



**FLORIDA  
CONSORTIUM**  
OF METROPOLITAN  
RESEARCH UNIVERSITIES

SHARING IDEAS. DESIGNING SOLUTIONS. ENSURING SUCCESS.



## ABOUT US

The Florida Consortium of Metropolitan Research Universities is a collaborative partnership between Florida International University, the University of Central Florida, and the University of South Florida, operationally formed with consultation and support from the Helios Education Foundation.





## VISION

When experts from our metropolitan cities and universities work together we increase access and opportunities for all students in Florida.



## OUR STORY

Our purpose is to work together through research, planning, and idea development to ensure students successfully transition from college to career.





## BRAND GUIDELINES



## The Florida Consortium as a Brand

Is everything we say and do

Is our data driven and cautiously optimistic outlook as it relates to higher education and the impact to the

Our staff, administrators, faculty, and partners are brand ambassadors

In total the Florida Consortium as a brand is more than a logo or graphical treatment





## The Florida Consortium as a Brand Encompasses:

Our goals

Our message whether written or verbal

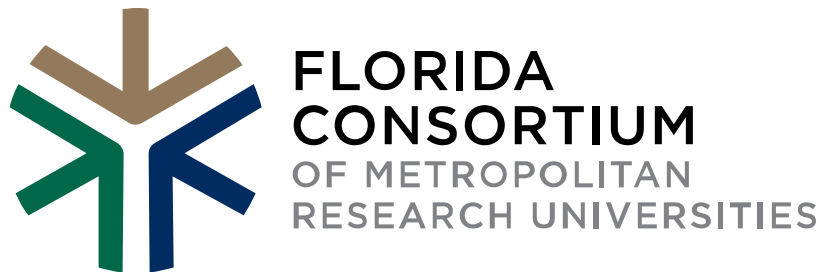
Our look and feel

Our promise to students, the community, and our state

## LOGO OVERVIEW

The graphical element or “Spark” inspires our work and represents the impact of our partnership. The Florida Consortium is a relatively new organization and approach, our logo is comprised of the “Spark” along with full name of our organization in text.

Visually the Florida Consortium brand and logo represents our staff, administrators, our faculty, our partners, our students, our communities, our state.

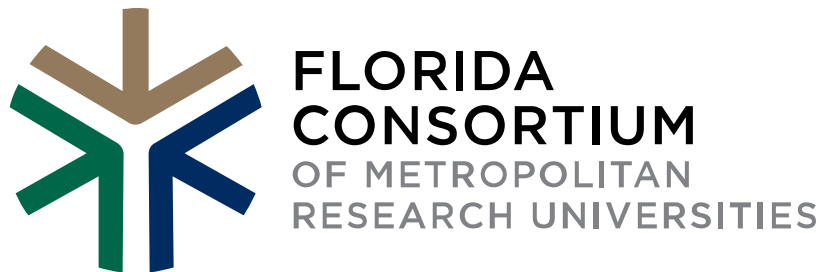




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## BASIC DESIGN

The brand look is created from a "tool kit" of graphic elements, colors, and fonts, therefore ensuring continuity.

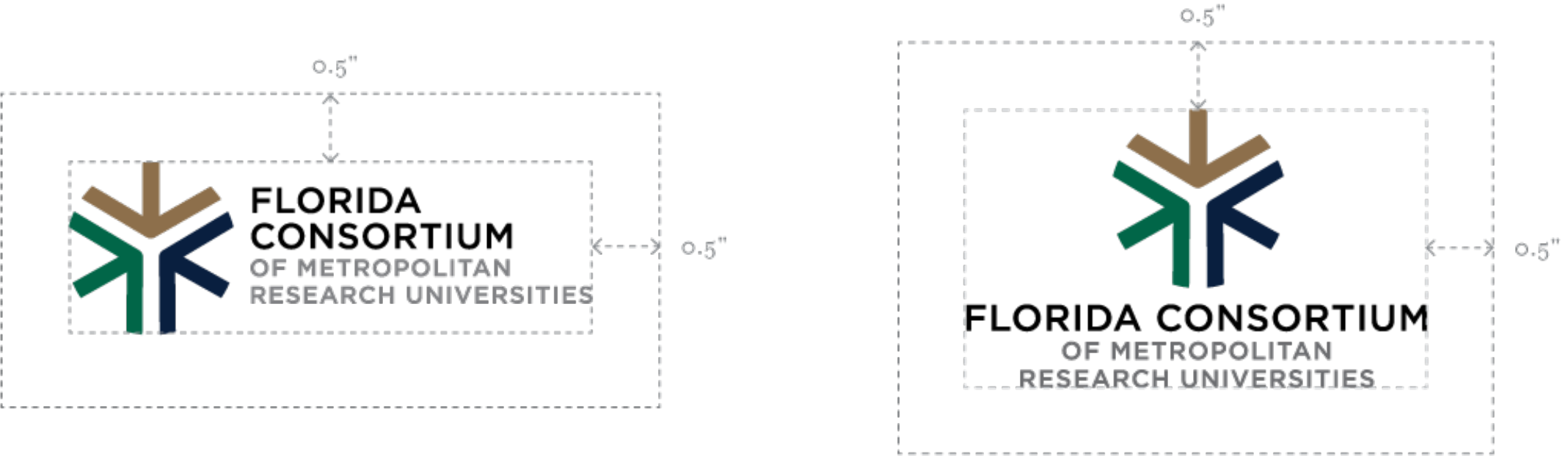
Brand personality should always be carefully managed as it is the recognizable face of our company and makes a first impression a lasting one.

