation and the world by pursuing and disseminating new knowledge while building upon the experiences of the past. The university aspires to advance by strengthening the human condition and improving the quality of life.
The University of Florida is a uniquely comprehensive learning institution, built on a land, sea, and space grant foundation.

We are a diverse community dedicated to making the world a better place, united in our commitment to diverse approaches as a means to engage the world’s greatest challenges.

Our mission is to promote open inquiry; to inspire scholarship and excellence; to generate, preserve, and disseminate knowledge; to learn, create, lead and serve for the benefit of the people of Florida, the nation, and the world.
Our mission is to shape a better future for Florida and the world through developing students to be the next generation of leaders; through excellence in research and graduate education; and through creating, preserving and sharing knowledge and expertise for economic, cultural and societal benefit.
Comments

• The two drafts of the mission statement were circulated to Trustees, VPs, Deans, Faculty Councils and Senators involved with the original drafting.
  – Comments were received from College Faculty Assemblies (or equivalent) – Business and PHHP
  – Comments were received from individuals
  – The majority of the comments favored the revised version of the mission statement, but many also suggested additional adjustments
Comments

Input generally fell into the following categories:

• Good, support the draft with no edits
• Add “diversity”
• Delete “graduate” or add “undergraduate”
• Reference land grant mission
• Add synergy with medical center
• Add “nation” in addition to “Florida & the world”
• Add reference to promoting civic engagement
• Rewrite to reflect philosophical approach to teaching/learning
Proposal/Process

• Discuss

• Proposed next step: Chair to work with President’s staff to synthesize a final draft, keeping in mind:
  – The core principles (slide 4)
  – Input received
  – Succinct is better

• Seek Faculty Senate comment

• Present for review at next BOT meeting
AGENDA

1. Agency Overview
2. Process Overview
3. Creative Brief Recap
4. Brand Concept Presentation
OFFICES

PHILADELPHIA

NEWPORT BEACH

GAINESVILLE
OFFICES
PHILADELPHIA
NEWPORT BEACH
GAINESVILLE
AGENCY OVERVIEW

NIKE

AMERICAN EAGLE

UNIVERSITY OF NOTRE DAME

UCLA

LOVE IS
THE ENEMY
AGENCY OVERVIEW

NIKE

AMERICAN EAGLE

UNIVERSITY OF NOTRE DAME

UCLA
AGENCY OVERVIEW

NIKE

AMERICAN EAGLE

UNIVERSITY OF NOTRE DAME

UCLA
WHEN BASEBALL WOULDN’T LET HIM IN, HE REFUSED TO BE OUT.

WHAT BARRIER WILL YOU BREAK?

JACKIE ROBINSON
UCLA 1939–1941
THE FIRST MAN TO BREAK THE COLOR BARRIER IN MAJOR LEAGUE BASEBALL

UCLA-111-11d Chronicle of Higher Ed_Jackie Robinson-Half Page Ad-February-MECH2.indd   1 2/7/12   1:48 PM

AGENCY OVERVIEW
NIKE
AMERICAN EAGLE
UNIVERSITY OF NOTRE DAME
UCLA
PROCESS

DISCOVERY ➔ STRATEGY ➔ CREATIVE ➔ ROLLOUT ➔ BUILD
ASSIGNMENT

NARRATIVE
CREATIVE BRIEF

WHO ARE WE TALKING TO?

- USERS
- PROVIDERS
- BELIEVERS
- ADVOCATES
- OPINION MAKERS
COMPREHENSIVE COLLABORATION UNDERSTATED CONFIDENCE WORK ETHIC PRIDE & PASSION HEALTHY COMPETITION TEAM FLORIDA WELL-ROUNDED ELITE, BUT NOT ELITIST TEAM FIRST ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?” PRIDE IN NUMBERS INSTINCTUAL RELENTLESS IN MOTION ENERGY STRENGTH IN NUMBERS PASSION PURPOSE TRADITION OF ACHIEVEMENT “BECAUSE THAT’S WHAT GATORS DO” ENDLESS OPPORTUNITY IN MOTION LEGACY AND TRADITIONS LEAGUE OF GLORY CREATIVE EXPERIMENTATION RELENTLESS WE EXPECT MORE LoyalTY BOUNDLESS “GATOR NATION” CREATE GATORS” ON THE MOVE “WHAT CAN WE DO BETTER?”
CREATIVE BRIEF

WHAT MUST WE TELL THEM?

