



FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE

Wednesday, December 5, 2018
11:15 am **approximate start time*
Florida International University
Modesto A. Maidique Campus
Graham Center Ballrooms

Committee Membership:

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

Liaisons:

Maria D. Garcia, *Alumni Association Board of Directors*; T. Gene Prescott, *Foundation Board of Directors*; Melissa Tapanes Llahues, *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 | |
| 4.1 FIU in DC Update | Michelle L. Palacio |
| 4.2 Marketing and Public Relations Report | Sandra B. Gonzalez-Levy |
| 5. New Business <i>(If Any)</i> | Claudia Puig |
| 6. Concluding Remarks and Adjournment | Claudia Puig |

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THE FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
External Relations Committee

December 5, 2018

Subject: Approval of Minutes of Meeting held: June 1, 2017 and June 6, 2018

Proposed Committee Action:

Approval of Minutes of the External Relations Committee meeting held on Thursday, June 1, 2017 at the Modesto A. Maidique Campus, College of Business Complex, Special Events Center, room 233 and the External Relations Committee meeting held on Wednesday, June 6, 2018 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

Background Information:

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 and the External Relations Committee meeting held on Wednesday, June 6, 2018 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

Supporting Documentation:	Minutes: External Relations Committee Meetings, June 1, 2017 and June 6, 2018
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Facilitator/Presenter:	Claudia Puig, <i>External Relations Committee Chair</i>
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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.

1. Call to Order and Chair's Remarks

Committee Chair Puig welcomed Trustees Dean C. Colson and Krista M. Schmidt to the Board of Trustees, noting that she looked forward to collaborating with the newly appointed Board members.

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.

Trustee Marc C. Sarnoff inquired as to the employment opportunities for students that hold a Bachelor's degree in Psychology and what steps is the University putting in place. In response to Trustee Sarnoff's inquiry, 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 being 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 so the students are aware that they 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 16th.

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 provided an update on the fourth annual eMerge Americas Conference that will be taking place on June 12 -13, 2017. President Mark B. Rosenberg will be a keynote speaker, and FIU will showcase the university's latest research.

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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FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
MINUTES
JUNE 6, 2018

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 11:39 a.m. on Wednesday, June 6, 2018 at the Modesto A. Maidique Campus, Graham Center Ballrooms.

General Counsel Carlos B. Castillo conducted a roll call of the External Relations Committee members and verified a quorum. Present were Claudia Puig, *Chair*; Marc D. Sarnoff, *Vice Chair*; Jose J. Armas; Leonard Boord; Gerald C. Grant, Jr.; Michael G. Joseph; and Rogelio Tovar.

Trustees Cesar L. Alvarez, Dean C. Colson, Natasha Lowell, Kathleen L. Wilson, FIU Foundation, Inc. Board of Directors member T. Gene Prescott, and University President Mark B. Rosenberg also were in attendance.

2. Approval of Minutes

Committee Chair Puig asked that the Committee approve the Minutes of the meeting held on Thursday, December 7, 2017. A motion was made and passed to approve the Minutes of the External Relations Committee Meeting on Thursday, December 7, 2017.

3. President's Remarks

University President Mark B. Rosenberg reported that the Air Force recently awarded a \$4.8M grant to FIU to establish the Center for Physically Reconfigurable and Deployable Multifunctional Antennas to be led and directed by FIU faculty researcher Stavros Georgakopoulos. He added that this serves as an example of a successful partnership between the Office of Research and Economic Development (ORED), an accomplished researcher, and the Office of Governmental Relations.

President Rosenberg stated that FIU fared very well during the last two legislative sessions. He added that the University needs the Board's continued support at the state level as the next six years of leadership in Tallahassee are mapped out.

4. Information/Discussion Items

4.1 Legislative Session Update

Vice President of Governmental Relations Michelle L. Palacio provided an overview of the 2018 legislative session. She stated that FIU is expected to be in the top three for performance funding,

which would bring the total for performance funding allocation to \$40 million. She acknowledged the importance of identifying incoming leadership and establishing relationships four to six years out.

