



**FLORIDA INTERNATIONAL UNIVERSITY**  
**BOARD OF TRUSTEES**  
**EXTERNAL RELATIONS COMMITTEE**  
**MINUTES**  
**DECEMBER 7, 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 Vice Chair Jorge L. Arrizurieta at 9:42 a.m. on Thursday, December 7, 2017 at the Modesto A. Maidique Campus, Graham Center Ballrooms.

The following attendance was recorded:

***Present***

Jorge L. Arrizurieta, *Vice Chair*  
Leonard Boord  
Gerald G. Grant, Jr.

***Excused***

Claudia Puig, *Chair*  
Jose J. Armas  
Michael G. Joseph  
Marc D. Sarnoff

Trustees Krista M. Schmidt and Kathleen L. Wilson, and University President Mark B. Rosenberg were also in attendance.

Committee Vice Chair Jorge L. Arrizurieta welcomed Trustees Krista M. Schmidt and Kathleen L. Wilson, as well as Committee Liaisons: T. Gene Prescott, member of the FIU Foundation Board of Directors and Eduardo Hondal, President of the Alumni Association Board of Directors.

Committee Vice Chair Arrizurieta added that Chair Claudia Puig sent her regrets as she was not able to join the meeting.

**2. Approval of Minutes**

Approval of the June 1, 2017 External Relations Committee Meeting Minutes was deferred until the next regularly scheduled Committee meeting.

**3. President's Remarks**

University President Mark B. Rosenberg reported that approximately 5,000 students were eligible for fall graduation, stating that the University community will be celebrating student achievement at the

December commencement ceremonies, where nearly 3,900 students would be participating. He reported that seven members of the United States Cabinet have visited FIU since January 2017.

President Rosenberg stated that for the first time in six years FIU will play in a bowl game and recognized Coach Butch Davis' leadership and the hard work and dedication of the University's student-athletes.

Vice Chair Arrizurieta stated that FIU Day has been confirmed for February 7, 2018 and encouraged Trustees to participate, noting that advocating for the University's legislative priorities is critical.

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

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

Vice President of Governmental Relations Michelle L. Palacio provided an overview of the 2018 Legislative Priorities. She added that because most of last year's funding was non-recurring, it is critically important to advocate for additional funds during the upcoming legislative sessions. She stated that the next legislative session will begin on January 9, 2018.

Assistant Vice President of University Relations Carlos A. Becerra provided an FIU in DC update, noting that the University is focused on enhancing the research profile in areas of FIU Preeminence, strategic growth areas, and workforce apprenticeships and that advocacy and research programming has supported \$29.8M in new federal grants and initiatives. He reported on increased student opportunities, delineating that 197 students have been supported in Washington, nearly 80 students interned in D.C. in the past year, and that \$128,000 has been raised to support FIU students interning in D.C. He provided an overview of the 2018 strategy and the congressional action items.

Trustee Gerald C. Grant, Jr. noted that he was able to witness firsthand how the FIU in D.C. office is playing a critical role in providing unique and meaningful opportunities while also amplifying the University's voice in the national dialogue.

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

Senior Vice President of External Relations Sandra B. Gonzalez-Levy reported that the Finish in 4 campaign is a University initiative that encourages students to finish within four years with a message that by earning 30 credits per year, a student can save up to \$75,000 and start their career earlier. She stated that the campaign raises awareness on the requirements and benefits on graduating in a timely manner with a focus on avoiding excess hours. Sr. VP Gonzalez-Levy explained that the Finish in 4 campaign was supported by a website, social media, and a video that has received 13,000 views to date and that campaign marketing included banners, pole banners, and floor stickers on both campuses on regular rotation. She noted that a student focus group was planned in order to learn more about the effectiveness of the Finish in 4 campaign. Sr. VP Gonzalez-Levy mentioned that the press release about the University's fall commencement ceremonies will also highlight some of the jobs FIU graduates have secured.

Sr. VP Gonzalez-Levy reported on FIU's critical role as a solutions center for the community and beyond, noting that in response to the recent hurricanes, FIU's Modesto A. Maidique Campus served as a temporary shelter for evacuees from the Florida Keys and the U.S. Virgin Islands. She indicated that over 900 students from Puerto Rico and the U.S. Virgin Islands whose homes and

institutions were damaged by hurricanes Irma and Maria did not have to delay their education as they now have the opportunity to enroll as visiting students at FIU.

Vice President for Academic Affairs, Elizabeth M. Bejar, reported that 909 students from Puerto Rico and the U.S. Virgin Islands have applied to start classes for the spring semester. She noted that FIU held an orientation session where the students had access to advisors from each of the Colleges. VP Bejar stated that 26 students who evacuated immediately following the storms have been enrolled and earning credits since October. She added that of the 909 students, approximately 85 are graduate students and 51 students have applied for housing for the spring semester. VP Bejar noted that FIU is working to ensure that the completed credits transfer back to the respective home institutions. President Rosenberg stated that the Governor's out-of-state tuition fee waiver expires at the end of this academic year.

#### **4.3 Interdisciplinary Disaster Task Force**

Assistant Vice President of Disaster Management and Emergency Operations, Ruben Almaguer, described the University's Interdisciplinary Task Force and post Hurricane Irma efforts. He stated that the taskforce was formed in order to provide a mechanism in which to collaborate and coordinate the vast and varied resources of FIU that can assist the impacted community following a devastating event. He added that the University can help meet some of the short and long-term challenges facing a community recovering from a disaster. He noted that the Interdisciplinary Disaster Task Force created a hashtag titled #FIUSTRONG.

Senior Vice President of Advancement, Howard R. Lipman, added that the FIU Foundation Board approved \$750,000 in total funding for low interest loans in order to assist University employees affected by the recent hurricanes. VP Bejar noted that the University is working with 112 students who have been identified as "at-risk" because they lost homes, businesses, or their employment was closed as a result of the recent storms.

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

*No new business was raised.*

#### **6. Concluding 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 Thursday, December 7, 2017 at 11:08 a.m.

*KS December 18, 2017*