



100th Anniversary

Plan, Theme, Storylines

INTRODUCTION



We need your help to embed the centennial across University communications.

As a communicator, you will act as an ambassador for the centennial and set the tone for your team, school, or program. Through your communications, your audience should understand what the centennial is, why it matters for the University of Miami, and how it builds on our legacy.

To make the most out of the milestone, we're relying on you to:

- Understand and champion the anniversary within your area.
- Educate and energize your team about the anniversary.
- Incorporate centennial messaging into your communications, making it relevant for your area.
- Ask questions as they arise!

CENTENNIAL PROGRAM & COMMUNICATION COORDINATION

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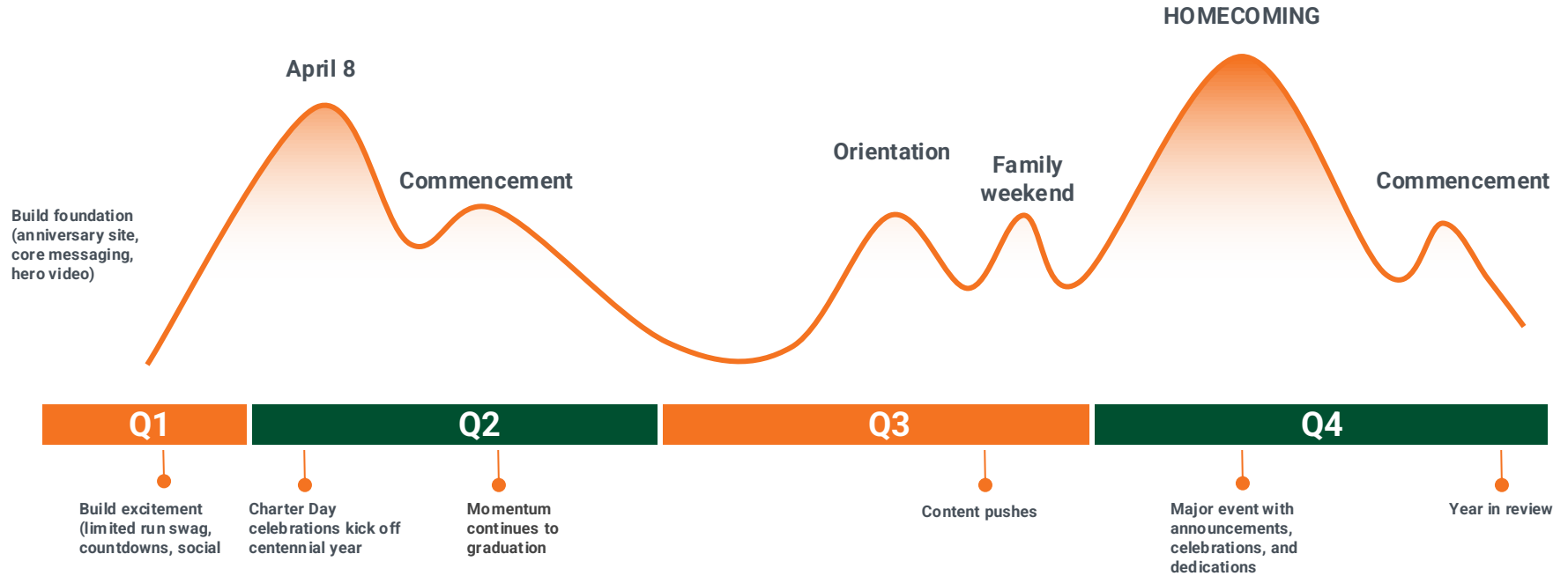
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Anniversary Arc



Anniversary Goal

Utilizes the University's heritage to inspire our future

Acknowledges the University's meteoric rise

Underscores the University's scale of impact and global character

To launch our next 100 years by reinforcing our **ascent** as a **global** force for **breakthrough research, educational excellence, and life-changing opportunities.**

Galvanizes our diverse stakeholders

Audiences

PRIMARY

- Students
- Alumni
- Faculty
- Staff/employees of the academy, athletics, and health care
- Community: Coral Gables, Miami, S. Florida

SECONDARY

- Board of Trustees
- Media
- Fans
- Donors, current and potential
- Parents of current students
- Prospective students and families

Objectives

Unwavering Engagement

Strengthen affinity ties to the University and forge new ones with our audiences that demonstrate 'Cane commitment for life.

