



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

June 8, 2017

Time Convened: 2:29 p.m. EDT

Time Adjourned: 3:39 p.m. EDT

President's Room 215B, Emerson Hall

University of Florida, Gainesville, FL

1.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present except David M. Quillen, who was unable to attend.

Members present were:

Robert G. Stern (Chair), Leonard H. Johnson, W. Smith Meyers, Marsha D. Powers and Jason J. Rosenberg. Trustee David Quillen was unable to attend.

Others present were:

President W. Kent Fuchs, Executive Chief of Staff Winfred Phillips, Provost and Senior Vice President for Academic Affairs Joseph Glover, Senior Vice President and Chief Operating Officer Charles Lane, Senior Vice President for Health Affairs and President of UF Health David Guzick, Senior Vice President for Agriculture and Natural Resources Jack Payne, Vice President of University Relations Jane Adams, Vice President of Advancement Thomas Mitchell, Chief Executive Officer of Shands Ed Jimenez, Interim Vice President and General Counsel Amy Hass, Assistant Vice President of University Relations Nicole Yucht, members of the President's Cabinet, members of the University of Florida community, and other members of the public and the media.

2.0 Call to Order and Welcome

Committee Chair Robert G. Stern called the meeting to order at 2:29 p.m. EDT.

3.0 Review and Approval of Minutes

Committee Chair Stern asked for a motion to approve the minutes of the March 16, 2017 meeting, which was made by Trustee Johnson, and a second, which was made by Trustee Rosenberg. The Committee Chair asked for discussion, and then for all in favor and any opposed and the motion was approved unanimously.

4.0 Action Items

There were no action items.

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

5.0 Discussion/Informational Items

5.1 Legislative Update

Jane Adams, Vice President for University Relations, discussed the results of the 2017 legislative session and indicated that a special session had convened. Committee members were briefed on University of Florida budget items, as well as on substantive legislation considered by the legislature. Adams provided an analysis of the vetoes and how UF compared to the other state universities.

Jack Payne, Senior Vice President for Agriculture and Natural Resources, discussed how vetoes impacted six items related to IFAS (Institute of Food and Agricultural Sciences).

Ed Jimenez, Chief Executive Officer, UF Health Shands, reviewed the hospital financial and regulatory issues related to the legislative session.

5.2 Annual Report on Communications

Assistant Vice President, UF Communications, Nicole Yucht, shared the end-of-the year report highlighting 2016-17 strategic communications initiatives and demonstrating how they elevated the national image and reputation of UF. Committee members saw the results of the Gator Good campaign, in addition to the top national media stories and the most engaging social media activities from the past year.

Ms. Yucht noted that the major UF brands including athletics, UF Health, UF IFAS, Advancement and the colleges, speak with one voice to leverage the University's accomplishments and deliver the most impactful message for all audiences.

Public service announcements (PSAs) ran during televised athletic events and resulted in more than 43 million impressions. The national exposure of the PSAs, along with the targeted efforts of the ad campaign, translated into clicks on the GatorGood.com website and three-fold increase in time spent on site from last year. The ad value for these spots during football season was \$270K.

Emphasizing UF's social media efforts, Ms. Yucht noted there were more than 1.2 million likes and follows as of mid-May. The most recent survey of higher education social media engagement ranks UF at No. 7. She also reported that there are several new projects underway, including the launch of a media experts' database and an institution-wide event calendar.

5.3 Annual Report on UF Compass: Student Information Systems

Vice Presidents Elias Eldayrie and Zina Evans provided the annual report on the implementation of UF new Student Information System, COMPASS (Campus-wide Modernization Program to Advance Student Services). COMPASS unifies student services systems and will be

implemented over several years based on the student life cycle. Dr. Evans and Mr. Eldayrie provided an update on improvements to the admissions decision release, which have resulted in an overwhelmingly positive experience for applicants and their families.

6.0 New Business

There was no new business.

7.0 Adjourn

After asking for any further discussion and hearing none, Committee Chair Stern asked for a motion to adjourn, which was made by Trustee Rosenberg, and, with no further discussion desired, the motion was passed unanimously and the University of Florida Committee on External Relations meeting was adjourned at 3:39 p.m. EDT.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
EXECUTIVE SUMMARY**

June 8, 2017

The Committee on External Relations will begin with a discussion on the results of the 2017 legislative session. Committee members will be briefed on University of Florida budget items as well as on substantive legislation considered by the legislature. The committee will discuss the next legislative session and its leadership.

Following the legislative update, the assistant vice president of UF Communications will share the end-of-the year report highlighting 2016-17 strategic communications initiatives and demonstrating how they elevated the national image and reputation of UF in an effort to achieve Top 10. Committee members will see the results of the Gator Good campaign in addition to the top national media stories and the most engaging social media activities from the past year.

Following the communications update, Vice Presidents Elias Eldayrie and Zina Evans will provide the Annual Report on the implementation of UF new Student Information System COMPASS (Campus-wide Modernization Program to Advance Student Services). COMPASS will unify student services systems to benefit students as well as faculty and staff who use and need access to student-related information. Following a multi-year project timeline, COMPASS will be implemented based on the student life cycle. Other elements also will be involved in COMPASS to ensure a holistic approach.

