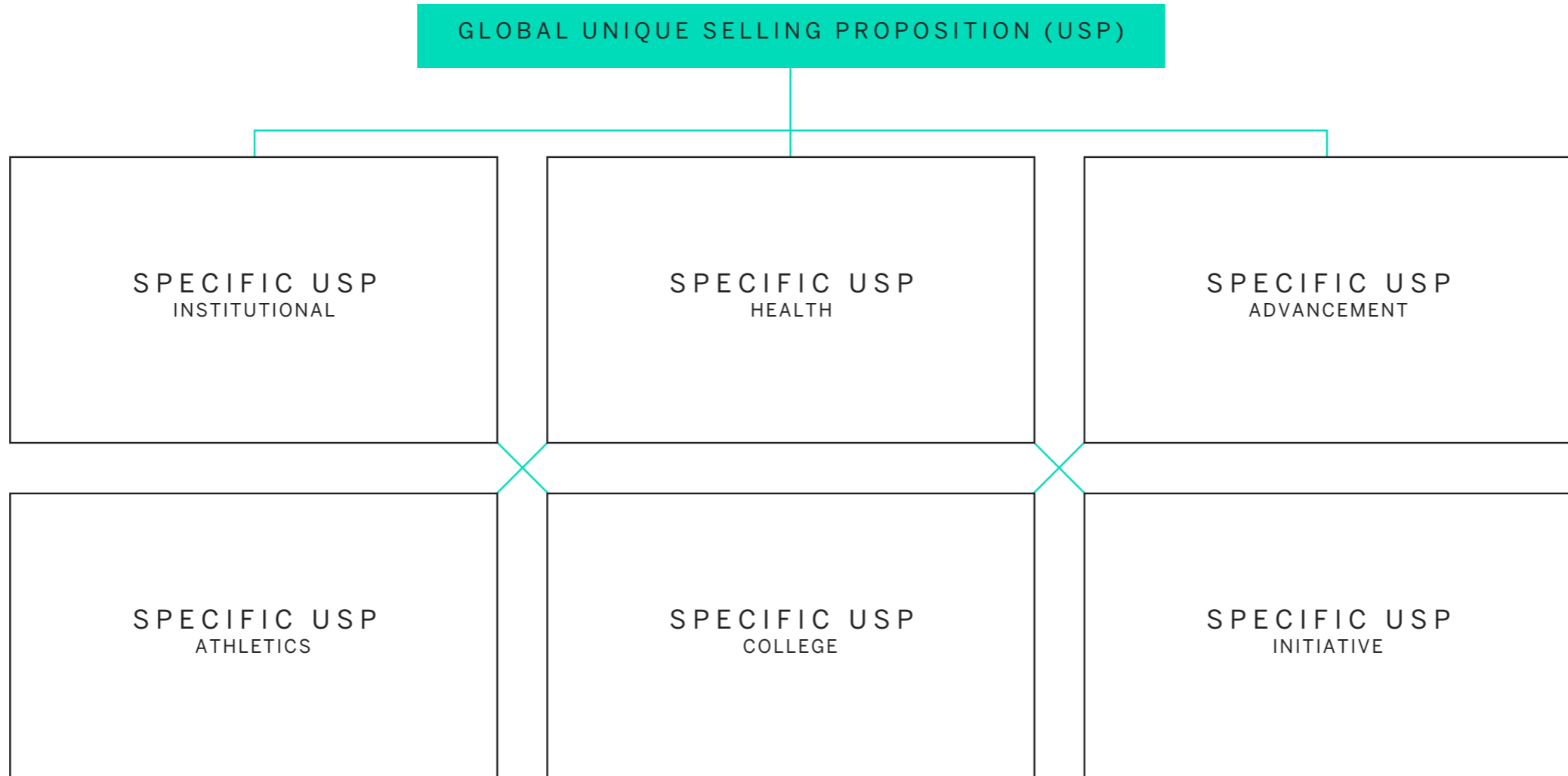
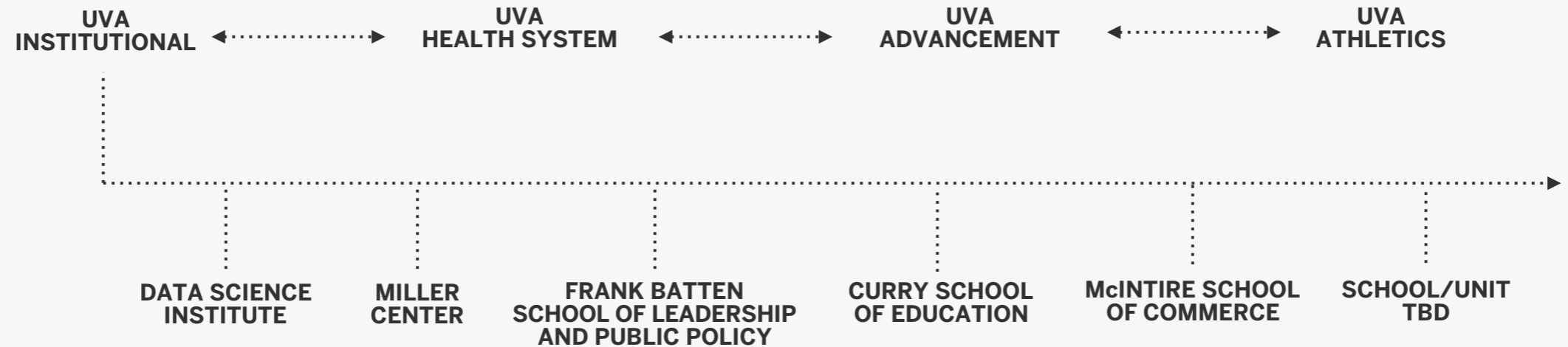




UNIVERSITY  
*of*  
VIRGINIA

## ALIGNMENT MODEL 1: DECENTRALIZED COMMUNICATIONS





**UVA SCHOOLS & UNITS**

- Admission
- Advancement
- Arts
- Athletics
- Batten School of Leadership and Public Policy
- Boar’s Head Inn & Resort
- Brain Institute
- Center for Politics
- College and Graduate School of Arts & Sciences
- College at Wise

- Contemplative Sciences Center
- Curry School of Education
- Darden School of Business
- Data Science Institute
- Environmental Resilience Institute
- Global Affairs
- Global Infectious Diseases Institute
- Health System
- Health System Advancement
- Libraries
- McIntire School of Commerce

- Miller Center
- School of Architecture
- School of Continuing and Professional Studies
- School of Engineering and Applied Science
- School of Law
- School of Medicine
- School of Nursing
- University Communications

## PILLARS THAT SUPPORT ALIGNMENT

UVA  
INSTITUTIONAL

*Living  
Idealism*

- Perpetual State of Ingenuity
- Commitment to Achieve at the Highest Level
- Sense of Shared Ownership
- Promoters of the Public Good



UVA  
HEALTH SYSTEM

*Exceptional Care  
is Calling*

- Embracing What Matters
- confidential & proprietary
- confidential & proprietary
- confidential & proprietary



UVA  
ADVANCEMENT

*Honor  
the Future*

- Keepers of the Flame
- confidential & proprietary
- confidential & proprietary
- confidential & proprietary



UVA  
ATHLETICS

*Uncompromised  
Excellence*

- Perpetual State of Ingenuity
- confidential & proprietary
- confidential & proprietary
- confidential & proprietary



MILLER  
CENTER

*Revealing Democracy*

- Presidential Experts
- confidential & proprietary
- confidential & proprietary
- confidential & proprietary

DATA SCIENCE  
INSTITUTE

*Modeling Tomorrow*

- A Convening Nexus
- confidential & proprietary
- confidential & proprietary
- confidential & proprietary

FRANK BATTEN  
SCHOOL OF LEADERSHIP  
AND PUBLIC POLICY

*Transforming Leadership*

- Collaborative Catalysts
- confidential & proprietary
- confidential & proprietary
- confidential & proprietary

CURRY SCHOOL  
OF EDUCATION

*Realizing  
Human Potential*

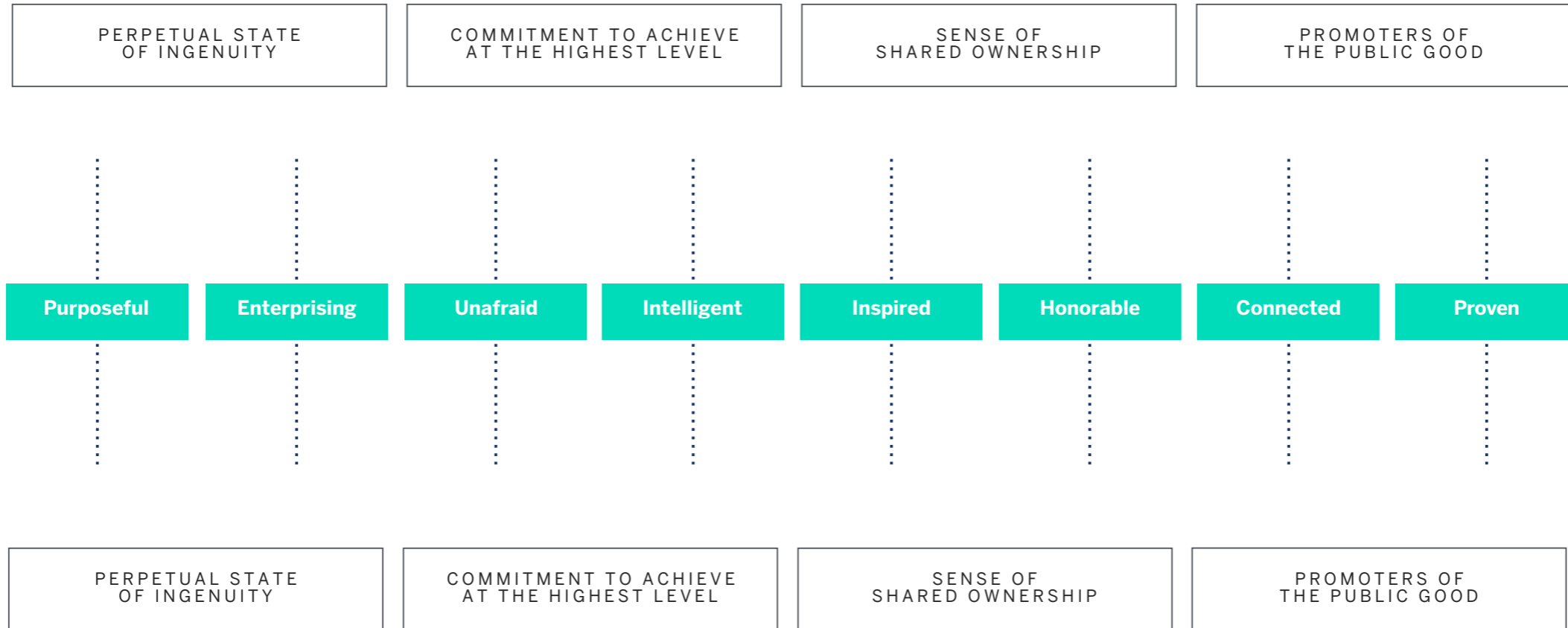
- Engaged Architects
- confidential & proprietary
- confidential & proprietary
- confidential & proprietary

