



The Mizzou Advantage

University of Missouri

During a three-year process, University of Missouri faculty, students and alumni identified the top five competitive assets, or **unique strengths**, that set MU apart from other universities. Collectively, these assets are called the **Mizzou Advantage**.

Food for the Future – Capitalizes on MU’s traditional strengths in plant and animal sciences, and a range of emerging programs such as nutrition, chronic disease research and treatment, aging and obesity.

New Media – Will draw on the School of Journalism’s century of international leadership in media research and hands-on training, along with other campus strengths in digital technologies, business, public policy, graphic design and creative writing.

One Health, One Medicine: The Convergence of Human and Animal Health – Will expand on MU’s pioneering work in the convergence of human and animal health, and connect it with expertise from medical and veterinary medicine faculty along with the public health program.

Sustainable Energy – Will build on such strengths as MU’s research reactor—the most powerful university-operated research reactor in the United States—and programs in nuclear power generation and biofuel development.

Understanding and Managing Disruptive and Transformational Technologies – Will touch on virtually every part of the university to explore areas in which existing technologies, and everything based on them, are changing rapidly. The four competitive assets listed above will act as laboratories for further research on disruptive and transformational technologies.

In response to the rapidly changing environment of these five areas, MU will develop new **certificate programs** to give students a competitive edge in the marketplace.

‘Our competitive assets differentiate us from the biggest, best-resourced universities and allow us to do things they can’t do.’

–MU Provost Brian Foster

The purpose of the Mizzou Advantage is to increase MU’s **visibility and stature** in higher education and to **strengthen**

- The quality of faculty and students
- Instructional programs
- Value of an MU degree
- Success of grant proposals
- Fundraising results
- U.S. and Missouri economies
- Venture capital investment

Activities related to each competitive asset will be driven by a network of collaborators (faculty members, centers, departments, corporate partners and other universities). MU has a \$6 million annual budget to increase the impact of these networks. Their efforts will result in more grants and opportunities to recruit the most prominent scholars and scientists. Not only will the Mizzou Advantage contribute to MU’s positioning in higher education, but it will create jobs and improve the quality of life for Missourians.

For more information: Contact Meg Phillips in the Office of the Provost at phillipsmar@missouri.edu, 573-884-6197 or provost.missouri.edu.