BUILDING OUR REPUTATION NATIONALLY

As we seek to increase public understanding of the University’s impact regionally and nationally, we recognize that the success of that strategy rests on the excellence of the University’s academic programs, research and faculty.

Our success depends on our ability to tell a compelling story about the University and for that story to have relevance to our external constituencies. Rankings, mission statements, grant funding, and statistics taken alone mean nothing to the public we serve in the state and our nation. However, by presenting our work in a way that it connects with a cause or need that is relevant to our audience, we position the university as an integral part of Idaho’s continued success and the role we play as a 21st century land-grant institution.

Our content strategy use success stories to demonstrate the outstanding academic quality of the institution. The source for these stories will be on individual academic programs, research areas and faculty which:

1. Are recognized for exceptional quality;
2. Have achieved a high degree of national or regional recognition and success;
3. Produce relevant outcomes, such as high quality jobs for graduates, that have a demonstrated impact on the general public.

This document provides a resource for developing content in support of the University content strategy.
OUR PROMISE

First Choice for Student Success and Statewide Leadership

OUR PILLARS

Student Centered Engaged Learning Environment
We are committed to a student-centered, engaged learning environment. Our unique geography, intimate setting, residential campus, and dedicated faculty provide aspiring leaders with the skills and abilities to challenge themselves and learn by doing.

Globally Competitive Research and Learning Opportunities
Our leadership position in research and creative activity presents opportunities to interact and innovate with world-class faculty. Our students gain firsthand experience addressing global challenges, and bring contemporary knowledge and experience into their careers and lives.

A Connected Community
As Idaho’s land-grant institution, our students, faculty and staff are engaged in a vast network of powerful partnerships through statewide campuses, laboratories, research and extension centers, outreach programs, and a base of loyal alumni worldwide. These resources provide connections to individuals, businesses and communities to help improve the quality of life of all Idaho citizens and secure the economic progress of our world.
UNIVERSITY POSITIONING

Talking about the University and our programs

QUALITY
We have a solid academic reputation
Build awareness of our specific academic strengths

SUCCESS
We do important research & community engagement
Make a direct connection to specific benefits and impact

VALUE
We have successful graduates
Clearly define and demonstrate the educational value the UI delivers

Create associations and make comparisons that elevate the university’s reputation

GLOBAL
When possible, position the university relative to our global peers by using facts, statistics, rankings and comparisons.

NATIONAL
If a global comparison isn’t available, establish our position by using national facts, statistics and rankings.

REGIONAL
If a national data is not available, establish our position using regional comparisons.
The positioning for each college at the University of Idaho has been defined according to four criteria:

**Value Proposition**
A value proposition is a positioning statement that explains what benefit you provide for who and how you do it uniquely well. It describes your target customer, the problems you solve, and why you’re distinctly better than the available alternatives.

For colleges, this should answer the question – “why should a student select your college and your academic programs over other options available regionally and nationally?”

**Points of Distinction**
The points of distinction provide evidence to support your value proposition. These include rankings, facts, statistics or stories that allow a direct comparison or provide relevant context to make a comparison.

Points of distinction answer the question – “what proves or demonstrates that your college and/or programs are truly unique or exceptional?”

**Student Impact**
Student impact describes how you measure and demonstrate “student success” through engagement, collaboration and leadership.

**Top-tier Messages**
The top-tier college messages demonstrate the real-world relevance and impact of students, faculty, scholarly activity, research and engagement.
College of Agricultural and Life Sciences

Value Proposition
Global demand for graduates in the food, agricultural and life sciences is growing, as new technologies emerge, an older workforce retires and American agriculture strives to produce more food in sustainable systems. College of Agricultural and Life Sciences students gain valuable hands-on experiences and strong working relationship with industry through top-notch internships and research opportunities that translate into successful job placement.

Points of Distinction
Several programs in the College of Agricultural and Life Sciences retain their individuality and identity, which has been lost at other universities in the Northwest region. The University of Idaho is a recognized leader in:

1. Secondary Agricultural Science and Technology - our department of Agricultural Education trains teachers and furthers 4-H youth development.
2. Agribusiness - our Department of Agricultural Economics and Rural Sociology prepare students for careers in agribusiness through innovative programs and experiential learning.
3. Cereal and Potato Breeding - CALS is strategically building programs of distinction in cereal and potato breeding and genetics, as well as food process and product innovation. Students gain hands-on experience to develop skills that are highly valued by employers.

