



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

Wednesday, September 5, 2012

9:00 am

Florida International University

Modesto A. Maidique Campus

MARC International Pavilion

**Committee Membership:**

Claudia Puig, *Chair*; Jorge L. Arrizurieta, *Vice Chair*; Sukrit Agrawal; Jose J. Armas; Robert T. Barlick, Jr.; Marcelo Claure; Gerald C. Grant, Jr.

**Liaisons:**

T. Gene Prescott, *Foundation Board of Directors*; Monica Rabassa, *President's Council*; Gonzalo A. Acevedo, *Alumni Association Board of Directors*

**AGENDA**

- |   |   |
|---|---|
| 1. Call to Order and Chair's Remarks          | Claudia Puig  |
| 2. Approval of Minutes                        | Claudia Puig  |
| 3. President's Remarks                        | Mark B. Rosenberg   |
| 4. Strategic Discussion on External Relations | Sandra B. Gonzalez-Levy<br>Irma Becerra-Fernandez<br>Stephen A. Sauls |
| 5. New Business <i>(If Any)</i>               | Claudia Puig  |
| 6. Concluding Remarks and Adjournment         | Claudia Puig  |

This page intentionally left blank

**THE FLORIDA INTERNATIONAL UNIVERSITY  
BOARD OF TRUSTEES**

**External Relations Committee**

September 5, 2012

**Subject: Approval of Minutes of the Meeting held March 14, 2012**

---

**Proposed Committee Action:**

Approval of Minutes of the External Relations Committee meeting held on Wednesday, March 14, 2012 at the Modesto A. Maidique Campus, Graham Center Ballrooms.

---

**Background Information:**

Committee members will review and approve the Minutes of the External Relations Meeting held on Wednesday, March 14, 2012 at the Modesto A. Maidique Campus, Graham Center Ballrooms.

---

**Supporting Documentation:**

External Relations Committee meeting minutes:  
March 14, 2012

**Facilitator/Presenter:**

Committee Chair Claudia Puig

This page intentionally left blank



**FLORIDA INTERNATIONAL UNIVERSITY  
BOARD OF TRUSTEES  
EXTERNAL RELATIONS COMMITTEE  
MINUTES  
MARCH 14, 2012**

**1. Call to Order and Chair's Remarks**

The Florida International University Board of Trustees' External Relations Committee meeting was called to order by Committee Chair Claudia Puig at 12:08 pm on Wednesday, March 14, 2012 at the Modesto A. Maidique Campus, Graham Center Ballrooms.

The following attendance was recorded:

***Present***

Claudia Puig, *Chair (participated telephonically)*

Jorge L. Arrizurieta, *Vice Chair*

Sukrit Agrawal

Jose J. Armas

Marcelo Claure

Gerald C. Grant, Jr.

T. Gene Prescott, *Vice Chair, FIU Foundation Board of Directors*

Monica Rabassa, *President's Council*

Gonzalo A. Acevedo, *Vice President, Alumni Association Board of Directors*

Trustees Michael M. Adler, Cesar L. Alvarez, Thomas A. Breslin and Patrick O'Keefe and University President Mark B. Rosenberg were also in attendance.

Committee Chair Puig welcomed all Trustees, President Mark B. Rosenberg, faculty and staff to the meeting. As she was participating telephonically, Committee Chair Puig requested that Committee Vice Chair Jorge L. Arrizurieta serve as Chair for the remainder of the meeting.

Committee Vice Chair Arrizurieta also welcomed Vice Chair of the Foundation Board of Directors T. Gene Prescott, President's Council Member Monica Rabassa and Vice President of the Alumni Association Board of Directors Gonzalo Acevedo to the meeting.

## **2. Approval of Minutes**

Committee Vice Chair Arrizurieta asked if there were any additions or corrections to the minutes of the August 17, 2011 External Relations Committee meeting. Hearing none, a motion was made and passed to approve the Minutes of the External Relations Committee Meeting held on Wednesday, August 17, 2011.

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

University President Mark B. Rosenberg noted that as the Board's Finance and Audit Committee met earlier in the day and engaged in a substantive discussion on the legislative conference process and the recommended non-recurring reduction to FIU's budget, that the External Relations Committee meeting's strategic discussion would focus on the University's growth plan and the need for additional land contiguous to the Modesto A. Maidique Campus.

## **4. Strategic Discussion on External Relations**

President Rosenberg introduced Senior Vice President of External Relations Sandra B. Gonzalez-Levy and requested that she provide an update on the University's expansion efforts. She stated that FIU's unique mission reconfirms the University's commitment to providing high-quality teaching while also serving its students and the diverse South Florida community. She noted that as part of the FIU *Worlds Ahead* Strategic Plan, the University will increase enrollment to ensure access for academically qualified students. She further noted that the projected growth in the University's enrollment and in sponsored research, health and biomedical programs represent an immediate need for expansion in academic, research and clinical facilities.

Sr. VP Gonzalez-Levy stated that the University's Master Plan anticipates and reasonably plans for the infrastructure that is required to meet the needs of the growing student population. She noted that the University's Modesto A. Maidique Campus occupies 344 acres. She stated that while FIU currently serves more than 48,000 students, the University's current land and facilities are consistent with a student population of approximately 37,000.

Sr. VP Gonzalez-Levy reported that the Miami-Dade County Fair & Exposition, Inc. (the Fair) occupies 86 acres adjacent to FIU's Modesto A. Maidique Campus. She noted that in the fall of 2010, FIU, Miami-Dade County and The Fair established a Task Force to explore the viability of relocating the Fair with the intention that FIU can expand into the area currently occupied by the fairgrounds. She noted that the Fair, which leases its current site from Miami-Dade County, is amenable to relocating, provided that the new site meets conditions related to acreage, infrastructure and accessibility. She further noted that the first step in a multi-year relocation process is to first identify and secure an appropriate site. She added that the Task Force identified sixteen property options, stating that feedback from various agencies has been solicited as part of the relocation process. She noted that FIU's collaboration with the Task Force sets out to ensure that both the Fair and the University may continue to serve Miami-Dade County residents.

Sr. VP Gonzalez-Levy reported that the Bird Drive Basin property, owned by the South Florida Water Management District (SFWMD) and located off SW 8<sup>th</sup> Street near Krome Avenue, emerged

as the most promising relocation site for the Fair. She noted that the land was originally purchased for the purpose of water management and conservation, but upon closer study, the SFWMD concluded that the land is inappropriate for that use and therefore identified that property for inclusion in their surplus list. She noted that the Bird Drive Basin property is located outside of the Urban Development Boundary (UDB) that has been established by Miami-Dade County. She added that development of a significant park outside of the UDB line would retain the rural character of the area and establish a permanent transition between development and the Everglades.

Sr. VP Gonzalez-Levy reported that the Task Force met with the Department of Environmental Resources Management (DERM) to discuss the potential environmental impact, if any. She noted that DERM conducted a wetland mitigation study and a biological assessment of the site. She further noted that the University met with the Department of Environmental Protection, U.S. Department of Interior, and other interested parties such as the Florida Audubon and Tropical Audubon to further discuss the site. She added that discussions involving the Bird Drive Basin took place with the understanding that the Fair would only require a small portion of the property with a low impact, low density use. She stated that while other parks exist outside of the UDB, the Task Force continues to explore other options that can accommodate the needs of the Fair. She concluded the update by delineating the next steps, noting that while discussions involving the Bird Drive Basin were expected to continue, the Task Force would also continue to explore other possible site options and will follow all required local and state approval steps throughout the process.

Trustees discussed the importance of the University's continued expansion efforts in order to satisfy current and anticipated student demand in addition to meeting the needs of the community. Committee Vice Chair Arrizurieta noted that as the process is ongoing, Trustees can be of service by advocating on those issues critical to FIU and the community it serves. He requested that the University President consider, when appropriate, inviting a Board member to join him when attending meetings with government officials to discuss the Fair relocation project.

President Rosenberg noted that while discussions are ongoing, the relocation project is currently in the discovery and conceptual phase. Trustee Cesar L. Alvarez noted the importance for Board members to remain informed on the issues affecting the University and requested that a fact sheet on the Fair relocation project be provided to the Board members, adding that the information should be updated as developments occur.

## **5. New Business**

*No new business was raised.*

## **6. Closing Remarks and Adjournment**

With no other business, Committee Vice Chair Jorge L. Arrizurieta adjourned the meeting of the Florida International University Board of Trustees External Relations Committee on Wednesday, March 14, 2012, at 1:18 p.m.

