



# **INNOVATE** **AT UF**

**UF** | Innovation Academy  
UNIVERSITY *of* FLORIDA

# Are you a **Gator Innovator?**

The Innovation Academy is one of the nation's most forward-looking undergraduate programs located at a top research university. IA students get to learn in a small-college environment focused on innovation, design thinking, leadership and more with access to resources of a first-class institution. With its unique spring-summer calendar and interdisciplinary approach, IA empowers students to innovate and thrive in and out of the classroom.

Innovation is not just about starting the next big business. It is about learning to think differently. To fail and be excited to try again. **To fall in love with the problem, not the solution.** IA teaches its students the skills employers crave in new graduates, giving them a competitive edge in today's dynamic, evolving workplace.

**Brooke Garrison-Diaz**  
Class of 2019

## **THE DRAW**

I've always considered myself a creative with an entrepreneurial spark, so when I discovered the Innovation Academy, it immediately felt like home. The program's focus on design thinking, leadership, and real-world application stood out from anything else I had seen. I wanted a college experience that went beyond lectures—a place where I could collaborate, create, and lead. From the moment I joined IA, I knew I was in the right place. It gave me the structure and space to grow as both a student and a future professional.



# Many Majors ...one minor

With a pioneering spirit and emphasis on the 21st century workplace, the UF Innovation Academy attracts ambitious students who can choose from dozens of majors and integrates them into a spring-summer cohort filled with energy and new ideas that culminate in one common minor: **INNOVATION**.

- + Unique spring-summer cohort
- + Powerful industry connections
- + Exclusive internship opportunities
- + Co-curricular activities
- + A minor in innovation

## INNOVATION MINOR COURSES

### BOTH TRACKS

- Creativity & Design Thinking for Innovation
- Innovation in Action

### GENERAL CONCENTRATION TRACK

- Principles of Entrepreneurship
- Fostering Innovation Through Leadership
- Ethics in Innovation
- IA Senior Project or The Venture Accelerator

### ARTIFICIAL INTELLIGENCE TRACK

- AI Fundamentals
- Ethics, Data, & Technology
- Engineering Entrepreneurship
- College Specific Course





***“If you're considering joining IA, I say—do it!  
This program is unlike anything else, and it  
gives you the tools, mindset, and confidence to  
thrive in whatever path you choose.”***



## THE EXPERIENCE

My experience in IA was foundational. It taught me how to spot opportunity gaps, think critically about existing systems, and build creative solutions that make a tangible difference. One of my favorite classes required us to build a personal website and portfolio—a project that directly helped me land my first job. The most rewarding part of my time in IA was leading the Innovation Academy Ambassadors and serving as Executive Director of the Innovation Leadership Program. It was in those roles I discovered my passion for helping others grow and building community. One of the more challenging moments came right after graduation, when I had to enter the workforce in the middle of the COVID-19 pandemic. The adaptability and resilience I developed in IA gave me the confidence to keep showing up, learning, and doing excellent work. Those values carried me through uncertainty—and led to three promotions in my first few years on the job.

## THE PAYOFF

Today, I work in media and marketing as an Account Executive for TEGNA, based out of the 10 Tampa Bay (CBS) office. My role is highly client-facing and strategic—I develop multi-platform marketing campaigns that include broadcast, streaming, and digital elements. Innovation is at the core of what I do. I’m constantly developing creative solutions to help businesses grow and stay competitive in a fast-paced industry. Beyond work, I’ve continued to explore entrepreneurial outlets like content creation, social media management, and even running my own photography business for 10 years. Innovation is second nature now—whether I’m building a marketing strategy, planning a keynote speech, or brainstorming a future passion project. I see it playing a role in whatever comes next—mentorship, course development, maybe even writing a book.



# Available Majors\*

## COLLEGE OF AGRICULTURAL AND LIFE SCIENCES

- Agricultural Education and Communication
- Biology
- Entomology & Nematology
- Plant Science

## WARRINGTON COLLEGE OF BUSINESS

- Accounting
- Business Administration – General Studies
- Finance
- Information Systems
- Management
- Marketing

## COLLEGE OF DESIGN, CONSTRUCTION AND PLANNING

- Sustainability and the Built Environment

## COLLEGE OF EDUCATION

- Education Sciences

## HERBERT WERTHEIM COLLEGE OF ENGINEERING

- Computer Science
- Digital Arts and Sciences

## COLLEGE OF JOURNALISM AND COMMUNICATIONS

- Advertising
- Journalism
- Media Production, Management & Technology
- Public Relations

## COLLEGE OF LIBERAL ARTS AND SCIENCES

- African American Studies
- Anthropology
- Biology
- Chemistry
- English
- Geography
- History
- Mathematics
- Political Science
- Psychology
- Sociology

\*Majors subject to change.  
Check UF IA website for updates.  
50+ additional minors and certificates available.

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