“We already surpass many states in terms of producing high-skilled graduates. We already conduct cutting-edge research, but what we DON’T have is a collective strategy for marketing what we have to offer.”

--Chairman Mori Hosseini
GOALS

🏠 Enhance statewide/national recognition of state universities in Florida
🏠 Build synergies with Florida businesses
🏠 Attract new businesses to Florida
Think talent, intelligence, and curiosity...
Think research, innovation, and inquiry...
Think synergy, partnerships, and entrepreneurship...
Think Florida
A Higher Degree for Business.
HOW DO WE GET THERE?

- Social Media
- Partnerships
- Website
- Events & Panel Discussions
12 distinctive universities, each with its own educational niche and creative approach to research and innovation.
Learn more about Florida’s drivers of innovation.

The State University System of Florida builds and bolsters the state’s entrepreneurial climate. From educating highly skilled citizens to nurturing budding businesses and stoking innovative new ideas, our public universities make Florida a smart place to grow.
**Timeline**

- **September**
  - Website, Social Media Planning

- **October**
  - Launch Website
  - Discuss at Florida Council of 100 Meeting

- **November**
  - Launch Social Media Campaign

- **December**
  - Launch Newsletter, Consider Advertising/Other Media
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A Higher Degree for Business.