



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

March 16, 2017

**President's Room 215C, Emerson Alumni Hall
University of Florida, Gainesville, FL**

Time Convened: 12:42 p.m. EDT

Time Adjourned: 1:41 p.m. EDT

1.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present, except for Trustee Webster.

Members present were:

Robert G. Stern, Chair, Leonard H. Johnson, Marsha D. Powers, Jason J. Rosenberg and Nicole L.P. Stedman. Trustee Susan Webster was unable to attend.

Others present were:

Vice President of University Relations, Jane Adams; Assistant Vice President of University Relations, Nicole Yucht; Associate Vice President for Agriculture and Natural Resources, Dr. Jeanna Mastrodicasa; Assistant Vice President, UF IFAS, Ruth Borger; 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, Robert G. Stern called the meeting to order at 12:42 p.m. EDT.

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the December 1, 2016 committee meeting, which was made by Trustee Johnson, and a second, which was made by Trustee Powers. Committee Chair Stern 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.

5.0 Discussion/Informational Items

5.1: 2017 Legislative Session

Jane Adams, Vice President for University Relations, provided the committee with an overview of the 2017 legislative session. She discussed Senate President Joe Negron's plans to develop national destination universities, briefed the group on the budget cuts in the House and discussed several of the new House and Senate rules.

Adams spotlighted UF's 2017 legislative priorities and funding requests. They include funding in support of the Top-10 initiative, facilities maintenance, new buildings and other research programs. She referenced Senate Bill 2, the Excellence in Higher Education Act, with the World Class Faculty Program and the Professional and Graduate Degree Excellence Program. Other aspects of the bill relate to performance metrics (a four-year vs. six-year program of study), block tuition, Bright Futures and the First Generation Matching Grant Program.

Adams discussed the Gator Caucus and its meeting with UF President Kent Fuchs on March 14, as well as Gator Day on April 5 at the Capitol, with special guest, Scott Stricklin, UF's new athletics director.

Dr. Jeanna Mastrodicasa, Associate Vice President for Agriculture and Natural Resources, discussed the success of the past two legislative sessions in providing funding to hire new faculty. The number of IFAS faculty is now back to pre-recession levels and is meeting the needs of IFAS stakeholders. Mastrodicasa described the 2017 IFAS priorities, including the Water Quantity and Quality Best Management Practices Support Project as well as facility upgrades to the Tropical Research and Education Center in Homestead, the Southwest Florida Research Education Center in Immokalee and the Suwannee Valley Agricultural Center in Live Oak.

5.2: The Changing Media

Assistant Vice President, UF Communications, Nicole Yucht and Assistant Vice President, UF IFAS Communications, Ruth Borger talked about how the media is evolving and what we at UF are doing to stay ahead of the trends to enhance the image, reputation and stature of this institution.

The world has gone digital and traditional media outlets are changing. Yucht said UF is using every tool and resource to disseminate information about the university. As conventional media outlets have been losing credibility and the Internet, smartphone, social media, blogging, YouTube and other tools are becoming more mainstream, we are shifting our approach to get in front of the right audiences.

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 Johnson, and a second, which was made by Trustee Rosenberg and the motion passed unanimously by the committee. The University of Florida Committee on External Relations meeting was adjourned at 1:41 p.m. EDT.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
EXECUTIVE SUMMARY
March 16, 2017**

The Committee has no Action Items.

The Committee on External Relations meeting will begin with an update on the 2017 legislative session, which begins on March 7. Committee members will receive a detailed description of the University of Florida’s legislative agenda, as well as information on legislative leadership and the outlook for the session.

Following that update, the committee will see a presentation entitled “The Changing Media Landscape.” University Relations leaders will discuss how we are positioning UF in support of the goal to become a top-ranked public research university and how we are responding to the swift and constant changes in communications.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
COMMITTEE AGENDA
March 16, 2017
~12:45 p.m. EDT
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 QuorumJane 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
[December 1, 2016](#)
- 4.0 Action Items Robert G. Stern, Chair
None
- 5.0 Discussion/Informational Items..... Robert G. Stern, Chair
 - 5.1 2017 Legislative Session.....Jane Adams, VP University Relations
Jeanna Mastrodicasa, AVP Agriculture & Natural Resources
 - 5.2 The Changing Media Ruth Borger, AVP IFAS Communications
Nicole Yucht, AVP 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**

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.