VP Palacio provided end of session highlights for new funding, renewed funding, potential appropriation reductions, and need based financial aid and scholarships.

Trustees Leonard Boord and Rogelio Tovar requested talking points on University resources and goals for the next regularly scheduled committee meeting.

4.2 Update on External Relations

Senior Vice President of External Relations Sandra B. Gonzalez-Levy reported that FIU held 11 Spring Commencement Ceremonies in a period of five days. She added that the commencement ceremonies attracted over 25,000 visitors to FIU's Modesto A. Maidique Campus and a total of 4,286 graduates walked across the stage. She noted that 24 World's Ahead Graduates were recognized in the Spring commencement ceremonies. Sr. VP Gonzalez-Levy mentioned that there were two China commencements, one in Tianjin with 200 graduates and one in Qingdao with 70 graduates. She noted that on May 25, 2018, the College of Law Commencement ceremony took place, and 140 candidates received their Juris Doctorate degrees. She acknowledged that graduation ceremonies have provided a significant amount of positive media coverage for the University.

Sr. VP Gonzalez-Levy provided an update on FIU's President's Council, adding that in April, FIU hosted its first President's Council Advocacy delegation to Washington D.C. She noted that FIU's President's Council is composed of 120 members strong. She noted that during the visit to Washington D.C, the delegation engaged The White House on issues of the economy, infrastructure and immigration. She reported that the delegation met with the offices of Senator Marco Rubio, Congressman Mario Diaz-Balart, Congresswoman Ileana Ros-Lehtinen, Congressman Carlos Curbelo, and Congresswoman Frederica Wilson. She noted that on May 17, 2018, FIU participated in the Miami Herald's 59th annual Silver Knights Award ceremony adding that there were three winners and two honorable mentions who will be joining the university as part of FIU's class of 2022.

Sr. VP Gonzalez-Levy reported that FIU was ranked number 61 as one of the top 100 Worldwide Universities granted U.S patents in the 2017 report by the National Academy of Inventors. Sr. VP Gonzalez-Levy further reported that The Steven J. Green School of International and Public Affairs just received a top ten ranking in the U.S News and World Report for its program in International and Global Policy.

Sr. VP Gonzalez-Levy reported that a short term, local campaign, which will celebrate the University's accomplishments of the past decade, is being developed. She explained that the campaign is expected to launch late summer and run through the fall. She also described an External Relations initiative, which takes a long-term and collaborative approach to leverage existing Next Horizon marketing investments.

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 Wednesday, June 6, 2018 at 12:22 p.m.

<i>Trustee Request</i>	<i>Follow-up</i>	<i>Completion Date</i>
<i>1. Trustees Leonard Boord and Rogelio Tovar requested talking points on University resources and goals for the next regularly scheduled committee meeting.</i>	<i>Vice President for Governmental Relations Michelle L. Palacio</i>	<i>Ongoing</i>

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save the date FIU DAY 2019 tallahassee



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THE FLORIDA INTERNATIONAL UNIVERSITY

BOARD OF TRUSTEES External Relations Committee

December 5, 2018

Updates: July – September 2018

This report provides a summary of activities for the following areas:

- Branding
- Media Relations
- FIU News & FIU Magazine
- Design Services
- Community Relations, Protocol and Special Events

Notable Highlights:

- **Branding:** “Our Success is Your Success” brand reputation campaign targeting community, decision makers and current and prospective students has generated over 2.3M IMPs in paid media since it launched on Aug 20. (NOTE: Since September, paid impressions are at 17M from additional media placements.)

- **Media/PR**

July: Over \$45K in earned media hits; highest ad value story was the Miami Herald’s *Jorge and Darlene Pérez donate \$1 million to FIU Honors College*, which is about a \$1 million donation from Jorge and Darlene Pérez to endow scholarships for high-achieving students in FIU’s Honors College, particularly students who intend to stay in South Florida after graduation.

Outlet	Viewership	Ad Value	College/ Department Collaboration
Miami Herald	4,782,156	\$44,234.94	Foundation

August: Over \$86K in earned media hits; highest ad value story was the Miami Herald’s *New videos of FIU bridge collapse released* – with clear view of workers’ actions, which displayed a time lapse of the pedestrian bridge being installed and collapsing.

