



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

Thursday, December 7, 2017  
9:30 am *\*approximate start time*  
Florida International University  
Modesto A. Maidique Campus  
Graham Center Ballrooms

**Committee Membership:**

Claudia Puig, *Chair*; Jorge L. Arrizurieta, *Vice Chair*; Jose J. Armas; Leonard Boord; Gerald C. Grant, Jr.; Michael G. Joseph; Marc D. Sarnoff

**Liaisons:**

Eduardo Hondal, *Alumni Association Board of Directors*; T. Gene Prescott, *Foundation Board of Directors*; Monica Rabassa, *President's Council*

**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. Information/Discussion Items <i>(No Action Required)</i> |   |
| 4.1 Update on Governmental Relations                        | Michelle L. Palacio                       |
| • 2018 Legislative Session Priorities                       |   |
| • FIU in DC Update  |   |
| 4.2 Update on External Relations                            | Sandra B. Gonzalez-Levy                   |
| • Solutions Center  |   |
| • Finish in 4 Save More                                     |   |
| 4.3 Interdisciplinary Disaster Task Force                   | Ruben Almaguer<br>Sandra B. Gonzalez-Levy |
| 5. New Business <i>(If Any)</i>                             | Claudia Puig                              |
| 6. Concluding Remarks and Adjournment                       | Claudia Puig                              |

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## 2. Approval of Minutes

*Approval of Minutes*

**THE FLORIDA INTERNATIONAL UNIVERSITY**  
**BOARD OF TRUSTEES**  
**External Relations Committee**  
December 7, 2017

**Subject: Approval of Minutes of Meeting held June 1, 2017**

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**Proposed Committee Action:**

Approval of Minutes of the External Relations Committee meeting held on Thursday, June 1, 2017 at the FIU, Modesto A. Maidique Campus, College of Business Complex, Special Events Center, Room 233.

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**Background Information:**

External Relations Committee members will review and approve the Minutes of the External Relations Committee meeting held on Thursday, June 1, 2017 at the FIU, Modesto A. Maidique Campus, College of Business Complex, Special Events Center, Room 233.

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**Supporting Documentation:** Minutes: External Relations Committee Meeting, June 1, 2017

**Facilitator/Presenter:** Claudia Puig, *External Relations Committee Chair*

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**FLORIDA INTERNATIONAL UNIVERSITY  
BOARD OF TRUSTEES  
EXTERNAL RELATIONS COMMITTEE  
MINUTES  
JUNE 1, 2017**

**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 11:34 a.m. on Thursday, June 1, 2017 at the Modesto A. Maidique Campus, College of Business Complex, Special Events Center, Room 233.

The following attendance was recorded:

***Present***

Claudia Puig, *Chair*  
Jorge L. Arrizurieta, *Vice Chair*  
Leonard Boord  
Gerald C. Grant, Jr  
Marc D. Sarnoff

***Excused***

Jose J. Armas  
Michael G. Joseph

Trustees Dean C. Colson, Natasha Lowell, Krista M. Schmidt, and Kathleen L. Wilson also attended.

Committee Chair Puig noted that she looked forward to collaborating with Trustee Dean C. Colson, who was recently appointed by the Florida Board of Governors, and Student Government President for the Modesto A. Maidique Campus Krista M. Schmidt and welcomed them to the FIU Board of Trustees.

**2. Approval of Minutes**

Committee Chair Puig asked if there were any additions or corrections to the minutes of the November 16, 2016 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, November 16, 2016.

**3. President's Remarks**

*Item was deferred to the next regularly scheduled Committee meeting.*

#### **4. Information/Discussion Items**

##### **4.1 Update on Governmental Relations**

Vice President of Governmental Relations Michelle L. Palacio thanked the Board members for their continued efforts in advocating for the legislative priorities of the University. She reported on the 2017 legislative session and provided an overview of the FIU initiatives and projects that were funded in the State Budget. VP Palacio stated that the budget process had not yet been finalized, explaining that Governor Rick Scott has 15 days to act upon the budget he received on May 31, 2017.