Dr. Evans and Elias Eldayrie will share with the board an example of how the Admissions Decision release this past February improved the student experience.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES’
COMMITTEE ON EXTERNAL RELATIONS
COMMITTEE AGENDA
June 8, 2017
~2:25 p.m. EDT
President’s Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, FL**

Committee Members:

Robert G. Stern (Chair), Leonard H. Johnson, W. Smith Meyers, Marsha D. Powers, David M. Quillen, Jason J. Rosenberg

- 1.0 Verification of Quorum Robert G. Stern, Chair
- 2.0 Call to Order and Welcome Robert G. Stern, Chair
- 3.0 Review and Approval of Minutes..... Robert G. Stern, Chair
[March 16, 2017](#)
- 4.0 Action Items Robert G. Stern, Chair
None
- 5.0 Discussion/Informational Items..... Robert G. Stern, Chair
 - 5.1 2017 Legislative Update.....Jane Adams, Vice President University Relations
 - 5.2 Annual Report on Communications..... Nicole Yucht, Assistant VP
Communications, University Relations
 - 5.3 [Annual Report on UF Compass: Student Information Systems](#) Elias Eldayrie,
VP and CIO, Information Technology
- 6.0 New Business Robert G. Stern, Chair
- 7.0 Adjourn Robert G. Stern, Chair



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
COMMITTEE MINUTES
March 16, 2017
President’s Room 215C, Emerson Alumni Hall
University of Florida, Gainesville, FL
Time Convened: 12:42 p.m. EDT
Time Adjourned: 1:41 p.m. EDT**

1.0 Verification of Quorum

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

Members present were:

Robert G. Stern, Chair, Leonard H. Johnson, Marsha D. Powers, Jason J. Rosenberg and Nicole L.P. Stedman. Trustee Susan Webster was unable to attend.

Others present were:

Vice President of University Relations, Jane Adams; Assistant Vice President of University Relations, Nicole Yucht; Associate Vice President for Agriculture and Natural Resources, Dr. Jeanna Mastrodicasa; Assistant Vice President, UF IFAS, Ruth Borger; members of the President’s Cabinet; members of the University of Florida Community; and other members of the public and the media.

2.0 Call to Order and Welcome

Committee Chair, Robert G. Stern called the meeting to order at 12:42 p.m. EDT.

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the December 1, 2016 committee meeting, which was made by Trustee Johnson, and a second, which was made by Trustee Powers. Committee Chair Stern 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.

5.0 Discussion/Informational Items

5.1: 2017 Legislative Session

Jane Adams, Vice President for University Relations, provided the committee with an overview of the 2017 legislative session. She discussed Senate President Joe Negron's plans to develop national destination universities, briefed the group on the budget cuts in the House and discussed several of the new House and Senate rules.

Adams spotlighted UF's 2017 legislative priorities and funding requests. They include funding in support of the Top-10 initiative, facilities maintenance, new buildings and other research programs. She referenced Senate Bill 2, the Excellence in Higher Education Act, with the World Class Faculty Program and the Professional and Graduate Degree Excellence Program. Other aspects of the bill relate to performance metrics (a four-year vs. six-year program of study), block tuition, Bright Futures and the First Generation Matching Grant Program.

Adams discussed the Gator Caucus and its meeting with UF President Kent Fuchs on March 14, as well as Gator Day on April 5 at the Capitol, with special guest, Scott Stricklin, UF's new athletics director.

Dr. Jeanna Mastrodicasa, Associate Vice President for Agriculture and Natural Resources, discussed the success of the past two legislative sessions in providing funding to hire new faculty. The number of IFAS faculty is now back to pre-recession levels and is meeting the needs of IFAS stakeholders. Mastrodicasa described the 2017 IFAS priorities, including the Water Quantity and Quality Best Management Practices Support Project as well as facility upgrades to the Tropical Research and Education Center in Homestead, the Southwest Florida Research Education Center in Immokalee and the Suwannee Valley Agricultural Center in Live Oak.

5.2: The Changing Media

Assistant Vice President, UF Communications, Nicole Yucht and Assistant Vice President, UF IFAS Communications, Ruth Borger talked about how the media is evolving and what we at UF are doing to stay ahead of the trends to enhance the image, reputation and stature of this institution.

The world has gone digital and traditional media outlets are changing. Yucht said UF is using every tool and resource to disseminate information about the university. As conventional media outlets have been losing credibility and the Internet, smartphone, social media, blogging, YouTube and other tools are becoming more mainstream, we are shifting our approach to get in front of the right audiences.

6.0 Adjourn

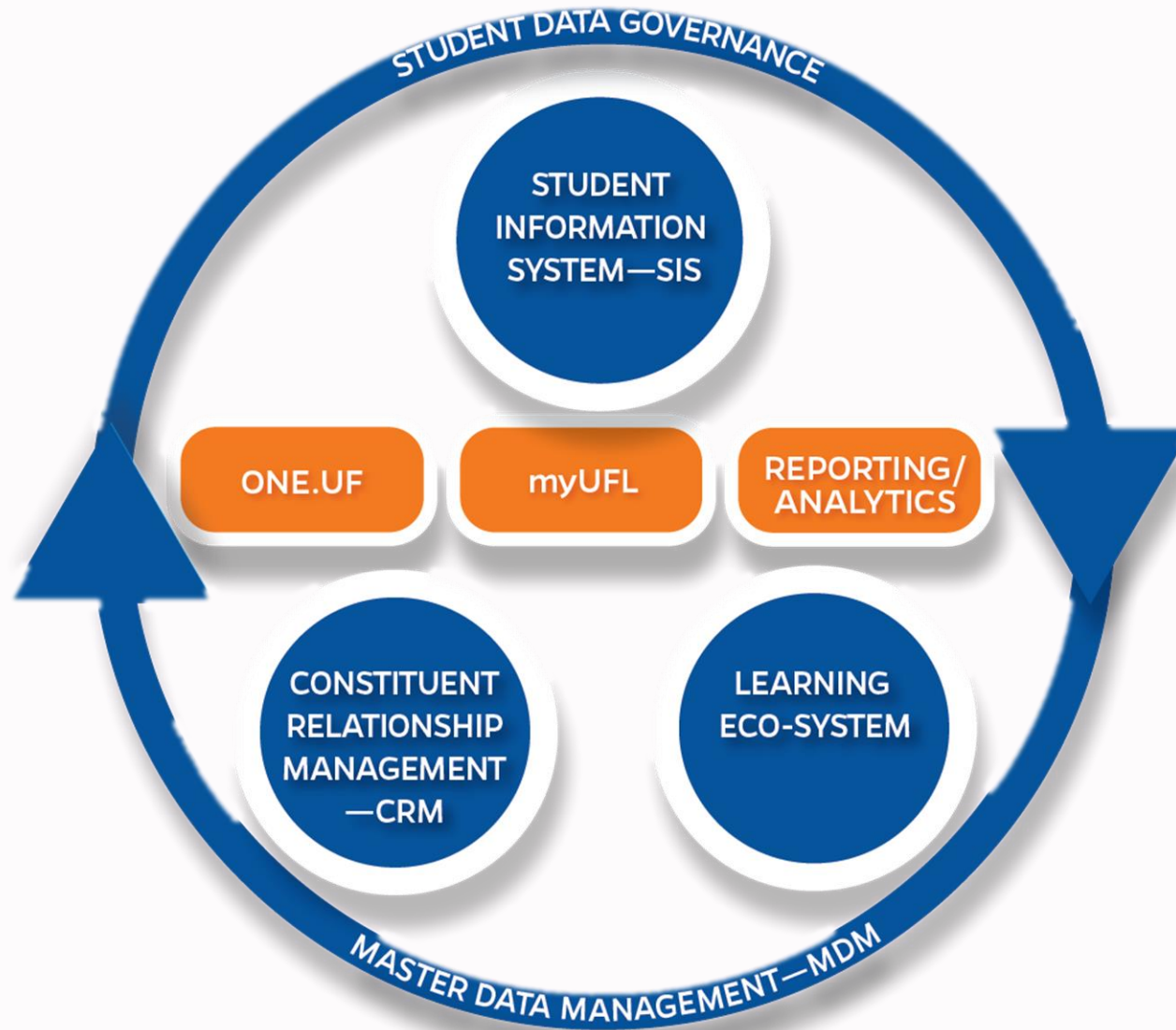
After asking for any further discussion and hearing none, Committee Chair Stern asked for a motion to adjourn, which was made by Trustee Johnson, and a second, which was made by Trustee Rosenberg and the motion passed unanimously by the committee. The University of Florida Committee on External Relations meeting was adjourned at 1:41 p.m. EDT.

