





GUIDE BOOK

UNIVERSITY OF VIRGINIA

***This is not a***  
**MONUMENT**

***It's***  
***a***  
**BULLDOZER**

*When Jefferson placed The Rotunda at the center of this institution, he shattered convention and created a new, better model for education. For the first time, a library, not a church, sat at the heart of a university. Not only did this create the first secular university, it signaled a focused commitment to education, truth and the illimitable freedom of the human mind.*

*Around this temple of knowledge sprang the Academical Village. An educational haven where professors and students from all disciplines live and learn together, free to exchange and challenge ideas. Even as we've grown, the connection remains, as over half of all classes have fewer than 20 students. Indelible relationships still form. Passions ignite. And ingenuity thrives.*

PG. 10

PG. 11





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

**CONNECTICUT, USA**  
**Samuel P. Wilbur Jr.**  
Former governor of Connecticut and former U.S. Assistant Secret. of Commerce  
LAW '58

**FLORIDA, USA**  
**Bob Hanes**  
U.S. Senator from Florida and Governor  
LAW '52

**MICHIGAN, USA**  
**Nancy Andrews**  
Award-winning photographer and 100th White House Photographer of the Year  
CLAS '80

**MARYLAND, USA**  
**Vivian W. Pines, 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

**VIRGINIA, USA**  
**John Warner**  
Former U.S. Senator from Virginia and former Governor of the State  
LAW '62

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

**PENNSYLVANIA, USA**  
**Heath Miller**  
Tight end, Pittsburgh Steelers, and Super Bowl winner  
CLAS '66

**NEW YORK, USA**  
**Tina Fey**  
Actress, television writer and producer  
CLAS '93

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

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

**Alfred R. Borkshay**  
Former president and vice chair, NASDAQ  
CLAS '86

**David Walentas**  
Real estate developer  
SEAS '81

**Seabear Zamata**  
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**  
**H. Scott Manselby**  
Novelist, author and Pulitzer Prize winner  
LAW '58

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

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

**CALIFORNIA, USA**  
**Shelby Steele**  
Former CEO and co-founder, DNET Inc.  
COMM '88

**Blaine Hoffman**  
CEO and co-founder, ReedSci  
SEAS '05

**SOUTH CAROLINA, USA**  
**Sam Staley**  
Olympic gold medalist and World Hand Pinner  
CLAS '92

**DENMARK**  
**Edward F. Champ**  
Former U.S. ambassador to Denmark  
CLAS '56

**INDONESIA**  
**Majid Djajid**  
Former Indonesian diplomat  
SEAS '69

**PUERTO RICO**  
**Luis Fortea**  
Former governor of Puerto Rico  
LAW '88

**CANADA**  
**B. Matthew Henson**  
CEO, Kohn Discovery  
LAW '99

**WASHINGTON, D.C., USA**  
**C. Shelby Coffey III**  
Attorney and vice chair, Washington  
CLAS '88

**Brit Hume**  
Television personality  
CLAS '82

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

**ISRAEL**  
**Amir D. Einat**  
President, Supreme Court of Israel  
LAW '72

**Rabbi David Ettenson**  
President, Hebrew Union College  
SEAS '72

**UNITED KINGDOM**  
**Larissa Pitt**  
Former CEO, The Royal Academy of Arts  
DARD '78

**DAVID T. ENGRA**  
Special advisor to the governor of the State of Canada  
CLAS '78

**Kimberly Decker**  
Communications editor, The Daily Beast and former CBS News correspondent  
SEAS '93

**John Van Deventer**  
Partner, Cabot Square Capital  
LAW '82

**MEXICO**  
**Verónica Ugaldes**  
Vice president, corporate banking, Banco Nacional de México  
DARD '87

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

**PALESTINIAN TERRITORIES**  
**Hanan Ashrawi**  
Palestinian politician and member, Palestinian Legislative Council  
SEAS '82

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

**Marcus Chen Pi**  
Director, Global for Policy and Deep Ocean Development  
LAW '83

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

**BRAZIL**  
**Andre Leloni**  
Managing director, Protonair, Brazilian Bank  
DARD '00

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

**AUSTRALIA**  
**Bara James**  
Australia-based correspondent, (Walter) NBC  
CLAS '83

**Deborah Sharkey**  
Managing director, eBay Inc.  
CLAS '85

**TURKEY**  
**W. Robert Peasano**  
Former U.S. ambassador to Turkey  
LAW '86

**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 International Affairs  
SEAS '58

**SWITZERLAND**  
**Thomaso Baras**  
Swiss ambassador to Lebanon and the United Arab Emirates  
CLAS '76

**POLAND**  
**Ludwig Pankasinski**  
Marshal of the Senate, Poland  
SEAS '59

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

**SWEDEN**  
**Mark Brzezinski**  
U.S. ambassador to Sweden  
LAW '81

**BELGIUM**  
**Brian McCoy**  
President, EMCA, Motion Picture Association of America  
LAW '88



**OWNING**  
**TODAY**

**BUT ALWAYS IN THE NAME OF**

**TOMORROW**

*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.*

*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.*



# OUR BONDS MAKE US UNDISPELLABLES

...K TO MY CLASS:  
...R. STUDIO OR  
...E LAWY AND  
...ND SHALL  
...ORKING  
...ERING  
...ADS.

Close-knit relationships are at the core of the UVA experience. And it goes beyond the fact that over half our classes have fewer than 20 students. Our professors—among the best in their fields—make a point to meet with their students outside of class, whether it's over coffee or dinner with their families. Our faculty members do more than teach: they debate, discuss, mentor and build relationships with students as future leaders and peers.

