



**FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS WORKGROUP**

Friday, February 5, 2010
1:30 p.m.
Listen-only Dial-in# 1-800-745-8951

MEMBERSHIP

Miriam López, *Co-Chair*
Claudia Puig, *Co-Chair*
Jorge L. Arrizurieta

T. Gene Prescott, FIU Foundation Board of Directors

AGENDA

- | | |
|---|----------------------|
| 1. Call to Order and Chair's Remarks | Miriam López |
| 2. Approval of Minutes | Miriam López |
| 3. President's Remarks | Mark B. Rosenberg |
| 4. Items for Workgroup Discussion | |
| 4.1 College of Education Special Report | Marie McDemmond |
| 4.2 External Relations Update | Sandra Gonzalez-Levy |
| 4.3 Governmental Relations Report | Steve Sauls |
| ▪ 2010 Session Preview | |
| ▪ FIU Day Overview | |
| ▪ Federal Priorities | |
| ○ April 6 th Debbie Wasserman Schultz visit to BBC | |
| 5. New Business (<i>If Any</i>) | Miriam López |
| 6. Closing Remarks and Adjournment | Miriam López |

Conference Call information:

- Please call (800) 745-8951, promptly at 1:30 pm on Friday, February 5, 2010.
- If you are disconnected, please redial the conference call number.
- If you have any problems with the above, contact the BOT office at 305.348.6495

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**THE FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
External Relations Workgroup**

February 5, 2010

Subject: External Relations Workgroup Meeting Minutes, November 12, 2009

Proposed Workgroup Action:

Adopt the following Resolution:

RESOLVED that the minutes of the meeting of the Florida International University Board of Trustees' External Relations Workgroup held on November 12, 2009, attached to this Resolution as Exhibit "EW-Minutes," are hereby approved.

Exhibits/Supporting Documents:

- EXHIBIT "EW-MINUTES": November 12, 2009 External Relations Workgroup meeting minutes

Facilitator/Presenter:

- Workgroup Co-Chair Miriam López

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**EXTERNAL RELATIONS WORKGROUP
MINUTES
NOVEMBER 12, 2009**

1. Call to Order and Chair's Remarks

The Florida International University Board of Trustees' External Relations Workgroup meeting was called to order by Workgroup Co-Chair Miriam López at 8:06 am on Thursday, November 12, 2009, at the Biltmore Hotel, Conference Center of the Americas, 3rd Floor Boardroom, Miami, Florida. .

The following attendance was recorded:

Present

Miriam López , Co-Chair
Claudia Puig, Co-Chair
Jorge Arrizurieta

Chairman Albert E. Dotson, Sr. and Trustee Thomas Breslin were also in attendance.

Workgroup Co-Chair López welcomed President Mark B. Rosenberg and all those present to the meeting. She also welcomed FIU Foundation, Inc. Board of Directors T. Gene Prescott to the meeting, noting that he graciously agreed to serve as the Foundation's liaison to the Workgroup.

2. Approval of Minutes

Workgroup Co-Chair López asked if there were any additions or corrections to the minutes of the June 4, 2009 External Relations Workgroup meeting. Hearing none, the Workgroup adopted the following:

RESOLVED that the minutes of the meeting of the Florida International University Board of Trustees' External Relations Workgroup held on June 4, 2009, attached to this Resolution as Exhibit "EW-Minutes," are hereby approved.

3. President's Remarks

President Rosenberg led the discussion on community engagement, noting that a more comprehensive conversation and a detailed work plan would follow in the months ahead. He added that community engagement was a multi-faceted approach, which described the relationship between the University and the larger community in a mutually beneficial exchange. He further

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noted that while excellence began with the University, FIU could only achieve this if it understood, included and connected with the community at large.

Dean of the College of Nursing and Health Sciences Divina Grossman cited the Carnegie Foundation for the Advancement of Teaching's definition and categories of community engagement. She provided numerous illustrative examples of current community engagement activities by FIU faculty. She stated that curricular engagement, outreach, and partnerships are the categories of community engagement in the Carnegie's standards. She noted that of FIU's 12 benchmark universities, 6 have achieved the Carnegie designation of Community-Engaged Universities.

4. Discussion Items

Co-Chair López requested to change the order of the agenda items and asked that the Discussion Items be reviewed next. There were no objections. She asked Alina Perez-Stable of the Herbert Wertheim College of Medicine to provide the College of Medicine Special Report.

4.4 College of Medicine Special Report

Project Manager for the Herbert Wertheim College of Medicine Alina Perez-Stable cited NeighborhoodHELP™ an example of a University educational program that reflected a community engagement process. She noted that NeighborhoodHELP™ illustrated the University's commitment to engage the community to educate future physicians for the region; provide services to communities in need; and address pressing health care issues facing our community. She added that teams of medical, nursing, social work and other University students would be assigned households in North Dade. She further noted that each team would work with an individual household to identify healthcare and social service needs, and together with the household members, address these needs through referrals and health education.

