

**Board of Trustee  
External Relations Committee  
Meeting Minutes  
June 15, 2006, 4:00pm**

Present:

Courtney Cunningham, Chair  
Carlos Alfonso  
David Brown  
Cynthia O'Connell  
Earl Powell  
Danaya Wright  
Jane Adams

- I. Meeting called to order at 4:00pm
- II. March minutes approved
- III. Discussion Items:

a. 2006 Legislative Update –

Vice President Jane Adams provided the 2006 legislative update. The Florida Legislature funded 8 of the University of Florida's top 11 priorities. Nearly \$90 million was approved for UF facilities. They include the Biomedical Sciences Building, the Emerging Pathogens Building and the Multi-Disciplinary Nanosystems Building. In addition, funds were approved for utilities/infrastructure work and repairs to various IFAS facilities statewide.

The legislature also funded several UF projects, including Emerging Pathogens, World Class Centers, Centers of Excellence and Research and Economic Development Investment Programs. More than \$34 million was approved for Major Gifts and \$11.6 million for Courtelis Facilities Matching Projects. Both of these programs were funded at levels significantly higher than last year.

The Governance bill which was discussed at the previous Board of Trustees meeting was not approved by the legislature. Another issue discussed at the March meeting regarding a proposed change to the Major Gifts program also did not pass. The legislation would have made the state's match of donations discretionary rather than mandatory.

BOT Chairman Fernandez discussed efforts to pass a tuition differential for resident undergraduate students during the session and said UF came very close to being successful. He said he is hopeful this will be achieved during the 2007 session.

- b. Legislative Activity for Summer –  
Upcoming plans for Government Relations include visits to legislators and members of the Board of Governors. Chairman Cunningham suggested that trustees accompany the president on these meetings in order to maximize their impact.
- c. Congressional Update –  
On the federal level, UF projects are progressing well. While it is early in the process and only the House of Representatives has marked up appropriations bills, UF has tentatively received more than \$20 million in funding for research projects. The Senate is expected to begin considering appropriations next week. Federal spending legislation is not expected to be finalized until late in the year.
- d. Branding Update –  
Associate Vice President Joe Hice presented information on upcoming branding campaign plans. Foundation for the Gator Nation advertising will be placed in Florida business newspapers and magazines, billboards and cable television. The Go Gators TV ad will be re-edited for the new season

Chairman Fernandez suggested that UF explore key word searches to increase visibility on Google and Yahoo.

Two staff members have been added to the University Relations Department to increase media coverage and develop a new internal communications program.

In response to Trustee O'Connell's inquiry about the status of key messages, Mr. Hice discussed the work being done with communicators across campus and said those messages should be developed in the next 4-6 weeks.

Chairman Cunningham and members of the committee discussed greater presence of the UF logo and standardization of its uses on publications, in advertising, business cards, invitations and other university communications and the need for public relations offices to work more closely with University Relations. A guidebook on logo usage will be distributed in July to further this goal.

Trustee O'Connell suggested that University Relations work more closely with other campus offices on the ad buys to increase efficiency and reduce costs.

#### IV. Old Business:

- a. Athletic Association Media –  
Chairman Cunningham announced that a memo has been distributed to committee members regarding previous discussions about including the UAA in the UF media highlights report. UAA will be present at the September meeting to present information on its operations.

- b. Research Report –  
Statistics from the baseline poll were discussed, including results that show more effort should be concentrated in South Florida.
  
- c. Crisis Communication Plan -  
Chairman Cunningham requested committee comments on the university's crisis communication plan which was circulated after the March meeting. Trustee O'Connell inquired about the status of retaining an outside firm for crisis communications.

Steve Orlando provided the committee with an update on hurricane preparedness plans.

- VI. New Business
  
- VII. Meeting adjourned at 5:15 p.m.

Respectfully Submitted by,

Jane Adams  
Vice President, University Relations