



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

December 3, 2015

Emerson Hall, University of Florida, Gainesville, Florida

Time Convened: 2:00 p.m. EST

Time Adjourned: 2:55 p.m. EST

1.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present.

2.0 Call to Order and Welcome

External Relations Committee Chair, David Brandon called the meeting to order at 2:00 p.m. EST. and welcomed all Trustees and everyone in attendance at the meeting.

Members present were:

David Brandon, Chair, Charles B. Edwards, James W. Heavener, Jason J. Rosenberg, and Joselin Padron-Rasines

Others present were:

Jane Adams, Vice President for University Relations, Tom Mitchell, Vice President for Development and Alumni Affairs, members of the President's Cabinet, members of the University of Florida Community, and other members of the public and the media.

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the June 4, 2015 Committee meeting, which were approved.

4.0 Action Items

None

5.0 Discussion/Informational Items

Legislative Report:

Jane Adams, Vice President, University Relations, reported on the following University of Florida priorities:

- Utilities/infrastructure improvements: \$18 million
- Engineering Nexus building: \$20.5 million
- Norman Hall renovations: \$8 million
- UF Preeminence: \$10 million
- IFAS workload: \$3.5 million
- Courtelis Facilities Enhancement Program
- Neurodegenerative disease: \$1.5 million
- SMART tourism research: \$1 million
- Online general education \$960,000
- Florida Energy Systems Consortium: \$2.5 million

Ms. Adams noted that President Fuchs and the University of Florida's lobby team met with more than 20 key legislators to brief them on the University's legislative agenda in anticipation of the start of the session in January. University of Florida's Government Relations Advisory Committee, composed primarily of lobbyists in Tallahassee who assist University of Florida during the session, meets next week. The Gator Caucus, composed of 52 legislators who are alumni or friends of UF, meets in January.

Social Media:

Janine Sikes, Assistant Vice President for University Relations, gave a report on social media efforts, which are focused on raising the stature of University of Florida to top 10 status. Ms. Sikes shared that the University of Florida Facebook site reaches one million users per week and is "liked" by 625,000 people. The University of Florida Twitter account earns five million impressions a month and has 107,000 followers. These numbers have earned University of Florida a No. 2 ranking among universities for Twitter and a No. 8 ranking for Facebook.

Among the projects aimed at building engagement, University of Florida's social media team initiated a campaign to celebrate Back to the Future Day that involved the University of Florida's Gator Band, UF Health and UF/IFAS. It featured a partnership with Pepsi; utilized Snapchat by turning that platform over to Dr. Fuchs and University of Florida's Student Body President Joselin Padron-Rasines on the first day of fall semester; and created a Facebook presence for the Office of the President to chronicle Dr. Fuchs' activities.

Branding Campaign:

Nicole Yucht, Interim Vice President for Marketing, gave a report on University of Florida's branding campaign, observing that the campaign's overall charge is to increase the ranking and reputation of the university. Supporting goals include showcasing the University's economic

impact in the state, attracting economic investment and engaging and activating University of Florida's alumni.

Specific efforts to market the university in an engaging way in recent months have included fine-tuning the Gator Good campaign, resulting in five times more page views than last year; unifying the look, feel and tone of individual college communication efforts under the unique selling proposition of Together Unstoppable; identification of audiences within Florida and across the country; and continued use of public service announcements during sporting events. Additionally, University Relations collaborated with UF Information Technology to launch a new homepage that attracted 100,000 visits on its first day.

Ruth Borger, Assistant Vice President for IFAS Communications, reported on the UF/IFAS branding campaign, an effort that mirrors the Gator Good campaign and is aligned to the institutional campaign. Dr. Borger noted that the effort boils down to one easy-to-grasp idea: UF/IFAS has better living down to a science. The campaign focuses on three key components: traditional media in key Florida publications; outdoor advertising; and an aggressive digital effort that includes a coordinated social media strategy, website display and website search ads.

Since the UF/IFAS campaign launched, it has garnered nearly four million paid media impressions, greatly expanding the number of Floridians who have been exposed to the benefits of UF/IFAS.

6.0 New Business

There was no new business to bring to the Committee.

7.0 Adjourn

After asking for any further discussion and hearing none, Committee Chair Brandon asked for a motion to adjourn and, with no further discussion desired, the motion was passed unanimously and the University of Florida Committee on External Relations meeting was adjourned at 2:55 p.m., at which time the members moved to the joint meeting on External Relations and Strategic Initiatives.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
EXECUTIVE SUMMARY
December 3, 2015**

The Committee on External Relations has no action items for the December meeting. The Committee will receive briefings on the University of Florida's state government relations activities and communications programs during this meeting.

The agenda will start with a discussion on the 2016 legislative agenda, which includes funding for infrastructure and maintenance, the Engineering Nexus building, Norman Hall, and Preeminence and Performance funding. There will also be an update on other funding and policy issues of interest to the University of Florida and the State University System.

Social media is an increasingly important component of university communications, and the committee will next receive information on social media campaigns that have been produced during the fall semester and metrics that help UF track the success of those efforts.