The overall look and feel should take no less than three seconds to adeptly express identity, specialty, and purpose.





CLEAR SPACE GUIDELINES



## LOGO USAGE

## COLOR OPTIONS

You have three basic options from which to choose:

- » Full color version
- » All-black or grayscale version
- » White against a dark or black background

## REPRODUCTION COLORS

The FCMRU logo should be reproduced in the corporate colors whenever possible. Use the approved Pantone (PMS) colors or their CMYK equivalents, which are shown on pages 13-14. For use on-screen, in PowerPoint, or on the Web, the RGB breakdown should be used. For newsprint or other black and white applications, use the all-black logo.



Full color



Grayscale



All-black



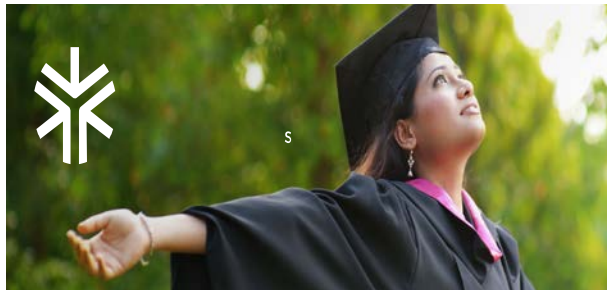
White



## LOGO USAGE

Logo can appear on background color, texture, or photo, but it should be minimal to low contrast and should never interfere with legibility.

When logo is placed on top of a field of color, it is appropriate to use the single color version. When used in this application, it should be either black, Pantone 282 (dark blue), or reversed out in white.

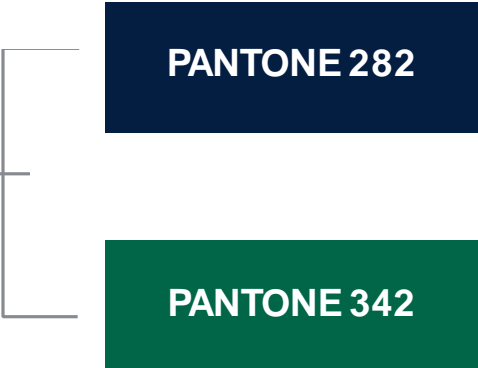


### NOTE:

Do not place logo on a background or texture that interferes or contrasts with the mark. Legibility is key. See to the left for examples of what not to do.

# COLOR USAGE

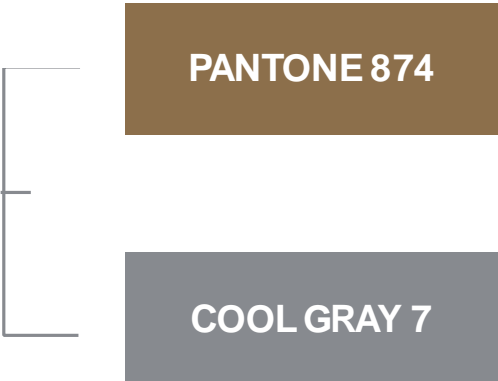
PRIMARY  
COLORS



Navy conveys importance, confidence, power, and authority, as well as intelligence, stability, unity, and conservatism. It represents elegance and sophistication.