VP Palacio mentioned that FIU was honored to have been the first University visited by the United States Secretary of Education Betsy DeVos. She noted that Secretary DeVos toured the Star Center in the Nicole Wertheim College of Nursing and Health Sciences and met with President Rosenberg, members of the Board of Trustees, faculty, and students. VP Palacio reported that FIU in D.C. hosted United States Secretary of Labor R. Alexander Acosta, on May 22, 2017 and welcomed FIU alumni serving in the Trump administration. She explained that on June 15, 2017, FIU will host a State Department ministerial meeting with Central American Presidents and dignitaries. The meeting is expected to include Vice President of the United States Mike Pence, Secretary of State Rex Tillerson, and United States Secretary of Homeland Security John F. Kelly.

VP Palacio commented that one of FIU's priorities has been to reinstate yearlong Pell Grant funding, including summer. She added that summer Pell grants were included in this year's continuing resolution approved in April 2017.

VP Palacio provided end of session highlights for new funding, renewed funding, potential appropriation reductions, and need based financial aid and scholarships. She added that as it relates to renewed funding, the Florida House of Representatives opened recurring funding from University based budgets to increase transparency. Regarding substantive legislation, she mentioned that universities will be required to include a block tuition option, which must be available to students entering in the fall 2018 cohort. VP Palacio also highlighted the statutory amendments regarding appointments to the board of directors of direct support organizations (DSOs) by the chairs of university boards of trustees.

VP Palacio stated that in an April 13, 2017 communication to College and University Presidents, Trustees, and the Florida Board of Governors, Governor Rick Scott requested that each Board discuss six topics at its next meeting. She reported that the six topics are the following: employment demand, post-graduation employment, state funding investments, return on investment, four year graduation, and new internship programs.

Provost and Executive Vice President Kenneth G. Furton provided an overview on the topics discussed in the Governor's letter. Provost Furton highlighted that over 80% of FIU's graduates have remained in Florida and have a major impact on Florida's economy. He noted that FIU continues to excel in providing students with meaningful practicum opportunities. Provost Furton stated that Governor Scott challenged all universities to look at its top two degree producing

programs and to improve dramatically the employment rate with a goal of 100%. Provost Furton noted that FIU's top two degrees might vary from year to year, stating that currently, the top five degrees are: Business Administration, Psychology, Hospitality, Biology, and Criminal Justice. He mentioned that FIU is in the process of realigning the career services office with academic advising, adding that both will be centralized within the Division of Academic Affairs.

In response to Trustee Marc D. Sarnoff's inquiry, as to the employment opportunities for students that hold a Bachelor's degree in Psychology, Committee Chair Puig indicated that Psychology is the top graduating degree in the State of Florida, but the job market does not support career opportunities for graduates with a Bachelor's in Psychology.

Trustees engaged in a robust discussion on the plan for academic advisors to become more active and begin advising students earlier to ensure better outcomes. Provost Furton stated that FIU is focused on ensuring the employability of its graduates.

Provost Furton noted that the University will be launching a new campaign "Think 30". He added that FIU will be focusing its efforts on raising student awareness on the need to complete 30 credits a year in order to graduate in four years.

#### **4.2 Update on External Relations**

Senior Vice President of External Relations Sandra B. Gonzalez-Levy provided an update on initiatives and upcoming events. She stated that TEDxFIU, now entering its sixth year, will take place on November 16<sup>th</sup>.

Sr. VP Gonzalez-Levy provided an update on the University's Fostering Panther Pride, an innovative program that offers tailored academic and support services to students identified as formerly in foster care or homeless. She reported that the University's President's Council led a fundraising effort in benefit of Fostering Panther Pride that resulted in a total of \$ 285,000. She added that Steve Marin, Jr. an FIU freshman, honors college student, and member of Sigma Chi, secured \$50,000 in donations for Fostering Panther Pride. Sr. VP Gonzalez-Levy noted that FIU will showcase the University's latest research at the fourth annual eMerge Americas Conference that will be taking place on June 12-13, 2017, adding that President Mark B. Rosenberg will be a keynote speaker.

Trustees Jorge L. Arrizurieta and Natasha Lowell congratulated the University's Governmental Relations team on the achievements despite the challenging session.