Finally, the Committee will receive an update on the Gator Good branding campaign, including a review of the new UF website, television spots that run in the football games and other Gator Good efforts. The campaign is designed to be adaptable for units across campus, and IFAS will share with the Committee its new branding campaign that is based on Gator Good.

The Joint Meeting of the Committee on Strategic Initiatives and External Relations will address the following items:

- UF Goals, Objectives, and Planning Process Update by Win Phillips, Executive Chief of Staff.
- An update on One UF by Jane Adams. This concept of uniting the university behind a program to increase the reputation and stature of the university was discussed at the Trustees' September retreat, and the External Relations and Strategic Initiatives Committees will hear information on steps UF has taken since the retreat and plans for the future.



UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE AGENDA
December 3, 2015

MEETING OF THE COMMITTEE ON EXTERNAL RELATIONS
~2:00-3:00 P.M. EST

JOINT MEETING OF THE COMMITTEE ON EXTERNAL RELATIONS WITH THE
COMMITTEE ON STRATEGIC INITIATIVES
~3:00-3:30 P.M. EST

President’s Room 215C, Emerson Alumni Hall
University of Florida, Gainesville, Florida

Committee Members:

David L. Brandon (Chair), Charles B. Edwards, James W. Heavener, Joselin Padron-Rasines, Jason J. Rosenberg, Robert G. Stern,

- 1.0 Verification of Quorum Jane Adams, Vice President for University Relations
- 2.0 Call to Order and WelcomeDavid L. Brandon, Chair
- 3.0 Review and Approval of Minutes.....David L. Brandon, Chair
[June 4, 2015](#)
- 4.0 Action ItemsDavid L. Brandon, Chair
None
- 5.0 Discussion/Informational Items.....David L. Brandon, Chair
 - 5.1 [Legislative Preview](#).....Jane Adams, Vice President University Relations
 - 5.2 Social Media CampaignJanine Sikes, Assistant Vice President
 - 5.3 Branding Update Nicole Yucht, Interim Assistant Vice President, UREL
Ruth Berger, Assistant Vice President, IFAS
- 6.0 New BusinessDavid L. Brandon, Chair
- 7.0 Joint Committee Meeting – Strategic Initiatives and External Relations

- 7.1 Action Items – None
- 7.2 Discussion/Informational Items
 - 7.2.1 [UF Goals, Objectives and Planning Process Update](#)
Win Phillips, Executive Chief of Staff
 - 7.2.2 One UF Update..... Jane Adams, Vice President for University Relations
- 8.0 Adjourn David L. Brandon, Chair, External Relations and
Christopher T. Corr, Chair, Strategic Initiatives



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
JOINT MEETING OF COMMITTEE ON EXTERNAL RELATIONS
COMMITTEE ON STRATEGIC INITIATIVES
JOINT COMMITTEE MINUTES**

June 4, 2015

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

Time Convened: 12:45 p.m. EDT

Time Adjourned: 1:43 p.m. EDT

1.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present except Trustees Rosenberg and Heavener.

2.0 Call to Order and Welcome

External Relations Committee Chair, David Brandon, and Strategic Initiatives Committee Chair Christopher T. Corr called the joint meeting to order at 12:45 p.m., EDT.

Committee on External Relations Members present were:

David L. Brandon (Chair), Charles B. Edwards, Robert G. Stern, Cory M. Yeffet. Trustees Jason J. Rosenberg and James W. Heavener was unable to attend.

Committee on Strategic Initiatives Members present were:

Christopher T. Corr (Chair), Susan M. Cameron, Paul W. Davenport, Rahul Patel, Steven M. Scott, David M. Thomas, Anita G. Zucker

Others present were:

President Kent Fuchs, Provost and Senior Vice President for Academic Affairs Joseph Glover, Senior Vice President for Health Affairs David Guzick, Senior Vice President and Chief Operating Officer Charles Lane, Senior Vice President for IFAS Jack Payne, Jane Adams, Vice President for University Relations, and Jamie Lewis Keith, Vice President, General Counsel and University Secretary, and other members of the President's Cabinet, members of the University of Florida Community, and other members of the public and the media.

3.0 Review and Approval of Minutes

External Relations Committee Chair David Brandon asked for a motion to approve the minutes from the April 2, 2015 Committee meeting, which was made by Trustee Edwards, and a Second, which was made by Trustee Stern. The Committee 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.

Strategic Initiatives Committee Chair Christopher Corr asked for a motion to approve the minutes from the April 2, 2015 Committee meeting, which was made by Trustee Cameron, and a Second, which was made by Trustee Thomas. The Committee 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.

4.0 Action Items

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

5.0 Discussion/Informational Items

5.1 Metrics Dashboard

Provost Joseph Glover provided a PowerPoint presentation and explained various sets of metrics for the University's performance toward its preeminence and top national university goals in preparation for the Board's retreat the next day.

5.2 Strategic Development Plan Update

Senior Vice President Charles Lane provided a PowerPoint presentation showing a comparison of plans: the Master Plan vs the Strategic Development Plan. The Master Plan concerns the campus, while the Strategic Development Plan considers the relationship between UF and the surrounding community.

6.0 New Business

There was no New Business to discuss.