Our support also means career advising from year one and connecting students to professional opportunities that can pave the way for bold careers. From an internship with Google to a semester studying global sustainability in Hong Kong, we give our students countless opportunities to define their success and achieve it.



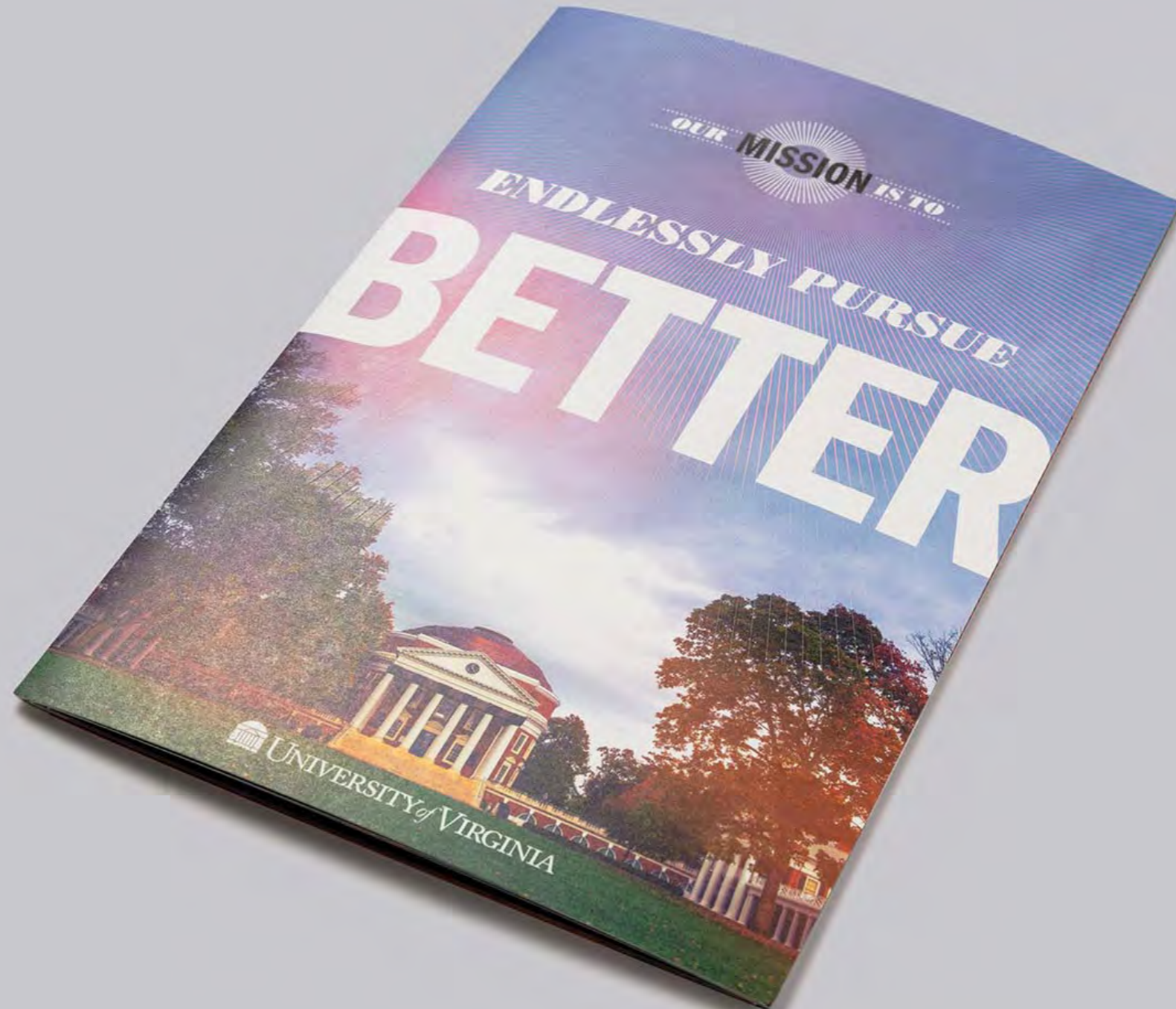


**LOCATION.  
LOCATION.  
EDUCATION.**

**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.*





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.



