



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

Wednesday, May 19, 2010  
2:30 p.m.  
Florida International University  
Modesto A. Maidique Campus  
College of Business Complex  
Special Events Center, Room 232

**Committee Membership:**

Miriam López, *Co-Chair*; Claudia Puig, *Co-Chair*; Sukrit Agrawal; Jorge L. Arrizurieta; Joseph Caruncho; Marcelo Claire

**Liaisons:**

T. Gene Prescott, *Foundation Board of Directors*; Monica Rabassa, *President's Council*; Gonzalo Acevedo, *Alumni Association 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. Remarks by City of Sweetwater Mayor               | Honorable Manuel M. Maroño |
| 5. Student Presentations                             |                            |
| 6. Items for Committee review and discussion         |                            |
| 6.1 Carnegie Community-Engaged Classification Update | Divina Grossman            |
| 6.2 Worlds Ahead Branding Campaign                   | Sandra Gonzalez-Levy       |
| 6.3 External Relations Update                        | Sandra Gonzalez-Levy       |
| 6.4 2010 State Legislative Session Report            | Stephen Sauls              |
| 7. New Business ( <i>If Any</i> )                    | Miriam López               |
| 8. Closing Remarks and Adjournment                   | Miriam López               |

*Next External Relations Committee Meeting is scheduled for September 10, 2010*

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

May 19, 2010

**Subject: External Relations Workgroup Meeting Minutes, February 5, 2010**

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**Proposed Committee Action:**

Approval of Minutes of the External Relations Workgroup meeting held on Friday, February 5, 2010 by telephone conference call.

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**Background Information:**

Committee members will review and approve the Minutes of the External Relations Meeting held on Friday, February 5, 2010 by telephone conference call.

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**Supporting Documentation:** February 5, 2010 External Relations Workgroup meeting minutes

**Facilitator/Presenter:** Committee Co-Chair Miriam López

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**FLORIDA INTERNATIONAL UNIVERSITY  
BOARD OF TRUSTEES  
EXTERNAL RELATIONS WORKGROUP  
MINUTES  
FEBRUARY 5, 2010**

**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 1:35 pm on Friday, February 5, 2010, via conference call.

The following attendance was recorded:

***Present***

Miriam López, *Co-Chair*

Claudia Puig, *Co-Chair*

Jorge Arrizurieta

Board Chairman Albert E. Dotson, Sr. and Trustees Thomas Breslin and Anthony Rionda were also in attendance.

Workgroup Co-Chair Lopez welcomed all Trustees, President Mark B. Rosenberg, faculty and staff to the telephonic meeting. She thanked all of the Workgroup members for making themselves available to participate in the conference call. She noted that, while not a formal member, Trustee Anthony Rionda contributed to the Workgroup's meetings, ensuring that the student perspective was always heard and discussed. On behalf of the Workgroup, she thanked him for his dedication and service to the Board, to the University and to the students.

**2. Approval of Minutes**

Workgroup Co-Chair López asked if there were any additions or corrections to the minutes of the November 12, 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 November 12, 2009, attached to this Resolution as Exhibit "EW-Minutes," are hereby approved.

Co-Chair López requested to change the order of the agenda items and asked that Sr. VP for External Relations Sandy Gonzalez-Levy provide the External Relations Update next. There were no objections.

#### **4.2 External Relations Discussion**

Sr. VP Gonzalez-Levy, provided an update on ongoing initiatives and important upcoming events. She reported that the next Univision Education Town Hall meeting with President Mark B. Rosenberg, Provost Rolando Montoya and Superintendent Alberto M. Carvalho was scheduled for February 24, 2010, noting that FIU would host the session, which will be in Spanish with simultaneous interpretation in English.

Sr. VP Gonzalez-Levy reported that President Rosenberg was scheduled to host another open forum dedicated to the launch of the University's branding campaign – *Worlds Ahead*. She noted that the branding campaign was developed with the feedback from all of the University constituents. She also reported that the University community eagerly awaited the 9<sup>th</sup> annual Alumni Torch Awards Gala, which recognizes the University's most outstanding alumni, and a faculty member, for contributions to their fields, the community and their alma mater. She further noted that all net-proceeds for the event would be dedicated to the University's Alumni Center Building Fund.

#### **3. President's Remarks**

President Mark B. Rosenberg reported that he was able to witness first-hand the destruction caused by the earthquake in Haiti, noting that he was invited for a two hour visit to Port-au-Prince earlier in the day. He added that his on-the-ground experience offered him a better perspective on the challenges ahead for rebuilding Haiti and the opportunities that lay ahead for the University community to identify and pursue.