7.0 Adjourn

After asking for any further discussion and hearing none, External Relations Committee Chair David L. Brandon and Strategic Initiatives Committee Chair Christopher T. Corr asked for a motion to adjourn the Committees' joint meeting, which was made by Trustee Stern and a Second by Trustee Thomas. The Chairs asked for all in favor of the motion and any opposed, and the motion was approved unanimously. The joint meeting of the Committees on External Relations and Strategic Initiatives was adjourned at 1:43 p.m. EDT.



The legislative request:

► \$18 million Non-recurring funding

Investing in Maintenance Funding for University Buildings:

Nationwide, institutions of higher education are experiencing significant threats to their campuses due to the deferring of much-needed maintenance to their buildings and infrastructure.

Legislative priority for funding, as established in section 1013.64, F.S., is directed toward remodeling, renovation, maintenance, repairs, and site improvement for existing satisfactory facilities. This section of law also establishes a formula for determining annual maintenance funding allocations to K-12, State Colleges and Universities, considering building value, building age, and 50-year building life (**Sum-of-the-Digits Formula**).

The University of Florida – the oldest public university in the State with a 36-year average building age – has many buildings that require repairs and renovations. Due to declining PECO revenues, and fluctuating appropriations, however, UF has not been able to keep pace with deteriorating facilities.

As the campus ages, the risk of incurring greater Deferred Maintenance will increase. Over the course of the next decade, UF will experience a major shift in the maintenance complexion of its campus buildings; UF's building age profile will shift from 43% high risk to a projected 70% high risk.

Construction industry standards recommend that between 2 and 4 percent of building values be dedicated each year for maintenance of facilities, with .5%-2.5% for maintenance and repairs and between 1.5%- 3% for capital renewal. At a capital renewal rate of 1.5%, UF's annual need for major maintenance funding, is approximately \$50M for that component only. The State's statutory maintenance formula has provided UF with annual appropriations, over the past 15 years, fluctuating from a low of \$2.7M to a high of \$19.2M, resulting in a Deferred Maintenance backlog. The result is that, in the past, UF has requested special funding in order to supplement the State's Sum-of-the-Digits Maintenance formula as shown in the chart.

The unpredictable nature of maintenance funding over the past 15 years, frustrates and stymies good business planning. A long-term solution is needed to address University Maintenance funding, an issue which UF is currently studying internal and external solutions.

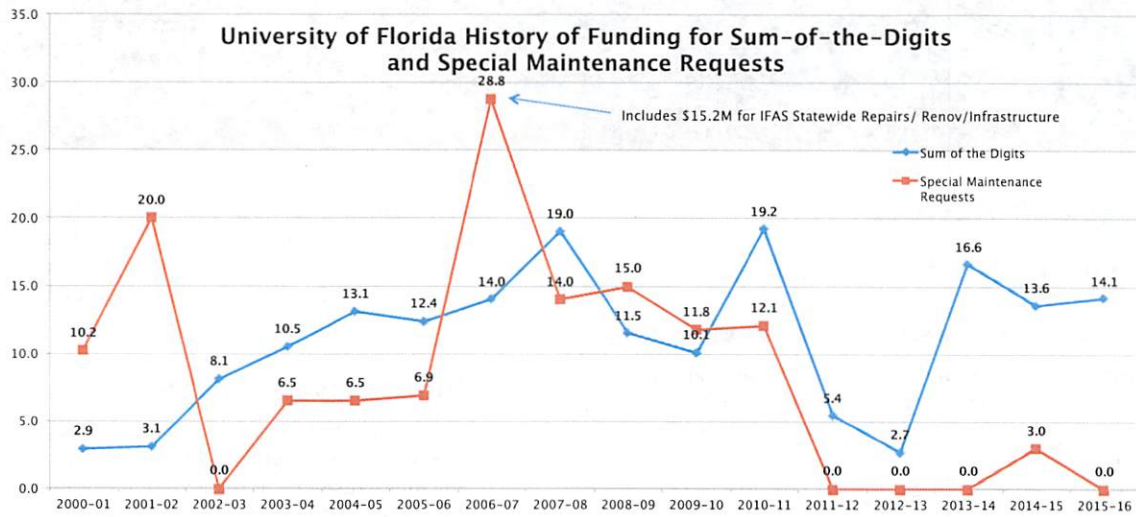
Return on investment (ROI)

- The university is positioned for greatness as it pursues UF Preeminence through a wide range of initiatives focused on teaching, research and innovation with the hiring of more than 100 UF Preeminence faculty. To achieve and sustain its distinction, UF's campus infrastructure must play an integral part of the UF Preeminence conversation.
- Using construction industry standards, an allocation for capital renewal funding at a rate of 1.5% of UF's, actuarially-determined facilities replacement value, would require approximately \$50M. In the short term, funding of the \$18M request will help UF to address its' most serious maintenance problems and will also begin to reduce the accumulated Deferred Maintenance backlog.
- UF currently is studying internal and external options and recommendations for addressing a stable and adequate annual funding level for maintenance that will help to alleviate the build-up of deferred maintenance needs in the future.
- Provision of a stable and adequate annual appropriation for maintenance will afford UF the opportunity to address, plan for, and prevent some of the following scenarios:

