State University System of Florida

Unified Marketing Campaign

CHARGE BY CHAIRMAN HOSSEINI...

"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 <u>collective</u> strategy for marketing what we have to offer."

-- Chairman Mori Hosseini









FLORIDA CHAMBER of Commerce































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...



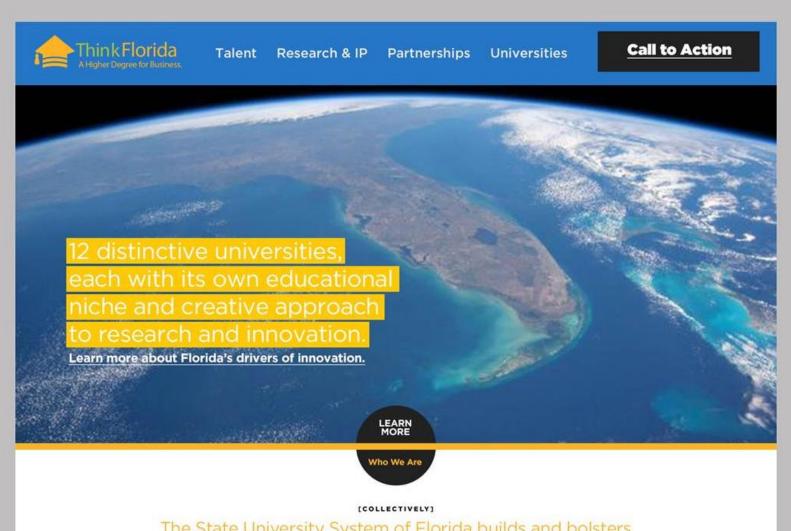
How do we get there?







- Website
- Events & Panel Discussions



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