<b><i>Trustee Requests</i></b>	<b><i>Follow-up</i></b>	<b><i>Completion Date</i></b>
<i>1. Committee Vice Chair Arrizurieta requested that the University President consider, when appropriate, inviting a Board member to join him when attending meetings with government officials to discuss the Fair relocation project.</i>	<i>Sr. VP of External Relations, Sandra B. Gonzalez-Levy</i>	<i>n/a</i>
<i>2. Trustee Cesar L. Alvarez requested that a fact sheet on the Fair relocation project be provided to the Board members, adding that the information should be updated as developments occur.</i>	<i>Sr. VP Gonzalez-Levy</i>	<i>n/a</i>

MB  
3.28.12



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

September 5, 2012

**Subject: President's Remarks**

---

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

---

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

---

**Supporting Documentation:** N/A

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

This page intentionally left blank

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

September 5, 2012

**Subject: Strategic Discussion on External Relations**

---

**Proposed Committee Action:**

None. Discussion only.

---

**Background Information:**

Sr. Vice President of External Relations Sandra B. Gonzalez-Levy, Interim Vice President for Engagement Irma Becerra-Fernandez and Vice President of Governmental Relations Stephen A. Sauls will lead the discussion on External Relations.

---

**Supporting Documentation:** External Relations Update

**Facilitator/Presenter:** Sandra B. Gonzalez-Levy  
Irma Becerra-Fernandez  
Stephen A. Sauls

This page intentionally left blank



## External Relations Committee Meeting

September 5, 2012

*Updates as of August 10, 2012*

### EXTERNAL RELATIONS

#### **FIU's Footprint Expansion**

**The Fair Relocation Project:** The Florida International University (FIU), the Miami-Dade County Fair & Exposition, Inc. (The Fair) and Miami-Dade County are working with other institutions in the community to explore the possibility of finding a new location for the Fair so that FIU can expand into what is currently the fairgrounds, adjacent to the Modesto A. Maidique Campus (MMC). This expansion would allow FIU to continue growing and serving the needs of our community. FIU administrators continue to meet with the county and Fair staff to explore this possibility. The Site Evaluation Sub-committee comprised of representation from the aforementioned groups continues to review sites during this exploratory phase. A site matrix was developed to evaluate the viability and pros/cons of each site. After review of 23 sites, the Sub-committee agreed that the top ranked sites warrant more in depth analysis including an appraisal and market study. The group will reconvene in August to review the results and discuss next steps.

**Bird Basin:** Though the Bird Basin site was not a feasible option for the Fair relocation, FIU continues to work with the county and South Florida Water Management District (SFWMD) and the Florida Department of Environmental Protection (DEP), to acquire the Bird Basin property (off SW 8<sup>th</sup> Street near Krome Avenue, about six miles west of MMC) for FIU.

#### **Biscayne Bay Campus (BBC) Access Road**

FIU, in partnership with MDCPS, is working with North Miami City Council members and stakeholders to provide an adequate secondary access road in the area to address the safety and security concerns of our students and the students at two neighboring public schools. With more than 13,000 people in the area regularly, all of these students, faculty, staff and visitors could be affected if there were a need to evacuate in case of an emergency. Discussions with Swerdlow, developer of Biscayne Landings, have resulted in a possible commitment to open NE 143 Street as a secondary access road. Miami-Dade County is in the process of conducting a study to identify the best option for a secondary road into the area. FIU continues to serve the neighborhood and engage with the community.

### **TEDxFIU**

On November 15, 2012 FIU will host its first **TEDxFIU**, a live event that will bring together our greatest minds to join a global movement. Following our theme of "Beyond the World You Know," faculty, alumni and students will share their world changing ideas. This event has come about in response to our marketing research, which shows that we need to continue building our national reputation. By licensing with TEDx, FIU is marrying with a highly respected brand that shares the university's values of spreading ideas and creating new knowledge on a worldwide platform. Just as regular TED talks become videos, all of our TEDxFIU talks will also be recorded and shared online with a global audience. Since we announced TEDxFIU, more than 600 people have registered for ticket information and nearly 20 have applied as speakers. The event will take place at the MMC Wertheim Performing Arts Center and we are considering a live simulcast elsewhere on campus. We will announce the speakers and begin ticket distribution on Oct. 1. Please come join us!

### **CEOs for Cities- Miami City Cluster**

FIU, through President Rosenberg's leadership, is serving as one of three lead institutions in building a Miami City Cluster through the national organization, CEOs for Cities. CEOs for Cities researches, creates, shares and helps implement best practices for making cities more successful. CEOs for Cities Miami City Cluster convened January 2012 and is coordinating a second meeting for the Fall together with the Miami Foundation and Miami-Dade College (MDC).

### **Priority 2012 Events:**

- Herbert Wertheim College of Medicine White Coat Ceremony – August 10, 2012
- Summer Commencement – August 13-14, 2012
- Hurricane Andrew Commemoration/Wall of Wind Unveiling, August 24, 2012
- Greater Miami Chamber Open House, September 13, 2012
- Visit of Madeline Albright, September 13, 2012
- College of Law 10<sup>th</sup> Anniversary Gala – September 29, 2012
- Homecoming, October 7-13, 2012
- 30<sup>th</sup> Anniversary of Nursing at FIU – October 12, 2012
- Community Leaders Summit, October 25, 2012
- Univision New Futuro Panel – October 27, 2012
- TEDxFIU – November 15, 2012
- Fall Commencement – December 9 - 11, 2012
- President's VIP Holiday Celebration – December 7, 2012

**Community Leaders Summit 2012:** FIU will host the fourth Annual Community Leaders Summit on October 25, 2012 with over 150 community leaders expected to be in attendance. This year's Summit will focus on the Transformation of Higher Education, Entrepreneurship, and Education at FIU: Graduation, Retention, STEM and Research. We continue to keep participants from previous years engaged through regular email communication, updates through the news site and social media outlets and invitations to university events.

# FIU's Footprint Expansion

## The Fair Relocation Project

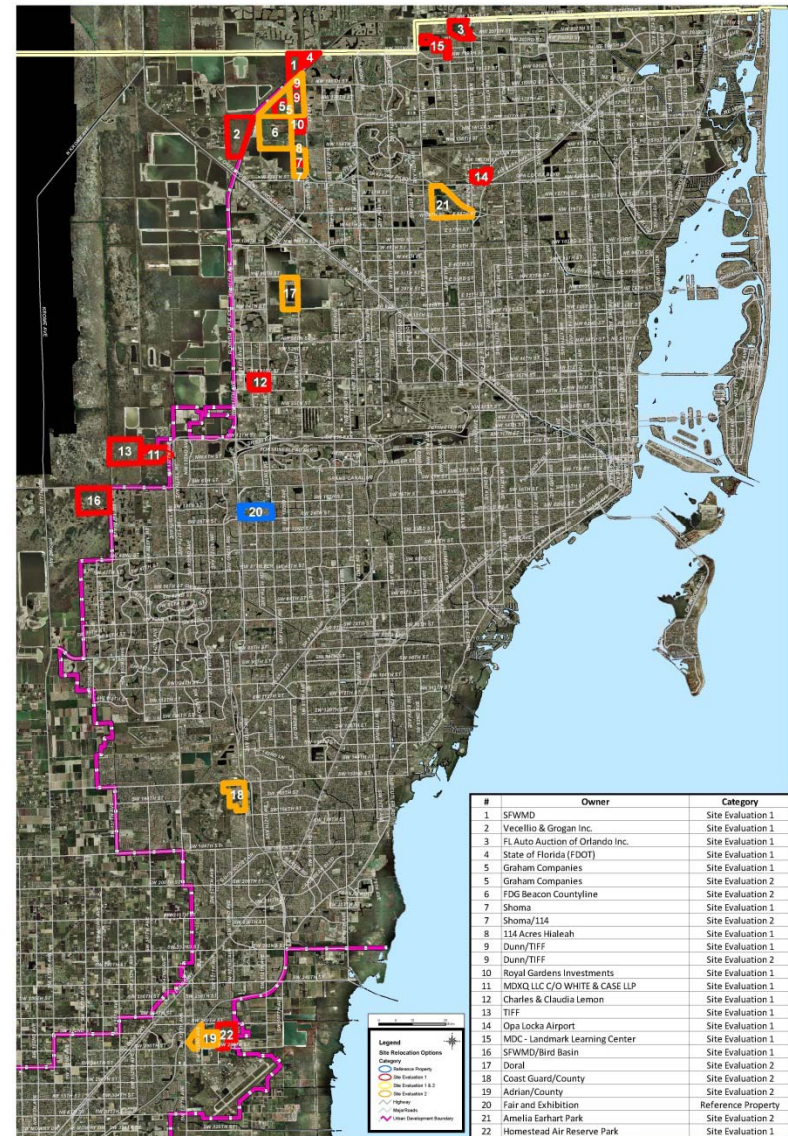
- 23 sites evaluated. The Site Evaluation Sub-Committee agreed to complete an economic impact study and market analysis of the top two viable sites