4.2 External Relations Discussion

Senior Vice President for External Relations Sandy Gonzalez-Levy reviewed the President's community engagement activities during his first 100+ days in office. She provided an update on the two Presidential Community Leader Summits held in September and October with over 100 community leaders in attendance. She noted that the President was hosted by community leaders in various areas of Miami-Dade and Broward counties including Sweetwater, Miami Beach, Coral Gables, Liberty City, Hialeah and Aventura. She further noted that these receptions resulted in increased alumni participation, new donors and additional partnerships with the University.

Sr. VP Gonzalez-Levy stated that President Rosenberg partnered with Miami Dade College President Eduardo Padron and Miami-Dade County Public Schools Superintendent Alberto Carvalho to provide a unified message about education in South Florida. She added that several forums have taken place, including the first Education Town Hall Meeting hosted by Univision. She noted that Univision would begin a campaign in December with a weekly program on education,

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PSAs on their four stations, among other advertisements to keep the momentum going until the next town hall meeting which would be scheduled in February, 2010 and hosted by FIU.

Sr. VP Gonzalez-Levy reported that the University partnered with a group of Alumni to "Pantherize" the surrounding neighborhoods to FIU's campuses. She noted that in order to increase affinity for the University, this committee was seeking to provide FIU Golden Panther memorabilia to the businesses surrounding FIU in the areas of Sweetwater, Doral, Aventura and North Miami. She also reported that the project would be implemented in phases and has already begun to create momentum with existing FIU partners, such as U.S. Century Bank, Preferred Care Partners and the City of Sweetwater.

4.3 Athletics Report

Director of Intercollegiate Athletics Pete Garcia introduced the Athletics Report, noting that athletics was unique to American universities and the front porch for major universities as it provided the emotional connection for its students, alumni, and the greater community at large. He reported that Intercollegiate Athletics in the U.S. had a multi-billion dollar economic impact and hundreds of thousands of participating student athletes. He added that at the University, Athletics was comprised of 17 Varsity Sports and approximately 400 Athletes with a budget of about \$19 million and over 110 Employees.

Assistant AD for Student Athlete Development Liz Augustin described the over 3500 hours of community service the University student-athletes participated in over the past year. Senior Associate Athletic Director/SWA Julie Berg provided a brief overview of the various events that have been held at the University's athletic facilities over the course of the last year, including High School Graduations and International soccer competitions.

4.5 Discussion on Federal Governmental Relations Report

Vice President for Governmental Relations Stephen Sauls led the discussion on Federal Governmental Relations, providing an update on the status of state revenues and concerns that revenues would be insufficient to meet the state's critical and priority needs based on current state law and policy. He noted that while the state's critical and priority needs increased, the legislative concern about sufficient revenues grew. He further noted that just as important as the new revenues were, so was the growth for mandated obligations or critical state needs. Finally, VP Sauls asked Trustees to participate in the next FIU Day in Tallahassee, which was scheduled for March 3, 2010.

4.1 Action Item – Priorities for the 2010 Legislative Session

EW1. Priorities for the 2010 Legislative Session

VP Sauls presented the Priorities for the 2010 Legislative Session for Workgroup review, noting that mitigating state funding reductions was imperative considering the reduced funding the University has already experienced while simultaneously remaining committed to providing the best possible education opportunities for students. He further noted that the other priorities included funding for

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the College of Medicine to continue its accreditation plan and prepare for its 4th year, approval of fixed capital outlay priorities funded by the Public Education Capital Outlay (PECO) Trust Fund for university projects, the continuation of the Matching Gifts program for University donors, funding to compensate University faculty and staff, as well as additional University goals as outlined in the budget request to the Board of Governors.

After discussion, the Workgroup recommended the following Resolution for Board approval:

RESOLVED that the Florida International University Board of Trustees ("the BOT") hereby adopts the Priorities for the 2010 Legislative Session, attached to this Resolution as Exhibit "A."

5. New Business

No other business was raised.

6. Closing Remarks and Adjournment

With no other business, Workgroup Co-Chair Lopez adjourned the meeting at 10:16 a.m.

MB
12.7.09

Exhibits attached: "EW-Minutes" & "A"

THE FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
External Relations Workgroup
February 5, 2010

Subject: President's Remarks

Proposed Workgroup Action

None. Discussion only.

Exhibits/Supporting Documentation: ■ N/A

Facilitator/Presenter: ■ Mark B. Rosenberg

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THE FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
External Relations Workgroup
February 5, 2010

Subject: Discussion Items (*No Action Required*)

PROPOSED WORKGROUP ACTION

None. For discussion purposes only.

BACKGROUND INFORMATION

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| <p>4.1 <i>College of Education Special Report</i></p> <p>4.2 <i>External Relations Update</i></p> <p>4.3 <i>Governmental Relations Report</i></p> <ul style="list-style-type: none">▪ <i>2010 Session Preview</i>▪ <i>FIU Day Overview</i>▪ <i>Federal Priorities</i><ul style="list-style-type: none">○ <i>April 6th Debbie Wasserman Schultz visit to BBC</i> | <p><i>Marie McDemmond</i></p> <p><i>Sandra Gonzalez-Levy</i></p> <p><i>Steve Sauls</i></p> |
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Exhibits/Supporting Documents:

- *Priorities for the 2010 Legislative Session, March 2 – April 30, 2010*

Facilitator/Presenter:

- Marie McDemmond
- Sandra Gonzalez-Levy
- Steve Sauls

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Priorities for the 2010 Legislative Session

March 2 – April 30, 2010

I. MITIGATE OPERATING BUDGET CUTS

Within Florida's fiscal environment, the primary objectives for FIU's 2010-2011 appropriation will be to prevent any further cuts to existing university programs.

