



FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE

Wednesday, December 9, 2015

8:00 am

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

Liaisons:

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

AGENDA

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|--|---------------------|
| 1. Call to Order and Chair's Remarks | Claudia Puig |
| 2. Approval of Minutes | Claudia Puig |
| 3. President's Remarks | Mark B. Rosenberg |
| 4. Discussion Items | |
| 4.1 Upcoming Legislative Session and FIU Day | Michelle L. Palacio |
| 4.2 FIU in DC Update | Michelle L. Palacio |
| 4.3 Startup Weekend @FIU | Saif Y. Ishaof |
| 4.4 Talent Development Network | Saif Y. Ishaof |
| 4.5 Images and Voices of Hope | Saif Y. Ishaof |
| 4.6 Life Sciences South Florida | Saif Y. Ishaof |
| 5. New Business <i>(If Any)</i> | Claudia Puig |
| 6. Concluding Remarks and Adjournment | Claudia Puig |

The next External Relations Committee Meeting is scheduled for Thursday, April 28, 2016

Approval of Minutes

External Relations Committee Meeting

Date: December 9, 2015

Subject: Approval of Minutes of the Meeting held July 15, 2015

Proposed Committee Action:

Approval of Minutes of the External Relations Committee meeting held on Wednesday, July 15, 2015 via conference call.

Background Information:

Committee members will review and approve the Minutes of the External Relations Committee meeting held on Wednesday, July 15, 2015 via conference call.



**FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
MINUTES
JULY 15, 2015**

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 9:10 am on Wednesday, July 15, 2015 via conference call.

The following attendance was recorded:

Present

Claudia Puig, *Chair*
Jorge L. Arrizurieta, *Vice Chair*
Sukrit Agrawal
Gerald C. Grant, Jr.

Excused

Jose J. Armas
Marcelo Claure

Trustee Kathleen L. Wilson and University President Mark B. Rosenberg were also in attendance.

Committee Chair Puig welcomed all Trustees, faculty and staff to the meeting. She thanked Liaisons T. Gene Prescott and Monica Rabassa for their participation in the telephonic meeting. She announced the passing of Deborah "Debi" Gallay, noting the many accomplishments during her vast and remarkable career.

2. Approval of Minutes

Committee Chair Puig asked if there were any additions or corrections to the minutes of the January 14, 2015 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, January 14, 2015.

3. President's Remarks

University President Mark B. Rosenberg reported that approximately 35,000 students enrolled for summer courses, adding that 1,000 students are currently participating in Study Abroad programs and that 60 students are interning in Washington D.C. He noted that during the recent retreat, the University's administration developed implementation strategies for the *BeyondPossible* Strategic Plan.

4. Information/Discussion Items

4.1 2015 Legislative Report

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. On behalf of the University, she expressed her gratitude to the members of the Miami-Dade delegation who committed to making FIU funding requests a priority. She reported on the 2015 Legislative Session and provided an overview of the FIU initiatives and projects that were funded in the new State budget, noting that the University received appropriations of approximately \$24.5M in new funds that includes an \$11M net increase in Performance Funding and \$2.7M for Critical Deferred Maintenance, Renovation, Remodeling and Repairs. She added that the Legislature restored approximately \$4.5M in proposed budget cuts. She also provided an overview of the University projects that were funded by the Legislature but vetoed by the Governor.

Trustees congratulated the University's Governmental Relations team on the achievements despite the challenging Special Session.

4.2 Expansion Update

Senior Vice President of External Relations Sandra B. Gonzalez-Levy provided an update on the University's expansion efforts. She noted that despite the Governor's veto of the \$5M in Legislative funding for the Strategic Land Acquisition, FIU remains committed to working with Miami-Dade County and Fair leaders to find a new, suitable location for the Fair. She indicated that costs and timing are important factors as sites are considered for a win-win-win solution.

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, July 15, 2015 at 9:28 am.

There were no Trustee requests.

