



UNIVERSITY OF FLORIDA

J. BERNARD MACHEN
President

226 Tigert Hall
PO Box 113150
Gainesville, FL 32611-3150
(352) 392-1311

Dear Staff:

Welcome to the 2005 – 2006 academic year and best wishes for a successful semester.

As fall arrives at the University of Florida, you will see signs of a new communications campaign designed to highlight the accomplishments and successes of UF, its faculty, staff, students and alumni. I am writing you today to share with you the goals and creative content of this campaign, as well as its impact on you.

This effort started last spring at the direction of the University of Florida's Board of Trustees, which called for a number of initiatives, including increasing the number of faculty and graduate students, beginning a major fundraising campaign and developing a new external relations/communications campaign to align the public perception of UF with the excellence of the institution.

Our efforts began with research, as our consultants met with more than 100 persons on campus, including many staff and faculty members. Among the consultants' findings are the following:

- Students, faculty, staff and alumni have a lifelong excitement and pride in being a Gator
- More than 300 academic programs on our campus make the UF experience diverse and comprehensive
- UF has one of the top undergraduate student populations in the country
- We enjoy a leadership position in research and are able to commercialize the results
- UF is perceived as a regional school, not a national leader
- We have too few faculty members and they feel underappreciated and underpaid
- There is a sense of frustration that UF has the building blocks to create a strong, national reputation, but opportunities are never realized
- The university's communications efforts lack a coherent strategy

These findings form the basis of our new communications campaign, which begins in September. It pays tribute to UF students, faculty, staff and alumni who develop a lifelong commitment to the university. And, it acknowledges that these Gators consider themselves part of a larger network of people who define by example how a public research university can best serve the global community.

These students, faculty, staff and alumni are The Gator Nation. The theme of the communications campaign, *The University of Florida: the Foundation for The Gator Nation*, recognizes that unique bond enjoyed by Gators everywhere.

Traditionally, the Gator Nation has been considered a reference to UF's athletic program and its fans. It is more than that. It encompasses all who use their UF experience to accomplish great things.

Initially, the campaign will include print advertisements, television spots, on-campus banners, and direct mail. Also important, is the public relations campaign that will focus media attention on the achievements of the UF community.

Additional information about the campaign can be found on the website, www.urel.ufl.edu. We will also offer open presentations through the month of September at a variety of locations and times posted on the website.

I hope you will learn more about this campaign and support our efforts to tell the story of UF, where the very best create and share knowledge to serve the people of Florida and the world.

Sincerely,

A handwritten signature in blue ink that reads "Bernie".

J. Bernard Machen

Phase One: The Gator Nation Campaign Print Ads

**Chances are
you've met many
Gators in your life.
Chances are you
remember them.**

In Gators, a unique experience defines us. We lead and know how to follow. We speak and know when to listen. We can tolerate little complaints and curve decisions. We influence every field of business and science with unique perspectives and inspired collaborations. We come together to form an unbreakable bond that produces some exceedingly memorable Gators. We are The Gator Nation.

 **UNIVERSITY OF
FLORIDA**
The Foundation for The Gator Nation.



**Other university
faculty teach.
Ours is building
a nation.**

Our faculty has a unique responsibility. They are more than teachers; they are the architects of a nation. Last year The Gator Nation grew by almost ten thousand, including more National Merit Scholars than any other public university.

 **UNIVERSITY OF
FLORIDA**
The Foundation for The Gator Nation.



**The University
of Florida is
in Gainesville.
The Gator
Nation is
everywhere.**

Our campus is hard to find. The boundaries are well defined, tangible and concrete. The Gator Nation, however, cannot be confined to a map. It's everywhere Gators live and work. Some of us live, consume, some of us make meals. Others care for them, raise families or lend a helping hand. Yet we all share a common bond. We are The Gator Nation.

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Additional strategic communications information can be seen at www.urel.ufl.edu