

**University of Florida
Board of Trustees
Public Relations Committee Minutes
December 1, 2005**

Present: Cynthia O'Connell, Chairman
Carlos Alfonso
Roland Daniels
Joelen Merkel

- I. Chairman Cindy O'Connell called the meeting to order at 1:20 p.m.
- II. The minutes of the September meeting were approved.
- III. Discussion Items
 - Media Exposure Report for Fall 2005
 - Associate Vice President Joe Hice recapped the media exposure for the quarter, noting that the University of Florida consistently receives a significant amount of media coverage and is comparable to top ten universities such as the University of Michigan and the University of North Carolina in the amount of publicity generated. He added that UF was covered in new print media this quarter, including National Geographic. BOT Merkel noted that UF was also covered in the Wall Street Journal.
 - Graphic Design Presentation
 - A new license plate for UF has been designed and will be ready in March 2006. A media campaign will be designed to launch it.
 - Gator Day 2006
 - Gator Day has been scheduled for April 5, 2006. The itinerary will be similar to last year's program, with Trustees visiting with legislators.
- IV. Old Business
 - Overarching Goals. Vice President Jane Adams and Associate Vice President Joe Hice reviewed the University's public relations goals and strategies as presented at the September meeting. They include:
 - Executing the initial phases of the branding effort," The University of Florida: Foundation for the Gator Nation."

- Increasing effectiveness of university-wide marketing and public relations efforts including our Branding efforts for the “Foundation for the Gator Nation.” This effort will be tied into the roll out of the Capital Campaign.
- Developing strategy to improve communications with faculty and administration. Distributing the Digest, which is now only available online, via newspaper will be part of this strategy. BOT O’Connell noted it was important to have a launch strategy for this initiative.
- Enhancing the university’s public affairs capabilities
- Evaluating and improving the university’s website

Trustee O’Connell noted it was important to assign a timeline to these goals.

V. New Business

- The committee discussed public relations opportunities related to the upcoming bowl game and recommended that the university purchase time to air the TV spot. Members also expressed interest in publishing an insert in the local newspaper of the host community if a sponsor could be identified.

VI. Meeting Adjourned at 2:19 p.m.

Respectfully Submitted by,

Jane Adams
Vice President, University Relations