Student Impact
College of Agricultural and Life Sciences students help feed, clothe, and raise families in a hungry and competitive world – one of the most significant contributions that can be made for societal good. We place graduates in leading national and global companies including – J.R. Simplot Company, AgriBeef, Northwest Farm Credit Services, Rabobank, Glanbia, and Performix Livestock Feeds.

Top Tier Messages
1. Globally Competitive Cereal Production, Products and Marketing
Idaho’s wheat and barley crops generated $1.1 billion in projected receipts during 2012. Production of small grains constitutes an important segment of Idaho’s agricultural economy, providing malt for beverage production, flour for baking and a diverse array of food products. The College of Agricultural and Life Sciences small grains team includes wheat breeders who produce new varieties that address consumer preferences, industry problems and opportunities for more efficient use of water and fertilizer. Other college faculty focus on economics, food qualities, grain production, pests and diseases and other topics vital to the industry’s success. Idaho’s wheat and barley commissions and a novel partnership with Limagrain Cereal Seeds provide important financial, research and educational support.

2. Efficient Dairy and Beef Production and Value-added Products
Idaho’s beef and dairy operations are critical to the state, generating nearly $4.2 billion in projected cash receipts for 2012. The rapid growth of the dairy industry has propelled Idaho to No. 3 nationally in milk production. Livestock’s influence reaches far beyond Idaho’s modern dairies and scenic rangelands. Hay and other feed crops are major contributors to Idaho agriculture’s total $7.7
billion in cash receipts. Processing plants turn milk to cheese, yogurt and other products and prepare quality beef products. UI professors teach the next generation of animal science professionals who will run dairies, farms and ranches and the veterinarians who will serve them. Researchers and other faculty help the livestock industry protect food safety, animal health and product quality. The university also helps businesses improve performance and stability in highly competitive markets. The Nancy M. Cummings Research, Extension and Education Center serves the industry and the public by supporting research, extension and education programs on a working-scale 1,000-acre cattle ranch near Salmon.

3. Transforming Potato Production, Processing and Marketing
Potatoes rank No. 1 as Idaho’s signature crop, generating more than $950 million in projected cash receipts in 2012. A team of 18 researchers who support the state’s potato industry, helping growers by developing new varieties to track consumer’s tastes and to reduce water and fertilizer use while increasing production. Improved growing and storage practices and assisting potato processors are a major focus. Five research and extension centers statewide play major roles in helping Idaho’s potato industry rank first in the nation.

4. Healthy Communities
CALS faculty help communities build their futures with healthy residents, economies and agricultural ties. Nutrition, economic and agricultural experts support improving quality of life. Educating consumers about healthy and nutritious foods will improve eating habits and the health of residents. Developing tools to assist economic development focused on local businesses and jobs will support community prosperity. Helping small- to medium-sized farms supply local markets and create value-added products will enhance the sustainability of local food production systems.

5. Transformative Youth Development
Idaho’s greatest resource is its people. The College invests in Idaho’s future by offering the 4-H Youth Development program. The college works closely with the state to support FFA through events and by educating agricultural science and technology teachers. The college University of Idaho Extension’s 4-H program equips youth to step up to the challenges in their community and the world. Using research-based programming around positive youth development, 4-H youths get the hands-on, real world experience they need to become leaders. 4-H in Idaho works directly with more than 34,000 youth and 4,000 volunteers. A study showed that 4-H youths achieve higher marks in school and are more likely to attend college and contribute to their communities at higher rates than their peers. Research specific to Idaho youths showed that 4-H members are far less likely to engage in risky negative behaviors such as alcohol, drug, or tobacco use. Idaho 4-H members are more likely to be involved in service projects that help others and in school and community leadership roles, and express a willingness to speak with parents or guardians about important issues such as drugs, alcohol, or sex.
Value Proposition

More than ever, leaders with design skills and creative minds are needed to address the confounding problems of our day and shape the built environment in which we live. Graduates of the College of Art and Architecture are uniquely prepared to do the designer’s job of extending the boundaries of thought and generating new solutions. This is demonstrated by the demand for our graduates and the value they create in a broad range of rewarding careers.