Meaningful Breadth and Depth

Spirit of Collaboration

Unrelenting Work Ethic
Meaningful Breadth and Depth

Spirit of Collaboration

Unrelenting Work Ethic

Unique Selling Proposition: Together, unstoppable.
CREATIVE BRIEF

WHAT IS THE TONE OF THE BRAND?

TONE WORDS

Proud
Gritty
Energetic
Premier
Bold
Purposeful
Approachable
Creative
The presentation breaks down into three parts:

1. Rationale
2. Brand Art
3. Proof of Concept
We come to UF as individuals with big dreams, ambitious goals and a deep desire to be a Gator. But that’s only the beginning. As Gators, our purpose is greater. We are a family—one that is forever loyal. That’s why there is no such thing as a former Gator. Our legacy is greater than a mascot. Or a logo. It’s more than titles and awards. It is the reason that UF stands as one of the nation’s preeminent institutions. It’s why we push each other every day, not only to make a positive impact in our community and our state, but to move the whole world forward.
BRAND ART
There are more than seven billion people on this Earth.

But it takes a special something to be a Gator. That’s because not everyone sees the world as we always do.

It’s not about how many Olympic medals we’ve won, or how many graduates we’ve had elected to Congress, or how many Pulitzer Prizes we’ve earned. More than those things, it’s about what we can achieve next. How we can raise the bar for each other and continue to make the greatest impact, together.

Because to us, true success is about the effect we have on, and what we’re able to do for, those seven billion people.
There are more than seven billion people on this Earth.

But it takes a special something to be a Gator. That’s because not everyone sees the world as we always do.

It’s not about how many Olympic medals we’ve won, or how many graduates we’ve had elected to Congress, or how many Pulitzer Prizes we’ve earned. More than those things, it’s about what we can achieve next. How we can raise the bar for each other, and continue to make the greatest impact, together.

Because to us, true success is about the effect we have on, and what we’re able to do for, THOSE SEVEN BILLION PEOPLE.
There are more than seven billion people on this earth.

But it takes a special something to be a Gator. That’s because not everyone sees the world as we always do.

It’s not about how many Olympic medals we’ve won, or how many graduates we’ve had elected to Congress, or how many Pulitzer Prizes we’ve earned. More than those things, it’s about what we can achieve next. How we can raise the bar for each other and continue to make the greatest impact, together.

Because to us, true success is about the effect we have on, and what we’re able to do for, those seven billion people.
What others call miracles

GATORS

CALL A DAY’S

WORK
WE'RE CONSTANTLY STRIVING TO SURPASS THEM

In the name of our predecessors
We’re ALWAYS looking for problems our own size.

ALL

OF US

400,000

OF US
To a Gator impossible is just a to-do list.

And undoable doesn’t exist, anywhere.
If you can find it, bring it to us.
Because we’re always looking for a worthy adversary.
This is not just some sunny disposition, or a blind faith.
We come to believe in miracles because we’re performing them every day.
Name a problem, any problem, and we’ll show you how we can make life better by solving it.
We measure devotion in contribution.
We measure commitment in lifetimes.
And because there’s no such thing as a former Gator, our work is multiplied by us all.
Together, we are something much greater—An unstoppable force.
We are Gators. Always.

And we are pushing the whole world forward.
PROOF OF CONCEPT
STUDENTS
MAYBE YOUR DREAM IS TO be elected to the student government at a school that’s a direct pipeline to the state legislature. Perhaps your ambition is to feed the world by researching and developing weather resistant crops. Or maybe you’re just determined to maintain a perfect GPA at one of the most academically rigorous institutions in the country.

Whatever you’ve got your sights set on, that’s merely the beginning. Gators see beyond the horizon. We measure success not in individual achievement, but where you go from there. Because when reaching your goals is just the starting point, there’s no end to what Gators can accomplish.
WHERE WILL YOU GO FROM THE TOP?

