



STATE OF THE UNION

April 15, 2021



We respectfully acknowledge the University of Arizona being on the ancestral, traditional and contemporary lands of the O'odham and Yaqui Tribes. Consistent with the University's commitment to diversity and inclusion, we strive toward building relationships with Arizona's Native nations and tribal communities through education offerings, partnerships and community service. Our actions will recognize the past and lay the foundation for all future Indigenous students.







AGENDA

- Highlights
- Advancing Our Research Mission
- WONDER Brand Campaign
- Looking Ahead



HIGHLIGHTS

BY THE NUMBERS

- 46,932 students 
- 15,567 employees (faculty 2.6%) 
- \$750M* research expenditure (FY20) 
- 10,847 degrees awarded (2.7%) 
- 85.5% one-year retention rate (FA19 entering cohort) 
- \$620M tuition revenue (3.7%) 



THE UNIVERSITY OF ARIZONA

TOP 20

44,097 STUDENTS

TOP 20

\$734.4M RESEARCH

ALSO IN THE TOP 20 PUBLIC UNIVERSITIES

Florida
Michigan

Michigan St.
Minnesota

Ohio St.
Penn St.

Texas
Texas
A&M

UCLA
Washington

Sources:
Fall 2018 IPEDS Enrollment
FY19 NSF HERD

AWARDS & ACKNOWLEDGEMENTS

#7

**BEST ONLINE
BACHELOR'S PROGRAM**

— U.S. News & World Report

#40

**PUBLIC
UNIVERSITIES**

— U.S. News & World Report

#97

**NATIONAL
UNIVERSITIES**

— U.S. News & World Report

#5

**BEST ONLINE
BACHELOR'S PROGRAM
FOR VETERANS**

— U.S. News & World Report



TOP 40

PUBLIC UNIVERSITY
— US News & World Report, 2021

#6

**BEST ONLINE
BACHELOR'S PROGRAM
BUSINESS**

— U.S. News & World Report

#8

**BEST ONLINE
BACHELOR'S PROGRAM
PSYCHOLOGY**

— U.S. News & World Report

#2

**GLOBAL RANKING
IN WATER RESOURCES**

— ShanghaiRanking Academic
Ranking of World Universities

#1

**IN ASTRONOMY RESEARCH &
DEVELOPMENT EXPENDITURES
AMONG U.S. PUBLIC INSTITUTIONS**

— National Science Foundation

#3

**PHOTOGRAPHY MFA
AMONG U.S. PUBLIC INSTITUTIONS**

— U.S. News & World Report

#1

**IN MANAGEMENT
INFORMATION SYSTEMS
MBA, AMONG PUBLIC UNIVERSITIES**

— U.S. News & World Report

#5

**IN ASTRONOMY &
ASTROPHYSICS**

— Center for World University Rankings

#5

**IN INFORMATION &
LIBRARY SCIENCES**

— Center for World University Rankings

#8

**NIH FUNDING FY20
COLLEGE OF PHARMACY**

— Blue Ridge Institute for
Medical Research Rankings

ACADEMIC PROFILE: INCOMING FIRST-YEAR CLASS

	Fall 2018	Fall 2019	Fall 2020
3.75 or higher H.S. GPA	31.8%	37.0%	43.5%
Top 10 Percent	15.9%	19.2%	22.3%

FALL 2020

MOST ETHNICALLY DIVERSE INCOMING FIRST-YEAR CLASS IN HISTORY

85.5%
HIGHEST FIRST-TO-SECOND YEAR RETENTION RATE EVER

Source: UAIR Fall 2020 Census Report

WE ARE ARIZONA

UArizona named Outstanding Member Institution of the Year
by the Hispanic Association of Colleges & Universities

Partnering with R1 HSIs to establish a national infrastructure aimed at
strengthening pathways to the professoriate for LatinX students in
humanities and social and behavioral sciences



