David P. Norton
Vice President for Research
Mission of the Office of Research at the University of Florida

*Facilitate the success and impact of research and scholarship at the University of Florida*
Advance Fundamental Understanding

Generate Creative Breakthroughs

Translate to Relevance, Including Economic Development

Change the Educational Trajectory of Young People
After one year as UF Vice President for Research: 
What have I learned? 
What else should I know? 
What next?
Landmines kill 26,000 people each year.
### Ranking of R&D Expenditures at Public Universities (data from 2010)

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditures</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total R&amp;D</td>
<td>$739,931,000</td>
<td>12\textsuperscript{th} (2011)</td>
</tr>
<tr>
<td>Total Federal R&amp;D</td>
<td>$306,349,000</td>
<td>22\textsuperscript{nd} (2011)</td>
</tr>
<tr>
<td>USDA</td>
<td>$21,121,000</td>
<td>9\textsuperscript{th}</td>
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<tr>
<td>Industry</td>
<td>$23,426,000</td>
<td>21\textsuperscript{st}</td>
</tr>
<tr>
<td>DOE</td>
<td>$12,838,000</td>
<td>25\textsuperscript{th}</td>
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<tr>
<td>NSF</td>
<td>$35,508,000</td>
<td>26\textsuperscript{th}</td>
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<tr>
<td>HHS</td>
<td>$150,411,000</td>
<td>28\textsuperscript{th}</td>
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<tr>
<td>DOD</td>
<td>$22,467,000</td>
<td>31\textsuperscript{st}</td>
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<tr>
<td>NASA</td>
<td>$5,177,000</td>
<td>36\textsuperscript{th}</td>
</tr>
<tr>
<td>National Academy Members</td>
<td></td>
<td>23\textsuperscript{rd}</td>
</tr>
</tbody>
</table>
Steps to transforming UF from a very good to an Excellent Research Institution
1. Improve Upon Existing Strengths and Identify Next Generation Research Opportunities
### Concentrations of Interdisciplinary Research

- Improving Health Care
- Innovations in Life Science
- Agricultural Science and Technology
- Climate, Natural Resources and Related Phenomena
- Nanoscale Science, Technology, and Materials
- Science and Application of Intense, High Density Data
- Sustainable Energy and Infrastructure
- Understanding Cultures and Human Interactions
- Translating R&D into Commercialization and Entrepreneurship
Proposed Next Gen Opportunities

- Dense, Intense Informatics
- Food Safety and Security
- Autonomous Systems
- Environmental Health
- Global Health
- Managing Natural Disasters
- Next Generation Manufacturing
- Health Disparities
- Next Generation Materials
- Personalized Medicine
- Translating Research to Relevance
Institutional Capacity for Excellence

External Stakeholders with Significant Funding Interests

Intellectual Passion Among UF Faculty
2. Create More Effective Collisions Between the UF Research Portfolio and Stakeholders
Marketing the Research Portfolio

Mentoring

Industry Outreach

Grant Writing Assistance
Communicating Impact of UF Research

Science Communication Academy
Accountability to Government Stakeholders

Regulatory Agencies/Laws Applicable to University of Florida Research
3. Expectation of High Impact for UF Research
UF Physicists Instrumental to Discovery of Higgs Boson
Couple to Economic Development Through Office of Technology Licensing
Visit us at
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Go Gators!