#### **5. New Business**

*No new business was raised.*

#### **6. Concluding Remarks and Adjournment**

With no other business, Committee Chair Claudia Puig adjourned the meeting of the Florida International University Board of Trustees External Relations Committee on Thursday, June 1, 2017 at 12:26 p.m.

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**THE FLORIDA INTERNATIONAL UNIVERSITY**

**BOARD OF TRUSTEES**

**External Relations Committee**

December 7, 2017

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**Governmental Relations Update**

**2018 State Legislative Priorities**

**FACILITIES FUNDING**

Public Education Capital Outlay (PECO) is traditionally the primary source of funding for Florida's educational facilities and infrastructure. FIU's PECO and General Revenue requests are as follows:

**Engineering Building (Phase I and II)**

The new Engineering building will be located on the Modesto A. Maidique Campus to facilitate and enhance ongoing and future collaborations between the College of Engineering and Computing and the Academic Health Center which include the colleges of medicine, nursing, and public health and social work. Many of the most significant breakthroughs in health sciences will increasingly be at the intersection of the disciplines in engineering and computer science.

The facility will house classrooms, instructional and research laboratories and collaboration spaces for approximately 75 faculty and 1,400 engineering majors. The building will be designed for active learning, through innovative classrooms and teaching laboratories. Thus facility will allow FIU to continue to innovate and expand its successful Science Technology Engineering and Math (STEM) education program.

**Science Laboratory Complex**

The Science Laboratory Complex will expand science programs at FIU, and provide new needed science specific classrooms, teaching laboratories and offices. This facility will provide critically needed classrooms, laboratories, and offices to address the existing shortfall needed to meet the educational and research needs of the University.

## **FIU UNIVERSITY-INDUSTRY RESEARCH AND DEVELOPMENT LAB**

University-Industry Research and Development Lab will foster partnerships with the private sector focusing on rapid adaptation of university inventions and technology into the private sector, as well as applying university developed technological solutions to needs expressed by industry. Collaborations will involve equal investment of resources from FIU and industry, for support in technology transfer. Specific initiatives and programs of University-Industry Research and Development Lab will include:

- Support partnerships between FIU inventors/innovators and industry partners focused on incorporation of technological innovations into industry needs.
- Create programs from one month to 18 month duration focusing on the adaptation of university innovation and inventions into the commercial sector of industry partners.
- Provide seed funding for matching investments by industry for collaboration between FIU faculty and students with industry to address specific R&D needs of industry.
- Establish micro credentials and specialized trainings for students that responds to specific industry needs.
- Support staffing, including a director, to manage the program.
- Create and deliver regular workshops focusing on enhancing university-industry partnerships, and greater connection between the technology transfer process, and other entrepreneurial programming and supporting FIU students, faculty and staff in the commercialization space.
- Identify, coordinate and connect FIU entrepreneurial activities to develop synergies, provide economies of scale, organizational support and visibility to the external private sector audience.
- Provide hands on training to FIU students in real-world situations, which will close the gap between college education and career readiness.
- Prepare students to enter high-wage careers post-graduation.

## **FIU TARGETED STEM INITIATIVE**

FIU's Targeted STEM Initiatives will transform and reengineer STEM programs and courses to optimize the retention, graduation, marketability, and career creation and placement of engineering and computer science students – thereby launching a new engineering paradigm.

The Initiative will 1) integrate best program-of-study practices into the first-year engineering and computer science programs; 2) deploy state of the art evidence-based

instruction and advanced classroom assessment throughout critical STEM courses for all engineering and computer science majors; and 3) establish an Engineering Education Research Department to propagate best practices, assess initiative practices, and provide critical feedback to the institutional and State stakeholders to facilitate greater efficiencies through shared system resources.

