



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
COMMITTEE MINUTES**

**March 27, 2014**

**Emerson Hall, University of Florida, Gainesville, Florida**

**Time Convened: 2:09 p.m. EDT**

**Time Adjourned: 2:48 p.m. EDT**

**1.0 Call to Order and Welcome**

Committee Chair, Carolyn Roberts called the meeting to order at 2:09 p.m. EDT.

**Members present were:**

Carolyn K. Roberts (Chair) Christina A. Bonarrigo, Charles B. Edwards, James W. Heavener, and Jason J. Rosenberg.

**Others present were:**

Jane Adams, Vice President, University Relations, Tom Mitchell, Vice President, Development, members of the President's Cabinet, members of the University of Florida Community, and other members of the public and the media.

**2.0 Verification of Quorum**

After a roll call, a quorum was confirmed, will all members present.

**3.0 Review and Approval of Minutes**

The Committee Chair asked for a motion to approve the minutes of the December 5, 2013 committee meeting, which was made by Trustee Jason J. Rosenberg and Seconded by Trustee Charles B. Edwards.

The Committee considered the following Action Items:

**4.0 Action Items**

**ER1. University of Florida Campaign for Charities**

Committee members considered revisions in university regulations regarding the University of Florida Campaign for Charities, which is the campus program to support nonprofit organizations through employee payroll deductions and other contributions. The revisions require additional

financial information from applicant organizations and give the university the authority to revoke a nonprofit's participation in the campaign if it ceases to meet certain eligibility requirements.

The Committee Chair asked for a motion to approve Action Item ER1 which was made by Trustee Edwards and Seconded by Trustee Rosenberg. The Chair then asked for all in favor of the motion and any opposed and the motion was approved unanimously.

The following Discussion/Informational Items were the addressed by the Committee:

## **5.0 Discussion/Informational Items**

### **5.1 Legislative Report: Jane Adams, Vice President, University Relations**

The committee was briefed on the status of the university's legislative agenda. The Florida House of Representatives and the Florida Senate are developing their budgets for fiscal year 2014-2015 and while details are not final, the university has preliminary information about funding for next year. Both the House and the Senate are tying some level of funding to performance measures developed by the Board of Governors. The University of Florida would receive an additional \$8 million in performance funding under the proposed House budget and \$22 million under the Senate budget.

Both the House and the Senate retain the \$15 million in preeminence funding approved for UF and FSU last year, with the Senate proposing an additional \$6.7 million for UF next year. Construction funds contained in the budget proposals as of today include \$21.9 in the House for the Chemistry Building, \$10 million in both the House and Senate for the renovation of Newell Hall and \$3 million in the Senate for St. Augustine renovations. Another key priority for UF is funding for infrastructure and maintenance, and the House is allotting \$94.2 million for the State University System with the Senate providing \$27.7 million.

The House and Senate have both allotted \$500K for operations for the Institute for the Commercialization of Public Research, with the Senate also including \$4m for facilities. UF Health is seeking funding to support a National Cancer Institute designation. The House is providing \$60 million to help UF Health as well as the University of Miami's Sylvester Cancer Center and Moffitt Cancer Center in this effort.

Committee members were also briefed on UF's support for providing in-state tuition for the children of illegal immigrants and the university's effort to provide an exemption from public records law for personal identifying information on university researchers.

### **5.2 Preeminence Florida: Tom Mitchell, Vice President, Development**

As a result of the Preeminence Initiative that launched in 2013, the UF Foundation spearheaded an \$800M initiative to provide private funds to further strengthen current UF priorities and to provide new faculty support for Preeminence, particularly endowed chairs and professorships. Committee members were told that as of February 2014, the university had received \$236M

toward the \$800M, and in particular, we have raised \$164M specifically focused on new Preeminence initiatives, including 10 new endowed chairs.

Committee members were told that Florida's next campaign will begin in the fall of 2016. This will be Florida's fourth campaign. 4-Florida (a placeholder for the name of the next campaign) might focus on big ideas, multidisciplinary Preeminence initiatives, college/unit priorities and zones of common interest. Additionally, the UF Foundation voted unanimously to study a new national volunteer platform that would become the volunteer structure of the next campaign.

In late February 2014, former Board of Trustee member Al Warrington and his wife, Judy, announced a gift of \$75M, the largest in UF history. Combined with previous giving of more than \$25M, the Warrington's became the University's first \$100M donors.

#### **6.0 New Business**

The committee did not have any New Business to discuss.

