UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON STRATEGIC INITIATIVES
COMMITTEE MINUTES
December 4, 2014
President’s Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, FL
Time Convened: 2:00 p.m. EST
Time Adjourned: 2:30 p.m. EST

1. Verification of Quorum
After a roll call, a quorum was confirmed, with all members present except for Trustee Cameron.

2.0 Call to Order and Welcome
Committee Chair, Christopher T. Corr, called the meeting to order at 2:00 p.m. EST.

Members present were:
Christopher T. Corr, Chair, C. David Brown, II, Pradeep Kumar, Juliet M. Roulhac, Steven M. Scott, David M. Thomas. Trustee Susan M. Cameron was unable to attend.

Others present were:
Provost and Senior Vice President for Academic Affairs Joseph Glover, Senior Vice President and Chief Operating Officer Charles E. Lane, Vice President, General Counsel and University Secretary Jamie Keith, members of the President’s Cabinet, Executive Assistant Cheryl May, Executive Assistant Rebecca Holt, other members of the University of Florida community, and other members of the public and the media.

3.0 Review and Approval of Minutes
The Committee Chair asked for a motion to approve the minutes of the June 5, 2014 committee meeting, which was made by Trustee Thomas and Seconded by Trustee Scott. The Committee Chair asked for further discussion, after which he asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

4.0 Action Items
The Committee did not have any Action Items.
The following Discussion/Informational Items were the addressed by the Committee:

5.0 Discussion/Informational Items
Chair Corr turned the Committee’s attention to the information items. He asked each presenter to address a topic in turn:

5.1 Introduction of UF’s Director of Real Estate – Senior Vice President and Chief Operating Officer Charles Lane provided an overview of the Office of Real Estate and then introduced UF’s new Director of Real Estate, Lee Nelson.

Mr. Nelson provided a PowerPoint presentation outlining the top four priorities for the Office of Real Estate:
• Strategic Priority #1 – Gainesville and Statewide Real Estate Plan
• Strategic Priority #2 – Asset Management
• Strategic Priority #3 – Economic Development
• Strategic Priority #4 – Foundation Advancement

5.2 Preeminence Dashboard Discussion – Provost and Senior Vice President for Academic Affairs Joseph Glover led a discussion using the following Draft Preeminence Dashboard:
• Average GPA and SAT scores
• FTIC 6-year graduation rate
• Doctorates granted
• National Academy members
• US utility patents in last three years
• Total research and development expenditures
• Total federal research and development expenditures
• Endowment

6.0 New Business
The Committee did not have any New Business to discuss and this portion of the Strategic Initiatives Committee meeting ended at approximately 2:30 p.m. EST.

7.0 Joint Meeting of the Committees on Strategic Initiatives and External Relations
The External Relations Committee then joined the Strategic Initiatives Committee for a joint meeting.

7.1 Action Items
The joint session of the Committees on External Relations and Strategic Initiatives did not have any action items on the agenda.

7.2 Discussion/Informational Items
The following Discussion/Informational Item was presented during the joint session of the Committees:
7.2.1 2015 Legislative Session

External Relations Chair Roberts introduced guest speaker Senator Bill Galvano, Senate Majority Leader for the upcoming legislative session. Senator Galvano, a UF graduate and former chairman of the Gator Caucus of the Florida Legislature, briefed committee members on issues facing the Florida Senate in 2015.

Senator Galvano noted that a transition is taking place in the Legislature, particularly in the Senate. He observed that the upcoming session will provide a great opportunity for higher education priorities, as legislators are aware of universities’ crucial role in uplifting the state’s economy.

The Senator said he was pleased to support UF Preeminence during the last session and that he’s encouraged that UF is spending its Preeminence funding well.

He predicted that the state college system likely will be discussed during the session, as decisions need to be made regarding the colleges’ role in relation to the role of state universities. He also touched on regulated industry, gaming, K-12 education and Amendment I, observing that all of these issues affect the amount of funding available for higher education. Finally, he praised UF IFAS and its efforts to find solutions to citrus greening, noting that IFAS plays a vitally important role throughout the state.

8.0 Adjourn

After asking for any further discussion and hearing none, External Relations Committee Chair Carolyn K. Roberts and Strategic Initiatives Chair Christopher T. Corr asked for a motion to adjourn the committees’ joint meeting, after which they asked for all in favor of the motion and any opposed, and the motion was approved unanimously. The meetings of the Committees on Strategic Initiatives and External Relations were adjourned at 3:10 p.m. EST.
The Social Web @UF
An update on where we are.
A vision of where we are going.
Todd Sanders
Director of Social Media
A passion for the social web and a curiosity for what’s next.
What is the social web?
Old Media
Social Media
OPEN
24/7
Preferred Communication Channel
Social on Campus

- Build/strengthen community
- Inform in real-time (event/crisis)
- Discover the good and bad
- Listen, echo, help
Success on Social

- Likes
- Favorites
- Comments
- Shares
Constantly Evolving
Where we are
- Facebook (593,853 likes)
- Twitter (80,564 followers)
- YouTube (596,909 views)
- Instagram (43,200 followers)
- Linkedin (245,868 followers)
- Vine (5,778 followers)
Gator Nation is Everywhere

The Gator Nation is Everywhere. Take a look at these gators taking the chomp all around the world! Where are you bringing the Gator Nation? Show us on Instagram using #GatorNationisEverywhere #UFSocial

48 Pins • 861 Followers
FALL AT UF

University of Florida
Posted by Todd Sanders

Autumn has arrived — with Nolan Sullivan, Karina Ureña, Kelsea Laun, Allicia N. Darling, Amber Lidtke Nelsen, Christopher Nelsen, Kai Charles, Carla Burleson, Shannon Measel and Mary Beth Sullivan McNeese.