Specific objectives include:

- Revitalize the first-year engineering and computer science experiences
- Transform introductory science and mathematics courses and target re-engineering of the Calculus sequence
- Institute LA Commons Hubs
- Establish Engineering Education Research Department

## **PLANT OPERATION AND MAINTENANCE (PO&M)**

Plant Operations and Maintenance funding is a SUS priority totaling \$17.5 million (\$1 million for FIU). The requested funds will cover building operating costs such as utilities, janitorial services, grounds, preventative maintenance of critical building systems (HVAC, fire alarms and sprinklers, and elevators) and general maintenance and repairs of new facilities that opened for use during the 2016-2017 and 2017-2018 fiscal years as well as facilities coming online for the 2018-2019 fiscal year.

For 2016-2017 and 2017-2018, the SUS did not receive incremental state support for completed facilities. As a result, the backlog of facility maintenance needs have increased tremendously. It is highly anticipated that existing and new campus facilities throughout the system will continue to deteriorate without adequate recurring state support.



## **External Relations Report**

### **Branding:**

- **Ashoka U-** FIU was asked to join the prestigious Ashoka University Changemaker Campus consortium on Feb. 25, 2017. Ashoka U builds upon the mission of Ashoka, the world's largest network of social entrepreneurs, to further a culture of social innovation in higher education.
  - branding and internal communications, 2017-2018
  
- **Connect4Success-** The Connect4Success program is a partnership established in 2006 among our university and area colleges, which include: Miami Dade College, Broward College, Florida Keys Community College, and Palm Beach State College.
  - branding and internal communications, 2015-present
  
- **Finish in 4 Campaign**
  - Banners and pole banners on both campuses (banners scheduled for the start of each semester), floor stickers on excess hours
  - Finish in 4 video has 13,000 views
  - Website is now live and has 800 views since launch
  - Plan for orientation is in place
  - Videos for year 1-4 complete for social and website
  
- **FIUBeyondPossible2020-** *FIUBeyondPossible2020* is the roadmap to our future. Its focus on student success, preeminent programs, achieving the Carnegie Very High Research Designation, and expanding our financial base and increasing efficiency reflects our new normal.
  - branding and internal communications, preeminent program focus, 2015-present
  
- **Jewish Museum of Florida-** branding, July 2017-present.

### **Community Relations, Protocol and Special Events:**

#### **Ceremonies:**

- **Summer 2017 Commencement**
  - Eight Ceremonies over three days – 2,903 graduates attended
- **Freshman Convocation**
  - 1351 Students Attended + Family members

- **Faculty Convocation**

- 200 Faculty members attended the Awards and Dinner Ceremony
  - 21 Faculty members from 7 different colleges/schools received awards
  - Dr. Allan Rosenbaum received the President's Council Worlds Ahead Faculty Award

**President's Council:**

- 6/23/17 - End of Year Reception Showcasing StartUp FIU
- Nine New President's Council Members
- July-October - Worlds Ahead Faculty Award Process (nominations, committee deliberation, interviews, awardee selection)
  - 10/4/17 - Faculty Convocation where the Worlds Ahead Faculty Award was conferred
  - Dr. Allan Rosenbaum, Steven J. Green School of International and Public Affairs, was the award recipient
  - Dr. Rosenbaum donated \$15,000 of his honorarium to the Green School
- 8/17/17 - SPARK Social / Dell Laptop Presentation for Fostering Panther Pride Students
- 9/30/17 - President's Council Football Game Night at the President's Box
- 10/19/17 - Oktoberfest showcasing the Chaplin School of Hospitality and Tourism Management
- 11/2/17 - Advocacy Briefing in collaboration with Governmental Relations
- 11/15/17 - President's Council Fostering Panther Pride Committee will be attending the Fostering Panther Pride Thanksgiving Luncheon
- 11/28/17 - RH Salon in collaboration with Governmental Relations
- Three Fostering Panther Pride Meetings

**Speaking Engagements and Community Activities:**

- 6/28/17 - City of Doral Trolley Forum
- 7/21/17 - Kiwanis of Little Havana Scholarship Event
- 8/10/17 - Branches Back to School Drive
- 8/24/17 - Arindam Chowdhury, Panelist, Beacon Council "Lessons Learned from Hurricane Andrew 25 Years Later"
- 8/25/17 - Make-A-Wish Check Presentation for Juan Dosio
- 10/5/17 - Juan Sanchez, Speaker, CBRE Hispanic Latin Business Resource Group 2017 Fall Conference
- 10/26/17 - Greater Miami Chamber of Commerce, Sports Hall of Champions Sponsorship, including a display table by Athletics, table of 10

attendees, Roary appearance and auction items (2- Food Network and Cooking Channel South Beach Wine & Food Festival Grand Village Tickets, 4 Club Seat Tickets to FIU Football and FIU Swag Bag)

