



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
COMMITTEE MINUTES**

**December 5, 2013**

**Emerson Alumni Hall, University of Florida, Gainesville, Florida**

**Time Convened: 2:03 p.m. EST**

**Time Adjourned: 3:36 p.m. EST**

**1. Call to Order and Welcome**

Committee Chair, Carolyn K. Roberts called the meeting to order at 2:03 p.m. EST.

**Members present were:**

Carolyn K. Roberts (Chair), Christina A. Bonarrigo, James W. Heavener and Jason J. Rosenberg.

**2. Verification of Quorum**

After a roll call, a quorum was confirmed, with all members present except for Trustees Criser and Edwards.

**3. Review and Approval of Minutes**

The Committee Chair asked for a motion to approve the minutes of the June 6, 2013 meeting, after which she asked for all in favor of the motion and any opposed and the motion was approved unanimously.

**4. Action Items**

The Committee did not have any action items on the agenda.

The following Discussion/Information Items were addressed by the Committee:

**5. Discussion/Informational Items**

**5.1 Preview of 2014 Legislative Session**

Vice President Jane Adams began the meeting with a presentation on the University of Florida's 2014 legislative priorities. They included funding for the new chemistry building, infrastructure and maintenance, engineering building and St. Augustine historic properties. The university will also pursue approval to bond existing student fees to

renovate Newell Hall into a study center. Additional priorities include changes to the Bright Futures scholarship program to accommodate UF Online students. Trustee Rosenberg asked for talking points and briefing backgrounds covering the legislative agenda. Vice President Adams said University Relations has those and will share them. Trustee Bonarrigo said the Newell Hall renovation is the students' highest priority and that the most recent UF Student Experience in the Research University survey identified more study space as their greatest need, even greater than lower tuition. Vice President Adams noted that a student-led campaign called Hard Hats for Higher Education will lead advocacy efforts for improved facilities during the upcoming legislative session.

## **5.2 Marketing Campaign for UF Online**

The committee then reviewed the awareness campaign for UF Online, including communications objectives, target audiences/markets and communications strategy. The short, two-and-a-half month period between approval of the strategic plan by the BOG Advisory Committee and the deadline for applications required a very targeted campaign that included news, PR, digital, social and radio advertising – all with the objective of creating awareness and driving traffic to the UF Online website and phone bank. The presentation included examples of banner ads and the UF Online website was presented. The campaign, created by UF's branding agency 160over90 and University Relations, produced over 61 million impressions and resulted in more than 6,000 visits to the website; with 80% selecting the "apply today" page. Website visits were more than double the national average for marketing of online learning.

Cities generating the most visits included Gainesville, Miami, Jacksonville, Tampa and Orlando. Top states for visits were Florida, California, Texas, New York and Georgia. In terms of degree popularity, Business Administration was the most popular degree visited at 40%, followed by Criminal Justice, 14%, and Health Education at 11%.

UF's online education partner, Pearson, took responsibility for marketing of UF Online as of November 1st. Trustee Rosenberg called the marketing campaign impressive and asked how many completed applications had been submitted. Vice President Evans said more than 600 applications had been received. Trustee Rosenberg also asked about the budget for the campaign and if there is an industry standard for marketing cost-per-application. Trustee Heavener asked about the acceptance rate, which was not yet available. Once that is in, he said, a cost-per-acceptance number could be calculated. Chair Roberts said she is also interested in accountability metrics.

## **5.3 Florida Preeminence/Top 10 Initiatives**

The committee heard a presentation about the university's new media, marketing and public relations initiative to support UF's plan to move up in the rankings of the nation's very best public research institutions. The initiative is called "UF Rising to National Preeminence." It was explained to committee members that the UF Rising campaign is

adaptable to a variety of communications objectives and target audiences. The campaign is designed to impact three general audiences: internal or campus audiences, external audiences and recruitment. The initial roll-out included a website, memo to campus, social media updates, news releases and media outreach as well as advertising. A big focus of the initiative going forward will be to create individualized campaigns for various stakeholder groups with specific emphasis on the campus community. It will be important to maintain momentum throughout the campaign by creating unified messaging to build pride and encourage excellence. These messages can be shared on faculty list serves, at department meetings, in HR updates, on on-hold messages and on the sides of work trucks, for example.

## **6.0 New Business**

The committee did not have any New Business to discuss.

Chair Roberts asked the committee to join the Strategic Initiatives Committee meeting where 160over90 marketing agency presented the UF Branding Campaign.

## **7.0 Joint Committee Meeting – Strategic Initiatives and External Relations**

### **7.1 Action Items**

The Joint Committee did not have any action items on the agenda.

The following Discussion/Informational Item was presented to the Joint Committee:

### **7.2 Discussion/Informational Item**

#### **7.2.1 Presentation of UF Marketing Initiative**

Vice President Jane Adams introduced the 160over90 agency. The committees heard a presentation by the marketing agency 160over90, which is preparing a branding campaign for the University of Florida. Principal Darryl Chilli provided background information on the agency and discussed research the firm conducted with university faculty, students, staff, alumni and other stakeholders to develop the unique selling proposition for UF. A presentation of creative concepts to be used in communications with a variety of university audiences followed. The committee discussed next steps for the project, including a roll out of the campaign to campus in January, followed by the creation of marketing campaigns for admissions and other university offices. The agency is also working with the UF Foundation and the University Athletic Association to produce coordinated branding campaigns across the university.

## **8.0 Adjourn**

After asking for any further discussions and hearing none, the Joint Committee Chairs asked for a motion to adjourn the meeting, after which they asked for all in favor of the motion and any opposed and the motion was approved unanimously and the Joint Committee on Strategic Initiatives and External Relations was adjourned at 3:36 p.m. EST.