## Bird Basin

- FIU continues to work with South Florida Water Management District (SFWMD) and the Florida Department of Environmental Protection (DEP), to acquire the Bird Basin property for FIU

MIAMI-DADE COUNTY PARK AND RECREATION DEPARTMENT  
YOUTH FAIR RELOCATION - SITE OPTIONS

June 2012

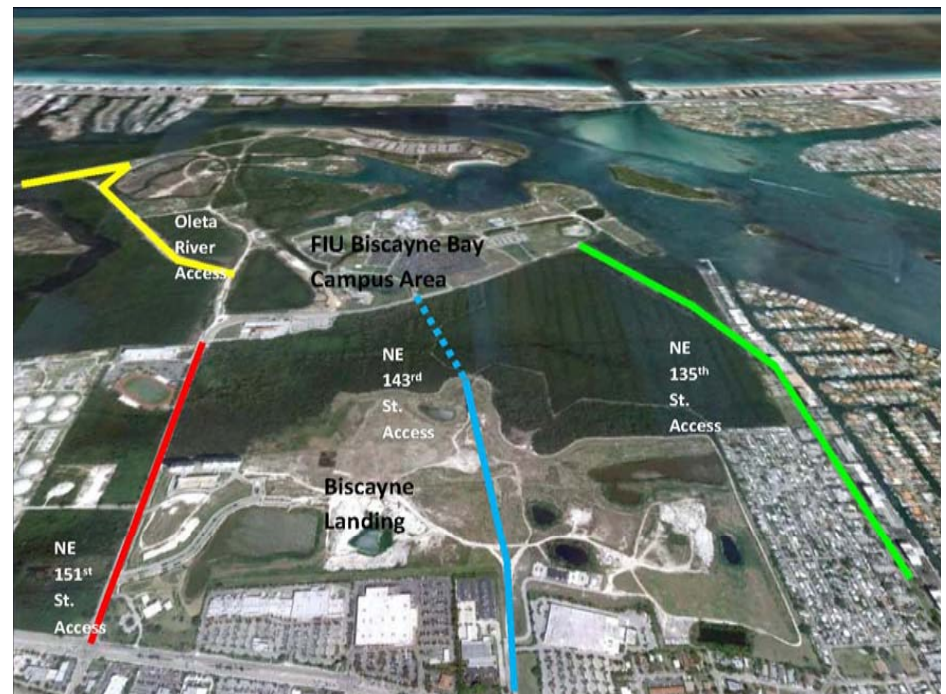




# FIU's Footprint Expansion (cont.)

## BBC Access Road

- Discussions with the developer of Biscayne Landings have resulted in a possible commitment to open NE 143 Street as a secondary access road. Miami-Dade County is in the process of conducting a study to identify the best option for a secondary road into the area. FIU continues to serve the neighborhood and engage with the community.





# TED<sup>x</sup>FIU: Beyond the World You Know

- **TED×FIU** will be held **Thursday, Nov. 15**, starting at **5:30 p.m.** at the Modesto A. Maidique Campus. The event, which will be free and open to the FIU community, will feature faculty, alumni and students sharing their ideas on how to change the world
    - ✓ More than **320** people subscribed to receive TED×FIU news within **one day** of the announcement
    - ✓ Since we announced TED×FIU, more than **600** people have registered for ticket information and nearly **20** have applied as speakers
  - For more information  
TED×FIU: [HTTP://TEDXFIU.COM/](http://TEDXFIU.COM/)
- 
- The image shows the TEDx FIU logo, which includes the text "TEDx FIU" in large, bold letters, with "TED" in red and "FIU" in white. Below it, in smaller text, it says "= independently organized TED event". To the right of the logo is a word cloud with various terms in different colors and sizes, including "human", "happiness", "ways", "health", "Journey", "data", "power", "care", "now", "good", "Africa", "Help", "science", "solutions", "care", "now", "good", "Africa", "Help", "science", "solutions".



## OFFICE OF ENGAGEMENT

### Life Sciences South Florida (LSSF)

- The Executive Committee met on July 19, 2012
- Proposal for Small Business Administration grant in support of LSSF industry cluster and virtual incubator for \$385,000
  - Submitted on behalf of members to develop a Virtual Incubator for Business and Innovation Success (VIBIS) to assist small businesses in South Florida. By creating a “one-stop shop” for small business development services, VIBIS will coordinate the region’s entrepreneurial services, thus guaranteeing the holistic and collaborative approach necessary to yield significant and sustainable regional impact on small business development and growth. It will provide access to and opportunities for small businesses in:
    - Entrepreneurial educational programs,
    - Resource exchange platform, and
    - Industry networking events.
- Launched the LSSF website on February 14, 2012. To date: 963 visits, 561 unique
- LSSF is featured as a strategic theme in FIU’s response to the One Community One Goal Target Industry Study
- Subcommittees Updates:
  - Webinars and Conferences:
    - Conducted 2 regional webinars led by Ranu Jung (FIU) and Mike Tomas (Bioheart)
    - Increased the frequency of webinars from quarterly to monthly
    - Upcoming monthly webinar on Tuesday, September 18 at 12:30pm led by Claudia Zylberberg, CEO at Akron Biotech
  - Shared Communication Portal and Technology Platform
    - VPs and CIOs are researching existing platform models that can assist in the creation of this portal
  - STEM K-20 and Workforce Development
    - Completed an inventory of the STEM initiatives for all member institutions
  - Talent Recruitment
    - Working with workforce region directors to explore funding opportunities for region-wide internships
    - Planning to convene 75 life sciences companies in South Florida Region at FIU
  - Asset Map
    - Educational Programs
    - Research Capabilities

- Life Sciences Companies
- Venture Capital Companies

### **Project ACCESS**

- FIU President Mark B. Rosenberg and Miami-Dade County Public Schools (MDCPS) Superintendent Alberto M. Carvalho spoke at a panel on higher education and K-12 partnerships at the Coalition of Urban Serving Universities (USU) Conference in Washington D.C. on June 28 on ACCESS partnership and STEM initiatives
- Beginning Fall 2009 to Spring 2012, Dual Enrollment increased from:
  - 425 to 3569 Students
  - 16 to 113 Courses
  - 6 to 31 Schools
- FIU STEM (Mathematics Education and Science Education) certificate program implemented for K-8 in-service teachers; 85 teachers enrolled (exceeded goal of 30 teachers)
- FIU's Center for Children and Families is now offering a Summer Transition Program from pre-K to K for behaviorally and academically at-risk children, funded by the US Department of Education's Institute of Education Sciences
- Offered two professional development workshops by FIU's English Department on writing and rhetoric for 40 high schools teachers
- Working with MDCPS on the Dr. Shirley Schwartz Urban Education Impact Award
- Through the 100Kin10 movement, FIU will partner with MDCPS to recruit, prepare and retain 200 teachers to transform STEM teaching and learning in 26 low performing Education Transformation Office (ETO) schools, improving achievement among Miami's highest needs students through data-driven methods and learning communities. Submission planned for September 2012

### **The Education Effect:**

- Number of students from Miami Northwestern High School (MNW) admitted to FIU increased from 8 in Fall 2011 to 34 students in Fall 2012 (325 percent)
- Golden Scholars Bridge Program: 17 MNW students participated in Summer 2012. Program goals:
  - Prepare students to transition into college life socially, academically and emotionally through a six-week in-residence intense summer transition program
  - Concentrate on students' academic careers to ensure their readiness for the application process and ability to pursue financial aid and academic and career preparation opportunities.

