



**COMMITTEE ON MARKETING, PUBLIC RELATIONS
AND STRATEGIC COMMUNICATIONS**

PRE-MEETING AGENDA

Tuesday, April 30, 2019

2:00 p.m.

123 Tigert Hall, University of Florida, Gainesville, FL

Committee Members:

Robert G. Stern (Chair), Leonard H. Johnson, Daniel T. O’Keefe, Rahul Patel, Marsha D. Powers, Anita G. Zucker

- 1.0 Roll Call..... Board Staff
- 2.0 Call to Order and Welcome Robert G. Stern, Chair
- 3.0 Discussion Items..... Robert G. Stern, Chair
 - 3.1 March 2019 Committee Meeting Review
 - 3.2 Demonstration/Discussion Digital AnalyticsPlatform
 - 3.3. Strategic Imperatives/Goals Tactical Implementation Timeline Overview
- 4.0 New Business Robert G. Stern, Chair
- 5.0 Adjourn Robert G. Stern, Chair