



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
AND
COMMITTEE ON STRATEGIC INITIATIVES
JOINT COMMITTEE MINUTES
April 2, 2015
President's Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, Florida
Time Convened: 1:57 p.m. EDT
Time Adjourned: 3:03 p.m. EDT**

1. Verification of Quorum

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

2. Call to Order and Welcome

External Relations Committee Chair Brandon and Strategic Initiatives Committee Chair Corr called the joint meeting to order at 1:57 p.m. EDT

Committee on External Relations Members present were:

David L. Brandon (Chair), Charles B. Edwards, Jason J. Rosenberg, Robert G. Stern, Cory M. Yeffet. Trustee 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

3.0 Review and Approval of Minutes

External Relations Committee Chair David Brandon asked for a motion to approve the minutes from the December 4, 2014 committee meeting, which was made by Trustee Rosenberg, with a Second by Trustee Rosenberg. 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 December 4, 2014 committee meeting, which was made by Trustee Rosenberg and a Second by Trustee Thomas. 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.

4.0 Action Items

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

5.0 Discussion/Informational Items:

The Committee Chairs addressed the Discussion/Informational Items in the following order:

5.5 University Goal Setting Process

President Fuchs made a few remarks regarding UF's campus wide goal-setting process. President Fuchs explained that faculty and academic leaders are driving the process and that it will be built upon the goals of UF colleges and units with opportunity for plenty of student, faculty and trustee input. The timeline for the goal-setting process anticipates goal creation by early fall with a plan in place for implementation and achievement of those goals by the end of fall semester.

President Fuchs pointed out that UF is on a trajectory different from its former path and from that of its peers; that the university is located in a unique state that's on the move; and that the set of shared aspirations UF already possesses will provide momentum for what the university wants to achieve.

After the remarks by President Fuchs, Executive Chief of Staff Win Phillips gave a PowerPoint presentation on the University Goal Setting Process.

5.2 Listening Tour

Vice President for Development & Alumni Affairs Tom Mitchell updated the trustees on President Fuchs' listening tours, reporting that the "Raise Your Voice" effort has traveled to three cities so far – Orlando, Jacksonville and Miami. In each city, President Fuchs and Linda Fuchs have introduced themselves to alumni, friends and community members and President Fuchs has gathered their thoughts, ideas, hopes and dreams for UF. Each stop has culminated in an all-alumni reception and program, during which Dr. Fuchs has spoken, fielded questions and accepted suggestions from the audience. The tour will continue over the summer in other Florida cities and into the fall in cities throughout the United States.

5.4 Florida Center

Vice President Mitchell reported on the alumni association's exploration of a plan to expand UF's presence in Miami with a new downtown storefront. The center, which possibly would be located on Biscayne Boulevard and Second Avenue, would include UF merchandise as well as office space for UF Admissions, UF Alumni Affairs and UF Online.

5.1 Legislative Items

Vice President for University Relations Jane Adams gave a legislative update, reporting that the Senate and House versions of the budget are far apart based on a difference of opinion about funding Medicaid expansion and the Low Income Pool program to help cover hospital costs for uncompensated care. She observed that the House budget is more favorable to UF, with its full support of the university's request for building funds.

5.3 Admissions Communications

Vice President Adams briefed the trustees on the UF admissions website. On February 13 and through the weekend following admissions' announcements, more than 13,000 newly admitted students representing all 50 states and 100 countries clicked on the microsite.

It had more than 150,000 page views and the social conversations included more than 600,000 Twitter impressions, 550,000 Facebook likes and 5,000 #UF19 mentions. The ultimate goal is to increase yield of the top 10 percent of applicants.

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 Cameron 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 3:03 p.m. EDT.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON STRATEGIC INITIATIVES
AND
COMMITTEE ON EXTERNAL RELATIONS
JOINT MEETING AGENDA
April 2, 2015
~2:00- 3:15 p.m. EDT
President’s Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, Florida**

Committee on Strategic Initiatives Members:

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

Committee on External Relations Members:

David L. Brandon (Chair), Charles B. Edwards, James W. Heavener, Jason J. Rosenberg, Robert G. Stern, Cory M. Yeffet

