



**COMMITTEE ON MARKETING, PUBLIC RELATIONS AND STRATEGIC
COMMUNICATIONS
PRE-MEETING AGENDA
Tuesday, February 26, 2019
2:00 p.m.
University of Florida, Gainesville, Florida**

- 1.0 Roll Call..... Board Staff
- 2.0 Call to Order and Welcome Robert G. Stern, Chair
- 3.0 Discussion Items..... Robert G. Stern, Chair
 - 3.1 Decision Day Nancy Paton, Vice President for Strategic Communications and Marketing
 - 3.2 Fall and Spring Reputation Campaign Nancy Paton, Vice President for Strategic Communications and Marketing
 - 3.2.1 Fall Results
 - 3.2.2 Spring 2019 Plan
 - 3.3 Web Redesign
 - 3.4 Research Program Initiative (RPI)
 - 3.5 Next Steps
- 4.0 New Business Robert G. Stern, Chair
- 5.0 Adjourn Robert G. Stern, Chair