- Ensure students' timely compliance with all of the undergraduate education requirements and also help facilitate the transition during the first year. To provide comprehensive, customized, intentional academic support to include a variety of educational interventions: tutoring, guided groups, group dynamics, thematic groups, general and individual reviews, and computer interactive support programs
- The Miami Children's Initiative submitted a \$6 million (\$30 million over 5 years) Promise Neighborhood grant proposal to Department of Education on July 27
  - FIU collaborated with the Miami Children's Initiative to submit a Promise Neighborhood grant to US Department of Education. Our proposal included 6 initiatives from 5 different units (Office of Engagement, College of Education, College of Arts and Sciences, College of Architecture + The Arts (CARTA), and College of Law) totaling about \$1.34 million over 5 years
- Financial Literacy Program:
  - 49 students attended a Financial Literacy Program at FIU's State Farm Lab in the College of Business
  - Five students were selected to be investment fund managers; they traveled to New York City and visited the New York Stock Exchange. This group of five students was the first group of high school students to be invited on the NYSE floor since 9/11 and the first high school students invited to participate in the Student Management Investment conference called Quinnipiac G.A.M.E. (Global Asset Management Education)
  - JP Morgan Chase Foundation provided \$10K in a Bull Investment Fund that the five student fund managers will invest across five sectors chosen by the students
- Doubled the number of Dual Enrollment classes offered at Miami Northwestern Senior High School (MNW) and tripled the number of students who take at least one Dual Enrollment class. Many graduating Dual Enrollment students entering college are at least 1 semester ahead
- Around 800 students, parents and family members visited MNW orientation and college fair to promote and set the tone for a college-going culture at the school
- Conducted 7 enhanced learning college visits to FIU to provide a college experience. Over 200 high school and middle school students participated. Students visited the College of Law, Chaplin School of Hospitality and Tourism Management, CARTA, The STAR simulation center in the College of Nursing and Health Sciences, Physics department, and the Agro-ecology symposium
- Turner Construction and their 12 subcontractors completed about \$35K in-kind refurbishment (painting, pressure cleaning, etc.) on the MNW school campus

**Internships:**

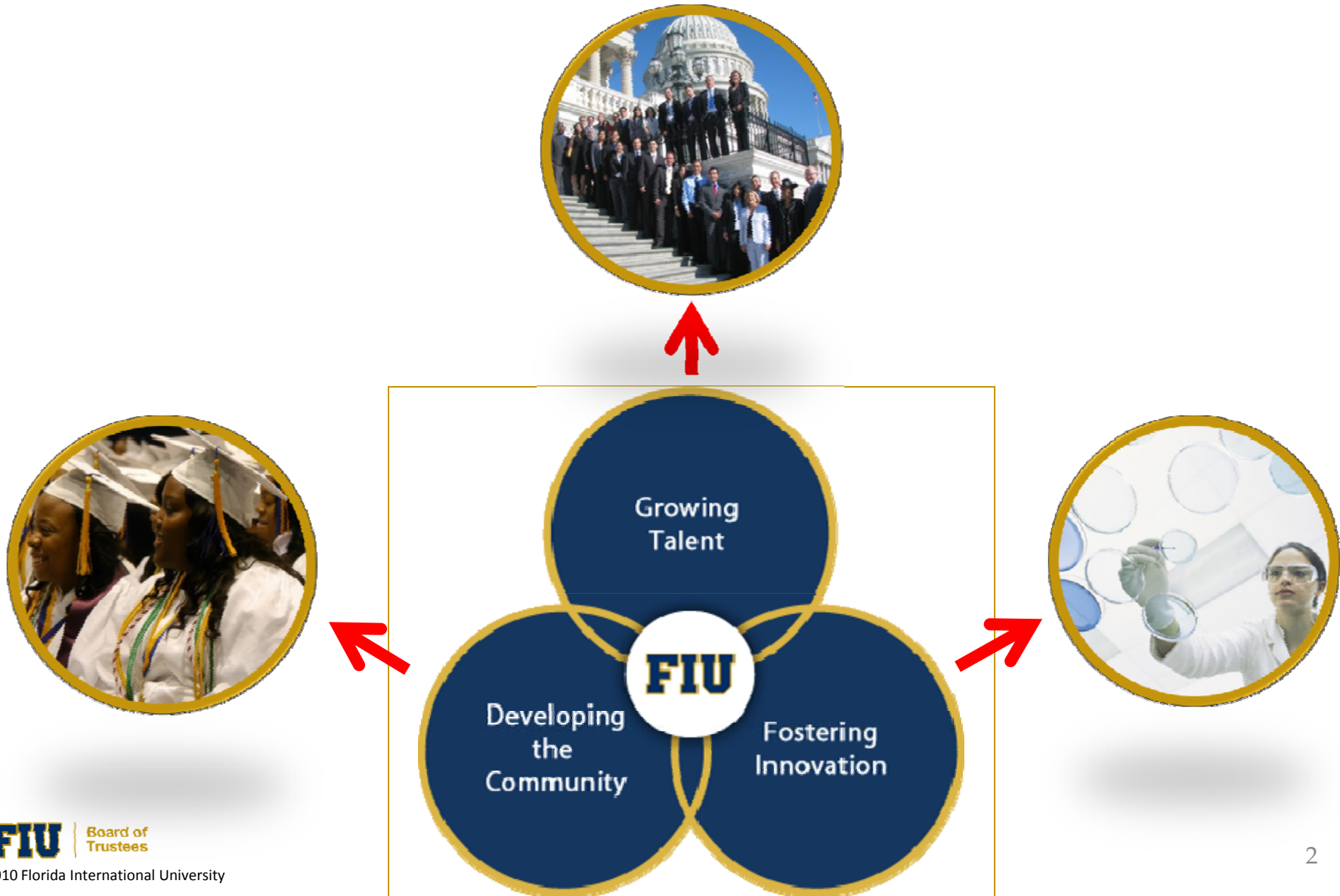
- Student internships increased from 1579 in Fall 2010 to 1926 in Summer 2012 (21.98 percent)
- Federal Internships: The Office of Engagement (the Office) works with the appropriate departments to build strategies designed to meet the needs of key federal agencies by advocating before those key agencies for FIU proposals. The office works with University Deans to identify 3-4 target agencies where FIU can propose collaborative agency-specific FIU models producing a pipeline of diverse, high-quality federal interns and employees.
  - DC Summer Internship Experience: For the second year now, the Office of Governmental Relations has also managed this program, which has sought to support over 60 student interns each summer by connecting with FIU alumni, offering relevant programming, and engaging them in advancing FIU's federal agenda
  - Participation in the Federal Government Statewide Conference: Annual conference where over 300 students and alumni connect with federal government recruiters and agents, learn about the hiring process and strategies to become a competitive candidate. It ends with an Information Fair, where federal recruiters are able to highlight their agency
- Ongoing internship programs:
  - Executive Internship Program with Miami Dade County Mayor's Office – 18 students were selected for Fall 2012
    - This internship offers FIU juniors and seniors the opportunity to work with County leadership to gain a first-hand look at county government. Given the executive exposure provided by the program, students seeking a position in government will have a competitive advantage for future job opportunities. These are intended to become full time jobs with the Miami Dade County
- Other ongoing programs with Sotheby's, Carnival Cruise Lines, French Consulate, Brightstar, Green Biofuels, and AECOM

**Americas Venture Capital Conference (AVCC):**

- AVCC provides a unique forum for innovative enterprises in South Florida and Latin America to showcase their ventures, and to meet established firms and potential investors to develop strategic alliances.
- Start up and later stage companies from these sectors are given the opportunity to present at this conference.

- The conference program is designed by the AVCC Advisory Board: collaboration between academics who understand entrepreneurship and investors - a “who’s who” among financial investors - who are currently financing innovative ventures, as well as key corporate executives, from South Florida and Latin America.
- The conference program includes panels discussing topics of interest to entrepreneurs, venture capitalists, and service providers.
- Presenting companies that represent the ‘Top Global Innovative Ventures’ and the ‘Top Global Emerging Ventures’, selected via a committee of angel, venture, and private equity investors. Both classifications require the company to conduct a significant portion of its business in Latin America, the Caribbean or South Florida. The key difference between the two classifications is that the Global Innovative Ventures are required to demonstrate a proven business model with positive gross margins, a proven market adoption and an established user base, as well as excellent management teams in place, and are looking for investments of around \$3M-\$10M. Emerging Ventures are still considered at the startup phase and may be looking for an investment of around US \$ .5M – 3M.
- The companies selected to present receive an intensive coaching consisting of approximately 20-40 hours from members of the AVCC Advisory Board who volunteer their time to ensure the presenting companies are ready for the challenge. The Global Innovative Ventures make a 10-min pitch, while the Emerging Ventures give a 2-min elevator pitch.