MCINTIRE SCHOOL  
OF COMMERCE

*Inspiring  
Intelligent Business*

- Invested Visionaries
- confidential & proprietary
- confidential & proprietary
- confidential & proprietary

## LIVING IDEALISM



• Jefferson was a bold innovator who d

- confidential & proprietary
- confidential & proprietary
- confidential & proprietary
- 

• Solid academic core and work ethic;

- confidential & proprietary
- confidential & proprietary
- confidential & proprietary
- 
- 
- 

• There is a profound connection betw

- confidential & proprietary
- confidential & proprietary
- confidential & proprietary
- 

• UVA's work continues to ensure tha

- confidential & proprietary
- confidential & proprietary
- confidential & proprietary
- 
- 
-

2014

2015

2016

2017

2018

2019

Strategic Brand Platform

Ad Campaign & Admissions

Health System

School and Unit Brands

Athletics

Advancement

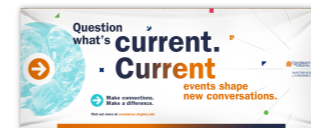
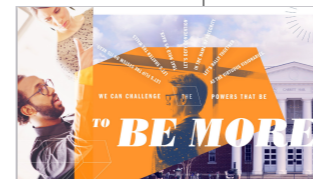
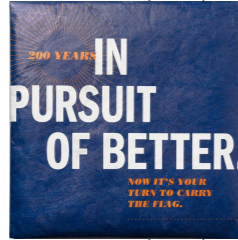


PERPETUAL STATE OF INGENUITY

COMMITMENT TO ACHIEVE AT THE HIGHEST LEVEL

SENSE OF SHARED OWNERSHIP

PROMOTERS OF THE PUBLIC GOOD













**THE PATH OF THE ILLIMITABLE MIND  
KNOWS NO BOUNDARIES**

**NEW YORK, USA**  
**Tina Fey**  
Actress, comedian, writer and producer  
CLAS '92

**Ann Hould-Ward**  
Tony Award winner for costume design, *Beauty and the Beast*  
GAS '78

**Katie Couric**  
Journalist, television personality and author  
CLAS '79

**Alfred R. Berkshoff**  
Former president and vice chair, INCOG  
CLAS '66

**David Walentas**  
Real estate developer  
SEAS '61

**Sasha Zaretsky**  
Actress and comedian, *Saturday Night Live*  
CLAS '08

**MISSOURI, USA**  
**Christopher S. Bond**  
Former U.S. senator from Missouri and former governor of Missouri  
LAW '63

**NEW MEXICO, USA**  
**N. Scott Momaday**  
Novelist, author and Pulitzer Prize winner  
LAW '59

**KENTUCKY, USA**  
**Brevin C. Jones**  
Former governor of Kentucky  
COMM '61

**TEXAS, USA**  
**John Lee**  
President and CEO, Silver Eagle Distributors  
CLAS '68

**CALIFORNIA, USA**  
**Shelby Bonde**  
Former CEO and co-founder, ONET Inc.  
COMM '66

**Steve Hoffman**  
CEO and co-founder, Reddit  
SEAS '05

**VIRGINIA, USA**  
**John Warner**  
Former U.S. senator from Virginia and former secretary of the Navy  
LAW '53

**Henry S. Taylor**  
Poet and Pulitzer Prize winner  
CLAS '64

**PENNSYLVANIA, USA**  
**Heath Miller**  
Tight end, Pittsburgh Steelers, and Super Bowl winner  
CLAS '05

**CONNECTICUT, USA**  
**Leopold P. Wesley Jr.**  
Former governor of Connecticut and former U.S. senator from Connecticut  
LAW '58

**FLORIDA, USA**  
**Bob Hines**  
U.S. senator from Florida and former coach  
LAW '68

**MICHIGAN, USA**  
**Nancy Andrews**  
Award-winning photographer and 1999 White House Photographer of the Year  
CLAS '86

**MARYLAND, USA**  
**Vivian W. Pinn, M.D.**  
Former associate director, Women's Health Research, National Institutes of Health  
MED '67

**Francis S. Collins, M.D., Ph.D.**  
Director, National Institutes of Health, and former director, National Human Genome Research Institute  
CLAS '70

**SOUTH CAROLINA, USA**  
**Dawn Staley**  
Olympic gold medalist and WNBA Hall of Famer  
CLAS '92

**DENMARK**  
**Edward E. Sheng**  
Former U.S. ambassador to Denmark  
CLAS '56

**INDONESIA**  
**Masjin Djajit**  
Former Indonesian diplomat  
GAS '59

**PUERTO RICO**  
**Luis Fortuño**  
Former governor of Puerto Rico  
LAW '85

**CANADA**  
**B. Matthew Norman**  
CEO, Kalam Discovery  
LAW '90

**ISRAEL**  
**Arthur D. Green**  
President, Supreme Court of Israel  
LAW '72

**Rabbi David Ellenson**  
President, Hebrew Union College  
GAS '72

**UNITED KINGDOM**  
**Lawton P. Hill**  
Former CEO, The Royal Academy of Arts  
DARD '79

**David T. Evers**  
Special advisor to the governor of the State of Canada  
CLAS '78

**Kimberly Decker**  
Contributing editor, *The Daily Beast* and former *60 Minutes* correspondent  
GAS '93

**John Van Diverter**  
Partner, Cabot Square Capital  
LAW '04

**WASHINGTON, D.C., USA**  
**C. Shelby Coffey III**  
Journalist and vice chair, Nike.com  
CLAS '88

**Brit Hume**  
Television personality  
CLAS '65

**MAINE, USA**  
**Angus S. King Jr.**  
U.S. senator from Maine and former governor of Maine  
LAW '69

**MEXICO**  
**Veronica Ugaldes**  
Vice president, corporate banking, Banco Nacional de México  
DARD '97

**ABU DHABI**  
**Chris Richardson**  
General counsel, Mubadala Petroleum  
LAW '04

**PALESTINIAN TERRITORIES**  
**Hanan Ashrawi**  
Palestinian legislator and member, Palestinian Legislative Council  
GAS '82

**CHINA**  
**Alan Terley**  
Vice president, international affairs, Federal Express Corporation  
CLAS '83

**Kwon-Chan Pi**  
Director, Centre for Polar and Deep Ocean Development  
LAW '83

**ALGERIA**  
**Amor Patashnik**  
U.S. ambassador to the People's Democratic Republic of Algeria  
CLAS '91

**BRAZIL**  
**Andre Lobot**  
Managing Director, Investment Banking, Becton's Bank  
DARD '00

**ROMANIA**  
**Michael Gossel**  
Former U.S. ambassador to Romania  
GAS '81

**AUSTRALIA**  
**Sara James**  
Australia-based correspondent, *Oakline NBC*  
CLAS '83

**Deborah Sharkey**  
Managing director, eBay Inc.  
CLAS '86

**TURKEY**  
**W. Robert Pearson**  
Former U.S. ambassador to Turkey  
LAW '88

**SRI LANKA**  
**E. Ashley Wells**  
Former U.S. ambassador to Sri Lanka and the Maldives  
CLAS '71

**JAPAN**  
**Yasushi Akashi**  
Former Under-Secretary-General for Humanitarian Affairs  
GAS '56


**SWITZERLAND**  
**François Barras**  
Swiss ambassador to Lebanon and the United Arab Emirates  
GAS '76

**POLAND**  
**Leszek Ptasinski**  
Marshal of the Senate, Poland  
GAS '69

**COLOMBIA**  
**Kevin Whitaker**  
U.S. ambassador to Colombia  
CLAS '79

**SWEDEN**  
**Mark Rozumski**  
U.S. ambassador to Sweden  
LAW '91

**BELGIUM**  
**Sean McCoy**  
President, EMCA, Motor Picture Association of America  
LAW '88



**THE PATH OF THE  
ILLIMITABLE MIND  
KNOWS NO BOUNDARIES**

**SOUTH CAROLINA, USA**

**Dawn Staley**  
Olympic gold medalist and  
WNBA Hall-of-Famer  
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GSAS '59

**PUERTO RICO**

**Fortuño**  
Governor of

**ISRAEL**

**Asier D. Grunis**  
President, Supreme  
Court of Israel  
LAW '72

**Rabbi David Ellenson**  
President, Hebrew Union College  
GSAS '72

**UNITED KINGDOM**

**Lawton Fitt**  
Former CEO, The Royal  
Academy of Arts  
DARD '79

**David T. Beers**  
Special advisor to  
of the dark  
CLAS '79

**ALGERIA**

**Joan Polaschik**  
U.S. ambassador to the People's  
Democratic Republic of Algeria  
CLAS '91

**BRAZIL**

**Andre Laloni**  
Managing director, Investment  
Banking, Barclays Bank  
DARD '00

**ROMANIA**

**Michael**

**OWNING  
TODAY**

*Thomas Jefferson designed the Academical Village—a UNESCO World Heritage site—to foster a community where students and professors live and learn together, constantly challenging one another. Where a culture of self-governance, built on honor and integrity, encourages students to own their undergraduate experience and creates passionate, lifelong learners.*

**BUT ALWAYS IN  
THE NAME OF**

**TOMORROW**

The end result is that our graduates go on to achieve great—even historic—success. From Robert F. Kennedy, Hanan Ashrawi, Janet Napolitano and Peter Quick to Yasushi Akashi, Tina Fey and Katie Couric: for two hundred years, every successful graduate stands as a testament to what this foundation of self-governance and novel thinking can inspire in your son or daughter.

