



Address at the Aventura Marketing Council Luncheon

**Given by Mark B. Rosenberg
on October 21, 2014**



This speech was presented to attendees of the Aventura Marketing Councils Luncheon on October 21, 2014.

It's great to be here in Aventura to share exciting news about FIU.

We see our university as a solutions center for the community. Our mission is intimately linked to our geography and our demography. Indeed, our geography and our demography are our destiny. We see ourselves as a force for good!

So what does FIU look like today in terms of students:

- We enroll nearly 54,000 students. We are adding 2,000 students a year. By 2020, we project we will have 65,000 students.
- We are the country's fourth largest public research institution in terms of enrollment.
- We are the country's largest majority-minority university.
- We are the shape of things to come for public universities in the US.
- We graduate nearly 12,500 students annually. In the next ten years, nearly 130,000 students will graduate from FIU. Most will stay here in Miami
- Our graduates are among the best paid in the State University System.
- According to the latest figures we have, most of our students who graduate with bachelor's degrees, find jobs within a year of graduation. On average, they earn close to \$40,000 a year at those jobs.
- Most of our master's degree graduates find jobs as well, within a year of graduation. Their earnings after graduation average \$60,000 a year.

FIU also creates jobs:

- With more than 8,000 faculty and staff, we are one of the top 10 employers in Miami-Dade County.
- We have created 1,000 new high-paying jobs in the last five years, including over 500 new faculty members.
- For this academic year we have hired 74 incremental faculty, 79 replacement faculty, and 131 new administrative employees.
- 35 percent of Miami-Dade County public school teachers are FIU graduates.
- 37 percent of Miami-Dade County public school administrators are FIU graduates.

Those are just some of the ways FIU is having a positive impact on our community and our workforce.

As members of the Aventura Marketing Council, you are committed to the economic well-being of this community. At FIU, we also are committed to the well-being of our neighbors in Aventura. Let me tell you how we're having a positive impact right here in Aventura:

- During the last academic year, 1,043 of our students called Aventura home. That's an increase of 24 percent since 2009. That number includes 366 new FIU students who live in Aventura.
- As of the last academic year, 727 graduates from the public high schools that serve Aventura were studying at FIU.
- Additionally, 112 students from these high schools (North Miami Beach and Dr. Michael Krop) participated in dual enrollment at FIU during the last year. They are earning college credits before their high school graduation. That's 14 times as many students as just 5 years ago!
- Last year we awarded almost \$7 million in financial aid and scholarships to Aventura residents.
- During the past academic year we awarded bachelor's degrees to 187 Aventura residents and graduate degrees to 127 Aventura residents.
- More than 2,000 FIU alumni live in Aventura.
- 7 FIU alumni own businesses in Aventura.
- We have almost 100 Aventura residents who work at FIU as faculty and staff. They spend their hard-earned money right here in this city!
- As a university, we've spent over half a million dollars over the past five years on goods and services from 56 Aventura businesses.

Our Biscayne Bay Campus also has specific ties to this area:

- We are building great partnerships with corporations that will translate into economic development for the community. The new RCL building at our Biscayne Bay Campus brings one of the HQ companies in Florida to have major presence in the area. RCL is offering internships to both Hospitality and CARTA students, which allows the students exposure into this industry that will hopefully allow them to make a decision on if they want to work in that industry.
- We are building a new residence hall called Bayview, which is a public-private partnership between the university and Servitas. The project will provide 410 beds for the Biscayne Bay campus in the fall of 2016. The residential tower will be located on the waterfront between the Marine Science building and the Kovens Center. This new building will further increase the economic development of the area as this influx of on-campus residents will purchase from and contribute to the surrounding community.

- Our inclusion of MAST on the Biscayne Bay Campus speaks not only to our great partnership with MDCPS, but also to our direct role in educating the children of this community. Their first graduating class will be in Spring 2017, and next week, administrators from M-DCPS and FIU will meet to discuss the continued growth of MAST@FIU.
- Our SHTM is top ranked, and our SJMC has won 8 Pulitzers. We plan to continue their successes in the upcoming years.
- We hope to octuplet our SEAS enrollment given the perfect fit given the campus' location.
- Of course, we have the Access Road issue. I ask for your support as we continue to lobby for a second point of entry, not only for us, but also for Dave Lawrence Middle and Mourning High.
- Lastly, I wanted to thank all of you that are members of our Vice Provost's Council at BBC and urge others of you to join! As you can see, we are a public institution that forges win-win partnerships in our community that engages in problem-solving research, and prepares our graduates with the skills they need to compete. FIU's success is our community's success.

To increase our capacity, to provide a world-class college education to a greater number of young men and women; we must grow. Isn't it interesting that in 1972 when FIU's doors opened, we started with 342 acres? Other universities that opened at the same time include FAU, USF, UCF, UNF and UWF. These universities all opened with about 1,000 acres, each. This says a lot about what the expectations for a public university in Miami were. We have by far surpassed those expectations and FIU is on the cusp of doing even greater things.

Our proposed expansion onto the 64 acres adjacent to the FIU Maidique campus will enhance our ability to create new jobs for the South Florida economy. We'll be able to produce greater student talent in engineering, the sciences, and entrepreneurship-areas that are state priorities and keys to economic development. Our proposed use for the land includes expansion of our academic space, including the College of Engineering and Computing. Other uses being considered include research space, our academic health center, an incubator to support entrepreneurship, student housing and support space and parking. This initiative is important for our institution and our community.

Here's what FIU's expansion will mean:

- An initial economic impact of \$1.8 billion, and an additional annual recurring economic impact of \$541 million, to our community. That's above the \$8.9 billion FIU already provides.
- Job creation to support FIU's expanding student population.
- It will be done at no cost to Miami-Dade County or our students. We will raise funds for the expansion without affecting tuition.

Last month, the Miami-Dade Board of County Commissioners approved a Memorandum of Understanding with FIU, laying out the framework for a transfer of

the Fair property to FIU. For more on our expansion plans, I encourage you to visit expand.fiu.edu.

This is about the greater public purpose. This is about a win-win-win solution for everyone involved. We're excited about FIU's future, which will impact the future of our entire community and our workforce.

We won't do it alone. We need the support of all of you in this room. We need you to support the good work FIU is doing for our students and our region.

Help us continue to be a beacon of hope and opportunity for South Florida. The consensus in our community is that world class cities deserve world-class universities.

Help us build a world-class university!