

University of Florida Publications – updated June 20, 2017

Campus Publications - External College/Unit	Magazine/Publication	Format	Audience	Circulation	Frequency	Editor
Alumni Association	Florida GATOR Magazine	Print	AA members	50,000	Quarterly	Renee Zemanski/Chris Cupoli
Alumni Association	Gator Nation News	Digital	Alumni, parents, friends and students	250,000	Monthly (Mid-month)	Jon-Paul/Chris Cupoli
Arts	Muse	Print	COTA alumni, students and friends	12,000	Annually	Holly Franklin
Arts	In the Loop	Digital	COTA students, friends and faculty	5,000	Weekly (Thursday)	Holly Franklin
CALS	CALS Connection	Digital Print (shortened print newsletter version)	CALS alumni	~33,000	Bi-annually	Dana Edwards
CLAS	Ytori Magazine	Digital Print			Bi-annually, spring and fall	Gigi Marino
CLAS	UF Liberal Arts and Sciences Newsletter	Digital Print			Winter and summer	Gigi Marino
DCP	Perspective	Digital	Alumni and friends	6,800	Monthly	Julie Frey
DCP – Rinker School	Orange & Blueprints	Print	Rinker School alumni and friends	8,500	Bi-annually	Maggie Croushore
Dean of Students Office	Family Connections	Digital	Families of current of former students	30,000	Monthly	Arie Gee
Dentistry	Gator Dentist Today	<input type="checkbox"/> Digital <input type="checkbox"/> Print				Karen Rhodenizer
Education	EduGator e-news	Digital	COE alumni, friends and internal	13,000	Monthly	Larry Lansford
Education	Florida EduGator	Print	COE alumni, friends, stakeholders	17,000	Annual	Kevin Coulson (co-editor) and Larry Lansford (co-editor)
Enrollment Management	EM Strategic Plan	Web Only	Campus/General	—	Annually	Aigi Adesogan
EM: Office of Admissions	Winds of Change Magazine Ad	Print	ISEF Science Fair	900 student	Annually	Shannon Murphy
EM: OUR - Office of the University Registrar	Guide to Majors	Print/Web	Preview Students	7,200	Annually	Renee Buchanan
EM: UF Online	UF Online Yield	Print	New student Admits	1,500	Annually	Melissa Emmett
EM: Office of Admissions	Walking Tour Brochures	Print	Campus Visitors	8,000	As needed	Shannon Murphy
EM: OUR/Admissions/ UF Online/Office Services	Annual Reports	Web Only	Campus/General	—	Annually	Zina Evans

EM: Office of Admissions	General Information Brochure (GIB)	Print	Prospective Students	150,000	Annually	Shannon Murphy
EM: Office of Admissions	Admissions Blog	Web Only	Campus/General	—	—	Renee Buchanan
EM: Office of Admissions	Admissions Survey	Web Only	Admitted Students	11,000	Annually	Renee Buchanan
EM: OUR/Admissions/ Dylan Rigsby Emergency Protocol/Prospective Students Veterans Affairs/Commencement/student.ufl.edu	Websites (7)	Web Only	Students /Parents	—	Continously	Renee Buchanan
EM: Office of Admissions	AIM Flyer	Print In-house	AIM Students	300	Annually	Shannon Murphy
EM: Office of the University Registrar	Commencement Programs/Agenda	Print/Web	Graduating UF Students	Different each ceremony	Spring/Summer/	Renee Buchanan
EM: Office of Admissions	Counselor Folder	Print	HS Counselors	7,000	Annually	Shannon Murphy
EM: Office of Admissions	Freshman Search Brochure/Poster	Print	Prospective HS Students	20,000	Annually	Shannon Murphy
EM: Office of Admissions	Freshman Search postcard	Print	Prospective HS Students	4,000	Annually	Shannon Murphy
EM: Office of Admissions	International Brochure	Print	Prospective Intl. Students	2,500	Annually	Chandra Mitchell
EM: Office of Admissions	SEC College Tour Booklet	Print	Colleges within the SEC area	300	Spring/Fall	Shannon Murphy
EM: Office of Admissions	SEC Year in Review	PDF	Colleges within the SEC area	—	Annually	Shannon Murphy
EM: Office of Admissions	Transfer Brochure	Print	Admitted Transfer students	6,000	Annually	Shannon Murphy
EM: Office of Admissions	UF Admittance Package	Print	Admitted Freshman &PaCE students	15,000/3,000	Annually	Shannon Murphy
EM: Office of Admissions	Welcome Center Flyers - Fin. Aid/ ParentsTransfer/Freshman/Scholarships	Print	Students & Parents	5,000 each	Annually	Shannon Murphy
EM: Office of Admissions	UF Fact Sheet	PDF	College Counselors	—	Annually	Shannon Murphy
EM: Office of the University Registrar	Various forms	Print/Web	Current Students	—	—	Kathy Zemba
EM: Office of Admissions	Gator Heads with UF Facts	Print	Prospective students	5,000	Annually	Shannon Murphy
HWCOE Engineering	Powering the New Engineer	Digital	External/Alumni	30,000+	3x annually	Helen Goh