Outlet	Viewership	Ad Value	College/ Department Collaboration
Miami Herald	1,125,950	\$6,163	University wide

September: Over \$475K in earned media hits; highest ad value story was *Why sexual assault survivors can remember traumatic events decades later*, which featured faculty expert Richard Fisher, who is one of the leading investigative interviewing researchers in the world.

Outlet	Viewership	Ad Value	College/ Department Collaboration
New York Daily News	1,842,464	\$234,495	CASE

- **Social:** Ranked top 200 most popular Instagram (IG) accounts out of 5,103 official university accounts by UniRank - Ranked based on number of followers. We ranked #90.
- **Commencement and Ceremonies:** Faculty Convocation was held September 27th and over 270 guests attended. 93% of those surveyed (30% return) expressed high satisfaction with the overall event.
- **Community Relations and President's Council:** 8 new community leaders joined President's Council (PC) bringing the total to 115; PC efforts for FPP has raised over \$1.6M to date.

BRANDING

Maintaining a consistent voice, message and graphic identity for the university across multimedia and digital platforms.

Strategic Platforms *

Main FIU Social Media Channels	238,000	FIU Homepage Monthly Visits	550,000
FIU Alumni Social Media	38,000	FIUalumni.com Monthly Visits	25,000
FIU News Subscribers	29,279	Alumni Newsletter Subscribers	160,000
FIU Magazine Subscribers	117,500	FIU Parent Newsletter Subscribers	35,000

**some users may subscribe to multiple platforms*

Branding & Marketing

1. Our Success is Your Success Campaign

- Generated over 2.3M IMPs in paid media.
- More than 4,500 page views to rankings page since campaign launch.
- [Submitted ad and advertorial to Florida Trend \(new buy\)](#)

2. Sunblazer Retro Line

- Official launch: 10/4 - available at the FIU bookstore and online.
- Promotions shared on Instagram, Facebook, LinkedIn and Twitter including give-away and promotional posts.
- Business Services sent out announcement eblast to its database.
- Image and blurb sent via newsletter.

- Clip with President Rosenberg

3. Sunblazer Beer

- First recipe was due Oct 31st.
- The plan is to have tasting available at North Miami Brewfest and have the final version of the beer for SOBE 2019.

4. Lead generation campaigns

- NICE Conference generated 10 leads YTD - (18% conversion).
- ABCD Research study generating 104 potential calls YTD - (\$4 cost-per-call)

5. Signage

- Redesign of “welcome back banners” – To be completed by Nov. 1st

WEB CONTENT PROJECTS

- Humanities Edge (<https://humanitiesedge.fiu.edu>) – 7/23/2018
- Center for the Humanities in an Urban Environment (<https://humanities.fiu.edu>) - 7/23/2018
- Stocker AstroScience Center (<https://astroscience.fiu.edu>) – 7/23/2018
- Center for Leadership - Sticky Navigation - (<https://lead.fiu.edu>) - 7/23/2018
- Department of Physics (<https://physics.fiu.edu>) – 8/27/2018
- Tropics (<https://tropics.fiu.edu>)– 8/27/2018
- Department of Earth and Environment (<https://earthenvironment.fiu.edu>) – 8/27/2018
- FIU Events Calendar Workshops – 9/6, 9/13, 9/20/2018
- Writing Center (<https://writingcenter.fiu.edu>) – 9/24/2018
- International Forensic Research Institute (<https://ifri.fiu.edu>) – 9/24/2018
- CASE Faculty Site (Sara Rockwell) (<http://faculty.fiu.edu/~crockwel/>) – 9/24/2018
- NICE Conference Marketing Page (<https://niceconference.org/campaign>) – 9/25/2018
- First Generation Scholarship Content Flow
- GC Board of Trustees Monitor Design
- OneStop Groundwork
- ACS Groundwork

VIDEO/PHOTO

Video:

- COB Student Testimonials
- Preeminent Program Video for Freshman Convocation
- SOBEWFF Red Robin Contest
- SOBEWFF Volunteer Opportunity
- SOBEWFF Jumbotron ad
- Welcome Back video
- President Rosenberg's Welcome to Freshman
- BrewFest Promos
- Wertheim FL Inventors Hall of Fame Tribute
- Red Tide News
- GPS India
- CasaCuba
- Faculty Convocation
- Football Coverage: Home Opener & vs. UM
- RDF Ribbon Cutting

Photo:

- Mandela Fellows Receptions
- Dean Espinosa
- CEC Annual Report
- COB MSHRM Grad Dinner
- MSHRM Student Linkedin Photos
- ROB faculty headshots
- Peer Advisor Group Photo
- Housing Viewbook
- Faculty Convocation
- GPS India
- Center for Origami Antennas
- SunBlazers Pep Rally
- Doral Trolley
- Dean Rock
- Football Coverage: Home Opener & vs. UM
- Honors College Induction Ceremony
- Nicaraguan Crisis Event
- United Way Event
- Future is Us Campaign

- 1st Responders Recognition
- Future of the Americas lecture

Social Media Report – As of September 2018

Total Social Audience: 455, 417

Executive Summary:

- Ranked top 200 most popular IG accounts out of 5,103 official university accounts by UniRank - Ranked based off number of followers. We ranked #90.
- 21 Posts for #RepFIU campaign with over 26K in total engagement
- Road to #FIU22 series yielded 3,300 total engagement on Facebook & Instagram
- #NationalServiceDogMonth series highlighting service dogs & their owners at FIU yielded over 6K in total engagement on Facebook, Instagram and Twitter

KEY PERFORMANCE INDICATORS (KPIs):

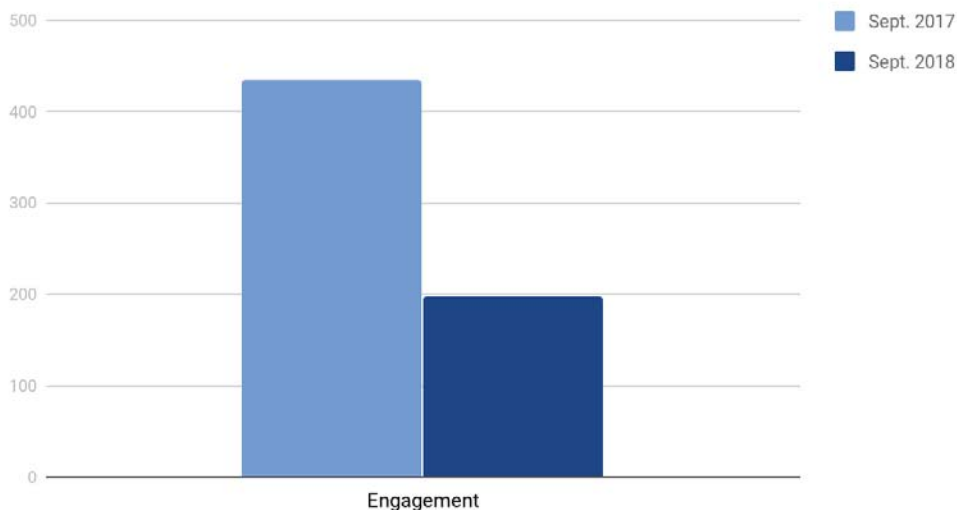
- Impressions: 6.3M Total value of \$43K (average value: \$6.89/CPM)
 - Engagement: 198K Total value of \$392K (average value: \$1.98/engag.)
- *IMPs & engagement for Facebook, Instagram, Twitter and LinkedIn.

Engagement: (Sep. 2017 vs. Sep. 2018)

*Engagement numbers for Facebook, Instagram and Twitter, LinkedIn.

- 2017 Engagement: **435, 535**
 - Increased engagement can be attributed to Hurricane Irma coverage.
 - *LinkedIn Engagement not included because they are not available for this timeframe.
- 2018 Engagement: **198,632**

Prior Year Comparison



SAMPLES:

Strategic Goals Social Highlights:

- Student success/FIU Brand:
 - FIU Law Ranking - 2, 623 Total Engagement (Instagram) - value \$5, 193



- Research/Strategic Emphasis:
 - Engineering Antennas- 308 Total Engagement (LinkedIn) - value: \$609



- Brand & Economic Development:
 - Gear promo - 1,557 Total Engagement (Instagram) - \$3,082



MEDIA RELATIONS

Working with external media to tell the FIU story.