- 1.0 Verification of Quorum Jamie Lewis Keith, VP/General Counsel/University Secretary
- 2.0 Call to Order and Welcome Christopher T. Corr, Chair, Strategic Initiatives
David L. Brandon, Chair, External Relations
- 3.0 Review and Approval of Minutes
Committee on Strategic Initiatives Christopher T. Corr, Committee Chair
[December 4, 2014](#)
Committee on External Relations David L. Brandon, Committee Chair
[December 4, 2014](#)
- 4.0 Action Items Christopher T. Corr, Chair, Strategic Initiatives
None David L. Brandon, Chair, External Relations
- 5.0 Discussion/Informational Items Christopher T. Corr, Chair, Strategic Initiatives
David L. Brandon, Chair, External Relations
- 6.1 Legislative Items Jane Adams, Vice President, University Relations

- 6.2 Listening Tour Presentation Tom Mitchell, Vice President
Development and Alumni Affairs
- 6.3 Admissions Communications Jane Adams, Vice President, University Relations
- 6.4 Florida Center Tom Mitchell, Vice President, Development and Alumni Affairs
- 6.5 University Goal Setting Process W. Kent Fuchs, President
Winfred Phillips, Executive Chief of Staff

- 6.0 New Business Christopher T. Corr, Chair, Strategic Initiatives
David L. Brandon, Chair, External Relations

- 7.0 Adjourn Christopher T. Corr, Chair, Strategic Initiatives
David L. Brandon, Chair, External Relations



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

December 4, 2014

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

Time Convened: 2:00 p.m. EST

Time Adjourned: 2:30 p.m. EST

1. Verification of Quorum

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

2.0 Call to Order and Welcome

Committee Chair, Christopher T. Corr, called the meeting to order at 2:00 p.m. EST.

Members present were:

Christopher T. Corr, Chair, C. David Brown, II, Pradeep Kumar, Juliet M. Roulhac, Steven M. Scott, David M. Thomas. 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 Charles E. Lane, Vice President, General Counsel and University Secretary Jamie Keith, members of the President's Cabinet, Executive Assistant Cheryl May, Executive Assistant Rebecca Holt, other 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 5, 2014 committee meeting, which was made by Trustee Thomas and Seconded by Trustee Scott. 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 Committee did not have any Action Items.

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

5.0 Discussion/Informational Items

Chair Corr turned the Committee's attention to the information items. He asked each presenter to address a topic in turn:

- 5.1 Introduction of UF's Director of Real Estate – Senior Vice President and Chief Operating Officer Charles Lane provided an overview of the Office of Real Estate and then introduced UF's new Director of Real Estate, Lee Nelson.

Mr. Nelson provided a PowerPoint presentation outlining the top four priorities for the Office of Real Estate:

- Strategic Priority #1 – Gainesville and Statewide Real Estate Plan
- Strategic Priority #2 – Asset Management
- Strategic Priority #3 – Economic Development
- Strategic Priority #4 – Foundation Advancement

- 5.2 Preeminence Dashboard Discussion – Provost and Senior Vice President for Academic Affairs Joseph Glover led a discussion using the following Draft Preeminence Dashboard:

- Average GPA and SAT scores
- FTIC 6-year graduation rate
- Doctorates granted
- National Academy members
- US utility patents in last three years
- Total research and development expenditures
- Total federal research and development expenditures
- Endowment

6.0 New Business

The Committee did not have any New Business to discuss and this portion of the Strategic Initiatives Committee meeting ended at approximately 2:30 p.m. EST.

7.0 Joint Meeting of the Committees on Strategic Initiatives and External Relations

The External Relations Committee then joined the Strategic Initiatives Committee for a joint meeting.

7.1 Action Items

The joint session of the Committees on External Relations and Strategic Initiatives did not have any action items on the agenda.

7.2 Discussion/Informational Items

The following Discussion/Informational Item was presented during the joint session of the Committees:

7.2.1 2015 Legislative Session

External Relations Chair Roberts introduced guest speaker Senator Bill Galvano, Senate Majority Leader for the upcoming legislative session. Senator Galvano, a UF graduate and former chairman of the Gator Caucus of the Florida Legislature, briefed committee members on issues facing the Florida Senate in 2015.

Senator Galvano noted that a transition is taking place in the Legislature, particularly in the Senate. He observed that the upcoming session will provide a great opportunity for higher education priorities, as legislators are aware of universities' crucial role in uplifting the state's economy.

The Senator said he was pleased to support UF Preeminence during the last session and that he's encouraged that UF is spending its Preeminence funding well.