HWCOE Engineering	Gator Engineering Faculty & Staff Newsletter	Digital	Faculty & Staff	700	3x annually	Helen Goh
HWCOE Engineering	Gator Engineering Dean's Advisory Board Newsletter	Digital	Dean's Advisory Board	45	3x annually	Helen Goh
HWCOE Office of Undergraduate Student Affairs	newsletter	Digital	Undergraduate students (enrolled)	7000+	Bi-Weekly	Dr. Curtis Taylor/ LaToya King
HWCOE Office of Academic Affairs	newsletter	Digital	Graduate Students (enrolled)	2500+	Semesterly	Heidi Dublin
HWCOE Office of Academic Affairs	Gator Engineering Graduate Degree Programs	Print	Prospective MS & PhD Students	2700	Annually	Julissa Nunez
Department of Mechanical & Aerospace Engineering (MAE)	MAE Newsletter	Print & Digital	Alumni, donors & friends	10,000	Bi-Annually	Amanda Milligan & David Hahn
Department of Industrial & Systems Engineering (ISE)	ISE News To Go	Digital	Faculty & Staff, Students, External/Alums	600	Monthly	Jele'cia Milton, Laura Studstill
J. Crayton Pruitt Family Department of Biomedical Engineering (BME)	CrossLink	Print	Engineering Deans, Biomed Eng Chairs, Advisory Boards Members, Industry, External, Internal Collaborators	300	Annually	Sommer Green & Candi Crimmins
J. Crayton Pruitt Family Department of Biomedical Engineering (BME)		Digital	Student recruiting, faculty recruiting, industry partners, visitors, alumni, donors, parents, and current faculty, staff & students	750	Annually	Sommer Green & Candi Crimmins
Department of Computer & Information Science & Engineering (CISE)	BYTES (subject to change)	Digital/Print	Computer Science Chairs, CISE Industrial Advisory Board, some college deans	300	Annually	Allison Logan
Department of Electrical & Computer Engineering	Newsletter	Digital & Print	Department Chairs, Alumni, Faculty, Staff, Students,	5,500 print; digital	Annually	John Harris & Sara Schaffer

			Prospective students and their families	download not tracked		
Engineering School for Sustainable Infrastructure & Environment (ESSIE)	ESSIE Insights	Digital & Print	Deans, Directors, Chairs of CCE Departments at US institutions, Alumni	500	Bi-Annually	Nancy McIlrath
Florida Institute for Cybersecurity Research (FICS) Engineering	FICS Research Newsletter	Digital	Industry and external academia	1030	Quarterly	Lesly Galiana
Integrated Process & Product Design (IPPD) Engineering	IPPD Insider's Network	Digital	Current & Potential students, program sponsors, IPPD External/Alums	300-500	Semesterly	Dr. Keith Stanfill & Dr. Syndia Rivera
UF Transportation Institute Engineering	UFTI News	Digital	Faculty & Staff, Students, External Advisory Board, Affiliates/External/Alumni	1600	Monthly	Elaine Khoo
Health and Human Performance	The Pulse	Digital	HHP students, grad assistants, faculty	2,000	Weekly	Christine Coombes
Health and Human Performance	Performance Magazine	Print	HHP alumni and friends	18,000+	Annually	Christine Coombes
Health and Human Performance	e-Performance	Digital	HHP Alum, donors, parents, fac/staff	13,000+	Quarterly	Christine Coombes
Human Resources	InfoGator	Digital			Monthly	
IFAS	IFAS Matters	Digital	Subscribers	Monthly	Chris Moran	Chris Moran
IFAS	IFAS Reach	Digital	General public, IFAS stakeholders		Three times/year	Ruth Borger
IT	UFIT Strategic Goals Contributions Report	Print	Faculty, staff and students		Annually	Tracy Gale
Journalism and Communications	eCommunigator	Digital	COJ alumni and donors	16,000	Twice a month	Sue Wagner
Journalism and Communications	Dean's Report	Digital Print	COJ alumni and friends	6,500 online	Annually	Annie Neimand
Journalism and Communications	Research and Insights	Digital	COJ alumni, industry executives, scholars	20,000	Monthly	Annie Neimand
Journalism and Communications	frank newsletter	Digital	Frank event attendees, other social change communicators	4,000	Monthly	Annie Neimand
Journalism and Communications/Public Interest	Journal of Public Interest Communications	Digital	Academics involved in social change communication research	Open access online	Bi-annually	Linda Hon
Law	UF Law	Print	Alumni, faculty, students, staff, prospective students	23,450	Bi-annually	Richard Goldstein