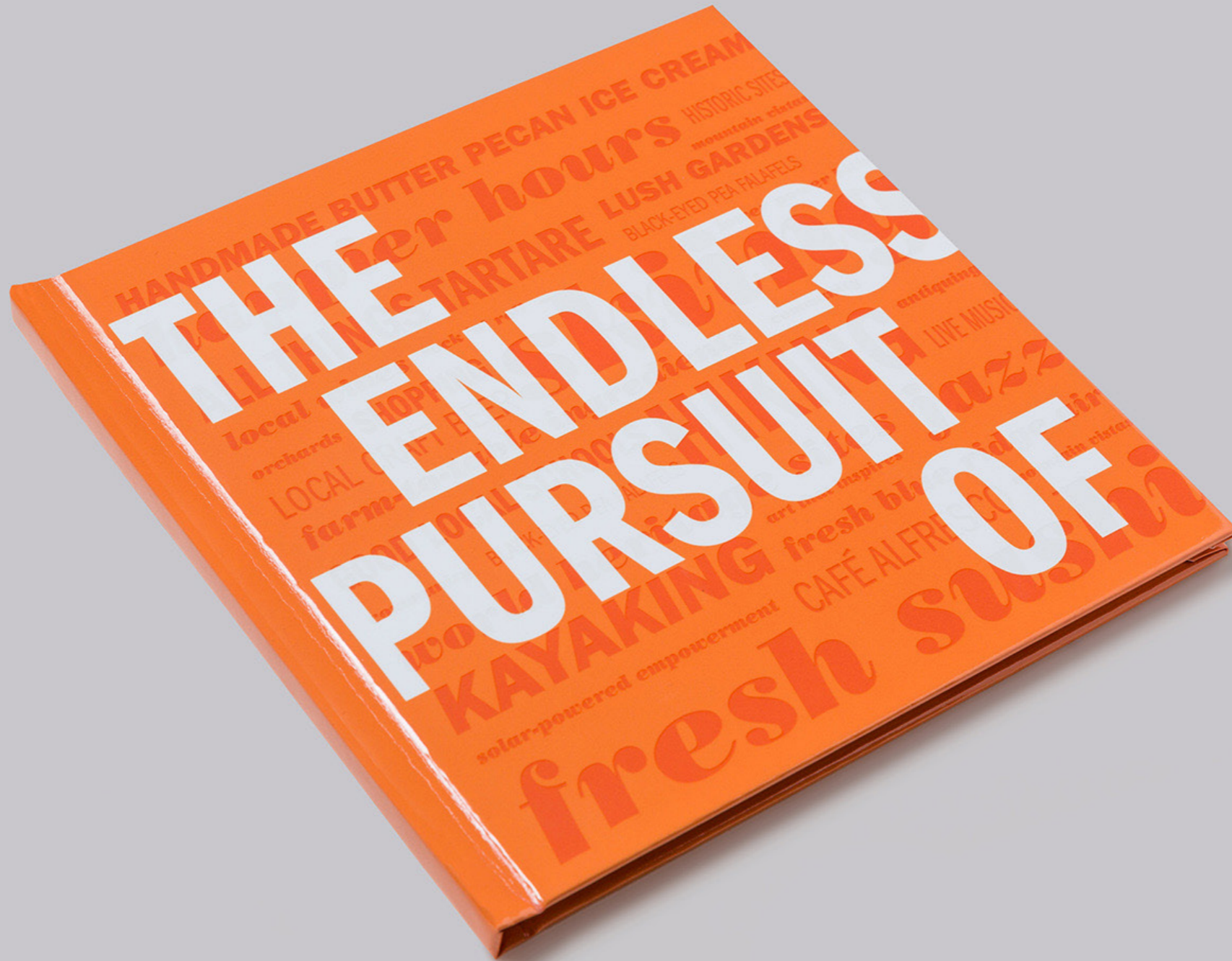
## OPENING THE DOORS TO A FUTURE MADE



With 200 years spent educating leaders and advancing knowledge for the greater good, UVA stands as a proven investment in your child's future. It's why we were ranked the #3 Public University in the nation by *U.S. News & World Report* and the #1 "Best Value Public College in America" by *The Princeton Review*. These accolades and others point to the high quality of academics, the caliber of the student experience and the lifetime of opportunities we offer for the cost.

We were founded as a public university, open to all who have the talent and ability to move society forward. For that reason, we are committed to meeting 100% of demonstrated need for every admitted U.S. student.

In fact, UVA is one of only two public universities in the nation to admit students based solely on merit, regardless of their ability to pay, and to meet 100% of the financial need of all U.S. students, something we believe goes back to the reason we were founded. Your child belongs here and we will do our part to ensure he or she can attend—and then succeed.





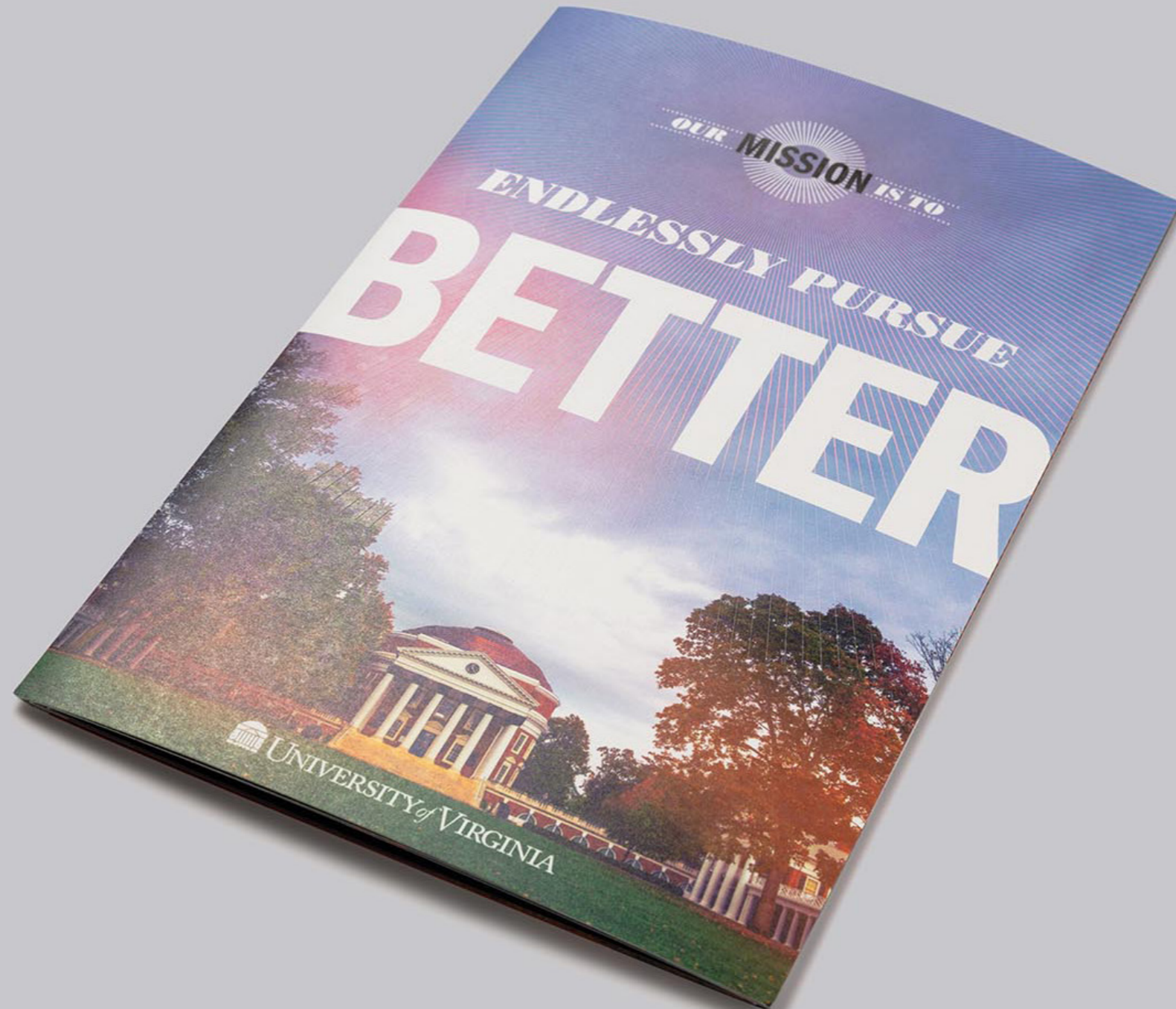
**LOCATION.  
LOCATION.  
EDUCATION.**

**A BETTER WAY TO** *educate.  
learn.  
live.*

*Here at the University of Virginia, we were born from a tenacious pursuit of a better way. And this spirit continues to inspire us in all of our endeavors. It inspires us as a faculty, carrying a tradition of teaching and learning through relationships. And it inspires us in who we are as individuals, living our lives in what has been dubbed the "Happiest City in America."*

*See all that this idyllic city of Charlottesville has to offer, and how our sense of purpose and place fuels our pursuit of a full life.*





WHICH IS EXACTLY WHY WE WANT

# You

Welcome to UVA's Best of the Best Class of 2024. We made it this far because you give it your all and you have the confidence to pursue your dreams. You don't just want to experience everything that we have to offer, you want to be a part of it. You're looking for a challenge, you're looking for a community, you're looking for a place where you can make a difference. You're looking for a place where you can be a part of something bigger than yourself. You're looking for a place where you can be a part of something that will change the world.