The University of Arizona

**HISPANIC
HERITAGE**



The University of Arizona

**NATIVE
AMERICAN
HERITAGE**



The University of Arizona

**BLACK
HISTORY
Month**



The University of Arizona

**APIDA
HERITAGE
Month**

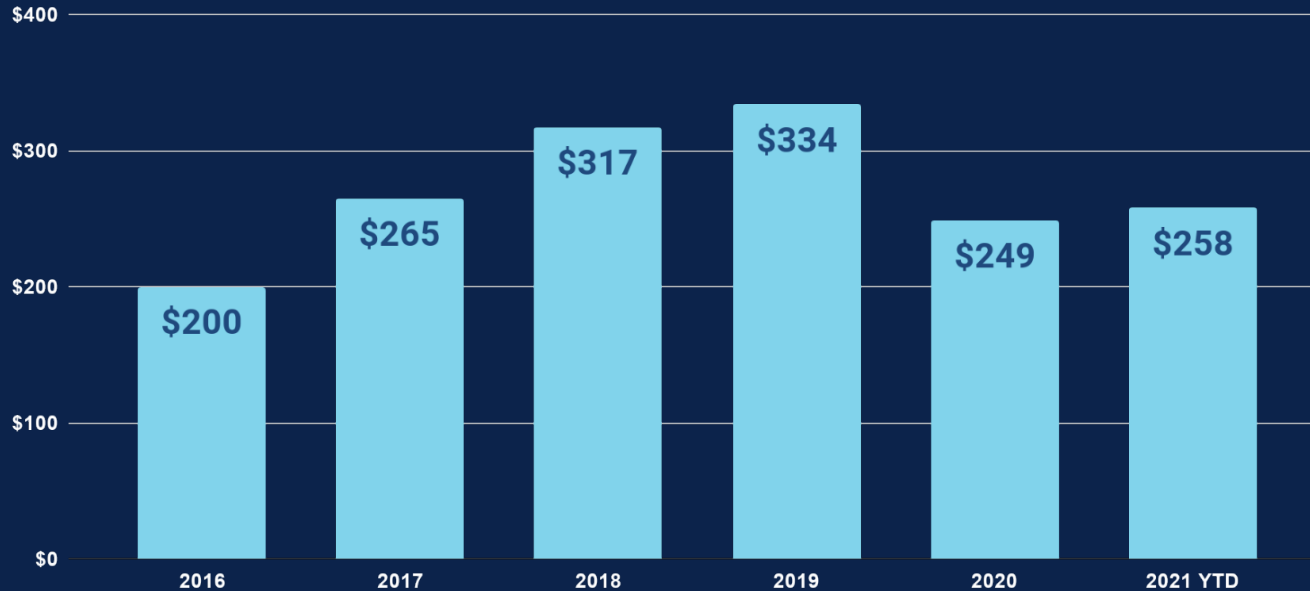
FORBES BEST EMPLOYER

- Inaugural appearance on Forbes list of **America's Best Large Employers**
- **No. 1** out of all employers with headquarters in Arizona
- **No. 4** in the education subcategory
- **No. 16** out of 500 employers overall



GIFTS & COMMITMENTS

PANDEMIC RECOVERY UNDERWAY



*Figures in millions \$XX XM



WONDER
MAKES US FIND A WAY

COVID-19 RESPONSE

1 TEST 2 TRACE 3 TREAT

- Antibody test leadership within the state
- COVID Watch Arizona App, initiated and led here; adopted by the state
- Pioneered wastewater-based epidemiology
- BIO5 became center for proprietary internal testing infrastructure
- Fall 2021 In-person Reentry Plan



The power to stop COVID-19 in the palm of your hand.



