

University of Florida Board of Trustees
External Relations Committee
June 9, 2011

The meeting was called to order at 2:00 p.m. by Chair Carolyn Roberts. Trustees Alfonso, Brown, Criser, Heekin and Levine were in attendance.

The minutes of the meeting of March 17, 2011 were approved.

The meeting began with a legislative update by Vice President Jane Adams, followed by a discussion about summer plans to visit key legislators in their districts and invite others to campus for substantive briefings about the university.

Janine Sikes then shared information about an economic impact report commissioned by University Relations and Sponsored Research to determine the university's wide reach across the state. UF infused some \$8.76 billion into the Florida economy last year, about the same as the entire spectator sports industry that includes professional football, basketball and baseball teams as well as NASCAR. The university has a presence in all 67 counties and also provides about 106,000 jobs, directly and indirectly. The information was rolled out March 30 during Gator Day in Tallahassee with a color brochure, news release and interactive Web site, and became a recurring message during the remainder of the legislative session.

In the marketing update, Andy Fletcher, Associate Vice President of Marketing and Public Relations, reviewed recent communications programs supported by University Relations. Andy discussed "Audience-based positioning" and shared examples of how it has been applied to numerous recent projects including:

- The launch of the College of Veterinary Medicines new Small Animal Hospital
- The "Get up and Give" campaign for the Annual day of Giving
- The launch of the Shands Hospital for Children
- Marketing support for faculty endowments
- Graphic design for the new UF Mobile Web App
- Web site designs for Innovation Square and Innovation Hub

Susan Crowley, Assistant Vice President for Community Relations, presented information on the UF Campaign for Charities – the UF employee charitable giving campaign. For each of the last six years, employees have given more than \$1 million to area charities.

Vice President Tom Mitchell reported on the progress of the capital campaign, which is ahead of schedule. He also briefed the committee on the volunteer activities of various Gator Clubs and showed a video featuring a class of kindergarteners that was adopted by the San Diego Gator Club.

In old business, the committee received an update on savings the university has realized from increased use of electronic communications as opposed to printed publications.

The committee adjourned at 3:04 p.m.