UF COMPASS



Campus-wide Modernization Program to Advance Student Services

Board of Trustees Update

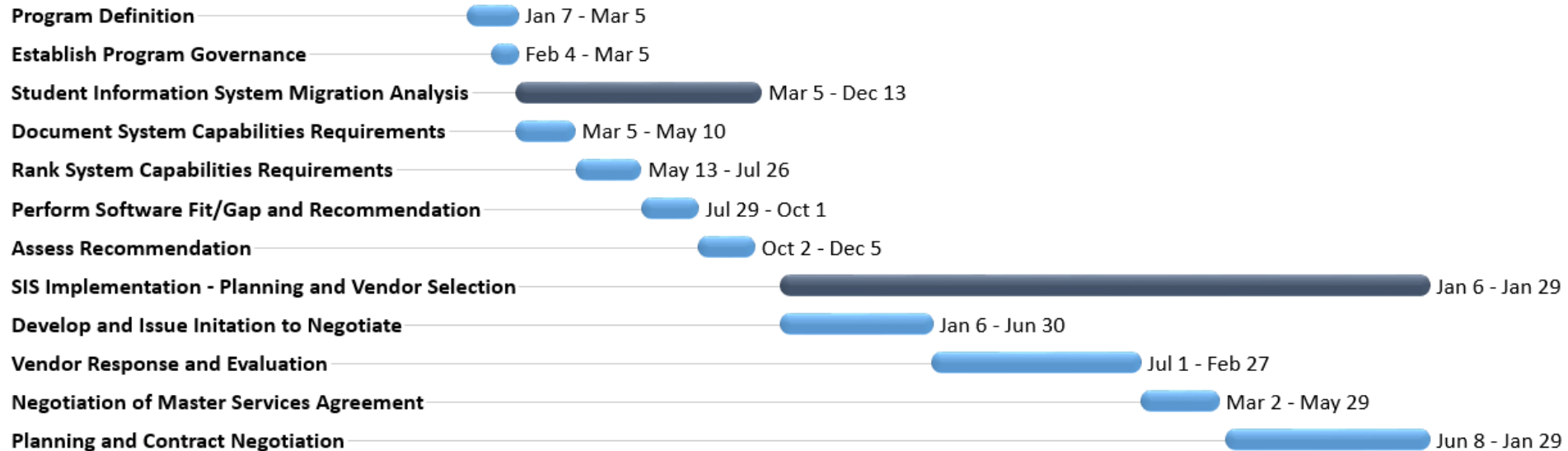
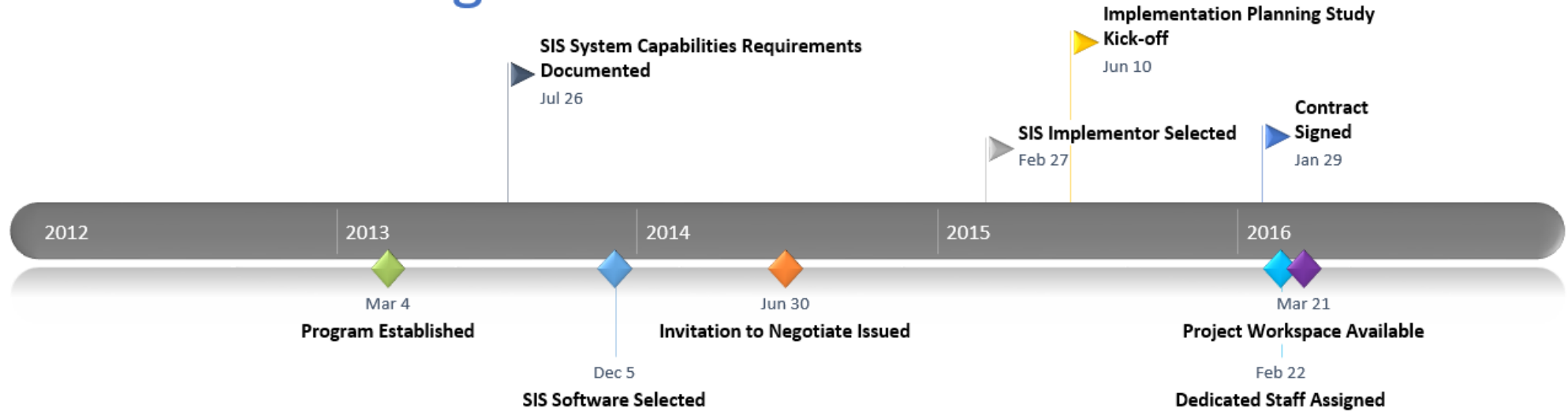


What is COMPASS?

