

**University of Florida
Board of Trustees
Public Relations Committee
Meeting Minutes
December 4, 2003, 1:00 p.m.**

Present: Cindy O'Connell, Chair
Roland Daniels
Manny Fernandez
Gail F. Baker

- I. Mrs. O'Connell called the meeting to order at 1:04 p.m.
- II. Minutes of the October meeting were approved
- III. Discussion Items –

➤ 150th Celebration Recap

- Dr. Baker recapped all events surrounding the 150th celebration and provided a display of the 150th items
- Campus conclusion is December 7, 2003; expect 1500 at Sound of Seasons event. 150th birthday party at JWRU on December 10, 2003.

➤ 100-day roll out plan for President Machen

- Dr. Baker provided summary of October committee discussion regarding 100-day roll out including: working on a plan for constituencies (and continue to provide strong positive communication), get President in front of many audiences as possible, other UF offices will work together to maximize Dr. Machen's time, and the first day chronicled and a live video satellite news conference in real time. Dr. Baker's staff indicated they would line up the markets and reach approximately one and a half million people throughout the day. A weblog may be created and used by the President.
- Ms. O'Connell said they are always looking for Trustee input and recommendations for activities. Dr. Baker will be sending out information to the Trustees regarding the Inauguration, which is six months out though they have already started working on the inauguration. Mr. Fernandez reemphasized the need for smaller meetings with the President especially with large university donors. Dr. Baker said Mr. Robell is currently working on that aspect of the roll out.
- Dr. Baker provided a communications update, which included a study she helped conduct in the last 4 months comparing UF to other similar institutions using an electronic clipping service. No athletics were included in study. The study showed that in October alone, UF has done well getting its name out.

- National Publicity Plan
 - Hill & Knowlton said they are currently researching two trends- funding and college affordability. They want to create a potential for Machen to testify before Congress. Could be advantageous that we have a Presidential election year coming.
 - Mr. Fernandez wanted to know what position will make President Machen unique and in the vanguard. Hill & Knowlton is currently researching the answer by looking at analysis and President Machen. They have constant contacts with higher education associates. Mr. Daniels added he would like to see UF be the model in the future not just in the roll out period. Ms. O'Connell agreed and also added President Machen's experience with the Olympic Games may be an opportunity.

- UF's web pages
 - Mark Trammell showed samples of the new website they have created after six months of testing and research.

- Branding Update
 - Dr. Baker showed three themes/concepts that tested high in study: "Discoveries for Life," "Great Futures Begin Here," and "Turning Vision Into Reality." Dr. Baker said the brand concepts needs to work from the inside out. Hill & Knowlton tested concepts with professionals in higher education.
 - Next Step is to continue in validation, incorporate a position into all elements of publications, speeches, etc.

IV. The meeting was adjourned at 1:52 p.m.

Respectfully submitted by,

Gail F. Baker