



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

**Meeting Minutes**

**Telephone Conference Call**

**August 27, 2019**

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

**Time Convened: 2:04 p.m.**

**Time Adjourned: 3:04 p.m.**

**Committee and Board members present:**

Robert G. Stern (Chair), Leonard Johnson, Daniel T. O’Keefe, Rahul Patel, Marsha D. Powers, and Bill Heavener

**Others present:**

Nancy Paton, Vice President for Strategic Communications and Marketing, Ray G. Thomas, Faculty Senate President and other members of the university community.

**1.0 Roll Call**

Board Staff 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. He expressed that advancement on several fronts would be discussed: including a progress report on the overall KPIs and spring paid media campaign, then an introduction to the proposed final dashboards for earned and social media and the university’s main web site. The meeting would then proceed to an update on the issues management and crisis preparedness strategy, followed by important updates on our advancements in our brand research/strategy partner selection and assistant vice presidents’ recruitments.

**3.0 Discussion Items**

**3.1 Key Performance Indicators**

Vice President Paton began the discussion with the progress being made as indicated by updates on the current key performance indicators and introduction of the new and final three dashboards that will constitute our KPIs portfolio:

- Executive Dashboard- Improvement in social media sentiment –Earned media share of voice has increased from last quarter
- Increased social media share of voice—UF is now No. 4 and on the heels of UC Berkeley
- Growth on TikTok indicates a favorable trend in reaching the important demographic group of 13-22-year-olds. As a reminder, we are the first high ed institution to be verified on this platform—a critical endorsement.

**Paid Media Dashboard:**

- Of note, the results on this dashboard are for digital media efforts only as we quantify NPR or Chronicle with impressions—UF's performance strengthened in the last half of the campaign.
- The spring campaign ended with a significant increase in impressions—the number of people reached rose from 22M to 39.1 M.
- CTR also improved from the previously reported period indicating UF's stories were presented in an engaging manner that prompted people to click to our site to learn more.

\*Trustee Powers stated she is very impressed, and this shows where we place our dollars and where UF is going.

Now on to the new key performance metrics.

**Earned Media Performance:**

Our numbers indicate the level of high influence of the media outlets in which we're seeing success in telling stories about the university. Important to note that the number of articles, while important on an ongoing basis for team productivity, is not as critical as the reach.

Some stories trending:

- NIH funds clinical trials using genomics to treat chronic diseases
- In tight labor market, Walmart courts high school students with job perks
- National Eating Disorder Program Hires Vice President of Movement, Research, and Outcomes

Media value generated indicates the advertising value of the articles.

- Currently in 4th position in earned media share of voice. These numbers will improve with the addition of new team members whose focus will be on advancing reputation through increased, favorable media stories pitched and told.
- Third-place position in the Conversation is important as this media outlet reaches peers through faculty-generated stories of research and scholarship advancement.

**Social Media Performance:**

Monitors more in-depth metrics on these important owned channels. Of note, our peer comparisons are demonstrated on the overall dashboard.

Our performance on each of the owned social media channels against peers is strong. Number 2 on Facebook and Twitter, 4<sup>th</sup> on LinkedIn and Instagram.

**Web Performance:**

These monitors gauge our performance against our previous performance to determine understanding of markets, how they reach UF and use of the website.

\*Trustee Thomas stated he is concerned with the search feature of the UF website and this function needs to be improved.

\*Trustee Powers asked questions regarding out- of- state websites correlated with priority markets for admissions, fundraising and alumni, measure against UF's website.

### **3.2 Issues Management and Crisis Preparedness Strategy Update**

Chair Stern stated protecting the reputation of the university is as important as advancing it. To ensure the university has a best-in-class issues management and crisis preparedness platforms, UF a partnership with a nationally recognized firm. Several committee members have graciously participated in discussions with the firm.

Vice President Paton stated the approach is grounded in stakeholder input and involvement, review of existing plans/materials and a look outside of UF to understand best practices and publicly available information on reputation that directly relates to key issues. Legend Labs, our selected firm, has already made significant progress. The team has conducted more than 30 interviews with constituents across UF, including leadership from UF Health, IFAS, Athletics, and University Administration. It has also begun a review of UF's existing policies and materials.

The Legend Labs team has communicated a few high-level insights from their assessment.

- President Fuchs has extremely good instincts for communications – he is effective in conveying authenticity to constituents.
- Strategic Communications & Marketing is very well respected by UF leadership, and its leadership has an excellent working relationship with the general counsel and president – arguably the two most important figures in issues and crisis communications.

In the next few weeks, Legend Labs will complete the rest of the assessment and compile its final report in September.

### **3.3 Brand Strategy Update**

Vice President Paton stated that the selection committee concluded the review of proposals of which there were 10 national firms with significant experience with AAU public flagship universities and consumer firms. The search committee selected three firms to move forward to presentation. These presentations have concluded, and the search committee has indicated their selection. Procurement will move forward to enter negotiations. Vice President Paton stated the firm will be announced soon.

Vice President Paton stated a fun fact about the University of Florida being named the “Most Instagram med College Campus in Florida.”

### **3.4 Assistant Vice President Search Update**

Vice President Paton announced the final phase of the searches for both AVP Communications and AVP Marketing. Campus interviews will complete next week for the AVP Communications and this week for Marketing. Offers should be made within the next two weeks.

Other hires: new communications strategist in media relations, searching for two new videographers and will open a search for an analyst shortly. Hires are predominately replacements positions and reconfiguration of the current staff complement.

Chair Stern stated adding great team members adds in helping the university's rankings.

### **3.5 Pre-Meetings in October and November**

Chair Stern stated due to the Board of Governors meeting here at UF in October and the timing our of November meeting, which is two days before Thanksgiving, the call dates for these two committee meetings will be changed. The October Committee call will now be held on October 22 at 2:00pm. The Board office is finalizing a new date for November and both dates with times will be sent to the committee shortly.

#### **4.0 New Business**

None currently.

#### **5.0 Adjourn**

Committee Chair Stern adjourned the meeting at 3:04 p.m.