MB 7.23.15

Board of Trustees

External Relations Committee

December 9, 2015

EXTERNAL RELATIONS

JULY - NOVEMBER 2015 UPDATE:

MEDIA COVERAGE:

Hillary Clinton campaign speech at FIU

- Politico: [Hillary Clinton to call for lifting Cuba embargo](#)
- Wall Street Journal: [Capital Journal Daybreak: Clinton at Florida International University](#)
- Reuters: [Frank Mora on Hillary Clinton urging an end to longstanding US embargo against Cuba at FIU](#)
- MSNBC: [Andrea Mitchell Reports films live on campus during Hillary Clinton speech](#)
- Associated Press: [Taking on Bush and Rubio, Clinton calls for Cuba embargo end](#)
- El Nuevo Herald: [Hillary Clinton: 'El embargo a Cuba tiene que irse de una vez y por todas'](#)
- Wall Street Journal: [Hillary Clinton Calls For End to Cuba Trade Embargo](#)
- Daily Mail UK: [Hillary Clinton demands end to US-Cuba trade embargo in Florida speech as Republicans call the idea an 'insulting appeasement' and 'a retreat'](#)
- Yahoo: [Clinton urges Congress to end 'failed' Cuba embargo](#)
- US News & World Report: [Clinton calls for an end to Cuba embargo, taking on Bush and Rubio in Florida](#)
- Miami Herald: [Hillary Clinton in Miami: Lift the embargo against Cuba](#)

FIU experts discuss Pope Francis's visit to Cuba

- WLRN: [Jorge Duany on how Cuba wasn't all that Catholic even before Castro](#)
- Local 10: [Jorge Duany on Michael Putney's show on the Pope's visit to Cuba](#)
- Telemundo 51: [Daniel Alvarez sobre la visita del Papa Francisco a Cuba](#)
- CNN en Español: [Daniel Alvarez en Cala: la visita del Papa Francisco a Cuba](#)
- Univision 23: [Frank Mora on the Pope's visit to Cuba](#)
- NBC6-WTVJ: [Jorge Duany on the Pope's visit to Cuba](#)

FIU experts discuss the normalization in U.S. -Cuba relations

- Local 10: [Cuban Research Institute director Jorge Duany discusses the reopening of U.S. and Cuban embassies](#)
- 14 y Medio: [Mucha expectativa y algunas críticas por la reapertura de las embajadas](#)
- Yahoo! News: [Fearing change in sweetheart deal, Cubans flock to US](#)
- CBS4 Local: [Carnival Corporation announced it will begin offering cruises to Cuba](#)
- Associated Press: [Colleges in Cuba, US build ties as diplomatic tensions ease](#)
- The New Yorker: [Entrepreneurs in the New Cuba](#)
- Washington Post: [Another tie to Cuba: Colleges are forming new partnerships with the country](#)
- The Chronicle of Higher Education: [Détente With Cuba Offers Florida Colleges Opportunities](#)
- Christian Science Monitor: [The big stumbling block in US-Cuba relations – and how it might be fixed](#)
- NBC News: [American Remittances Speed Change in the Cuban Economy](#)
- BBC: [Reapertura de embajada: ¿Se les acaban los privilegios a los cubanos que llegan a EE.UU.?](#)
- Fox News: [Cuban Americans seek to recover seized assets](#)
- USA Today: [Lawmaker pushes ending Cuban migration policy](#)
- Univision: [Temores por el fin de la ley de ajuste motiva ola migratoria cubana](#)
- CNN en Español: [Jose Gabilondo sobre un capitalismo socialmente responsable en Cuba](#)

FIU experts discuss climate change and sea level rise

- The Globe and Mail: [Come hell or high water: The disaster scenario that is South Florida](#)
- Christian Science Monitor: [Climate change crusade goes local](#)
- Travel Weekly: [In Florida, fears grow that environmental damage will hurt tourism](#)
- Local 10: [High tides flood coastline of South Florida](#)
- Miami Herald: [Beyond the high tides, South Florida water is changing](#)
- NBC 6: [FIU students create app to monitor sea level rise](#)
- The New Republic: [A Rising Tide: Miami is sinking beneath the sea – but not without a fight](#)

FIU research: Experts conduct historic shark census

- Christian Science Monitor: [First-ever global shark census aided by \\$4 million, baited cameras](#)
- Al Arabiya: [Baits, underwater cameras to help count world's sharks](#)
- NBC 6: [Global FinPrint Project Provides Closer Look at Shark Population](#)
- Live Science: [Fin Count: Global Shark Census Will Aid Conservation](#)

