

Committee on External Relations

June 7, 2012

The Committee on External Relations convened at 2:09 p.m. with the following members present: Trustees Brown, Criser, Edwards, Heekin, and chair Roberts.

The committee reviewed and unanimously approved the minutes of the December meeting.

The committee had one action item for the approval (ER1): The UF Campaign for Charities (UFCC) enables UF faculty and staff to make contributions to a variety of charitable organizations through payroll deductions or cash gifts. Last year, the campaign raised more than \$1 million for 91 charities. The regulation amendment relates to the change that allows for the UFCC to post organization application process information on its website instead of a newspaper advertisement. The motion to amend regulation 1.015 was approved unanimously by the committee.

The committee heard from Dr. Dale Brill, chair of the Governor's Blue Ribbon Task Force on State Higher Education Reform. Dr. Brill explained the goals and work of the task force, which will assess recent progress of the State University System, evaluate challenges and opportunities and make recommendations for the future. He explained that the task force will focus on Accountability, Tuition/Funding and Governance. Committee members talked with Dr. Brill about pending higher education issues, including strategic planning, multi-year funding, PECO funding, criteria for determining excellence, return on investment, access, and incentives for increasing STEM degrees.

Dr. Brill also provided the committee members with information about upcoming meetings and urged them to contact him with questions or suggestions. The committee is tasked with providing its assessments and recommendations to Governor Scott by Oct. 30.

Following the task force discussion with Dr. Brill, Chair Roberts recognized Andy Fletcher, Associate Vice President for Marketing and Public Relations in University Relations, for his service to UF. Mr. Fletcher created the highly successful Gator Nation branding campaign as well as advanced the university's marketing efforts at the UF Foundation, alumni association, Shands and other colleges/centers on campus. He is leaving the university at the end of the month to return to the private sector.

The meeting adjourned at 2:55 p.m.