# Office of Engagement



# Life Sciences South Florida

- Meeting of Executive Committee on July 19, 2012
- Proposal for Small Business Administration grant in support of LSSF industry cluster and virtual incubator for \$385,000
- LSSF website (<http://lifesciencessf.org/>) launched on February 14, 2012  
To date: 963 visits, 561 unique
- Completed an inventory of the STEM initiatives for all member institutions (available on the website)
- Conducted 2 regional webinars led by Ranu Jung (FIU) and Mike Tomas (Bioheart)  
Upcoming monthly webinar on Tuesday, September 18 at 12:30pm led by Claudia Zylberberg, CEO at Akron Biotech





# ACCESS Partnership

- President Rosenberg and Superintendent Carvalho spoke at a panel on higher education and K-12 partnerships at the Coalition of Urban Serving Universities (USU) Conference in Washington D.C. on June 28 on ACCESS partnership and STEM initiatives
- Dual Enrollment from Fall 2009 to Spring 2012:
  - From 425 to 3569 Students
  - From 16 to 113 Courses
  - From 6 to 31 Schools
- FIU STEM certificate program (Mathematics Education and Science Education) implemented for K-8 in-service teachers; 85 teachers enrolled (exceeded goal of 30 teachers)
- FIU's Center for Children and Families is now offering a Summer Transition Program from pre-K to K for behaviorally and academically at-risk children, funded by the US Department of Education's Institute of Education Sciences
- Offered two professional development workshops by FIU English Department on writing and rhetoric for 40 high schools teachers
- Through the 100Kin10 movement, FIU will partner with MDCPS to recruit, prepare and retain 200 teachers to transform STEM teaching and learning in 26 low performing ETO schools, improving achievement among Miami's highest needs students through data-driven methods and learning communities. Submission planned for September 2012



# The Education Effect



- Miami Northwestern (MNW) High School acceptance to FIU:

Fall 2011	Fall 2012	% Increase
8 students	34 students	325%

- 17 MNW students participated in the Golden Scholars Program in Summer 2012
- MNW will have the first Aquaponics lab in the Miami Dade Public School System by Fall 2012
- Financial Literacy Program:
  - 49 students attended a Financial Literacy Program at FIU's State Farm Lab in the College of Business
  - Five students were selected to be investment fund managers; they traveled to New York City and visited the New York Stock Exchange
- FIU collaborated with the Miami Children's Initiative to submit a Promise Neighborhood grant to US Department of Education. Our proposal included 6 initiatives from 5 different units (COE, CAS, CARTA, and College of Law) totaling about \$1.34 million over 5 years
- Turner Construction and their 12 subcontractors completed about \$35K in-kind refurbishment (painting, pressure cleaning, etc.)

# Internships

- Student internships increased from 1579 in Fall 2010 to 1926 in Summer 2012 (21.98 percent)
- Federal Internships:
  - Scientific and research agencies in line with STEM goals
  - DC Summer Internship Experience - supports over 60 student interns each summer by connecting with FIU alumni, offering relevant programming, and engaging them in advancing FIU's federal agenda
  - Annual Federal Government Statewide Conference for FIU
- Ongoing internship programs:
  - Executive Internship Program with Miami Dade County Mayor's Office – 18 students were selected for Fall 2012
- Other ongoing programs with Sotheby's, Carnival Cruise Lines, French Consulate, Brightstar, Green Biofuels, and AECOM



# Americas Venture Capital Conference

- FIU's Pino Center's mission is to create entrepreneurial leaders
- Venue for innovative and emerging companies from South Florida to showcase their ventures, investors and service providers.
- Led by an academic administrator and a private investor
- AVCC Advisory Board: composed of academics who understand entrepreneurship and private investors
- Panels discussing topics of interest to entrepreneurs, venture capitalists, and service providers
- Presenting companies are selected via a committee of venture, and private investors
- Companies selected to present receive an intensive coaching

## GOVERNMENTAL RELATIONS

### *Aim Higher Campaign/Student Advocacy*

**Mission:** Aim Higher Florida hopes to unite all students and community leaders in Florida to raise awareness on the significant impact of increasing funding for Higher Education. Aim Higher Florida believes that increasing resources for Higher Education has a high Return on Investment, will improve the workforce in Florida, will improve the economic climate in Florida, and ultimately secure Florida's future as a place where a thriving and diverse economy can flourish.

**Goals:** Goal #1: Raise Awareness on the Importance of Investing in Higher Education.  
Goal #2: Encourage the Florida State Legislature to Increase Funding for Higher Education and Prioritize Higher Education in the State budget for subsequent years.

**Who we are:** Created by students, Aim Higher Florida is a campaign focusing on informing all students and the citizens of Florida about the importance of funding for higher education. Aim Higher Florida is a coalition of student leaders and universities who believe that the state of Florida's economic success and future begins with thriving Higher Education programs and institutions. We believe that higher education fuels and inspires students to a lifetime of learning, discovery and success thus providing Florida with a bright future. We believe that a strong higher education system has the power to enhance the quality of life, Florida's overall economy, and brings opportunities to Florida when given the necessary funds. Well-rounded individuals with degrees from publicly funded higher education institutions are crucial to keeping Florida and America competitive in a changing market while also attracting the best jobs and employers to our great state. We aim to have Florida invest in higher education, thereby investing in the future of the State. We are Aim Higher Florida.

### *UniversityCity*

FIU has formed the UniversityCity Alliance with the City of Sweetwater (the City). This unique combination of innovation and adaptive community building is made possible by a very strong and enthusiastic alliance with the City and a coalition of public and private participants including the Florida Department of Transportation, the Miami-Dade Expressway Authority, IBM, TY Lin (an international engineering firm), and a private developer.

The coalition has now twice applied to the U.S. Department of Transportation for TIGER infrastructure grants. Although not yet successful, the latest application was matched 6-1 and represents substantial progress and commitment to the development of 21<sup>st</sup> Century solutions for the urban context of the MMC campus and neighboring Sweetwater. In recognition of the progress that has been made, the U.S. Secretary of Transportation has

invited the coalition to meet with his senior team in late September to explore next step options.

Throughout the region, cities and neighborhoods are actively seeking to redefine themselves to align more closely to their human and material assets. The UniversityCity Prosperity Project seeks to begin such a transformation effort and envisions an economically robust, sustainable, affordable, and equitable community centered on FIU as Miami-Dade County's (MDC) Anchor Public Institution for the global knowledge economy.

The UniversityCity Alliance is attempting to transform the FIU/City of Sweetwater relationship from one of friendly neighbors to a truly unique and collaborative relationship that will create a growing and innovative community with greater connectivity to the rest of MDC and beyond through viable yet innovative transportation options and best design practices.

**FY 2012 TIGER Discretionary Grant Summary background**

First, an Advanced Transit Oriented Development (ATOD) for UniversityCity creates a best practice model for infrastructure improvements that help to shift trips away from private vehicles, while simultaneously supporting the economic growth related to a major public research university and adjacent small city. The ATOD strategically weaves together:

- vibrant and mixed-use pedestrian pathways and bridges;
- high quality public spaces, Main Street, and multi-modal transit station environments;
- innovative transit greenways and mixed-mode streets;
- traffic-calmed streets, metered street parking, structure parking, and liner buildings;
- shared community transit local feeder vehicles;
- safe bike paths and multi-use corridors;
- private development projects that establish higher mixed-use residential densities; and,
- Advanced Transit and Multimodal Station (ATMS) adjacent to major expressways;
- express bus services that connect the ATMS with major intermodal facilities and operate with Bus Rapid Transit (BRT) efficiencies given the various ATOD components.

The UniversityCity ATOD overcomes a number of very real pedestrian obstacles and encourages a significant modal shift from private vehicles to pedestrian, bicycle, and transit modes by those people who travel to or from FIU and Sweetwater and between the UniversityCity communities and the Miami Intermodal Center (MIC) for at least some portion of their travel.