Law	FlaLaw	Digital	Students, staff, faculty, media	1,250	Weekly	Whitney Smith
Libraries	Chapter One	Digital Print	Donors and friends	8,000	Semiannually	Barbara Hood
Medicine	Florida Physician	Digital Print		14,000		Karen Dooley
Medicine	Dr. Gator	<input checked="" type="checkbox"/> Digital	Alumni and faculty	12,000		Karen Dooley
Medicine	Insider	<input checked="" type="checkbox"/> Digital	Faculty		Medicine	Karen Dooley
Nursing	Gator Nurse	<input type="checkbox"/> Digital <input type="checkbox"/> Print		Nursing	Gator Nurse	Tracy B. Wright
Pharmacy	Gator Rx	Digital Print		13,000	Gator Rx	Matt Splett
PHHP	PHHP News	<input type="checkbox"/> Print		16,500	2/annually	Jill Pease
PHHP	ePHHP News	<input type="checkbox"/> Digital		7,400	Six times annually	Jill Pease
Research	Explore	Digital Print	Alumni, friends, peers, opinion leaders	30,000 – Spring and fall; 70,000 - Summer	Three times annually	Joe Kays
Student Affairs	Gator Times	<input checked="" type="checkbox"/> Digital	All students	More than 50,000	Weekly	Sara Tanner
Student Affairs, Center for Leadership and Service	Center for Leadership and Service e- Newsletter	<input checked="" type="checkbox"/> Digital	Self-Selecting Students		Weekly	Wendi Decker-Miller
Student Affairs - Dean of Students Office	Family Connections	E-Newsletter	Families of current students			Arie Gee
Student Affairs - RecSports	UF Rec Sports Magazine	Digital Print		In Rec Centers	Fall, Spring, Summer C	Mike Mitrook
Student Affairs	Gator Times	E-Newsletter and Website	All Students - Grad and Undergrad	54,000+	Weekly	Sara Tanner
Student Affairs - JWRU	Budget Proposal	Print	Internal – Student Government Finance, Student Affairs Administration	20-30	Yearly, Summer	Hannah Farrell
Student Affairs - JWRU	Leisure Course Brochure	Print	External – Current Students, Community	100	Twice Yearly, Fall and Spring	Hannah Farrell
Student Affairs - JWRU	Annual Report	Print	Internal – Administration	50-100	Yearly, Summer	Hannah Farrell
Student Affairs - IT	The Byte	E-Newsletter	Internal, all student affairs employees	2500+	Bi-monthly	Matt Pendleton
Student Affairs - IT	Student Affairs IT Website, news channel	Website	Internal, all student affairs employees and External, all	12000+	As news is generated	Matt Pendleton

			UF students who live in residence halls			
Student Affairs - Housing - Off Campus Life	Off Campus Student Newsletter	e-newsletter	off-campus students	26,000 +	Monthly Fall and Spring & once per summer (summer B/C)  first week of the month	Nora Kilroy
Student Affairs - Housing - Off Campus Life	Apartment Manager Newsletter	e-newsletter	apartment managers	165	Monthly  first week of the month	Nora Kilroy
Student Affairs - Housing - Off Campus Life	Off Campus Life Annual Report	Print	Internal UF Departments & City of Gainesville Stakeholders	50	Annual  September	Nora Kilroy
Student Affairs - Counseling and Wellness Center	Annual Report	Print and Website	External - All UF Campus Community	200+ (Print 75-100, stats on web-view suggests 152)	Once a year  Usually published every September	A number of staff members contribute and edit as well. Owner can be designated as the CWC director, Dr. Ernesto Escoto.
Student Affairs - Student Activities and Involvement	Annual Report	Hard Copy and PDF	Annual			Catherine Seeman
Student Affairs - Student Activities and Involvement	Budget Proposal	Hard Copy	Annual			Catherine Seeman
Student Affairs - Student Activities and Involvement	Booklet	Hard Copy and PDF	Prospective engaged UF students	2,000	Annual	Catherine Seeman
Student Affairs - Student Activities and Involvement	CLS Website Blog	Digital	Current students	Distributed via website/Facebook page	Monthly/bimonthly	Josh Funderburke
Student Affairs - Student Activities and Involvement	Student Org Success Series Newsletter	PDF	Student org leaders		Monthly (Fall and Spring only)	Catherine Seeman