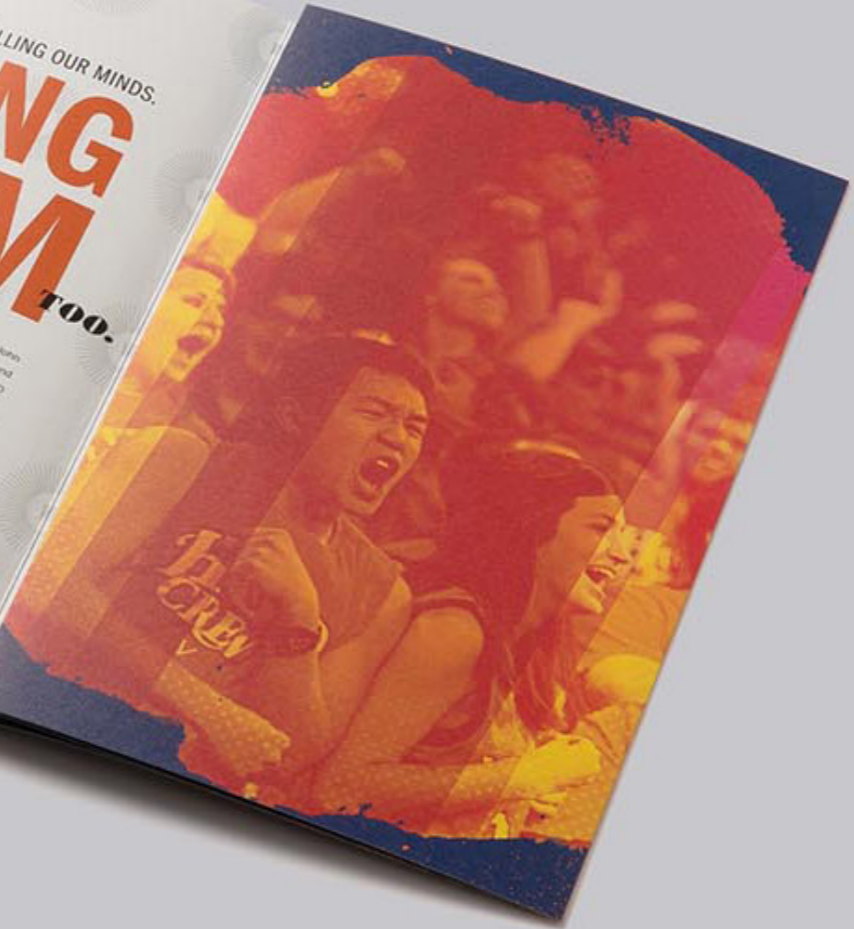
So take a moment to get to know everything we offer and start getting excited about owning your own undergraduate experience. This is your future. For the next four years, your opportunity of a lifetime, your chance for endless discovery.

EDUCATING LEADERS.  
LEADING EDUCATION.

WE'RE NOT JUST ABOUT FILLING OUR MINDS.  
**WE'RE ABOUT LOSING THEM TOO.**

We go all out in everything we do. Walk into John Paul Jones Arena for a basketball game and experience our student fan section, the HOO Crew. Or get out and make a difference in the community with the student volunteers at Madison House, where we provide more than 100,000 hours of service every year. This high-energy school spirit permeates the Grounds and connects us all.

At UVA, students take ownership of their entire experience. You might join Honor Committee or the First Year Council or start writing for The Cavalier Daily. Maybe you want to catch Public Night at the observatory and then spend the weekend taking the Appalachian Trail. Whatever pursuits you choose, you'll find a community of peers giving it their all.



**WHICH IS EXACTLY WHY WE WANT**

# YOU

Welcome to UVa's Bicentennial Class of 2019. You made it this far because you give it your all and you have the confidence to pursue more. You don't just dream big, you achieve big. You're on a mission to succeed, to experience everything and to make an impact that is felt to all. You belong here because you're an uncommon thinker, willing to push forward the limits of what we know. And, like us, you see this as a pursuit that never ends. You're ready for wherever the journey goes. In other words, you're one of us.

So take a moment to get to know everything we offer and start getting excited about owning your own undergraduate experience. This is your home for the next four years, your opportunity of a lifetime, your Grounds for endless discovery.

**EDUCATING LEADERS. LEADING EDUCATION.**

Two hundred years ago, we had a radical idea: that the world needed a new model of education. A model needed to create a better way of educating tomorrow's leaders, leaders who, like you, have the capacity to advance the greater good and develop new ways of thinking, solving and creating. Such a task is an endeavor like no other. Where education is based in the trusted relationships formed between students and professors, who often have the time to get together outside of class to discuss topics not just for credit, but also for curiosity. And where half of all classes had fewer than 20 students.

We are and always have been a research university, providing every student with opportunities that tackle some of the world's most complex problems, then clear water to consider change. And, you'll have opportunities to connect with global organizations like Procter & Gamble, Aetna, Boeing, the U.S. State Department, and NASA, finding ways to serve the public good and make a real impact in the world, right now.

**WE'RE NOT JUST ABOUT FILLING OUR MINDS. WE'RE ABOUT LOSING THEM TOO.**

We go all out in everything we do. Walk into John Paul Jones Arena for a basketball game and experience our student fan section, the HOO Crew. Or get out and make a difference in the community with the student volunteers at Madison House, where we provide more than 100,000 hours of service every year. This high-energy school spirit permeates the Grounds and connects us all.

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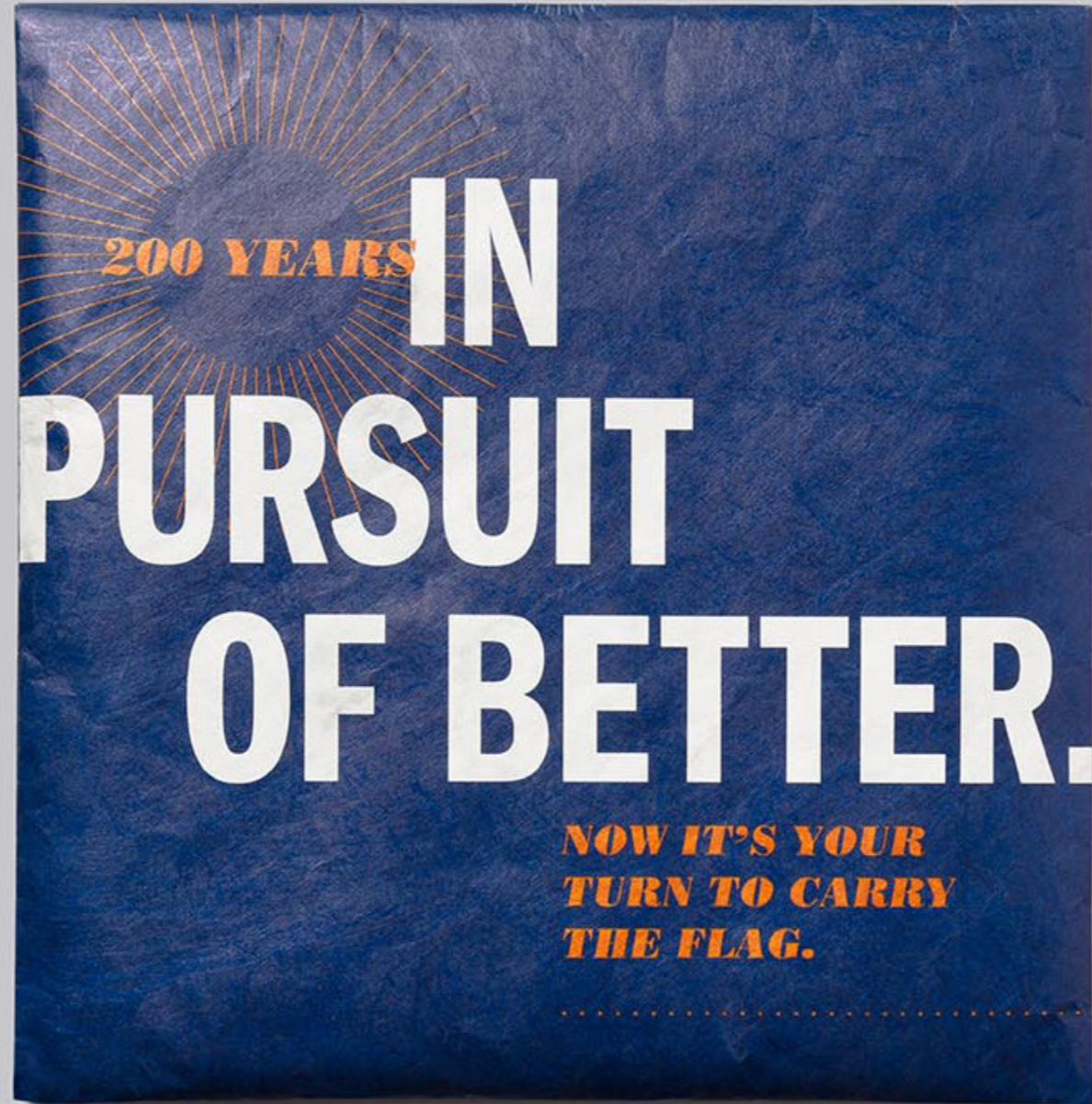
**SOME CALL IT THE ACADEMICAL VILLAGE. YOU CAN CALL IT HOME.**

