

University of Florida
Board of Trustee
External Relations Committee Minutes
March 30, 2006

Present:

Courtney Cunningham, Chair
Carlos Alfonso
David Brown – via conference phone
Cynthia O’Connell
Earl Powell
Kim Tanzer
Jane Adams

I. Meeting called to order at 1:16pm

II. December minutes approved

III. Discussion Items:

➤ 2006 Legislative Update

- VP Adams reported that the Florida Legislature is considering appropriations on more than 20 UF projects, including priorities such as Emerging Pathogens, Physician Supplemental Payments, IFAS Research Workload, High Tech Corridor and Ethanol research. The first four priority projects have been funded at some level by both the House of Representatives and the Senate. Support for ethanol research is dependent upon the availability of additional revenue, which is expected to be announced by the state in early April.
- The legislature is also recommending new funding from the PECO account for facilities, including the Multidisciplinary Nanosystems building and the Biomedical Sciences building. The PECO list also covers capital renewals, IFAS renovations and construction cost overruns. At this time, the total in the Senate is \$76 million and in the House is \$61 million. The university is pursuing an additional \$27 million for the Emerging Pathogens building, which has been approved by the Board of Governors.
- Policy issues pending in the legislature were also reviewed. UF is focused on legislation relating to Bright Scholars/Centers of Excellence, Governance, Tuition Flexibility and the First Generation Matching Grant Program. The proposed bills are not final at this time.
- The Senate Education Committee this week approved the appointments of four members of the Board of Trustees. The appointments of Courtney Cunningham, Roland Daniels, Joelen Merkel and Earl Powell will now be forwarded to the Senate Ethics and Elections Committee, then the full Senate for confirmation. These BOT members were appointed by the Governor last year. Five additional members of the

board -- Manny Fernandez, Carlos Alfonso, Mac McGriff, Dianna Morgan and Cindy O'Connell -- were appointed a few months ago and have not yet begun the confirmation process.

➤ Gator Day 2006

- The committee was briefed on Gator Day activities, scheduled for April 5, with Dr. Robert Cade as the honoree. A member of the UF government relations team is scheduling legislative appointments for each trustee and will accompany him/her to the meetings. Briefing materials on the university's top priorities will be provided to the trustees and a meeting on the morning of April 5 has been scheduled to go over the issues. The committee discussed the opportunity Gator Day provides UF to recognize the basketball team.

➤ Quarterly Media Update

- Associate Vice President Joe Hice presented the Media Highlights for the last quarter.
- Broadcast and Print - It was noted that our broadcast hits were up 75% compared to this time last year, making UF competitive with leading institutions. Print hits were also in the top tier. There were several Op-Ed pieces placed throughout the state that received high visibility. Trustee O'Connell discussed the importance of including media coverage of athletics in the university totals and the chairman requested that the information be included in future committee reports.
- UF has placed many print ads in noted publications including the Chronicle of Higher Education, Florida Trend, Harper's and The Atlantic. The committee discussed the possibility of buying spots during the NCAA Final Four. AVP Hice told the committee that the CBS/NCAA contract does not contain spots for the universities and despite repeated attempts by UF, the university will not be granted free advertising time during the games.
- The Annual Report has been distributed. Circulation will be increased by approximately 3000 copies.

➤ UF Foundation Presentation – Chris Brazda presented the current marketing and public relations planning activities surrounding the UF Capital Campaign.

IV. Old Business – none

V. New Business – none

VI. Meeting adjourned at 2:15pm

Respectfully submitted,

Jane Adams
Vice President, University Relations