Student Affairs - Student Activities and Involvement	Guide to Florida Greeks	Hard copy and PDF	Prospective sorority/fraternity members and families	4,000	Annual	Jack Causseaux
Student Affairs - Student Activities and Involvement	Interfraternity Council Newsletter	PDF	Current fraternity members	3000+	Monthly	Interfraternity Council
Student Affairs - Student Activities and Involvement	Annual Report	Hard copy and PDF	Greek stakeholders and UF administration	300+	Annual	Jack Causseaux
Student Affairs - Student Activities and Involvement	Panhellenic Council Newsletter	PDF	Current sorority members	4400+	Monthly	Panhellenic Council
Student Affairs - Student Activities and Involvement	Multicultural Greek Council Newsletter	e-newsletter	Current members	268+	Weekly	Multicultural Greek Council Newsletter
Student Affairs - Career Resource Center	2015/16 Annual Report	Video and PDF	Stakeholders, visitors to site	77 views	Annually	Dana McPherson
Student Affairs - Career Resource Center	Student Job Blast Newsletter (is not distributed over the summer)	Email newsletter via Gator CareerLink	Students	24,688 undergrad students (at last distribution)	Weekly Wednesdays	Eirini Chaddon
Student Affairs - Career Resource Center	Student Newsletter (is not distributed over the summer)	Email newsletter via Gator CareerLink	Students	25,083 undergrad students (at last distribution)	Weekly Tuesdays	Eirini Chaddon
Student Affairs - MCDA	MCDA Newsletter	E-Newsletter	Campus (students/faculty/staff)	14,000+	Monthly	Will Atkins
Student Affairs - MCDA	MCDA Updates	E-Newsletter	Internal – MCDA Professional Staff and ambassadors	80+	Weekly Wednesday Afternoon	Diana Moreno, Will Atkins
Multicultural & Diversity Affairs - LGBT Affairs	e-Newsletter	Digital	Monthly		Monthly	
UF Health	News and Notes	Digital	Internal hospital			

UF Health	The Post	Digital				
UFIT	Research Computing Services Brochure 2016-2017	Both	Faculty, Graduate/Postdocs, Students, Staff	1,200	Annually	Erik Deumens/Tracy Gale
UFIT	UFIT Highlights: OneIT for the #GatorGood	Both	UF Executives, Deans, Faculty Chairs, Campus IT Directors	350	Annually	Tracy Gale
UFIT	Learn. Grow. IT Training - 2017	Both	Deans, Department Chairs, Instructional Designers, Campus IT Directors, College HR/Fiscal Managers	800	Annually	Tracy Gale
UFIT	Labs and Learning Spaces - 2017	Both	Deans, Department Chairs, Campus IT Directors	800	Annually	Mark McCallister / Tracy Gale
UFIT	UFIT Contributions 2015-2016 (IT Annual Report)	Both	UF Executives, Deans, Faculty Chairs, Campus IT Directors, Core and Distributed IT Staff	350	Annually	Tracy Gale
UFIT	How Can We Help You? (UF Computing Help Desk 2017)	Both	All Students, Faculty, and Staff of the University of Florida	3,000	Annually	Tracy Gale
UFIT	2017 Gator Computing Program	Both	High School Students, High School STEM Teachers, High School Guidance Counselors in three counties, Parents  Webpage created for the program	300	Annually	Erik Deumens / Tracy Gale
Warrington College of Business	Dean's Report	Print primarily, also available online as PDF	1. Peer Deans (AACSB, ~750), 2. Alumni (Donors), 3. UF community and guests	7000	annually	Cody Jones
(Warrington) Master of Science in Finance	Annual Report	Print primarily, also available online as PDF	1. Donors 2. Engaged Alumni 3. Peers	750	annually	Kelly Herring, Dr. Dave Brown, Cody Jones
(Warrington) Kelly A. Bergstrom Real Estate Center	Annual Report	Print primarily, also available online as PDF	1. Advisory board members, 2. Center Council members, 3. Peers	650	annually	Nikki Wagner, Tim Becker, Cody Jones



(Warrington) Fisher School of Accounting	Annual Report	Print primarily, also available online as PDF	1. AACSB peers, 2. Advisory board members, 3. Donors to Fisher, 4. UF community	750	annually	Alison Law, Dr. Gary McGill, Cody Jones
(Warrington) Heavener School of Business	Annual Report	Print primarily, also available online as PDF	1. Peer Deans (AACSB, ~515), 2. Prospective students and parents, 3. UF community	1000	annually	Alex Sevilla, Cody Jones
(Warrington) Alumni and Development Office	Warrington WIRE	Email newsletter (summary) and website (full publication)	Alumni of Warrington College of Business	37000	Monthly	Cody Jones, Katharine Burks
(Warrington) UF MBA	The Pen - for students	Email newsletter	Current students of the MBA program	500	Monthly	Kara Cupoli, Cody Jones
(Warrington) UF MBA	The Pen - for alumni	Email newsletter	Graduates of the MBA program	5600	Monthly	Kara Cupoli, Cody Jones