1.0 Verification of Quorum
After a roll call, a quorum was confirmed, with all members present.

2.0 Call to Order and Welcome
Committee Chair, Carolyn K. Roberts called the meeting to order at 1:59 p.m. EST.

Committee Members present were:
Carolyn K. Roberts (Chair), David L. Brandon, James W. Heavener, Jason J. Rosenberg and Cory M. Yeffet

3.0 Review and Approval of Minutes
The Committee Chair asked for a motion to approve the minutes of the June 5, 2014 committee meeting. The Chair asked for further discussion, after which he asked for all in favor of the motion and any opposed and the motion was approved unanimously.

4.0 Action Items
The Committee did not have any action items on the agenda.

5.0 Discussion/Informational Items:

5.1 Legislative Preview
Vice President Jane Adams gave a briefing on the university’s legislative priorities for the 2015 session. University lobbyists will be focused on obtaining funding for the renovation of an engineering building that will support education and research programs to advance innovation and increase the number of engineering degrees. Other facilities projects include renovation of
the historic Norman Hall and the construction of a State University System Library Storage building.

In addition, the university will seek funding for facilities maintenance, the Courtelis and Major Gifts matching program, St. Augustine educational programs and the Florida Energy Systems Consortium. We will also work to maximize state support for preeminence and performance funding.

5.2 Social Media Presentation
The committee viewed a presentation from Todd Sanders, UF’s Director of Social Media, on the use of social media in university communications. Highlights of the presentation included a description of the social web and how the University Relations team is using it to build and strengthen the UF community. Recent examples of such use include dissemination via Twitter of Dr. Machen’s message of condolence following the shootings at Florida State University and UF students’ expressions of gratitude via Facebook at Thanksgiving. Mr. Sanders noted that because social media is a two-way communication vehicle, the team is using it to stay informed about what students are thinking, saying and doing.

Next steps for UF’s social media efforts include a more strategic approach to telling the UF story; conducting social media “show and tells” with colleges and units; and tapping UF students’ social media expertise so the University Relations team can continue to learn from them. Goals for the team include continuing to be a social media leader, making the Gator Nation stronger and more engaged, and remaining relevant and part of the social media conversation.

6.0 New Business
There was no New Business to discuss and this portion of the External Relations Committee meeting ended at approximately 2:30 p.m. EST.

7.0 Joint Meeting of the Committees on Strategic Initiatives and External Relations
The External Relations Committee then joined the Strategic Initiatives Committee for a joint meeting.

7.1 Action Items
The joint session of the Committees on External Relations and Strategic Initiatives did not have any action items on the agenda.

7.2 Discussion/Informational Items
The following Discussion/Informational Item was presented during the joint session of the Committees:

7.2.1 2015 Legislative Session
External Relations Chair Roberts introduced guest speaker Senator Bill Galvano, Senate Majority Leader for the upcoming legislative session. Senator Galvano, a UF graduate and former
chairman of the Gator Caucus of the Florida Legislature, briefed committee members on issues facing the Florida Senate in 2015.

Senator Galvano noted that a transition is taking place in the Legislature, particularly in the Senate. He observed that the upcoming session will provide a great opportunity for higher education priorities, as legislators are aware of universities’ crucial role in uplifting the state’s economy.

The Senator said he was pleased to support UF Preeminence during the last session and that he’s encouraged that UF is spending its Preeminence funding well.

He predicted that the state college system likely will be discussed during the session, as decisions need to be made regarding the colleges’ role in relation to the role of state universities. He also touched on regulated industry, gaming, K-12 education and Amendment I, observing that all of these issues affect the amount of funding available for higher education. Finally, he praised UF IFAS and its efforts to find solutions to citrus greening, noting that IFAS plays a vitally important role throughout the state.

8.0 Adjourn
After asking for any further discussion and hearing none, External Relations Committee Chair Carolyn K. Roberts and Strategic Initiatives Chair Christopher T. Corr asked for a motion to adjourn the committees’ joint meeting, after which they asked for all in favor of the motion and any opposed, and the motion was approved unanimously. The meetings of the Committees on Strategic Initiatives and External Relations were adjourned at 3:10 p.m. EST.
2015 Legislative Priorities
2015 Legislative Priorities

- Engineering Innovation Nexus Building renovation $25 million
- Norman Hall renovation $8 million
- Building Maintenance $16.9 million
- Critical Deferred Maintenance $6 million
2015 Legislative Priorities

- Preeminence Funding
- Courtelis and Major Gifts Matching Programs
- Sunshine State Education and Research Computing Alliance $6.9 million
- St. Augustine $1.25 million
- Florida Energy Systems Consortium $2.5 million
2015 Legislative Priorities

- Joint Use Library Storage Facility  $18 million
- Performance Funding
- Academic Shared Services $3.5 million
The Social Web @UF
An update on where we are.
A vision of where we are going.
Todd Sanders
Director of Social Media
A passion for the social web and a curiosity for what's next.
What is the social web?
Old Media

