

The Voice of the University

What does the voice of The Florida State University sound like?

We, the people of The Florida State University, listened to educators, students, administrators, coaches, alumni, admissions folks, and many others. We read everything we could find written in black and white about the garnet-and-gold. Then we boiled it all down to The Florida State University Promise:

The Florida State University is cultivating leaders with the balance of strength, skill, and character necessary to lead for the greater good.

From that promise come the three notes that should ring in everything we say, write, or otherwise communicate about our intimate, immense, great, neighborly community:

We are Decisive.

We are Creative.

We are Compassionate.

Our Voice

We are Decisive. We are leaders. We have a point of view. We are situated in the state capital, positioned to make and shape the policies that will guide the future of our nation and the world. We wield strong verbs, scorn the passive voice, and conjure powerful concepts and clear imagery in our writing.

We are Creative. We are a top tier research university with a difference: We are an intensely imaginative group of sculptors, philosophers, sprinters, architects, visionaries, third basemen, film buffs, social reformers, swimmers, thespians, choreographers, stagehands, musicians, writers, and circus performers...you name it. No campus balances Higgs Boson with Bertolt Brecht and the Safety Blitz as well as we do.

We are Compassionate. We are about finding ways to advance the cause of humankind. We are not about ego. We are about impact. Our science is yoked to the greater good. Our art illuminates what is great, exposes injustice, entertains, and enlightens. We are not teary-eyed or maudlin. We care for each other, not intrusively, but in a spirit of good fellowship and good-natured concern. We love to share a laugh.

Voice Sample Freshman Brochure

Before

THIS IS FLORIDA STATE UNIVERSITY

We believe the best undergraduate education provides you with more than the skills you will need to secure your first job. Today's complex technological world requires the study of both the arts and the sciences. Florida State University offers opportunities to explore a wide range of liberal studies and major coursework, a foundation of knowledge upon which you can build a rewarding life and successful career.

After

WHAT YOU WILL EARN & WHAT YOU WILL LEARN AT
THE FLORIDA STATE UNIVERSITY.

The Florida State University diploma you ultimately take in hand will open many doors for you. But you will come to understand that your passage through the most important, exciting, fun, and challenging four years of your life so far will mean much more than a shingle with your name on it. You'll have made new, lifelong friends. You'll have embarked on a path that will prepare you not just for a job, but for a life of learning. Ahead of you beckon courses and activities that address the most important issues of our day, from high finance to the history of art to high magnetic field studies, every one a chance to enhance your store of knowledge, your own uniqueness, and your value to your future colleagues in whatever profession you choose to pursue.

Voice Sample Calendar

Before

HISTORY OF FLORIDA STATE UNIVERSITY

Florida State University is one of the largest and oldest of the eleven institutions of higher learning in the State University System of Florida. The Legislature of the State of Florida in 1851 provided for the establishment of the two institutions of learning, their first purpose to be “the instruction of persons, both male and female, in the art of teaching all the various branches that pertain to a good common school education; and next to give instruction in the mechanic arts, in husbandry, in agricultural chemistry, in the fundamental laws, and in what regards the rights and duties of citizens.”

After

“YOU WILL FIND IN TALLAHASSEE AN INTELLIGENT, WARM-HEARTED, HOSPITABLE PEOPLE AND ONE ALREADY DISPOSED TO REGARD YOU WITH AFFECTION.” — FRANCIS EPPES

The words of our great advocate, uttered more than a century-and-a-half ago, ring truer than ever in Florida’s capital city, and especially here, at The Florida State University. Here, caring hearts and great minds combine to welcome seekers to a world uniquely suited scholastically, technologically, and environmentally to the development and maturation of the complete, well-rounded individuals who will lead tomorrow’s society. As one of the largest, oldest, and most affordable of the eleven state universities of Florida, The Florida State University fulfills the dream of educating the citizenry of a democracy, the fondest hope of Francis Eppes, and the man who raised and mentored him, his grandfather, President Thomas Jefferson.