



Address at the FIU Community Leaders Summit

**Given by Mark B. Rosenberg
on October 5, 2010**



This speech was presented to attendees of the Community Leaders Summit on October 10, 2010. Here, Dr. Rosenberg spoke about the progress on the group's input from last year's meeting.

OPENING REMARKS

Welcome! This is where the action is.

To refresh your memory:

- FIU has 42,000 students.
- This year, we will be graduating 10,000 students.
- Within the next ten years, we will have 100,000 additional graduates.
- We are planning \$500M in new construction.
- We plan to grow by 20,000 students in next 10 years.

We are completing a new strategic plan. We are opening to the community.

At our last consultation, you asked for a cleaner look, a more unified message. You asked what sets us apart; to create a better definition of who we are.

Allow me to introduce Carolina "Carrie" de Leon, a Junior majoring in Chemistry. She is very involved on Campus. She's the Panther Camp Executive Director, a member of the Alpha Omicron Pi, and Homecoming Council. She is a dynamic student. Carrie, please share with us your FIU story.

Carrie speaks.

Thank you Carrie!

So, what we have done since our last meeting? I am happy to report that we listened. Worlds Ahead is our declaration of what makes FIU unique! It is an affirmation of who we are - and aspire to be in the future.

~ Play branding video ~

Today, we have a clear and focused identity:

"FIU is a vibrant, student-centered public research university ideally located in Miami - that is worlds ahead in its commitment to learning, research, entrepreneurship, innovation and creativity so that our graduates are prepared to succeed in the global marketplace."

This rings true, no?

We have developed a multi-year plan for the campaign to take the message to alumni and the community. We are working with faculty and students, key stakeholders, to tell the story. And of course you!

Look at what we have done:

- We have created a Worlds Ahead website (*show website*)
- Our team developed an app that starts with the statement, Find Yourself at FIU. So let's give it a try.

~ PRESIDENT THEN SELECTS Sergio Abreu TO DO THE "FIND YOURSELF AT FIU" APP ~

What do you want to be Worlds Ahead in?
(SHOWS OPTIONS IN DROP DOWN, CLICKS CHOICE.. *Cultural Studies*)

More than anything else, what do you love?
(SHOWS OPTIONS IN DROP DOWN, CLICKS CHOICE... *Cooking*)

And finally, What is your dream?
(SHOWS OPTIONS IN DROP DOWN, CLICKS CHOICE... *Make lots of Money*)

~ Play Darden Pyron Worlds Ahead video ~

Let's try one more:
~ PRESIDENT THEN SELECTS Dr. Robert Goldszer TO DO THE "FIND YOURSELF AT FIU" APP ~

What do you want to be Worlds Ahead in?
(SHOWS OPTIONS IN DROP DOWN, CLICKS CHOICE.. *Medicine*)

More than anything else, what do you love?
(SHOWS OPTIONS IN DROP DOWN, CLICKS CHOICE... *Healing*)

And finally, What is your dream?
(SHOWS OPTIONS IN DROP DOWN, CLICKS CHOICE... *Help People*)

~ Play Joe Greer Worlds Ahead video ~

Who wants to study physics with Darden and Joe? I do! FIU is full of great professors like Darden and Joe and now we're showing them off to the world.

We have also redone our website – it is more student-oriented.

~ Show FIU homepage ~

Now specifically, let's talk about substantive areas of who we are:

1. More information about how we have responded to your challenge! First, Global
-
 - a. Last year you suggested more international. We have developed a new global learning initiative – in part for the SACS.
 - b. This initiative, developed by faculty, mandates that students take at least two courses with an explicit global focus - Global Learning for Global Citizenship.
 - c. These courses ask students to learn about global awareness, perspectives and engagement. Here is a perspective from one of our students – Silk Hindus
 - i. ~ Show QEP video ~
 - d. We are also developing activities for students outside the classroom to foster a more global perspective.
2. Expand our partnership with Miami-Dade Public Schools! (*Recognize Superintendent*)
 - a. Task Force – Summit. We are working more closely than ever before in the following: dual enrollment, _____
 - b. New collaborative programs – Academy for Advanced Academics
 - c. Principals Academy
 - i. ~ Play Principals Video ~
 - d. Grant to assist Hispanic American Teachers in low performing schools get their masters degrees
 - e. Partnership with Alonzo & Tracy Mourning High School – to grow red mangroves on our BBC Campus and later this year, those mangroves will be planted at Oleta River State Park. Let's watch:
 - i. ~ Play Mangrove video ~
3. You also asked for greater engagement beyond MDCPS
 - a. We established the office of Engagement and appointed Divina Grossman.
 - b. The objective is to promote win-win partnerships in the community, tackling critical issues:
 - i. Life Sciences Corridor
 - ii. Partnership with Miami Dade Transit Authority, with particular attention to West Dade.
 - iii. Partnership with a major company to establish a call center right on campus – using our students who will then enter management fast track for this company!
 - iv. Sweetwater Honors College has adopted the city! (*Acknowledge Mayor*)

- v. Aim here is to enrich the quality of life while giving students practical experience in real life situations
- vi. A perfect marriage of engagement and education!

We all want the same thing – safe neighborhoods, great schools, high paying jobs – the purpose here today is to help foster a higher standard of living for all in South Florida.

Your task?

- To help me formulate the next steps for FIU.
- WE are focusing on five strategic areas today:
 - Student Centered Academics
 - Building Affinity: Communication, Marketing, and Athletics
 - Community Outreach and Alumni Relations
 - Strategic Partnerships and Research
 - Revenue Generation: Finance and Fundraising
- I need your assessment of how we are doing and what we need to do – your best ideas for the future! How to get and stay Worlds Ahead!

I know that FIU is a Worlds Ahead university. Here is a sneak peek at an ad that we will soon share with all about our FIU. Everything (from the musical Group, Black Violin, to our alumnus Octavio Hernandez) is an FIU original.

~ *SHOWWORLDS AHEAD AD* ~

So your task is to help us figure out the story, write the story, and tell the story about beings Worlds Ahead.

And now I'll turn it over to one of our hosts, Jack Lowell, to explain the format for this afternoon.

CLOSING REMARKS

It's been a terrific afternoon. I want to thank you for giving us your time and energy. We've taken scrupulous notes. We will carefully consider and act on your recommendations. Your ideas are particularly useful to us as we move forward with our Worlds Ahead Strategic Planning Initiative.

You may have noticed some student leaders with us today who came to listen and participate as well. Let me call up our Student Government Presidents – Helena Ramirez and Cici Battle.

Helena and Cici speak.

Thank you ladies.

Most importantly, I want to thank you for your support of FIU. Together, we are creating the community we all want to live in. By now, you know that I cannot do it alone. Together, we are building the community that we all want to live in.

Before we go I'm going to leave you with a vision for FIU in 2010. The music is from Batman, the Dark Knight. It's called Aggressive Expansion and that perfectly captures the essence of FIU.

~ Play 2020 video ~