



**COMMITTEE ON MARKETING, PUBLIC RELATIONS AND STRATEGIC
COMMUNICATIONS**

PRE-MEETING AGENDA

Thursday, March 4, 2020

2:00 p.m.

123 Tigert Hall, University of Florida, Gainesville, FL

Committee Members:

Robert G. Stern (Chair), Leonard H. Johnson, Daniel T. O’Keefe, Rahul Patel, Marsha D. Powers,
Anita G. Zucker

- 1.0 Call to Order and Welcome Robert G. Stern, Chair
- 2.0 Roll Call..... Board Staff
- 3.0 Discussion Items.....Nancy Paton, Vice President for Strategic Communications and
Marketing
 - 3.1 Fall Paid Media Performance Review
 - 3.2 Key Performance Indicators Q1 to Q4 Comparisons
 - 3.3 Brand and Positioning Strategy Update
 - 3.4 Spring Reputation Campaign
- 4.0 New Business Robert G. Stern, Chair
- 5.0 Adjourn Robert G. Stern, Chair