A failing chiller, which renders an air conditioning system inoperable for days, affecting the delivery of education to students, the protection of sensitive research subjects and projects, and the health and experience of medical patients visiting UF from around the region and state;

Irreparable damage to costly musical instruments and timeless and sensitive library holdings due to mildew and decay caused by inadequate humidity controls;

Dashed expectations of students, newly-hired faculty and potential faculty UF is recruiting who arrive on campus excited about the potential of being at a preeminent university to find offices, classrooms and lab spaces that are dated, in decline, or that lack appropriate technology to support the teaching and research mission of the university



Special Maintenance Requests Include: Life Safety/ADA/Capital Renewal; Utilities/
Infrastructure/Capital Renewal/Roofs; Critical Deferred Maintenance; and IFAS
Statewide Repairs/Renovations/Infrastructure



UF ENGINEERING INNOVATION

NEXUS RENOVATION & ADDITION TO NUCLEAR SCIENCES BUILDING

The legislative request:

- ▶ **\$53 million** total project budget
- ▶ **\$6 million** received in 2015-16
- ▶ **\$26.5 million** UF non-state funds commitment
- ▶ **\$20.5 million** requested for 2016-17

Why renovate and expand the Nuclear Science Building into an Engineering Innovation Nexus?

- The 21st century has taught us how interdependent we are and what can be accomplished by working together. Engineers must serve as leaders in order to drive solutions for improvements for society in areas such as healthcare, security and sustainability.
- Engineering Innovation Nexus is an 88,000-square-foot, state-of-the-art research and educational environment located in the heart of campus. Updating the university's 50-year old Nuclear Science facility will re-purpose existing space, providing for cutting-edge education and research opportunities and increasing the number of students earning engineering degrees.
- Virtually every freshman engineering student who enters the college will benefit from this building, as will more than 100 graduate students. These new facilities are designed specifically to enhance their hands-on engineering experience, further boost their overall engineering education, and improve recruitment and retention of undergraduate students. Our goal is to see further improvement in graduation rates, closer ties with industry, and a direct enhancement of the state's workforce development efforts.
- As one of the largest engineering colleges in the nation, Gator Engineering will have significant impact on the world's engineering workforce.

Features of the new 21st Century facility:

- Home for Computer Engineering
- State-of-the-art biotech facility including biomechanics and cellular engineering labs
- Advanced manufacturing lab
- Student prototyping facility
- Home for engineering extension program and industry collaboration
- Interdisciplinary freshman design labs and senior capstone design labs

Return on investment (ROI):

- A Wertheim family gift totaling \$50 million, the largest cash gift in UF's history, is the catalyst for the largest expansion in the 105-year history of UF Engineering. As President Fuchs stated, "This gift raises the stature of both the engineering college and the university. This transformation will further accelerate social and economic development in the state of Florida and the nation".
- 300 more engineering degrees earned annually through retention and recruiting
- \$4 million additional industry funding for research; increased numbers of patents and licenses produced
- \$10 million in additional multidisciplinary research funding
- New engineering startup companies will be doubled from 5 to 10 per year
- Improved state economic competitiveness; major focus on recruiting and supporting high-tech companies in Florida
- Graduates will leave the university with enhanced leadership and entrepreneurship skills
- Projected job openings: 18,000 state; 300,000 nation
- Average Salaries: \$55,000 bachelor's of science; \$70,000-\$120,000 Ph.D.

UF FAST FACTS

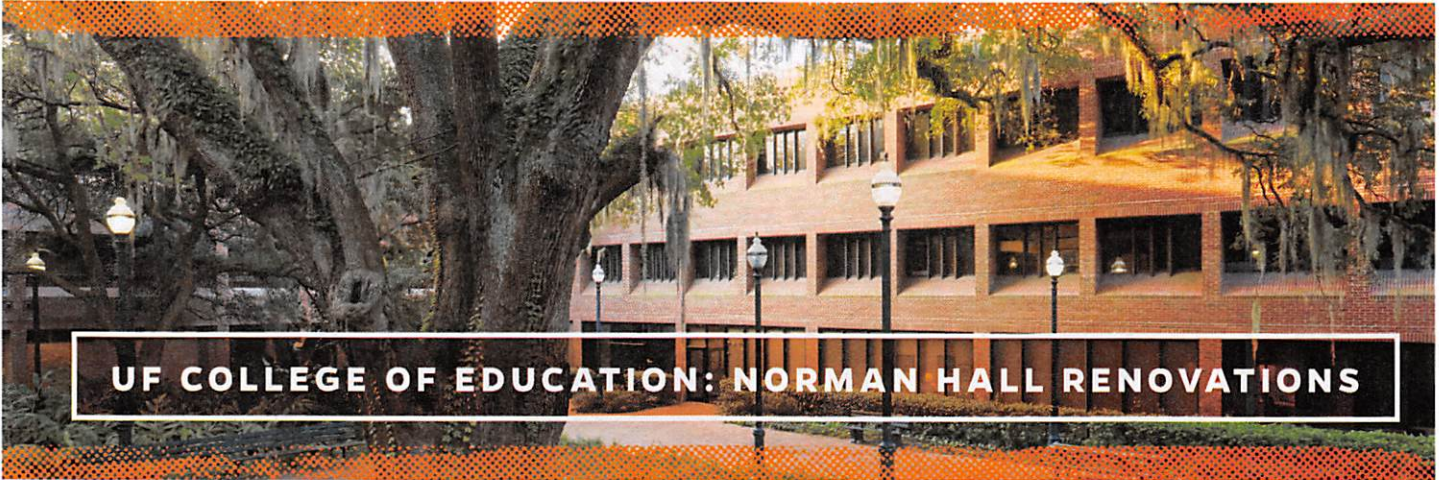
NO. 3 in Kiplinger's "Best Values in Public Colleges" (2014)