Points of Distinction

1. Trans-disciplinary integration of the arts, design and technology into one college through accredited degrees in architecture, landscape architecture, interior design, art, and virtual technology and design.
2. Nationally recognized instruction and research in energy efficient buildings.
3. International studio programs in Italy and China, exchange programs in New Zealand, and internship opportunities in China.

Student Impact

Students bring design thinking to solve confounding problems.

Top Tier Messages for 2013-2014

The faculty of the College of Art and Architecture have established an excellent reputation for service-learning and outreach, integrated throughout our focus areas of:

1. High Performance Buildings
   Through experiential learning, research and collaborative facilities like the Integrated Design Lab (IDL) and the naturally daylighted artificial sky project, we lead in developing technologically advanced spaces that utilize advanced energy efficient methods that are in harmony with the environment and comfortable for their occupants.

2. Visualization, information design and entertainment
   We bring the potential of virtual technology and online interactive learning to students, educators, and industry partners. Our Virtual Technology and Design (VTD) program pushes the envelope of what is possible for teaching and learning both in the classroom and virtually. VTD students apply technology to improve products, create stunning virtual worlds, and generate new solutions for many of the world’s fastest growing industries.

3. Landscape Resilience
   The field of landscape resilience seeks to achieve inclusive and sustainable development by creating local solutions and approaches to address the issues facing global ecosystem management and urban design. Students develop the collaborative and problem-solving skills to empower collective action at the local level through a community-based, programmatic approach that encompasses ecosystems and landscapes with which communities have a symbiotic relationship.
COLLEGE OF BUSINESS AND ECONOMICS

Value Proposition
The College of Business and Economics provides a hands-on management education that produces outstanding leaders through an innovative integrated business curriculum and engaged faculty committed to student success.

Points of Distinction
1. A culture of innovation - the collaborative culture in the college inspires the development of innovative business solutions to meet the needs of a dynamic global business environment. This is accomplished through the award-winning Integrated Business Curriculum (IBC).
2. Signature hands-on learning experiences - experiential learning opportunities such as the Barker Trading Room and the VIEW Entrepreneurship program challenge students to apply their business knowledge to solve real-world problems.
3. Collaborative and engaged faculty - our faculty are committed to producing student success through rigorous and challenging interdisciplinary curriculum.
4. A Life-long professional business network - our graduates join an established legacy of successful business leaders who share a common transformational learning experience that extends well beyond graduation.

Student Impact
College of Business and Economics graduates are recognized as hard-working, ethical and innovative leaders. They have experience in working across disciplines and have the personal and professional experience to manage change and produce results in organizations. They impact the world through their leadership in their organizations and communities.

Top Tier Messages
1. Producing Innovative Leaders
Our highly acclaimed, integrated approach to business education is one of a few of its kind in the nation. This innovative program revolutionizes the traditional model of teaching business and emphasizes a more collaborative approach that mirrors the global business environment. This progressive model is widely recognized by executives as the best – if not the only – way to learn how to truly succeed in business. Producing students with these collaborative and team-based skills is essential in an increasingly interdisciplinary, cross-cultural, interconnected and global business marketplace.

2. Business: Solving Real-World Problems
Our innovative curriculum teaches students teamwork and decision-making skills, giving them a cross-functional knowledge in business systems, product and process planning, managing firm resources and making business operating decisions. They also learn to apply these skills beyond the traditional business environment – a vital talent in a time where fields as diverse as healthcare, education and even scientific research are being challenged to embrace business practices such as “results-oriented management” and “performance-based funding.” College faculty research and student experiential learning opportunities seek to bridge multiple disciplines to discover a common understanding and achieve mutually beneficial results.

3. Golf Management
The University of Idaho houses one of only 20 Professional Golfers’ Association (PGA) Accredited Golf Management Programs in the United States, and the only one in the Pacific Northwest. PGA Golf Management provides students the opportunity to acquire the knowledge and skills necessary for success in the golf industry through extensive classroom studies and internship experience. Upon graduation and eligible employment students may apply for election to PGA membership.
CONTENT STRATEGY

ENTREPRENEURSHIP & PARTNERSHIPS
BIOLOGY, MEDICAL & HEALTH EDUCATION
ART, PERFORMANCE & DIGITAL MEDIA

Solving Real-World Problems (CBE)
Business Law & Entrepreneurialism (CBE)