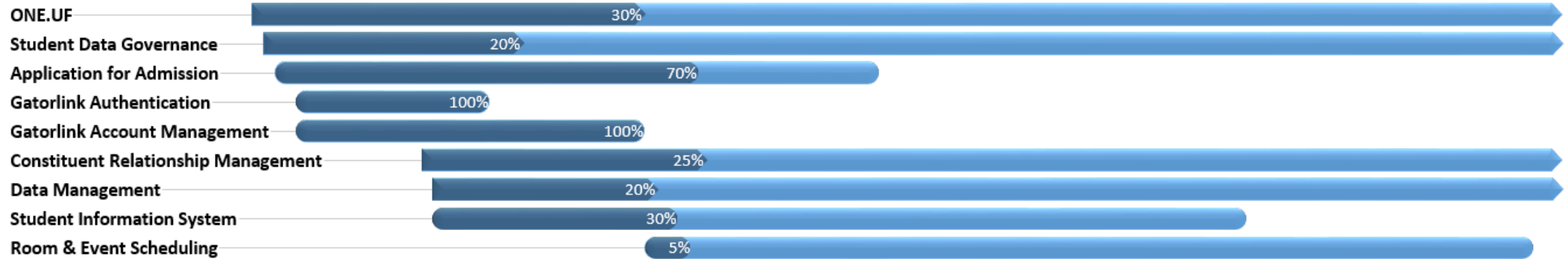
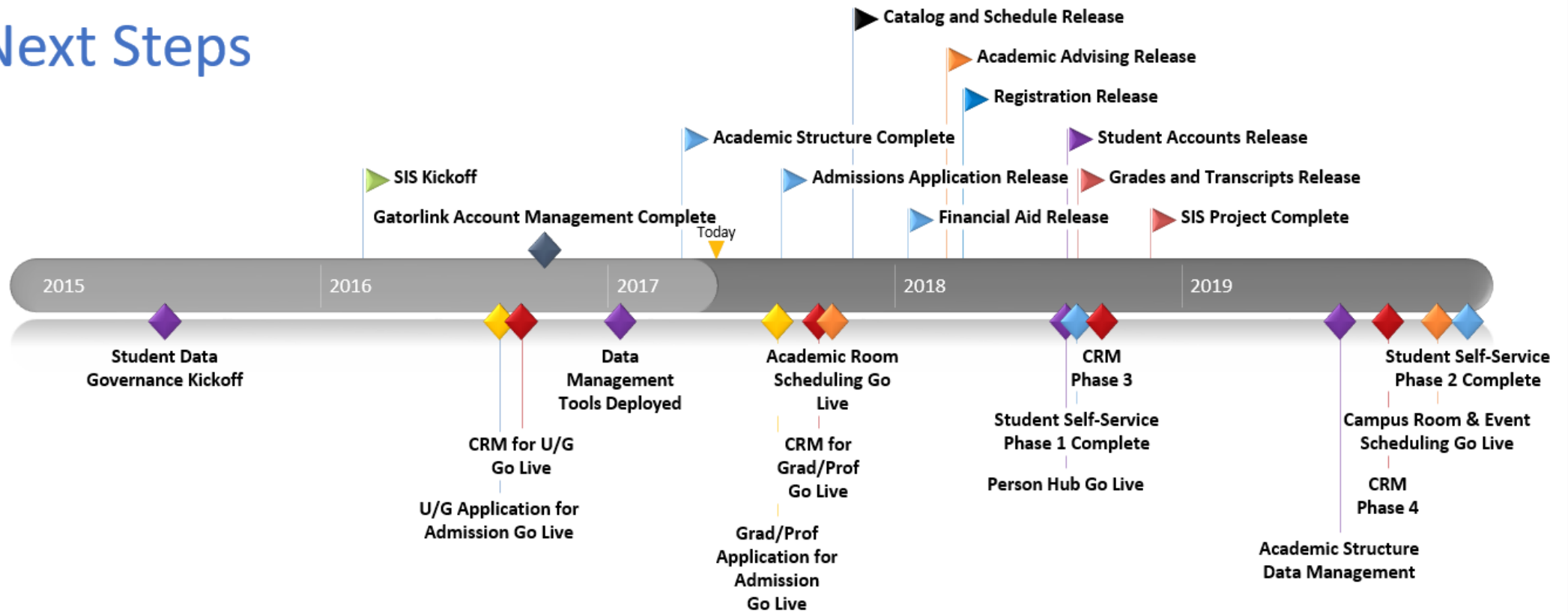
- Student Data Governance
- Data Management
- Room and Event Scheduling
- Constituent Relationship Management (CRM)
- ONE.UF
- Gatorlink Authentication
- Gatorlink Account Management
- Student Information System (SIS)
- Application for Admission