NO. 3 in the Fiske Guide to Colleges list of Best Buys Among Publics (2014)

NO. 2 on SmartMoney magazine's list of universities whose graduates get the highest salary return for their tuition dollars (2012)

NO. 1 on Washington Monthly magazine's list of national universities that offer the best bang for the buck (2013)





UF COLLEGE OF EDUCATION: NORMAN HALL RENOVATIONS

The legislative request:

- ▶ **\$24.4 million** Total Cost
- ▶ **\$8 million** for 2016-17 Budget Request

Why Renovate historic Norman Hall?

- Constructed as a K-12 facility in 1932, the building has benefited from only minor repairs in its 82-year history, rendering it unsuitable for contemporary higher education's mission to prepare educators, counselors and research/policy experts to meet the needs of Florida's children.
- The College has a proven track record, and will continue to enhance and provide direct support for the state's priorities in advancing STEM education and research, promoting early childhood development and creating innovative technological learning systems.
- The College is home to two areas of UF Preeminence – Optimizing Early Childhood Education and the Online Learning Institute – and is actively involved in creating a third – Informatics in Social Science Humanities and Education.

UF College of Education's statewide impact

- Impacts every public high school in Florida's 67 counties, enhancing the learning of 1 million math students in grades 6-12 and providing professional development for 10,000 Florida teachers via Algebra Nation and Math Nation
- Empowers 55,000 Early Learning Teachers who serve 400,000 students across the state via the Florida Early Learning Initiative
- Improves teacher/school leader effectiveness in serving students with disabilities across Florida and in 14 other states via the \$25 million federally-funded CEDAR Center
- Produces outstanding teachers for Florida's K-12 classrooms
- Blazes the trail for improved educator preparation via the FLDOE-funded Center of Excellence in Elementary Teacher Preparation

UF College of Education rankings

The College is a state and national leader in K-12 education, research and outreach, ranked the No. 1 college of education in Florida; No. 1 among public colleges of education in the Southeast; and No. 20 among all public institutions in the nation.

Critical signs of disrepair at Norman Hall

Damaged electrical wiring due to vermin invasion; loose bricks under roofline; stench due to faulty plumbing; extensive mold in floor tiles and carpeting; asbestos in ceiling tiles; elevators that cannot pass inspection; water damage due to flooding at foundation; insufficient electrical outlets to support student technology needs

What the funding would provide

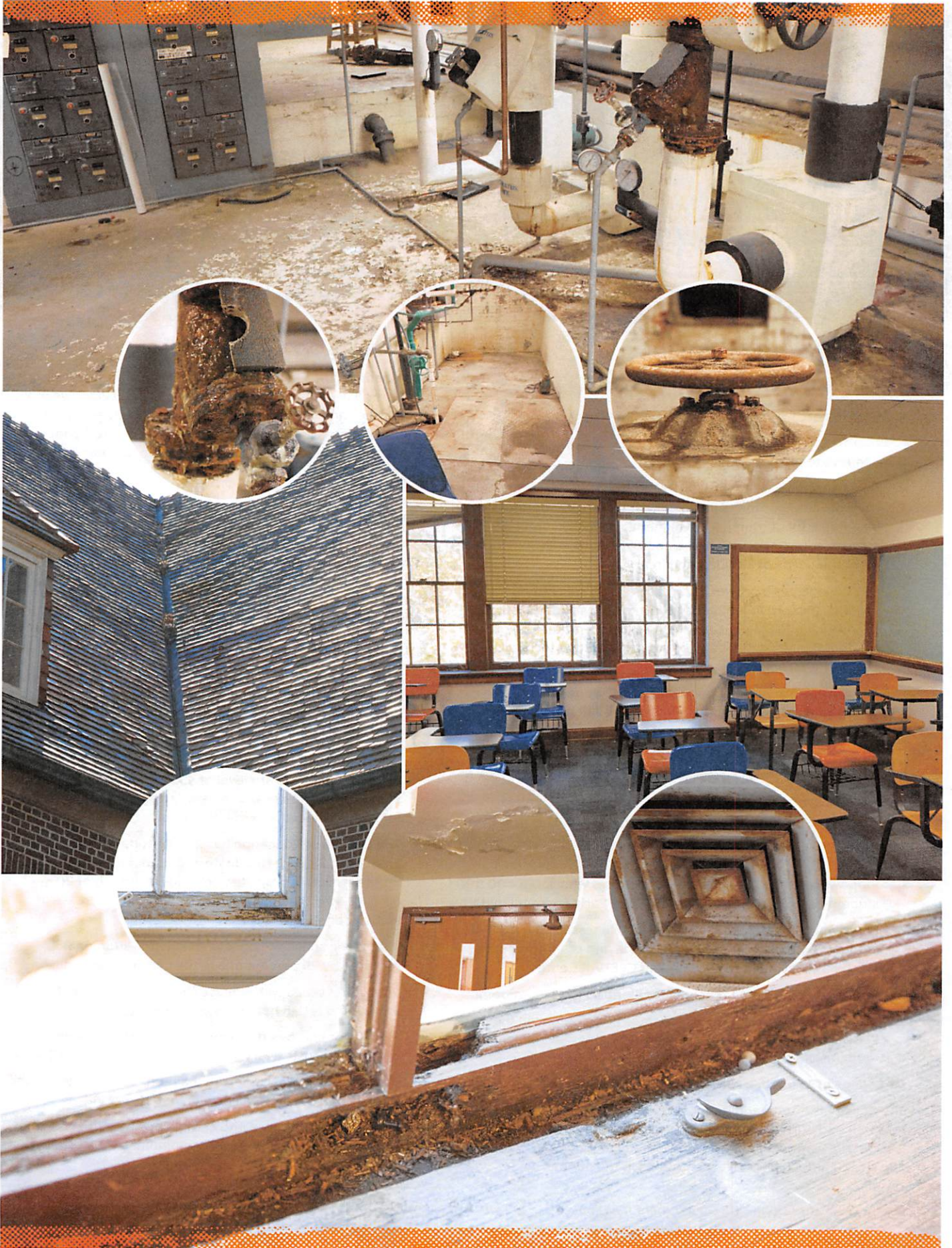
Re-roofing; brick façade upgrade; HVAC, electrical and plumbing revamp; envelope restoration to the Norman Hall addition; renovations to Norman Library; conferencing addition for efficient and configurable meeting place and support for teleconferencing technology

