

**COMMITTEE ON MARKETING, PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS  
MEETING MINUTES**

Telephone Conference Call  
October 30, 2018  
123 Tigert Hall, University of Florida  
Time Convened: 2:03 p.m.  
Time Adjourned: 2:51 p.m.

**Committee and Board members present:**

Robert G. Stern (Chair), Daniel T. O’Keefe, Rahul Patel, Marsha D. Powers and Katie Vogel Anderson. Trustees Leonard H. Johnson and Anita G. Zucker unable to attend.

**Others present:**

Nancy Paton, Vice President for Strategic Communications and Marketing, Melissa Orth, Assistant Secretary and Sandy Mitchell-Grady, Board Administration Coordinator.

**1.0 Verification of Quorum**

Assistant University Secretary Melissa Orth verified a quorum with all Trustees present.

**2.0 Call to Order and Welcome**

Committee Chair Stern welcomed everyone to the meeting. He noted that at the last Board of Trustees Retreat that leadership requested each committee have monthly meetings/calls, be accountable, and have a workplan. Committee Chair stated that the goal is to rise to the “Top 5.” He also provided a summary of the process of the Committee’s charge and emphasized the charge in “Advancing and protecting the University’s reputation and brand.”

**3.0 Review and Approval of Minutes**

No discussion regarding the minutes.

**4.0 Discussion/Informational Item**

Committee Chair provided an introductory background of the Vice President for Strategic Communications and Marketing Nancy Paton and shared his excitement of having her coming aboard at the university. He also stated how fortunate it is to have Dr. Phillips being a part of the Marketing, Public Relations and Communications Committee. Next, he asked Vice President Paton to provide her presentation of her first 100 days leadership strategy.

**4.1 100 Day Leadership Strategy: Themes, Performance and Forecast**

Vice President Paton thanked the Committee Chair and the Committee for the opportunity to meet with them at the past Board Retreat in Amelia Island and stated that her office will be in contact with to schedule meetings to learn more about each person and their point of views. She also stated that she had the opportunity to meet with the Foundation as well. Vice President Paton spoke about her activity during the first 60 days which includes the following meetings and themes

- Cabinet, Academic and Administrative Leaders and individual members – Noting the importance of building relationship and learn the organization;
- Strategic Communications and Marketing staff in small groups;
- Key stakeholders – internal and external;
- Strategic Communications & Marketing Leadership Team which is regarded positively by university leaders and peers
- Strategic Communications & Marketing Individual Leaders across the university desire collaboration and leadership from my role.
- Communications teams in each decanal unit and major university entities, i.e., UF Health, IFAS, Athletics, Advancement, Government Relations);
- Opinion leaders within campus-wide communicators;
- Enrollment & Admissions Discussion focused on strategy
- Review of communications and marketing performance metrics: Earned (media placements and national partnerships); Advocacy metrics (Ex. Media following on Instagram and forwarding to others); as the basis for formulating future organizational dashboard with demonstrate how we will measure performance

She further stated that “One UF” is a constant theme present whether one is talking to faculty members, Deans, or staff. Vice President Paton then turned to speak more about decentralized and centralized approaches and that the decentralized approach is common within AAU institutions

Faculty and Deans are excited to create national and international responsibilities. UF Health relationships are already changing and will be terrific partners as we move forward; we are already seeing cultural changes. She stated institutional stakeholders desire to build a national reputation.

Committee Chair asked for questions. Trustee Rahul Patel stated that his interest items are related to future marketing and branding plans and how we advance our reputation commensurate with our excellence and our short-term goals. Vice President Paton responded that the short-term goals focus on the opportunity to create strategic plans partnerships with faculty, clinical, research faculty. Committee Chair echoed and gave an example of Dr. Phillips who is working on advancing into the national academy. Trustee Powers expressed how impressed she was of the thoroughness and the process. Trustee Katie Vogue Anderson stated that as a faculty, she was very excited about having of the faculty highlighted in future marketing and communications initiatives.

Committee Chair Stern provided the next steps:

- (1) Board of Trustees meeting in December;
- (2) Monthly calls have been established and placed on calendars;
- (3) Keep in mind, Board leadership expectations of an active committee, work plan and accountability.

Vice President Nancy Paton reiterated that the key deliverable is to develop a strong work plan to provide to the Committee for review and recommended that she and Committee Chair work together and share with the Committee at next meeting.

Committee Chair Stern thanked Vice President Paton for providing the deliverables, dashboards, student experience, metric and measurements. The Committee will continue to provide feedback and then reconvene at the next meeting.

**5.0 New Business**

None

**6.0 Adjourn**

Chair Stern adjourned the meeting at 2:51 p.m.