BAGGAGE  
Claim  
←



**WE PURSUE**

***BREAKTHROUGHS* THAT**

**CHANGE LIVES**

UNIVERSITY  
of  
VIRGINIA

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

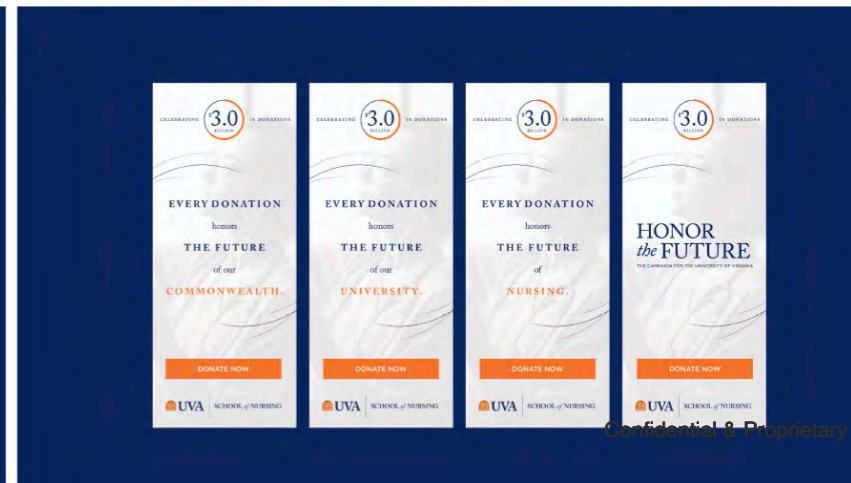
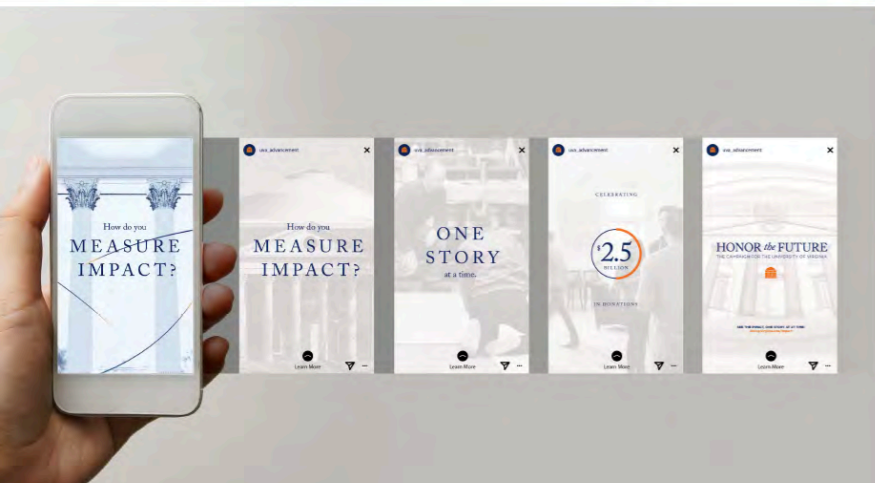
UNIVERSITY OF VIRGINIA

The banner features a photograph of eight female rowers in a blue racing shell on a body of water. The rowers are wearing various athletic gear, including blue and white long-sleeved shirts, and some are wearing caps. The background of the banner is a vibrant red with a pattern of small, colorful dots. The text 'WE PURSUE VICTORY WITH HONOR' is prominently displayed in white, with 'VICTORY' and 'HONOR' in a larger, bold font. The University of Virginia logo is in the top right corner.













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

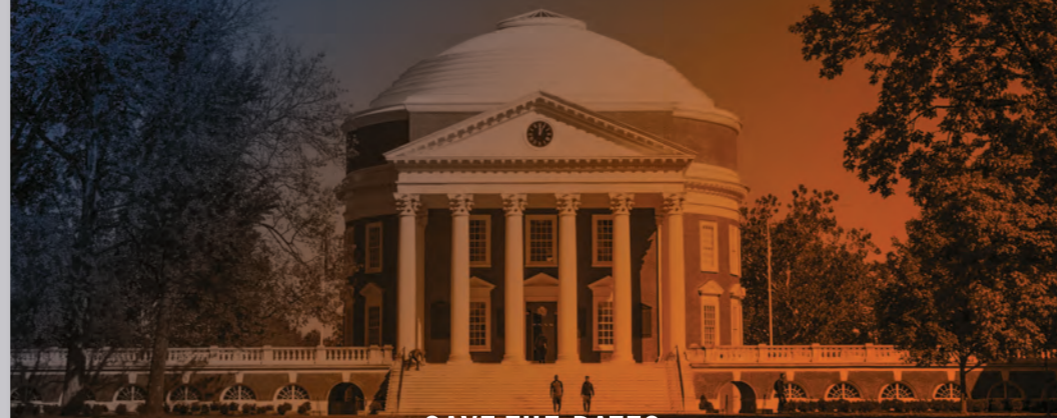


UNIVERSITY *of* VIRGINIA  
B I C E N T E N N I A L



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](http://BICENTENNIAL.VIRGINIA.EDU)





Kayleigh Roy  
Architecture '15

THE BICENTENNIAL  
SCHOLARS FUND

# AMPLIFY YOUR IMPACT

*Leaders give back as they move the world forward.  
As we celebrate our bicentennial, UVA honors those who  
came before by supporting those in-the-making.*

### GROW THE GREATER GOOD

You can ensure that UVA continues to attract and support outstanding students by contributing to the Bicentennial Scholars Fund. In return, UVA will **amplify your generosity by matching your gift** through our Strategic Investment Fund.

### TAKE THE FUTURE FURTHER

Shape the UVA community through **this unique opportunity to create a long-term source of financial aid**, limiting both student debt and tuition increases, perpetuating your legacy into the far-reaching future.

SCHOLARSHIPS | [GIVING.VIRGINIA.EDU/BSF](http://giving.virginia.edu/bsf)

THE BICENTENNIAL SCHOLARS FUND

# MAKE YOUR MARK

UVA accepts students solely on merit, as one of only two public universities in the nation to meet 100% of undergraduate financial need. With your contribution, we will continue to redefine affordability.

## HOW IT WORKS



**NAMED FUND**  
When you contribute \$100,000 or more, you have the opportunity to create a **named endowment awarded and recognized in perpetuity.**



**UP TO \$1 MILLION**  
When you endow undergraduate scholarships, the University will amplify any donation with a **50-cent match on every dollar.**



**\$1 MILLION OR MORE**  
When you contribute \$1 million or more and pay the total within three years, the University will **double your gift.**

### RESOLVE TO SOLVE

Together, at our 200-year mark, we will make a commitment to realize student potential. The challenges of our time require that we provide the next generation of innovators every chance to succeed both today and for generations to come.

### COMMITMENT LEADS TO PROGRESS

Their endless imagination, insight and ingenuity will move us forward as a nation and a society. Now is the moment to shape their future and ours.