MAYBE YOUR DREAM IS TO be elected to the student government at a school that’s a direct pipeline to the state legislature. Perhaps your ambition is to feed the world by researching and developing weather resistant crops. Or maybe you’re just determined to maintain a perfect GPA at one of the most academically rigorous institutions in the country. Whatever you’ve got your sights set on, that’s merely the beginning. Gators see beyond the horizon. We measure success not in individual achievement, but where you go from there. Because when reaching your goals is just the starting point, there’s no end to what Gators can accomplish.
WHERE WILL YOU GO FROM THE TOP?

MAYBE YOUR DREAM IS TO be elected to the student government at a school that’s a direct pipeline to the state legislature. Perhaps your ambition is to feed the world by researching and developing weather resistant crops. Or maybe you’re just determined to maintain a perfect GPA at one of the most academically rigorous institutions in the country. Whatever you’ve got your sights set on, that’s merely the beginning. Gators see beyond the horizon. We measure success not in individual achievement, but where you go from there. Because when reaching your goals is just the starting point, there’s no end to what Gators can accomplish.
Before Michael Jordan sponsorships.
Before it helped the football team come back to beat LSU.
Someone asked a question. Assistant football coach Dwayne Douglas asked why his players lost so much weight during games. That simple question led to Gatorade and the creation of a multi-billion dollar sports drink industry. But it also created something much bigger: a culture of innovation where questions and connections across disciplines are encouraged.
A culture that established UF’s Office of Technology Licensing and more than 140 startups. Companies that are bringing millions in revenue back to Florida and seeding future innovations to come.
Why put our profits back into research? Because as Gators, we know new ideas are what fuel a stronger tomorrow.
RIGHT NOW OUR BEST and brightest researchers are locked away in state-of-the-art labs conducting history, making discoveries with one or two of their peers. And a whole bunch of UF sophomores and freshmen.

Welcome to Science For Life, a program founded on the University of Florida campus in 2006 with funding from the Howard Hughes Medical Institute. It provides you the opportunity as an undergrad to learn from a world-renowned faculty member by doing research right along side them.

Together you’ll investigate a wide scope of topics. From losing the sense of smell as it relates to Alzheimer’s, to studying cell-secreted proteins that could halt brain tumor expansion.

It’s a relationship that helps shape your future. Of course, if the research happens to lead to an amazing breakthrough—THE FUTURE WILL BE MUCH BETTER FOR US ALL.
WITH THE FLORIDA SUN BEAMING DOWN

Every month of the year, it's safe to say your passions at UF won't be restricted to the classroom. And because Gators are social and active creatures, they'll be out there with you all year long.

Celebrate the winter solstice with your pals in a spirited round of Frisbee golf. Serve, set and spike your way through January with sand volleyball at Lake Wauburg. And spread the love on Valentine's Day with a community service trip to clean up Harmonic Woods.

Whether you're a seasoned wakeboarder or just looking to try your hand at sailing, winter won't stop you from making the most of your college experience. Just remember to text your friends up North: “Merry Christmas” when you get off the boat.
RUN DOZENS OF MILES IN AUGUST HUMIDITY BEFORE THEIR MORNING COFFEE.
THINK A 4.0 GPA HAS ROOM FOR IMPROVEMENT.
SOME PEOPLE SPEND THEIR VACATION DAYS IN A RESEARCH LAB.
CAMPAIGN FOR OFFICE BECAUSE THEY BELIEVE IN GOVERNMENT.

SOME PEOPLE
SEE BLINDNESS AS A TEMPORARY SETBACK.
BELIEVE THAT TO FEED THE WORLD, YOU’VE GOTTA STAY HUNGRY.
Some people know that the sky is no longer the limit.
SOME PEOPLE HAVE A BIGGER PURPOSE.
It's great to be a Florida Gator.

Some people... ARE GATORS.
BUSINESS
For these Gators
It’s all business.

FORM FOLLOWS FUNCTION - Admission to the business of developing leaders is the major responsibility of the University of Florida. To fulfill this responsibility, a new building was needed. When two universities designed a building that would provide important new opportunities for learning, this project was born.

