

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 collective strategy for marketing what we have to offer.”

--Chairman Mori Hosseini





FLORIDA
CHAMBER
of Commerce



ENTERPRISE
FLORIDASM



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



Media

- 🏠 **Website**
- 🏠 **Events & Panel Discussions**



ThinkFlorida
A Higher Degree for Business.

Talent

Research & IP

Partnerships

Universities

Call to Action

12 distinctive universities,
each with its own educational
niche and creative approach
to research and innovation.

Learn more about Florida's drivers of innovation.

LEARN
MORE

Who We Are

[COLLECTIVELY]

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

**Present Concept to
Future of Florida Forum**

Launch Website

**Launch Social Media
Campaign**

September

October

November

December

**Website, Social Media
Planning**

**Discuss at
Florida Council of 100
Meeting**

**Launch Newsletter,
Consider
Advertising/Other
Media**



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