UNIVERSITY VACCINE POD

- Began operating as Pima County POD on 1/19
- State of Arizona POD as of 2/16
- Built to capacity for 24/7 and 6,000 doses per day
- More than 160,000 doses completed



ADVANCING OUR RESEARCH MISSION

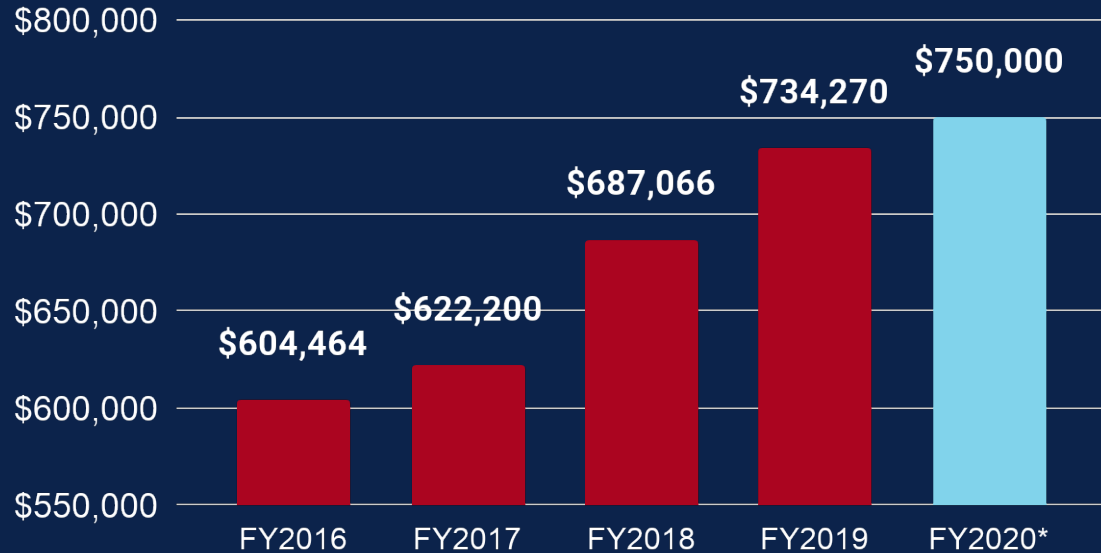
R&D EXPENDITURES

TOTAL R&D EXPENDITURES (000)

ACHIEVED ABOR
2025 GOAL IN FY2020

#19
AMONG PUBLICS

#34
OVERALL RANK



*FY2020 Internal Estimate

Source: HERD - Expenditures for the institution's current operating funds for sponsored research, university research, equipment purchases, funds passed through to a sub-recipient organization, and research training grants. Academic year equals fiscal year. Reported in 1000s