Students are surrounded by collaborative classroom spaces by incorporating a mix of traditional and modern themes and designed to provide students with ample opportunities for collaboration and discussion. Wider common areas can be used for study, collaboration, and relaxation, while smaller, more private spaces provide necessary quiet.

The new classroom facility will include a 5,000 square foot atrium that is unlike any other classroom building located in the University of Florida's College of Business Administration. It offers a unique environment for learning and collaboration.
UF IFAS
Take a second look at your fruit.

Then take a second look at the University of Florida.

The research of UF/IFAS is protecting crops from diseases, developing new varieties with greater yield, taste, color, and longer growing seasons.

Whenever you see the UF/IFAS label on your produce, know that the University of Florida had a hand in putting that fruit or vegetable in your hands. It's an example of how we're committed to doing the work that makes an impact across the nation.

Always.
Then take a second look at the University of Florida.

The research at UF IFAS is protecting crops from disease, developing new varieties with greater shelf lives, more flavor, and longer growing seasons.

Whenever you see the UF IFAS label on your produce, know that the University of Florida had a hand in putting that fruit or vegetable in yours. It’s an example of how we’re committed to doing the work that makes an impact in Florida, across the nation, and around the world.

Always.

UFL.EDU/FLORIDAGREATER
TAKE A SECOND LOOK
AT YOUR FRUIT.

Then take a second look at the University of Florida.
The research at UF/IFAS is providing crops from Illinois, developing new recipes with greater yield from more diverse and longer growing seasons.

Whenever you see the UF/IFAS label on your produce, know that the University of Florida has a hand in putting that fruit or vegetable in yours. It's an example of how we're committed to doing the work that makes an impact across the nation.

Always.
Florida’s Best.
You may not be able to name all the things we at UF IFAS do that touch your life on a daily basis. But everywhere you turn, Gators’ efforts have long lasting effects on lives in Florida. That’s where it starts. Where it leads is a better, brighter tomorrow, for the whole world.

In not only ensuring that Floridians have lush, green, pest free yards, but also in protecting our ecosystem in a time of dramatic climate change.

In maintaining energy efficient households and communities. But also in protecting our loved ones from whatever curveballs life may throw our way.

In agricultural research and developments that allow Floridians to enjoy a more colorful, flavorful diet. Advancements that enable area farmers to earn a more profitable livelihood with the crops they grow.

It starts there, but that’s only...
You may not be able to name all the things we at UF IFAS do that touch your life on a daily basis. But everywhere you turn, Gators' efforts have long lasting effects on lives in Florida. That's where it starts. Where it leads is a better, brighter tomorrow, for the whole world.

In not only ensuring that Floridians have lush, green, pest free yards, but also in protecting our ecosystem in a time of dramatic climate change.

In maintaining energy efficient households and communities. But also in protecting our loved ones from whatever curveballs life may throw our way.

In agricultural research and developments that allow Floridians to enjoy a more colorful, flavorful diet. Advancements that enable area farmers to earn a more profitable livelihood with the crops they grow.
You may not be able to name all the things we at UF IFAS do that touch your life on a daily basis. But everywhere you turn, Gators’ efforts have long lasting effects on lives in Florida. That’s where it starts. Where it leads is a better, brighter tomorrow, for the whole world.

In not only ensuring that Floridians have lush, green, pest free yards, but also in protecting our ecosystem in a time of dramatic climate change.

In maintaining energy efficient households and communities. But also in protecting our loved ones from whatever curveballs life may throw our way.

In agricultural research and developments that allow Floridians to enjoy a more colorful, flavorful diet. Advancements that enable area farmers to earn a more profitable livelihood with the crops they grow.
You may not be able to name all the things we at UF IFAS do that touch your life on a daily basis. But everywhere you turn, Gators’ efforts have long lasting effects on lives in Florida. That’s where it starts. Where it leads is a better, brighter tomorrow, for the whole world.
FLORIDA MUSEUM
OF NATURAL HISTORY
It’s widely known that the University of Florida is one of the most prominent research institutions in America. But what many don’t know is that our research doesn’t end at the archaeological site or with research grants. In fact, it’s only the beginning.

At the Florida Museum of Natural History, located on the campus of the University of Florida, we turn research dollars and discoveries into exhibits and educational programs that excite and awaken the curiosities within our community.