#### **7.0 Adjourn**

After asking for any further discussion and hearing none, Chair Roberts asked for a motion to adjourn, which was made by Trustee Rosenberg and a second which was made by Trustee Edwards, and, with no further discussion desired, the motion was passed unanimously and the University of Florida Committee on External Relations Committee meeting was adjourned at 2:48 p.m. EDT.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
EXECUTIVE SUMMARY  
March 27, 2014**

The Committee will consider and act on the following Action Item:

Approval for University of Florida Campaign for Charities Regulations.

The Committee will address the following Discussion/Informational Items:

Legislative Report – Jane Adams, Vice President, University Relations, will brief committee members on the status of the university’s legislative agenda for the session which began on March 4, 2014. She will discuss budget items as well as substantive policy issues and their status.

Preeminence | 4 Florida – Tom Mitchell, Vice President, Development

We are nine months into the Preeminence Initiative, and a scorecard has been developed to monitor progress to date. This would include faculty and programmatic support and capital projects. Additionally, Florida’s fourth campaign is on the horizon, and some preliminary thoughts and ideas are being developed.



UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
COMMITTEE AGENDA

March 27, 2014

2:00 p.m. EDT

President’s Room 215C, Emerson Alumni Hall, University of Florida

**Committee Members:**

Carolyn K. Roberts (Chair), Christina A. Bonarrigo, Charles B. Edwards, James W. Heavener, Jason J. Rosenberg

- 1.0 Call to Order and Welcome .....Carolyn K. Roberts, Chair
- 2.0 Verification of Quorum ..... Jane Adams, Vice President, University Relations
- 3.0 Review and Approval of Minutes..... Carolyn K. Roberts, Chair  
[December 5, 2013](#)
- 4.0 Action Items.....Carolyn K. Roberts, Chair  
[ER1. University of Florida Campaign for Charities](#)
- 5.0 Discussion/Informational Items .....Carolyn K. Roberts, Chair
  - 5.1 Legislative Report ..... Jane Adams, Vice President, University Relations
  - [5.2 Preeminence Report..... Tom Mitchell, Vice President, Development](#)
- 6.0 New Business .....Carolyn K. Roberts, Chair
- 7.0 Adjourn .....Carolyn K. Roberts, Chair



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
COMMITTEE ACTION ITEM ER1  
March 27, 2014**

**SUBJECT:** University of Florida Campaign for Charities

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**BACKGROUND INFORMATION**

The University of Florida Campaign for Charities (UFCC) is a campus effort to raise money for local and national nonprofit organizations through employee payroll deductions and other contributions. The UFCC Committee is charged with reviewing applications submitted by agencies that wish to be participants in the campaign and recommending the applicants that are eligible to be included in the campaign.

The Committee on External Relations is being asked to approve changes in the university regulation (UF-1.015) relating to the campaign. Those revisions include clarification of the requirement that applicants report the compensation of their officers, directors, employees and independent contractors as well as additional financial information on the organization. Also included in the changes is language regarding online submittal of applications. In addition, new language outlines the UFCC planning committee right to revoke an organization’s approval to participate in the campaign if the nonprofit ceases to meet certain eligibility requirements or materially changes its programs.

**PROPOSED COMMITTEE ACTION**

The Committee on External Relations is asked to approve the regulation changes summarized above and attached in the Board materials for recommendation to the Board of Trustees for approval on the consent agenda.

**SIGNIFICANT POLICY ISSUES FOR COMMITTEE TO CONSIDER**

None

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Supporting Documentation Included: [See Appendix](#).

Submitted by: Jane Adams, Vice President for University Relations

# APPENDIX

**Note:** For direct access to individual documents in the Appendix (without scrolling) go to the Agenda and click on the blue links, or go to the bookmarks (upper left hand corner on the iPad or upper right hand corner on the computer).



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
COMMITTEE MINUTES**

**December 5, 2013**

**Emerson Alumni Hall, University of Florida, Gainesville, Florida**

**Time Convened: 2:03 p.m. EST**

**Time Adjourned: 3:36 p.m. EST**

**1. Call to Order and Welcome**

Committee Chair, Carolyn K. Roberts called the meeting to order at 2:03 p.m. EST.

**Members present were:**

Carolyn K. Roberts (Chair), Christina A. Bonarrigo, James W. Heavener and Jason J. Rosenberg.

**2. Verification of Quorum**

After a roll call, a quorum was confirmed, with all members present except for Trustees Criser and Edwards.

