<table>
<thead>
<tr>
<th>Theme #1</th>
<th>Theme #2</th>
<th>Theme #3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A place where student success is the first priority</strong></td>
<td><strong>Creation of new knowledge with Southwest Florida as a lab</strong></td>
<td><strong>A cultural, educational and entertainment resource for the region</strong></td>
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<td>Talking points:</td>
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**Talking points:**
- Quality of teaching
- Program strength
- Job placement
- Academic support
- Affordability
- Personal safety
- Range of programs

**Audiences:**
- Prospective students
- Admissions influencers
- Current students
- Regional civic boosters

**Talking points:**
- Marine Science
- Entrepreneurship
- Sustainability
- Responsive development
- Biotechnology
- Adaptive aging
- Educating a diverse population

**Audiences:**
- Regional and national press
- Regional stakeholders
- State politicians
- Major fundraising prospects
- Prospective faculty
- Alumni

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