



External Relations Committee
April 25, 2024
FIU, Biscayne Bay Campus, Wolfe University Center, Room 155

MINUTES

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 Francis A. Hondal at 11:40 AM on Thursday, April 25, 2024.

General Counsel Carlos B. Castillo conducted roll call of the External Relations Committee members and verified a quorum. Present were Francis A. Hondal, *Committee Chair*; Gene Prescott, *Committee Vice Chair*; Yaffa Popack (*Zoom*), and Roger Tovar, *Board Chair*.

The following Board members were also in attendance: Board Vice Chair Carlos A. Duart and Trustees Cesar L. Alvarez, Noël C. Barengo, Dean C. Colson, Alan Gonzalez, and Alexander P. Sutton.

Committee Chair Francis A. Hondal welcomed all Trustees and members of the University administration. She also welcomed Trustees attending via the virtual environment and the University community and general public.

2. Approval of Minutes

Committee Chair Hondal asked if there were any additions or corrections to the minutes of the External Relations Committee meeting held on September 14, 2023. Hearing none, a motion was made and unanimously passed to approve the minutes of the External Relations Committee meeting held on September 14, 2023.

3. Information/Discussion Items

3.1 Strategic Communications, Government and External Affairs Update

- **Strategic Communications Update**
- **Governmental Relations Update**

Senior Vice President, Strategic Communications, Government and External Affairs Michelle L. Palacio explained that the Strategic Communications, Government and External Affairs team alongside colleagues from across the university, have been focused on ensuring that FIU continues to be visible to peers, potential students and parents, business leaders, key decision makers, current students and alumni. She added that during the presentation, she will share and highlight many of the external investments, and internal partnerships that have helped accomplish University goals. She detailed that the presentation would cover strategy and goals, investments and accomplishments during the 2023-2024 academic year and an overview of plans for the 2024-2025 academic year. She noted the focus on a "Preeminent Mindset". Sr. VP Palacio shared a video reflecting the Preeminent

Mindset with a focus on being both relevant and visible: from gaining national attention for research on Good Morning America, Fox News, national journals and publications, and every local station, to supporting FIU admissions efforts, increasing social media engagement, and investing in national, state and local advertising and marketing. She highlighted the work of Dr. Diana Azzam and her lab in the Stempel College whose research was published in Nature Medicine and shows the incredible value of a Carnegie R1 Research University.

Sr. VP Palacio explained the refreshed brand framework, which includes some of the stylistic elements of the REAL brand and a focus to Forward-Thinking, Innovative, and Unstoppable. She noted the work in filming university leadership, including all Deans, and discussing the brand for FIU internal release to build buy-in from faculty and staff. She added that it has been integrated into the efforts for university admissions and enrollment communications. She highlighted that in 2024, the University's first Research Magazine was launched and consists of a 62-page reflection of the Carnegie R1 Research University FIU is. She detailed that the magazine was shared across the country and that the images and stories from the magazine have been extensively repurposed. She extended her gratitude to Dr. Gil, Dr. Anderson, Karen Cochrane and Angela Nicoletti for their support and development of the project. She shared a photo of a video partnership with Minute Earth on YouTube – done in collaboration with a researcher from the FIU Extreme Events Institute. She noted that the video has been viewed more than 300,000 times in just three (3) months. She presented photos of advertisements placed in Washington's Reagan National Airport and the FIU alumni board of directors during a DC Fly-in.

Sr. VP Palacio noted the focus on building affinity with students and parents from the earliest point of their recruitment. She added that in collaboration with colleagues in University Admissions, a new suite of materials was designed. She noted that the materials and templates will be shared with colleges and programs to ensure admission recruitment materials have a uniform look. Sr. VP Palacio shared that on November 15th, thousands of FIU students around the country received packages containing an FIU flag, print piece showcasing campus, FIU rankings and a message highlighting the FIU community to coincide with their admissions decision. She expressed her gratitude to Dr. Bridgette Cram, Jody Glassman and their team in University Admissions for their collaboration on the project.

Sr. VP Palacio remarked that strategic investments include opportunities to showcase FIU's faculty and students to peer university colleagues which is important for FIU rankings, reputation, and recruitment. She presented an example of a recent strategic investment with The Chronicle of Higher Education. She shared examples on screen including e-blast advertisements to 15,000 higher education leaders showcasing FIU research; advertising welcome messages in the Seattle Airport for the annual meeting of the American Public and Land-Grant University (APLU). She also shared an example of a discipline specific investment like lanyards purchased for the Fulbright Conference in Denver and supporting a co-branded event with Foreign Policy Magazine through Professor Mario Loyola's initiative.

Sr. VP Palacio presented a collaboration with the Alumni Association, the Foundation, Athletics, and Parking and Transportation to secure the purchase of all existing FIU license plates and rebrand them with a signature “FIU Blue”, the Panther Head, and the FIU logo mark.

4. New Business

No new business was raised.

5. Concluding Remarks and Adjournment

With no other business, Committee Chair Francis A. Hondal adjourned the meeting of the Florida International University Board of Trustees External Relations Committee on Thursday, April 25, 2024 at 12:12 PM.

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