He predicted that the state college system likely will be discussed during the session, as decisions need to be made regarding the colleges' role in relation to the role of state universities. He also touched on regulated industry, gaming, K-12 education and Amendment I, observing that all of these issues affect the amount of funding available for higher education. Finally, he praised UF IFAS and its efforts to find solutions to citrus greening, noting that IFAS plays a vitally important role throughout the state.

8.0 Adjourn

After asking for any further discussion and hearing none, External Relations Committee Chair Carolyn K. Roberts and Strategic Initiatives Chair Christopher T. Corr asked for a motion to adjourn the committees' joint meeting, after which they asked for all in favor of the motion and any opposed, and the motion was approved unanimously. The meetings of the Committees on Strategic Initiatives and External Relations were adjourned at 3:10 p.m. EST.



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

December 4, 2014

Emerson Alumni Hall, University of Florida, Gainesville, Florida

Time Convened: 1:59 p.m. EST

Time Adjourned: 3:10 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

Committee Chair, Carolyn K. Roberts called the meeting to order at 1:59 p.m. EST.

Committee Members present were:

Carolyn K. Roberts (Chair), David L. Brandon, James W. Heavener, Jason J. Rosenberg and Cory M. Yeffet

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the June 5, 2014 committee meeting. 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.

4.0 Action Items

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

5.0 Discussion/Informational Items:

5.1 Legislative Preview

Vice President Jane Adams gave a briefing on the university's legislative priorities for the 2015 session. University lobbyists will be focused on obtaining funding for the renovation of an engineering building that will support education and research programs to advance innovation and increase the number of engineering degrees. Other facilities projects include renovation of

the historic Norman Hall and the construction of a State University System Library Storage building.

In addition, the university will seek funding for facilities maintenance, the Courtelis and Major Gifts matching program, St. Augustine educational programs and the Florida Energy Systems Consortium. We will also work to maximize state support for preeminence and performance funding.

5.2 Social Media Presentation

The committee viewed a presentation from Todd Sanders, UF's Director of Social Media, on the use of social media in university communications. Highlights of the presentation included a description of the social web and how the University Relations team is using it to build and strengthen the UF community. Recent examples of such use include dissemination via Twitter of Dr. Machen's message of condolence following the shootings at Florida State University and UF students' expressions of gratitude via Facebook at Thanksgiving. Mr. Sanders noted that because social media is a two-way communication vehicle, the team is using it to stay informed about what students are thinking, saying and doing.

Next steps for UF's social media efforts include a more strategic approach to telling the UF story; conducting social media "show and tells" with colleges and units; and tapping UF students' social media expertise so the University Relations team can continue to learn from them. Goals for the team include continuing to be a social media leader, making the Gator Nation stronger and more engaged, and remaining relevant and part of the social media conversation.

6.0 New Business

There was no New Business to discuss and this portion of the External Relations Committee meeting ended at approximately 2:30 p.m. EST.

7.0 Joint Meeting of the Committees on Strategic Initiatives and External Relations

The External Relations Committee then joined the Strategic Initiatives Committee for a joint meeting.

7.1 Action Items

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He predicted that the state college system likely will be discussed during the session, as decisions need to be made regarding the colleges' role in relation to the role of state universities. He also touched on regulated industry, gaming, K-12 education and Amendment I, observing that all of these issues affect the amount of funding available for higher education. Finally, he praised UF IFAS and its efforts to find solutions to citrus greening, noting that IFAS plays a vitally important role throughout the state.

