



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

March 22, 2018

Emerson Hall, University of Florida, Gainesville, FL

Time Convened: 1:04 p.m. EDT

Time Adjourned: 1:50 p.m. EDT

1.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present except Smith Meyers, who was unable to attend.

2.0 Call to Order and Welcome

Committee Chair, Robert G. Stern called the meeting to order at 1:04 p.m. EDT.

Members present were:

Robert G. Stern, Chair, Leonard H. Johnson, Marsha D. Powers, David Quillen and Jason J. Rosenberg

Others present were:

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

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the December 14, 2017 Committee meeting, which was made by Trustee Powers, and a second, which was made by Trustee Rosenberg. The chair asked for all in favor of the motion and any opposed, and the motions was approved unanimously.

4.0 Action Items

There were no action items.

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

5.0 Discussion/Informational Items

5.1 Washington, DC, Office

Jane Adams, Vice President for University Relations, introduced Sarah Mathias, the new Director of the Office Federal Government Relations. Mathias has established the office and is developing an agenda for federal outreach. Her activities include monitoring federal legislation and communicating the University's positions to Congress and the Administration, supporting the government relations activities of the AAU, advancing relationships with the Florida Congressional delegation and other key Congressional leaders and connecting UF faculty with federal agencies.

Mathias described Four Pillars of Focus for Government Relations: Eminence Building, Opportunity Identification & Enhancement, Engagement and Risk Management. Eminence Building involves placing University leaders and their work where they are seen as leaders, role models and problem solvers; bringing federal level policy makers to campus; and establishing internships and fellowships to funnel graduates into key positions. The Office will also work to advance UF's agenda through relationship building and cultivating champions at the federal level. Mathias also noted that, through the D.C. Office, UF will benefit from more opportunities to engage with higher education associations and coalitions.

Federal Relations can show how audiences can be reached and how we can work cooperatively and very closely to highlight the excellence of the University of Florida. Director Mathias encouraged everyone in the room to view the D.C. office as a new partner and to keep the lines of communication open.

5.2 Campaign Communication and Market Advisory Committee

Tom Mitchell, Vice President for Advancement, gave a presentation on the Foundation's Campaign Communications and Marketing Advisory Council in support of the public phase of the Go Greater campaign. The Foundation has identified a select group of 14 successful UF alumni and friends with the backgrounds and expertise to provide guidance on the capital campaign's communications and marketing efforts.

There are 11 priority focus areas and Luke Anderson, Associate Vice President, Strategic Communications & Chief Marketing Officer, highlighted two of these: marketing automation (how we engage with people that we are already interacting with) and consumer activation (trying to take an individual's loyalty to UF to the next level by communicating with them personally).

5.3 Engaging the Gator Nation

Next was a presentation on an initiative to engage The Gator Nation. VP Mitchell noted that one of the factors that determines the U.S. News & World Report rankings is the alumni participation rate (APR). Mitchell announced a plan to move UF's current APR from 13% to 18% by the end of the Go Greater campaign, currently scheduled for 2022. To date, they have 22,129 donors, which is 64% of their goal.

VP Mitchell and Matt Hodge, Senior Assistant Vice President of Development, also discussed the Cap and Gown Initiative, which invites students to participate in a graduating class gift

when they purchase their regalia. The response rate is already at 54% for the current graduating class.

5.4 Legislative Update

Jane Adams, Vice President for University Relations, provided the committee with an overview of the legislative session, as the University received nearly \$100 million dollars in funding. While it was a challenging session, she acknowledged that it turned out fairly well for the University.

Adams spotlighted UF's 2018 legislative priorities and funding requests. They include funding in preeminence, performance, World Class Scholars, graduate and professional degrees, national ranking operating support, Data Science Building, and maintenance.

Adams referenced Senate Bill 4, which expands the Bright Futures Florida Academic Scholars, enhances policy and funding tools that state universities can leverage to recruit and retain the very best faculty, enriches professional and graduate school strength and viability. Senate Bill 4 also ensures universities remain accountable to Florida taxpayers by refining university performance expectations to incentivize and reward state university performance excellence. It revised performance metrics to change the six-year graduation rate to a four-year graduation rate. The bill also contained the direct-support organization changes, many of which the UF Board of Trustees has already started to address.

Trustee Mori Hosseini thanked Ms. Adams for her efforts on behalf of the University.

6.0 New Business

There was no new business.

7.0 Adjourn

After asking for further discussion and hearing none, Committee Chair Stern adjourned the Committee on External Relations meeting at 1:50 p.m.