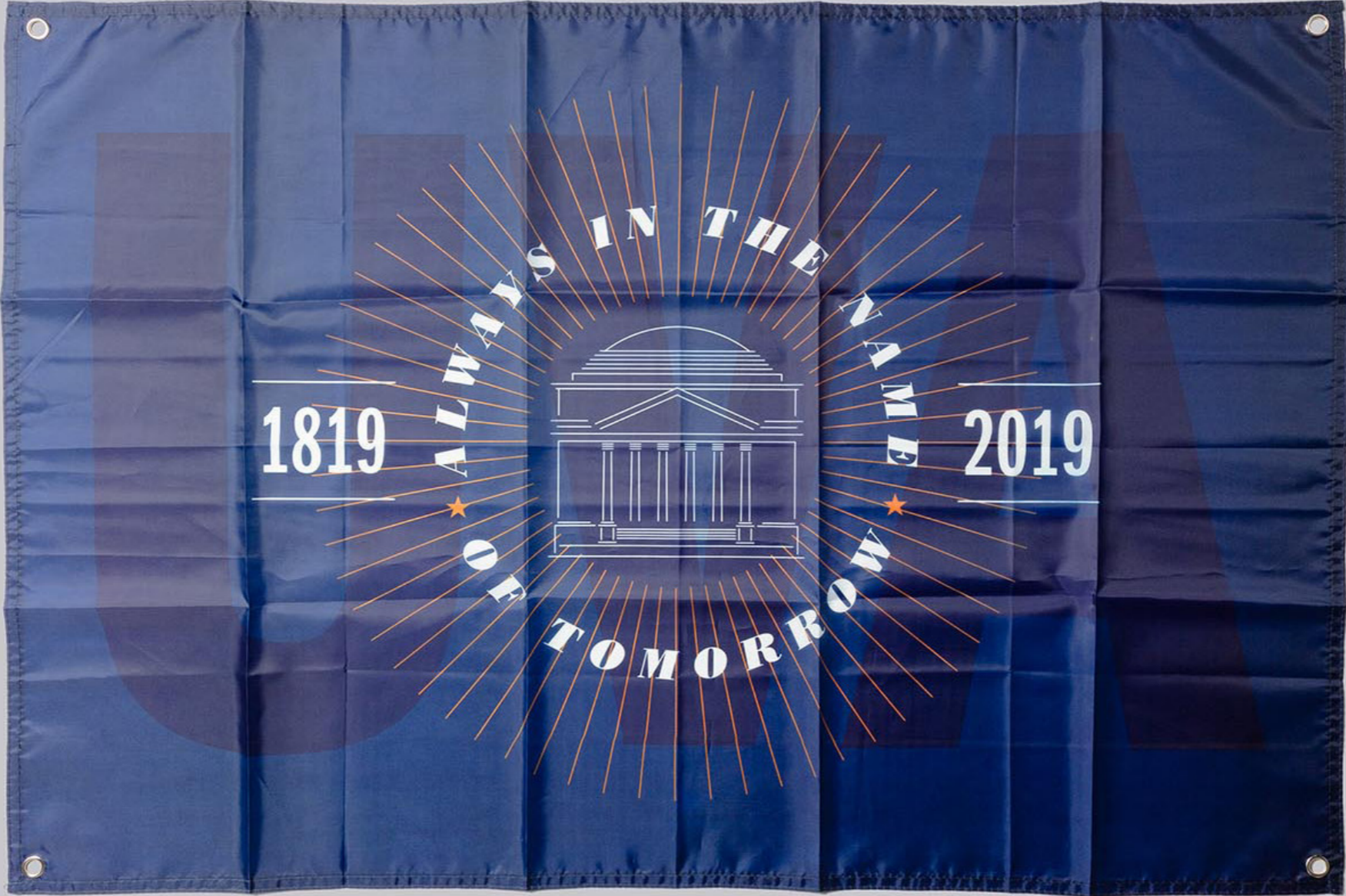
It goes deeper than just calling this place "The Grounds." And it goes beyond its history. What makes this place special is its mission—to create an environment that fosters ingenuity through the open exchange of ideas.

We are a community of learners from all walks of life and from all around the globe, united by our drive to pursue better. You'll see this in the 700-plus clubs and organizations, in our active arts culture, and in our vibrant but well-used fitness and housing facilities.

Surrounding the vibrant, bustling atmosphere of the Grounds, the city of Charlottesville was named 2014's Happiest City in America. An impressive city in its own right, C-ville offers culture, noteworthy restaurants, a thriving music scene and access to the gorgeous Blue Ridge Mountains, so you'll find no end of interests to endlessly pursue.







WE PURSUE  
**TRUTH**  
NO MATTER  
WHERE IT  
**LEADS**

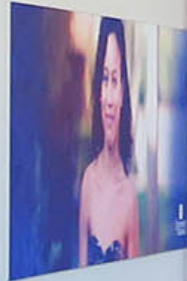
UNIVERSITY OF VIRGINIA

The mural features a vibrant, abstract background with warm tones of red, orange, and yellow. It includes silhouettes of people and architectural elements. The University of Virginia logo is visible in the upper right corner of the mural.



Home home

Small text below the banner: "Home home" and "UNIVERSITY OF VIRGINIA" logo.



BAGGAGE  
Claim

Icon of a suitcase and an arrow pointing left.



WE PURSUE  
***BREAKTHROUGHS* THAT**  
**CHANGE LIVES**

UNIVERSITY  
of VIRGINIA



Gate  
2



Gate  
1

Baggage  
Claim  
→





WE PURSUE  
**VICTORY** WITH **HONOR**

UNIVERSITY  
of  
VIRGINIA

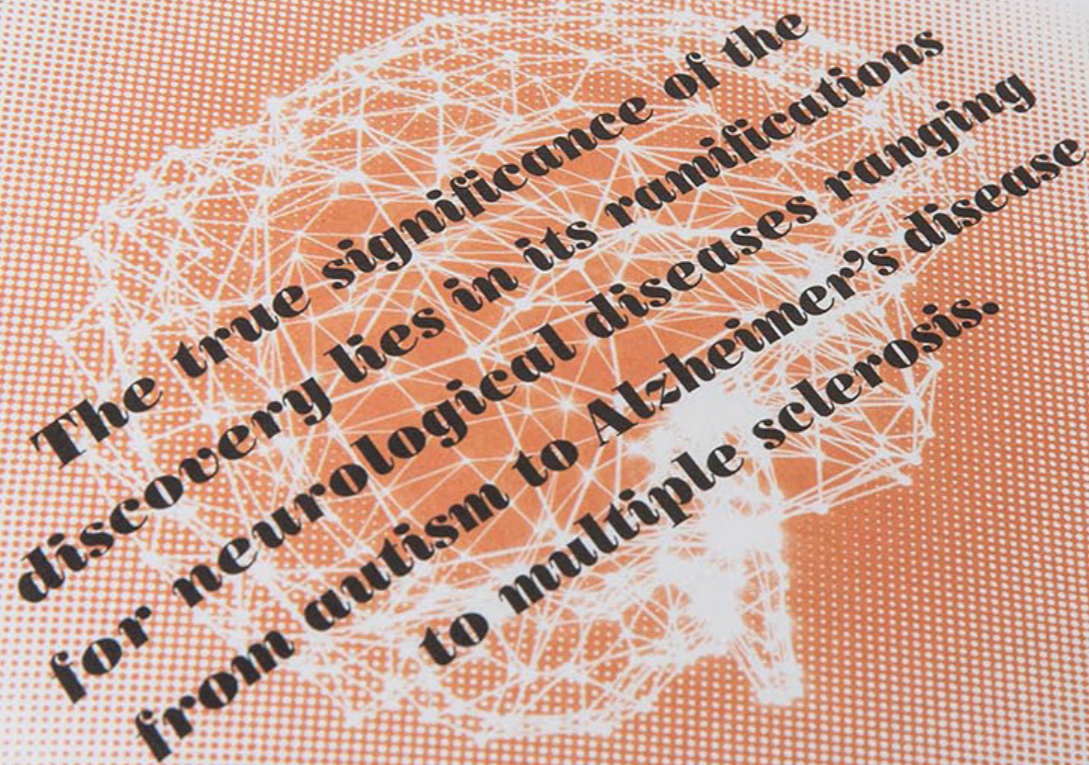
# WORLDWIDE



...turns decades of textbook teaching: Medicine has determined that the brain is a system by vessels previously thought not to be structures in the body that we were not mapped," said Jonathan Kipnis, a professor of Neuroscience and director of the Center for Immunology and Glia.

...could have escaped detection of the lymphatic system has been so mapped throughout the body on its own. But the true significance of the discovery lies in its implications for the study and treatment of neurological diseases such as autism to Alzheimer's disease, multiple sclerosis, and others no longer considered immune-related, such as, or

The discovery was made possible by the work of Antoine Laveau, a postdoctoral fellow in Kipnis' lab. The vessels were detected after Laveau developed a method to mount a mouse's meninges — the membranes covering the brain — on a single slide so that they could be examined as a whole. After noticing vessel-like patterns in the distribution of immune cells on his slides, he tested for lymphatic vessels and there they were. The impossible existed. "Live imaging of these vessels was crucial to demonstrate their function, and it would not be possible without collaboration with Tajie Harris," Kipnis noted. Harris is an assistant professor of neuroscience and a member of the Center for Brain Immunology and Glia. Kipnis also saluted the "phenomenal" surgical skills of Igor Smirnov, a research associate in the Kipnis lab whose work was critical to the imaging success of the study.



**The true significance of the discovery lies in its ramifications for neurological diseases ranging from autism to Alzheimer's disease to multiple sclerosis.**

The unexpected presence of the lymphatic vessels raises a tremendous number of questions that now need answers, both about the workings of the brain and the diseases that plague it. For example, take Alzheimer's disease. "In Alzheimer's, there are accumulations of big protein chunks in the brain," Kipnis said. "We think they may be accumulating in the brain because they're not being efficiently removed by these vessels." He noted that the vessels look different with age, so the role they play in aging is another avenue to explore. And there's an enormous array of other neurological diseases, from autism to multiple sclerosis, that must be reconsidered in light of the presence of something science insisted did not exist.

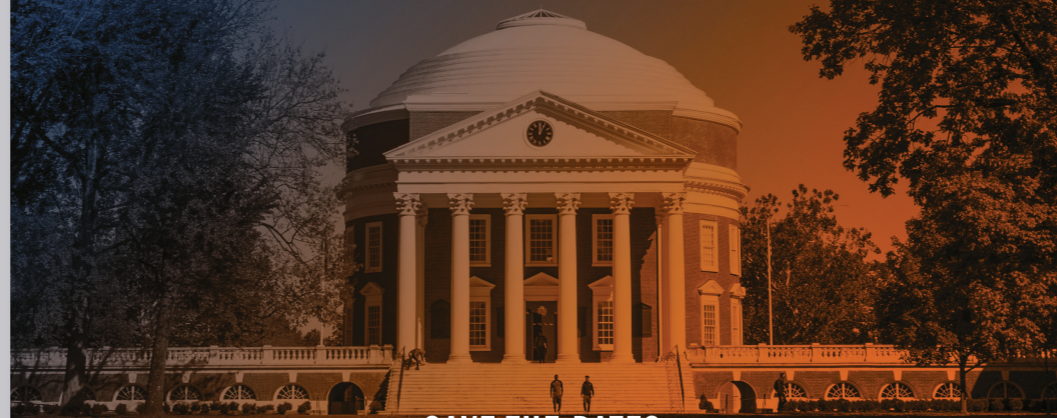


# Bicentennial



UNIVERSITY of VIRGINIA  
BICENTENNIAL

**COMMEMORATE**  
THE FIRST 200.  
**CELEBRATE**  
THE NEXT.



**SAVE THE DATES**

**October 6-7, 2017**

Please join us on October 6-7, 2017 when we mark the 200th anniversary of the laying of the University's cornerstone at Pavilion VII. The commemoration will continue through the anniversary of the University's charter on January 25, 2019. The bicentennial will celebrate the achievements of the University's first 200 years while articulating aspirations for the University's future. We hope you will join us.

