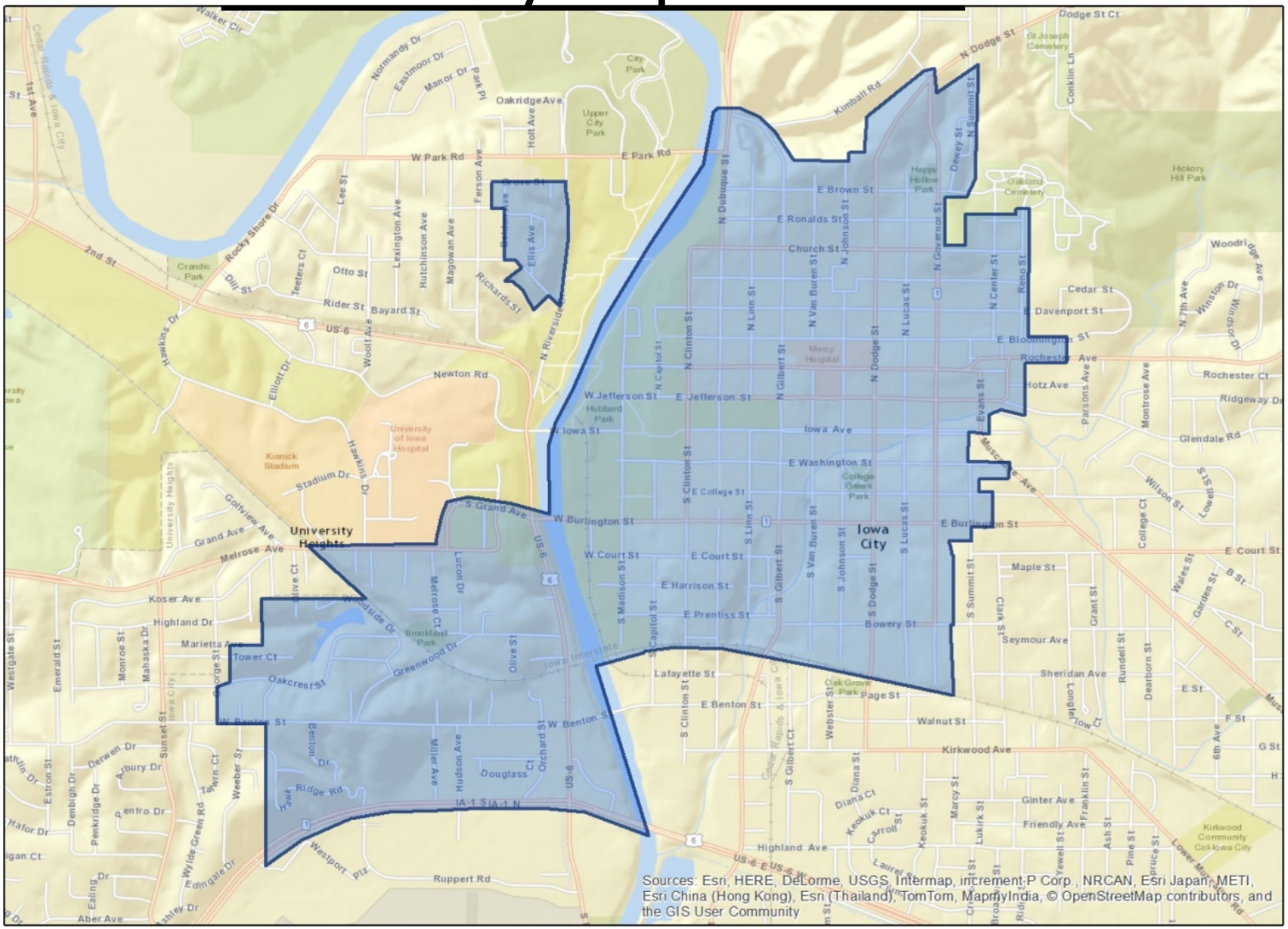University Impact Area