Return on Investment:

- A Florida Board of Governors' gap analysis has identified the need for additional kindergarten and middle school teachers in 15 degree program areas. The UF College of Education will help meet that demand.
- There are 3,000 state job openings projected for teachers with an average salary level of \$35,000 for entry-level; \$56,000 for teacher with master's degrees; and \$100,000 for higher education administrators.
- The College of Education has 2,800 students currently enrolled in 28 undergraduate and graduate academic programs with a projected enrollment growth of 20 percent over the next five years and a 200-increase in annual degrees
- Renovated space will boost capacity for additional research by 25 percent above the current \$86.3 million.
- Renovated space will increase the College's ability to attract and retain nationally prominent faculty.
- Significant energy efficiencies will result in reduced operational costs every year.
- A significant critical deferred maintenance backlog for the 82-year-old building will be eliminated.
- The building will come into compliance with fire code and ADA standards as well as UF's minimum LEED certification level standards.

For more information: UF Government Relations (352) 392-4574 or (850) 488-2447
www.urel.ufl.edu/GovernmentRelations







The legislative request:

- ▶ **\$10 million** new recurring funding

Why invest in UF Preeminence funding?

In 2013, the Florida Legislature created section 1001.7065, F.S. establishing a partnership between the Board of Governors and the Legislature to elevate the academic and research preeminence of Florida's highest-performing state research universities. As of July 1, 2013, the University of Florida and Florida State University met the Academic and Research Standards of the law and received preeminent university designation by the Board of Governors.

In 2013, Florida lawmakers pledged \$15 million in state funding annually, for each university, to boost research and teaching. Since that time, the legislature has appropriated another \$10 million. Increased fundraising activities, energized and driven by the preeminent university designation, has enabled the University of Florida to match the state's investment.

When looking at rankings of public AAU institutions, the University of Florida is among the Top Ten on 22 important benchmarks. UF's challenges are related to availability of faculty resources and support. The University of Florida is using Preeminence funds to make strategic hiring decisions for more than 100 highly-qualified faculty members through the use of academic analytics that assesses scholarly productivity of departments and programs nationwide.

The requested increase of \$10 million will facilitate the hiring of an additional 50 faculty members, including junior faculty who will ensure UF's continued success for the next generation.

UF's Strategic Plan for Preeminence includes more than two-dozen interdisciplinary focus areas spanning health, agriculture, computing and education that are shining a light on world challenges such as biodiversity, drug discovery and development, food security and data analytics. Additionally, UF will continue to invest in areas that the National Science Foundation has identified as

important: understanding how the human brain works; resilience in nature and the man-made world; and the interdependence of food, energy and water.