**Secondly, the Informed Traveler Program and Applications (ITPA) provide personalized, accurate and timely information and advice regarding the most efficient and cost effective travel paths for consumers.** This includes information about whether to use transit, delay your trip to avoid congestion, or take an alternate route to avoid construction, accident or other delays. This unique and innovative combination of technology and transit will be a first-of-its-kind effort that shall serve as a model for other communities throughout the nation. The software is predictive in nature, allowing users to make better travel decisions even before they get in their private vehicles. It also offers ITPA users express transit routes and faster parking in smart garages as major time savers. ITPA gives travelers both the information and the courage to change routes or take transit instead of following a reflective pattern of automotive travel.

### **Conclusion**

Significant on-going goals include reductions in congestion, travel time, accidents, vehicle miles travelled, and travel costs for businesses and households. New funding strategies are being explored that in addition to the above will help demonstrate the connections between sustainability, innovative mobility, technology transfer, new urbanism/smart growth and equitable economic prosperity led by a major public research university.

**In a globally competitive knowledge economy, this WorldsAhead project points the way forward as FIU continues to make the impossible inevitable.**

### **Neighborhood HELP**

The Herbert Wertheim College of Medicine (HWCOM), Green Family Foundation NeighborhoodHELP™, (NeighborhoodHELP™), program is the centerpiece of HWCOM curriculum. Made possible by the visionary support of Green Family Foundation, NeighborhoodHELP™ is the practical application of HWCOM's commitment to educating physicians for the 21<sup>st</sup> century and serving medically underserved residents of Miami-Dade County. Through NeighborhoodHELP™, interprofessional teams of FIU medical, nursing, social work, and law students take responsibility for individual households to improve health and quality of life. Mentored and guided by HWCOM faculty physicians and FIU nursing and social work faculty, students assess, respond to, and monitor the health of families. Students participate in educational experiences focused on the ethical foundations of medicine, the social determinants of health, and culturally competent primary care, while simultaneously give back to local communities and households.

**Update (September 2010-July 2012)**

- Conducted a benchmark survey of 2,334 households in north Miami-Dade County that revealed the socioeconomic and health challenges faced by NeighborhoodHELP™ target communities
- Established geographically defined areas for household visits in north Miami-Dade County: the City of Miami Gardens, the City of Opa Locka, a portion of Unincorporated Northwest Dade County, City of North Miami, City of North Miami Beach, Little Haiti and Hialeah, affected by poverty, health disparities, and lack of access to health care
- Created a successful, long-term university community partnership mutually beneficial to FIU and the community, currently with 84 partners that represent health, social service, faith-based, and governmental entities, plus schools and day-care centers that support the education of FIU students and refer households in need
- Integrated classroom teaching, community service, and clinical care activities through an innovative infrastructure, the Department of Humanities, Health, and Society and recruited a diverse group of highly skilled faculty and staff who reflect the communities we served
- Central to HWCOM's commitment to educating highly skilled, compassionate, and culturally competent future physicians, hired 12 faculty physicians to mentor 10 medical students per class over the four years
- Since September 2010, up to 222 households have participated in NeighborhoodHELP™
- Since the HWCOM inaugural class of 2013 began household visits in September 2010, up to 607 medical, nursing, social work, and law students have conducted 852 household visits and assisted household members with a broad spectrum of health issues, including diabetes, hypertension, breast cancer, dementia, coronary heart disease, low back pain, and mental health illness
- Preliminary outcome data of participating households indicate that households using the Emergency Room as a regular place of care has markedly decreased - a reflection of the program's significant impact on the quality of care and well-being of the selected communities
- Launched the Mobile Health Center to provide health care services to NeighborhoodHELP™ families
- Launch telemedicine by August 2012 with one household and four additional families by December 2012

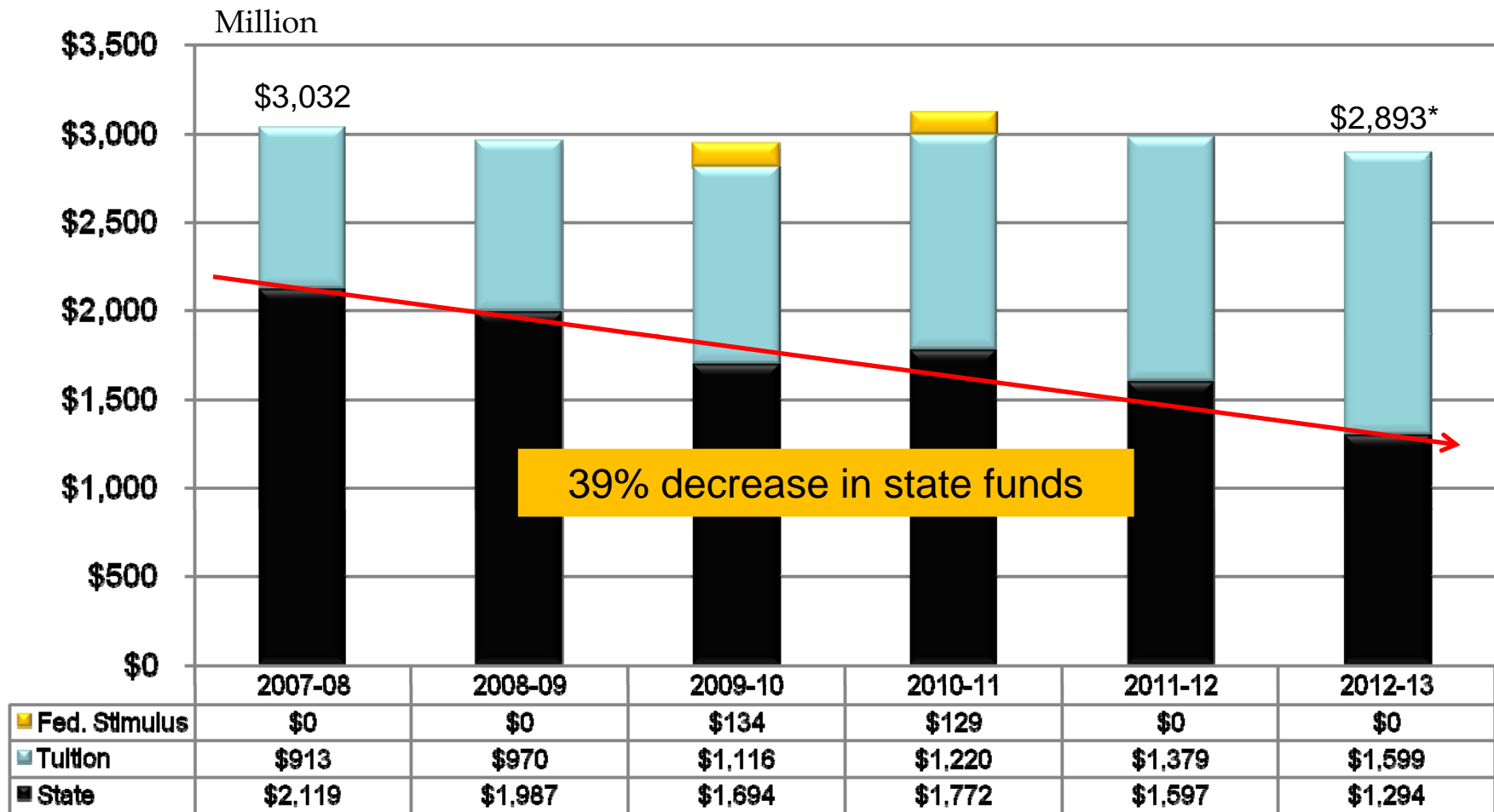


NeighborhoodHELP™ has revolutionized how we educate medical students in the United States and simultaneously how we serve and commit to local communities. In its short history, the program has made a lasting impact on medical education. HWCOM leadership and faculty are nationally recognized through their leadership and participation in national forums and organizations working in medical education, health, and community issues, such as the University Cooperative on Urban Health (HWCOM is a founding member), the American Association of Medical Colleges, The Arnold P. Gold Foundation, and the American Diabetes Association.

**A Special Note**

On August 6, 2012, 121 students (class of 2016) started their medical education at FIU HWCOM, and in this class, we have a student from one of our NeighborhoodHELP™ communities.

# Even with Tuition Increases, Total Education & General Appropriation is Less than it was in 2007-08



\*includes Legislative assumption of 15% tuition differential.

