

External Relations Committee Minutes
March 13, 2008

The External Relations Committee began the meeting with an update on the progress of three Cost Reduction and Efficiency Committee Initiatives, which are the consolidation of printing contracts, conversion of print documents to electronic communications and negotiated contracts with copying vendors. The committee was informed that the university is in the process of reducing the number of printers from 170 to 20 by negotiating contracts that provide reduced prices.

On electronic communications, the committee was informed that campus communicators have written criteria for the types of publications that should be converted to electronic newsletters. Under that criteria, 120 of the campus's 150 publications should be converted. Trustee O'Connell said that the publications' audiences should be monitored to ensure that the communications are effective. Trustee Cunningham suggested that the university pursue advertising or sponsorships for the electronic communications. Chairman Alfonso noted that the committee has been encouraging the university to develop new policies on the number of print communications, their look and their conversion to electronic format for years.

After reviewing progress on negotiating copy contracts, Trustee Ponce suggested a centralized copying operation on campus and Trustee Cunningham noted that UF could join with local governments to bid copying services.

Following the printing discussion, the committee received an update on the branding campaign, with information on print ads, TV and radio spots and airport displays.

The committee received a briefing on the state budget situation, which worsened this week with news that an additional \$3 billion must be cut.

Potential areas of funding are the energy and economic stimulus packages the legislature is considering. UF is requesting \$5 million for venture capital for the Innovation Center project, \$6 million in funding for an Orlando building for UF Burnham research.

UF's highest legislative priority is funding for the College of Medicine. Dean Bruce Kone and President Machen have been meeting with legislators on campus and in Tallahassee to pursue this funding. Other priorities are Matching Gifts and planning money for the St. Augustine buildings, which the legislature gave to UF last year but failed to fund.

Finally, the committee discussed a bill to amend the state Constitution to change education governance in the state. The amendment would reduce the membership and the terms of the Board of Governors and give the legislature the authority to determine the responsibilities of the Boards of Governors and Trustees. It would also create an elected Commissioner of Education.

On the federal level, UF representatives have been meeting with Members of Congress on the university's earmark requests. The process is just beginning and it uncertain whether earmarks will be approved this year.

The committee was reminded that Gator Day will not occur this year, but that trustees are asked

to contact Government Relations if they are available to meet with legislators on an individual basis during the month of April. In lieu of a Gator Day reception, Florida Blue Key and Cindy O'Connell are hosting an event at her home on March 26. And, the legislature has requested that Tim Tebow come to the Capitol to be recognized in late April.

In response to questions from trustees at the last meeting, Foundation staff presented information on funding from private foundations.

Chairman Alfonso made a motion to implement the recommendation of the cost reduction task force regarding electronic communications by July 1, 2008. Motion unanimously passed.

The meeting was adjourned at 2:11 p.m.