Exhibits like the Butterfly Rainforest, Hall of Florida Fossils, and South Florida People and Environments, all serve not only to educate about the past, but also to raise questions about what’s possible and where we can go from here.

It’s not only our goal to understand the past and where we came from. Our greater purpose is to inspire and create the next generation of science lovers.

OUR RESEARCH. YOUR DISCOVERY.
GET

BUTTERFLIES

FROM OURS

BUTTERFLY RAINFOREST. AT THE FLORIDA MUSEUM OF NATURAL HISTORY.
OUR RESEARCH. YOUR DISCOVERY.
VISIT FLORIDA'S ORIGINAL RETIREMENT HOME

HALL OF FLORIDA FOSSILS
AT THE FLORIDA MUSEUM OF NATURAL HISTORY
OUR RESEARCH. YOUR DISCOVERY.
BREATHE
TAKEN AWAY
DAILY, 10-5

TITANOBOLA: MONSTER SNAKE. AT THE FLORIDA MUSEUM OF NATURAL HISTORY.
OUR RESEARCH. YOUR DISCOVERY.
PEER CAMPAIGN
States Demand That Colleges Show How Well Their Students Learn

MONEY FOR BOOKS

Higher education is not just about living in dorms for four years and earning a degree. The term refers to the complexities that arise when colleges and universities are expected to simultaneously maintain high academic standards while also ensuring that students graduate in a timely manner.

At Northwester Missouri State II, students must take the Prerequisite Profile, assessing their skills in math, reading, and writing. The university requires that all students pass this test in order to graduate. However, the test is not just a matter of passing or failing; it is an opportunity for students to identify areas of weakness and work to improve them.

The test is designed to ensure that students are well-prepared for college-level coursework. It helps to identify any gaps in knowledge that students may have, allowing them to focus their efforts on strengthening those areas. This is crucial because many students who are admitted to college may not be ready for the level of academic rigor they will encounter.

One of the main benefits of the Prerequisite Profile is that it provides students with a clear understanding of what they need to improve in order to succeed in college. By identifying these areas of weakness, students can create a personalized plan for improving their skills, which can ultimately lead to better academic performance and increased chances of success.

MONEY FOR BOOKS

Higher education is not just about living in dorms for four years and earning a degree. The term refers to the complexities that arise when colleges and universities are expected to simultaneously maintain high academic standards while also ensuring that students graduate in a timely manner.

At Northwester Missouri State II, students must take the Prerequisite Profile, assessing their skills in math, reading, and writing. The university requires that all students pass this test in order to graduate. However, the test is not just a matter of passing or failing; it is an opportunity for students to identify areas of weakness and work to improve them.

The test is designed to ensure that students are well-prepared for college-level coursework. It helps to identify any gaps in knowledge that students may have, allowing them to focus their efforts on strengthening those areas. This is crucial because many students who are admitted to college may not be ready for the level of academic rigor they will encounter.

One of the main benefits of the Prerequisite Profile is that it provides students with a clear understanding of what they need to improve in order to succeed in college. By identifying these areas of weakness, students can create a personalized plan for improving their skills, which can ultimately lead to better academic performance and increased chances of success.

The test is designed to ensure that students are well-prepared for college-level coursework. It helps to identify any gaps in knowledge that students may have, allowing them to focus their efforts on strengthening those areas. This is crucial because many students who are admitted to college may not be ready for the level of academic rigor they will encounter.

One of the main benefits of the Prerequisite Profile is that it provides students with a clear understanding of what they need to improve in order to succeed in college. By identifying these areas of weakness, students can create a personalized plan for improving their skills, which can ultimately lead to better academic performance and increased chances of success.

The test is designed to ensure that students are well-prepared for college-level coursework. It helps to identify any gaps in knowledge that students may have, allowing them to focus their efforts on strengthening those areas. This is crucial because many students who are admitted to college may not be ready for the level of academic rigor they will encounter.

One of the main benefits of the Prerequisite Profile is that it provides students with a clear understanding of what they need to improve in order to succeed in college. By identifying these areas of weakness, students can create a personalized plan for improving their skills, which can ultimately lead to better academic performance and increased chances of success.
States Demand That Colleges Show How Well Their Students Learn

In this case, the University of Florida’s top 15 spot among public institutions across the country. But it's our impact on the world’s population that continues to be our driving force. One that compels us to come together, to push each other further and to brighten everyone's future.