Return on investment (ROI)

Since its designation as a preeminent university, UF has:

- Already risen to Top Ten status in five areas: Systems Engineering, Industrial Engineering, Plant Pathology, Wildlife Ecology and Applied Physiology
- Hired 90 nationally recognized faculty members, primarily in STEM areas and aligned with state and BOG goals, who, along with existing faculty, are working to maximize UF's impact through teaching and research to better serve students, Floridians, the nation and the world
- Moved forward on a plan, using academic analytics, to hire additional UF Preeminence faculty to bring total hires to more than 100 by the end of fiscal year 2015-16 (A detailed listings of UF Preeminence hires is available).
- Utilized faculty hires' ties to teams of researchers with externally-generated research grants and benefited from these hires' research teams, generating an immediate impact on leveraging the state's investment
- Increased research funding, now at a record \$707 million, due in part to the new hires, resulting in increased patents/licenses and spinoff of new technologies and companies, boosting the state's economic development
- Launched fundraising activities to support various colleges
- Utilized the recently announced Wertheim Family donation of \$50 million to the UF College of Engineering as the cornerstone of a fundraising initiative that will pool funds from the university, the state, and private donations to revolutionize engineering education and research at the university, the largest expansion in the college's 105 year history
- Harnessed through the UF Preeminence Strategic Plan the power of every college and unit, whose contributions are adding the depth and breadth necessary to help UF address strategic priorities for the state and the world.

UF FAST FACTS

NO. 3 in Kiplinger's "Best Values in Public Colleges" (2014)

NO. 3 in the Fiske Guide to Colleges list of Best Buys Among Publics (2014)

NO. 2 on SmartMoney magazine's list of universities whose graduates get the highest salary return for their tuition dollars (2012)

NO. 1 on Washington Monthly magazine's list of national universities that offer the best bang for the buck (2013)





ALEC P. COURTELIS FACILITY

ENHANCEMENT CHALLENGE GRANT PROGRAM

Request:

- ▶ A non-recurring appropriation for the State University System Alec P. Courtelis Challenge Grant Program in order to continue the Legislature's commitment, since 1989, to major contributors and supporters of the universities.

Why securing private funding for renovation/construction of university facilities is important:

- The Courtelis Facilities Matching Program, funded by the Legislature since 1989 to provide an incentive to private donors to assist the state to construct/renovate instruction and research facilities for the state universities, and funded on a one to one basis, has been a tremendous success over the years.
- Over the period 1989-90 through 2008-09, the Legislature appropriated more than \$332 million to the State University System, for an average of \$17 million per year.
- University and state college success in garnering substantial private donations, coupled with a deep economic recession, led the Legislature in 2011 to call for a moratorium on a variety of university and state college matching grant programs, stating: "Effective July 1, 2011, state matching funds are temporarily suspended for donations received for this program on or after June 30, 2011."
- At the time of the suspension, the State University System had accumulated \$101 million in private contributions awaiting a state match. The University of Florida had accumulated \$28.2 million in private matching funding representing 15 classroom/research projects in health, law, agriculture, engineering, business and law disciplines. These private donations have been held in university reserves for many years awaiting a state match.

Return on investment (ROI)

- The state's investment of \$332 million over the 20-year period was leveraged with private funds, thus providing \$664 million in new or improved facilities for the State University System in support of classroom instruction and research facilities.
- The Courtelis Matching Program supports the development of high-priority instruction and research facilities to support the university's mission as well as state-identified priorities.
- This funding source for new construction historically has provided a one-to-one match of state funds to contributions from donors. In recent years, donor gifts at the University of Florida, combined with these matching dollars, have helped fund buildings for Veterinary Medicine, Business, Engineering, Law, UF/IFAS and the Harn Museum of Art.
- Courtelis Facilities Challenge Grant funding enables the state to renovate or construct buildings for 50 cents on the dollar while providing economic stimulus during difficult economic times by creating construction jobs.
- The Courtelis Facilities Challenge Grant Program reflects the best of a public-private partnership, leveraging public funds for education at a time when state PECO funds are limited.
- The Courtelis Facilities Challenge Grant Program allows UF to expand its instruction and research infrastructure for a deserving student population while serving as an incentive for private support of higher education.

UF FAST FACTS

NO. 3 in Kiplinger's "Best Values in Public Colleges" (2014)

NO. 3 in the Fiske Guide to Colleges list of Best Buys Among Publics (2014)

NO. 2 on SmartMoney magazine's list of universities whose graduates get the highest salary return for their tuition dollars (2012)

NO. 1 on Washington Monthly magazine's list of national universities that offer the best bang for the buck (2013)



2016 UF/IFAS Workload Increase Request \$3.5 Million

This \$3.5 million budget request for recurring funding for the UF IFAS workload would enable IFAS to strategically complete replenishing resources to cover the growing workload in research and Extension as well as catch with a backlog of the needs of agricultural producers.

These resources would be placed throughout the state of Florida and would serve the most pressing needs of the state. These needs have been identified through the various stakeholder groups which include the state-wide Florida Agriculture Council and the 5 regional Agriculture Councils; commodity groups such as citrus growers, cattle, nursery growers, and fruit and vegetable growers; governmental bodies and agencies, state economic development needs; and goal-setting efforts of research, teaching, and extension within IFAS.B

Interdisciplinary themes to be served through the IFAS workload increase include:

1. Protecting Florida's agricultural production and natural resources by developing short and long term science-based approaches to abiotic and biotic stresses and development of new varieties.
2. Developing a resource-efficient systems approach to land use decision-making practices to preserve Florida's water, energy, environmental and financial resources.
3. Mitigating and managing the influence of a changing environment on coastal resilience.
4. Expanding IFAS' impact on family and community health and wellness.