8.0 Adjourn

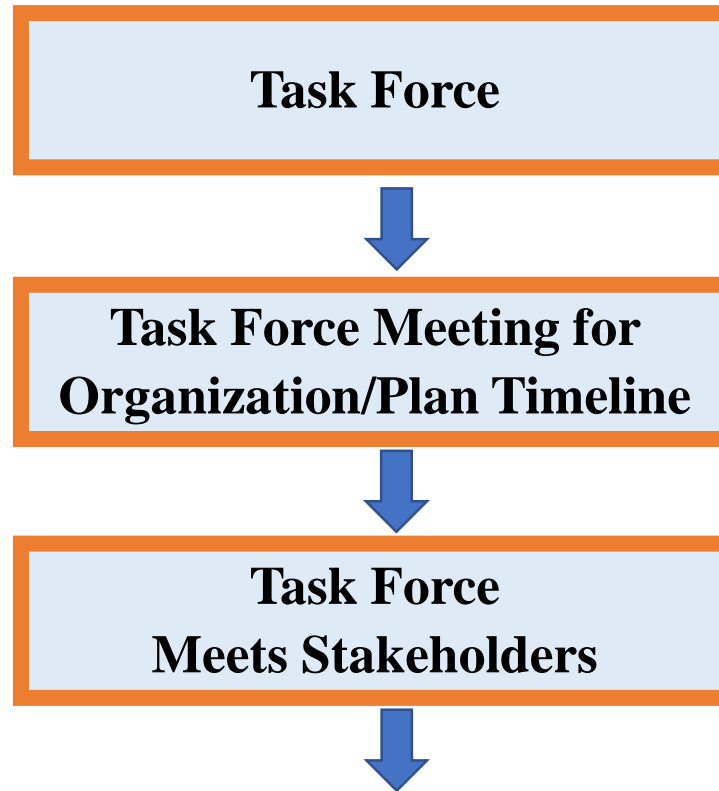
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University of Florida Goals Setting Process

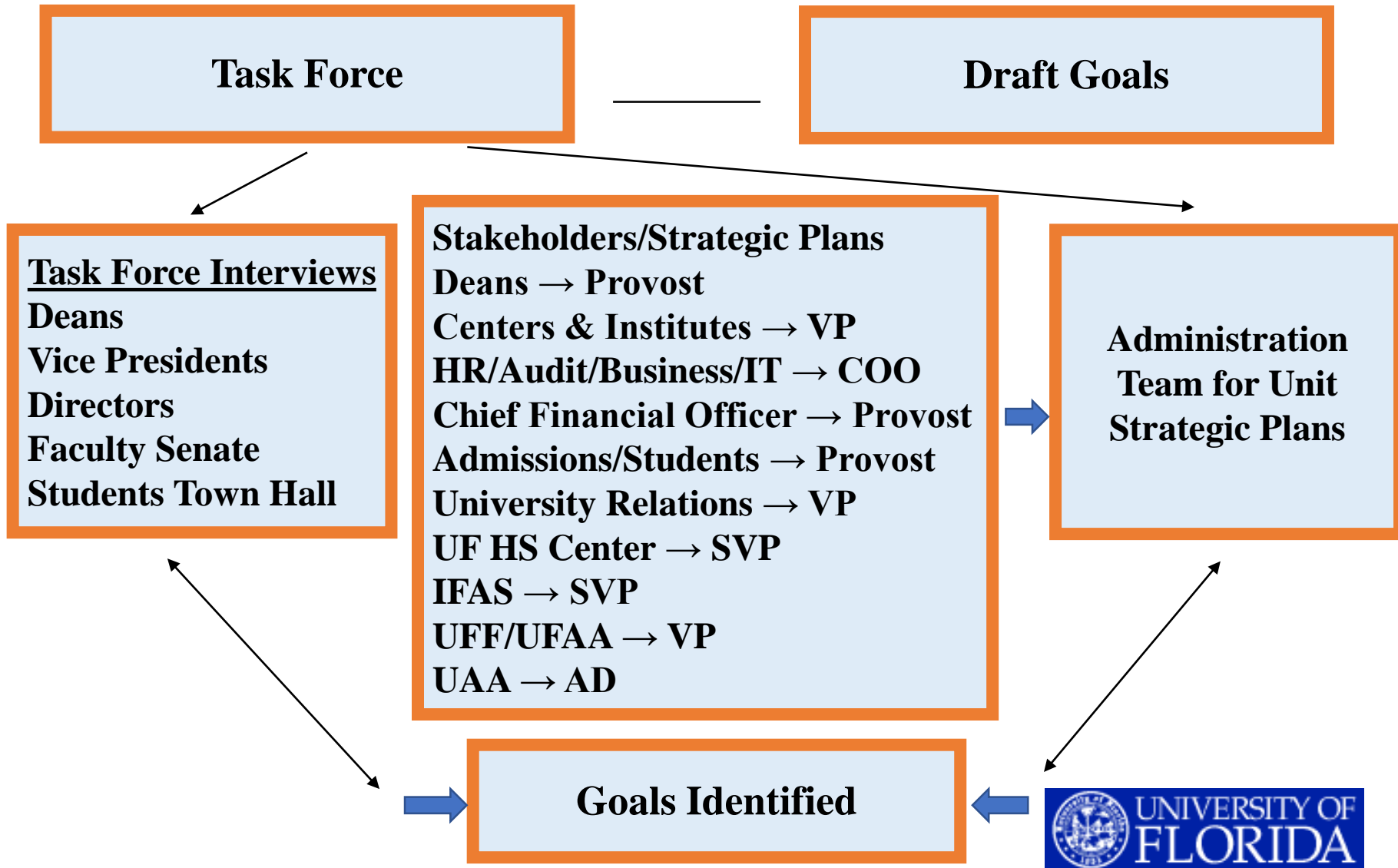
Winfred M. Phillips
Executive Chief of Staff