Like · Comment · Share

Mary Diana, Jessica Van Buren, Jayne V Morisset and 23,047 others like this.

6,000 shares

Alicia Thomas: Still one of the best schools in the nation. Football is for a season, education is for a lifetime, get some!!!!

Unlike · Reply · 246 · October 20 at 4:32pm

Ayabonga Nomasayi Ayas: I am a South African student pursuing my 1st year Studies in Environmental Management, how can I be 1 of your Students? Make it easy

Like · Reply · October 21 at 3:17am

Mei Hayes: Only thing falling is the football team

Like · Reply · 75 · October 20 at 4:30pm

Patrick Rao: Totally stolen from Twitter. UF should give credit when credit is
A university that has so many opportunities for growth, support, and love for each other!
"We send our heartfelt thoughts and prayers to the victims and to the FSU community. We are all FSU." - UF President Bernie Machen

9:22 AM - 20 Nov 2014

2,577 RETWEETS 2,576 FAVORITES

Impressions overview

Key metrics

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“We are truly saddened by today’s shootings at Florida State University. I know everyone in the University of Florida community joins me in sending our heartfelt thoughts and prayers to the victims and to the entire FSU community. Today, we are all FSU.”
-UF President Bernie Machen
The University of Florida community extends its heartfelt thanks to President Bernie Machen and First Lady Chris Machen for 11 years of thoughtful, effective and compassionate leadership and a legacy that will endure for generations.

"I'm thankful for ___." Happy Thanksgiving, #GatorNation. Thanks for being awesome! #ThanksUF

Machen Tribute

UF West African Dance Group Celebrates 20th Year

Good morning, Gator Nation!

RT @FloridaMuseum: Help make #ButterflyRainforest visit possible for all by giving to Admissions Assistance fund #GivingTuesday! http://t.c…

RT @ItsMeAnnelie: Happy to welcome @jennifersterger to #SportsMediaUF this
Where we are going
No filter from the ninth floor at UW health of campus. #uwmadison @uwmadison

Dec 2 3:38 pm

Nothing like Camp Randall on a crisp fall day—just beat Minnesota to win Big Ten West Division http://t.co/hW3ITHa6Pn

@SteveSonderman

Dec 2 11:40 am

Had a meeting with some of the good people of the @nelsoninstitute this morning. I always forget about this awesome window.

@p_cyanea

Dec 2 11:25 am

Just saw a bald eagle fly past the windows of College Library. Pretty sure this isn’t normal @UWMadison, but I love it!

Dec 2 12:08 pm

@UWMadison and you decide to name the tree "Montee Balsam"

In the past 6 weeks, Sports Illustrated covers have been: Russell Wilson JJ Watt Frank Kaminsky Melvin Gordon #Badgers

Dec 2 11:11 am

@JoeDRobinson4

@UWMadison @NIGEL_HAYES @UWDoIT

Nigel, sorry for making you the Cookie Monster last year.

@ZBohannon

Dec 2 11:25 am
- Paid
  What *we* say in traditional and digital ads
- Owned
  What *we* say on website, Facebook, Twitter
- Earned
  What *they* say about us everywhere
Announcing Your 2014 Gator Engineering Homecoming King & Queen

October 22, 2014 | Jen Ambrose

The last time they watched at football game at the University of Florida, the Gators had never played the Seminoles. J. Wayne Reitz was the president, and the only television set they knew of was in the laundry room at the Florida Veterans Village (also known as Flavet). And just like this year’s Gator Growl, that old laundry room was the place to be on a Friday night.

But this weekend, Vern and Betty Hammond attended a bigger party. The Gator Engineering Tailgate Reunion hosted 500 alums in an orange-and-blue celebration that led up to Saturday’s football game. It was homecoming for everyone, but for the Hamlins, homecoming meant seeing old classmates and catching up. It’s been a long 52 years since they were here!
ROBOT

FLESH

HEART
BRAIN
Goals

- Continue to be a leader
- Make Gator Nation stronger and more engaged
- Remain relevant and part of the conversation
Photo Credit:

- Birds on wire /gwen roolf on flickr

- marshall islands /Christopher Michel on flickr
  http://bit.ly/1CD1KVF

- 2011-04-08 Union Station /Dallas Film Society Images on flickr
  http://bit.ly/1FLYoXH

- Wikimania2009 / Taken by Beatrice Murch (blmurch) on flickr
  http://bit.ly/1rWxDyC

- OPEN 24/7 / Tom Magliery on flickr

- One Way / Gerard Massey on flickr
  http://bit.ly/1rSH7jV

- Southern Pkwy – two-way traffic / Garrett on flickr
  http://bit.ly/15OcySm
Questions