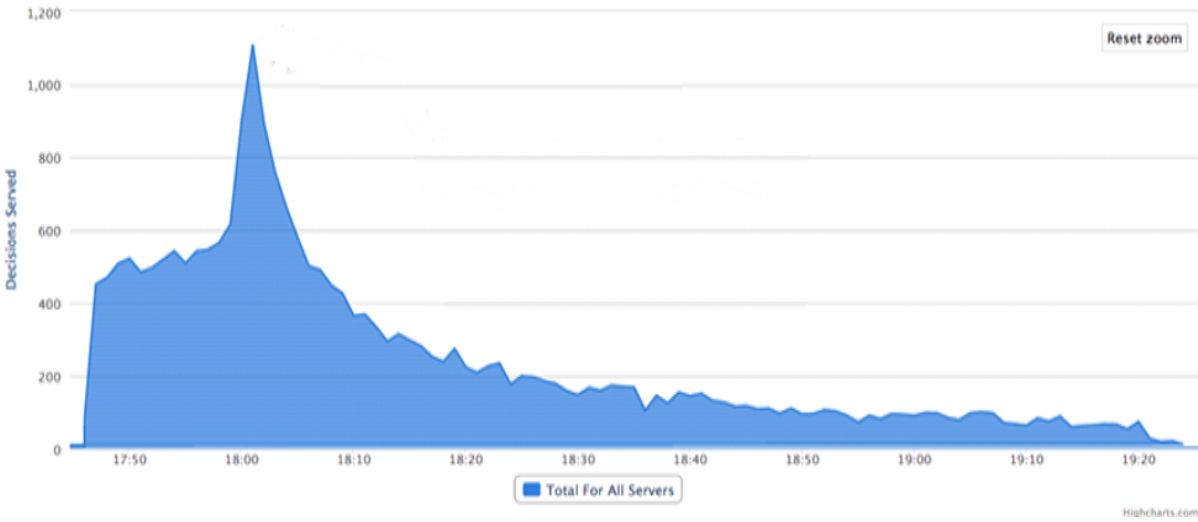
COMPASS Planning



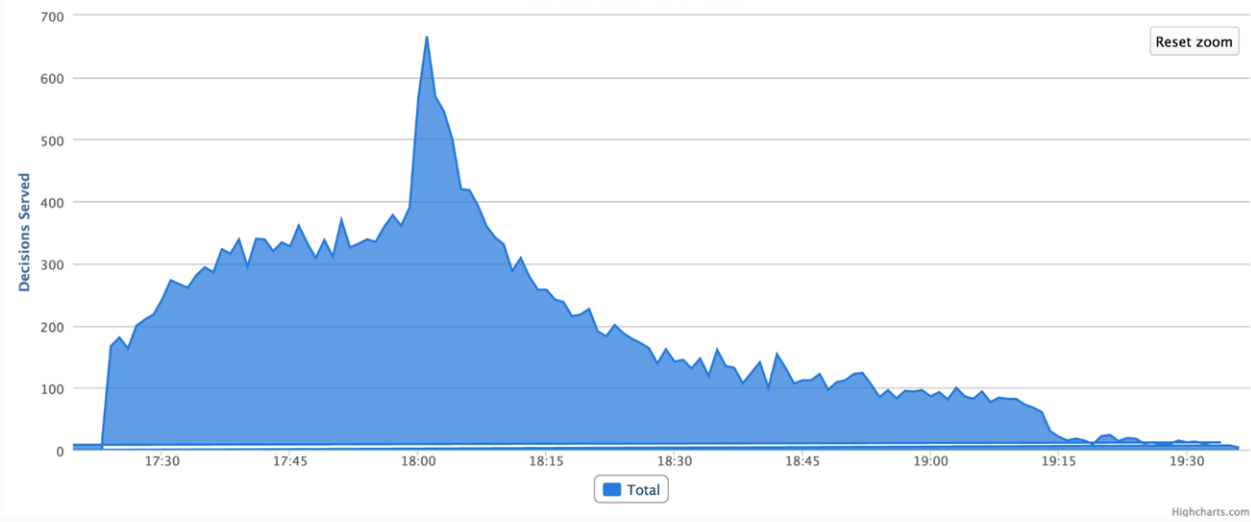
Next Steps



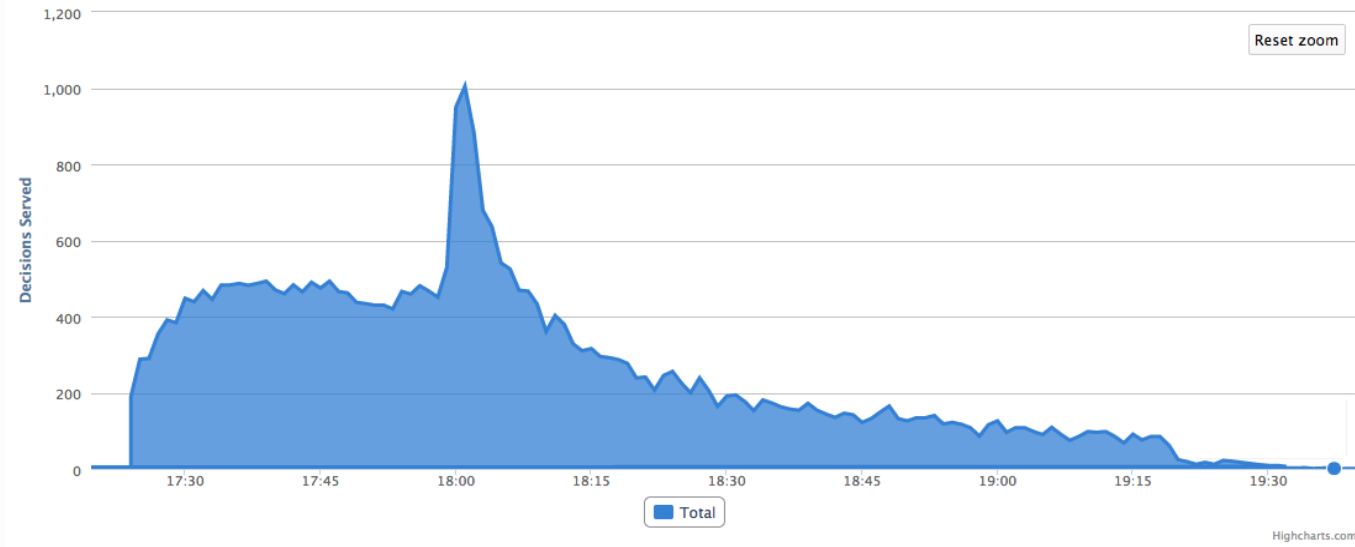
2015 Decision Event
Total Decisions Served Per Minute