Green symbolizes prosperity, freshness, and progress. It represents balance, nature, and rebirth. The emerald color also references Florida's palm trees.

ACCENT  
COLORS



Brown is the color of earth, warmth, wholesomeness, reliability, and elegance, as well as security, healing, and grounding. It represents stability and honesty.

Gray is a neutral, balanced color. It is a cool, conservative color that seldom evokes strong emotion. It is timeless, practical, and solid; the perfect accent color.



# COLOR BREAKDOWNS

## SPOT COLOR

**PANTONE 282**

**PANTONE 342**

**PANTONE 874**

**COOL GRAY**

## PROCESS/CMYK

Cyan = 100  
Magenta = 87  
Yellow = 42  
Black = 51

Cyan = 96  
Magenta = 34  
Yellow = 81  
Black = 26

Cyan = 39  
Magenta = 50  
Yellow = 74  
Black = 18

Cyan = 20  
Magenta = 14  
Yellow = 12  
Black = 40

## ON-SCREEN/RBG

Red = 4  
Green = 30  
Blue = 65  
#041d40

Red = 0  
Green = 102  
Blue = 71  
#006547

Red = 140  
Green = 111  
Blue = 75  
#8c6e4a

Red = 135  
Green = 138  
Blue = 143  
#868a8f

# TYPE TREATMENTS

In order to keep brand consistency, the font families Proxima Nova and Mrs. Eaves should be used, whether for print or web use. These families are available for both uses via Adobe TypeKit.

Calibri is also acceptable for print or web use

## HEADLINES & SUBHEADS

**PROXIMA NOVA BLACK**  
**PROXIMA NOVA EXTRA BOLD**  
**PROXIMA NOVA BOLD**

## LOWER LEVEL HEADERS

**PROXIMA NOVA BOLD**  
**PROXIMA NOVA SEMIBOLD**

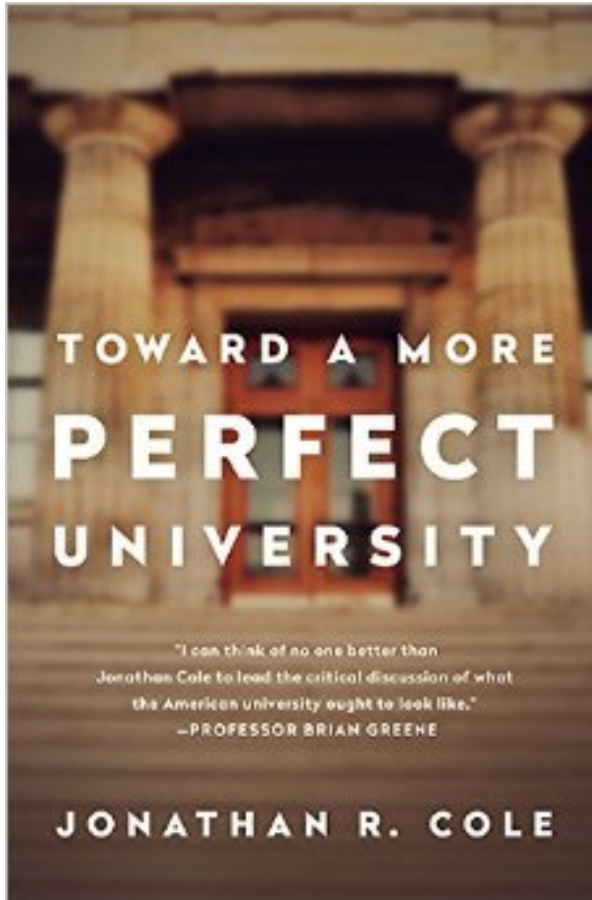
## BODY COPY & EMPHASIS

Mrs. Eaves Roman  
*Mrs. Eaves Italic*

## CAPTIONS

***Mrs. Eaves Bold Italic***  
*Mrs. Eaves Italic*

## Changing Tide



“High-quality research institutions, especially the elite Eastern universities, have not thought about combining their strengths. The closures and mergers that have taken place have generally involved second- or third-tier institutions. Most of the great state universities have continued to expand, in response to growing populations of students and to the political pressures of geographic constituencies. Some joint programs have emerged, generally crafted by professional schools in different locations — including some in the United States and other nations. But I cannot think of a single large-scale merger of any portion of two great universities in the past 25 years other than attempts to unite university-affiliated or university-owned hospitals. Almost all of those attempts have failed.”