Top Media Hits

Article	Outlet	Date	Viewership	Ad Value	College or Department
1. <u>Statement from FIU president regarding the role of race and ethnicity in college admissions</u>	USA Breaking News	7/3/18	n/a	n/a	University wide
2. <u>Elizabeth Bejar appointed Senior VP for Academic and Student Affairs</u>	Miami Community Newspapers	7/2/18	10,289	\$95.17	University wide
3. <u>Statement from FIU president regarding the role of race and ethnicity in college admissions</u>	Miami Community Newspapers	7/3/18	10,289	\$95.17	University wide
4. <u>FIU secures patent for instantly rechargeable battery technology</u>	South Florida Business Journal	7/6/18	2,095	\$19.38	University wide
5. <u>Edge of Destruction</u>	NBC Nightly News	7/7/18	n/a	n/a	CASE

6. <u>Jorge and Darlene Pérez donate \$1 million to FIU Honors College</u>	Miami Herald	7/13/18	4,782,156	\$44,234.94	Foundation
7. <u>Related Group billionaire Pérez donates \$1M to FIU</u>	South Florida Business Journal	7/13/18	2,095	\$19.38	Foundation
8. <u>FIU one of the 'Great Colleges to Work For' according to The Chronicle of Higher Education</u>	Miami Community Newspapers	7/16/18	10,289	\$95.17	University wide
9. <u>Breaking Into Startups</u>	Breaking Into Startups Podcast	7/15/18	n/a	n/a	Engagement
10. <u>Guy Fieri Takes A Dive With FIU Researcher</u>	Discovery Channel Shark Week	7/24/18	n/a	n/a	CASE
11. <u>'I'm Feeling Great': Crash Survivor Graduates From FIU</u>	NBC Miami	7/30/18	n/a	n/a	CASE
12. <u>FIU Researchers Invent Machine That Can Detect Zika in 40 Minutes</u>	Miami New Times	7/30/18	n/a	n/a	COM/CASE

13. <u>New videos of FIU bridge collapse released — with clear view of workers' actions</u>	Miami Herald	8/15/18	1,125,950	\$6,163	University wide
14. <u>FIU takes a holistic approach to student success</u>	Diverse Issues in Higher Education	8/22/18	n/a	n/a	University wide
15. <u>Academic Minute: Dams and Risk of Fish Extinction</u>	Inside Higher Ed	8/21/18	208,655	\$40,713	CASE
16. <u>This Week in South Florida Pt. 1</u>	ABC Miami	8/26/18	17,876	\$2,654	SIPA
17. <u>This Week in South Florida Pt. 2</u>	ABC Miami	8/26/18	12,674	\$1,770	SIPA
18. <u>Impact with Jackie Nespral Special Edition Pt. 1</u>	NBC Miami	8/27/18	20,980	\$4,324	SIPA
19. <u>Impact with Jackie Nespral Special Edition Pt. 2</u>	NBC Miami	8/27/18	20,980	\$4,324	SIPA
20. <u>Impact with Jackie Nespral Special Edition Pt. 3</u>	NBC Miami	8/27/18	20,980	\$4,324	SIPA
21. <u>Eyes on the Rise</u>	WLRN	8/29/18	n/a	n/a	CARTA

22. <u>Decision 2018</u>	NBC Miami	8/27/18	3,371	21,790	SIPA
23. <u>Latin American and Caribbean Center earns national designation – again</u>	Miami Community Newspapers	8/28/18	4,724	95	SIPA
24. <u>Florida universities get higher marks on U.S. News rankings</u>	Sun Sentinel	9/10/18	294,086	\$6,978	University wide
25. <u>Study: FIU Among Top 100 Public Universities Nationwide</u>	CBS Miami	9/10/18	357,019	\$19,993	University wide
26. <u>Here's how Florida's undergrad business programs stack up nationally</u>	Miami Herald	9/10/18	1,125,950	\$42,938	Business
27. <u>FIU Continues to Lead the Way in Bar Exam Pass Rates</u>	American Lawyer	9/17/18	117,713	\$4,687	Law
28. <u>Academic Minute: Dams and the Amazon</u>	Inside Higher Ed	9/19/18	208,655	\$39,743	CASE