Virtual Technology & Design (CAA)
Creative Arts (CLASS)
Human Environment & Tech. Interaction (CLASS)
Community Leadership (CLASS)
Producing Innovative Leaders (CBE)
Tribal Law (LAW)
Social Justice & Citizenship (CLASS)
International Society & Culture (CLASS)

HUMAN COMMUNITIES

Healthy Communities (CALS)
Active Lifestyles (COEd)
Rehab Counseling (COEd)
BioMed (SCI)
Real-time Evolution (SCI)

BIOLOGY, MEDICAL & HEALTH

Math Education (SCI)
STEM Education (COEd)
Transformative Youth Development

A CONNECTED COMMUNITY
GLOBALLY COMPETITIVE RESEARCH & LEARNING OPPORTUNITIES
STUDENT-CENTERED LEARNING ENVIRONMENT
MESSAGING PLATFORM

Student Success
HUMAN COMMUNITIES

University of Idaho

Real-time Evolution (SCI)

3

5

4

2

1
SIGNATURE RESEARCH AREAS
1 - Transition of landscapes and the structures they support from wilderness to urbanization.
2 - Nexus of energy production and use, agriculture and the environment
3 - Real-time evolution
4 - Science, Technology, Math, Engineering (STEM) Education
5 - Human Communities
Value Proposition
You will study with and learn from highly motivated and qualified peers and faculty who care deeply about their student’s experiences. You will experience hands-on learning – from service learning in the community to practicum and intern experiences. If you are a graduate student, you have flexibility in course delivery (face-to-face, online, hybrid modalities) and can design a program of study to meet your needs and goals. You will acquire research skills that enable you to be a smart consumer of research and plan and conduct research of your own.

Points of Distinction
1. We are home to one of two Albertson’s Foundation Doceo Centers for Innovation Learning where we study and teach best practices for technology integration for optimal learning.
2. We are regularly ranked in the top 100 Graduate Colleges of Education by U.S. News & World Report.
3. We are recognized for our excellence by such notable foundations as the National Science Foundation, Micron Foundation, Albertson’s Foundation and Blue Cross Foundation. All of these organizations fund the research and outreach efforts of our faculty.

Student Impact
You will complete rigorous coursework and fieldwork that culminates in internships that are judged against high national standards and expectations. Your internships will introduce you to professionals who can assist in securing employment.

Top Tier Messages
1. STEM Education
   We play an essential role in one of our nation’s top educational priorities by developing innovative curriculum and instruction techniques for science, technology, engineering and math. We lead in STEM Education by preparing capable highly qualified teachers and offering strong programs - both online hybrid and conventional - for STEM to reach all audiences, including underserved populations.

2. Healthy, Active Lifestyles
   We improve the quality of life for all people through research, education, and practices that enable healthy lifestyles. We offer the nation’s first and only doctorate in athletic training. We are experts in many facets of the obesity-related crisis in America.

3. Rehabilitation Counseling
   We restore both the emotional and physical damage caused by traumatic injuries, including unexpected sports injuries. Our research enables leading emotional and physical treatments and prepares professionals to bring these latest treatments and skills to the public.
COLLEGE OF ENGINEERING

Value Proposition

The College of Engineering pushes the frontier of knowledge in critical fields and provides highly marketable degrees in fields of engineering and computer science for students looking for rewarding technical careers. Students gain a deep understanding of fundamental engineering practices, solid design experience, and hands-on experiential learning opportunities. Our students consistently score far above the average on national tests and are actively recruited by employers.

Points of Distinction

1. Solid Engineering Principles - Students graduate with a deep understanding of the fundamental engineering principles so they have the knowledge and skills to address the most challenging problems facing the world today.

2. Nationally Recognized Design Experience - Students gain strong design experience, culminating in an industry sponsored capstone project, which is recognized as one of the best in the country by the National Academy of Engineers.

3. Hands-on Experiential Learning - Students engage in hands-on learning opportunities in the laboratory, field, and classroom.

Student Impact

Our students obtain career positions in their field of study, and many go on to graduate school. They tackle technical challenges to improve our way of life and create a sustainable world.

Top Tier Messages

1. Cybersecurity

In May 1999, the National Security Agency designated the University of Idaho as one of the initial seven Centers of Excellence in Information Assurance Education, partly in recognition of CSDS’s efforts in promoting information security education and research. The Center for Secure and Dependable Systems (CSDS) brings together collaborative research efforts and serves as an educational focal point for the design, development, analysis, and use of technologies that result in secure and dependable computing systems. The University of Idaho was one of the first five schools in the nation to host the National Science Foundation’s Scholarship for Service (SFS, aka CyberCorps) program.

