



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

**Meeting Minutes**

**Telephone Conference Call**

**November 27, 2018**

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

**Time Convened: 2:03 p.m.**

**Time Adjourned: 2:54 p.m.**

**Committee and Board members present were:**

Robert G. Stern (Committee Chair), Leonard H. Johnson, Daniel T. O’Keefe, Rahul Patel, Katie Vogel Anderson, Anita G. Zucker

**Others present were:**

Nancy Paton, Vice President for Strategic Communications and Marketing, Mark Kaplan, Vice President for Government and Community Relations; Melissa Orth, Senior Director for Government Relations and Assistant University Secretary and other members of the University community.

**1.0 Call to Order and Welcome**

Committee Chair Stern called the meeting to order at 2:03 p.m. and welcomed everyone that was present. He reminded the Committee that the purpose of this conference call was to discuss the upcoming Committee agenda for December 6, 2018. Committee Chair Stern thanked Vice President Paton for all that she has contributed to the 100-day leadership strategy.

**2.0 Review Agenda for December 5, 2018 Meeting**

Committee Chair Stern asked Vice President Paton to provide the Committee with an update of her 100-day Leadership Strategy. Vice President Paton thanked everyone for their partnership, leadership, and the urgency to tell the story of the University of Florida on a national level. Vice President Paton stated since her last presentation of the 100-day Leadership Strategy she has gathered new information, which was incorporated in the presentation. Next, she provided an overview of six principles as it relates to the 100 Day Leadership Strategy to include: (1) Relationships – Succeed and fail because of our relationships; (2) Quality – In the absence of relationships, the quality of our work is how we will be seen; (3) Innovation – We won’t always pursue the newest approach, but we will reward innovative and strategic approaches; (4) Strategy – There will be a strategy behind everything that we do; (5) Teamwork – We will win and lose as a team she noted that culture change is critical; and (6) Outcomes – Measure ourselves based on outcomes, not based on output. Thereafter, she discussed the three metric phases of the 100-day leadership strategy to include:

- Phase 1: Listen, Learn and Reinforce (October 1-December 1)

- Phase 2: Listen, Learn, Immerse and Identify Organizational Needs (December 2-February 1) – Engage key stakeholders (internal and external)
- Phase 3: Strategic Plan Development (February 2-March 31)

Trustee Zucker requested Vice President Paton to help the board members get connected with the UF social channels. Vice President Paton noted she will provide to all.

Trustee Vogel Anderson requested Vice President Paton share the faculty scholarship stories with the faculty when she can.

### **3.0 New Business**

None.

### **4.0 Adjourn**

There being no further discussion, the meeting adjourned at 2:54 p.m.

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