Conversations
for What’s Next:

Shared messages for moving UF even further forward
is that “The University of Florida will be a premier university that the state, nation and world look to for leadership.” A vital ingredient of our success in moving the University of Florida forward will be the way we all speak collectively about our beloved institution. As energy and momentum continue to build toward elevating our stature, it is essential we speak with one voice to leverage the university’s accomplishments to their maximum benefit, minimize confusion and deliver a more impactful message for all audiences. To that end, we have assembled this reference guide as you communicate with your constituents to ensure meaningful discussion about this vibrant institution.

JANE ADAMS
Vice President of University Relations

TOM MITCHELL
Vice President for Advancement
As our reputation continues to rise, we are experiencing momentous growth in philanthropy, legislative support, research funding and technology commercialization. Our faculty are achieving new heights: setting a research-funding record of $724 million in fiscal year 2016, up $17 million from the previous year. In 2016, we enrolled 54,854 students, the largest in UF history with a freshman class that is the brightest to date.

For more than a decade, the University of Florida has declared that its aspiration is to be a “top-10 public university.” Our heritage is that we were founded to be a university that makes a difference in society and in the lives of people. As such, we will focus our communications efforts to elevate our stature because that captures the concepts of comparative excellence and reputation in the areas we value, cherish and nurture. There is no stopping us.

“UF’s stature and ranking is in the stratosphere of our nation’s 4,000-plus universities and colleges. We are relatively young, and yet are among the very best universities. However, our ambition is to BE THE VERY BEST.”

– KENT FUCHS
Of the 34 public research institutions in the Association of American Universities, UF ranks:

- Student-to-Faculty Ratio: 34/34
- Tuition and State Revenues: 26/34
- National Academy Members: 24/34
- Total Research Expenditures: 15/34
- Undergraduate SAT Scores: 14/34
- Four-Year Graduation Rate: 9/34
- Six-Year Graduation Rate: 6/34
- Research Doctoral Degrees: 6/34
- Licenses and Options: 5/34
- Startups Launched: 4/34

Timeline for Top 10 in all Metrics:

- Research Doctorates
- Tech Transfer
- Startup Companies
- 4-Year Grad Rate
- 6-Year Grad Rate
- Faculty Compensation
- Grad Stipends
- Faculty Rewards
- Research Expenditures
- Student-to-Faculty Ratio
- Endowment
- National Academy Members
- Student Selectivity
We are fully committed to our founding mission as a land-grant research institution that makes a difference in society and the lives of people. All of our departments, colleges, programs and institutes carry forward our land-grant mission, whether through agriculture, economic development, arts and culture or other outreach statewide and globally.

We also take great pride in providing value, being an economic driver for the state and serving as a national model for affordability, return on investment and financial stewardship. As our national stature rises, so does the value of a UF degree, which is already recognized as one of the nation’s best returns on investment by such publications as Kiplinger’s, Forbes, Money and The Wall Street Journal’s SmartMoney magazine.

We are committed to ongoing investment in our faculty and students by creating endowed professorships and chairs, and providing funding for equipment, stipends for student assistants and additional resources that will enhance the work of professors and researchers.

Communicating Mission/Purpose:

- How does your area make a difference in society?
- What public outreach activities are the faculty, staff and students in your area actively engaged in?
- What are examples of the faculty’s unrelenting work ethic?
- What initiatives are underway in your area to ensure a high quality of life for faculty, staff, students and alumni?
- What construction or renovation projects are planned or underway and how will they positively impact our ability to reach higher?
- Who are the alumni who have made a difference in their communities since graduation?

We value excellence in education and research, and how we talk about our mission will help us tell UF’s story.
UF contributed $7.73 BILLION to the State Gross Domestic Product in FY 2014-15.

UF infused $2.30 BILLION into the Florida economy.

Ranked #6 nationally by The New York Times in helping low-income students get a college education.

Ranked #2 Best Value in Public Colleges by Forbes Magazine.

30% increase in the amount donated by alumni and friends, to a record $402 million last year.
“Our heritage is that we were founded to be a university that makes a difference in society and in the lives of people. I would argue that our **LAND-GRANT HISTORY** is a part of the DNA and responsibility of every college, department, program and institute. We intend to nurture and grow our engagement with society and with economic development. We are particularly proud to be located in the state of Florida. UF is committed to Florida.”