- 10/26/17 - Beacon Council, Annual Meeting and Key Ceremony Sponsorship, including display tables by Talent Development Network, StartUp FIU, Niros Technologies and Pilot VR)
- 11/8/17 - Prospera 2017 Success Stories Luncheon Sponsorship
- 11/23/17 - Winternational Parade
- 11/30/17 - President Mark B. Rosenberg, Keynote Speaker, Greater Kendall Business Association Luncheon

### **Special Events:**

- 6/15/17 - Conference on Prosperity and Security in Central America - Visit by U.S. State Department
- 8/17/17 - Jimenez Deredia Sculptures Ribbon Cutting Ceremony
- 8/23/17 - Braman Family Foundation Gift Announcement
- 9/22/17 - Visit by the President of Costa Rica, The Honorable Luis Guillermo Solis
- 9/29/17 - U.S.-Northern Triangle Transnational Crime Ministerial - Visit by the U.S. Department of Justice
- 10/10/17 - Geopolitical Summit featuring Reza Aslan
- 10/17/17 - Lecture by Dr. Carlos Vegh
- 11/11/17 - Felsberg Plaza Unveiling
- 11/20/17 - FIU-RCMI at Stempel College Celebration

### **Digital Communications/Web Team:**

#### **Completed Projects:**

- #FIUstrong - <https://fiustrong.fiu.edu>
- Commencement - <https://commencement.fiu.edu>
- Finish in 4 - <https://Finish4.fiu.edu>
- FIU Advance - <https://Advance.fiu.edu>
- Health Policy Analysis Academy - <https://valuehealth.fiu.edu>
- Institute of Water and Environment - <https://InWe.fiu.edu>
- International Hurricane Research Center Spanish Site - Live Data - <https://hurricanes.fiu.edu>
- The High-Impact Leadership Program - <https://lead.fiu.edu/landing-page/the-high-impact-leadership-program/>

### **FIU NEWS and Online Magazine Statistics:**

**FIU News Page Views:** 514,140

**Total Users:** 269,418

**Users by Device:** Mobile (53%), Desktop (42.4%), Tablet (4.6%)

**FIU News Newsletter Subscribers** (as of 10/27/17): 30,699

**FIU Parent Newsletter Subscribers** (As of 10/27/17): 35,213

### **Top 10 FIU News and Magazine Stories:**

1. Hurricane Updates (All: <http://bit.ly/2gMwMqC>): 94,830
2. President Rosenberg delivers message on recovery following Hurricane Irma (<http://bit.ly/2jcsBoD>): 18,871
3. Hurricane guide: Plan for what to do as Hurricane Irma closes in (<http://bit.ly/2w6ZPqB>): 9,776
4. FIU ranked as one of top universities in the country by U.S. News & World Report (<http://bit.ly/2ybldAq>): 8,330
5. Provost Furton on student and faculty assignments following Hurricane Irma (<http://bit.ly/2eQWzd1>): 6,863
6. 3 ways to observe the solar eclipse (<http://bit.ly/2xkJ2lb>): 6,016
7. Out-of-state tuition fee waived for Puerto Rico, U.S. Virgin Islands students (<http://bit.ly/2xIerlr>): 4,681
8. Countdown to Homecoming 2017 (<http://bit.ly/2vBHpiQ>): 4,384
9. CasaCuba: a home for all things Cuban at FIU (<http://bit.ly/2vEjC3L>): 4,094
10. Volcano sharks are a thing (<http://bit.ly/2h39D2G>): 3,464

### **Media Coverage:**

*\*Total potential audience number combines the average monthly unique visitors for each website*