UNIVERSITY OF VIRGINIA  
BICENTENNIAL

### CONTACT

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UNIVERSITY SCHOLARSHIPS

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434-924-4780 / [SMPACKER@VIRGINIA.EDU](mailto:SMPACKER@VIRGINIA.EDU)



Trey Maxham  
William Stamps Farish  
Entrepreneurial Research Professor,  
McIntire School of Commerce

THE BICENTENNIAL  
PROFESSORS FUND

# AMPLIFY YOUR IMPACT

*Leaders give back as they move the world forward. With a 200-year commitment to the common good, UVA is just getting started. As we celebrate our bicentennial, we honor those who came before by supporting those in-the-making.*

**GROW THE GREATER GOOD**

You can ensure that UVA continues to attract and support outstanding professors by contributing to the Bicentennial Professors Fund. In return, UVA will **amplify your generosity by matching your gift** through our Strategic Investment Fund.

**TAKE THE FUTURE FURTHER**

Shape the UVA community through **this unique opportunity to support professors** who will challenge, educate and inspire generations, perpetuating your legacy into the far-reaching future.

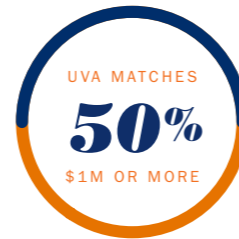
PROFESSORSHIPS | [GIVING.VIRGINIA.EDU/BPF](http://GIVING.VIRGINIA.EDU/BPF)

THE BICENTENNIAL PROFESSORS FUND

# MAKE YOUR MARK

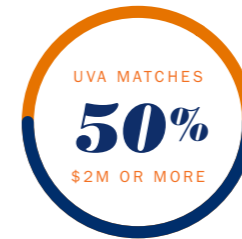
From rising researchers to prominent scholars, UVA professors are dedicated not only to teaching, but to working as a transformative force in the wider world. With your help, we will continue to advance society and transform higher education.

HOW IT WORKS



**EMERGING SCHOLARS**

When you contribute \$1 million or more to create a named, endowed professorship for an emerging scholar, the University will amplify your gift with a **50-cent match on every dollar**.



**MID-CAREER SCHOLARS**

When you contribute \$2 million or more to create a named, endowed professorship for a mid-career scholar, the University will amplify your gift with a **50-cent match on every dollar**.



**DISTINGUISHED SCHOLARS**

When you contribute \$3 million or more to create a named, endowed professorship for a distinguished scholar and pay the total within five years, the University will **provide \$2 million in matching funds**.

**RESOLVE TO SOLVE**

Endowed professorships enable UVA to recruit dynamic faculty, driving research and collaboration at the University, and cultivating a thriving academic environment. These positions are an honor to hold and stand as an enduring tribute to their establishing donor.

**COMMITMENT LEADS TO PROGRESS**

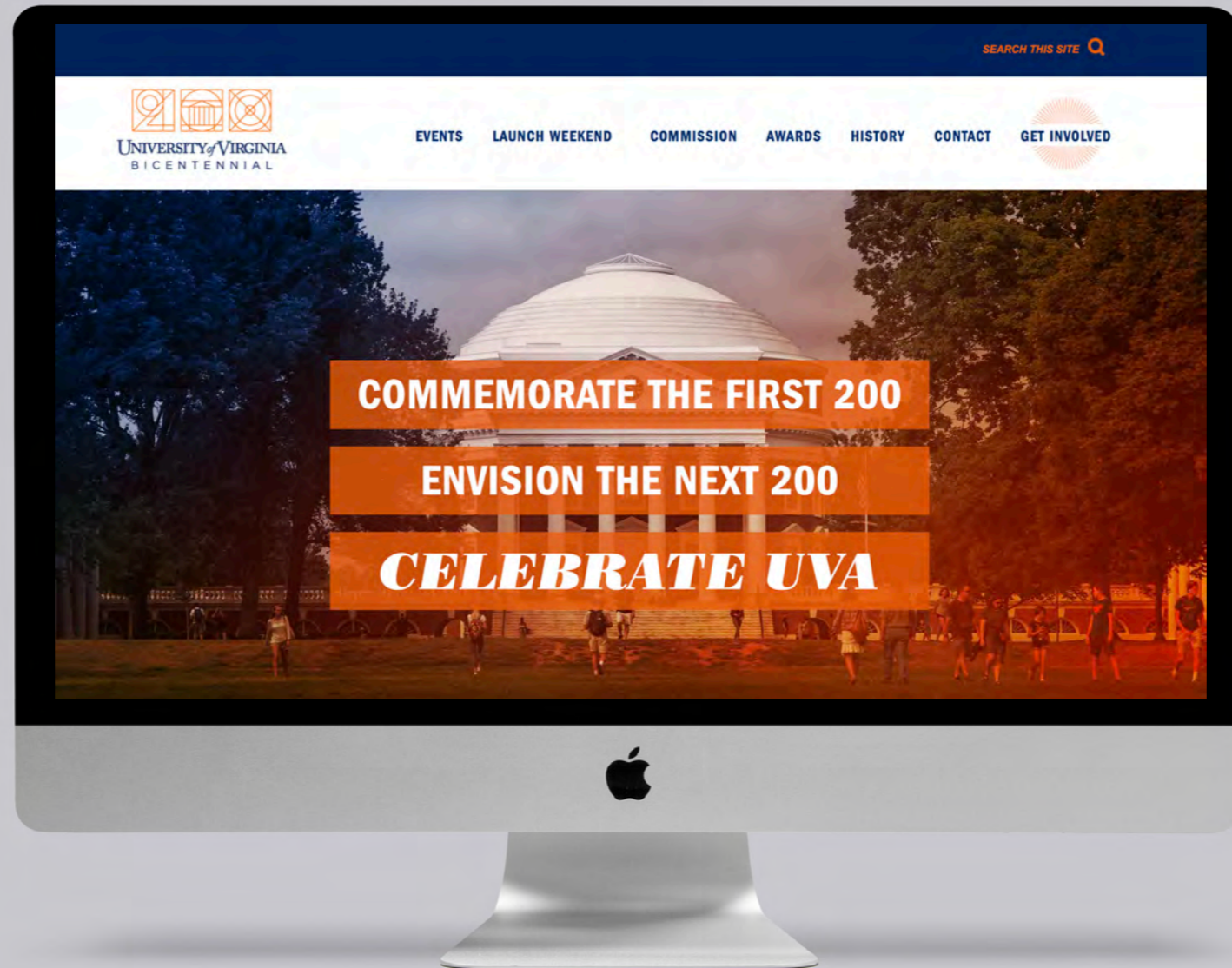
Creating an endowed professorship means investing in the discoveries of tomorrow. Partner with UVA to provide long-term faculty support across disciplines. Your gift will secure the University's faculty, our most critical asset.



