

Committee on External Relations  
Minutes  
December 10, 2010

The External Relations Committee was called to order at 2:15 p.m. by Chairman Danny Ponce. Trustees Carlos Alfonso, Roland Daniels, Jordan Johnson, Cindy O'Connell, and Earl Powell were in attendance.

The committee began with a discussion of the university's list of research projects that will be submitted to members of the Florida Congressional delegation next year for funding. Many Members of Congress require earmark proposals to be approved by governing boards prior to submission, so committee approval of the list is required. Trustee O'Connell made a motion to approve the list; Trustee Alfonso seconded the motion and it passed.

The government relations report began with an update on the status of this year's federal funding requests. To date, \$16.9 million has been appropriated for various UF projects. Another \$7 million is pending a final Congressional vote.

At the state level, the committee discussed the university's legislative priorities for FY10, including protection of the base budget, medical school funding, a building at Lake Nona for joint UF-Burnham Institute research, graduate student health insurance, Florida High Tech corridor funding, IFAS funding, PECO funding and Major Gift matches.

Committee members said they are available to meet with Members of Congress and state legislators in support of the university's government relations agendas.

The committee was presented with results of a six-month government relations effort to host Members of Congress and legislators on campus for tours and briefings. Two members of Congress and nine legislators have accepted invitations to visit campus since the program began.

An update of the programs Gators for Higher Education and the Flagship Councils was provided to committee members. Gator Clubs statewide have designated liaisons to the program for the purpose of increasing exposure and building membership for the program. Gator for Higher Education also has established social networking efforts, including Facebook, LinkedIn and Twitter.

The closure of the Shands at AGH Hospital and opening of the new Shands Cancer Hospital required a community relations strategy which was described to the committee by the Shands and UF team that developed and executed it. The effort included key message development, community meetings, and events at both facilities.

David Day, of the UF Office of Technology Licensing, followed with a briefing on the Florida Innovation Hub that will be constructed on the site of the Shands at AGH Hospital. The facility will provide resources to help UF researchers spin off companies from their research.

The Strategic Communications Planning Committee presented its report. This group of campus communicators developed an analysis of the university's strengths, weaknesses, opportunities and

threats; identified key themes and messages; developed a plan, and created a tool kit to help communicators across campus. The External Relations Committee members discussed the report and suggested that further actions be deferred until a new Associate Vice President of External Relations is hired.

The meeting concluded with the quarterly report of media coverage generated over the past three months. The committee adjourned at 3:38 p.m.