Unparalleled Understanding

Inspire a shared appreciation of the University's path to excellence by spotlighting lesser-known stories as well as higher-profile people, achievements, and events.

Unforgettable Moments

Create high-participation events and centennialize existing milestones and events that define the University experience.

United Vision

Set a course for the next 100 years with a bold vision that amplifies the University's collective strength and role in shaping the future.

Defining Success

Unwavering Engagement

- Donations
- Anecdotal feedback
- Levels of volunteerism
- Student metrics (applications, retention, etc.)
- Employee satisfaction and retention

Unparalleled Understanding

- Social media and digital metrics
- Anecdotal feedback

Unforgettable Moments

- Event attendance (in person and online)
- Social media metrics
- Anecdotal feedback

United Vision

- Awareness metrics
- Surveys
- Anecdotal feedback

GOAL

To launch our next 100 years by reinforcing our **ascent as a global force** for breakthrough research, educational excellence, and **life-changing** opportunities.

OBJECTIVES

Unabashed Engagement

Strengthen affinity ties to the University and forge new ones with our audiences that demonstrate 'Cane commitment for life.

Unforgettable Moments

Create high-participation events and centennialize existing milestones and events that define the University experience.

Unparalleled Understanding

Inspire a shared appreciation of the University's path to greatness by spotlighting lesser-known stories as well as higher-profile people, achievements, and events that contribute to our distinguished legacy.

United Vision

Set a course for the next 100 years with a bold vision that amplifies the University's collective strength and role in shaping the future.

PRIMARY AUDIENCES

Students	Staff/employees of the academy, athletics, and health care
Alumni	Community: Coral Gables, Miami, S. Florida
Faculty	

SECONDARY AUDIENCES

Board of Trustees	Fans	Parents of current students
Media	Donors, current and potential	Prospective students and families

KEY MESSAGES

- The University means impact—individually, locally, and globally.
- Outward amplifiers, not insular ivory towers.
- We bring the world to Miami and Miami to the world.
- We are a private school with a public mission.
- Different campuses. Different roles. One University.
- Your story is part of our incredible legacy.
- Resilience is in our DNA.
- The University is still on the rise and isn't stopping.
- "Excellence in everything we do" —Joe E.
- We are the University *for* Miami.

DEFINING SUCCESS

- Social media metrics
- Employee satisfaction and retention
- Event attendance
- Media coverage
- Content engagement
- Anecdotal feedback
- Donations
- Levels of volunteerism
- Student metrics (applications, retention, etc.)

CONSIDERATIONS

- Swagger is ingrained everywhere—a gritty confidence earned by always outworking the competition.
- Just confirmed Joe Echevarria as president—need to capture and incorporate his vision.
- Mission: to transform lives through education, research, innovation, and service.
- April 8, 2025 is the event date for our major celebration (Charter Day).
- Create opportunities for various entities (e.g., colleges, UHealth, RSMAS, etc.) to be represented.
- Role and importance of athletics.
- Strong Indigenous connections.
- The University's centennial coincides with Coral Gables' centennial.
- The University is of the community AND a gateway to the Americas.
- Alumni often see their history through their presidents.

Key Messages

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- We bring the world to Miami and Miami to the world.
- We are a private school with a public mission.
- Different campuses. Different roles. One University.
- Your story is part of our incredible legacy.
- Resilience is in our DNA.
- The University and the city that shares our name represent the future.
- The University is still on the rise and isn't stopping.
- “Excellence in everything we do”
—Joe E.
- We are the University *for* Miami.

02

Anniversary Messaging

Theme & Storylines

OUR STORY

This summary shares the essence of our 100-year journey. It is also an example of the voice and tone we should take in our centennial-related communications.

“The Future”: The University of Miami Centennial

100 years ago, a boundary breaker was born—the University of Miami.

A private institution with a public mission to transform lives through education, research, innovation, and service.

At the southern edge of America. Unbound by precedent. Surrounded by ecological beauty and commercial action. There was and remains nothing like the University of Miami.

With no roadmap to follow, we carved our own path. We built our own future.

