



**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.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
EXECUTIVE SUMMARY
March 22, 2018**

The Committee on External Relations meeting will begin with an introduction to Sarah Mathias, the new Director of Federal Relations for the University of Florida.

Ms. Mathias, the former Director of the University of California System's Washington office, is creating the office and developing an agenda for federal outreach. Her activities will 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 University of Florida (UF) faculty with federal agencies.

This discussion will be followed by a presentation on the Foundation's Campaign Communications and Marketing Advisory Council (CCMAC) in support of the public phase of the Go Greater campaign. The primary catalyst for the formation of the CCMAC is the University's *The Decade Ahead* plan, which was produced in 2016. Goal 6 of the plan refers to alumni who are successful in their careers and in life and who are proud to be graduates of UF. The Foundation has identified a select group of successful UF alumni and friends with the backgrounds and expertise to provide guidance on UF's communications and marketing efforts.

Next will be a presentation on an initiative to engage the Gator Nation. One of the factors that determines the U.S. News & World Report rankings is the alumni participation rate (APR). In order to continue to advance UF's rankings, the Foundation will develop uniquely creative and inspiring ways to engage the Gator Nation to move UF's current APR from 13% to 18% by the end of the Go Greater campaign, currently scheduled for 2022.

The final item on the agenda is a briefing on the 2018 legislative session.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
COMMITTEE AGENDA
March 22, 2018
~12:55 p.m. EDT
President's Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, FL**

Committee Members:

Robert G. Stern (Chair), Leonard H. Johnson, W. Smith Meyers, Marsha D. Powers, David M. Quillen, Jason J. Rosenberg

- 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 14, 2017](#)
- 4.0 Action Items Robert G. Stern, Chair
None.
- 5.0 Discussion/Informational Items..... Robert G. Stern, Chair
 - 5.1 Washington, DC, OfficeJane Adams, Vice President, University Relations
Sarah Mathias, Director, Federal Relations
 - 5.2 Campaign Communication and Market Advisory Committee Tom Mitchell,
Vice President, Advancement
 - 5.3 Engaging the Gator Nation Tom Mitchell, Vice President, Advancement
 - 5.4 Legislative Update.....Jane Adams, Vice President, University Relations
- 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 14, 2017

President's Room 215B, Emerson Hall

University of Florida, Gainesville, FL

Time Convened: 1:02 p.m. EST

Time Adjourned: 1:59 p.m. EST

1.0 Verification of Quorum

Vice President for University Relations Jane Adams verified a quorum of the Committee on External Relations with all members present.

Members present were:

Robert G. Stern (Chair), Leonard H. Johnson, W. Smith Meyers, Marsha D. Powers, David M. Quillen and Jason J. Rosenberg.

Others present were:

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; Jack Payne, Senior Vice President for Agriculture and Natural Resources; Jane Adams, Vice President of University Relations; Tom Mitchell, Vice President of Advancement; Nicole Yucht, Assistant Vice President of University Relations; and other members of the Board of Trustees, President's Cabinet, the University of Florida Community, the public and the media.

2.0 Call to Order and Welcome

Committee Chair Robert G. Stern welcomed everyone in attendance and called the meeting to order at 1:02 p.m. EST.

3.0 Review and Approval of Minutes

Committee Chair Stern asked for a motion to approve the minutes of the August 29, 2017 Committee meeting, which was made by Trustee Johnson, and a second, which was made by Trustee Rosenberg. The Committee Chair asked for further discussion, and then 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:

4.0 Discussion/Informational Items

4.1 Top Ten Communications Plan

Assistant Vice President of UF Communications Nicole Yucht discussed the University's Top 10 Communication Plan, and was joined by members of the 160over90 staff: Greg Ash (Chief Creative Officer/Principal), John Campanella (Chief Executive Officer/Principal) and Tracy Hughes (Group Account Director/Managing Director).

AVP Yucht acknowledged a very productive discussion at the Board of Trustees' retreat in Coral Gables about working with a national agency to amplify the message about the University achieving Top 10 status and examining peer institution's marketing and promotions.

Yucht stated that 160over90 was selected again to be the University's agency of record after a very competitive bid process this summer. UF's first contract with 160over90 was initiated in 2013.

The 160over90 representatives offered information on the agency's national, full-service expertise, highlighted the importance of aligned, integrated brand campaigns and reviewed the crowded higher education market. Specifically, it was pointed out that 94 percent of AAU schools are in major capital campaigns. More than 50 of these fundraising campaigns are over \$1 billion dollars and an average of \$578 is spent to recruit undergraduate students.

Yucht provided an overview of UF's Peer Reputation Campaign and the tactics that were used this fall to tout the University as a top 10 public university, including: placing Gatorade bottles with UF information on them in the rooms of all APLU Conference/American Marketing Association meeting attendees; hanging a banner, "Working Together for the Greater Good," at Washington Dulles International Airport; providing a charging station with messaging about the UF alumnus who invented the laptop at the APLU conference; and creating a permanent display of UF materials at Orlando International Airport. She showed the PSA focused on UF's Top 10 status that debuted during the Florida/Georgia football game and will continue to air during Gator sporting events through next spring.

Yucht and the 160over90 staff highlighted several future trends and recommendations including: a cross-channel plan for One UF, increasing visibility for President Fuchs, building a tandem life cycle for marketing and leveraging content.

In closing, Committee Chair Stern said that efforts to promote UF as a top 10 institution will build and continue a cycle that moves the University toward the top 5. He noted his appreciation of the brand alignment and the work done in disseminating the University's message.

Dr. Fuchs commented on how negative events can sometimes bring about positive publicity for the University and cited the Richard Spencer event.

4.2 St. Augustine Documentary

Ed Poppell and Allen Lastinger from UF Historic St. Augustine (UFHSA) discussed the development process for the nationally televised St. Augustine documentary, "Secrets of Spanish Florida," that will air on PBS on December 26.

The Legislature authorized the UFHSA in 2007 and the Direct Support Organization was established in 2010. The organization's mission is to protect and preserve the state's historic structures in St. Augustine, facilitate educational programs and provide interpretations that will promote Florida history.

The vision for the documentary film began almost five years ago with an advisory committee of scholars/historians/experts. The original intent to create a four-episode documentary covering the 1500s to early 1800s was adapted to a two-hour film in partnership with PBS. The humanities council worked with Florida teachers to create curriculum, which PBS will place on its educational delivery platform for nationwide distribution. The film will be translated and available worldwide and almost 70% of the funding has been provided via private gifts and donations.

4.3 Legislative Update

Jane Adams, Vice President for University Relations, provided a legislative briefing for the upcoming session in Tallahassee.

At the top of the list of budget requests are two programs that were initiated last year by Senate President Joe Negron: World Class Faculty and Scholars (\$35 million) and Professional and Graduate Program Excellence (\$16 million). In addition to Preeminence (\$25 million) funding, the Performance total (\$100 million) reflects the total that will be distributed to the State University System, of which UF will receive a portion. In addition to seeking support for St. Augustine Roofs (\$250,000), as is done each year, the capital budget requests include Data Science Building (\$50 million), Maintenance (\$30 million) and the Music Building (\$7.4 million).

5.0 New Business

There was no new business.

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. With no further discussion desired, the motion was passed unanimously and the University of Florida Committee on External Relations meeting was adjourned at 1:59 p.m. EST.