- Jonathan R. Cole





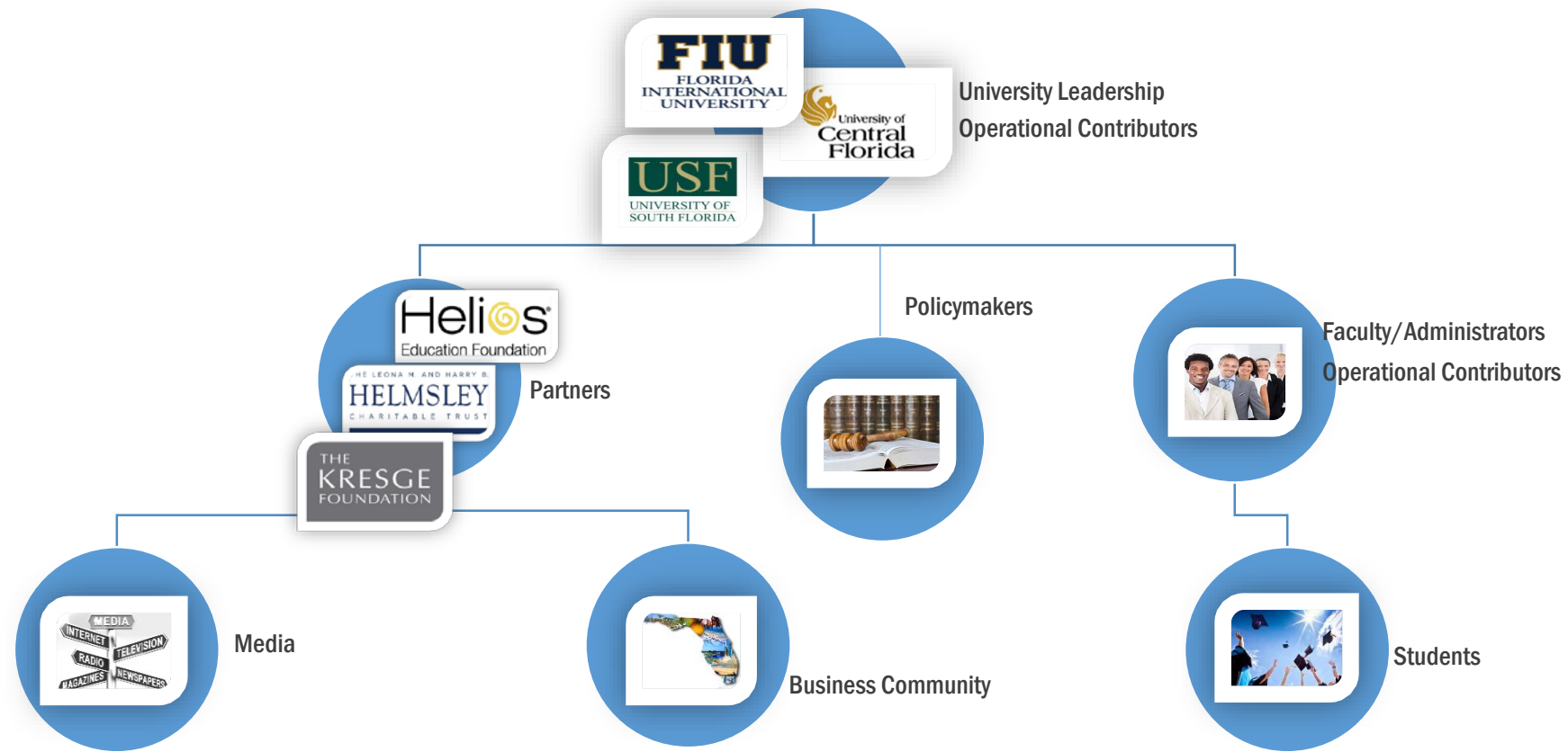
# Story Elements

## 2020 Goals

- » To increase the number of baccalaureate degrees by 12 percent
- » To improve the six year graduation rate of minority students by four percent
- » Increase the number of graduates employed in Florida by three percent
- » Enhance the salaries that our graduates earn in the workplace by 10 percent