Goals Setting Process



Stakeholders Input Process



Task – Draft Goals and Metrics For:

Faculty Excellence

Research Excellence

**Excellence in Education
Delivery**

**Excellence in Academic
Experience**

**Infrastructure to Support
Excellence**

**Operational Support for
Excellence**

Outreach

Alumni Success

Goals Setting Process Continued

**Task Force Meets to Assemble
Input/Outline Goals**



**Task Force Presents to
President/Provost**



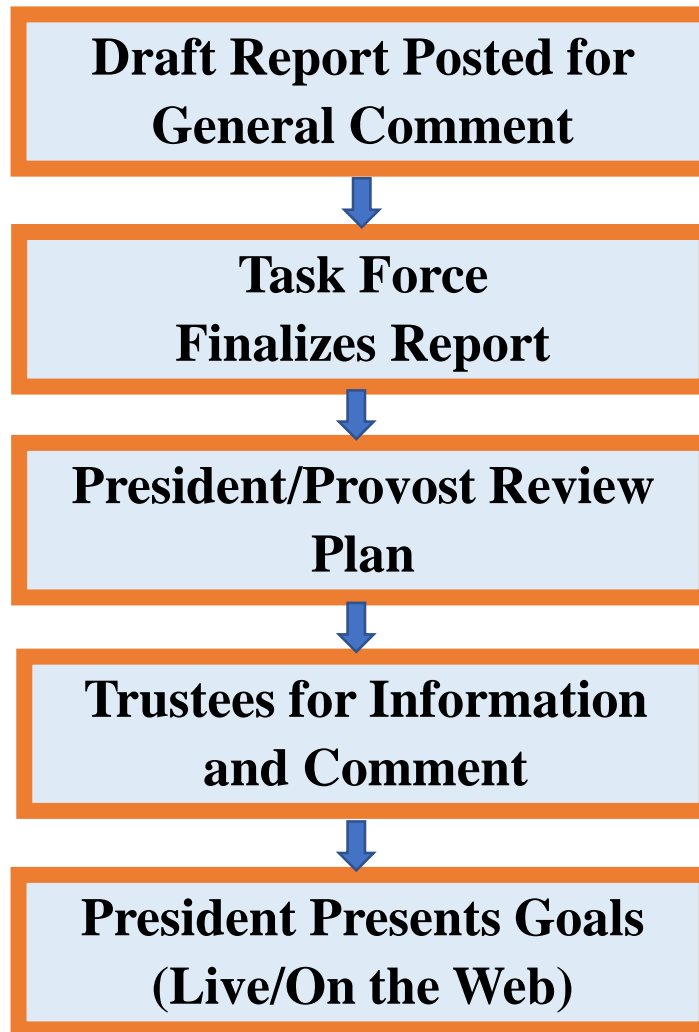
**Task Force
Draft Report**



**President/Provost Review
Report**



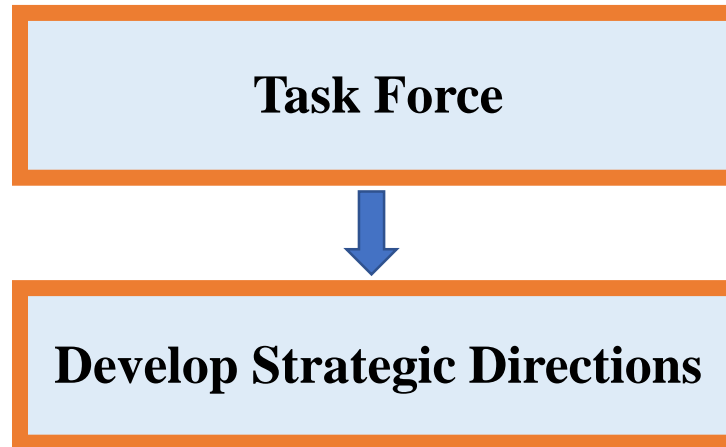
Goals Setting Process Continued



Goal Setting Draft 2015 Timeline



Goals Setting Process Continued



LEGISLATIVE UPDATE

April 2, 2015



Leadership

Senate

- ▶ President Andy Gardiner
- ▶ Majority Leader Bill Galvano
- ▶ Appropriations Chair Tom Lee
- ▶ Education Appropriations Chair Don Gaetz
- ▶ Regulated Industries Chair Rob Bradley

