

University Relations

January 4, 2012

Memorandum

TO: Deans, Directors and Department Heads

From: Andy Fletcher, Associate Vice President, University Relations
Chairman, UF Web Services Advisory Committee

RE: Target Audience Research

- Current (Undergraduate and Graduate) students
- Parents
- Guidance Counselors
- Off-campus/Distance Learning Students
- Prospective students
- Government (agencies)
- Faculty
- Staff
- Legislators
- International community
- Alumni
- Donors
- Media
- Sports
- Prospective Employers
- Vendors and Prospective vendors

Thank you!