Our Reach





# Our collective impact

## 2012- 2013 Enrollment

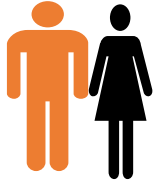
29. Kansas	184,075
30. Iowa	168,644
31. Utah	168,311
<b>32. Florida Consortium</b>	<b>161,080</b>
33. Mississippi	154,916
34. Arkansas	153,690
35. New Mexico	144,381



## 2012-2013 Bachelors Degrees Awarded

18. Wisconsin	36,927
19. Minnesota	36,326
20. Tennessee	33,766
<b>21. Florida Consortium</b>	<b>33,198</b>
22. Washington	32,689
23. Colorado	32,446
24. Maryland	31,729

## One of our strengths....



One out of 20

One in twenty baccalaureate degrees conferred in the United States to a Hispanic student is awarded by a Florida Consortium member institution.

### Hispanic STEM Degree Granting Schools in the US

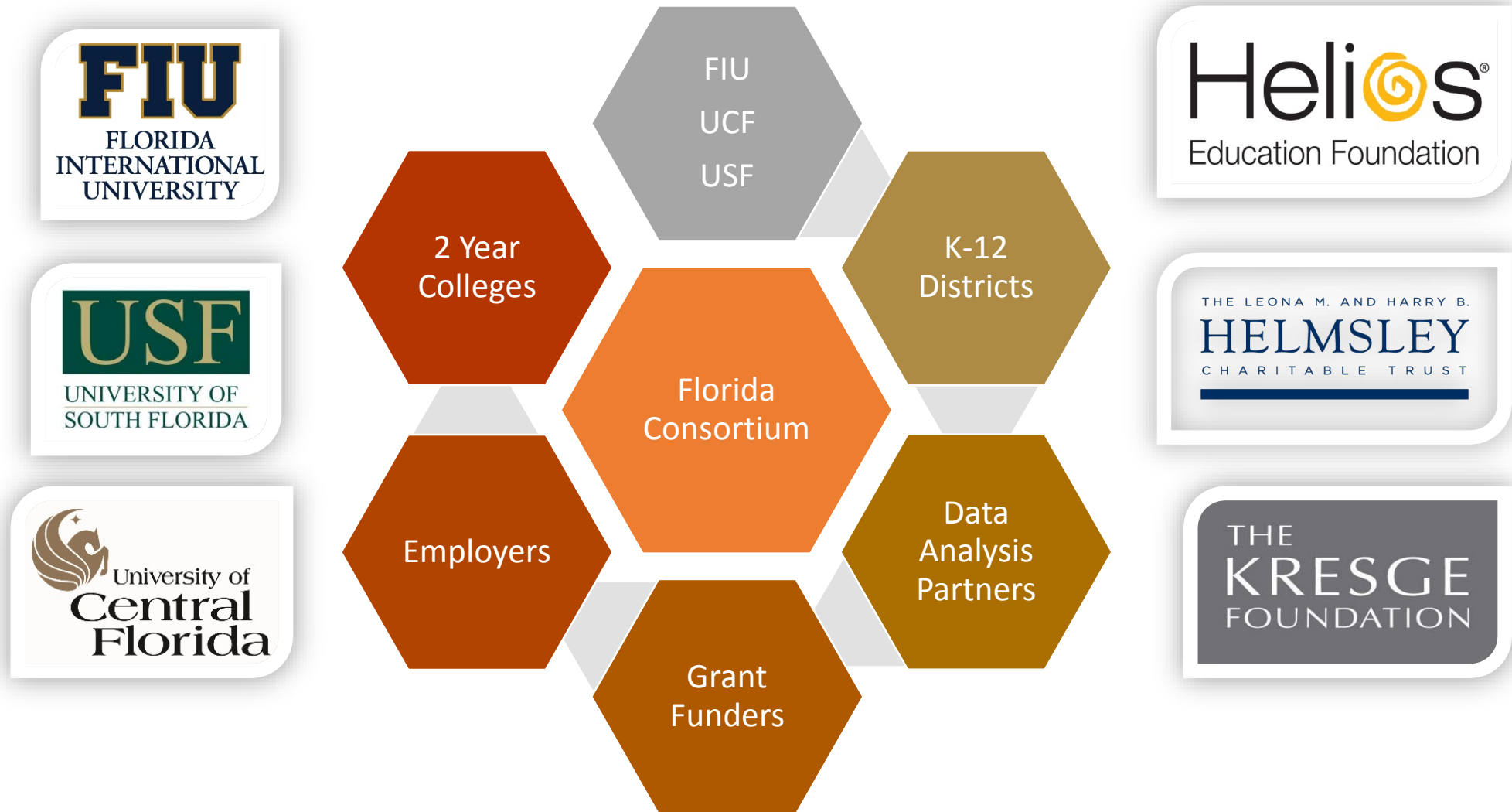
#2 - FIU

#10 -UCF

#15 - USF

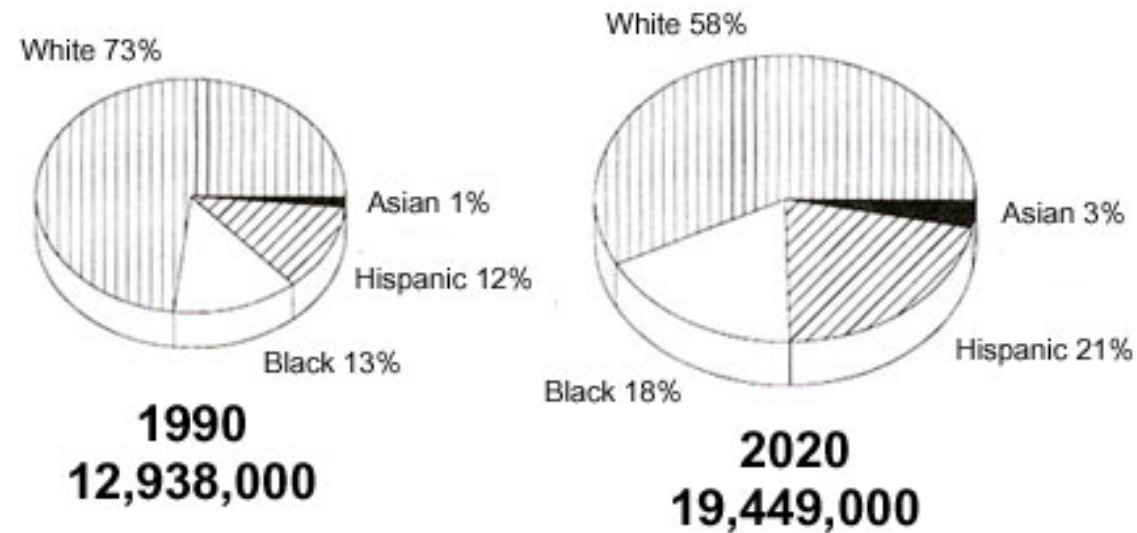


## Our Model





**Figure 6**  
**Florida's Projected Ethnic Change**  
**1990-2020**



Note: Asian percentage includes Native Americans and others  