STRATEGIC PLAN INITIATIVES

GRAND CHALLENGES

2018

SPACE TECHNOLOGY &
DEVELOPMENT FOR
THE 4TH INDUSTRIAL
REVOLUTION

HEALTHIER
COMMUNITIES,
AGING & THE BRAIN,
RESILIENT HUMANS

COLLEGE OF DATA,
COMPUTING
& NETWORK

SHAPING A RESILIENT
NATURAL & BUILT
ENVIRONMENT

ADVANCED
TECHNOLOGY
FOR HEALTH

2021

UAZ SPACE INSTITUTE

- Next Level Astronomy & Planetary Science

CENTER FOR QUANTUM NETWORKS

- Delivering the Quantum Internet

AUTONOMY FOR AG & MINING

CGAPS

- Personalized Defense
- Human Immune Monitoring
- Pandemic Prediction

ADVANCED COMPUTING FOR 4IR TECH

AIR

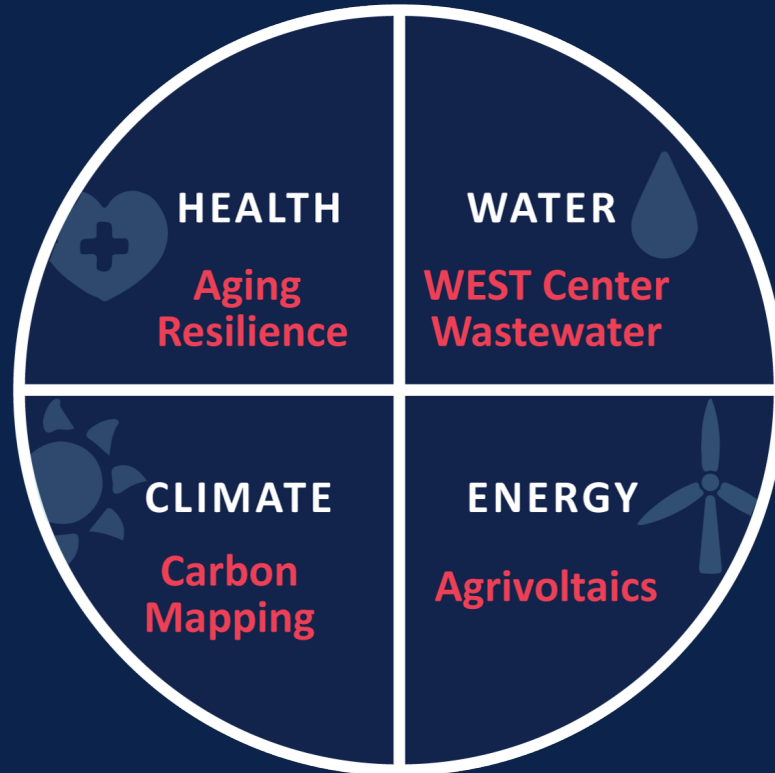
- Observation Systems for Integrated Water, Energy, Air Quality Monitoring
- Future-proofing AZ Water
 - Resilient Buildings
 - Adaptable Desert Communities

4IR TECHNOLOGIES

- Advanced Manufacturing for Medicine

STRATEGIC PLAN INITIATIVES

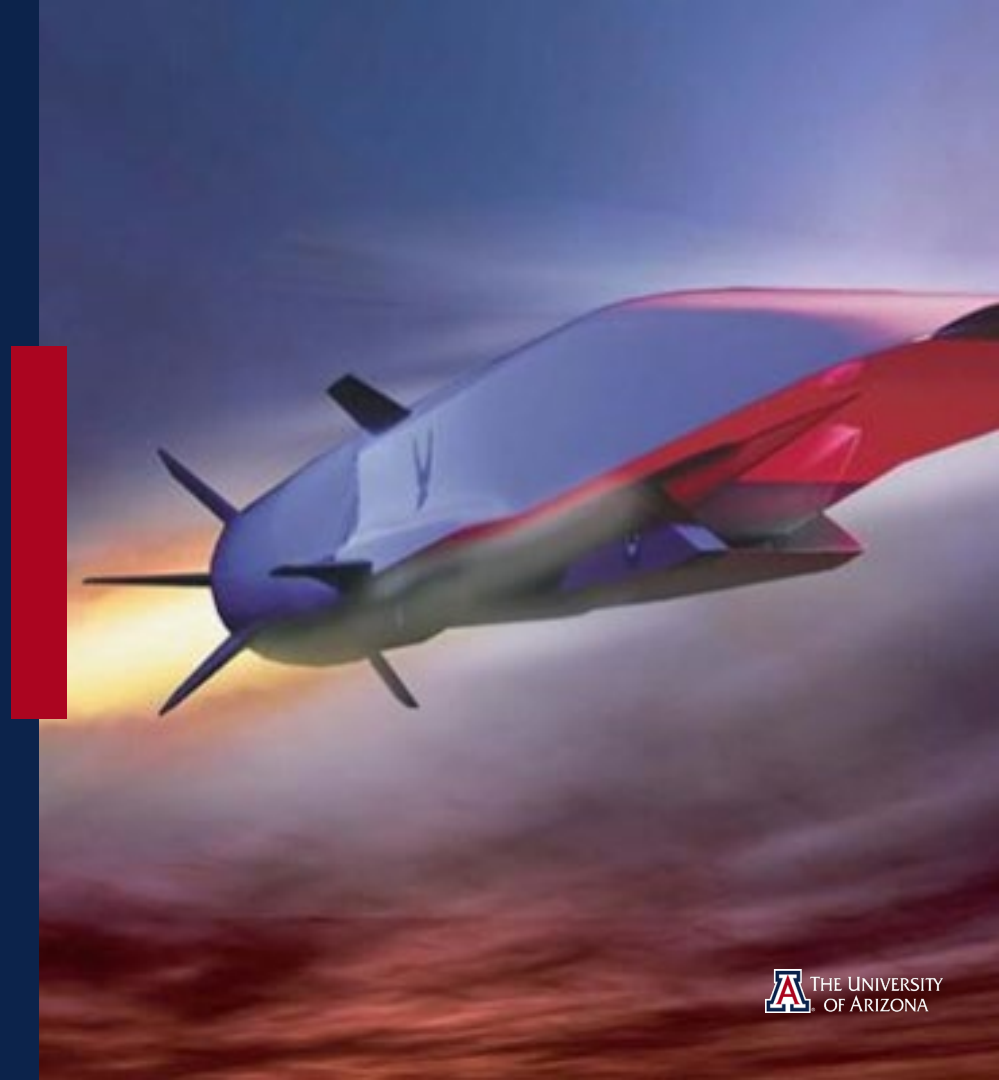
GRAND CHALLENGES - Making Arizona the “Resilient State”






