The University of Florida will be a premier university that the state, nation and world look to for leadership.
• **Current Goal**
  • Top-Ten Public

• **Long-Term Goal**
  • Top-Five Public
  • Top-20 Public and Private
METRICS THAT MATTER

• Student-to-Faculty Ratio
• National Academy Memberships
• Faculty Awards
• Research Expenditures
• Research Doctoral Degrees Awarded
• Tech-Transfer Licenses/Options Executed
• Startup Companies
• Four-Year Graduation Rate
• Six-Year Graduation Rate
• Student Selectivity
Recruit, develop, support and retain faculty who are or will be ranked at the top of their fields.
WHY IS A CAMPAIGN IMPORTANT FOR UF?

WE CANNOT FULLY REALIZE OUR POTENTIAL BY RELYING SOLELY ON TUITION AND TAXPAYER SUPPORT.
WHY CONDUCT A CAMPAIGN NOW?

THE UNIVERSITY OF FLORIDA IS AT AN IMPORTANT JUNCTURE IN OUR HISTORY.
Establish 200 new endowed chairs/professorships
1. IMPROVE UF’s ability to recruit and retain talented faculty.

2. STRENGTHEN academic programs, enhancing UF’s reputation as an elite public research university.

3. PROVIDE a funding stream for student stipends, equipment, seminars and other tools that advance research and academic pursuits.

4. POSITION UF to secure additional grants and resources.
ENDOWED POSITIONS

STATUS REPORT

42 Confirmed (since June 2014)

11 In Process (anticipated close by June 2017)

50 FY Target
KICKOFF WEEKEND

Reflections
- Steward/Celebrate
- Ambassadors’ Roles
- Call to Action
- Carry the Message

Kickoff
- Educate/Inspire
- Ambassadors’ Roles
- Call to Action

Game Day
- Educate/Inspire
- Call to Action

Post Kickoff/Roadshow
- Steward
- Referrals
- Close Calendar Year End Gifts
Embrace Excellence

KEY ACHIEVEMENTS
★ 58 Endowed Eminent Scholar Chairs
★ 47 Endowed Professorships
★ Construction of the Samuel P. Harn Museum of Art (pictured here)

$392M | 1986-92

The 5-year Embrace Excellence campaign officially closed in January 1992 with $392.6M in private support. It surpassed the original goal of $250M with gifts or gift commitments from more than 100,000 donors. At the time, Embrace Excellence was the third largest campaign by a public university.
It’s Performance That Counts

KEY ACHIEVEMENTS

★ 339 New Scholarships and Fellowships
★ 57 Endowed Professorships and 5 Eminent Scholar Chairs
★ Construction of Emerson Alumni Hall (pictured here)

$850M | 1995-00

The 5-year It’s Performance That Counts campaign officially concluded in December 2000 with $850.4M in private support. It surpassed the initial goal of $500M and a revised goal of $750M with gifts or gift commitments from more than 130,000 donors.
The 7-year Florida Tomorrow campaign officially concluded in October 2012 with $1.72B in private support, which surpassed the initial goal of $1.5B with over 865,000 gifts. At the time, Florida Tomorrow was one of the top ten most successful campaigns by a public university.
KICKOFF CONCEPTS (OCT. 13, 2017)

1. Flag Ceremony
2. Multimedia Projection
3. President Fuchs
4. Campaign Video
5. Segment: Your Environment
6. Segment: Your Health
7. Segment: Your World
8. Segment: Your Ideas
9. Call to Action
10. Finale
Focused execution on closing major gifts.

• Steward kickoff attendees
• Engage kickoff non-attendees
• Drive campaign messaging at all levels
ROADSHOW

JAN. – JUNE 2018

• San Francisco
• Orlando
• New York
• Naples
WHAT YOU CAN DO

• Share Your (and Other) Stories
• Get Involved
  • Meet with Alumni and Friends
  • BOT/ UFF/ UFAA/ UF Leadership
QUESTIONS