**Braman Family Foundation donates \$1 million to MDC and FIU (total potential audience: 9,273,309)**

- Miami Herald: <http://www.miamiherald.com/news/local/education/article169888517.html>
- El Nuevo Herald: <http://www.elnuevoherald.com/noticias/sur-de-la-florida/article168892297.html>



- WSVN: <http://wsvn.com/news/local/brahman-family-foundation-donates-1-million-to-mdc-and-fiu/>
- Diario Las Americas: <http://www.diariolasamericas.com/florida/dos-instituciones-universitarias-miami-reciben-importante-donacion-braman-family-foundation-n4130152>

**CasaCuba: a home for all things Cuban at FIU (Total potential audience: 19,002,170)**

- El Nuevo Herald: <http://www.elnuevoherald.com/noticias/sur-de-la-florida/article167596962.html>
- Telemundo: [http://www.telemundo51.com/noticias/local/Casa-Cuba-en-FIU\\_TLMD---Miami-441450313.html](http://www.telemundo51.com/noticias/local/Casa-Cuba-en-FIU_TLMD---Miami-441450313.html)
- Miami Dario: <http://www.miamidiario.com/general/florida/miamidade/universidad-internacional-de-florida/casacuba/377983>

**FIU at eMerge Americas 2017 (total potential audience: 12,158,287)**

- Miami Herald: <http://www.miamiherald.com/news/business/technology/article153595969.html>
- Miami Herald: <http://www.miamiherald.com/news/business/technology/article155776749.html>
- El Nuevo Herald: <http://www.elnuevoherald.com/noticias/finanzas/article154927519.html>
- Government Technology: <http://www.govtech.com/dc/articles/The-Future-is-Now-South-Florida-Startup-Ecosystem-Strengthening-.html>

**FIU experts use hurricane loss model to estimate damage caused by Hurricane Irma at \$19 billion (total potential audience: 19,421,217)**

- Miami Herald: <http://www.miamiherald.com/news/weather/hurricane/article174604216.html>
- Sun Sentinel: <http://www.sun-sentinel.com/business/fl-bz-hurricane-irma-insurance-claims-update-20170921-story.html>
- Market Insider: <http://markets.businessinsider.com/news/stocks/FIU-experts-use-hurricane-loss-model-to-estimate-damages-caused-by-Hurricane-Irma-at-19-billion-1002401914>

### **FIU Spring 2017 Commencement (total potential audience: 36,936,126)**

- Univision: <http://www.univision.com/noticias/edicion-digital/la-historia-de-edgar-sanfeliz-el-joven-cubano-que-dio-a-conocer-su-talento-cantando-en-un-drive-thru-video>
- Miami Herald: <http://www.miamiherald.com/news/local/community/miami-dade/article149900437.html>
- CBS Miami: <http://miami.cbslocal.com/2017/05/30/mentoring-matters-drive-thru-cuban-immigrant-amazing-voice/>
- NBC Miami: <http://www.nbcmiami.com/news/local/Former-Homeless-Student-Graduates-From-FIU-420951043.html>
- WSVN Miami: <http://wsvn.com/news/local/formerly-homeless-fiu-student-overcomes-odds-earns-degree/>
- El Nuevo Herald: <http://www.elnuevoherald.com/noticias/sur-de-la-florida/article148486864.html>
- Telemundo: <http://www.telemundo51.com/noticias/destacados/Estudiante-desamparada-se-gradua-en-universidad-420936333.html>

### **FIU 2017 Summer Commencement (total potential audience: 1,035,034)**

- NBC Miami: <http://www.nbcmiami.com/news/local/Woman-Who-Overcame-Abuse-Homelessness-Graduates-From-FIU-437642733.html>
- WSVN 7: <http://wsvn.com/news/local/air-force-vet-overcomes-adversity-to-earn-fiu-degree/>
- CBS Miami: [https://www.dropbox.com/s/4fq1c3rwr25eu7/WFOR\\_08-01-2017\\_ChristaRemington\\_FIUGrad.mp4?dl=0](https://www.dropbox.com/s/4fq1c3rwr25eu7/WFOR_08-01-2017_ChristaRemington_FIUGrad.mp4?dl=0)