2. Sustainable Energy

Issues related to energy and sustainable energy production are among the most complex facing our nation and our world. At the same time, prudent management of municipal, industrial, and agricultural waste streams is needed to keep our environment clean and safe. Students, faculty and researchers at the College of Engineering seek to apply their knowledge and discoveries to the development of innovative sustainable energy systems from waste streams as well as bio-materials.

3. Transportation

The National Institute for Advanced Transportation Technology (NIATT) was established at the University of Idaho by the U.S. Congress to develop and demonstrate new technologies to improve safety and the efficiency of existing transportation infrastructure. Through experiential learning and research, the Center prepares students to be leaders in the design, deployment, and operation of our nation’s complex transportation systems. They work alongside faculty and other researchers to develop sustainable solutions to transportation problems for the Pacific Northwest, the nation, and the world.

4. Water Management

Issues related to the environment, water and natural resources are central to the Pacific Northwest and have been thematic pillars of excellence at the University of Idaho for decades. Our programs produce professionals who are at the top of their field in their ability to address contemporary water issues, which require the integration and synthesis of multiple fields of knowledge to define and solve water issues.
COLLEGE OF LAW

Value Proposition
The College of Law offers three comparative advantages:

• A unique opportunity to combine legal studies with career-enhancing specialties at a major research university and at a metropolitan center of government and commerce.

• Preparation for real-world success through a nationally recognized program of practical, hands-on learning experiences.

• A cost-effective, education enabling graduates with manageable debts to choose careers based on personal and professional fulfillment.

Points of Distinction
1. Leading Natural Resources and Environmental Law Program - Recognized by PreLaw Insider magazine for one of the nation’s “leading programs” in natural resources and environmental law.

2. Nationally Recognized Clinical Opportunities - Ranked 13th out of 200 accredited law schools by National Jurist for clinical (professional skills education) opportunities available for students.

3. Nationally Ranked for Student Employment and Affordable Tuition - Ranked by Law School Transparency project in the top 15 law schools for transparency of information regarding employment of graduates and in top 13 law schools for affordable tuition.

Student Impact
College of Law Graduates have posted a first-time pass rate on the national Uniform Bar Examination (administered in Idaho) higher than the average for all first-time takers from other law schools. Building upon a distinctive pro bono service program in which all students participate, the College has been ranked in the nation’s top 30 law schools for producing graduates who enter public service. Illustrative distinguished alumni include a current U.S. Senator who also served as Governor (James Risch); the first woman to serve on the Idaho Supreme Court (former Chief Justice Linda Copple Trout); the first woman in Idaho’s federal judiciary (Magistrate Candy W. Dale), and distinguished business leaders including a past CEO of the Boeing Company (Frank Shrontz).

Top Tier Messages
1. Natural Resources and Environmental Law
Legal and political issues involving natural resources have figured prominently in the Pacific and Inland Northwest region’s history. Legal issues related to water resource management, land use, climate change, development and federal regulations form at the intersection of multiple academic disciplines, organizations, and political interests. Our interdisciplinary approach to Natural Resource and Environmental Law provides students with the research, problem solving, mediation, collaborative and interpersonal skills to navigate the complex landscape of these issues to solve the problems facing the region and our nation. The University of Idaho’s location – combined with its nationally recognized natural resource academic and research programs – make this an ideal place to study natural resource and environmental law (NREL).

2. Business Law and Entrepreneurialism
Entrepreneurs and innovators need lawyers to organize enterprises, negotiate transactions, and protect intellectual property. The Business Law and Entrepreneurship (BLE) Emphasis provides a structured set of courses, faculty mentorship, and practical skills opportunities for students who wish to develop substantive knowledge and practical experience in this area. Students can choose one of three tracks within these areas of emphasis: Commercial Law, Enterprise Organization, and Intellectual Property and Technology Law.