BICENTENNIAL.VIRGINIA.EDU





UNIVERSITY *of* VIRGINIA  
B I C E N T E N N I A L

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LOGO USAGE GUIDE | VERSION 1.0



**MINIMUM SIZES**

To ensure visibility and legibility, the logos should never be presented in sizes smaller than the requirements shown on this page.

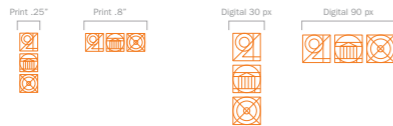
To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

Primary Logo Minimum Size



Secondary Logo Minimum Size



**PRIMARY LOGO CLEARSPACE**

Whenever you use the primary logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed from the height of the "University of Virginia Bicentennial" Lockup.

Primary Logo Clear Space

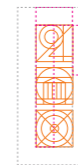


**SECONDARY LOGO CLEARSPACE**

Whenever you use the secondary logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed by measuring half the width of the logo.

Secondary Logo Clear Space



# Curry School of Education



THE

WV

IB

IB

WE DO

THE MORE WE **DISCOVER**, THE MORE WE **KNOW**, AND THE MORE WE **KNOW**, THE MORE WE **TEACH**. THE MORE WE **TEACH**, THE MORE WE **LEARN**, AND WHEN WE **LEARN MORE**, WE **DO MORE**, WE **ACHIEVE MORE**. WE **DISCOVER MORE**, **KNOW MORE**, **TEACH MORE**, **BE MORE**, **DO MORE...**

This is the positive feedback loop we look to build for the world. For our children. For our students' children and their children's students. It's why we do so much to influence effective youth programming and policy with the nation's first Youth and Social Innovation major. And it's why our School Turnaround Program, the only program in the country of its kind, is empowering schools and leaders at every level.

So we can make the kind of impact that takes on a life of its own. Change that inspires. Inspiration that builds and builds and leads to better teachers, better ways to learn, better communities, and a stronger society. Because the more we do, at the Curry School of Education, ***the more the world can do.***

# GIVING NEW LIFE TO FAILING SCHOOLS

*At the Curry School of Education, our goal was not just to create better schools, or even better educators. It was to create a better system. One that could then go on to create better futures over and over again. And that's exactly what we did when we partnered with the Darden School of Business to create the University of Virginia School Turnaround Program (UVA-STP). This three-year immersion program unites superintendents, principals, and district officials with the top minds in education and leadership here at UVA. The program's focus is on the development of effective leadership skills, which has proven to be the difference-maker in turning around more than 250 schools and 75 districts across the country.*

**35%**

average proficiency gains  
in reading and math

over

**50%**

double-digit gains in math and  
language arts in two years or less

# TAKES A WHOLE NEW SCHOOL OF THOUGHT

Data Science Institute

THE DATA SCIENCE  
INSTITUTE

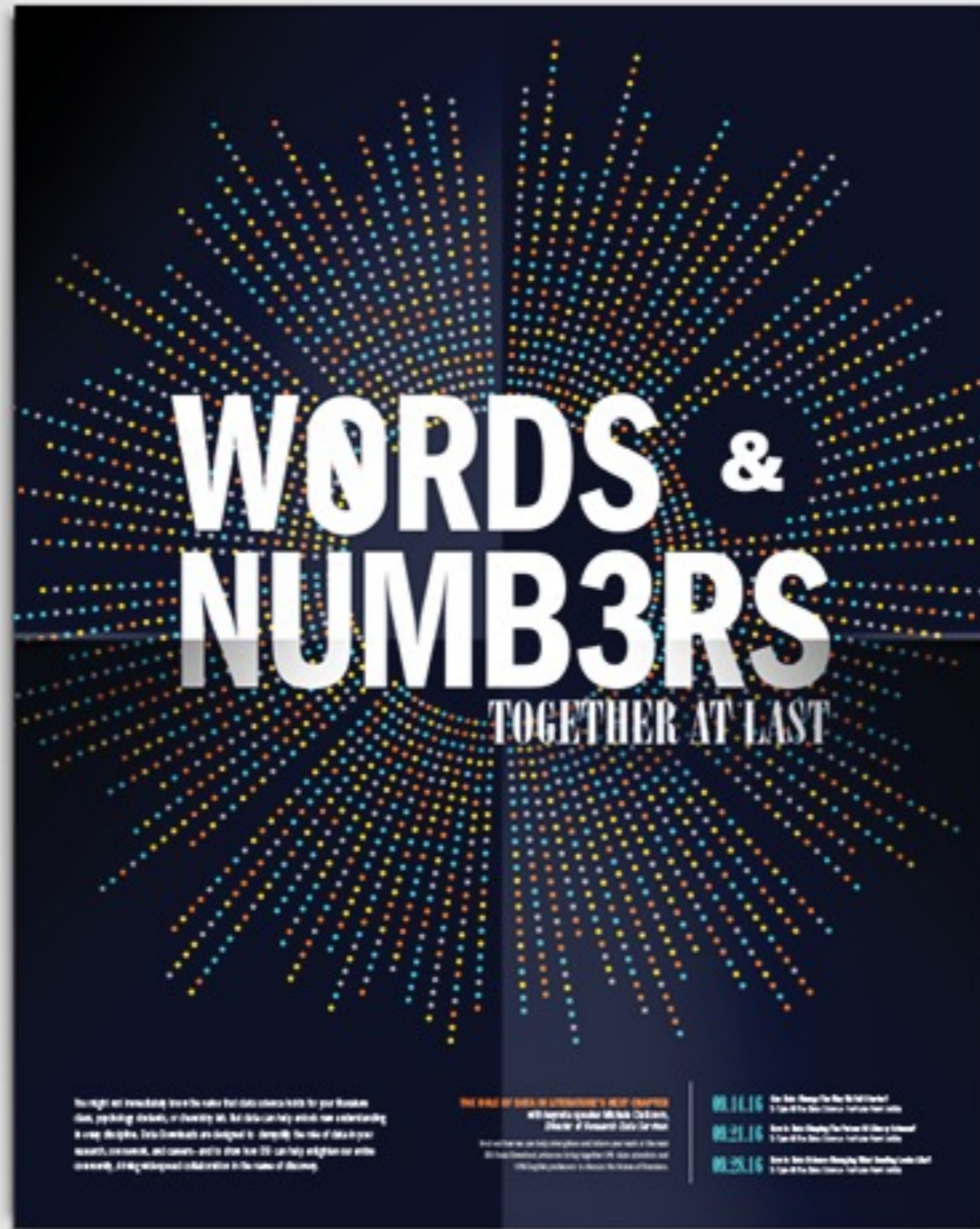
TO REACH NEW  
**HEIGHTS**  
WE UNLOCK WHAT'S  
**BENEATH**

A new way forward requires new perspectives. It demands those who see patterns instead of problems, and those who find answers in spite of obstacles. The ones who know how to extract solutions trapped within and beneath the data. At the Data Science Institute, we're working with physicians, experts at IBM, CEOs, military generals, architects and social media experts to change how the world views the impossible. Digging beneath and pushing progress past its limits, and building better ways to solve, work, and create. Because it's only by seeing the world differently, that we can make the greatest difference for it.











Miller Center

# ILLUMINATION

→ Legislation is not created in a vacuum. Forces from right and left push and pull the administration in every direction in order to impose their agendas. And while each side claims to know the best way forward, sometimes that best way is best influenced by a clear, unbiased view of the past.

And that's where we come in.

At the Miller Center, we shine a light on important lessons learned during some of the most critical periods in American history. Lessons that guide us to new successes. Lessons that help us avoid repeating previous mistakes. Lessons that lead to a brighter tomorrow. Because whether we as a nation go left or right, at the Miller Center, we provide the insights to guide a better way forward.



# A WORKING DEMOCRACY TAKES WORK

**OUR NEXT PRESIDENT WILL NOT JUST LEAD A COUNTRY. HE OR SHE WILL INHERIT ONE OF THE MOST CHALLENGING POSITIONS AT THE TOP OF A NEARLY 320-MILLION PERSON COMPANY WITH MORE THAN 2 MILLION ELECTED OFFICIALS EACH PUSHING AND PULLING THEIR INFLUENCE IN DIFFERENT DIRECTIONS.**

The president, our nation, and the world need trusted guides. Advisors with a balanced vision, void of special interests. Investigators who look to lessons of the past for new ways forward. It's why we're the only institution with the expertise to take on the comprehensive work pertaining to the Presidential Oral History Project. And it's why, for nearly 45 years, the Miller Center has been that trusted source for historical discovery, scholarly research, unbiased advice, and constant public discourse. Unbound by party lines, yet compelled by truth. Strengthened by the interdisciplinary research across UVA, and plugged directly into the first university founded by a president. Together as scholars, professors, and former elected officials, we stand not just as a beacon for democracy—but for democracy the way it was meant to be.



**A REASON FOR DEMOCRACY**



# FROM A POINT TO BETTER

**DAVID R. GOODE  
TRANSPORTATION POLICY  
COMMISSION REPORT**

## WHERE WE'RE GOING, WE WILL NEED ROADS

As we learned under Eisenhower, the president should lead the way in securing infrastructure investment and partnerships to bring budget relief and enhanced travel efficiency to the nation.



## THE CLOUD CONNECTS US

As we move into the future, the President should look to how President Johnson harnessed the power of available technology—and should utilize advances in cloud computing, energy extraction, and other emerging technologies to create a better-connected world through trade.



## IT ALWAYS COMES BACK TO JOBS

Taking lessons from George H. W. Bush's 1991 speech about domestic priorities, the president must skillfully marry transportation policy with job creation in order to garner support for federal transportation spending.

# Hello

## LYNDON B. JOHNSON & MARTIN LUTHER KING JR.

Here, President Johnson calls Martin Luther King Jr. one evening in 1963 to thank him for his "I Have a Dream" speech. Like a call from a longtime friend, this heartwarming gesture was more than

political posturing. It was a promise that he was worthy of King's hopes and dreams—one he'd fulfill two years later by signing the Voting Rights Act of 1965, ending racial discrimination in voting.