29. <u>FIU likely to get early-voting site - that's good news</u>	Miami Herald	9/19/18	1,125,950	\$16,805	University wide
30. <u>FIU Chosen as Polling Site</u>	CBS Miami	9/19/18	25,257	\$16,512	University wide
31. <u>In Reversal, Miami-Dade County Adds Early Voting Site At FIU</u>	WLRN	9/19/18	16,141	\$688	University wide
32. <u>Early voting to be offered at FIU, Nova Southeastern</u>	Sun Sentinel	9/19/18	294,086	7,596	University wide
33. <u>DeSantis Speaks to FIU College Republicans</u>	CBS Miami	9/20/18	31,132	20,595	University wide
34. <u>DeSantis Makes Stop At FIU</u>	NBC Miami	9/20/18	9,203	95	University wide
35. <u>Tennessee Williams Made Paintings. They Were About Love and Loss, Too.</u>	New York Times	9/21/18	n/a	n/a	Jewish Museum
36. <u>The ultimate guide to North Miami Brewfest</u>	Miami's Community Newspapers	9/20/18	4,724	30	Hospitality
37. <u>Meet the FIU Psychologist Working To Stop 'Non-Consensual Porn' on Social Media</u>	WLRN	9/25/18	16,141	\$197	CASE

38. <u>CasaCuba welcomes new executive director</u>	Miami's Community Newspapers	9/26/18	4,724	\$63	Casa Cuba
39. <u>Why sexual assault survivors can remember traumatic events decades later</u>	New York Daily News	9/28/18	1,842,464	\$234,495	CASE
40. <u>Kavanaugh's judiciary hearing becomes teachable moment for UM, FIU students</u>	Miami Herald	9/27/18	1,125,950	\$16,397	CASE
41. <u>Age of a memory alone should not shut the door on justice</u>	The Hill	9/27/18	3,846,340	\$48,619	CASE
			TOTAL	\$607,147.21	

FIU NEWS AND COMMUNICATIONS

Telling FIU's story via the written word.

FIU News/FIU Magazine

- Total stories published on news.fiu.edu: 64
- Pageviews: 88,189
- Visitors: 52,525
- New visitors: 45,322
- How did our readers find FIU News?
 - Google: 40.5%
 - Direct: 33%
 - Facebook: 5.4%
 - FIU.edu: 2.4%
 - LinkedIn: 1.7%
 - Bing: 1.7%
 - Other: 15.3%

Top stories:

1. [FIU among top performing public universities in Florida](#)
2. [Jorge And Darlene Pérez donate \\$1 million to Honors College](#)
3. [Guy Fieri takes dive with FIU researcher for Shark Week](#)
4. [Phillip M. Carter: It's time for Miami to embrace bilingualism \(posted in 2015\)](#)
5. [Summer 2018 graduates show perseverance and drive](#)
6. [NTSB releases bridge accident investigation update](#)
7. [FIU celebrates Preeminent Programs](#)
8. [How a scar helped a medical student connect with a patient](#)
9. [6 things to know about Florida red tide](#)
10. [Welcome to Fall 2018!](#)
11. [FIU among top 100 public universities in U.S. News and World Report rankings](#)
12. [FIU among top performing public universities in Florida](#)
13. [Meet Jose Gracia, a 92-year-old engineering instructor](#)
14. [FIU Law grads earn highest Florida Bar passage rate, 88.1 percent](#)
15. [3 reasons to look forward to FIU-UM](#)

FIU Magazine Winter 2018 - in production

In addition to stories produced for FIU News and FIU Magazine, we worked on the following institutional priorities:

- Stempel viewbook
- Admissions mini-viewbook
- Brewfest newsletter

- Fall quickview
- Preeminent Programs PC display

DESIGN SERVICES

Using design and graphics to deliver FIU's key messages.