It's happening in our research labs where invested dollars are becoming economy-fueling startup companies at five times the national average. In our six on-campus medical colleges which are gaining ground on juvenile diabetes, blindness and other diseases. And it's found in our land grant heritage as we battle insects and weather, so Florida's abundant crops can feed families around the globe.

As we steadily climb the rankings, our desire to enable a better tomorrow will only grow stronger. And it will lift us, and the world, to incredible heights.
States Demand That Colleges Show How Well Their Students Learn

By University

Some of thebullhorns of the National Center for Public Policy and the Market at the University of North Carolina at Chapel Hill have already begun to speak up about the importance of outcome measures in higher education. "No student should graduate without knowledge of what they have accomplished and how they have progressed," said President Samuel L. Stanley Jr., in his annual report to the Board of Trustees. "We must ensure that our students are not just educated, but also educated to succeed in the workforce and in life." Stanley noted that the University is committed to improving its outcomes data and will be releasing a new report next month that will provide detailed information on the performance of its students.

At Northeastern University, students must take the 419 Course, assessing their skills in math, science, and writing. The course is designed to help students develop critical thinking skills and improve their ability to communicate effectively. "We want our students to be able to think creatively and critically," said Dr. Jennifer Anderson, the course's lead instructor. "This course is designed to help them develop these skills and to prepare them for success in their future careers."

"We are a publicly supported set of institutions. We are accountable to the state for our outcomes." These words are echoed by many state officials, who are increasingly looking to higher education to improve outcomes for students. "We need to ensure that our students are prepared for success in the workforce," said Governor Jennifer Granholm of Michigan. "This is critical for the future of our state and our economy." Granholm noted that the state will be releasing a new report next month that will provide detailed information on the performance of its students.

"If you want to know the future of the United States," said President Barack Obama at a recent commencement speech, "you only have to look at the faces of our students." Obama noted that the country is looking to higher education to provide the leaders of the future. "We need to ensure that our students are prepared to meet the challenges of the 21st century," said Obama. "This is critical for the future of our country."
YOUR MORNING GLASS OF OJ KEEPS US UP ALL NIGHT.

UF works around the clock to protect the $10 billion citrus industry from insects, weather and disease.

UNIVERSITY OF FLORIDA
IN OUR LABS INCREDIBLE THINGS GROW.
LIKE THE U.S. ECONOMY.

UF turns research dollars invested into startup companies at five times the national average.

UNIVERSITY OF FLORIDA
A FUTURE
WITHOUT BLINDNESS
IS WHAT WE SEE.

UF researchers make genetic discoveries that help hundreds of thousands regain sight.

UNIVERSITY OF FLORIDA
FACULTY RECRUITMENT
350% Increase
IN EXTERNAL RESEARCH FUNDING AT UFBCG OVER THE PAST 7 YEARS

$323,000,000
in research awards

UF IS THE ONLY UNIVERSITY IN FLORIDA (68% of the UF total) to receive the National Institutes of Health’s Clinical and Translational Science Award. A $30 million five-year grant geared toward accelerating discovery, training new physician-scientists, and fostering industry partnerships.

$574 MILLION
THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

$200 MILLION
in research awards for the 2012 fiscal year

$580 MILLION
Budgeted Over 5 Years

216
funded studies
IN FY12/13

35
UF Faculty
belonging to the National Academy of Sciences, Engineering, the Institute of Medicine and the American Academy of Arts and Sciences.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.

UFHEALTH IS RECOGNIZED AMONG THE NATION’S Best IN 7 MEDICAL SPECIALTIES FOR 2012-13

$644 Million
in research awards for the 2012 fiscal year

THE TOTAL AMOUNT OF SPONSORED research funding awarded to UF in 2012 and more than $374 million. Of this amount, $330 million was from federal grants and contracts (exclusive of ABRF stimulus funding). $122 million was from the National Institutes of Health, and the remainder was from industry, foundations and other sources. The RSC amounted for $264 million, or just about half of the UF total.
UF FOUNDATION
UF CLIMBS TO 14TH AMONG PUBLICS IN LATEST U.S. NEWS RANKINGS

A leap forward of three spots from last year’s standing.