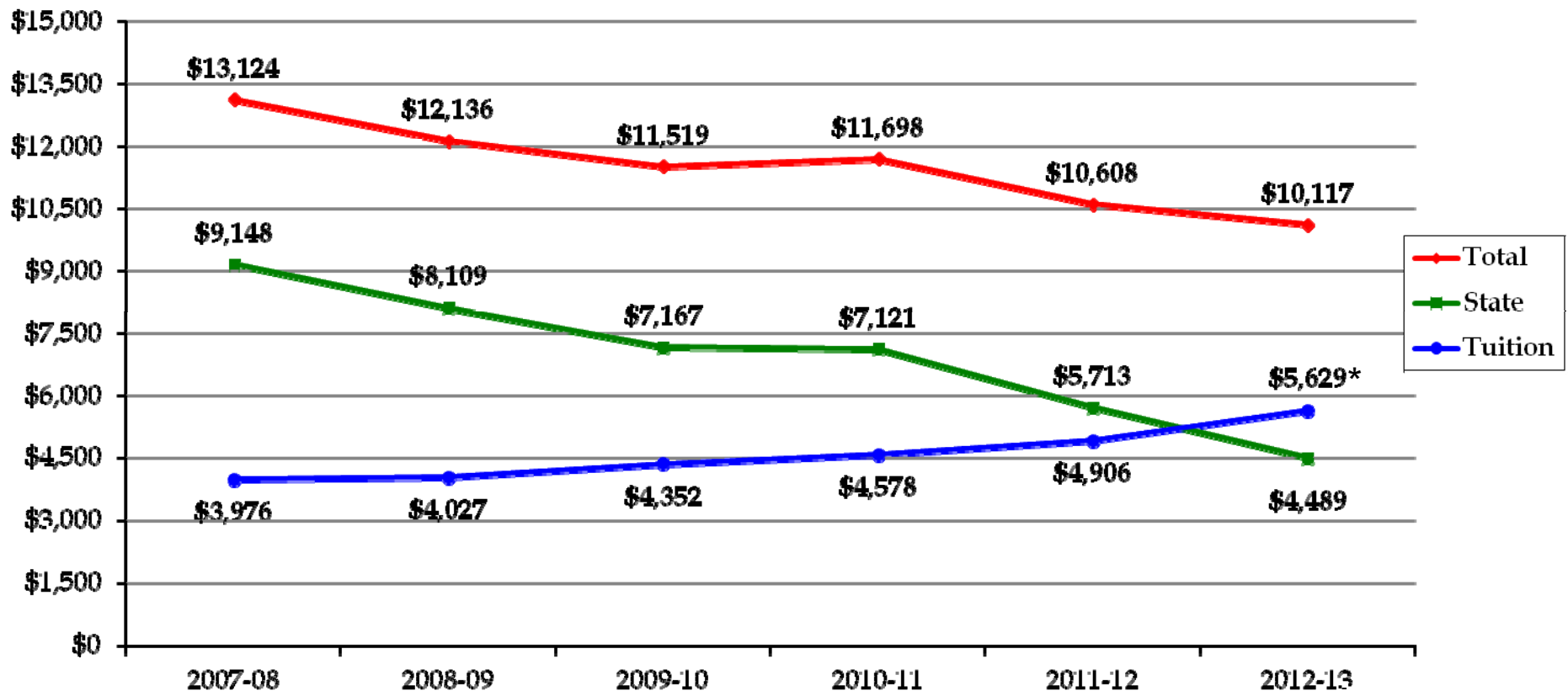


STATE UNIVERSITY SYSTEM of FLORIDA  
Board of Governors

Excludes IFAS and medical center funding

[www.flbog.edu](http://www.flbog.edu)

## E&G Funding per FTE Student - Students will Contribute a Larger Portion



- State and Total funding for 2009-10 and 2010-11 includes federal stimulus. Does not include IFAS or medical centers.  
-Adjusted for inflation.

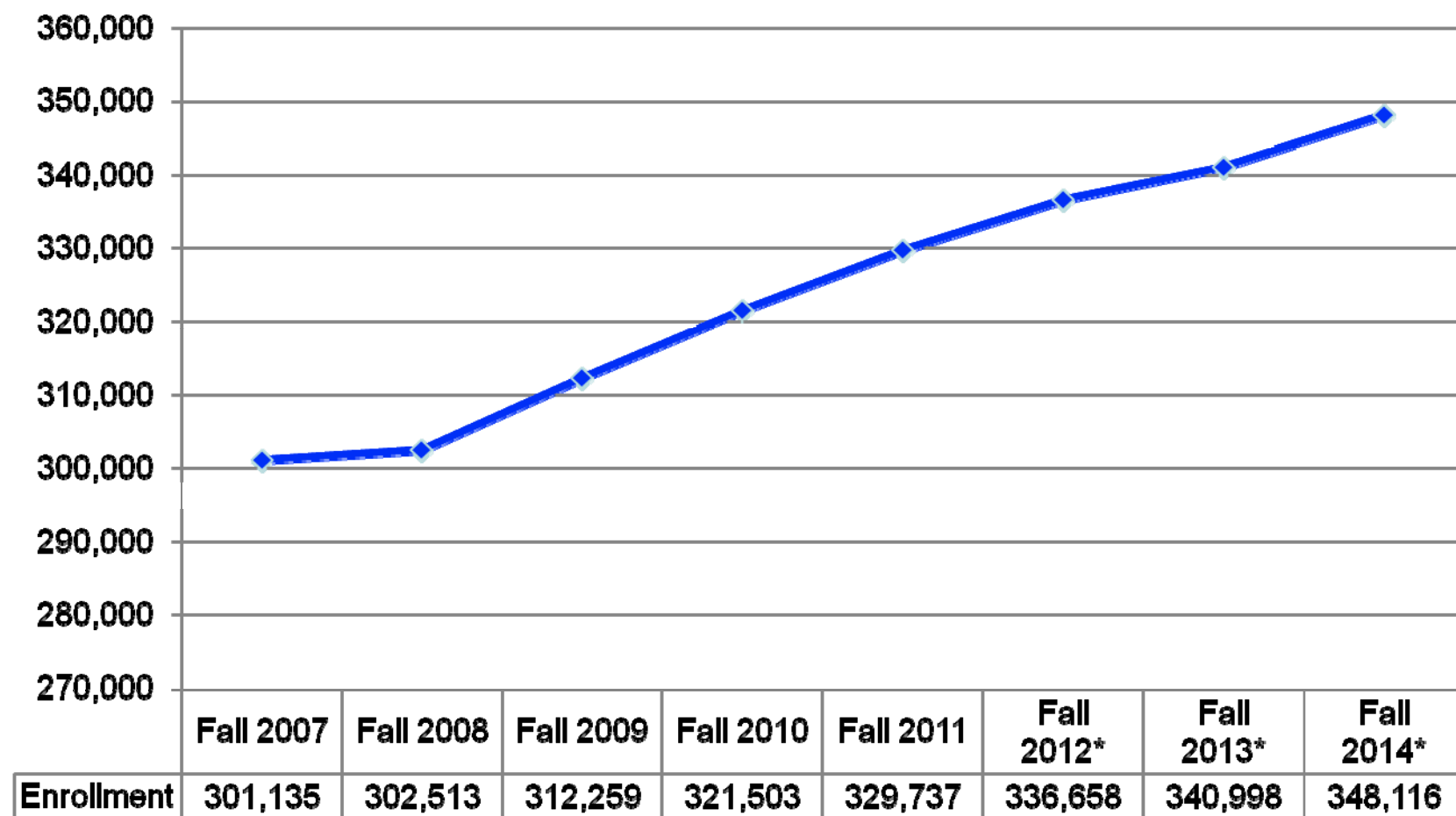
\* Includes legislative assumptions of 15% tuition differential and 8% undergraduate non-resident tuition increases.