President Rosenberg reported that the University's current Haiti relief efforts initiatives included a teach-in by FIU experts on Haiti and natural disasters, a day of memorial events organized by students, special counseling and advising support for students experiencing direct impact, training sessions for volunteers who wished to assist Haitians applying for Temporary Protected Status (TPS), supply collections, and cash donations. He noted that the University's Haiti Task Force continued to meet on a biweekly basis to determine how FIU could assist during the rebuilding of Haiti through short, mid and long term initiatives.

President Rosenberg reported that the University community assisted Miami-Dade County in sorting 160 tons of donated goods, including canned and dry food, water, medical supplies and clothing. He thanked Trustee Albert Maury for his leadership as he graciously provided of his time to volunteer, also providing assistance to the numerous University community volunteers with their respective transportation needs.

President Rosenberg informed the Workgroup that Dr. Divina Grossman, Dean of the College of Nursing and Health Sciences, accepted to serve as the University's Founding Vice President for Engagement on an interim basis until Summer 2011. President Rosenberg noted 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.

Newly appointed VP for Engagement Divina Grossman discussed her new role, which began February 5, 2010. She noted that she would provide leadership for the development and coordination of partnerships with key local, state, national, and global stakeholders and would expand internship opportunities for undergraduate and graduate students. She added that she would also be responsible for coordinating the University's efforts to achieve the Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching, further noting that this classification recognized institutions of higher education that formed partnerships with their larger communities to share knowledge and resources.

#### **4. Discussion Items, *Continued...***

##### **4.1 College of Education Special Report**

Interim Dean of the College of Education Marie McDemmond, provided an overview of the College's programs that reach out to the Miami Dade educational communities at various levels. She noted that one very successful and long-term program was the Partnership in Academic Communities (PAC) which started in 1994 and was still operating today, adding that PAC served the Miami Southridge Senior High and its feeder middle schools – Cutler Ridge, Mays and Richmond Heights. She further noted that during the academic year, approximately 60 public school students arrived at the College of Education to attend math, science, technology, and research classes. She reported that in 2003, PAC won the National Council of Great Cities' Excellence in Urban Education Award.

Interim Dean McDemmond reported that in the summer for the past 18 years, the Community Literacy Club (CLC) has engaged college students and local elementary school students in a rigorous summer reading program. She noted that the College of Education provided technical assistance for Early Care and Education Centers south of Flagler to assist them in achieving accreditation. She added that one recent program, which started in 2008 with North Miami High School, provided tutoring and literacy support. She noted that a new program for a Liberty City elementary school, Lenora B. Smith, was currently being developed for math enhancements for teacher and students in grades K-2.

##### **4.3 Governmental Relations Report**

VP for Governmental Relations Stephen Sauls provided an overview of the 2010 State Legislative Session, FIU Day in Tallahassee, and the University's emerging federal priorities for the current session of Congress. He noted that the governmental relations team was actively monitoring state revenue and presentations on state critical priorities as they were being delivered in Tallahassee.

**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 2:37 p.m.

*Exhibits attached: "EW-Minutes"*

*MB*  
*2.23.10*



**THE FLORIDA INTERNATIONAL UNIVERSITY**  
**BOARD OF TRUSTEES**  
**External Relations Committee**  
May 19, 2010

**Subject: President's Remarks**

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**Proposed Committee Action:**  
None. Discussion only.

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**Background Information:**  
Mark B. Rosenberg, University President, will provide remarks.

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**Supporting Documentation:** N/A

**Facilitator/Presenter:** Mark B. Rosenberg

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

May 19, 2010

**Subject: Remarks by the Honorable Mayor Manuel M. Maroño from the City of Sweetwater**

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**Proposed Committee Action:**

None. Discussion only.

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**Background Information:**

The Florida International University Board of Trustees External Relations Committee welcomes the Honorable Mayor Manuel M. Maroño from the City of Sweetwater.

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**Supporting Documentation:** N/A

**Facilitator/Presenter:** Honorable Mayor Manuel M. Maroño

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

May 19, 2010

**Subject: Student Presentations**

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**Proposed Committee Action:**

None. Discussion only.

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**Background Information:**

The Florida International University Board of Trustees External Relations Committee welcomes students from the Honors College.

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**Supporting Documentation:** N/A

**Facilitator/Presenter:** Christina Freira  
Tathiana Martinez Pandiani  
Hector Mujica  
Jessica Ortiz

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

May 19, 2010

**Subject: Items for Committee review and discussion**

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**Proposed Committee Action:**

None. Discussion only.

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**Background Information:**

VP for Engagement Divina Grossman will provide an update on the University's Carnegie Community-Engaged Classification. Senior VP for External Relations Sandra Gonzalez-Levy will facilitate the discussion regarding the Worlds Ahead Branding Campaign and also provide the External Relations Update. VP for Governmental Relations Stephen Sauls will provide a report on the 2010 State Legislative Session.

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**Supporting Documentation:** N/A

**Facilitator/Presenter:** Divina Grossman  
Sandra Gonzalez-Levy  
Stephen Sauls

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