



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

**Meeting Minutes**

**Telephone Conference Call**

**December 18, 2018**

**123 Tigert Hall, University of Florida, Gainesville, FL**

**Time Convened: 2:01 p.m.**

**Time Adjourned: 2:29 p.m.**

**Committee and Board members present:**

Robert G. Stern (Chair), Leonard H. Johnson, Rahul Patel, Marsha D. Powers and Anita G. Zucker.

**Others present:**

Nancy Paton, Vice President for Strategic Communications and Marketing; Mark Kaplan, Vice President for Government and Community Relations and other members of the University community.

**1.0 Roll Call**

Assistant University Secretary Orth called the roll and noted those Trustees that were in attendance.

**2.0 Call to Order and Welcome**

Committee Chair Stern welcomed everyone to the meeting. It was noted that this was an informational meeting to prepare for the March 29, 2019 regular meeting, and no action was planned or taken at this preparatory meeting.

**3.0 Discussion Items**

Committee Chair Stern stated that Vice President for Strategic Communications and Marketing Nancy Paton will present the Strategic Plan for the Marketing, Public Relations and Strategic Communications Committee that will be presented at the March 29, 2019 meeting.

**3.1 Peach Bowl Marketing Plan**

Vice President Paton stated that the University of Florida appearing in the Peach Bowl presents an opportunity to highlight the university on the national stage to increase the awareness and understanding of UF's comprehensive stature. She indicated there would be a new institutional public service announcement and a new bowl program educational advertisement. The University is looking to pitch research stories in national news outlets and Strategic Communications and Marketing worked with the University Athletic Association to identify target media, e.g. the Atlantic Journal Constitution, AP Atlanta bureau, ESPN, etc. The university will implement a multi-faceted plan partnering with

Athletics and, for the first time, will embed a university social media staff member in Atlanta to create stories and capture the energy of our audiences.

### **3.2 Legislative Communications Plan**

Vice President Paton stated that Strategic Communications and Marketing and Government and Community Relations will partner together to help communicate the benefits to the state of having a top five national university, and the impact of the university on areas critical to Florida's economic and quality of life imperatives. She indicated that Phase 1 would focus on the benefits of a top-five university. The communications plan will share narratives about UF research that demonstrate impact in the state and nation; how a top-five university attracts high-caliber talent, generates more resources, enhances the state's economy and advances Florida's future. Phase II will tell the UF story based on legislative imperatives.

Vice President Paton indicated that the primary target audiences would be Florida lawmakers, other state influencers and the UF Board of Trustees. The secondary target audiences would comprise media, UF faculty, staff, alumni and donors. The Impact Brochure, videos, one page narratives to serve as companion communications to the videos and the website portal. Vice President Kaplan noted that Vice President Paton and her team have been tremendous as they have been working through the complete communications package around session-tactical to big picture strategic storytelling and materials that create atmosphere around session. He noted the toolkit was evolving as issues arise but we will be nimble.

Committee Chair Stern indicated it was good to have both Vice Presidents on board and that they have taken both areas to the next level. We are well positioned for session. He encouraged the committee to keep thinking about why UF needs to be top 5. He noted President Fuchs was a great leader and communicator.

### **4.0 New Business**

There was no new business to discuss.

### **5.0 Adjourn**

Committee Chair Stern adjourned the meeting at 2:29 p.m.

**APPROVED AT THE BOARD OF TRUSTEES MEETING ON MARCH 29, 2019.**