HYPERSONICS

- Systems that travel and maneuver at Mach 5 or faster, more than 3,800 miles per hour
- University of Arizona partnering with Raytheon Missile Systems
- Critical for national defense, and Arizona competitiveness
- State budget request to upgrade wind tunnels at the University



CENTER FOR QUANTUM NETWORKS

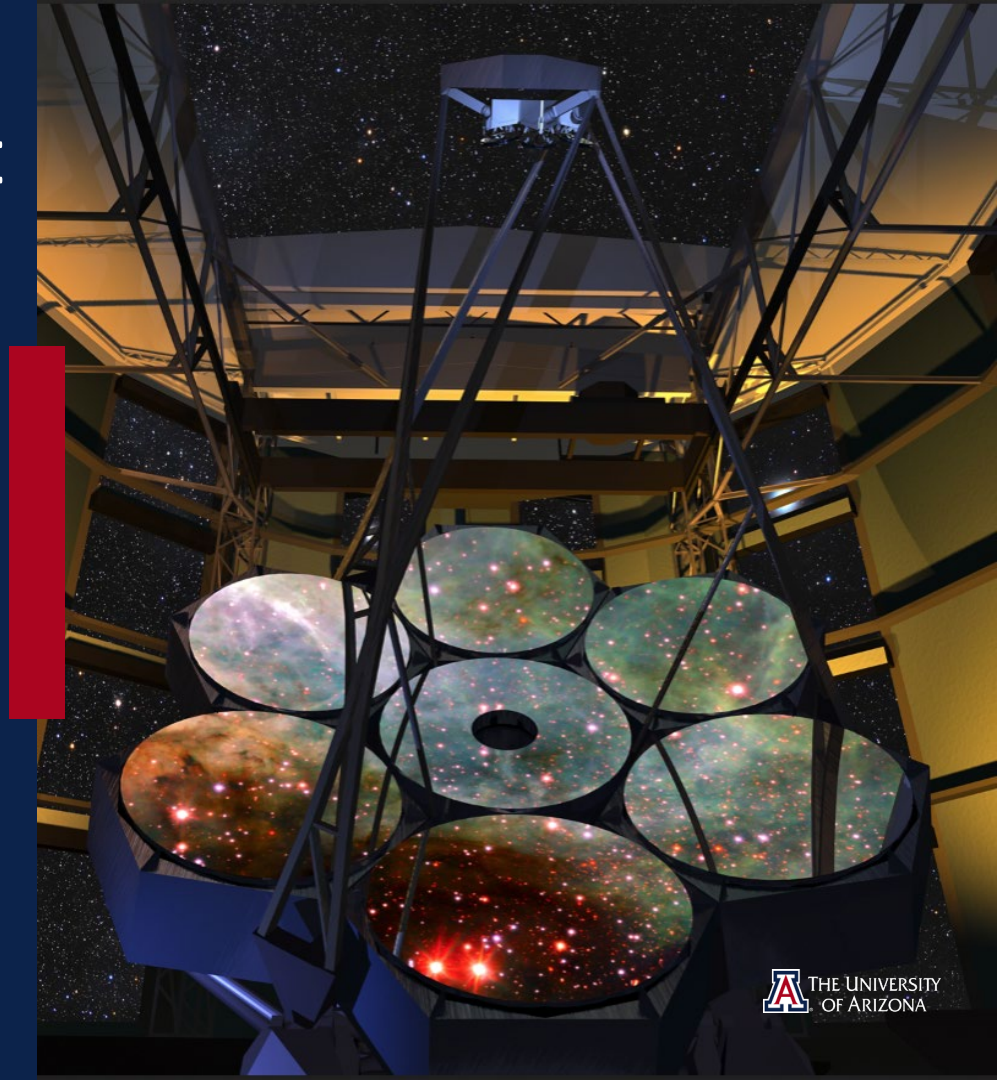
- Supported by a five-year, \$26M grant from the National Science Foundation
- Building the next generation of the Internet
- Opportunity to develop new companies and train people who stay right here in Arizona