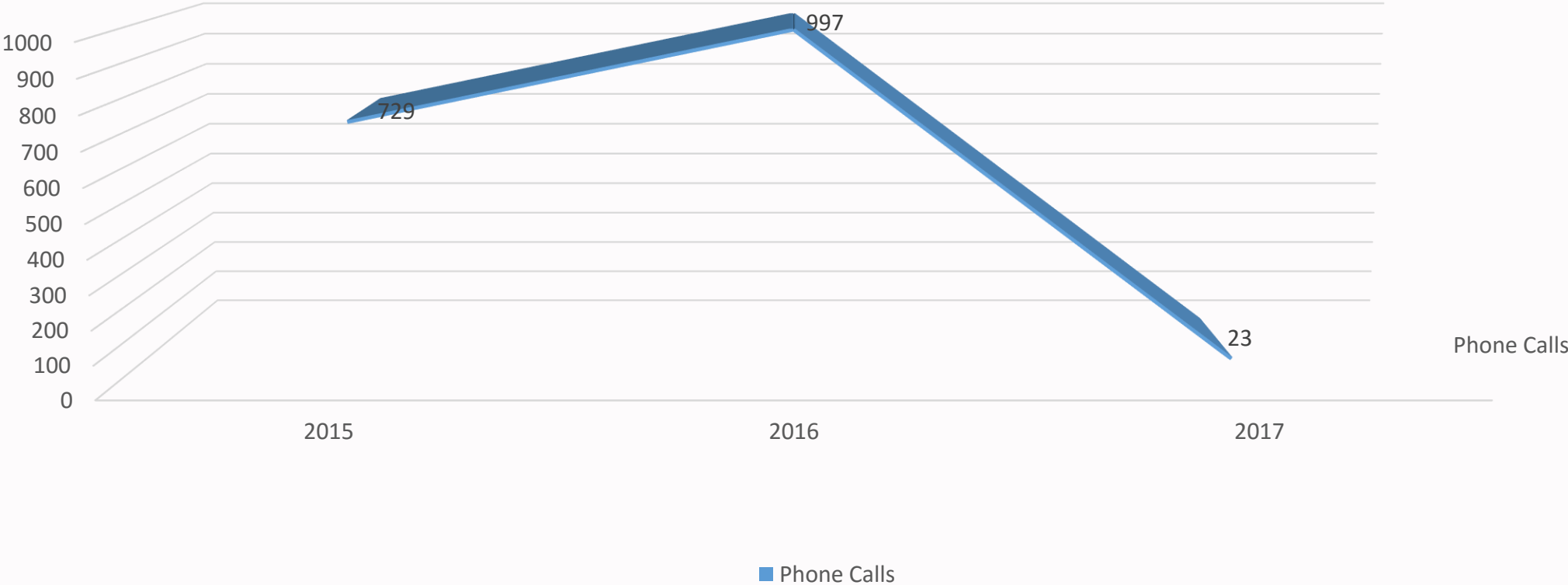
2016 Decision Event
Total Decisions Served Per Minute



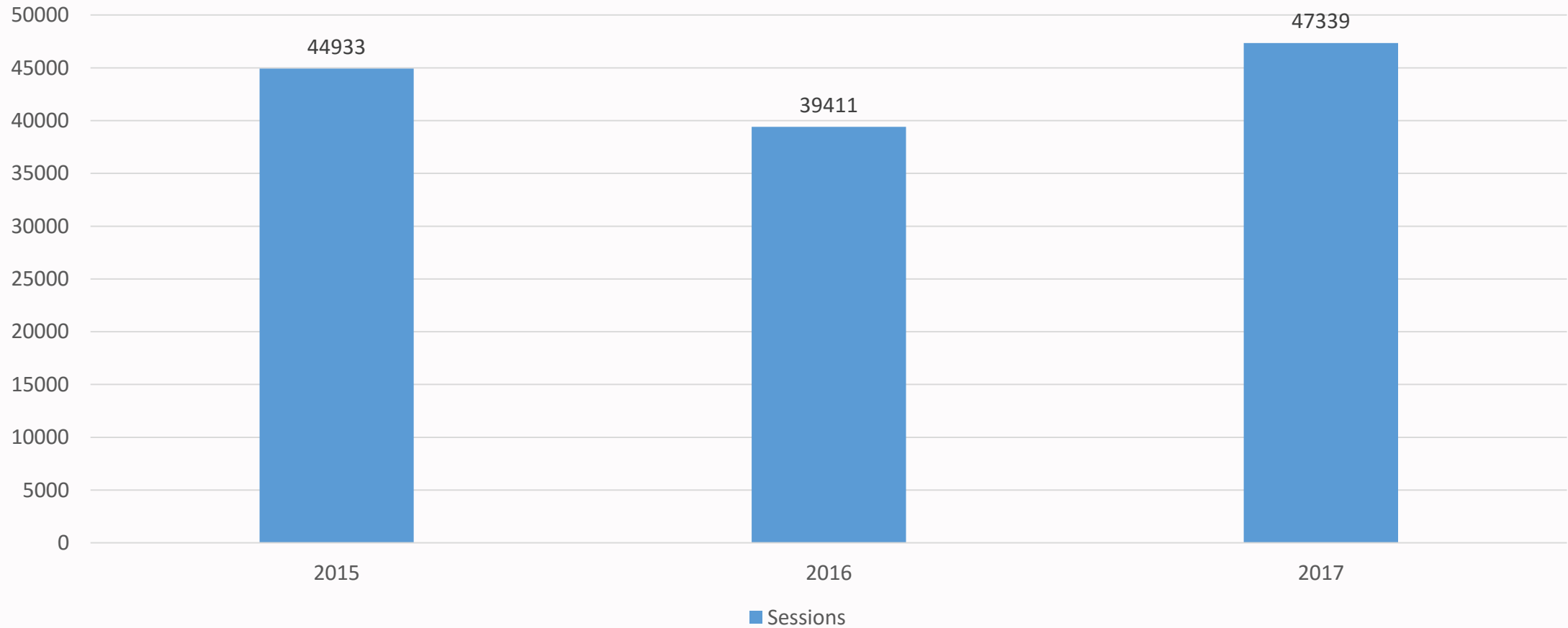
2017 Decision Event
Total Decisions Served Per Minute