**CONTACT**  
MARK LUELLEN  
VICE PRESIDENT FOR  
ADVANCEMENT

P.O. BOX 400807  
CHARLOTTESVILLE, VA 22904  
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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

**PRIMARY LOGO: INTRODUCTION**

The UVA bicentennial logo is inspired by Thomas Jefferson's architectural designs for the Rotunda. Selected by students, the "200" mark evokes the history and heritage of the University of Virginia, in addition to its founding as a revolutionary model for higher education.

While designed specifically for the 2017 bicentennial final exercises and commemoration, this logo is approved for use on all ancillary bicentennial materials.



**PRIMARY LOGO**

*This is the UVA Bicentennial primary logo. It should be used whenever possible to maintain brand consistency when representing the Institute as a whole.*

**Preferred Full-Color Logo**

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as computer presentations, digital or TV.

**White Knockout Logo**

The White Knockout logo is a versatile logo that can be used in both print and digital applications. It is best used on color or photographic backgrounds where the Preferred Full-Color logo would not provide sufficient contrast.

**1-Color Logo**

1-Color logos can be used with more limited printing or application techniques, such as embroidery or screenprinting. Approved colors include UVA Orange, UVA Blue, and where necessary, black.

**UVA ORANGE**  
PMS 158C / C: 0, M: 63, Y: 100, K: 0 / R: 229, G: 114 B: 0

**UVA BLUE**  
PMS 294C / C: 100, M: 70, Y: 7, K: 45 / R: 0, G: 47 B: 108

Primary Logo: Preferred Full-Color



Primary Logo: White Knockout



Primary Logo: 1-Color



**PRIMARY LOGO: INCORRECT USAGE**

Correct and consistent use of the primary logo is an essential part of maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.



Do not add a drop shadow or any other effects to the primary logo.

Do not use unapproved colors for the primary logo.

Do not use unapproved color configurations of the primary logo.



Do not place the primary logo in a container shape of any type.

Do not change the typeface of any part of the primary logo.

Do not rearrange the elements of the primary logo.



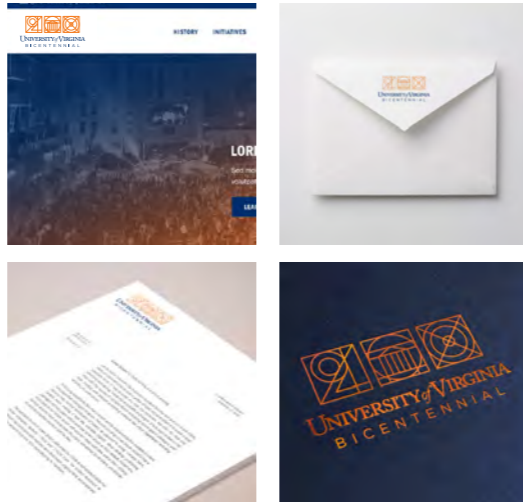
Do not add additional information to the primary logo.

Do not place the primary logo on a color that does not provide sufficient contrast.

Do not place the primary logo on visually distracting backgrounds.

**PRIMARY LOGO: APPLICATION EXAMPLES**

Correct and consistent use of the primary logo is an essential part of maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.



**SECONDARY LOGO**

The Bicentennial Secondary Logo is the 200 mark without the UVA Bicentennial wordmark. It can be used either vertically or horizontally. This mark should be used sparingly and only for internal purposes where the primary logo is established and well known. This could include on-Grounds banners, graduation stoles, zipper pulls, etc. It can also be paired with the primary logo, but should always maintain a vast size difference to prevent visual competition between the two marks (see application examples on page 8).

Secondary Logo Vertical: 1-Color



Secondary Logo Horizontal: 1-Color



**1-Color Logo**

The Secondary logo should always be set in a single, solid color. Approved colors include UVA Orange, UVA Blue, and where limited application techniques are involved, black.

Secondary Logo Vertical: White Knockout



Secondary Logo Horizontal: White Knockout



**White Knockout Logo**

The White Knockout logo should be used on color or photographic backgrounds where a 1-Color logo would not hold up.

**SECONDARY LOGO: INCORRECT USAGE**

Correct and consistent use of the secondary logo is an essential part of maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.



**SECONDARY LOGO: APPLICATION EXAMPLES**

Correct and consistent use of the secondary logo is an essential part of maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.