Mitigating state funding reductions is imperative considering the reduced funding FIU has already experienced while simultaneously remaining committed to providing the best possible educational opportunities for its students and community. The University depends on you and your leadership to make sure that the funds are there for FIU's 40,000 students to complete their education and to make sure a strong public university will be here for those who follow.

Facing the darkest economic climate since the Great Depression, Florida ended its overtime 2009 session by balancing a budget with the help of federal stimulus funds, increasing the cigarette tax by \$1 a pack, increasing various fees and authorizing a tuition increase at state universities by as much as 15 percent. However, in spite of several attempts by Florida officials to offset the financial distress of Florida's economy with new revenue sources, estimated general revenue collections for 2009-10 were still less than 2008-09 collections by \$332.4 million or 1.6 percent. Furthermore, the Revenue Estimating Conference reduced expected distributions to the educational enhancement trust fund (lottery) from current projections by \$14.5 million in 2009-10 and \$13.4 million in 2010-11.

Since 2007-08, the SUS has seen over \$500 million in state budget reductions. FIU's share of the cuts has been approximately \$56 million. The state revenue forecast for 2010-2011 does reflect a gradual increase in general revenue (GR). The current 2010-2011 GR estimates for recurring dollars is up \$1.188 billion but the non-recurring GR is down \$476.8 million for a resulting total increase of \$712 million. These projections are insufficient to meet the program requirements forecasted. The 2010 Legislature is faced with an estimated \$2.8 billion of GR critical needs (mandated program funding) and another \$1.7 billion GR of other high priority needs in 2010-2011. The single largest driver for critical needs is Medicaid which is estimated to need an additional \$1.6 billion of GR in 2010-2011.

The State Universities, Council of 100 and the Board of Governors are working closely on a long-term strategy called "New Florida" which is a roadmap for how Florida's state university system can help build Florida's knowledge economy. Delay or inadequate investment in our public universities makes it more difficult to take control of Florida's economy so that it is more relevant for today's world. Therefore, Florida must commit to building an economy based on knowledge and innovation. The "New Florida" initiative suggests Florida make a \$1.75 billion investment of recurring state funds in public universities over five years. It's well documented that lifetime earnings will be significantly increased after completion of a baccalaureate degree, and even more after completion of advanced degrees.

II. FIU COLLEGE OF MEDICINE

Within the BOG's SUS Medical Education Initiative for 2010-2011, \$3.7 million is requested specifically for Year 4 to implement the FIU College of Medicine. Fiscal year 2009-2010 was the inaugural year for its 43 students. FIU urges the Legislature to fully support the funding request as approved by the BOG in accordance with the LCME accreditation plan.

On March 23, 2006, the Board of Governors approved the implementation of a new medical school at FIU. The Legislature followed suit during the 2006 Session by authorizing the Board approved College of Medicine at FIU with the passage of HB 1237.

III. FIXED CAPITAL OUTLAY PRIORITIES

FIU's total PECO request is \$11.6 million for fiscal year 2010-2011. The Board of Governors has requested \$102 million from the Public Education Capital Outlay (PECO) Trust Fund for university projects. Of that, \$2.2 million is allocated to FIU for Utilities/Infrastructure/Capital Renewal/Roofs, \$1.3 million for Public Safety Building supplement, \$4.1 million for Social Science Phase 1 completion and \$4 million for Science/Classroom Complex.

FIU is seeking legislative approval for these projects, and will seek funding for additional capital priorities should funds become available.

IV. MAJOR GIFTS MATCHING PROGRAM

FIU asks the Legislature to support the Board of Governors request of \$153 million to fund the matching gifts program for the State University System. The Matching Gifts program is a powerful incentive that FIU has been able to use to encourage large donations which enhance the university's ability to attract recognized scholars, provide scholarships, and enable the improvement of our libraries. The Challenge and Courtelis Grant programs will help leverage potential donors to raise funds for existing university programs and is particularly important for the success of our medical school.

V. FACULTY AND STAFF SALARIES

Academic year 2010-11 could be the fourth year in a row without a state-funded across the board pay raise for university faculty and staff. Recognizing the limited availability of state funds, FIU supports policies and funding that will ensure FIU's faculty and staff are compensated appropriately.

FIU competes nationally to attract quality faculty to our campus. The University must face regional competition to retain qualified staff. Faculty and staff salaries continue to be one of the highest priorities for the BOG. The 2007 Legislature included university faculty and staff in the state pay package, but provided only a one-time \$1,000 bonus. FIU urges the Legislature to fund a faculty/staff pay package using State Administered Funds as soon as economically feasible.

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