The mission of the Office of University Relations is to inform, connect, advocate and promote. We advance and protect the image and reputation of the University of Florida and communicate to audiences throughout Florida, the nation and the world. We link the university to government, community and business leaders, alumni, students, faculty, employees, higher education colleagues and the Gator Nation.
Goal 1
An exceptional community of students, faculty, and staff that embraces breadth of thought and experience in support of university goals through cultural, racial, gender, geographic and all aspects of diversity.

Goal 2
An outstanding and accessible education that prepares students for work, citizenship and life.

Goal 3
Faculty recognized as preeminent by their students and peers.

Goal 4
Alumni who are successful in their careers and in life and who are proud to be graduates of the University of Florida.

Goal 5
Growth in scale and depth of basic and translational research and scholarship that enhances fundamental knowledge and impacts the lives of the world’s citizens.

Goal 6
A physical infrastructure and efficient administration and support structure that enable preeminence.
• Launch phase two of the Gator Good branding campaign
• Multipurpose the good work that’s being done within colleges and units and amplify those efforts so they reach a wider audience
• Increase earned media efforts to get more national story placement
• Encourage colleges and units to speak with a more unified voice
• Identify faculty members who are outstanding in their fields and position them as media spokespersons and spokesmen
• Encourage and support faculty members to promote their work, thereby promote the university as a whole
TACTICS

Gator Good Campaign

New Websites

Social Media

Expert Guide

UF Community Campaign
SHOW WHAT YOU CAN DO FOR THE GATOR GOOD

134K PAGE VIEWS
970+ SERVICE HOURS PLEDGED
5,000 #GATORGOOD MENTIONS REACHING 4.5M+ PEOPLE

CLICK THROUGH RATE
5X ABOVE THE INDUSTRY AVERAGE

VIDEO COMPLETION RATE
70% ABOVE THE INDUSTRY AVERAGE

WHEN POWERFUL STORMS HIT, HALF THE HUMAN RACE COULD FEEL THE IMPACT.
• Increase awareness of UF’s contributions in-state and across the country
• Increase awareness of UF's economic impact
• Increase story contributions
• Increase social engagement
• Mobilize a greater alumni population in preparation for the capital campaign
FOR THE GATOR GOOD

The challenges facing our world are bigger than one person. One organization. One university. The Gator Good is our campaign to combine those efforts and solve those global problems. Because together, our impact is greater.

LEARN MORE ➔
SHOW WHAT YOU CAN DO FOR THE GATOR GOOD

The challenges facing our world are bigger than one person. One organization. One university. But together, by combining our efforts, we can solve them.

Learn about the issues we’re tackling. Hear the stories of those affected. Then, if you’d like to add your support, click on the areas where you feel you can make the greatest impact.

Let’s show that things—really incredible things—can happen when we, Gators or not, work together. For the Gator Good.

WHEN POWERFUL STORMS HIT, HALF THE HUMAN RACE COULD FEEL THE IMPACT.
WE CAN'T STOP THE FORCES OF NATURE. BUT WE CAN BE BETTER PREPARED FOR THEM.

Tornadoes, hurricanes and other forces of nature have devastated cities and communities around the globe. While we can't stop the formidable power of these dangerous storms, we are learning how to better prepare for them. Recreating the high wind speeds in our labs provides valuable information on how to build homes that will stand up to fierce winds. But there's much more we all can do to be safer. Share your story or idea with us. Or volunteer to help a community affected by a natural disaster.
WHAT WILL YOU DO FOR THE GATOR GOOD?

You can do the Gator Good by either sharing your story or submitting an idea that could help those who are facing a significant challenge.

STEP 1 OF 3

SUBMIT YOUR CHALLENGE

- Physical Health
- Mental Health
- Economic Crisis
- Natural Disasters
- Education and Learning
- Poverty and
- What's Medicine
- Human
- Environment
### PEERS

#### Target Markets

National push with focus on AAU schools

#### Media Tactics

- Direct emails to AAU leaders
- The Chronicle of Higher Ed (Print and Digital)
- Inside Higher Ed (Digital)
- Google Display Network
- Video Ad Network
- Native Ads
- LinkedIn
- Social Networks

### UF AMBASSADORS

#### Primary Markets

- New York City
- Washington, D.C.
- San Francisco
- Houston
- Chicago
- Atlanta

#### Secondary Markets

- FL/GA Game 10/31
  - Jacksonville
  - Atlanta
- UF/FSU Game 11/28
  - Tallahassee
  - All other game weeks
    - Miami
    - Orlando

#### Media Tactics

- Google Display Network
- Video Ad Network
- Pandora Video Everywhere
- Native Ads
- LinkedIn
- Social Networks
INSPIRING A GREATER IMPACT

From education and human rights to poverty and pollution—we’re all connected to challenges bigger than our own backyards. The difference we can make individually is great, but it’s nothing compared to the impact we can have together. With research institutions like yours, we can solve these pressing global issues and inspire countless others to do more.

