



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON STRATEGIC INITIATIVES
COMMITTEE MINUTES**

December 5, 2013

**President's Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, Florida**

Time Convened: 2:05 p.m. EST

Time Adjourned: 3:36 p.m. EST

1.0 Call to Order and Welcome

Committee Co-Chair, Christopher T. Corr called the meeting to order at 2:05 p.m. EST.

Members present were:

Christopher T. Corr and David M. Thomas (Co-Chairs), C. David Brown, II, Marc W. Heft, Juliet M. Roulhac, and Steven M. Scott. Trustee Susan M. Cameron was unable to attend.

Others present were:

Provost and Senior Vice President for Academic Affairs, Joseph Glover, Senior Vice President and Chief Operating Officer, Winfred Phillips, Elias Eldayrie, Vice President and Chief Information Officer, Matthew Fajack, Vice President and Chief Financial Officer, Paula Fussell, Vice President for Human Resource Services, Jamie Lewis Keith, Vice President and General Counsel, David Kratzer, Vice President for Student Affairs, Curtis Reynolds, Vice President for Business Affairs, Special Assistant to the President, Jamal Sowell, Angel Kwolek-Folland, Associate Provost, Mike Ford, Senior University Counsel, Cheryl May, Executive Assistant, members of the University of Florida community, other members of the public and the media.

2.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present except for Trustee Cameron.

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the June 7, 2013 committee meeting, which was made by Trustee Roulhac and Seconded by Trustee Scott. The Chair asked for further discussion, after which he asked for all in favor of the motion and any opposed and the motion was approved unanimously.

The Committee considered the following Action Items:

4.0 Action Items

SI1. Mission Statement

Co-Chair Corr turned the meeting over to Provost Glover who provided a PowerPoint presentation regarding the Mission Statement, which included recent history beginning with the June 2013 Strategic Initiatives Committee meeting where the current mission statement was reviewed and also discussed a mission statement drafted by a task force of the Faculty Senate, led by former Faculty Senate Chair, Scott Nygren. Discussions also included the Board's philosophical approach to UF's mission and its alignment with strategy and operations, as well as considering four core principles: (1) UF's land-grant mission, (2) UF's research emphasis, (3) UF's rise to preeminence and, (4) UF's responsibility to assist the state and nation to improve economic and social conditions. The Committee Chair worked with staff on a second version of a mission statement and both drafts of the mission statement were circulated to Trustees, Vice Presidents, Deans, Faculty Councils and the Faculty Senators and students involved with the drafting of the task force's version. The majority of comments received favored the second version of the mission statement but many also suggested additional adjustments, incorporating concepts from the task force's version. The proposed next step is for the Chair to work with President's Staff to synthesize a final draft, keeping in mind: (1) the core principles, (2) input received and, (3) succinct is better, and then seek Faculty Senate comment prior to then presenting the final mission statement for approval at the next Board meeting.

Due to the follow-up needed, no motion to approve was requested and the original Action Item was removed from the agenda.

5.0 Discussion/Informational Items

The Committee did not have any discussion or informational items on the agenda.

6.0 New Business

There was no new business to discuss.

The Committee on External Relations then joined the Committee on Strategic Initiatives 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 Committees discussed next steps for the project, including a roll-out of the campaign to campus in January, 2014, 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 and its support organizations.

8.0 Adjourn

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