FIU research: Examining substance use as part of study on brain development

- CBS 4 Local: [FIU Delves Into Landmark Drug & Brain Development Study](#)

- Local 10: [FIU gets \\$12 million grant to study drug abuse on adolescent brain](#)
- Florida Trend: [FIU to examine substance use in youths as part of national landmark study on brain development](#)

FIU research: Dogs and drones detect deadly disease in historic avocado trees

Audience reach: 321,255,810 and Ad Value: \$3,727,449

- Slate: [Avocados in Florida Are in Trouble. But Drones Might Help Save the Guac.](#)
- Tampa Bay Times: [Drones and dogs save suicidal avocados from the dreaded redbay ambrosia beetle](#)
- Florida Trend: [Canines detect deadly disease in historic avocado trees](#)

FIU research: Working on protecting nation's power grid from cyber attacks

- Associated Press: [Florida International University researchers working to safeguard utilities from cyber attacks](#)
- CBS 4 Local: [FIU Works To Protect Against Power Grid Cyber Attacks](#)
- Florida Trend: [FIU researchers working on protecting nation's power grid from cyber attacks](#)

FIU in the national education media:

- Forbes: [How A Miami Partnership Is Offering Students Brighter Futures](#)
- Diverse: Issues In Higher Education: [University Helps Florida Veterans Find Livelihood in Farming](#)
- University Business: [Mark B. Rosenberg: Partnerships promise student success in higher ed](#)
- Ed Week: [Miami-Dade to Remake Foreign-Language Instruction](#)
- The Huffington Post: [Should We Learn To Write Cursive? An Education Expert Weighs In](#)
- Hispanic Living: [Higher Education Success in Miami](#)

FIU NEWS AND ONLINE MAGAZINE STATISTICS:

Google analytics for FIU News and FIU Magazine (Jan - Nov 2015)

- Visitors 532,872 (30 percent returning visitors)
- Page views 1,057,155 (averaging 23,000 page views a week)
- Average visit duration 2:05 minutes
- FIU News Newsletter subscribers 26,589
- FIU Magazine newsletter subscribers 19,033
- Parent newsletter (monthly) subscribers 23,000

*Note:** At the start of the 2015 spring semester (Jan. 12), we began distribution of the FIU News Newsletter (which includes FIU Magazine stories) five times a week. This strategy has been a success – the site's page views are up by 35 percent from the same time period last year. **** Fifty-

one percent of our readers access the site through a desktop and 49 percent through a mobile phone or tablet.

COMMUNITY RELATIONS, PROTOCOL AND SPECIAL EVENTS:

Speaking Engagements:

8/18/15	<i>President Mark B. Rosenberg, Miami-Dade Chamber of Commerce Board</i>
10/1/15	<i>President Mark B. Rosenberg, Palmetto Bay Business Association Luncheon</i>
11/5/15	<i>Captain Vega and Officer Whittaker from FIU Police Department, Career Day at Law Enforcement Officers' Memorial High School</i>
11/9/15	<i>President Mark B. Rosenberg, Greater Miami Chamber of Commerce Education Summit</i>

President's Council:

9/17/15	<i>Model United Nations Showcase</i>
9/24/15	<i>Faculty Convocation where Worlds Ahead Faculty Award was conferred: 1st Place (two winners) : Dr. Aileen M. Marty and Dr. Stavros V. Georgakopoulos, 3rd Place: Dr. Luther Brewster</i>
10/28/15	<i>Oktoberfest Event at the Chaplin School of Hospitality and Tourism Management</i>
11/10/15	<i>Breakfast with President Rosenberg - (112) Members; (2) New Member Orientations held in Fall of 2015</i>

Awards and Nominations:

- *Rachelle Metcalfe, Honors College, Recipient of the Women's Fund Joven Giving Back Award*
- *Dean Leslie A. Northup, Honors College, Recipient of the South Florida Hispanic Chamber of Commerce Embracing Women Awards (Education Category)*
- *Assistant Dean Cecile Houry, Honors College, Recipient of Florida Campus Compact Engaged Scholarship Faculty Award*
- *Dean Emeritus Michele Ciccazzo, Recipient, Positive Living Awards President's Distinguished Service Award for Excellence*