### **FIU's Robert Stempel College of Public Health and Social Work to build health disparities research center with \$13.1 million grant (total potential audience: 18,104,613)**

- Life Science Daily: <https://lifesciencedaily.com/stories/23111-nih-minority-health-awards-122-million-seven-institutions/>
- Healthcare Finance News: <http://www.healthcarefinancenews.com/news/fiu-build-health-disparities-research-facility-131-million-grant>
- North Carolina Public Radio: <http://wunc.org/post/nccu-awarded-163-million-grant-research-health-disparities#stream/0>

**Great American Solar Eclipse at FIU (total potential audience: 22,822,355)**

- Miami Herald: <http://www.miamiherald.com/news/local/community/miami-dade/article168503937.html>
- NBC Miami: [http://www.nbcmiami.com/on-air/as-seen-on/Solar-Eclipse-Party-Held-at-FIU\\_Miami-441321703.html](http://www.nbcmiami.com/on-air/as-seen-on/Solar-Eclipse-Party-Held-at-FIU_Miami-441321703.html)
- NBC Miami: [http://www.nbcmiami.com/multimedia/081817-fiu-eclipse-shoebox-web\\_Miami-441037173.html](http://www.nbcmiami.com/multimedia/081817-fiu-eclipse-shoebox-web_Miami-441037173.html)
- Phys.org: <https://phys.org/news/2017-08-eclipse-years-north-america.html>

**Hurricane Irma Coverage (total potential audience: 1,058,548,512)**

- The Washington Times: <http://www.washingtontimes.com/news/2017/sep/7/ap-exclusive-most-florida-flood-zone-property-not-/>
- The Boston Globe: <https://www.bostonglobe.com/news/nation/2017/09/07/most-florida-flood-zone-property-not-insured/cFV64FpE8Gh2JeOms6ZRVI/story.html>
- CNBC: <https://www.cnbc.com/2017/09/07/why-hurricane-irma-could-hurt-a-lot-much-lies-in-harms-way.html>
- Yahoo! Finance: <https://finance.yahoo.com/news/ap-exclusive-most-florida-flood-zone-property-not-060537846.html>
- USA Today: <https://www.usatoday.com/story/news/nation-now/2017/09/07/my-house-not-exist-next-week-florida-keys-evacuees-brace-hurricane-irma/644809001/>

**New Study Casts Doubt on Diagnosis of Adult-Onset A.D.H.D. (total potential audience: 16,697,317)**

- New York Times: <https://mobile.nytimes.com/2017/10/20/health/adhd-adults.html?referer>
- Medical News Today: <https://www.medicalnewstoday.com/articles/319841.php>
- Medical Xpress: <https://medicalxpress.com/news/2017-10-adults-adhd.html>

### **Students from Puerto Rico find refuge at FIU, begin classes this fall (total potential audience: 53,249,747)**

- NPR: <http://www.npr.org/sections/ed/2017/10/22/558353633/mainland-colleges-offer-in-state-tuition-to-students-affected-by-hurricane-maria>
- NBC News: <https://www.nbcnews.com/storyline/puerto-rico-crisis/florida-island-puerto-ricans-set-homes-enroll-schools-ponder-post-n813806>
- Miami Herald: <http://www.miamiherald.com/news/weather/hurricane/article177296441.html>
- Good Education Magazine: <https://education.good.is/articles/colleges-help-puerto-rico-students>

### **Merchandising:**

- **Maurice Jewelers (Pandora)-** In June 2016, a Pandora Area Manager reached out to the branding team with an opportunity to create Pandora charms for FIU. Pandora at the Falls and Maurice Jewelers now carry an FIU charm and they donate a portion back to the university. Maurice Jewelers has also sold the charms at commencement and in the Graham Center on Vendor Day.
- **#RepFIU:** Our social media campaign was developed to get students, faculty, staff, alumni (the target audience) and the community to take pride in the university by wearing more FIU gear. The goal of this ongoing campaign is to see our target audience purchase more FIU gear and request retailers to carry FIU merchandise in their stores, if they do not already. Every month on our social media channels like Facebook, Twitter and Instagram, we create content around #RepFIU. The branding team will continue to promote this campaign throughout the year. The bookstore has provided us with four \$50 gift cards.
- **Royalties:** For the third quarter, we earned \$33,205.69 in royalties with IMG College Licensing (IMGCL), formerly Collegiate Licensing Company (CLC). This is a significant increase in comparison to the \$28,213.28 we earned in Q2 2016 with Learfield, our previous licensing company. Our largest licensee contributor to this increase is Herff Jones bringing in \$28,375.62 in royalties.
- **Target:** FIU merchandise (men's, women's, and children's shirts) can be found at the following locations:
  - Target-Flagler (10101 W. Flagler)
  - Target-104st (7800 SW 104th Street)

