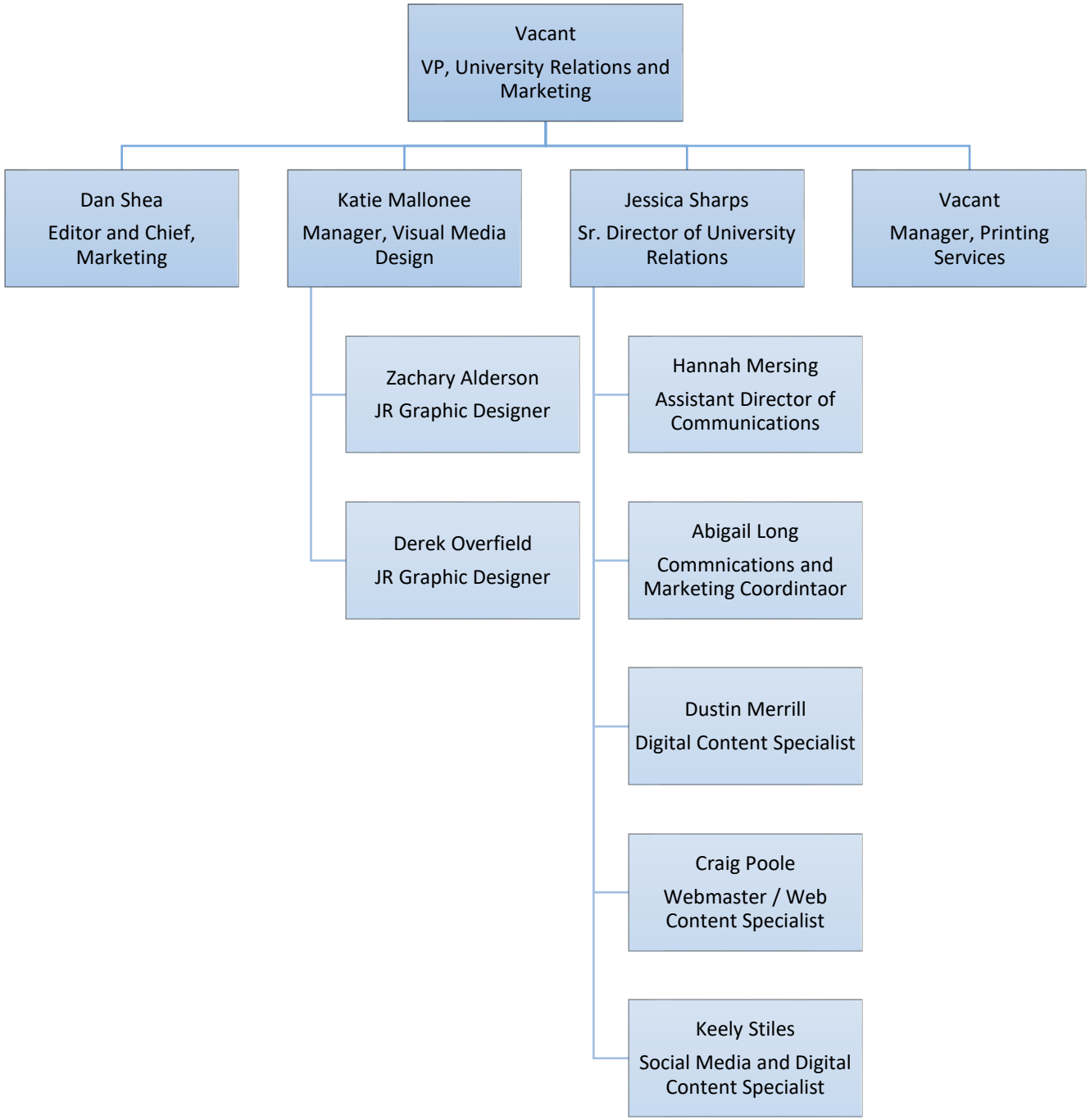UNIVERSITY RELATIONS AND MARKETING