



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

**March 31, 2016**

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

**Time Convened: 12:47 p.m. EDT**

**Time Adjourned: 1:23 p.m. EDT**

**1.0 Verification of Quorum**

After a roll call, a quorum was confirmed by Vice President for University Relations, Jane Adams, with all members present.

**2.0 Call to Order and Welcome**

Committee Chair, David Brandon called the meeting to order at 12:47 p.m. EDT.

**Members present were:**

David L. Brandon, Chair, James W. Heavener, Joselin Padron-Rasines, Marsha D. Powers, Jason J. Rosenberg and Robert G. Stern.

**Others present were:**

Jane Adams, Vice President, University Relations; Tom Mitchell, Vice President, Development and Alumni Affairs; 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**

The Committee Chair asked for a motion to approve the minutes of the December 3, 2015 committee meeting, which was made by Trustee Rosenberg and Seconded by Trustee Heavener. 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.

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

## 5.0 Discussion/Informational Items

### 5.1: Legislative Review: Jane Adams, Vice President, University Relations

The committee was briefed on the outcome of the legislative session in regard to UF's 2016 legislative priorities and funding requests.

Appropriations include:

- \$13.8 million for Engineering Nexus Building
- \$14.1 million for Norman Hall
- \$24 million for Infrastructure/Maintenance
- \$13.45 million for Preeminence Funding
- \$75 million, distributed across the State University System, for Performance Funding
- \$750,000 for Neurodegenerative Disease
- \$4 million for IFAS Workload
- \$5.5 million for Commercialization of Public Research

The committee was also briefed on policy legislation passed during the session, including higher education access and affordability, the creation of a new category of universities called Emerging Preeminent Universities, tuition waivers for veterans and active duty service members, and the terms for the chair of the State University System Boards of Trustees. Legislation that failed to pass included a bill allowing guns on campus and a bill providing graduate student fee waivers.

Two members of the UF Board of Trustees – Anita Zucker and Marsha Powers – were confirmed by the Senate.

In a Gator Day update, Melissa Orth, Senior Director for Government Relations, noted the participation of President Fuchs, Board members David Brandon, Christopher Corr, Paul Davenport and Joselin Padron-Rasines. Deans in attendance included Glenn Good (Education), Michael Good (Medicine), James Lloyd (Veterinary Medicine), and Laura Rosenbury (Law), and Football Coach Jim McElwain, who spent the full day supporting UF's priorities. Additionally, students from Florida Blue Key and Student Government attended.

Ms. Orth reported that as the result of a strategic, targeted social media campaign, the hashtag #GatorDay trended nationally for two-and-a half hours and trended in Tallahassee for 23 hours. UF alumni across the country noticed that #GatorDay was trending and joined in the conversation, thus amplifying our message.

Following the Gator Day update, Ms. Adams briefed the committee on One UF, beginning with a run-down of the elements for which the Top 10 public universities are known. She then provided details on a faculty research study of UF's new preeminent hires that revealed why they chose to leave their prior institutions to come to UF.

Nicole Yucht, Associate Vice President for UF Communications, then updated the committee on the Gator Good campaign. Noting that the campaign is nearing the end of its second year, Ms.

Yucht explained that the team is looking for ways to further elevate UF's national stature by promoting the work of UF faculty.

Ms. Yucht noted that the team emphasized digital media strategies and focused on two key audiences: peers and UF Ambassadors across the nation in six key markets.

Metrics show that the team met its objectives to raise awareness, especially in the six metro areas, tripling the number of visitors in 2014 and quadrupling page views.

Ms. Yucht also gave an update on the Peer Campaign, noting that emails are being sent to university presidents, chancellors and provosts at the Top 50 institutions during the U.S. News & World Report ranking period to raise their awareness of UF.

#### **6.0 New Business**

There was no new business.

#### **7.0 Adjourn**

The meeting was adjourned at 1:23 p.m. EDT.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES  
COMMITTEE ON EXTERNAL RELATIONS  
EXECUTIVE SUMMARY  
March 31, 2016**

The Committee on External Relations will begin with a discussion on the results of the 2016 legislative session, which is scheduled to conclude on March 11, 2016. Committee members will be briefed on University of Florida budget items as well as on substantive legislation considered by the legislature. The Committee will also be presented with a recap of the results of this year's Gator Day festivities and discuss the next legislative session and its leadership.

Following the legislative discussion there will be an update on One UF, the initiative to unite the University behind a program to increase the reputation and stature of the University of Florida. The Committee will be presented with research on the University of Florida's reputation among its peers and marketing efforts underway in advance of US News and World Report polling.

Other marketing programs will be discussed, including a campaign to increase the yield of admitted students who enroll at the University of Florida as well as the opening of a College of Engineering initiative in an urban area.

There are no action items for the Committee to consider at this meeting.



UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
COMMITTEE AGENDA
March 31, 2016
~12:45 p.m. EDT
President's Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, Florida

Committee Members:

David L. Brandon (Chair), James W. Heavener, Joselin Padron-Rasines, Marsha D. Powers, Jason J. Rosenberg, and Robert G. Stern

- 1.0 Verification of Quorum..... Jane Adams, Vice President, University Relations
2.0 Call to Order and Welcome ..... David L. Brandon, Chair
3.0 Review and Approval of Minutes ..... David L. Brandon, Chair
December 3, 2015
4.0 Action Items..... David L. Brandon, Chair
None
5.0 Discussion/Informational Items ..... David L. Brandon, Chair
5.1 Legislative Review..... Jane Adams, Vice President, University Relations
5.2 One UF Update ..... Jane Adams, Vice President, University Relations
5.3 Branding Update..... Nicole Yucht, Asst. VP of Communications, University Relations
6.0 New Business..... David L. Brandon, Chair
None
7.0 Adjourn ..... David L. Brandon, Chair



**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.