



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

**Meeting Minutes**

**Telephone Conference Call**

**March 4, 2020**

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

**Time Convened: 2:02 p.m.**

**Time Adjourned: 3:08 p.m.**

**Committee and Board members present:**

Robert G. Stern (Chair), Leonard H. Johnson, Daniel T. O’Keefe, Rahul Patel, and Marsha D. Powers. Trustee Ray Thomas and Board Vice Chair Thomas G. Kuntz

**Others present:**

Nancy Paton, Vice President for Strategic Communications and Marketing, Renee Daly from Simpson Scarborough, and other members of the university community.

**1.0 Roll Call**

Board Staff called the roll and noted those Trustees who were in attendance.

**2.0 Call to Order and Welcome**

Committee Chair Stern welcomed everyone to the meeting. He reviewed the meeting agenda which included : an update of the performance metrics regarding the fall reputation campaign; a review of select performance indicators highlighting Q2-4 performance; an overview of the 2019-20 reputation campaign; and update on the university’s strategy brand and positioning strategy research.

Presenting to the committee was Renee Daly, Director, Strategy and Accounts from the partner firm Simpson Scarborough.

**3.0 Discussion Items**

**3.1 Campaign Dashboard**

Vice President Paton thanked the committee for their continued support, guidance and advocacy of the strategic communications and marketing plan efforts to advance the university’s reputation and rankings. Vice President Paton stated the fall campaign embraced a robust and targeted strategy. This resulted in a far greater number of users engaging with the university’s published messaging and visiting the university website.

The private and public peer group (specifically Top 15 universities) had the highest engagement levels with the campaign.

Geographically, 23.3% of audiences who interacted with the campaign came from Washington D.C., N.Y. and Chicago. These placements drove considerable engagement, seeing over 43K clicks to the site. Overall, Tallahassee, Washington D.C. and Chicago audiences recorded considerable levels of engagement and traffic to the university's website.

Peer institutions and state/national legislators highly engaged with us through a targeted storytelling strategy on LinkedIn.

Overall, Vice President Paton is pleased with the tremendous success of the fall campaign strategy.

### **3.2 Q1-Q4 Key Performance Indicators**

Chair Stern stated his pleasure with having quarter-to-quarter comparison performance data. Vice President Paton reviewed the Q1-Q4 Key Performance Indicators.

She stated the earned media share of voice while very slightly did not diminish from a position against peers. UF remains in fourth position.

In other performance metrics social Media Share of Voice increased 39.4%; Organic Search Volume Share of Voice rose 11.8 %; UFL.EDU Website Traffic increased 5.4%; and Social Media Followers were up by 6.6%. This growth reflects the overall success of strategic efforts to align paid, earned and owned channels to work in concert to drive national reputation efforts.

Overall, Vice President Paton stated she was pleased with the strengthening performance.

Trustee O'Keefe stated, look where we are today to where we were 2 years ago. Having this data and goals is exciting, what we wanted and what we expect. This is an exciting time to be a Gator.

Trustee Kuntz stated not that long ago we didn't have a deck or data to compare. Thanks to Vice President Paton and her team we can compare data.

### **3.3 Reputation Campaign Overview**

Chair Stern thanked Vice President Paton. He stated, that these quarterly performance metrics indicate that we're on a trajectory of growth in important channels that reach our audiences. And, that our messaging is resonating with them so much so that they enter into an engaged relationship with us.

Vice President Paton walked the committee through the underlying strategy of the yearlong reputation campaign and exciting new initiatives planned for the spring

The highlight of these efforts is the debut of a university-centric national -directed podcast series designed to tell the distinctive stories of the university's academic, research and public impact.

Vice President Paton stated she would send links to the podcasts to the trustee members on the committee.

### **3.4 Brand and Positioning Strategy**

Chair Stern stated, today's review will focus on the phase one initial discovery qualitative results. Quantitative market research, answers, direction and plan will be coming later.

Building a Distinctive National Brand is one of our five strategic communications goals. Simply said, our goal is to strengthen our national reputation. And, our number one initiative is the creation of a distinctive and distinguishing brand and position strategy.

As the committee has previously discussed, we are partnering with a renowned national strategy firm, Simpson Scarborough. Chair Stern introduced Renee Daly, Director, Strategy and Accounts.

Simpson Scarborough presented an in-depth review of the Discovery Report to the committee.

Chair Stern stated he had not heard UF referred to as land grant, sea grant and space grant university before. He wanted to know if this is a designation. Ms. Daly confirmed that this is indeed a designation and that this distinction may be a powerful platform to explore as we conduct our quantitative research.

#### **4.0 New Business**

There was no new business to come before the committee.

#### **5.0 Adjourn**

Committee Chair Stern adjourned the meeting at 3:08 p.m.