COMMITTEE ON MARKETING, PUBLIC RELATIONS
AND STRATEGIC COMMUNICATIONS
Meeting Minutes
June 6, 2019
President's Room 215B, Emerson Alumni Hall
University of Florida, Gainesville, Florida
Time Convened: 11:05 a.m.
Time Adjourned: 11:54 a.m.

Committee and Board members present:
Robert G. Stern (Committee Chair), David L. Brandon, James W. Heavener, Morteza Hosseini (Board Chair), Leonard H. Johnson, Thomas G. Kuntz (Board Vice Chair), Michael C. Murphy, Daniel T. O'Keefe, Rahul Patel, Marsha D. Powers, Jason J. Rosenberg, Robert G. Stern, Ray G. Thomas, Anita Zucker.

Others present:
W. Kent Fuchs, President; Winfred Phillips, Executive Chief of Staff; Joseph Glover, Provost and Senior Vice President for Academic Affairs; Charlie Lane, Senior Vice President and Chief Operating Officer; Amy Hass, Vice President and General Counsel; Elias Eldayrie, Vice President and Chief Information Officer; Jodi Gentry, Vice President For Human Resources; Antonio Farias, Chief Diversity Officer and Senior Advisor to the President; Jodi Gentry, Vice President for Human Resources; Mark Kaplan, Vice President for Government and Community Relations and University Secretary; Michael McKee, Vice President and Chief Financial Officer; Thomas Mitchell, Vice President for Advancement; David Nelson, Senior Vice President for Health Affairs and President of UF Health, David Norton, Vice President for Research; Nancy Paton, Vice President for Strategic Communications and Marketing; Curtis Reynolds, Vice President for Business Affairs; Scott Stricklin, Director of Athletics; other members of the University of Florida community, and other members of the public and the media.

1.0   Verification of Quorum
Vice President Liaison Paton verified a quorum with all members in attendance.

2.0   Call to Order and Welcome
Committee Chair Stern welcomed everyone in attendance and called the meeting to order at 11:05 a.m.

3.0   Review and Approval of Minutes

Committee Chair Stern asked for a motion to approve the minutes from the March 28, 2019, April 30, 2019 and May 28, 2019 meetings, which was made by Trustee Zucker and a second, which was made by Trustee Johnson. Committee Chair Stern asked for further discussion, and then for all in favor of the motion and any opposed, and the motion was approved unanimously.

4.0   Discussion Item
Chair Stern stated this board will recall that at our last meeting in March, the university's strategic communications and marketing plan was presented. It was well-received and generated many positive comments from members of this board. Chair Stern thanked the board.

Since the meeting in March, Strategic Communications and Marketing (SCM) has been working on creating the key performance indicators or metrics to present these detailed KPIs to you today.

These KPIs will serve to ensure progress in achieving the five strategic goals that will advance our reputation and rankings.

In addition, SCM has moved forward to establish a powerful, best-in-class digital analytics platform—a demonstration of which we will show the board today.

Following the presentation, the timelines for creation of and implementation of tactics that will drive successful achievement of the strategic goals will be reviewed.

Chair Stern stated he was thrilled with the quality of initiatives being shown today. He was also impressed with the speed in which the plan is coming to life. We didn't wait 6-7 months to come back to the board with the KPIs, timelines and our all- important digital analytics tool. Not only did SCM achieve these important milestones quickly, but with the highest of quality— befitting a top five public university.

Chair Stern stated he was very impressed with the speed this plan is coming to light.

Vice President Paton outlined the timelines for the tactics brought forward in the plan that will drive the goals.

The tactical implementation will span the next six quarters and beyond. While the timelines focus on the creation and launch of these critical tactics, full maturation of these initiatives will occur over the next few years.

The timelines support and drive successful attainment of the five strategic imperatives or major goals. These goals will advance UF's reputation and rankings and help us reach UF's aspiration - as expressed in the Decade Ahead Strategy—to be the premier university that the state, nation and world look to for leadership.

Vice President Paton referred to the March meeting, stating we will use the strategic marketing and communications strategic plan, to advance our UF Reputation and Rankings by successful achievement of the five goals expressed in the plan:

1. Build a distinctive national brand
2. Propel UF's thought leadership reputation
3. Safeguard the UF brand and reputation
4. Transform and innovate through technology
5. Establish internal brand strategy

Vice President Paton then reviewed the timelines which will guide resource allocations to the critical initiatives that are directly aligned to overall goal attainment and success.

Vice President Paton discussed Timeline 1, Building a Distinctive National Brand will advance the university's reputation and rankings.

Vice President Paton stated plans will be moving forward in the next two quarters to launch the brand strategy development—a critical foundational strategy to the SCM plan overall aspirational attainment. The next two quarters SCM will engage in market research which will determine baseline KPIs and provide important information to gauge the universities brand health position.