Help Desk Phone Calls Between 5PM and 8PM



Browser Sessions



City Rankings

2015

1. Miami Beach	6,072 (17.53%)
2. Tampa	2,002 (5.78%)
3. Orlando	1,716 (4.95%)
4. Jacksonville	1,070 (3.09%)
5. Gainesville	937 (2.71%)
6. Bay Lake	633 (1.83%)
7. Weston	474 (1.37%)
8. Boca Raton	472 (1.36%)
9. Panama City Beach	412 (1.19%)
10. Pembroke Pines	401 (1.16%)

2016

1. Miami	4,468 (14.92%)
2. Orlando	1,801 (6.02%)
3. Jacksonville	1,361 (4.55%)
4. Tampa	1,178 (3.93%)
5. Gainesville	803 (2.68%)
6. Florida City	537 (1.79%)
7. Coral Springs	508 (1.70%)
8. Weston	434 (1.45%)
9. Davie	380 (1.27%)
10. Boca Raton	377 (1.26%)

2017

1. Orlando	5,523 (15.29%)
2. Miami	4,596 (12.72%)
3. Tampa	2,558 (7.08%)
4. Jacksonville	956 (2.65%)
5. Gainesville	719 (1.99%)
6. Fort Lauderdale	497 (1.38%)
7. Weston	481 (1.33%)
8. Boca Raton	411 (1.14%)
9. Miramar	380 (1.05%)
10. Wellington	377 (1.04%)



State Rankings

2015

1. Florida	34,635 (78.50%)
2. New York	1,443 (3.27%)
3. Georgia	1,038 (2.35%)
4. New Jersey	623 (1.41%)
5. Pennsylvania	608 (1.38%)
6. Texas	560 (1.27%)
7. Illinois	543 (1.23%)
8. California	513 (1.16%)
9. Virginia	467 (1.06%)
10. Tennessee	445 (1.01%)

2016

1. Florida	36,731 (79.73%)
2. New York	1,304 (2.83%)
3. Georgia	1,097 (2.38%)
4. New Jersey	791 (1.72%)
5. Texas	647 (1.40%)
6. California	501 (1.09%)
7. Illinois	483 (1.05%)
8. Virginia	441 (0.96%)
9. North Carolina	426 (0.92%)
10. Pennsylvania	420 (0.91%)

2017

1. Florida	36,673 (79.05%)
2. Georgia	1,337 (2.88%)
3. New York	1,308 (2.82%)
4. New Jersey	966 (2.08%)
5. Texas	590 (1.27%)
6. Illinois	503 (1.08%)
7. Pennsylvania	502 (1.08%)
8. California	458 (0.99%)
9. North Carolina	406 (0.88%)
10. Virginia	381 (0.82%)



Country Rankings

2015

1.	 United States	44,123 (98.20%)
2.	 China	70 (0.16%)
3.	 Brazil	57 (0.13%)
4.	 Puerto Rico	42 (0.09%)
5.	 United Kingdom	33 (0.07%)
6.	 Venezuela	31 (0.07%)
7.	 Canada	30 (0.07%)
8.	 Costa Rica	30 (0.07%)
9.	 Colombia	27 (0.06%)
10.	 Italy	26 (0.06%)

2016

1.	 United States	38,690 (98.17%)
2.	 Puerto Rico	78 (0.20%)
3.	 China	59 (0.15%)
4.	 Brazil	39 (0.10%)
5.	 India	31 (0.08%)
6.	 United Kingdom	30 (0.08%)
7.	 Germany	29 (0.07%)
8.	 Canada	28 (0.07%)
9.	 Lebanon	19 (0.05%)
10.	 Venezuela	19 (0.05%)

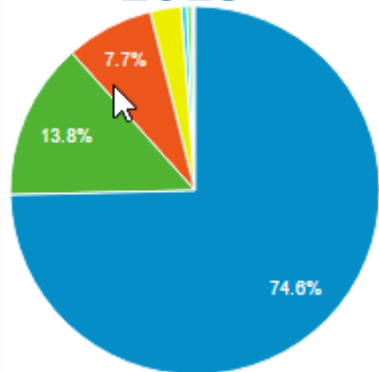
2017

1.	 United States	46,390 (98.05%)
2.	 China	98 (0.21%)
3.	 Brazil	77 (0.16%)
4.	 United Kingdom	60 (0.13%)
5.	 India	51 (0.11%)
6.	 Puerto Rico	49 (0.10%)
7.	 Canada	36 (0.08%)
8.	 Colombia	26 (0.05%)
9.	 Peru	26 (0.05%)
10.	 United Arab Emirates	25 (0.05%)

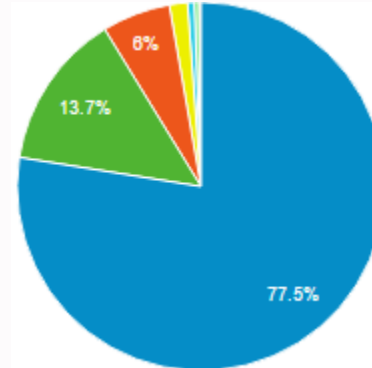


Devices

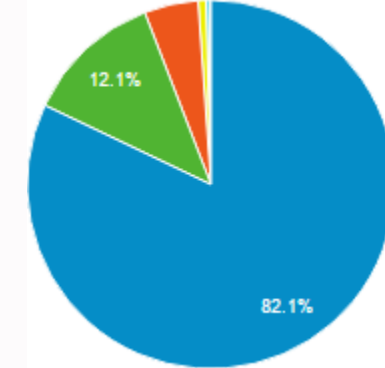
2015



2016



2017



1.	■ iOS	mobile	74.62%
2.	■ Android	mobile	13.78%
3.	■ iOS	tablet	7.69%
4.	■ Windows	mobile	2.71%
5.	■ Windows	tablet	0.47%
6.	■ Android	tablet	0.43%
7.	■ Windows Phone	mobile	0.25%
8.	■ BlackBerry	mobile	0.04%