Each school formed, program launched, and class graduated represents a promise kept. To prepare young people for leadership in their generations with the intellectual rigor, fundamental values, and real-world experience to make a significant difference in their professions and communities.

Our legacy is defined by building the future—**and The Future Is U.**



THE FUTURE IS





THE FUTURE IS U



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labore et dolore
in ad minim veniam
in culpa.

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DATE XX, XXXX

Title of
Presentation



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NUMBER SLIDE



MIAMI

THE UNIVERSITY OF MIAMI MAGAZINE | SPRING 2025



CENTENNIAL

1925
2025



**PROUD TO BE IN
THE CITY BEAUTIFUL**

Founded in Coral Gables in 1925, the University of Miami is a leading American research university that is proud to strengthen the spirit of innovation that defines this region. For the past 100 years, we have shaped—and been shaped by—the cultural dynamism that attracts brilliant minds and productive energy to the beautiful setting we call home.

miami.edu



STORYTELLING

Why It Works

- Captures the **momentum** and **upward trajectory** of the University
- Projects **the U as the prototype** others will try to emulate
- Everyone is part of the University and **owns the future**
- Celebrates **what can be** rather than what was

STORYTELLING

In Use

MACRO

THE FUTURE IS

UHealth

ROSENSTIEL

BOLD CLAIM

THE FUTURE IS

UNRIVALED
PATIENT CARE

UNCONVENTIONAL
CONSERVATION PARTNERSHIPS

UNLIMITED
OPPORTUNITIES

DATAPPOINT

THE FUTURE IS

\$175 million
in medical research

HYBRID SEAHIVE REEFS

PERSONAL

THE FUTURE IS

Arshroop Saini

Dr. Charles "Stormy" Mayo

YOU

STORYTELLING | CENTENNIAL STORYLINES

Storylines are a series of threads that exist from day one to the present and beyond. They are a way to categorize, create, and organize content, as well as to understand the story of the University at a glance.

WE ARE INNOVATIVE

Stories of seizing opportunity, pioneering innovation, and making an impact

SAMPLE STORY TOPICS

- Founding vision
- Early expansion
- Harvey cardiac simulator
- The SUSTAIN wind-wave hurricane
- Center for AIDS Research
- Campus architecture
- NCI designation

WE ARE RESILIENT

Stories of overcoming challenges and pushing forward with excellence

SAMPLE STORY TOPICS

- Founding hurricane story
- Growth post-Depression
- Overcoming stereotypes
- COVID-19
- Athletic champions
- Patient experience stories

WE ARE COMMUNITY-DRIVEN

Stories of building local and global connections, care, and stewardship

SAMPLE STORY TOPICS

- The University as gateway
- Climate and subtropical research
- Relationship with Coral Gables/South Florida
- G.I. Bill
- Diversity/inclusion

WE ARE ONE U

Stories of the diverse individuals and groups that make up the University and illustrate our mission to transform lives

SAMPLE STORY TOPICS

- Students, professors, staff, and alumni from all colleges and programs
- Health care professionals
- Researchers

STORYTELLING | KEY MESSAGES

Below are sample messages that can be used to support storyline expression, whether via captions for social media posts, talking points for speeches, or headlines or subheads for centennial communications.

WE ARE INNOVATIVE

SAMPLE MESSAGES

- The Future Is U—Where Breakthroughs Happen
- Located at the Edge of What's Possible
- The Innovation Engine of Miami—for the World
- Follow Us to the Future

WE ARE RESILIENT

SAMPLE MESSAGES

- Gritty Groundbreaking Achievement
- Resilience Drives U. Progress Defines U.
- Built To Carry the Future Forward
- Where Tomorrow Rises

WE ARE COMMUNITY-DRIVEN

SAMPLE MESSAGES

- Global Impact Starts in Miami
- Building Bonds Beyond Our Borders
- Miami Presence, Global Impact
- Partnering With the World to Tackle Global Challenges

WE ARE ONE U

SAMPLE MESSAGES

- The U Empowers You
- Location, Location, Life-Changing Opportunity
- Empowering You to Lead, Discover, Transform
- Community, Connections, Transformations

CENTENNIAL LOGO

The centennial logo is the primary visual marker of the centennial.

- Only use official **centennial logo assets**.
- Always follow **Centennial Brand Guidelines** when using the centennial logo.



Download Centennial
Brand Guidelines