## JOHN F. KENNEDY & HARRY TRUMAN

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## RICHARD NIXON & HENRY KISSINGER

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## FRANKLIN ROOSEVELT & CONDELL RULL

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## DWIGHT EISENHOWER & HENRY CABOT LODGE

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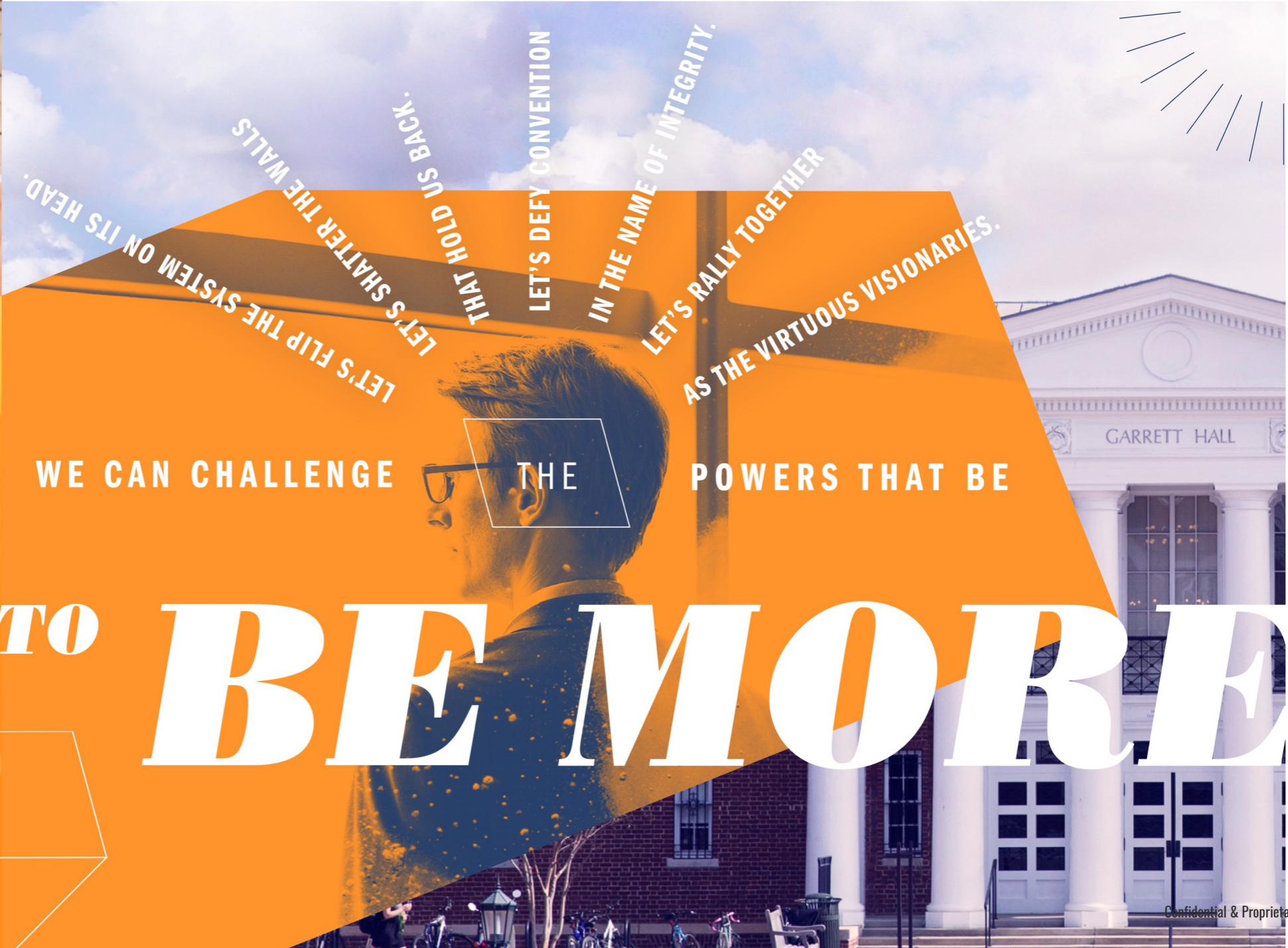
# Frank Batten School of Leadership and Public Policy



LET'S FLIP THE SYSTEM ON ITS HEAD.  
LET'S SHATTER THE WALLS  
THAT HOLD US BACK.  
LET'S DEFY CONVENTION  
IN THE NAME OF INTEGRITY.  
LET'S RALLY TOGETHER  
AS THE VIRTUOUS VISIONARIES.

WE CAN CHALLENGE THE POWERS THAT BE

# TO BE MEMORABLE







The Frank Batten School of Leadership and Public Policy

ONLY ONE PRODUCES CHAMPIONS OF THE

# PUBLIC GOOD

Disruption is a concept with which we  
as a university are quite familiar.

Our commitment to constantly pursue new and better ways means challenging the status quo to keep society moving forward. That's how our Batten School of Leadership and Public Policy was born. We realized simply understanding the relationship between public administration and economics wasn't enough. Our citizens need leaders with honor and integrity to see where those policies would be most effective and how they could best serve the greater good. They need leaders skilled in the art of getting things done.

Whether they're undergraduate or graduate students, those matriculating through Batten will become the leaders of tomorrow by learning from the leaders of today. Faculty who have spent their careers studying policy and spearheading change both at home and abroad. Who will prepare students not just for a job right out of college, but a life's work of being at the forefront of public service.

# McIntire School of Commerce

# Reshaping the tools of the trade.

From the Silk Road to the information superhighway, interchange has played a key role in human development.



The units of trade have changed — from salt and spice, to paper and plastic, to bits and bytes. But the essentials endure. With a tradition of informed intuition and a commitment to our shared future, the McIntire School of Commerce embodies the continuous advancement of the global business industry. By educating, supporting and empowering the leaders of today and tomorrow, we will continue to evolve the understanding, definition and parameters of exchange.

The new  
units of  
currency



Exchange is  
the only **constant.**

**Constant**  
pursuit of excellence.



**Connecting unrelated subjects is the core of business:** To make an exchange, we must first make contact. The McIntire School of Commerce will provide you with a remarkable platform for your career. Here, you'll enhance your undergraduate degree with practical skill sets, build a network of professional colleagues and find the tools and insights to solve problems in the real world.

Confidential & Proprietary

➔ Find out more at [commerce.virginia.edu](https://commerce.virginia.edu)

# Business is personal

bean  
counting

number  
crunching



Number-crunching. Bean-counting. Why does the language of commerce sound so...commercial? Data points and analytics provide the who, what, where, when and why. It's up to us to transform those answers into intelligent questions, relevant insights and meaningful impact. At the McIntire School of Commerce, we embrace how small big business can be. Our globally minded community of students and faculty, research institutes, alumni, CEOs and corporate partners embodies the personal aspect that drives every new insight and solution, continually evolving the face of business.

Confidential & Proprietary



Question  
what's **current.**  
**Current**

**events shape  
new conversations.**

 **Make connections.  
Make a difference.**

Find out more at [commerce.virginia.edu](https://commerce.virginia.edu)

College at Wise





▲ a higher purpose

# DOWN *to* EARTH

We are working together toward a greater good. United in our mission to serve our region and beyond, we explore opportunities and expand our horizons. We live every moment with purpose. We're rooted, connected, and grounded in what is possible.



# NATURAL RESOURCEFULNESS

We are a vibrant community of individual talents, abilities, and interests, but our shared ambition is our greatest strength.

We may focus on our individual paths, but the moments we live for are the ones made together. Building new bridges, new communities, and new connections. We look ahead, with a shared vision, the spark of potential in our eyes. It's serious business, but there's still plenty of fun to be had.



## Student Life

### GREEK LIFE

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### CLUBS AND MAJORS

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# IGNITE

*a new dream*





School of Law



THE UNIVERSITY OF VIRGINIA | THE FIGHT TO FIGHT

HOME

# EQUALITY

*from a resolve without*

# EQUAL

What started out as a class discussion in UVA professor Anne Coughlin's Law and Public Service course, became the catalyst that forever changed the military.

# EQUALITY

*from a resolve without*

# EQUAL

The topic: the US military's combat exclusion policy for women. Not only were women prohibited from serving in combat without special permission, hindering their military careers, they were denied the official recognition they earned, even when wounded or killed in service.

Inspired to change the status quo, professor Coughlin and four first-year law students created a course devoted to the exclusion policy. On the first day of class, the five of them decided to file a lawsuit, and began building their case. After a prominent law firm agreed to take on the case pro bono, they sued the Pentagon on the grounds that the policy was illegal and unconstitutional.

**"They now know, from the beginning of their career, that they can make a difference,"**

-Professor Coughlin





THE UNIVERSITY OF VIRGINIA | THE FIGHT TO FIGHT

HOME

*Four first-year* UVA LAW STUDENTS  
USED THE POWER OF THE LAW TO EMPOWER  
WOMEN. AND HELPED CREATE A STRONGER  
MILITARY, AND *a more just nation.*

Members of the "Molly Pitcher Project," named after a woman in the Revolutionary War who took her husband's place in firing a cannon on British forces:  
Professor Anne Coughlin, Ariel Linet, Rebecca Cohn and Kyle Mallinak