Linran Fan, CQN co-principal investigator and assistant professor in the James C. Wyant College of Optical Sciences at the University of Arizona, working on quantum nanophotonic system design.

SIXTH MIRROR CAST FOR GIANT MAGELLAN TELESCOPE

- Joins three mirrors in production and two completed mirrors
- Viewing power 10 times greater than Hubble and four times greater than James Webb Space Telescope
- 169 articles worldwide
- Completion: late 2020s



SUSTAINABILITY INITIATIVES

UARIZONA/TEP CLEAN ENERGY PROJECT

- Energy to be sourced from (solar) Wilmot Energy Center, SE Tucson and (wind) Oso Grande Wind Project, SE New Mexico (Launch: April 2021)
- ENR2 Rooftop PV+ Project (Complete)

IMPACT

- The single largest utility/university bilateral agreement in North America
- Mitigates 100% of UArizona's "Scope 2" emissions, reducing total greenhouse gas footprint by nearly one-third
- Fixed energy rates for next 20 years



WONDER BRAND CAMPAIGN

BRAND CAMPAIGN APPROACH

Identify key markets (ZIP Code Clusters)

Understand competitive landscape

Build strategy by listening to Wildcats
(100+ participants)

Opportunities For Distinction:
Affordability | Impact | Location

By: Articulating compelling student & faculty stories
that emphasize our distinctiveness



ARIZONA BRAND

OUR SINGLE IDEA

IMAGINATION DRIVES RESOLVE

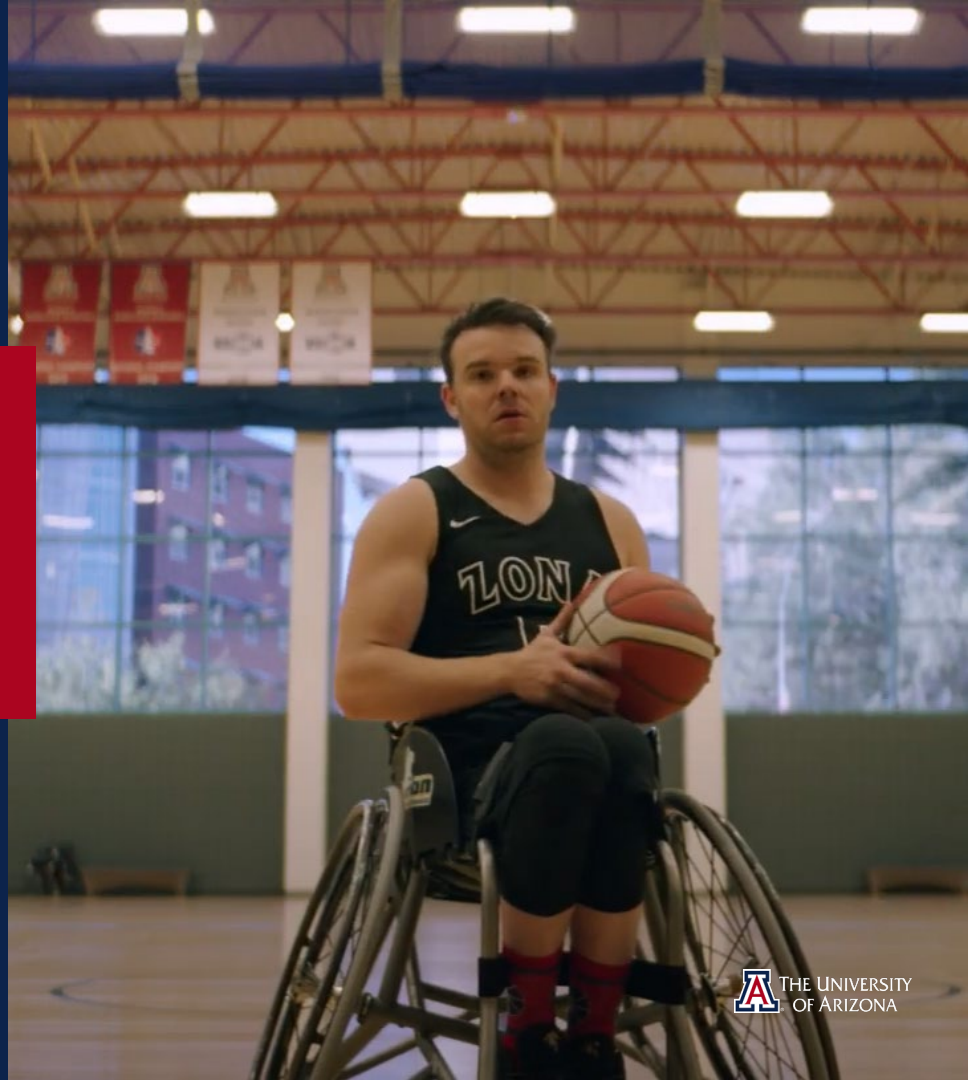
IMAGINATION:

