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.
We’re the office behind....
TOGETHER FOR THE
GATOR
GOOD
What you need to know about Government Relations:

- Operates as the primary office working to secure funding and substantive legislation at the state, federal and local levels.

- Runs UF’s main Government Relations office in Tallahassee.

- Coordinates all Legislative priorities through the President’s Office.

- Participates/lobbies in Legislative session, which starts this year in January.

- Hosts Gator Day in Tallahassee for upcoming session (Feb. 16)

- Communicates UF’s priorities with 52 representatives and senators considered members of the Gator Caucus
More about Government Relations:

• Coordinates Gators for Higher Education, an advocacy group of alumni, faculty, students, staff and friends helping to voice UF’s goals and priorities to elected leaders.

• Hosts (along with Community Relations) an Orange and Blue Plate Luncheon once a quarter in Tallahassee; the next one is scheduled for Oct. 21.
COMMUNITY RELATIONS
What you need to know about Community Relations:

- Serves as the university’s primary liaison with government and community members in the North Central Florida region.

- Hosts monthly Eye-Opener Discovery Breakfasts at the UF Hilton Hotel and Conference Center to bring community leaders together with university faculty and administrators.

  Next event: Nov. 4, Jon Mills, “Privacy in the New Media Age”

- Coordinates list of community outreach among the colleges and various units and direct support organizations of the university.
More on Community Relations:

- Coordinates UF’s annual Campaign for Charities, which has raised more than $1 million for local organizations for the past 8 years
What we do:

- Branding Campaign
- Brand Identity
- Marketing
- Photography
- Creative Services and Design
- Strategic Web Design
https://youtu.be/Sm2ZDa-gNvU?t=1s
• 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.
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.
INSPIRING A GREATER IMPACT

From education and human rights to poverty and pollution—we’re all connected to challenges bigger than our backyards. The difference we can make individually is great, but it’s nothing compared to the impact we 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
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.

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

GATORGOOD.COM
AUDIENCES

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
MEDIA RELATIONS AND PUBLIC AFFAIRS
What we do:

- Good News
- Bad News
- Social Media
- Public Records
- Administrative Memos
Story ideas?

news@ufl.edu
POSITIONING UF ON THE NATIONAL STAGE
• 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 spokeswomen and spokesmen
• Encourage and support faculty members to promote their work, thereby promote the university as a whole
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.

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.

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
Your story is UF’s story:
Training to help promote faculty research using conventional and new media

This module, recommended for both department heads and faculty members, focuses on how University Relations can partner with campus communicators to tell stories in new and creative ways that appeal to multiple audiences.

Techniques include identifying faculty members who are experts in their fields and positioning them as media spokeswomen and spokesmen.

Trainers: Strategic Communications Director Donna Winchester and Senior Writer Alisson Clark
Gator Good Campaign

New Websites

Social Media

Expert Guide

Media

Inauguration
Public Records Request

Public records requests can be made to any UF employee in writing, by telephone or in person, however, all records requests will be handled through University Relations.

This office will then:
• coordinate collection of the documents
• obtain General Counsel ‘s Office for review and redaction
• determine cost, if any
• disseminate them to the requestor

To make a request directly, send an email to pr-request@ufl.edu.

Contact: Florida Bridgewater-Alford, Director, Campus Communications Outreach
bridgefl@ufl.edu 352-846-3903
Administrative Memos:

The Administrative Memos are used to convey important information including policy and procedural changes to all operational units within the University of Florida community. Complete documents with attachments are presented here in ‘date published’ order. (The Administrative Memo was formerly the DDD Memo.)

Sign up at: administrativememo@ufl.edu
Professional Media Training

Who it’s for: Senior university leadership, deans and senior communicators who are likely to interact with journalists

What: One-hour session is led by media professionals with years of experience on both sides of the camera. Participants will learn:
  • the basics of what to do (and not do) during an interview
  • how to create talking points
  • how keep an interview headed in the right direction.

Where: College of Journalism & Communications studios at Weimer Hall, includes an actual on-camera interview followed by a critique and debriefing.
OPTIONS:

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
Which U.S. Colleges and Universities Graduate With Honors in Social Media?

Facebook

1. Texas A&M
2. Washington State University
3. Cornell University
4. Baylor University
5. University of California Berkeley
6. Penn State University
7. The University of Texas-Austin
8. University of Florida
9. University of Wisconsin-Madison
10. Virginia Tech
Which U.S. Colleges and Universities Graduate With Honors in Social Media?

Twitter

1. University of Wisconsin-Madison
2. University of Florida
3. Georgia Tech
4. Vanderbilt University
5. University of Virginia
6. University of Missouri
7. Texas A&M University
8. Baylor University
9. University of Illinois
10. Notre Dame
Training Available

Summer Camp for Unit Communicators (next summer)

One-on-one for faculty or senior administrators

Department/College Social Media Strategic Plans
Questions?