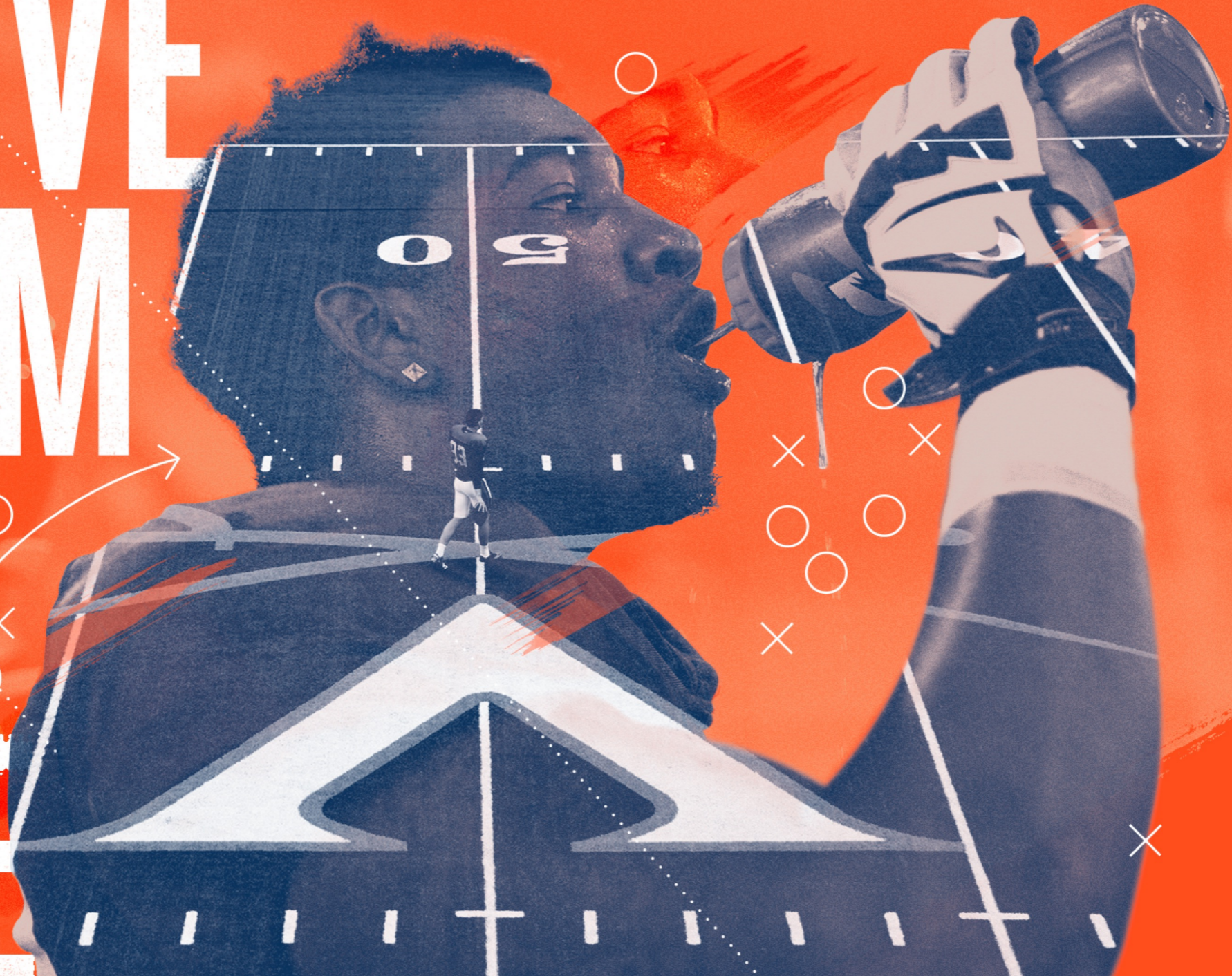




*we* CAVALIERS



*we* STRIVE  
FROM  
INSIDE



20 —  
30 —  
40 —  
50 —  
60 —

.....  
**WHERE WE  
BECOME  
GREATER THAN.**  
.....

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**NEVER  
EQUAL TO.**  
.....





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OUR VISION

OUR TEAMS



ACADEMICS

LEADERSHIP

*we*

CAVALIERS

CHOOSE YOUR SPORT

MacBook Pro







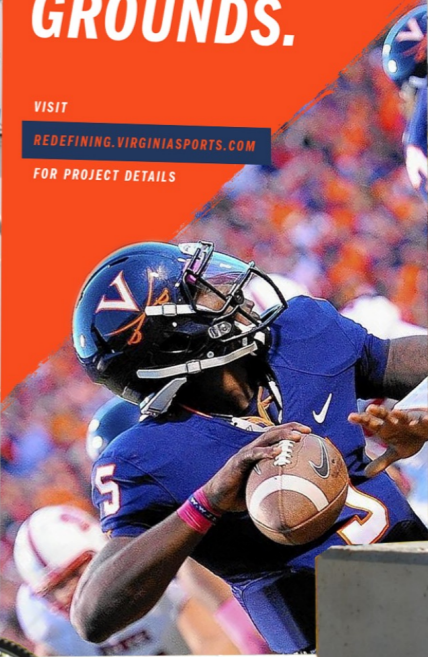
**WELCOME**  
**TO THE**  
**STARTING**  
**LINE**

STEP INSIDE TO SEE  
OUR PLAN FOR THE FUTURE



**EXPERIENCE**  
**YOUR FUTURE**  
**PROVING**  
**GROUNDS.**

VISIT  
[REDEFINING.VIRGINIASPORTS.COM](http://REDEFINING.VIRGINIASPORTS.COM)  
FOR PROJECT DETAILS



# School of Architecture



*we're not a school that puts up walls.*

**WE TEAR THEM DOWN**

We also don't develop architects. We develop design-minded thinkers, who can view problems such as climate change, health care or social inequity and employ a creative, design-based approach to solve them. That is architecture. And here at UVA, we not only live this philosophy, we live in it. Jefferson's Academical Village, a UNESCO World Heritage site, is not a structure, but a solution to a problem: How do we keep this democracy alive and continually evolving? By creating an educated citizenry. How do we create an educated citizenry? Through a new model for education. How do we create that?

**ARCHITECTURE.**

Duncan G. Stork '84 is an expert in Roman Catholic sacred architecture, the founding editor of the Sacred Architecture Journal, and a Professor of Architecture at the University of Notre Dame School of Architecture.

Thomas Woltz '01 is the owner of Nelson Byrd Woltz Landscape Architects in Charlottesville and was named "Design Innovator of the Year" by Wall Street Journal Magazine in 2013 in part for his role in designing NYC's Hudson Yards project.

Marc Bourgeois '07 is a principal at LUL Architects in New York City, and has taught at Columbia University, MIT, and Yale University. His work ranges from urban concepts to reimagining technical sites like Coney Island's Streetcarcade Park.

# BUILDING VISIONARIES

A school is only as good as the graduates it produces. Ours become more than leaders in their field. They shape the industry. They create work that impacts society and reinvigorates the way people interact with their surroundings. They're building innovative new public parks, restoring historic churches, reimagining coastal city layouts and educating a new generation of designers.

**They're changing the way the world looks at architectural design.**





*SEEING A  
DIFFERENCE  
STARTS WITH*

# SEEING ANYWHERE



We don't see distance as an obstacle. Or a vehicle as mandatory for exceptional care. The best care should come to you. That's why we work tirelessly to stay at the forefront of breakthrough research and technology, with developments like Telemedicine expanding our virtual footprint to the far corners of the Commonwealth, enabling us to provide more care to more people, everywhere they need us, every day.

**SEEING A  
DIFFERENCE  
STARTS WITH**

# SEEING RIGHT EYE

We are Doctors. Nurses. Researchers. Teachers. Students. Pharmacists. Technicians. Environmental Service Providers. At UVA Health System, we are many sharing one vision. A synchronized team of experts, interconnected and invigorated by each other to deliver every aspect of care at the highest level. Meeting together each morning to ask, how can we provide even better care? How can we make this the safest, most welcoming patient care environment yet? No matter our title, no matter our role, we are called to provide the most exceptional care possible, to all.



# BECOMING EXPERTS

## IN EVERY DEGREE OF BETTER

*As a medical student, you want to do your research and clinical work with the same equipment and technology doctors use every day. And you want to learn in the hospital while also making a positive impact in the community. At the UVA School of Medicine, that's exactly what we deliver—the highest*

*level of medical education for the most professional experience possible.*

*Our "Next Generation" curriculum eschews the traditional split approach, and shows students what it really means to be a working physician. By combining*

*science with clinical education in a multitude of settings, including small-group lectures, self-directed learning, lab work and hospital experience, students are able to broaden their clinical skills and strengthen their ability to work as a team.*

*And thanks to constant collaboration with our dedicated top faculty members—who are selected, in part, based on professional experience—UVA medical students graduate with a deeply personal understanding of what it means to become the medical professionals of the future.*

### SCHOOL OF MEDICINE PROGRAMS

- Hook Scholars Program in Humanities and Ethics
- Generalist Scholars Program
- Medical Scientist Training Program
- Accelerated MD-PhD Program
- MD-Masters in Public Health (MPH)
- MD-MBA Program
- MD-JD Program
- MD-Medical Science in Clinical Research (MS-CR)
- Biomedical Sciences Program

**ONE SMART MOVE IS ALL IT TAKES**  
**TO MOVE FORWARD**

*• Whether you're an injured athlete,*  
 you've suffered from arthritis for years or you have severe spinal trauma, we're here to help you push forward. Our surgeons, nurses and specialists work as a team and use the most advanced medical technology and tailored care techniques to treat it all. In many cases it just takes one visit to our clinic to start moving beyond pain and get active again.

**UNIVERSITY OF VIRGINIA HEALTH SYSTEM** ORTHOPEDICS

*Alzheimer's Can Lock You Out Of Your Own Mind.*

**WE LET YOU BACK IN.**

Our recent breakthroughs in Alzheimer's research have brought us closer than ever to ending this debilitating disease that impacts nearly 44 million people and their families. By using a simple supplement, we've discovered a way to help prevent neuron-loss, reducing symptoms and the hardship for caregivers. It's another way our neurology team is unlocking the secrets of the human brain.

*And it's another reason you're better here.*

**UVA HEALTH SYSTEM**

**MORE** mesenteric angioplasties than anywhere in the country

**MORE** chest operations than anywhere in the region

**MORE** open aortic procedures than anywhere in the state

**MORE HEART THAN ANYWHERE IN THE REGION**

*At UVA Heart and Vascular Center,*  
 you're not just in good hands. You're in the most compassionate, committed hands in the field. As an academic hospital, we're able to translate groundbreaking research discoveries into the most advanced treatments available today. We treat more complex heart conditions than anywhere in the region and are home to some of the most respected cardiac and vascular specialists in the world. So whether you're experiencing chest pain, shortness of breath, or you just need a second opinion, we are here to get you back to your life, your family, your future.

**UVA HEALTH SYSTEM** HEART & VASCULAR CENTER

*THE  
DOCTOR  
CAN  
SEE YOU*

**NOW**

UVA HEALTH SYSTEM  
**TELEMEDICINE**  
*Exceptional Care.  
Anywhere.*

**LAMAR**