– KENT FUCHS
The only truly important and necessary ingredient for raising UF’s profile is our faculty. We set high standards and expectations for our faculty, and they are among the greatest theorists, strategists and change agents in the world. Creating an environment in which they can excel in research, education and impact on society is vital.

How we talk about our faculty and their accomplishments advances our ability to support them in order to increase revenue from federal research-funding agencies, state legislative allocations and donor contributions.

**Communicating Faculty Excellence:**

- Who are the stars in your area?
- What challenges are they trying to solve?
- What attracted them to these challenges?
- What innovations are they using in their instruction?
- With whom are they collaborating?
- What attracted them to UF?
- What motivates them?
- How do they motivate students?
- How has their work changed them?
- What achievements are they most proud of?
- What is their outlook for the future?

UF FACULTY ARE THE MAIN DRIVERS OF UF’S REPUTATION, AND THE WAY WE TALK ABOUT THEIR ACHIEVEMENTS WILL HELP TELL UF’S STORY.
$180 \text{ MILLION} \\
NIH funding to UF in FY 2016, an increase of 17% \\

10,097 \\
Active research projects in FY 15-16 \\

42 \\
National Academy members among UF Faculty \\

35\% \\
increase in National Science Foundation funding ($63 million) \\

122 \\
number of UF licenses and options, up 43\%
What is truly important is a **PERSISTENT FOCUS ON OUR FACULTY**, on recruiting and promoting only the world’s very best faculty and supporting them in the success and excellence of their scholarship, teaching and engagement with society.

— KENT FUCHS
As a land-grant university, UF is intentionally and intensely comprehensive. We are a diverse institution with notable excellence in the arts, humanities and social sciences as well as STEM disciplines. We are driven to achieve more in our pursuit of academic and athletic excellence, with top-ranked programs across our 16 colleges and championship teams across 21 competitive sports.

As the state’s flagship university, we value our host city, Gainesville, as the central location of our 2,000-acre campus, but our impact is far-reaching. We have UF programs and facilities in more than 140 locations around the state and the globe, and 400,000 alumni across all 50 states and 135 countries.

UF is “on the move,” but our growth is intentional and purposeful to support our founding mission. While we have focused points of bright light, we will continue to nurture our comprehensive excellence across all our colleges and units.

Communicating Meaningful Breadth and Depth:

- What are the programmatic bright lights in your area?
- Who are the faculty and staff involved?
- What other colleges/units are involved?
- Who benefits from the work that is being done?
- What’s the biggest accomplishment of this program so far?
- What national recognition/accolades has this program received?
- What’s next?

UF is greater than the sum of its parts, and how we talk about this meaningful breadth and depth will help tell UF’s story.
140+ UF facilities and locations statewide

28 UF Online bachelor’s degree programs

200+ graduate degree programs

150 research centers and institutes

16 colleges, all on 2,000+ acres

200+ graduate degree programs
“As a university, UF IS INTENTIONALLY AND INTENSELY COMPREHENSIVE, with the highest aspirations for all our diverse disciplines and units. With my background in engineering and the information sciences, I feel an urgent personal obligation to champion the arts, humanities and the social sciences. These areas of inquiry and education equal the importance of the STEM disciplines at our nation’s very best universities—and particularly at the University of Florida.”

– KENT FUCHS
The external-facing Gator Good marketing campaign targets peers and policy makers and reflects UF’s global impact:

- Greater Together (for the Gator Good) — Athletics
- Moving Medicine Forward (for the Gator Good) — UF Health
- The Science of Better Living (for the Gator Good) — UF IFAS

The Go Greater comprehensive campaign is the fuel for that impact and targets alumni and friends:

- How will you Go Greater Together? — Athletics
- How will you Go Greater to Move Medicine Forward? — UF Health
- How will you Go Greater for The Science of Better Living? — UF IFAS

As we prepare for the comprehensive campaign, our messaging repositions “Go Gators” to serve as a challenge to motivate fans and alumni and broaden the meaning to be interchangeable with “Go Greater”.

- For the Gator Good / For the Greater Good
- Go Gator(s) / Go Greater

Every unit’s campaign is responsible for its individual goals but should share global objectives and themes.