### MINIMUM SIZES

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

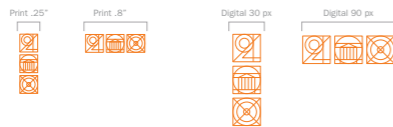
To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

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

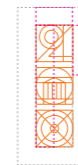


### SECONDARY LOGO CLEARSPACE

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  
*and* HUMAN DEVELOPMENT

**THE**  
**WORLD**  
**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.***

**THE WORLD 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...**

WE DO

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. Doing all we can to catalyze a smarter way forward for the most people possible. It's why we do so much to influence effective youth programming and policy with the nation's first Youth and Social Innovation major. It's why we provide counseling, psychology, and autism services for people of all ages in the Sheila C. Johnson Center for Human Services. 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, healthier communities, and a stronger society. Because the more we do, at the Curry School of Education, **the more the world can do.**

MENTAL STRENGTH FROM **PHYSICAL INTELLIGENCE**

Can practicing yoga help children become more focused in school? Can daily exercise actually reverse diabetes in some adults? Can adaptive physical education open up a whole new world of mobility for people with disabilities?

At Curry, we're answering these questions. Through research, we've seen how yoga helps reduce the mental stress, and improve focus in the school classroom. We've also learned we can help to reverse type 2 diabetes in some adults. And with the Health Center, we're developing new adaptive physical education techniques for people with disabilities. Working across disciplines to research, design, and implement better programs. Physical educators, therapists, coaches, and others to foster strength at every stage of development. Not just for personal wellbeing, but for the whole world.

**EXERCISE INTERVENTIONS IN OUR MIDDLE SCHOOL PROGRAMS**  
Research has shown that interventions that incorporate physical activity can help improve academic performance, social skills, and overall well-being. Our middle school programs are designed to provide these interventions, ensuring students are active and engaged in their learning.

