

**University of Florida
Board of Trustees
Public Relations Committee Minutes
March 21, 2005**

Present: Cindy O'Connell, Chair
Carlos Alfonso
Roland Daniels
Joelen Merkel
Jane Adams

- I. Mrs. O'Connell called the meeting to order at 1:36 p.m.
- II. Minutes of the December 2004 meeting were approved
- III. Discussion Items

- Media Exposure for Winter 2004
 - Vice President Adams recapped the University of Florida's media exposure for the period December 2004 through February 2005. The report indicated --- print hits with a value of --- dollars and --- broadcast hits for a value of --- dollars. These numbers are lower than those of the previous quarter due to significant coverage of the 2004 hurricanes.
- Brand Positioning with Pete Hanley and Howard Pickett
 - Prior to beginning the branding presentation, Trustee O'Connell requested that the committee receive copies of the branding materials produced for the UF Shands campaign. Then, she introduced Howard Pickett and Pete Hanley of the lido group to share their final report with the committee.
 - The lido group presentation followed the information on UF research and swot (strengths-weaknesses-opportunities- threats) analysis which they provided the board of trustees during the February retreat. During the March presentation to the public relations committee, Mr. Pickett outlined the branding campaign's target audiences, marketing objectives, brand essence, communications plan and next steps. In addition, he shared with the committee's the lido group's recommended strategies for implementing the brand.
 - Mr. Hanley presented creative concepts for the branding campaign, including several print ads focused on faculty accomplishments. He also outlined other ideas for promoting the brand image, including tie-ins with academic conferences and conventions and the production of a corporate-sponsored IMAX film to be shown at the Smithsonian.
 - Mr. Pickett presented their recommendation of a new logo, which is very similar to the current logo, minus the seal. They also suggested the use of the tag line, " a lifetime experience" with the logo.
 - Trustee discussion regarding the presentation focused on the tag line and timing for the branding campaign's implementation. Chairman Fernandez praised the consultants' work and charged president Machen and vice president Adams with moving it forward.

- IV. Old Business - None
- V. New Business – None
- VI. Meeting Adjourned 2:44pm

Respectfully Submitted by,

Jane Adams
Vice President, University Relations