



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

Meeting Minutes

Telephone Conference Call

June 25, 2019

123 Tigert Hall, University of Florida, Gainesville, FL

Time Convened: 2:03 p.m.

Time Adjourned: 2:41 p.m.

Committee and Board members present:

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

Others present:

Nancy Paton, Vice President for Strategic Communications and Marketing, Ray G. Thomas, Incoming 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. It was noted that this is an informal meeting to give an update on the brand strategy invitation to negotiate (ITN), and the research and crisis & issue management planning. The strategic plan and timelines were presented at the March meeting and were concurred by the Board of Trustees. Chair Stern stated the dashboards were shared at the Board of Trustees Meeting in June and they were well received by the board. Now that we have the three fundamental elements in place; the committee and Vice President Paton will move forward to focus on advancing the brand ITN and building the SCM team. Relatedly, an update on the AVP Searches will be discussed. The chair reminded the committee the July pre-meeting is cancelled.

3.0 Discussion Items

3.1 AVP Searches Update

Vice President Paton stated the searches are being conducted on a parallel basis for these two positions. These two positions are book ends to our strategy and will create a cultural fit and collaboration that is key.

- The application process is closed for both the AVP Communications and the AVP Marketing positions
- Both search committees reflect a diverse university representation of members
- The AVP Communications position received 88 resumes. The AVP Marketing position received 82 resumes.
- Both roles attracted a diverse and large pool of national candidates

- Interviews in August will be held for both positions
- Incumbents slated to be onboard in October

3.2 Invitation to Negotiate (ITN) Brand Strategy

Vice President Paton provided an update on progress surrounding the university development for brand strategy. The critical initial step is to select a firm to partner with the university to conduct research and create the university's brand positioning platform. We have targeted national firms that have worked in national higher education universities; for example, the Berkeleys and the Michigans of the world. We are expecting firms that provide the highest quality of work and believe this is an opportunity to work with UF.

- Brand Strategy Initiative aligns with Imperative # 1, Build a Distinctive National Brand
- Timeline:
 - 7/24 ITN Closes/Opening of Proposals
 - 7/25 Proposals delivered to selection committee
 - 8/6 First Committee Meeting scheduled
 - Week of 8/19 Vendor Presentations
 - Week of 8/26 Final Selection

When Vice President Paton finished her presentation, Trustee Patel asked how the Brand Strategy fits into other UF marketing campaigns. Vice President Paton shared this will be an umbrella strategy for the university. There will still be individual campaigns, but this brand strategy is going to be long term providing an alignment of the messaging strategy and creating important consistency within the university colleges and units. Trustee Zucker asked if Tom Mitchell from Advancement was involved. Vice President Paton replied Mr. Mitchell will be involved and so will the other presidential cabinet members. In addition, UF Health, IFAS and Athletics will all be involved and represented. Trustee Patel referenced the moonshot and capital campaigns provide opportunity to be aligned with the brand strategy.

3.3 Invitation to Negotiate (ITN) Crisis and Issues Management

Vice President Paton stated a firm has been selected after bids from several companies for this project.

- Ready to move forward on critical initiative, to assess and strengthen issue management and crisis planning
- Aligns with Strategic goal # 3 Safeguard the UF Brand and Reputation

Chair Stern stated developing key messaging is critical for not if, but when a crisis occurs and how well we will monitor the situation. Trustee O'Keefe would like General Counsel, Amy Hass and her team involved on the crisis plan for students to keep consistency. Trustee Patel asked if the crisis management firm has been selected. Vice President Paton will discuss with him offline.

3.4 Essential Position Hires

Vice President Paton discussed currently hiring for the two AVP positions as well as the Digital and Social Media Relations role and a Communications Strategist. The addition of these two positions will help build and strengthen our team.

4.0 New Business

Chair Stern mentioned to the committee Vice President Paton receiving praise at the Board of Governors meeting from Chair Hosseini. He also mentioned Melissa Orth doing a wonderful job sending the slides to the Board of Governors so quickly after Chair Hosseini stating the slides would be shared.

5.0 Adjourn

Committee Chair Stern adjourned the meeting at 2:41 p.m.