



# Mizzou Advantage

## University of Missouri

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

The purpose of the Mizzou Advantage is to increase MU's visibility, stature and impact 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). Their efforts will result in more grants and opportunities to recruit top students and the most prominent faculty 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.

MU also will develop new educational programs in these five areas to give students a competitive edge in the marketplace. (Education Coordinator LuAnne Roth, 573-884-9456, rothl@missouri.edu)

**Food for the Future** – Capitalizes on MU's strengths in plant and animal sciences; its emerging research on aging, obesity and chronic disease; and its food-related work in the arts, humanities and social sciences. (Facilitator Jo Britt-Rankin, 573-239-8399, britt-rankinj@missouri.edu)

**One Health, One Medicine** – 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. (Facilitator Carolyn Henry, 573-882-7821, henryc@missouri.edu)

**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. (Facilitator Cerry Klein, 573-884-6197, kleinc@missouri.edu)

**Media of the Future** – 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. (Facilitator Charles N. Davis, 573-268-4111, davisncn@missouri.edu)

**Disruptive and Transformational Technologies** – Will touch on virtually every part of the university as researchers study how current technologies fundamentally change in these rapidly evolving times. These changes are both transformational (opening stunning new opportunities) and disruptive (eliminating jobs, closing businesses, and altering how we live). (Facilitator Carsten Strathausen, 573-823-2971, strathausenc@missouri.edu)

*'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

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More information: Meg Phillips, Mizzou Advantage Program Coordinator, 573-884-6197, phillipsmar@missouri.edu  
MizzouAdvantage.missouri.edu.