THERE’S A LOT OF GOOD WE CAN DO

GATORGOOD.COM
GATORS®

WHAT'S THE GOOD THAT INSPIRES YOU?

Tell us the good that inspires you and be a part of something greater.

GATORGOOD.COM

The Gator Good isn't about a single university or even a single cause. It's about people on opposing sidelines coming together to face any obstacle—no matter how big. There's a bigger purpose. It's inspired by coastal fishing villages, eighth-grade algebra classes and Little League baseball teams. And it takes all of us, all of them and especially you.
FOREST GENETICS TEAM RECEIVING $2...
FOREST GENETICS TEAM RECEIVING $2 MILLION GRANT

Innovative program guides disabled veterans towards entrepreneurship.

UF once again makes Fiske Best Buy list

NEW BIOMARKER CAN REVEAL PARKINSON’S PROGRESSION

University of Florida researchers have identified a biomarker that shows the progression of Parkinson’s disease in the brain, opening the door to better diagnosis and treatment of the disease.

66% OF UF STUDENTS GRADUATE WITH NO STUDENT LOAN DEBT
DR. ELIZABETH WARRINGTON
PROFESSOR OF ENGLISH STUDIES

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.
WE ARE AN UNSTOPPABLE FORCE FOR THE GATOR GOOD

At the University of Florida, we are a people of purpose. We’re committed to challenging convention and ourselves. We see things not as they are, but as
A NEW VISION FOR A BETTER STATE

Gators see things differently. We measure success not in awards, but in lives saved. We think advancing progress is more important than advancing
As Gators, we’re motivated by more than winning. It’s about answering to a higher calling and playing for a purpose greater than ourselves. It’s a
CURRENT STUDENTS

OUR IMPACT IS GREATER, BECAUSE WE ARE GATORS.
Bringing Butterflies Back From The Brink

JULY 14TH, 2015

UF IN THE NEWS
ARCHIVES

The Washington Post:
There’s Never Been A Better Time For Bail Reform
JULY 20, 2015

Daily Mail:
Rudeness In The Workplace ‘Spreads Like A Virus’
JULY 17, 2015

UPCOMING EVENTS
UF CALENDAR

Creativity At The Crossroads Of Art & Science Film Screenings
7 - 8:30 p.m. July 15, 22 & 29
Story ideas?

news@ufl.edu
POSITIONING UF ON THE NATIONAL STAGE
Jeffrey Kappen, Drake University – Middle East Economics

The next big economic power might not be where you'd expect it. Jeffrey Kappen, international business

Posted by: Matthew 7/23/2015

Dan Chambliss featured on The Best of Our Knowledge

As always, host Bob Barrett selects an Academic Minute to air during The Best of Our

Posted by: Matthew 7/22/2015

Robert Kelchen, Seton Hall University – The Price of College

College admissions can be a formidable process. Robert Kelchen, a professor of higher education at Seton

William Parker, Duke University – Historical Stress

Are we more or less stressed than our ancestors? William Parker, association professor in the Department of
Texas Perspectives

Help For Texas Homeowners Is On The Way

July 21, 2015 — Gov. Greg Abbott recently signed a Transfer on Death Deed, or TODD, law similar to what roughly half of the other states in the nation use to allow people to transfer ownership of real property — their home — often without the costs of judges or lawyers. This new tool is critical and Texans ought to take advantage of it. Read more »

The Black Church Must Confront Its Internal Attackers

July 16, 2015 — After decades of progress, blacks question how God could allow the race to be thrust back into a fear of being attacked on the street, at the pool or even in church. If the church’s prophetic voice is to provide answers to these questions, its antagonist within the black church must be quieted. Read more »
Want to schedule a presentation?  
Donna Winchester  
dwinchester@ufl.edu  
352-846-3903
MEDIA TRAINING
**BASIC** – An introduction to how the news media works, who the key players are and how to get the most out of an interview

**EXECUTIVE** – A more intensive approach focusing on interview techniques, messaging and issues management

**CUSTOM** – Tailored on a time-sensitive basis to address specific issues of concern or pending crises
Want to schedule training?

Steve Orlando
sfo@ufl.edu
352-846-3903
SOCIAL MEDIA
What

- Think summer camp not boot camp
- A four hour block of time dedicated to you
- Discovering opportunities to do social better
Where

- 141 Stadium West (#UFsocial World Headquarters)
- A nearby restaurant + Hyppo
When

- 10am to 2pm
- June through August

Who

**So far:** Student Health, English Language Institute, Division of Multimedia Properties, DCP, Engineering, Student Affairs IT

**Soon:** Honors Program, Admissions, +5 more
Why

A stronger you is a stronger UF
UF COMMUNITY CAMPAIGN
Leadership Campaign: August 31-September 18

General Campaign: October 5-October 23

ufcc.ufl.edu
FAQs
Contact List
Printable Materials
QUESTIONS?
BEST WISHES, DAN!