- Target- Bird Road (7795 SW 40th Street)
  
- **Victoria's Secret Pink Collegiate Collection-** FIU is one of 70+ schools featured in the collection. FIU products can be found in 16 Victoria Secret PINK stores in the Miami-Dade area and online. Site visits overview: Products usually sell out within 3-4 weeks of being displayed.

### **Video and Social Statistics:**

#### **Facebook**

Total Audience: 130, 961

Audience Growth: 17, 529

Total Engagement: 320, 188

#### **Instagram**

Total Audience: 41, 216

Audience Growth: 13, 782

Total Engagement: 652, 843

#### **Instagram Stories**

Our team utilizes IG Stories to showcase student life, academic and career opportunities at FIU and to promote all university initiatives. We've collaborated with FIU Athletics, FIU Admissions, FIU Student Access and Success, FIU Study Abroad, FIU Honors College, FIU Orientation and Parent Programs, FIU Alumni Association, FIU CASE, FIU Green School, FIU Student Government Association, FIU Theatre and FIU Engineering.

Total Takeovers: 30

#### **Twitter**

Total Audience: 37, 307

Audience Growth: 10, 075

Total Engagement: 73, 520

**Social Media Campaigns:**

#FIUstrong

#FIUMoveInDay

#FIUgoesabroad

#repFIU

Fostering Panther Pride

Panthers Care

**Video Projects:**

Emerge (x5)

Admissions Tour

Herbert Wertheim College of Medicine

Pedro Greer FL Citizen of the Year Award

“You’re Welcome Here” Global Affairs Project

Service & Recognition Awards

“Cancer’s New Enemy” text video

Maria Areiza project

Disaster Field Course

Stempel Academic Year Kickoff Event

FIU Band

Hurricane Irma Evacuee Concert

**Photo Projects:**

Advancement Annual Report

Engineering Constructioner Report

CASE Magazine

Bus Campaign

Stempel College new website

Hurricane Irma response, recovery and “Unsung Heroes”

Education Effect

Fostering Panther Pride

**Other External Relations Projects:**

- Fostering Panther Pride
  - FIU's Fostering Panther Pride (FPP) program offers tailored academic and other support services to undergraduate students identified as former foster youth or homeless. Launched in 2013, the primary goal of FPP is to assist former foster youth and homeless students in their transition to FIU, their retention and graduation, and their pursuit of securing employment or graduate school upon receiving their Bachelor's degree. The program also assists these students with securing housing, food, books, toiletries and counseling among other services.
- eMerge Americas Conference
  - The premier technology event connecting Latin America, North America, and Europe that hosts over 13,000 attendees, acquires 2.4 billion media impressions and showcases 130 startups. FIU showcases its top tier research, preeminent programs, and StartUP FIU entrepreneurs.
- TEDxFIU
  - Over the last five years, 4,000 attendees have attended TEDxFIU .At TEDxFIU, FIU students, alumni, faculty and staff share inspirational TEDTalks about their lives and experiences in a live theatre style presentation that sparks deep discussion and connection.
- Interdisciplinary Disaster Task Force
  - As an anchor institution in the South Florida community with a global reach, FIU is poised to provide expertise, experience and support when a disaster strikes, locally, domestically and abroad. The goal of the Task Force is to provide a mechanism to collaborate and coordinate the vast and varied resources of FIU that can assist the impacted community following a devastating event. FIU has, can and will continue to work with the community in the areas of disaster medical response, education & training, cultural preservation, public health, economic development and research.

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