



**2023 Peace in the Pages
Presented by David and Monique Miller
Award Honorees**

READ TO SUCCEED

Tim Cost, President of Jacksonville University



Having recently celebrated his tenth year as President of Jacksonville University, Tim Cost is gratified by all the tremendous work so many people have done to help the university achieve the success it has enjoyed over the past decade, particularly considering that his original career goals never included returning as President to his undergraduate alma mater. “I’m a corporate guy,” he protested when the late great former JU President, Dr. Frances Kinne insistently recruited him for the position back in 2013, saying, “You must do this.”

Former Executive Vice President for Pepsico, with revenues of \$60 billion and 300,000 employees, Cost had 32 years of senior executive leadership experience at many of the world’s top public companies, including BristolMyers, Squibb, Kodak, ARAMARK, Pharmacia, Wyeth/Pfizer, and Centocor/Johnson & Johnson. He was also Chairman of Global Health Care for Washington-based consulting firm, APCO Worldwide. While he was certainly a “corporate guy” of the first order, President Tim Cost was no match for his mentor, the legendary Dr. Fran Kinne, and today, he considers his decision to become President of JU to be one of his best decisions ever.

Since 2013, the University has added more than 50 new programs in health education, engineering, information technology, cyber security, kinesiology, and data/computer sciences. The endowment has increased more than 25%, as has the

University's campus footprint. JU is consistently ranked as a premier institution (top 10%) for students' return on investment and has been selected one of "America's Best Colleges" by U. S. News & World Report for the past 15 years. CEO Magazine has ranked the University's Davis College of Business in the Top 25 in the world for value/return on investment. President Cost has led the investment of \$80 million into the University's campus, led a successful \$120 million ASPIRE comprehensive development campaign, and has launched the Florida EPIC program to support STEAM education, regional economic investment, and job creation.

A 1981 Magna Cum Laude Jacksonville University graduate, President Cost received his MBA in Finance and Economics from the Simon Business School at the University of Rochester and is a graduate of Harvard University's Presidential Leadership Program. As a collegiate athlete, Cost is one of the top 10 winningest pitchers in JU Baseball history, pitching the only 9-inning no-hitter in Jacksonville University history. He received the Jacksonville University Distinguished Alumni Award in 2006, was selected a "Distinguished Dolphin" in recognition of JU's 75th Anniversary, and has been named one of Florida's "Most Influential Business Leaders" by Florida Trend and "Guardian of the Arts" by Cathedral Arts. During his decade at JU, President Cost has become an active member of many civic, cultural, education, and business boards, chairing several of them. He and his wife of 40 years, Stephanie, are the parents of two children, Melanie and Drew.

Relative to READ USA, President Cost is impressed by the evolution of this powerful force for good. He notes that READ USA's founder Ellen Wiss and CEO Rob Kelly have established meaningful programs and ongoing partnerships that are enhancing the quality of education in Jacksonville. "By marshaling the resources of the community to give students the comfort, confidence, and agility they must have around their own set of literacy, READ USA is helping to make this university better equipped and better prepared for the future," Cost says. "We feel strongly here at JU that having comfort with literacy is essential to education. CEO Rob Kelly is a tremendous talent - one of our esteemed former professors, and an outstanding educator to lead READ USA in closing the gap on literacy comprehension."

Honored to be recognized with the READ TO SUCCEED Award, President Tim Cost notes that he is proud to be a fellow traveler with READ USA in "the art of the possible - through literacy - opening the world to students."