Source: U.S. Census Bureau Projection

CIS-95

## Federated Data At Work

Did not take courses  
In the right order



Stayed too long  
In the wrong major



Poor grades in intro  
courses led to later "F"s



Excess Hours



Dissatisfied with  
Advising



Uninvolved



Cannot find an  
Internship in Miami



Picked the wrong  
University



Ran out of  
Financial aid



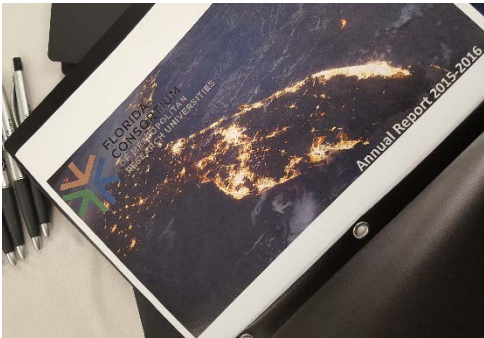
Waited too long to  
Register for classes



# Supplemental Elements



# Florida Consortium of Metropolitan Research Universities



# Florida International University





# University of Central Florida



University of South Florida







# Test Finds College Graduates Lack Skills for White-Collar Jobs

Forty Percent of Students Seen Ill-Prepared to Enter Work Force; Critical Thinking Key

By LYNN O'SHAUGHNESSY / MONEYWATCH / January 20, 2015, 12:01 AM

## New college grads: Who employers want to hire

11% of business leaders strongly agree that college prepares students for success in the workplace.