Read More
UF researchers identify citrus cultivars that show promise in battle against greening.

READ MORE

Reuters: Kevin Folta

READ MORE

An Incredible Gift - Hyatt & Cici Brown.

READ MORE

Florida coastal seaweed could help the body fend off cancers and inflammatory diseases.

READ MORE

UF: Innovation Hub spawns 250 jobs in just 20 months.

READ MORE

UF reaches into space with design of tiny satellite.

READ MORE

UF computer science professor named to prestigious fellowship.

READ MORE

University of Florida launches top 10 fundraising initiative.

READ MORE

Dr. William and Nadine McGuire's $41 million Butterfly gift.

READ MORE

Generous donation allows UF/IFAS much-needed citrus field research acreage.

READ MORE

UF celebrates opening of new Clinical and Translational Research Building.

READ MORE

Governor Rick Scott and the Florida Legislature designated UF and FSU as "preeminent" universities in 2013.

READ MORE

Sid Martin Biotech Incubator ranked world's best for biotech in global benchmarking study.

READ MORE

University of Florida engineering professor recognized with 'Oscar of Innovation.'

READ MORE
ALUMNI
THE FLORIDA MAN

BY LACOSTE

EXCLUSIVELY FOR THE UNIVERSITY OF FLORIDA
OVERVIEW
It's great to be a Florida Gator.

SOME PEOPLE
HALL OF FLORIDA FOSSILS.
AT THE FLORIDA MUSEUM OF NATURAL HISTORY.

OUR RESEARCH. YOUR DISCOVERY.

 Impossible is just a to-do list.
And undoable doesn't exist, anywhere.

If you can find it, bring it to us.
Because we're always looking for a worthy adversary.

We come to believe in miracles
because we're performing them every day.

Name a problem, any problem, and we'll show you
how we can make life better by solving it.

We measure devotion in contribution.
We measure commitment in lifetimes.

And because there's so much, we always do.
Our work is multiplied by us all.

Together, we are something much greater—An unstoppable force.
We are Gators. Always.

And we are pushing the whole world forward.

There are more than seven billion people on this earth.

But it takes a special something to be a Gator.
That's because not everyone sees the world
as we always do.

It's not about how many Olympic medals
we've won, or how many graduates we've had
elected to Congress, or how many Pulitzer
Prizes we've earned. More than those things,
it's about what we can achieve next. How we
continue to make the greatest impact, together.

Because to us, true success is about the effect
we have on, and what we're able to do for,
those seven billion people.

WHERE WILL YOU GO FROM THE TOP?

Maybe your dream is to be elected to the student government
at a school that's a direct pipeline to
the state legislature. Perhaps your
ambition is to feed the world by
researching and developing weather
resistant crops. Or maybe you're just
determined to maintain a perfect
GPA at one of the most academically
rigorous institutions in the country.

Whatever you've got your sights set
on, that's merely the beginning. Gators
see beyond the horizon. We measure
success not in individual achievement,
but where you go from there. Because
when reaching your goals is just the
starting point, there's no end to what
Gators can accomplish.

Before "Win From Within."
Before Michael Jordan sponsorships.
Before it helped the football team come
back to beat LSU. Someone asked a
question. Assistant football coach
Dwayne Douglas asked why his play-
ers lost so much weight during games.

That simple question led to Gatorade
and the creation of a multi-billion dollar
sports drink industry. But it also created
something much bigger—a culture of
innovation where questions and connec-
tions across disciplines are encouraged.

A culture that established UF's Office of
Technology Licensing and more than
140 startups. Companies that are bring-
ing millions in revenue back to Florida,
and seeding future innovations to come.

Why put our profits back into research?
Because as Gators, we know new ideas
are what fuel a stronger tomorrow.

Gatorade
UF's OTL is founded to facili-
tate technology transfer.
Detecting and warning patients
of seizures.
Engineers materials that mimic anti-
bacteria properties of shark skin.
Popular online music streaming service. Develops innovative genomic
applications.