

**University of Florida
Board of Trustee
External Relations Committee Minutes
September 7, 2006**

Present: Courtney Cunningham, Chair
Carlos Alfonso
David Brown
Cynthia O'Connell
Earl Powell
Danaya Wright
Jane Adams

- I. Meeting was called to order at 1:15pm
- II. The June minutes were approved as amended to reflect that Earl Powell was not in attendance at the meeting.
- III. Discussion Items:
 - Special presentation by Vice President Patricia Telles-Irvin
 - VP Telles-Irvin reported on a University of Florida/University of Georgia/City of Jacksonville effort to improve safety for the UF-Georgia football game. Representatives from the three organizations have met to develop plans, which include a marketing campaign at UF prior to the game to promote safety awareness among students and the designation of a Student Safety Zone near Jacksonville Landing for students to get information and assistance. She was joined by representatives from the Jacksonville Sheriff's Office and the University Police Department, who discussed law enforcement plan for the game weekend.
 - Chairman Cunningham and Trustee O'Connell suggested that students be provided with information on where to call for assistance. Examples include wrist bands and programmed cell phones.
 - Legislative Activity for Summer
 - The committee reviewed government relations activities, beginning with an alternative energy forum which was sponsored by U.S. Senator Mel Martinez and Congressman Adam Putnam

and hosted by UF in August. The forum focused on ethanol and featured information on IFAS research.

- UF also participated in Speaker-designate Marco Rubio's idearaisers, hosting two events on campus. The first was a health care idearaiser and the second was a student sponsored event. Trustee Brown added that the program has tremendous potential since it will be adopted by not only Speaker Rubio, but the following two Speakers of the House – Ray Sansom and Dean Cannon.
- President Machen is planning legislative visits on Sept. 18, 20 and 25. Meetings have been confirmed with Reps. Rubio, Sansom, Rivera and Flores and Sens. Pruitt and Gaetz. Additional meetings will be scheduled over the next few days. Trustees are encouraged to attend these meetings if possible.

➤ Branding Update/ Media Update

- Associate Vice President Joe Hice presented the Media Highlights for the last quarter.
- This quarter included a New York Times article on manatee research and print and broadcast stories on the Burnham Institute's expansion into Florida.
- The new UF logo and guidelines for its use were discussed by the committee. The purpose of the guidelines, which apply to university publications, ads and other marketing communications, is to provide a consistent look to be associated with the university.
- The committee also reviewed the revised football spot, which directs viewers to a new website, goGatorNation.com. Members of the Gator Nation are encouraged to upload their own Go Gators photos and videos for potential inclusion on the website. In addition, Associate VP Joe Hice played a new radio spot that will be broadcast in football coverage and sports shows.
- He also demonstrated UF's new video pod casting capabilities and said UF is the only university to offer it.
- The advertising schedule for the year was presented. It includes cable television in 11 Florida markets, print ads in opinion leader publications, outdoor billboards and airport dioramas in Florida and a new license plate to be launched in January. Chairman Cunningham suggested that the billboard with the message about UF research reaching the whole state to be changed to UF research reaching the whole world. He also suggested that UF reach out to minority groups by advertising in minority media outlets.
- In addition, the university has begun a new faculty-staff-student communications effort with the weekly publication of the newsletter "Inside UF" in the Alligator.

IV. Old Business

- Steve McClain, Assistant Athletic Director of Sports Information for the University Athletic Association, provided an overview of media coverage and the department's operations.

V. New Business

- Vice President Adams outlined plans to commemorate the 100th anniversary of the University of Florida in Gainesville. There will be a ceremony on September 22, recognition of community leaders during half time of the game on September 23, placement of banners along University Avenue and the production of cable spots to run on Cox over a 12 month period.

VI. Meeting adjourned at 2:30pm

Respectfully submitted,

Jane Adams
Vice President, University Relations