ONE WAY
Social Media
OPEN 24/7
Preferred Communication Channel
Social on Campus

- Build/strengthen community
- Inform in real-time (event/crisis)
- Discover the good and bad
- Listen, echo, help
Success on Social

- Likes
- Favorites
- Comments
- Shares
Constantly Evolving
Where we are
- Facebook (593,853 likes)
- Twitter (80,564 followers)
- YouTube (596,909 views)
- Instagram (43,200 followers)
- Linkedin (245,868 followers)
- Vine (5,778 followers)
FALL AT UF
A University that has so many opportunities for growth, support, and love for each other!
"We send our heartfelt thoughts and prayers to the victims and to the FSU community. We are all FSU." -UF President Bernie Machen

Impressions overview

Key metrics

<table>
<thead>
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<th>Metric</th>
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University of Florida

November 20 at 12:45pm

“We are truly saddened by today’s shootings at Florida State University. I know everyone in the University of Florida community joins me in sending our heartfelt thoughts and prayers to the victims and to the entire FSU community. Today, we are all FSU.”

-UF President Bernie Machen

1,029,632 people reached

31,841 Likes
1,194 Comments
3,190 Shares

18,141 Likes on Post
375 Likes on Shares

13,700 Shares on Shares

2,932 Shares on Shares

26,219 Post Clicks
0 Photo Views
12 Link Clicks

26,207 Other Clicks

NEGATIVE FEEDBACK
214 Hide Post
0 Report as Spam
72 Hide All Posts
16 Unlike Page
The University of Florida community extends its heartfelt thanks to President Bernie Machen and First Lady Chris Machen for 11 years of thoughtful, effective and compassionate leadership and a legacy that will endure for generations.

"I'm thankful for ___." Happy Thanksgiving, #GatorNation. Thanks for being awesome! #ThanksUF

Machen Tribute

UF West African Dance Group Celebrates 20th Year

Good morning, Gator Nation!

RT @FloridaMuseum: Help make #ButterflyRainforest visit possible for all by giving to Admissions Assistance fund #GivingTuesday! http://t.c...
Where we are going
#UWSocial
UW-Madison seen through the eyes of its social media community

No filter from the ninth floor at UW health of campus.
#uwmadison @uwmadison
@pauldavidson123
Dec 2 3:38 pm

Nothing like Camp Randall on a crisp fall day- just beat Minnesota to win Big Ten West Division http://t.co/hW3iTHa6Pn
@SteveSonderman
Dec 2 12:06 pm

Had a meeting with some of the good people of the @nelsoninstitute this morning. I always forget about this awesome window.
@p_cyanea
Dec 2 11:40 am

Just saw a bald eagle fly past the windows of College Library. Pretty sure this isn’t normal @UWMadison, but I love it!

Just telepresence with John and Tashia Morgridge and the rest of the WARF board of trustees so that’s pretty cool.

@UWMadison
Dec 2 11:11 am

@UWMadison @NIGEL_HAYES @UWDoIT
Nigel, sorry for making you the Cookie Monster last year.
@ZBohannon
Dec 2 11:25 am

In the past 6 weeks, Sports Illustrated covers have been: Russell Wilson JJ Watt Frank Kaminsky Melvin Gordon #Badgers

@JoeDRobinson4
Dec 2 11:11 am
- Paid
  What *we* say in traditional and digital ads
- Owned
  What *we* say on website, Facebook, Twitter
- Earned
  What *they* say about us everywhere
Announcing Your 2014 Gator Engineering Homecoming King & Queen

October 22, 2014 | Jen Ambrose

The last time they watched at football game at the University of Florida, the Gators had never played the Seminoles. J. Wayne Reitz was the president, and the only television set they knew of was in the laundry room at the Florida Veterans Village (also known as Flavet). And just like this year’s Gator Growl, that old laundry room was the place to be on a Friday night.

But this weekend, Vern and Betty Hammond attended a bigger party. The Gator Engineering Tailgate Reunion hosted 500 alums in an orange-and-blue celebration that led up to Saturday’s football game. It was homecoming for everyone, but for the Hammers, it was another reason to be home.
ROBOT
FLESH
HEART BRAIN
What are you thankful for?
Goals

- Continue to be a leader
- Make Gator Nation stronger and more engaged
- Remain relevant and part of the conversation
- Birds on wire /gwen roolf on flickr

- marshall islands /Christopher Michel on flickr
  http://bit.ly/1CD1KVF

- 2011-04-08 Union Station /Dallas Film Society Images on flickr
  http://bit.ly/1FLYoXH

- Wikimania2009 / Taken by Beatrice Murch (blmurch) on flickr
  http://bit.ly/1rWxDyc

- OPEN 24/7 / Tom Magliery on flickr

- One Way / Gerard Massey on flickr
  http://bit.ly/1rSH7jV

- Southern Pkwy – two-way traffic / Garrett on flickr
  http://bit.ly/15OcySm
Questions