THE **NEXT ELON MUSK**

STILL GETS DRIVEN TO SCHOOL BY MOM

UNIVERSITY OF VIRGINIA | CURRY SCHOOL OF EDUCATION

OUR EXPONENTIAL POTENTIAL

THE BEARD VISION

UNIVERSITY OF VIRGINIA | CURRY SCHOOL OF EDUCATION

NOT A CLASSROOM, AN ECO SYSTEM

PROGRAMS & DEGREES | OUR GRADUATE GUIDE | ADMISSIONS

**KNOW. DO. BE. ACHIEVE. MORE.**

THE GRADUATE LIFE

RESEARCH | PARTNERSHIPS | GLOBAL OPPORTUNITIES

UNIVERSITY OF VIRGINIA | CURRY SCHOOL OF EDUCATION

MIDDLE **1<sup>st</sup>** SCHOOL

GATHERING TOP EDUCATORS TO IMPROVE MIDDLE SCHOOL

NOVEMBER 3RD-8TH | MIDDLESCHOOL1ST.EDU

MIDDLE SCHOOL PROBLEMS

1. MIDDLE SCHOOL PROBLEMS

2. MIDDLE SCHOOL PROBLEMS

KIDS ARE SUSPENDED BETWEEN THE CHILDHOOD AND THE ADULT WORLD

5. MIDDLE SCHOOL PROBLEMS

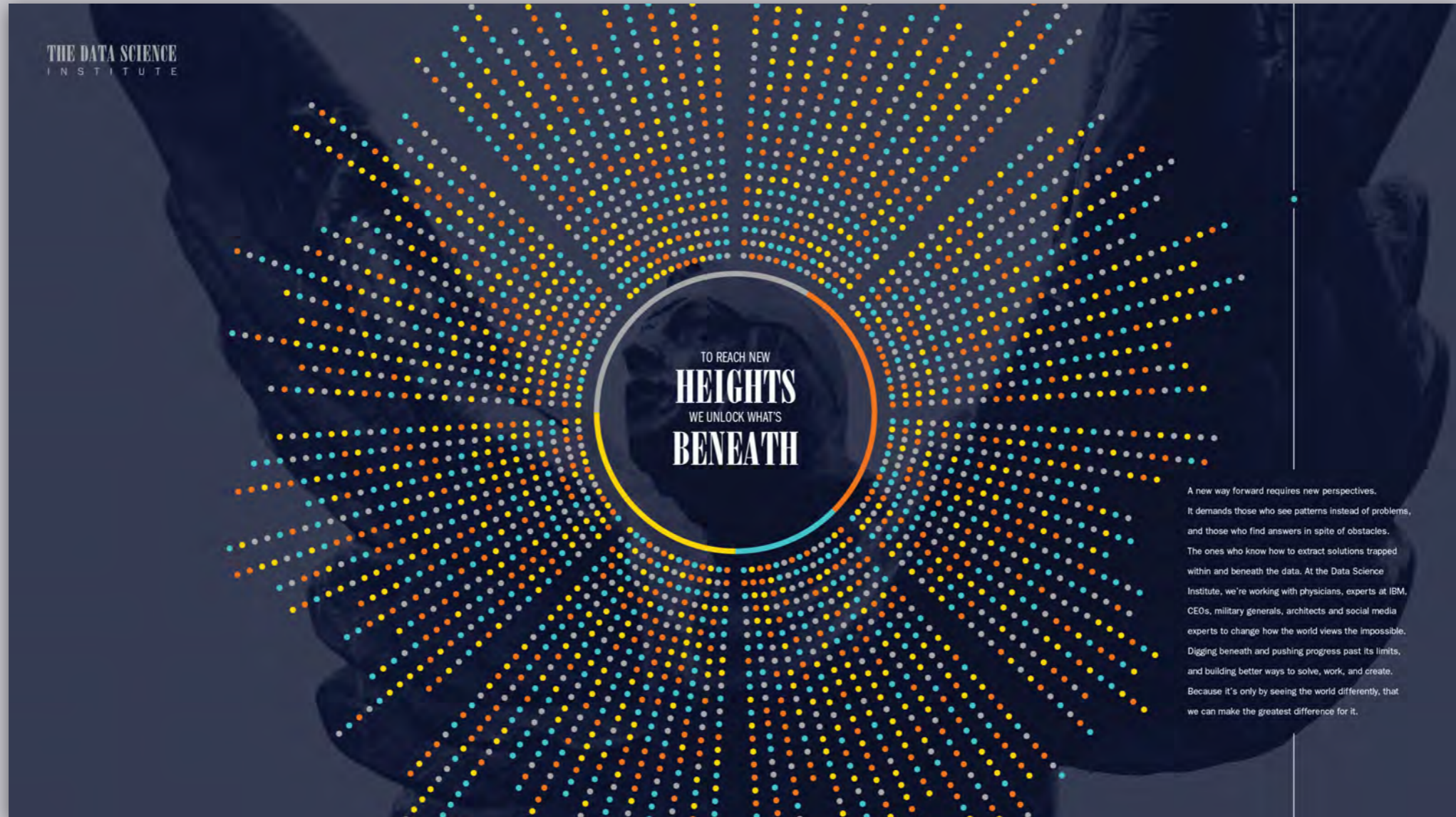
7. MIDDLE SCHOOL PROBLEMS

RESOURCES





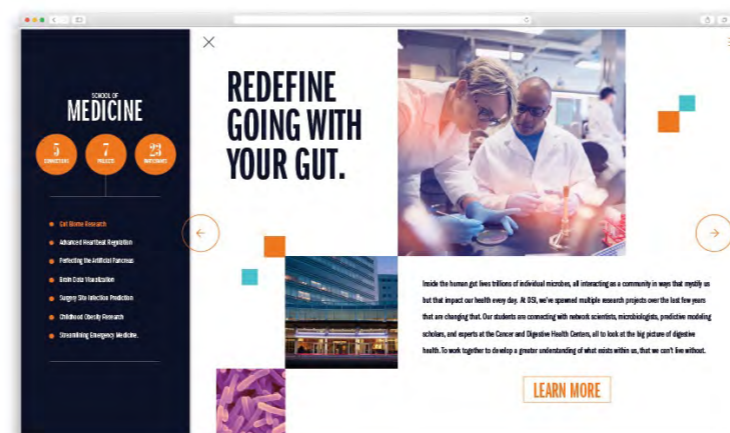
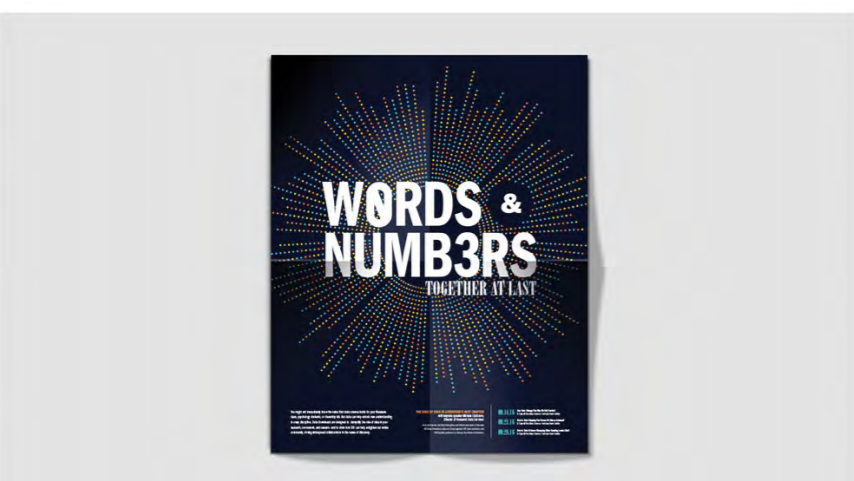
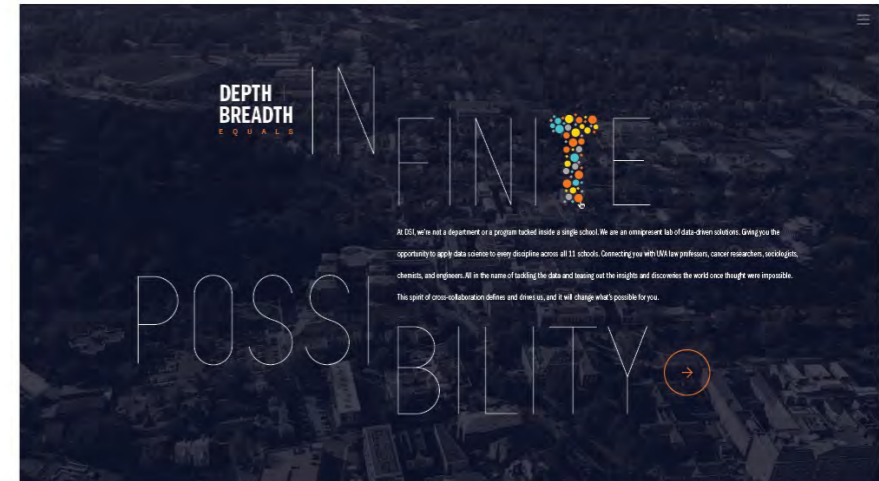
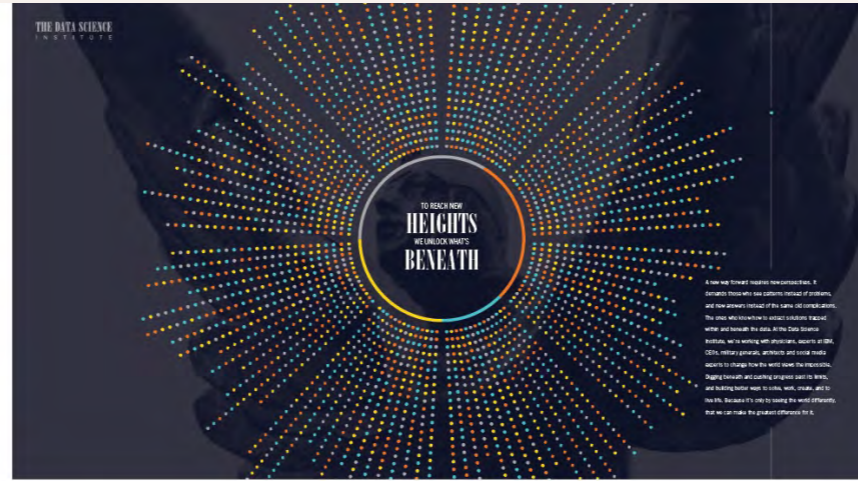
SCHOOL *of* DATA SCIENCE



