



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

PRE-MEETING AGENDA

Thursday, January 23, 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 Key Performance Indicators Q4 Review
 - 3.2 Brand and Positioning Strategy Update
 - 3.3 Orange Bowl Update
- 4.0 New Business Robert G. Stern, Chair
- 5.0 Adjourn Robert G. Stern, Chair