In-house Printing

FY 2018-2019

July 1 - September 30th

	In-house Design	In-house Production	In-house Printing
Billed	\$ 15,070.00	\$ 4,466.74	\$ 9,415.65
Pending Payment	\$ 82.50	\$ 302.30	\$ 258.77
To Bill	\$ 3,080.00	\$ 1,553.52	\$ 2,323.56
Open Jobs	\$ 21,367.50	\$ 2,207.46	\$ 4,534.59
Totals	\$ 39,600.00	\$ 8,530.02	\$ 16,532.57

Client Projects Billed September 2018	
Center for Leadership	4
CASE	5
Business	1
College of Engineering	12
College of Law	1
College of Medicine	1
Embrace	1
Emergency Management	1
Enrollment Services	1
External Relations	7
Chaplin School of Hospitality Mgmnt	1
Frost Art Museum	3
Admissions	1
Office of Engagement	1
Office of the Provost	2
Protocol & Special Events	3
Division of Human Resources	1
Preeminent Programs	1
Division of Student Affairs	3
SIPA	6
Stempel	2
TOTAL JOBS BILLED	58
Total Client Projects Billed FY 18-19	162

COMMUNITY RELATIONS, PROTOCOL AND SPECIAL EVENTS

Developing and executing the university's premiere events and community relations strategies.

CEREMONIES

This summer we held **8 ceremonies over 3 days and 3,179 graduates** attended the main summer 2018 ceremonies in our Ocean Bank Convocation Center. In addition, the **HWCOM White Coat ceremony** took place the Saturday before summer commencement in the convocation center.

Our 2018 **Freshman Convocation ceremony** took place on Sunday, August 19. **1,264** Freshman attended the ceremony and President's welcome party.

Our 2018 **Faculty Convocation Awards Ceremony and Dinner** took place on Thursday, September 27. It was a very meaningful and uplifting week of events that celebrated our world's ahead faculty. 270 people attended the Awards Ceremony and Dinner. 70 people took a satisfaction survey and 93% of those people were satisfied or extremely satisfied with the event. The awardees had positive comments to make and they enjoyed their experience.

The **HWCOM Physician Assistant White Coat Ceremony** took place on Saturday, October 6.

Upcoming:

Fall 2018 Commencement

Sun, Dec 9 **Time:** 10:00 a.m., 3:00 p.m. and 7:30 p.m.

Mon, Dec 10 **Time:** 10:00 a.m., 3:00 p.m. and 7:30 p.m.

Tue, Dec 11 **Time:** 10:00 a.m., 3:00 p.m.

Wed, Dec 12 **Time:** 10:00 a.m., 3:00 p.m.

Community Relations:

(Speaking Engagements, Outreach & Sponsorships, Activities & Events)

7/11/18 GMCC July Trustee Luncheon: 31st Annual Military Service Person of the Year Awards

7/17/18 Future Is Us Task Force Meeting

7/24/18 Unit 101 Session: Frost Art Museum

7/25/18 Beacon Council: One Community One Goal Report to the Community

8/01/18 Greater Miami Chamber of Commerce August Trustee Luncheon
 8/03/18 South Florida Business Journal 40 Under 40 Awards
 8/29/18 YWCA Women of Influence Reception
 9/05/18 Greater Miami Chamber of Commerce September Trustee Luncheon
 9/18/18 Doral Trolley Ribbon Cutting
 9/19/18 Prospera Success Stories Luncheon
 9/21/18 Greater Miami Chamber of Commerce Bundle Meeting
 9/21/18 South Florida Hispanic Chamber of Commerce Inaugural Business Luncheon
 9/21-22/18 South Florida Hispanic Chamber of Commerce: Viva Miami Expo
 10/13/18 FIU Homecoming Parade
 10/25/18 Florida Campus Compact Awards Gala
 10/27/18 National Association for the Advancement of Haitian Professionals: Honors Gala
 10/29/18 Unbound Kickoff Reception
 11/2-3/18 Greater Miami Chamber of Commerce Leadership Miami Opening Conference

