



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

**December 1, 2016**

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

**Time Convened: 1:17 p.m. EST**

**Time Adjourned: 2:14 p.m. EST**

**1.0 Verification of Quorum**

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

**Members present were:**

Robert G. Stern (Chair), Leonard H. Johnson, Marsha D. Powers, Jason J. Rosenberg, Nicole LP Stedman, and Susan D.C. Webster

**Others present were:**

Vice President of University Relations, Jane Adams; Vice President of Advancement, Tom Mitchell; and Assistant Vice President of University Relations, Nicole Yucht, members of the President's Cabinet, members of the University of Florida Community, and other members of the public and the media.

**2.0 Call to Order and Welcome**

Committee Chair Stern called the meeting to order at 1:17 p.m. EST.

**3.0 Review and Approval of Minutes**

Committee Chair Stern asked for a motion and a second to approve the minutes of the September 1, 2016 committee meeting, which were made by Trustee Powers and Trustee Johnson respectively. Committee Chair Stern then asked for further discussion, then all in favor and any opposed to the motion and the minutes were approved unanimously.

**4.0 Action Items**

The Committee did not have any Action Items.

Committee Chair Stern indicated that there was a change to the Discussion/Informational items on the agenda. Instead of the Gator Good PSAs presentation (5.4), there would be a briefing on the Academic Peer Awareness Study.

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

## **5.0 Discussion/Informational Items**

### **5.1 Campaign Volunteer Strategy/Structure**

Thomas Mitchell, Vice President for Advancement, noted that in the past the University of Florida Foundation, Inc. has disbanded the fundraising campaign organization when a campaign ended and started a new one for the next fundraising effort. The Foundation is now creating a campaign organization that will remain in place after the campaign is finished in order to serve as a base for future campaigns.

The organizational structure starts at the top with a President's Campaign Cabinet and includes an Honorary Campaign Cabinet and International Campaign Leadership Council, National Campaign Leadership Councils, Florida Campaign Leadership Councils, and College/Unit Leadership Councils.

Vice President Mitchell discussed areas where there are significant numbers of alumni, including New York City and California. He also explained that parents present opportunities for fundraising and informed the Committee that a Parents Council has been created.

### **5.2 2016 Election Update & Legislative Agenda**

Vice President for University Relations Jane Adams provided an election update and briefed the Committee about the legislative agenda. On the Congressional level, she noted the large number of new Members of Congress from Florida and the loss of several senior members of the delegation. She singled out Rep. John Mica, a UF alum who has been very helpful to UF on the federal and state levels, who was not re-elected.

Vice President Adams briefed Committee members on the new leadership in the Florida Senate and House of Representatives and noted several UF supporters in key roles for the next two years. She also provided the Committee with information on UF's 2017 legislative priorities and funding requests. They include funding in support of the Top Ten initiative, facilities maintenance, new buildings, IFAS priorities and other research programs.

### **5.3 Peer Research Study**

Nicole Yucht, Assistant Vice President, University Relations, reported that while UF has been conducting research on UF's image in Florida for years, the university recently commissioned a study on peer universities' attitudes about UF's reputation, strengths and weaknesses.

The research showed that:

- A high percentage of respondents are aware of UF but don't know very much about the university;
- However, those who know UF rank it highly;

- In determining reputation, academic and research strengths are equally important;
- Athletics is viewed as a top indicator of recognition and is considered more of a strength for UF than a weakness;
- Respondents learn about peer universities from colleagues, professional conferences, websites and higher education publications, not from newspapers, television or brochures.

## **6.0 Adjourn**

After asking for any further discussion and hearing none, Committee Chair Stern asked for a motion to adjourn, which was made by Trustee Rosenberg, and a second, which was made by Trustee Stedman. The motion was passed unanimously and the University of Florida Committee on External Relations meeting was adjourned at 2:14 p.m. EST.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
EXECUTIVE SUMMARY  
December 1, 2016**

The Committee has no Action Items.

