

## **MU Strategic Advantages**

### **Preliminary Ideas from the Task Force**

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1. Interdisciplinary culture; entrepreneurial faculty.

Faculty work across disciplinary boundaries and are very entrepreneurial in putting together unusual and forward-looking initiatives.

2. Program mix of Vet Med, Medicine, Engineering, and Agriculture

Most notably this positions MU as one of a very small number of institutions to do comparative medicine.

3. The largest reactor at any US university

4. Missouri is a microcosm of the US in many dimensions

Missouri is a microcosm of the U.S. for many dimensions of variation in American Society: rural/urban, eastern/western, ethnicity and race and other demographic characteristics, economic. For many social and cultural aspects of the U.S., Missouri is like a virtual lab for doing research and testing interventions.

5. Media studies, Journalism: focus on “audience control” and/or “the media world”

Our distinguished Journalism program, combined with many other resources (major firms such as AT&T, Sprint, the Missouri press associations, the KC Star and St. Louis Post Dispatch) as well as a mix of academic programs including engineering, writing, and graphic design.

6. Program cluster of Plant Sciences and Informatics, along with Danforth Institute, Monsanto, and the broader plant-based agriculture industry of Missouri

7. Program mix of design disciplines and imaging technologies

MU has a broad array of disciplines with strong design components, including Journalism, Graphic Design, Interior Design, Textiles, Theater, computer design technologies in Engineering and elsewhere, along with imaging technology programs including film and animation technologies, geospatial, and other imaging program components.

8. Program mix and broad-based infrastructure for Healthy Lifestyles

MU has a diverse and unusual mix of programs with healthy lifestyle theme, including aging, nutrition, exercise, social work, financial management, rural

medicine, family and community medicine, nanomedicine, telehealth, and others; infrastructure includes such diverse components as Tiger Place, the new Recreation Center, and the KATY Trail.

9. Program mix and nearness to Jefferson City: diverse assets in policy analysis

The Truman School is the anchor for policy and public administration research and education at MU, but rich resources are found in many other areas including health, education, environment, economics, law, agriculture, and economic development.

10. Program mix: psychological and neuropsychological sciences; Autism Center

Counseling Psychology is one of the top programs in the country; strengths in Psychology, computing, imaging, and other areas complement these core strengths, as does the high-profile Autism Center.

11. Mix of undergraduate education programs

MU has nationally recognized programs in areas including FIGS, the Writing Program, Service Learning, Math Education, and undergraduate research. Strong residence life, rec center, and other facilities based elements give undergraduate education at MU a special flavor of engagement.

12. Landgrant status, extension, and other public-oriented programs are pervasive at MU