UPCOMING ACTIVITIES

11/22/18 North Miami Winternational Parade

President Council

- 7/11/18 – Kiwanis of Little Havana Scholarship Presentation
- 8/08/18 – Worlds Ahead Faculty Award Nominee Deliberation
- 8/16/18 – Worlds Ahead Faculty Award Finalist Interviews
- 8/22/18 – Worlds Ahead Faculty Award Debrief Dinner
- 9/12/18 – Coco Plum Women’s Club Meeting and Luncheon
- 9/14/18 – Fostering Panther Pride Meeting
- 9/15/18 – FIU vs UMASS President’s Suite
- 9/17/18 – President’s Council Executive Committee Dinner
- 9/22/18 – FIU vs UM
- 9/27/18 – Faculty Convocation Award Ceremony and Dinner
- 9/15/18 – Transforming Antennas Center Ribbon Cutting Ceremony
- 9/20/18 – Robotics and Digital Fabrication Lab Ribbon Cutting Ceremony

New Members: 8 new members and 115 total.

- Suzanne Battle, Owner & Chief Financial Officer, Azucar Ice Cream, Co.
- Andres Correa, President, Solution Construction, Inc.
- Conor Flynn, Founder, RX Coffee
- Kerry-Ann Royes, Chief Executive Officer, YWCA of Greater Miami-Dade, Inc.
- Tatiana S. Marina, Chief Financial Officer, Firepak, Inc.
- Mary Partin, Chief Executive Officer, The Dan Marino Foundation

- Eneida O. Roldan, MD, MPH, MBA, Chief Executive Officer, FIU Health Care Network
- Maggie Villacampa, Senior Vice President, U.S. Trust

PRESIDENTIAL AND SIGNATURE EVENTS

- 7/18/18 – Great Colleges to Work for Celebration
- 9/15/18 – Transforming Antennas Center Ribbon Cutting Ceremony
- 9/20/18 – Robotics and Digital Fabrication Lab Ribbon Cutting Ceremony
- 11/5-11/9/18 – National Initiative for Cybersecurity Education (NICE)

Upcoming:

11/17/18 – 17th Annual Torch Awards

Supplemental (AD for Florida Trend):

Florida International University's Decade of Progress

National recognition reflects commitment to community.



▲ FIU operates business incubators for entrepreneurs with cost-free mentorship, workshops, technical support and access to investors.



▲ FIU College of Law graduates once again earned the highest passage rate (68.1%) of Florida's 11 law schools on the July 2016 Florida Bar Exam.



▲ Students with NeighborhoodHELP® have made more than 11,000 visits to more than 1,000 households to provide health, social support and legal services.

When Florida International University recently was named among America's top 100 public universities by U.S. News and World Report, it was more than recognition by the gold standard of higher education rankings.

The 22-spot rise over 2017, as well as the school's No. 2 ranking among all Florida's State University System institutions for student retention, four-year graduation rates and career placement of new graduates, confirms what supporters, alumni and the South Florida business community have long known: FIU competes among the state's and nation's elite institutions.

"FIU serves as an economic engine for the entire state, providing opportunities for students to better their lives, join Florida's workforce and pursue careers that match their talents and interests."

Marshall M. Criser III,
Chancellor, State University
System of Florida

Eighteen of FIU's academic programs now rank among the top 100 within their respective academic fields, U.S. News & World Report also noted. As testament to its success in training tomorrow's workforce today, FIU over the past decade has graduated 100,000 engineers, teachers, speech and physical therapists, nurses, doctors, lawyers and more.

Discover why Florida International University is among America's elite public and research universities and a vital partner to employers across Florida. Visit us at go.fiu.edu/rank.

TOP 100 Best Public Colleges 2019

-U.S. News & World Report

This ranking represents a 22-spot improvement by FIU, which is the largest statistical climb recorded among Florida public universities.

We are also the #2 university in the state, according to the Florida Board of Governors' 2018 performance scores.

This is in addition to 18 programs ranked among the Top 100 in *U.S. News & World Report*.



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INTERNATIONAL
UNIVERSITY

Visit go.fiu.edu/rank to learn more.