**3. Review and Approval of Minutes**

The Committee Chair asked for a motion to approve the minutes of the June 6, 2013 meeting, after which she asked for all in favor of the motion and any opposed and the motion was approved unanimously.

**4. Action Items**

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

The following Discussion/Information Items were addressed by the Committee:

**5. Discussion/Informational Items**

**5.1 Preview of 2014 Legislative Session**

Vice President Jane Adams began the meeting with a presentation on the University of Florida's 2014 legislative priorities. They included funding for the new chemistry building, infrastructure and maintenance, engineering building and St. Augustine historic properties. The university will also pursue approval to bond existing student fees to

renovate Newell Hall into a study center. Additional priorities include changes to the Bright Futures scholarship program to accommodate UF Online students. Trustee Rosenberg asked for talking points and briefing backgrounds covering the legislative agenda. Vice President Adams said University Relations has those and will share them. Trustee Bonarrigo said the Newell Hall renovation is the students' highest priority and that the most recent UF Student Experience in the Research University survey identified more study space as their greatest need, even greater than lower tuition. Vice President Adams noted that a student-led campaign called Hard Hats for Higher Education will lead advocacy efforts for improved facilities during the upcoming legislative session.

## **5.2 Marketing Campaign for UF Online**

The committee then reviewed the awareness campaign for UF Online, including communications objectives, target audiences/markets and communications strategy. The short, two-and-a-half month period between approval of the strategic plan by the BOG Advisory Committee and the deadline for applications required a very targeted campaign that included news, PR, digital, social and radio advertising – all with the objective of creating awareness and driving traffic to the UF Online website and phone bank. The presentation included examples of banner ads and the UF Online website was presented. The campaign, created by UF's branding agency 160over90 and University Relations, produced over 61 million impressions and resulted in more than 6,000 visits to the website; with 80% selecting the "apply today" page. Website visits were more than double the national average for marketing of online learning.

Cities generating the most visits included Gainesville, Miami, Jacksonville, Tampa and Orlando. Top states for visits were Florida, California, Texas, New York and Georgia. In terms of degree popularity, Business Administration was the most popular degree visited at 40%, followed by Criminal Justice, 14%, and Health Education at 11%.

UF's online education partner, Pearson, took responsibility for marketing of UF Online as of November 1st. Trustee Rosenberg called the marketing campaign impressive and asked how many completed applications had been submitted. Vice President Evans said more than 600 applications had been received. Trustee Rosenberg also asked about the budget for the campaign and if there is an industry standard for marketing cost-per-application. Trustee Heavener asked about the acceptance rate, which was not yet available. Once that is in, he said, a cost-per-acceptance number could be calculated. Chair Roberts said she is also interested in accountability metrics.

## **5.3 Florida Preeminence/Top 10 Initiatives**

The committee heard a presentation about the university's new media, marketing and public relations initiative to support UF's plan to move up in the rankings of the nation's very best public research institutions. The initiative is called "UF Rising to National Preeminence." It was explained to committee members that the UF Rising campaign is

adaptable to a variety of communications objectives and target audiences. The campaign is designed to impact three general audiences: internal or campus audiences, external audiences and recruitment. The initial roll-out included a website, memo to campus, social media updates, news releases and media outreach as well as advertising. A big focus of the initiative going forward will be to create individualized campaigns for various stakeholder groups with specific emphasis on the campus community. It will be important to maintain momentum throughout the campaign by creating unified messaging to build pride and encourage excellence. These messages can be shared on faculty list serves, at department meetings, in HR updates, on on-hold messages and on the sides of work trucks, for example.

## **6.0 New Business**

The committee did not have any New Business to discuss.

Chair Roberts asked the committee to join the Strategic Initiatives Committee meeting where 160over90 marketing agency presented the UF Branding Campaign.

## **7.0 Joint Committee Meeting – Strategic Initiatives and External Relations**

### **7.1 Action Items**

The Joint Committee did not have any action items on the agenda.

The following Discussion/Informational Item was presented to the Joint Committee:

### **7.2 Discussion/Informational Item**

#### **7.2.1 Presentation of UF Marketing Initiative**

Vice President Jane Adams introduced the 160over90 agency. The committees heard a presentation by the marketing agency 160over90, which is preparing a branding campaign for the University of Florida. Principal Darryl Chillie provided background information on the agency and discussed research the firm conducted with university faculty, students, staff, alumni and other stakeholders to develop the unique selling proposition for UF. A presentation of creative concepts to be used in communications with a variety of university audiences followed. The committee discussed next steps for the project, including a roll out of the campaign to campus in January, followed by the creation of marketing campaigns for admissions and other university offices. The agency is also working with the UF Foundation and the University Athletic Association to produce coordinated branding campaigns across the university.