STATE UNIVERSITY SYSTEM of FLORIDA  
Board of Governors

[www.flbog.edu](http://www.flbog.edu)

## Student Enrollments Projected to Increase by 20,000 Over the Next 3 Years

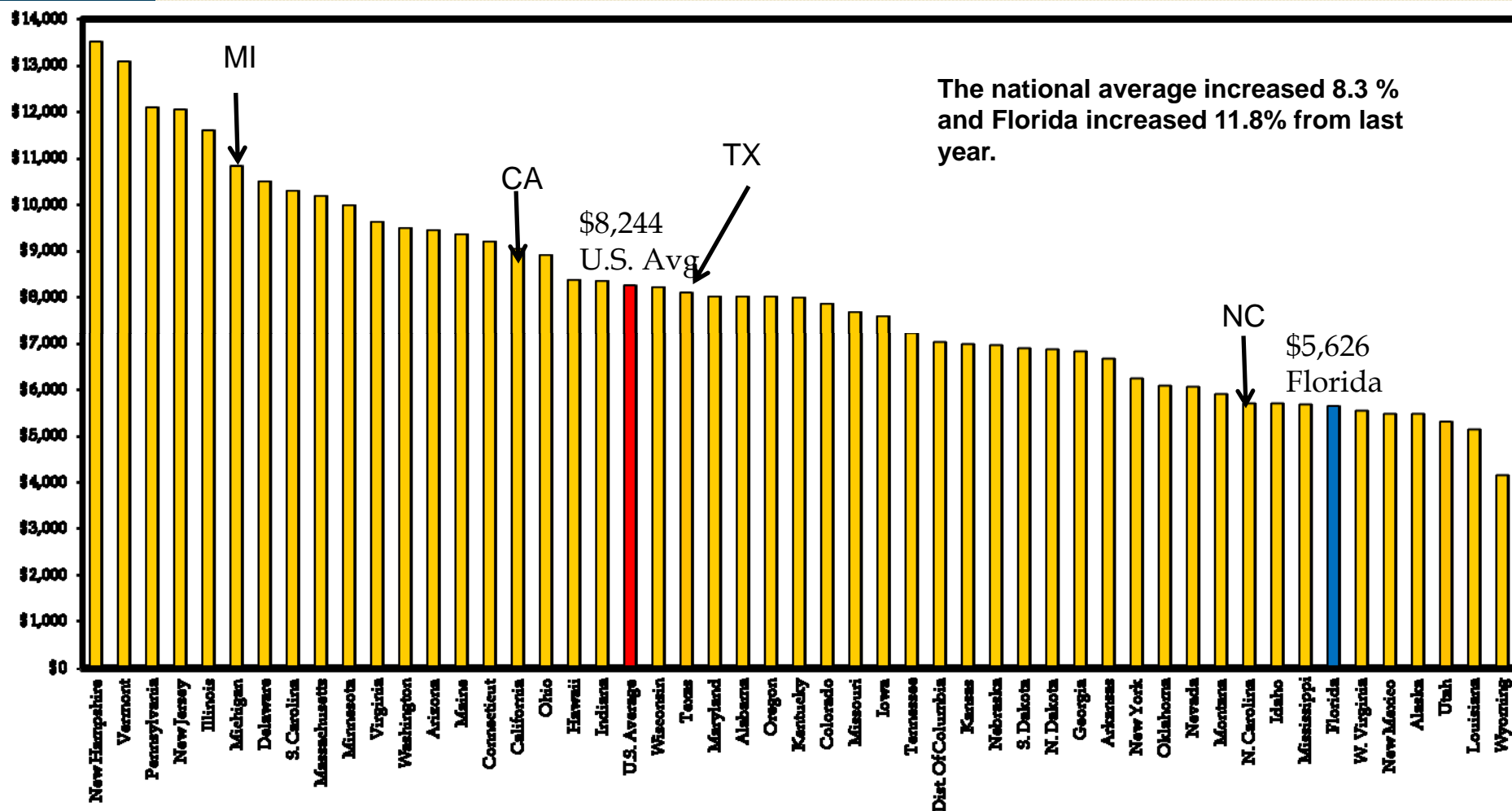


STATE UNIVERSITY SYSTEM of FLORIDA  
Board of Governors

\*Estimated

[www.flbog.edu](http://www.flbog.edu)

# Florida Ranks 45<sup>th</sup> in Undergraduate Tuition & Fees in 2011-12



STATE UNIVERSITY SYSTEM of FLORIDA  
Board of Governors

College Board, Trends in College Pricing, 2011

[www.flbog.edu](http://www.flbog.edu)

## Office of Governmental Relations

### 2012 State Legislative Session Outcomes

- **Appropriations**
  - College of Medicine: \$900K, College of Nursing and Health Sciences Simulation Teaching and Research Center: \$500K, Hurricane Mitigation Research: \$1.3M
- **Budget Cuts**
  - \$300M reduction to the State University System operating budget
  - For FIU, this represents a non-recurring, one time cut of \$24.3M to the base budget (a 15% reduction)
  - FIU's reduction was lower than most; the average reduction was 20%
- **Tuition**
  - Legislature gave budget authority for a 15% tuition differential increase to undergraduate programs and an 8% tuition differential increase to graduate and professional programs and non-resident students (30% of the revenue generated from differential tuition must be directed to need-based students)
  - The Florida Board of Governors (BOG) authorized a 15% tuition increase for FIU
- **CITF**
  - Successfully lobbied for the increase of the Capital Improvement Trust Fund fee, which will allow FIU to generate revenue for the maintenance, renovation and construction of student facilities
  - The Legislature gave universities authority to raise the fee up to 10% indexed against tuition. The fee had gone unchanged since 1988 and this was the students' top priority for the session

### 2013 State Legislative Priorities

- **State Funding:** Restoration of the \$24.3M cut (15%) to general revenue and avoiding further cuts to the 2013-2014 Budget
- **College of Medicine:** Two years of state funding remain for the Herbert Wertheim College of Medicine 10 year implementation plan. The 2013-2014 request is \$762,589 in incremental funds
- **Hurricane Mitigation:** Secure annual state funding for hurricane mitigation projects such as the Wall of Wind and the Public Loss Model



- **PECO:** Maximize state funding for operations and fixed capital outlay (FIU President Mark B. Rosenberg has been appointed to the BOG's Facilities Taskforce, which is tasked with finding alternative sources of funding for facilities)
- **STEM:** \$120M in state funds for STEM education and research (pending final BOG approval)
- **Land Acquisition:** Continue efforts in Fair relocation and UniversityCity projects and working with Miami-Dade County, the Fair and state agencies in the identification of available lands

### **2013 Federal Legislative Priorities**

- **Financial Aid:** Protect the maximum Pell grant and forestall interest rate increases on Stafford Loans which are a critical source of financial aid for low-income families in South Florida and at FIU
- **Pell Grants:** Maintain current maximum of \$5,550. Over 20,000 FIU students (41%) received Pell grants last academic year with a majority (55%) of those at the level of greatest need. This investment makes it possible for these individuals to pursue their dreams while our region gains college-educated professionals
- **STEM:** Meet our regional and national need for a high-quality workforce skilled in Science, Technology, Engineering and Math (STEM) by transforming STEM Education, teacher preparation and industry engagement
- **Transportation:** In partnership with the City of Sweetwater, Miami-Dade County, MDX, pursue competitive federal TIGER grants and others from HUD to advance the vision of UniversityCity – a viable plan for economic development and transportation connectivity in Southwest Miami-Dade County
- **Research:** Advance critical research priorities that serve as catalysts to strengthen our regional and national economy and position FIU's innovation such as biosensor and neuro-prosthetics initiatives; forensics; and environmental/ecotoxicology research

### **Opportunities for Board of Trustees Advocacy and Engagement**

**FIU Day in Tallahassee:** be a part of the 10<sup>th</sup> annual FIU Day taking place on March 20, 2013. **District Outreach:** work with the Office of Governmental Relations and student leaders in maintaining relationships with Legislators and their staff during non-session months. **Local Relations Initiative:** engage in outreach to local counties, cities and municipalities. **Political Outreach:** stay informed and engaged with campaigns and election outlooks. **Campus Visits:** participate in on-site visits to FIU by elected officials throughout the year. **Student Government Advisory Council:** volunteer as a speaker

or mentor for this new initiative launching Fall 2012 that will bring together students interested in politics and provide opportunities for education, involvement and outreach.

**Contact:**

**Website:** government.fiu.edu

**Facebook:** Office of Governmental Relations

**Steve Sauls**, *Vice President  
Governmental Relations*  
Off: (305) 348-3505  
[saулss@fiu.edu](mailto:saулss@fiu.edu) @FIUgov

**Michelle L. Palacio**, *Assistant Vice  
President Health Affairs*  
Off: (305) 348-6288  
[palaciom@fiu.edu](mailto:palaciom@fiu.edu)

**Adriana Pereira**, *Director of State  
Relations*  
Off: (305) 348-3505  
[aperei@fiu.edu](mailto:aperei@fiu.edu) @FIUtally

**Carlos Becerra**, *Director of Federal  
Relations*  
Off: (202) 600-4560  
[cabecerr@fiu.edu](mailto:cabecerr@fiu.edu) @FIUdc



This page intentionally left blank

This page intentionally left blank