SESSION OVERVIEW

Leadership

House of Representatives

- ▶ Speaker Steve Crisafulli
- ▶ Appropriations Chair Richard Corcoran
- ▶ Education Appropriations Chair Erik Fresen
- ▶ Education Chair Maureen O'Toole

SESSION OVERVIEW

Leadership Priorities: Workplan Florida 2015

- ▶ Tax Relief
- ▶ Economic Independence for People with Unique Abilities
- ▶ Water and Natural Resources
- ▶ Adoptions
- ▶ Education
- Higher Ed Affordability
- Increased Performance Funding

SESSION OVERVIEW

- ▶ Medicaid Expansion
- ▶ Lower Income Pool Funding
- Hospital funding for indigent care
- Federal funding to expire on June 30; State and Federal governments in negotiations
- UF Health LIP funding is \$135.4 million in Gainesville, \$121.4 million in Jax
- ▶ Senate healthcare budget is \$4 billion higher than House due primarily to Medicaid expansion, LIP funding
- ▶ Special Session may be required

SESSION OVERVIEW

UF/BOG Senate House

▶ Preeminence	\$10M	-\$5M	\$5M
▶ Performance (SUS)	\$300M	\$400M	\$200M
▶ Engineering Building	\$25M	0	\$25M
▶ Boiler	\$7M	0	\$7M
▶ Norman Hall Renovation	\$8M	0	\$7.7M

BUDGET

UF/BOT Senate House

▶ Library Storage Facility (SUS)	\$18M	0	\$18M
▶ Maintenance (SUS)	\$46M	\$35M	\$46M
▶ Critical Deferred Main. (SUS)	\$49M	0	\$49M
▶ St. Augustine	\$1.25M	0	\$1M
▶ IFAS Workload	\$5.5M	\$1M	\$5.5M

BUDGET

- ▶ Higher Education Affordability
- Graduate Tuition Freeze
- Textbook Affordability
- Differential Tuition Approvals
- ▶ Public Records Exemption for Vet Med
- ▶ Guns on Campus
- ▶ Public Private Partnerships

POLICY ISSUES

Cabinet

- ▶ Gov. Rick Scott
- ▶ CFO Jeff Atwater
- ▶ AG Pam Bondi
- ▶ Agriculture Comm. Adam Putnam

Senate

- ▶ President Andy Gardiner
- ▶ Majority Leader Bill Galvano

PRESIDENT FUCHS MEETINGS

- ▶ Appropriations Chair Tom Lee
- ▶ Education Appropriations Chair Don Gaetz
- ▶ Sen. Aaron Bean
- ▶ Sen. Rob Bradley
- ▶ Sen. Jeremy Ring
- ▶ Sen. Wilton Simpson

House of Representatives

- ▶ Speaker Steve Crisafulli

PRESIDENT FUCHS MEETINGS

- ▶ Appropriations Chair Richard Corcoran
- ▶ Education Appropriations Chair Erik Fresen
- ▶ Education Chair Maureen O'Toole
- ▶ Rep. Jose Oliva
- ▶ Rep. Keith Perry
- ▶ Rep. Elizabeth Porter