## **8.0 Adjourn**

After asking for any further discussions and hearing none, the Joint Committee Chairs asked for a motion to adjourn the meeting, after which they asked for all in favor of the motion and any opposed and the motion was approved unanimously and the Joint Committee on Strategic Initiatives and External Relations was adjourned at 3:36 p.m. EST.

REGULATIONS OF THE  
UNIVERSITY OF FLORIDA

1.015 University of Florida Campaign for Charities (UFCC).

(1) The University of Florida has established one combined charitable fund-raising drive for its Alachua County campus, known as the University of Florida Campaign for Charities. The campaign is open to all University employees employed in Alachua County who wish to participate and is held annually each fall. Payroll deductions may be utilized in fulfillment of pledges or promised contributions to the University of Florida Campaign for Charities.

(2) The University of Florida Campaign for Charities Planning Committee shall be composed of a total of ten (10) persons, appointed annually by the President of the University. The members shall be faculty and staff employees representing the diverse makeup of the University community. The President shall appoint as members of the committee the chairperson of the current campaign, the chairperson designated for the following year, and the executive director of the campaign. The other seven (7) members of the committee shall serve for staggered three (3)-year terms. A member of the General Counsel's Office shall advise the committee. The Planning Committee, on behalf of the President, shall be responsible for the development, implementation, and administration of procedures and standards by which the campaign shall be conducted.

(3) The following are the requirements for a charitable organization that wishes to be a participant in the University of Florida Campaign for Charities:

(a) The organization must be registered with the State of Florida, Division of Corporations, pursuant to Chapter 617, Fla. Stat.

(b) The organization must be registered with the United States Department of the Treasury and be recognized as a 501(c)(3) entity or the equivalent by the United States Internal Revenue Service.

(c) The organization must be registered with the Florida Department of Revenue and must receive a state tax exempt number pursuant to Section 212.08, Fla. Stat.

(d) The organization must be registered with the Florida Department of Agriculture and Consumer Affairs, Division of Consumer Services, meet the requirements of Chapter 496, Fla. Stat. and submit a copy of the organization's most recent IRS Form 990. However, smaller organizations that file the Form 990EZ may submit the Form 990EZ along with the following completed portions of the IRS Form 990: Compensation of Officers, Directors, Key Employees, Highest Compensated Employees; and Independent Contractors; Statement of Revenue; and the Statement of Functional Expenses; Balance Sheet; Reconciliation of Net Assets; and Financial Statements and Reporting from the Form 990-attached. Organizations claiming exemption from the provisions of Chapter 496, Fla. Stat., must provide documentation supporting the exemption.

(e) The organization must be governed by a volunteer board of directors that meets regularly and serves without compensation. Compensation shall not be deemed to include payment of the reasonable expenses of service as a director, including liability insurance. The board of directors must direct policy development and implementation, retain oversight of program delivery, and exercise executive level supervision.

(f) The organization must have a recognized substantial program in the health and human services area directly benefiting the Alachua County region. A program of health and human services is one whose principal objective is to assist people to improve the conditions that are necessary to achieve fundamental physical, social, and/or psychological well-being. Health and human services include research directed toward the achievement of human physical, social and/or psychological well-being and specific helping acts to individuals or groups that go beyond the provision of information.

(g) The organization must have a written policy of non-discrimination and carry out an affirmative action program that applies to volunteer governance, staffing, and clientele of the organization

(h) The organization should maintain management and general and fund raising costs at or below twenty-five (25) percent of total budget, a level established by the National Charities Information Bureau (NCIB) and generally accepted by the non-profit community. Agencies that exceed the twenty-five (25) percent level will be required to provide the committee with the rationale for that level of costs.

(i) If the organization chooses to be represented by a federation (such as, United Way or Community Health Charities), the organization itself must still meet all the criteria established herein. If a federation applies, each organization represented must meet the criteria. Each organization selected will be listed only once on the donor designation form.

(4) The procedures for application to and inclusion in the University of Florida Campaign for Charities are as set forth in this section.

(a) By December 1 of each year, the Planning Committee shall have published on the University of Florida Campaign for Charities website at [www.ufcc.ufl.edu](http://www.ufcc.ufl.edu), a notice informing organizations of the application procedures for participation in the University of Florida Campaign for Charities to be held in the subsequent fall term.