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.







# 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 & CORDELL HULL

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## DWIGHT EISENHOWER & HENRY CABOT LODGE

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FRANK BATTEN SCHOOL  
*of* LEADERSHIP *and* PUBLIC POLICY









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MCINTIRE SCHOOL OF COMMERCE

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## 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 spices, to sugar and plastic, to silk and bytes. But the essentials endure. With a tradition of innovation 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.

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## Business is personal



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## Question what's **current.**

# Current

events shape new conversations.

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**WHERE WE  
BECOME  
GREATER THAN.**  
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**NEVER  
EQUAL TO.**  
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OUR VISION

OUR TEAMS



ACADEMICS

LEADERSHIP

*we*

CHOOSE YOUR SPORT

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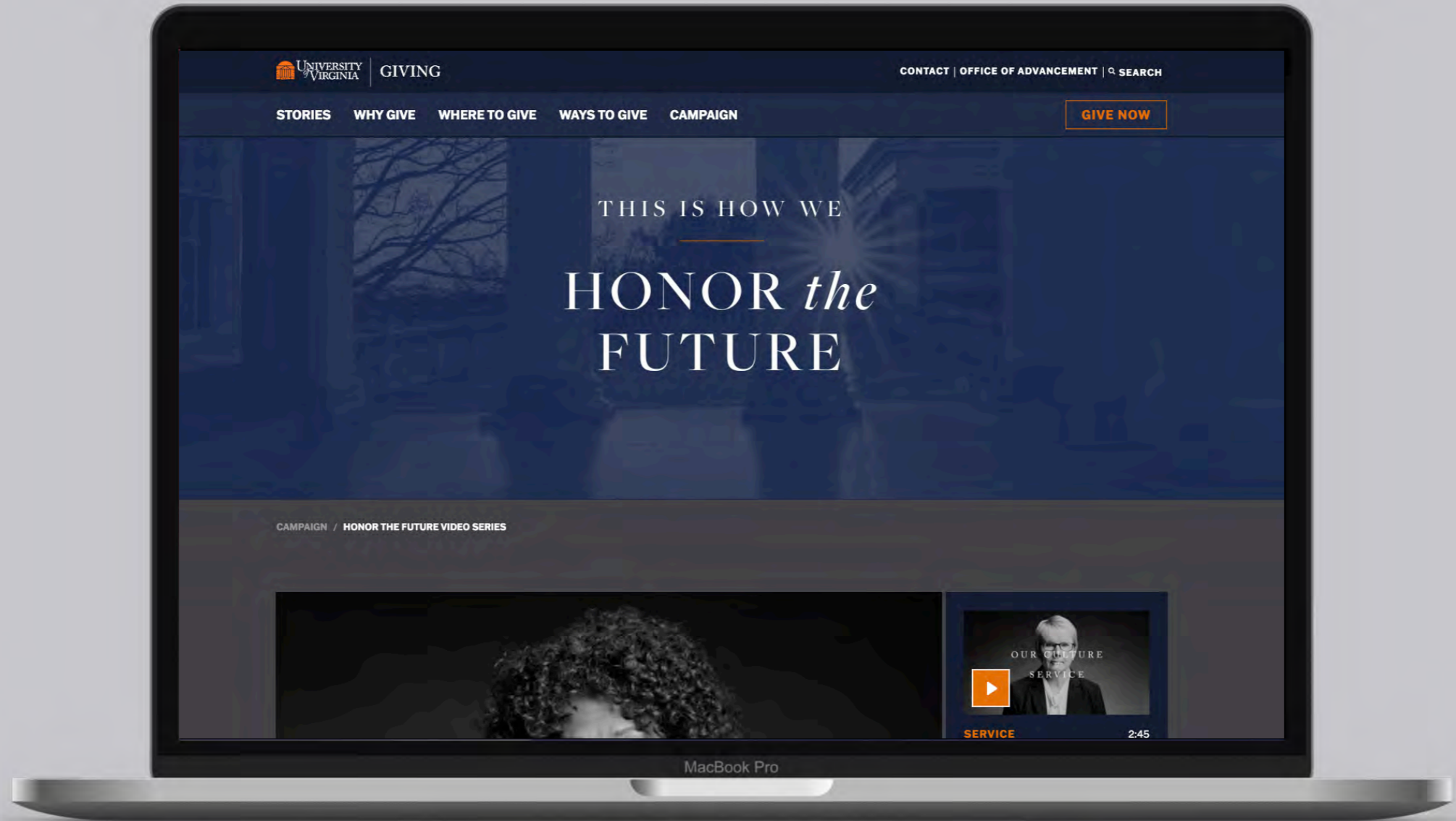


HONOR  
*the* FUTURE

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