14% of the general public strongly agree that college prepares students for success in the workplace

January 20, 2015

### College Students Think They're Ready for the Work Force. Employers Aren't So Sure.






#### Well-Prepared in Their Own Eyes

January 20, 2015





By **Scott Jaschik**

WASHINGTON -- It turns out that college students are being well-prepared for their future careers -- at least in their own minds. Ask employers, and it's a very different picture.

# Degrees Awarded

 <b><u>Performance Outcomes</u></b>	 <b><u>Bachelor's Degrees Awarded</u></b>	 <b><u>6 Year Minority Graduation Rate</u></b>	 <b><u>Employed Within One Year of Grad</u></b>	 <b><u>Average Salary First Job</u></b>
<u>Baseline Number</u>	30,450	63%	65.5%	\$35,520
<u>2015-2016 Final Numbers</u>	31,176	64%	66.2%	\$36,419
<u>Plus / Minus</u>	+2.3%	+1%	+.7%	+2.4%
<u>2020 Goal</u>	34,110	67%	68.5%	\$39,072

# Enrollment Statistics

Enrollment Number	 Total Enrollment	 Undergraduate Enrollment	 Graduate Enrollment	 Minority Enrollment
State University System Total				
Florida Consortium Total	345,672	267,359	62,739	137,430
Percentage of SUS Total	167,058	130,295	27,170	77,280
Percent Growth / Decline from 2014 Benchmark	48.7%	48.7%	43.3%	55.6%
	+1.3%	+.4%	No Change	+1.6%

## Florida Consortium of Metropolitan Research Universities

- » Florida International University graduates more Hispanic students--including Hispanic engineers--than any other university in the nation
- » Florida International University's Aquarius Reef Base is the only undersea research lab in the world
- » Florida International University Wall of Wind, is the nation's only university research facility capable of simulating a Category 5 hurricane with wind-driven rain. With 8,400 horsepower behind them, the fans, each six feet in diameter, can generate wind speeds up to 157 miles per hour and are used to test the hurricane resiliency of everything from private homes to warehouses to light poles



## Florida Consortium Universities Facts

- » Five Florida public universities appeared on *U.S. News and World Report's "Best Global Universities"* rankings.

The list includes: *Florida International University*, Florida State University, *University of Central Florida*, University of Florida, and *University of South Florida*

- » Five State University System institutions were included in Princeton Review's "**Best Colleges list for 2015.**"

The universities included are: Florida State University, New College of Florida, *University of Central Florida*, University of Florida and *University of South Florida*

- » The State University System is ranked number one in Florida for the number of patents issued by the U.S. Patent and Trademark Office, with more than 800 in the past five years, including *241 at the University of South Florida* and *236 at both the University of Central Florida and University of Florida*

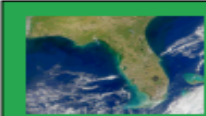
Source: State University System of Florida Board of Governors

# Florida Chamber of Commerce

## STEM Observations & Additional Context



- » Since 2010, Florida's labor demand in STEM (Science, Technology, Engineering and Math) fields has increased by more than **63 percent**
- » Currently, there are more than **55,000 unfilled STEM jobs** in Florida. That demand is felt throughout the state, including within the growing **5 billion modeling**, simulation and training industry
- » Job growth through **2021 will be about 12 percent**, data from the Florida Department of Economic Opportunity shows STEM discipline growth projections at more than double that



# STEM in the Workforce



According to the Washington Economic Group, Inc., a **\$1 billion investment in higher education in Florida:**

- would **directly result in the creation of 16,025 jobs**, about 89% of which would be high-wage and in the knowledge-based services sector; and
- would generate potential income from a higher-educated workforce, which would **directly create another ~16,000 jobs**, ~97% of which would also be high-wage and in the knowledge-based services sector.

-Washington Economic Group, Inc. (2008). *The Critical Role of Enhanced Educational Investment and Outcomes on the Economic Development of Florida: The Social Return on Investment (ROI) of Increased Public Funding of Higher Education.*

Florida ranks below most other states in terms of the numbers of STEM professionals in the workforce, lagging behind states with the largest economies and those with the highest NAEP achievement.