PRESIDENT FUCHS MEETINGS

University of Florida

ACCEPTED STUDENTS

MICROSITE



Our Assignment

**CAPITALIZE ON
ONE ANNOUNCEMENT EVENT**

**OVER 3 DAYS
TO INCREASE YIELD**

We Started with

A SOCIAL CAMPAIGN
ASKING CURRENT STUDENTS

WHY IT'S GREAT TO BE A GATOR



NCAA
ATORZONE.COM

Results

350 VIDEOS

SUBMITTED IN 2 WEEKS

SOCIAL MEDIA *for* COLLEGES

CONTESTS • CONTEST RULES • SUBMIT YOUR VIDEO • WINNING VIDEOS

2014-2015 CONTEST RULES

GREAT BEING MEDIA IDEAS, EXPERIENCED COMMERCIAL

ADVERTISERS

WINNING VIDEOS WILL BE SHOWN ON THE SOCIAL MEDIA CHANNELS OF THE



SUBMIT YOUR

VIDEO NOW

BY 11:59 PM

EST

2014

UConn

SUBSCRIBE

TO OUR

NEWSLETTER

FOR THE

LATEST

INFORMATION

ABOUT

THE CONTEST

AND

WINNING

VIDEOS

Earning

NATIONAL ATTENTION



We Created a Personalized Website Sent to

13,000 STUDENTS

50 STATES

100 COUNTRIES

CAMPAIGN ELEMENTS



CAMPAIGN LAUNCH VIDEO



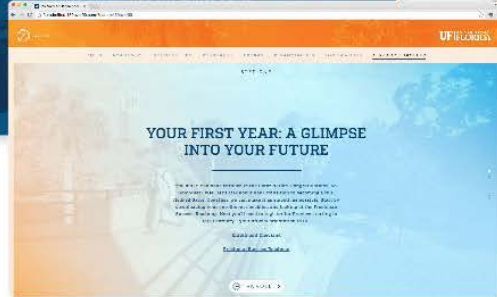
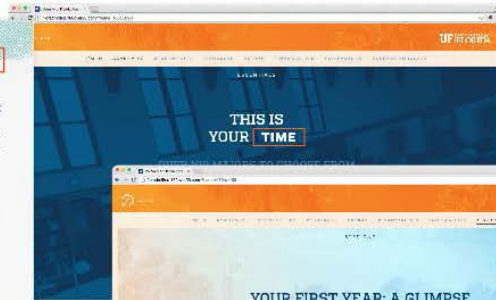
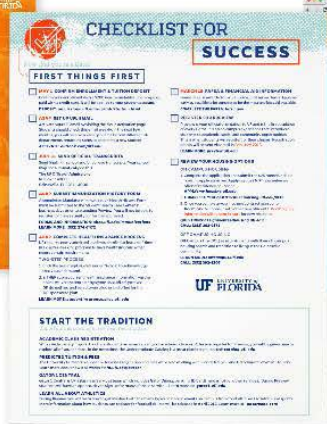
PERSONALIZED WEBSITE



ACCEPTED STUDENTS CAMPAIGN VIDEO



USER SUBMITTED VIDEO GALLERY



RESOURCES FOR BOTH ACCEPTED AND ALREADY ENROLLED STUDENTS



SOCIAL SUPPORT



Coordinated Efforts

160over90

UNIVERSITY RELATIONS

OFFICE OF ADMISSIONS

DEAN OF STUDENTS OFFICE

SOCIAL MEDIA DEPARTMENT

IT DEPARTMENT

CAMPUS COMMUNICATORS



Results



(50k More than 2014)





Results





Results





Results





Results





TJ (@tomasio) · Mar 15
For those of you who don't know yet, I'm gonna be a Florida gator! :) bye texas
#UF #UF19 #itsG-ratUF



Steve Fitzpatrick (@stevief) · Feb 13
Last news of my 1st! Accepted into the University of Florida! #UF19



Alexis Pastore @alexismpastore · Feb 13
THIS IS ALL I'VE EVER WANTED AND MORE! AFTER 18 YEARS, I'M PROUD TO FINALLY SAY THAT I'M FLORIDA GATOR! 🍌💎💎 #UF19



Maria G...
Very happy to say that I got accepted into the University of Florida! 🍌💎 #UF19



Scenes from College @CollegeScenes · Feb 13
At klpoom.com/college -- Ahhh! So many emotions! accepted to UF19 Pssst: 100-4 Enter the gates w/...



tyler_benzyck



Nuan Miler @nuanmiler · Mar 4
It's a great to be a Gator. youtube.com/watch?v=9s3p... #UF19



maddie @MaddieSumkin · Feb 13
Most beautiful webpage I've ever seen #UF19 🍌💎



marco pulgar @pulgarmarco · Feb 13
Got accepted to #UF19 I am shocked 🍌



jayjay297

IN YOUR NEXT
FOUR YEARS

THERE ARE
126,230,400
SECONDS

126,230,397

MAKE

GO GATORS!

#UF19

UF 19/19