The Committee will address the following Discussion/Informational Items:

The Committee on External Relations will begin with a presentation from Vice President for Advancement Tom Mitchell about the role of volunteers in the capital campaign. As we begin to approach the public phase of the University of Florida's fourth campaign, one of the goals is the involvement and engagement of 1,000 new volunteers. We envision a president's campaign cabinet, along with an honorary campaign council. Additionally, it is our intention to formulate local, state, national and international regional campaign leadership councils.

The councils would be comprised of prominent alumni and friends who are located within those respective regions. They will serve as ambassadors, host events, identify individuals, corporations and foundations that might have interest in supporting the university, and provide ongoing stewardship to those individuals within their regions who have already completed their campaign gifts.

Following the capital campaign discussion, Vice President for University Relations Jane Adams will provide a briefing on the results of the November 8 election, with special emphasis on the 2017 state legislative session and the makeup of the Gator Caucus. That will be followed by a discussion about UF's legislative priorities for the next legislative session, scheduled to begin in March 2018.

The meeting will conclude with an update on the branding campaign by Assistant Vice President, UF Communications Nicole Yucht, who will also show committee members the PSAs currently being aired during football games and other University Athletic Association events and featured on the UF website.



UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
COMMITTEE AGENDA
December 1, 2016
12:45 p.m. EST
President's Room 215C, Emerson Alumni Hall
University of Florida, Gainesville, FL

Committee Members:

Robert G. Stern (Chair), Leonard H. Johnson, Marsha D. Powers, Jason J. Rosenberg, Nicole LP Stedman, Susan D.C. Webster

- 1.0 Verification of Quorum .....Jane Adams, Vice President, University Relations
2.0 Call to Order and Welcome ..... Robert G. Stern, Chair
3.0 Review and Approval of Minutes..... Robert G. Stern, Chair
September 1, 2016
4.0 Action Items ..... Robert G. Stern, Chair
None
5.0 Discussion/Informational Items..... Robert G. Stern, Chair
5.1 Campaign Volunteer Strategy/Structure..... Tom Mitchell, Vice President, Advancement
5.2 Election Update..... Jane Adams, Vice President, University Relations
5.3 2017 Legislative Agenda.....Jane Adams, Vice President, University Relations
5.4 Academic Peer Awareness Study.....Jane Adams; Nicole Yucht, Assistant Vice President, UF Communications
6.0 New Business ..... Robert G. Stern, Chair
7.0 Adjourn ..... Robert G. Stern, Chair



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

**September 1, 2016**

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

**Time Convened: 11:36 a.m. EDT**

**Time Adjourned: 11:38 a.m. EDT**

**1.0 Verification of Quorum**

Jamie Lewis Keith, Vice President, General Counsel and University Secretary confirmed a quorum with all members present.

**2.0 Call to Order and Welcome**

Committee Chair, Robert G. Stern called the meeting to order at 11:36 a.m. EDT and welcomed all Trustees and everyone in attendance at the meeting.

**Members present were:**

Robert G. Stern (Chair), Leonard H. Johnson, Marsha D. Powers, Jason J. Rosenberg, Nicole LP Stedman, Susan D. C. Webster

**Others present were:**

Trustees David L. Brandon, James W. Heavener, Mori Hosseini, Rahul Patel, Steven M. Scott, David M. Thomas, and Anita G. Zucker; W. Kent Fuchs, President; Winfred Phillips, Executive Chief of Staff; Joseph Glover, Provost and Senior Vice President for Academic Affairs; Charles Lane, Senior Vice President and Chief Operating Officer; David Guzick, Senior Vice President for Health Affairs and President of UF Health; Jamie Lewis Keith, Vice President, General Counsel and University Secretary; other members of the President's Cabinet; Melissa Orth, Senior Director, Government Relations and Assistant University Secretary; Brigit Dermott, Executive Assistant; Sandy Mitchell, Senior Administrative Assistant; and other members of the University community and members of the media.

**3.0 Review and Approval of Minutes**

The Committee Chair asked for a motion to approve the minutes of the June 9, 2016 Committee meeting, which was made by Trustee Rosenberg and Seconded by Trustee Webster. 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 Adjourn**

After asking for any further discussion and hearing none, Committee Chair Stern adjourned the meeting at 11:38 a.m. EDT.