We embody the idea that the impossible is possible. It's at the core of how we approach everything from our students to our state and ultimately drives us to explore and innovate.

DRIVES RESOLVE:

We aren't just committing to, we're promising to actively engage and cultivate thoughtfully disruptive solutions.

Outward Facing Brand:
WONDER MAKES US



WONDER BRAND

STRATEGY: GOALS, TACTICS & CREATIVE YEAR 1

Goals (within key markets):

- Increase Awareness of UArizona
- Increase Consideration

Operationalized by:

- Brand Advertising
- Increased Recruiters

Year 1 (FY20) Creative:

- Focused on the WONDER stories of 2 faculty and 1 current student

WONDER MAKES ME ACHIEVE



Australian Phil Evans traveled across the Pacific and into unfamiliar territory to join our internationally recognized Adaptive Athletics program. He's now a phenomenal business student and member of our championship Men's Wheelchair Basketball team. Phil is proof that wonder makes us dare to achieve the unimaginable. And the more wonder makes us do, the more it makes us who we are.

Learn more about Phil's story at:

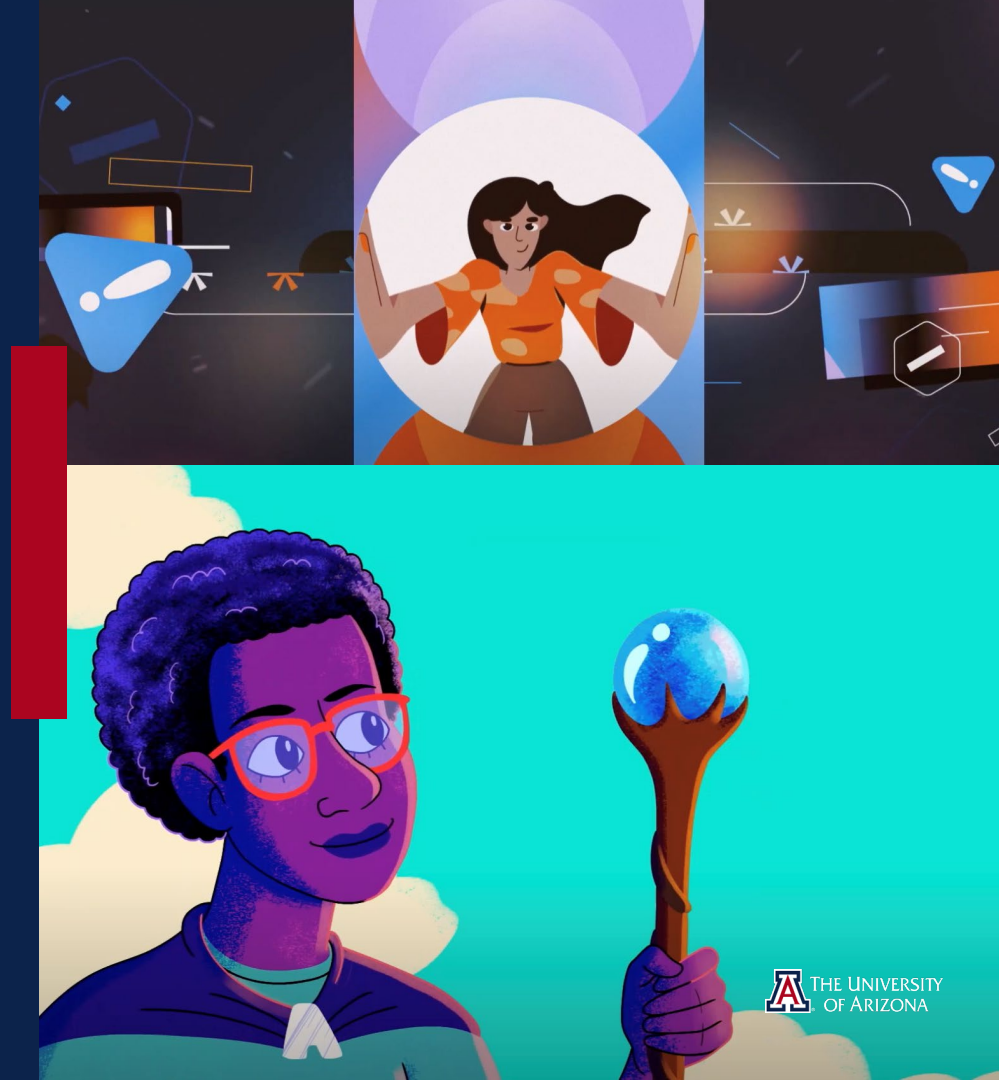
[ARIZONA.EDU/WONDER](https://arizona.edu/wonder)





WONDER CREATIVE YEAR 2

- Breakthrough creative uses animation to tell six unique stories of Wonder
- Story subjects range from a first-year Flinn scholar to grad students and young alumni
- Each story subject has a animation style to match their journey





WONDER: A STUDENT'S BRAND JOURNEY



2019 - 2020
Student Population: 1.99M
Media Impressions 76.2M
Investment: \$577,766

PAID MEDIA



DIRECT

WONDER.ARIZONA.EDU



WONDER VIDEO

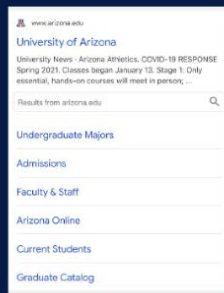


DEGREE SEARCH



New users on admission focused pages up **105%** in Texas FYTD

GOOGLE SEARCH



INDIRECT

Enrollment Marketing & Management efforts continue through start date

WONDER: RESULTS

500M

Total Impressions
10/15/2020 - 4/1/2021

65

Students required
to break even

APPLICATIONS

+21%

From Out-of-State
domestic markets YOY

+54%

Texas 2019 vs. 2021

ENROLLMENT

+4,800

Out-of-State
prospective students in
pipeline YOY

+674

Texas prospective
students
in pipeline 2019 vs. 2021

LOOKING AHEAD

- Fall 2021 Plans
- Higher Learning Commission Accreditation - Campus visit April 2021
- First ever institutional Sustainability & Climate Action Plan to be released in 2021
- UArizona/TEP Clean Energy Project Launch Spring 2021
- OSIRIS-REx - Target delivery of the Sample Return Capsule September 24, 2023



**THANK YOU
BEAR DOWN, VAX UP**