(b) Upon request of an organization wishing to participate, the committee will provide a description of this policy and an application form. As a minimum, each interested organization will be expected to submit an IRS Form 990 or an IRS Form 990EZ along with the following completed portions of the IRS Form 990: Compensation of Officers, Directors, Key Employees, Highest Compensated Employees, and Independent Contractors; Statement of Revenue; Statement of Functional Expenses; Balance Sheet; Reconciliation of Net Assets; and Financial Statements and Reporting~~the Statement of Revenue and the Statement of Functional Expenses from the Form 990 attached~~, a roster of the board of directors, IRS Tax Exempt Ruling (letter), State of Florida registration as a charitable organization, and current budget.

(c) An organization's application form with all necessary supporting documentation must be delivered ~~or sent~~ to the address stated on the form or submitted online to the UFCC at <http://ufcc.ufl.edu>. The application form with all necessary supporting documentation must be

~~received~~~~delivered or postmarked on or before~~ February 1 (or the next business day following if February 1 falls on a Saturday, Sunday, or holiday) to be considered for inclusion in the campaign. All application materials and proceedings are subject to the Florida Public Records and Sunshine Laws.

(d) The Planning Committee will notify each applicant of the meeting(s) at which applications are to be reviewed. Notification will include the date, time, and location of the meeting or meetings. The Planning Committee shall determine the format of the meeting(s).

(e) If an organization's application is rejected for failure to meet any of the criteria as set forth in this regulation, the organization may request a hearing before the Planning Committee in order to present additional information on its behalf. The committee shall make a recommendation to the President or President's designee as to the inclusion of the applicant in the campaign. The decision of the President or designee shall be final. All such hearings and final decisions are expected to be completed by the close of the University's spring term.

(5) The Planning Committee may revoke approval to participate in the campaign at any time in the event that: the organization violates a policy or regulation of the University of Florida, including but not limited to University of Florida Regulation 4.006 regulating commercial activity, and University of Florida Regulation 1.0102, on the University Information Technology (IT) policies; ~~or~~ false and misleading information is submitted to the University at the time of application for admission to the campaign or pursuant to any subsequent request by the University; the organization ceases to meet any requirement set forth under subsection (3) of this regulation; or the organization materially changes its program.

(6) The fiscal agent for the University of Florida Campaign for Charities shall be an organization that has the experience, expertise, and resources to conduct and coordinate a local community campaign in Alachua County. The Planning Committee will select the fiscal agent. The fiscal agent will distribute funds to designated organizations. Funds not specifically designated by the employee for a specific organization shall be allocated as follows: participating organizations shall receive the same percentage of undesignated funds as the

percentage of designated funds they receive, except that on an annual basis a federation may be allocated the aggregate percentage of designated funds for federation organizations participating in the University of Florida Campaign for Charities.

Authority: BOG Regulation 1.001.

Law Implemented: 110.181(5), F.S.

History--New 5-19-93, Amended 11-6-96, 1-11-98, 7-20-04, 7-19-05, 3-30-07, 3-14-08  
(technical changes only), Formerly 6C1-1.015, Amended 3-16-10, 6-8-12,                     .

# Preeminence | 4-Florida

# Preeminence

- ▶ \$800M Initiative - 3 years (2013-2016)
- ▶ Faculty Support
- ▶ Chairs and Professorships
  - ▶ 2013: 393
  - ▶ Goal: 500

# Preeminence Scorecard

- ▶ \$236M Total Commitments
- ▶ \$164M Raised for Preeminence
- ▶ Endowed Chairs: **10**

# Capital Projects

- ▶ Chemistry Building.....\$6M
- ▶ The New Engineer.....\$25M
- ▶ O'Connell Center.....\$40M
- ▶ Heavener Hall.....\$18M
- ▶ Reitz Union Renovation.....\$5M
- ▶ Medical Education Building.....\$45M
- ▶ Children's Hospital.....\$15M

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\$154M / \$64M

# Preeminence Wins

- ▶ \$164M Raised
- ▶ 10 Chairs
- ▶ Engaged Campus

# 4-Florida

- ▶ Fall 2016
- ▶ Florida's Fourth Campaign
- ▶ \$          ?

# 4-Florida

- ▶ Themes – Big Ideas - Colleges
- ▶ Staffing
- ▶ Training

# 4-Florida

- ▶ UF Foundation
- ▶ College Leadership Councils
- ▶ Department Leadership Councils

# Preeminence | 4-Florida