► **The legislative request (part of the budget request for the Florida Department of Agriculture & Consumer Services): \$2.5 million**

Background

The Florida Legislature created the Florida Energy Systems Consortium (FESC), led by the University of Florida, in 2008 to promote collaboration among State University System researchers and assist the state in developing and implementing an environmentally compatible, sustainable and efficient energy strategic plan.

FESC originally received \$38 million in state funds to conduct collaborative energy research, development and commercialization. The results include:

- Leveraging an additional \$425 million in energy research funding from third parties.
- 32 start-up companies created in the energy sector, including nine at the University of Florida.
- 459 invention disclosures and 101 energy technologies licensed to industry
- Involvement in research with over 270 companies, over 400 university faculty and over 130 research centers, investors, entrepreneurs and government laboratories.
- 69 energy workshops for Florida industry education and training

The consortium's budget resides with the Office of Energy within the Florida Commissioner of Agriculture and Consumer Services. The Office of Energy last year recommended that the consortium receive funding for five years: \$2.5 million per year for the first two years, then depending on the performance of the consortium's projects, \$3 million in the third year, \$4 million in the fourth year and \$5 million in the fifth year.

Return on investment (with full funding over five years):

- Updating research facilities with advanced equipment and assist in the development of research hubs.
- Helping universities perform quality applied research driven by real-world problems. Research will focus on providing practical solutions to the pressing needs of industry and the state of Florida. Industry would be consulted to focus research efforts on existing issues.
- Developing commercially applicable, emerging technologies through university/industry partnerships.
- Bringing Florida universities and industries together to commercialize new technologies and increase economic development in the state.



For more information: UF Government Relations (352) 392-4574 or (850) 488-2447
www.urel.ufl.edu/GovernmentRelations

Goal-Setting Task Force

Goals and Objectives

(As Posted on the Web – <http://president.ufl.edu/initiatives/goal-setting-task-force/>)

Aspiration

The University of Florida will be a premier university that the state, nation, and world look to for leadership.

Goal 1

An exceptional academic environment that reflects the breadth of thought essential for preeminence, achieved by a community of students, faculty, and staff who have diverse experiences and backgrounds.

- Objective 1. UF students, faculty and staff with increasingly diverse demographic and geographic characteristics.
- Objective 2. A university climate that is inclusive, supportive and respectful to all.
- Objective 3. Diverse, robust educational and interdisciplinary areas of excellence.
- Objective 4. Increased globalization to enhance our effectiveness as world citizens.

Goal 2

An outstanding and accessible education that prepares students for work, citizenship and life.

- Objective 1. A high quality, widely recognized, financially accessible undergraduate, graduate and professional education and experience.
- Objective 2. Services that are accessible and available in a timely fashion that support student health, development, and well-being, thereby improving their academic and personal growth and success.
- Objective 3. Academic programs that promote effective and accessible learning through innovation.
- Objective 4. High quality student-faculty interactions in mentored research.

Goal 3

Faculty recognized as preeminent by their students and peers.

- Objective 1. An increased number of faculty recognized by distinguished awards, fellowships, and memberships.
- Objective 2. An increased number of high-impact scholarly publications and creative works.
- Objective 3. An increased professional and public visibility of UF faculty.
- Objective 4. An increased faculty participation in professional service and leadership.
- Objective 5. A nurturing and invigorating academic and professional environment for all faculty across the research, teaching, and service missions of the university.

Goal 4

Growth in research and scholarship that enhances fundamental knowledge and improves the lives of the world's citizens.

- Objective 1. Documented advances in productivity and recognition of UF research programs.
- Objective 2. Exceptional graduate and postdoctoral scholars who will contribute to influential research and scholarship.
- Objective 3. Increased extramural and intramural funding that enhance both basic and translational research.
- Objective 4. Processes and systems that facilitate excellence in research and scholarship.

Goal 5

A strengthened public engagement of the university's programs with local, national, and international communities.

- Objective 1. Increased engagement and outreach of UF programs leading to positive impacts in such areas as health, the economy, environment and community.
- Objective 2. Improved communication leading to increased public awareness of and value placed on UF programs and their impact on society.
- Objective 3. Increased technology translation and entrepreneurial activities.

Goal 6

Alumni who are successful in their careers and in life and who are proud to be graduates of the University of Florida.

- Objective 1. Alumni who make significant contributions to their professions and society.
- Objective 2. Alumni who engage with and support the University's educational, research, and service missions.

Goal 7

A physical infrastructure and efficient administration and support structure that enable preeminence.

- Objective 1. A campus with updated facilities, including modern research laboratories, classrooms to support state-of-the-art teaching and learning, contemporary residence halls, and high-quality technology infrastructure.
- Objective 2. An efficient and effective administration that provides superior business services to the campus community, proactively streamlines processes to minimize burden and redundancy, incentivizes excellence through budget appropriations, and attracts and retains talented staff through ongoing professional development opportunities and competitive compensation.
- Objective 3. An attractive, sustainable and safe, campus that offers a high quality of life to faculty, staff, students, alumni and the community, making UF a desirable place to visit, live, work and play.