1.	■ iOS	mobile	77.52%
2.	■ Android	mobile	13.71%
3.	■ iOS	tablet	6.01%
4.	■ Windows	mobile	1.59%
5.	■ Windows	tablet	0.59%
6.	■ Android	tablet	0.40%
7.	■ Windows Phone	mobile	0.17%
8.	■ BlackBerry	mobile	0.02%

1.	■ iOS	mobile	82.06%
2.	■ Android	mobile	12.07%
3.	■ iOS	tablet	4.75%
4.	■ Windows	mobile	0.68%
5.	■ Android	tablet	0.29%
6.	■ Windows	tablet	0.11%
7.	■ Windows Phone	mobile	0.04%



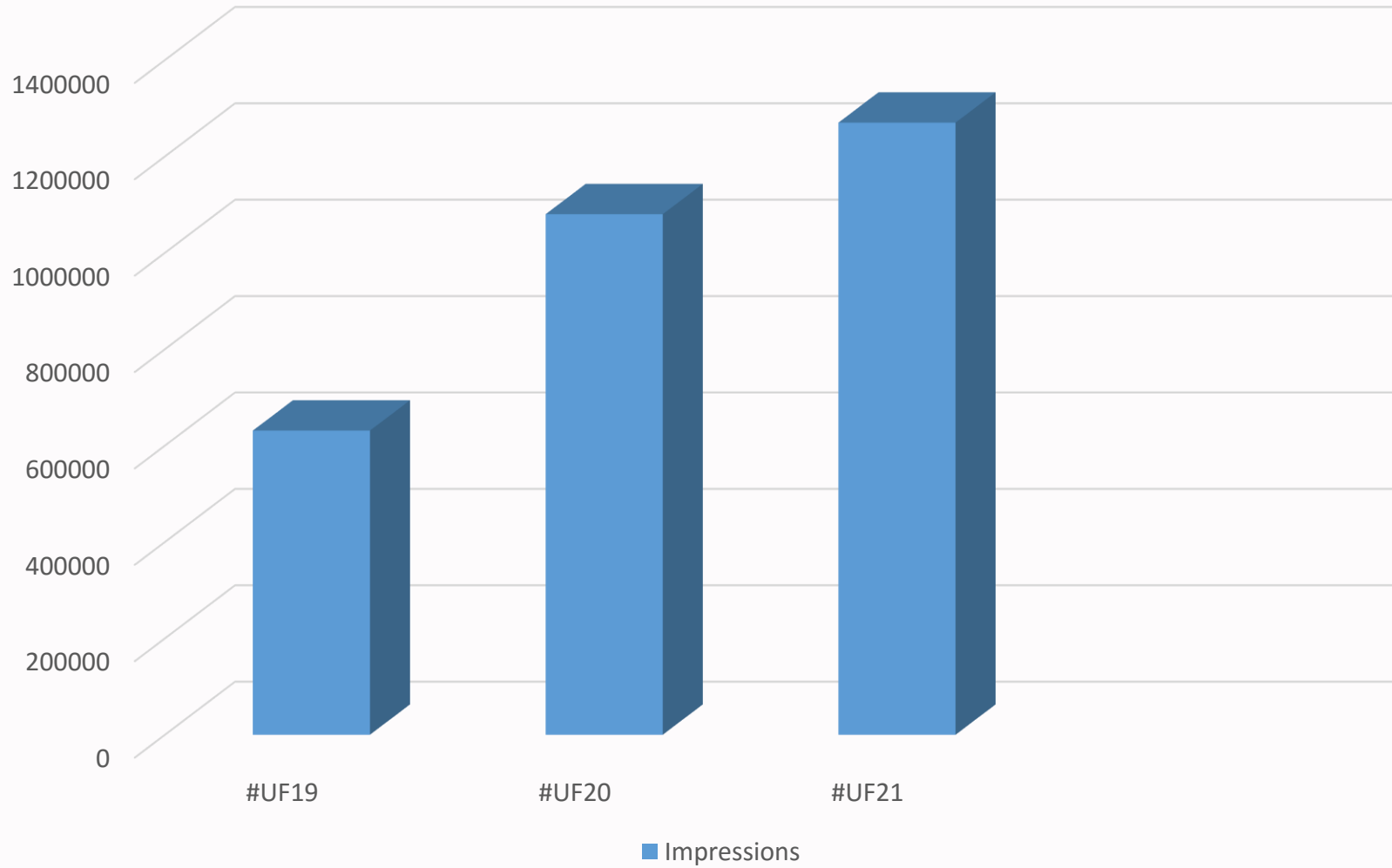
Devices



Not a Single BlackBerry Device Was Detected.... Dr. Norton Switched to an iPhone



Twitter @UF



#UF21



vic @_victoriaaa_b · Feb 10

i just cried so hard, nobody understands, NOBODY understands how freaking hard I worked for this 🙏🏻🍀💙 #UF21

↩️ 28 ↻️ 28 ❤️ 314



Baby Budow @GatorBait_Ethan · Feb 10

It all started with a dream. That dream has finally come true. Mama I made it, I'm finally a Gator! #UF21 🍀💙



↩️ 36 ↻️ 46 ❤️ 423

UF21 Top Words

acceptance accepted wait officially percent
proud #gatornation #swamp17 decision
best dream student school 30/36
happy score gator home good
congrats act welcome
#gogators gator gators heard
baby great #uf21 lit florida admits
nation swamp fall #elite admitted sat
students university #chompchomp
congratulations 38% gpa 1349/1600
blessed headed campus y'all #theswamp



Information about COMPASS is published at
compass.ufl.edu