3. Native Law
Prospective employers in the region are becoming more aware of the intersections of tribal jurisdiction, federal jurisdiction and state jurisdiction as well as the distinctive sources of law for each. The Native Law Program at the University of Idaho College of Law is focused on providing law students with a foundation in Tribal Law, Federal Indian Law, and the intersection of State Law. This benefits law graduates seeking employment with federal/state agencies, private firms, Tribal Nations, and others entities where Native American Law issues arise.
COLLEGE OF LETTERS, ARTS AND SOCIAL SCIENCES

Value Proposition
Our graduates learn to think deeply about the varieties of human experience. They are prepared to work around the world in positions in which cultural and sociopolitical understanding are essential. Our students learn to become careful, precise users of language, which prepares them for professions where communications skills are critical. They learn to understand and articulate the value of the arts and humanities as a medium of understanding the human condition. Our students become strong community advocates for the arts and humanities, as well as teachers at all levels of these important aspects of human life.

Points of Distinction
1. Engaged faculty - our faculty are prominent in their fields, but still engage with students on a regular basis. An example is Dan Bukvich, Distinguished University Professor and 2012 CASE Idaho Professor of the Year
2. The Creative Writing Program - faculty publish on a regular basis and their works enjoy national recognition and critical acclaim. They engage their students in the creative process on a regular basis
3. International Studies - one of the fastest growing degree programs at the university. Of the 40 students recognized at the Alumni Awards for Excellence in 2012, 11 are International Studies majors.

Student Impact
Our students achieve leadership, personal, and service success
• Leadership Success: Tyler Smotherman, Political Science and ROTC
• Personal Success: Paul Taylor, Lionel Hampton School of Music, Emmy Award winner
• Service Success: Alexandra Lopez, International Studies, First UI student to complete a full semester service learning project. Now works for the American Red Cross.

Top Tier Messages
1. Creative Arts
   Our signature programs add value to the lives of our students and contribute a vital element in the transformational learning experience at the University of Idaho. These programs include the Lionel Hampton Jazz Festival, Auditorium Chamber Music Series, and the Idaho Repertory Theatre. Our creative writing graduate program and theatre arts programs are nationally recognized for their outstanding faculty and the talented graduates they produce.

2. Leadership in Idaho and Idaho communities
   We live in a world where issues are complex and proposed solutions are charged with emotion. Yet with consequences so critical, it is more important than ever that we reach decisions and formulate public policies about our food supply, natural resources, energy, and sustainable communities on fact and thoughtful analysis. The James A. and Louise McClure Center for Public Policy Research is one of the college’s signature programs. It provides a valuable resource for the University and the state of Idaho for research, critical analysis, public debate and education. The effectiveness of STEM education in our state is contingent upon our ability to understand the intersections of science and technology with the social and human factors in communities and government. By bringing relevant demography, archaeology, and sociological perspectives to the forefront, our faculty and students ensure the success of Idaho’s educational and civic programs.
3. Human, Environment, and Technology Interactions

Human Technology Interaction is pervasive in the daily life in our nation and all parts of the world. Creating efficient and functional technological interfaces is a vital element in building efficient, reliable and safe computer systems, communications, vehicles and machinery. Human Factors is an interdisciplinary field of study that combines the knowledge and research from human factors specialists in the Department of Psychology of Communication Studies (PCS) and the College of Engineering. Our graduates obtain human factors positions in industry, engage in consulting work, or continue their academic studies in a Ph.D. program.

4. Social Justice and Citizenship

Our faculty's teaching and research on civil rights, human rights and immigration provide students, as well as citizens and elected officials, with the knowledge and awareness they need to understand social issues and navigate our diverse society.

5. International Expertise on Society and Culture

Our students engage in transformational learning opportunities including study abroad, alternative spring breaks, and international learning opportunities. Through these learning experiences, students gain a critical world perspective on culture and the human condition that inspires progressive thought and a humanistic approach to their studies and careers. Through the Martin Institute and Borah Symposium, we engage students, the campus community, as well as local and statewide communities, in understanding international issues to enable more effective foreign relations and policy decision-making.
COLLEGE OF NATURAL RESOURCES

Value Proposition
Sustaining the health of our planet while utilizing its natural resources is the most critical issue humankind faces today. We are one of the top three national resources programs in the western United States, with outstanding faculty engaging in cutting-edge research around the world. Our location in the northwest offers beautiful mountaneous landscapes and field stations that enable world class research and hands-on outdoor education. We offer abundant national and international opportunities for internships and summer employment that give students an advantage for high-profile jobs.