Vice President Paton discussed Timeline 2, Propel UF's Thought Leadership Reputation by currently identifying opportunities to create deeper and stronger relationships with news organizations state, nation-wide, and international.

Vice President Paton stated Timeline 3, Safeguard the UF Brand and Reputation featured in today's presentation on digital analytics, is indicative of progress on this goal. Of note, SCM is in the final stages of building the university's key issues/information portal as outlined in the second tactic listed.

Vice President Paton reviewed Timeline 4, Tech-based Innovation Vital to Engage Audiences stating progress is underway on the first two tactics, outlined for implementation this quarter. Already, Instagram TV –an important emerging channel – has been embraced, and SCM has created two long-form video series (i.e. short tv shows) to tell stories. IGTV shows average 20,000 views-- an uptick against the performance of Instagram feed. This is an important emerging and engaging story platform.

Vice President Paton announced Timeline 5, Engage and Activate 500k Brand Ambassadors by revealing the SCM web site redesign is already underway. Vice President Paton's team is partnering with the Information Technology department. Vice President Paton will be reporting on this important initiative in greater detail at a future committee meeting.

Chair Stern introduced the demonstration of a new digital analytics platform that will create a functionality to understand, analyze, and learn from public conversations occurring about our university and establish further digital metrics.

The analytics platform advances our Goal 1: Build a Distinctive National Brand, Goal 2: Propel UF's Thought Leadership Reputation and Goal 3: Safeguard the UF Brand and Reputation. We outlined this tactic most directly under Goal 3: Establish and implement functionality to understand and analyze online conversations.

Vice President Paton explained the digital analytics platform will identify opportunities to amplify our stories, to reach new and influential audiences who may choose to elect to partner with us as brand advocates, to help our community members receive answers or attention on matters of importance to them and to understand emerging issues that may be relevant to us.

Vice President Paton stated she is pleased to partner with Brandwatch, a firm that was selected after review of other organizations due to their expertise in this field, their work with national brands and their expertise in higher education.

Vice President Paton introduced Sean Chauhan, Sales Engineer, Brandwatch, and Gator alumnus who will conduct the demonstration.

Mr. Chauhan presented the platform and explained its capabilities.

Vice Chair Kuntz asked Mr. Chauhan if he thought that the depth and breadth of the data available would cause staff to become distracted on data rather than focusing on key leading opportunities?

Vice President Paton replied that her team is focusing on important metrics and narrowing the data down to align with the metrics on the Dashboards.

Vice President Paton also informed the board that Todd Sanders, Director of Social Media and Digital Communications, is being trained on the Brandwatch program to be able to generate the necessary data reporting.

Chair Stern said he is impressed with this program and how it can help us gauge our projects against our top-10 peers.

Vice President Paton emphasized that this is a powerful tool that will provide university - wide benefits. What this can provide under One UF for us as communicators across campus is exciting. This will be another opportunity for us to come together and amplify our strategy.

Chair Stern shared with the Board of Trustees an overall executive dashboard which will measure, track, and analyze key performance indicators vital to ensuring a successful impact on strengthening the national reputation and rankings. An example of the activity dashboards which are designed to measure the nuts and bolts of what the team works on every day will also be reviewed today.

Chair Stern indicated the five TBDs highlighted on the executive dashboard as well as the indicators that illustrate performance compared to peers. Unlike other areas, higher education

marketing and communications comparative data is not easily available nor in many important indicators does not exist.

Chair Stern stated even though the metrics were difficult to obtain, Vice President Paton and her team created these dashboards strategically, quickly, and enthusiastically.

Vice President Paton gave an overview of the metrics and definitions represented on the Executive Dashboard.

Chair Hosseini and Provost Glover discussed how close we are to raising our reputation score higher than UNC Chapel Hill. Provost Glover stated we are closing fundraising campaigns and developing moonshots to maintain momentum to raise the university's reputation score.

Chair Hosseini stated Vice President Paton has done her job to help the reputation score. Vice President Paton added partnership with the provost is key.

Vice President Paton reviewed the Paid Media Activity Dashboards. Activity dashboards will be also created for social media, earned media, owned web channels, paid media, internal communications and issues management. These dashboards will serve to inform the strategic communications and marketing team in real time so even the smallest details can be adjusted to the plan as needed to amplify upward momentum.

Vice President Paton explained Paid Media is an important way to drive awareness with the university's stories, as well as direct people to institutional channels like social media to establish deeper engagement with the university.

Chair Stern believes we can be in the Top 5 and is very impressed with Vice President Paton and her staff 's ability to produce this document showcasing metrics, which is hard to do.

5.0   New Business
There was no new business to come before the committee.

6.0   Adjourn
There being no further discussion, Committee Chair Stern adjourned the meeting at 11:54 a.m.