Indicator	Florida's Quartile (1=highest, 4=lowest)	Florida	US Average	States with largest economies <sup>1</sup>	States performing highest on NAEP <sup>2</sup>
Engineers as share of workforce	3rd	0.75%	1.06%	1.11%	0.93%
Life and physical scientists as share of workforce	4th	0.24%	0.40%	0.40%	0.49%
Computer specialists as share of workforce	3rd	1.53%	2.08%	2.09%	1.81%
Total individuals in science and engineering (S&E) <sup>3</sup> occupations as share of workforce	4th	2.69%	3.75%	3.88%	3.74%

1. Average of data from California, New York, and Texas.

2. Average of data from 10 states with highest NAEP scores (average of 4<sup>th</sup> and 8<sup>th</sup> grade scores from 2009 Math and 2005 Science; Massachusetts, New Hampshire, Vermont, North Dakota, Montana, Minnesota, South Dakota, Maine, Wisconsin, New Jersey).

3. For the listing of degrees included under Science & Engineering, see Notes, Section E.

**Data Source:** 2008 Data. Original Source: US Bureau of Labor Statistics. Reported in: National Science Board. (2010). *Science and Engineering Indicators 2010.*



# STEM in Business



Florida has the fourth largest economy in the nation. When compared to the other economic powerhouses, New York, California, and Texas, the discrepancy in STEM innovation is particularly large. Compared to Florida, those states:

- Produce more than twice as many patents per 1,000 scientists and engineers
- Employ about 50% more individuals in high-technology establishments.

Florida has a relatively high percentage of high-technology businesses compared to most other states. However, these businesses employ fewer people and produce fewer patents, on average, than other states.

Indicator	Florida's Quartile (1=highest, 4=lowest)	Florida	US Average	States with largest economies <sup>1</sup>	States performing higher on NAEP <sup>2</sup>
Patents awarded per 1,000 individuals in S&E <sup>3</sup> occupations	3rd	8.2	13.4	17.2	14.6
High-technology <sup>4</sup> share of all business establishments	2nd	8.46%	8.35%	8.79%	7.39%
Employment in high-technology establishments as share of total employment	3rd	8.21%	11.45%	12.29%	10.61%

1. Average of data from California, New York, and Texas.

2. Average of data from 10 states with highest NAEP scores (average of 4<sup>th</sup> and 8<sup>th</sup> grade scores from 2009 Math and 2005 Science; Massachusetts, New Hampshire, Vermont, North Dakota, Montana, Minnesota, South Dakota, Maine, Wisconsin, New Jersey).

3. For the listing of fields included under Science & Engineering, see Notes, Section E.

4. For a definition of high-technology industries, see Notes, Section G.

**Data Source:** 2006 data used for high-technology indicators. 2008 data used for patent indicator. Original Sources: a- Patent and Trademark Office, b- Bureau of Labor Statistics, and c- Census Bureau. Reported in: National Science Board. (2010). *Science and Engineering Indicators 2010*.

# Summary

## Observations and Predictions

According to Burning Glass (BG) data during 2007 -2011 there were about **432,520 STEM jobs**

According to BG data, industries with the highest number of STEM jobs post the economic downturn have rebounded:

- 2011-2015 there were about **972,228 jobs**
- Job openings in Aerospace quadrupled
- Job openings in Scientific Research & Dev / Software Publishing tripled
- Job openings in Gen Med/Hospital doubled and was the top industry for STEM jobs throughout the eight years

According to BG data jobs Cybersecurity, Hybrid Tech & Green Jobs experienced sharp increases post downturn

Data from Florida Chamber of Commerce, Florida Center for Research in Science, Technology, Engineering & Mathematics & Burning Glass all suggest that demand and growth for STEM jobs will increase



A black and white portrait of W. Edwards Deming, an older man with white hair and glasses, looking slightly to the right. The image is the background for the entire slide.

**“In god we trust,  
all others must  
bring data”**

**- *W. Edwards Deming***



Western philosophies and values  
celebrate the individual and  
individual achievement.

- Adrianna Kezar , Organizing Higher Education for Collaboration, 2009



# Resources

[Center for Immigration Studies](#)

[Excelencia in Education](#)

[State University System of Florida Board of Governors](#)

**Florida Chamber of Commerce: STEM Observations & Additional Context**

**A Snapshot: The State of STEM in Florida By Florida Center for Research in Science, Technology, Engineering & Mathematics**

**Burning Glass Labor Insights**



12424 Research Pkwy #101, Orlando, FL 32826  
407-823-1773 | [FloridaConsortium.com](http://FloridaConsortium.com)