Points of Distinction
1. Undergraduate research opportunities - we offer many opportunities for both undergraduate and graduate students to conduct research projects to address national and global issues.
2. Our Wildland Fire degree program – is the first of its kind in the nation and has served as a model for other higher education programs for more than 70 years.
3. The McCall Outdoor Science School – is the only publically operated outdoor science school in the state. The experiential STEM program partners graduate students with thousands of K-12 students and educators in an idyllic natural setting each year.

Student Impact
Our graduates make a difference solving environmental problems on a national and international scale. They have distinguished careers including as Chief of the U.S. Forest Service, a U.S. Senator, award-winning scientists and medical doctors. Placement rates for our graduates are very high and our students are sought out by employers. Our undergraduates transition extremely well to graduate programs.

Top Tier Messages
1. Wildland Fire
We study and teach the effects of wildfire on the world’s ecosystems. We study weather effects and climate change through cutting-edge and advanced methods including satellite predictive modeling of wildfire smoke. Outreach from the program provides scientifically-based information to land use planners and other decision makers around the country.

2. Fish and Wildlife
We provide understanding to the complex relationship between species of fish and wildlife to their natural environments. We practice and teach stewardship for wildlife and fisheries resources through research on habitat management, controlling diseases, mitigating invasive species and managing wildlife populations.

3. Natural Resource Conservation
We are experts in the methodologies and research required to ensure the responsible use of our planet’s resources to ensure sustainable economic vitality. We lead in researching and teaching principles of conservation, sustainability, stewardship, rangeland management.

4. Forestry
Our tradition of sound forestry education incorporates the science of ecosystems, ecology, watershed management, forest genetics, social science, and more into a multidisciplinary framework for forest science and management.

5. Place-based education and problem solving
We offer unprecedented immersive outdoor educational opportunities for our students, researchers and faculty. Integrated into every program, is the opportunity for students to extend their book studies to real life experimentation in wild Idaho. Through programs like the McCall Outdoor Science School, experimental forests, Taylor Ranch, and Semester in the Wild, our research and teaching is brought to life in a natural setting.
COLLEGE OF SCIENCE

Value Proposition
The College of Science takes pride in offering the experience of undergraduate and graduate research to all students who seek it. We are committed to having our undergraduates experience the excitement of science by working alongside world-class faculty. Many of our undergraduates are recognized for their efforts and appear as authors in scientific publications, attend scientific meetings, and receive national awards including the Goldwater Scholarship.

Points of Distinction
1. Sustainability - Understanding the role science plays in sustaining the planet
2. Experiential Learning - applying theory and research to solve real-world problems
3. The Institute for Bioinformatics and Evolutionary Studies (IBEST) - an interdisciplinary research group at the University of Idaho focused on understanding the patterns and processes of evolution that occur over comparatively short periods of time.

Student Impact
We gauge student success by the research experiences, classroom instruction, and hands on experiential learning in the lab or field that prepare our students for their chosen careers.

Top Tier Messages
1. Biomedical
   Understanding evolutionary forces, genomics, relationships between species, and the interaction between species, bacteria, and viruses, allows us to develop treatments and cures for complex diseases. By establishing a more complete understanding, our faculty and students lead in today’s relevant biomedical industries.

2. Climate Change
   While climate change affects the entire globe, its effects are arguably most visible and pronounced in the north polar regions where sea ice and glacial recession are accelerating. We excel in understanding and teaching the latest developments to Earth’s climate in the north polar regions through hands-on research in these areas and extraordinary on-site teaching experiences.

3. Math Education
   Burgeoning industries demand professionals with both foundational and advanced math skills. Through unique and innovative teaching methods, we deliver complex and challenging math curricula to students, preparing them for 21st century careers.
FACULTY EXPERTS

Each of our Faculty Experts serves as a living example of what “success” means at the university. Each has demonstrated outstanding scholarship with relevance to contemporary issues and has a reputation as an exemplary speaker and colleague.

This group of 36 faculty serves as representatives of the University in a variety of ways:

- As sources for media contacts and pitches about topics related to your research and teaching and/or that of your department and college;
- As examples of the excellence of the University’s research and teaching in particular areas, as presented publicly through a variety of channels, including the University of Idaho website and social media, videos and photography, Here We Have Idaho magazine, and other outlets;
- On occasion, as a speaker or attendee at events.
- On occasion, as a collaborator or individual author of opinion pieces about contemporary topics for placement in regional and national news outlets and blogs.