Ceremonies:

August 2015

- *6 Ceremonies and graduated over 3,600 students (August 2015)*
- *Freshman Convocation and Reception - 1600+ Freshman attended with their families*
- *Faculty Convocation Awards Dinner - 24 Faculty Awards - including Worlds Ahead Faculty Award*

September 2015

- Faculty Awards to Dr. Luther Brewster, Dr. Stavros Georgakopoulos and Dr. Aileen Marty

October 2015

- Inaugural Physician Assistant (PA) White Coat Ceremony – 40 incoming PAs

Other Events:

10/6/15	<i>U.S. Ambassador to the Republic of Singapore Kirk Wagar Visit</i>
10/28/15	<i>Guinness World Record Quinoa Salad Event</i>
10/28/15	<i>IVOH/Global Learning Conference</i>
11/5/15	<i>TEDxFIU (4th year)</i>

Speakers for 2015:

1. *Reggie Baril*
2. *Todd Crowl*
3. *Nelson Hincapie*
4. *Rhett Williamson*
5. *Patricia Kayser*
6. *Dr. Aileen Marty*
7. *Carolyn Runowicz*
8. *Sakhrat Khizroev*
9. *Jonathan Wynn-Strachan*

Videos: go.fiu.edu/tedxfiu2015

VIDEO AND SOCIAL STATISTICS:

Social Media Growth: As of Nov. 10th, 2015

- Facebook
Goal: reach 100k fans by Jan. 1, 2016:
Status: 100,387
- Twitter
Goal: reach 25k followers by Jan. 1, 2016
Status: 24,790
- Instagram
Goal: reach 20k followers by Jan. 1, 2016
Status: 20,038

Social Campaigns: As of Nov. 10th, 2015

#FIUmovein Series: Instagram total engagements - 8,000

#FIUmeetmyboard Series: Instagram total engagements - 5,300

#FIUeverydayhero Series: 5,130

#RepFIU (round 1) - Over 50 photo entries, with over 400 voting participants.

#RepFIU (round 2) - Over 160 entries

Video Notes/Updates:

2015 Commercial has more than 4,500 views

<https://www.youtube.com/watch?v=unQTdWs5XVc>

“You Know You’re a Panther Video” has more than 3,600 views

<https://www.youtube.com/watch?v=WggzqCGFI1Y>

Welcome Back “Panther Funk” has more than 5,600 views

https://www.youtube.com/watch?v=djbU_WoMoUk

John Dufresne’s TEDx talk from last year, which has 57,000 views, has now surpassed his YouTube video, with 53,000

<https://www.youtube.com/watch?v=urJDbQI5W0I>

Panther Camp video has 2,500 YT views

<https://www.youtube.com/watch?v=aCmwVVz4HYA>

Housing video has more than 12,000 YT views

<https://www.youtube.com/watch?v=vnGUFLzKf5Q>

DIGITAL COMMUNICATIONS/WEB TEAM:

New Projects:

- FIU Advancement signed annual maintenance contract with External Relations
- FIU Torch Awards Website - Completed - <http://torch.fiu.edu/>
- FIU Panther Alumni Week - Completed - <http://paw.fiu.edu/>
- Linda Fenner 3D Mobile Mammography Center - Completed - <http://mammography.fiu.edu>
- FIUArts - Completed - <http://fiuarts.com>
- Battle of the Blues - Completed - <http://fiuvsfau.com>
- Shakespeare First Folio - Completed - <http://folio.fiu.edu>
- WRPG Mobile Application - <http://>
- FIU Brand Website - Completed - <http://brand.fiu.edu>
- FIU Magazine iOS ePub - Completed - <https://itunes.apple.com/us/app/fiu-magazine/id999501101?mt=8>

- FIU Magazine Android ePub - Completed - <https://play.google.com/store/apps/details?id=fiu.publications>
- FIU Thanks Email Blast - https://externalrelations.fiu.edu/emailings/00001_FIU_Thanks/00001_FIU_Thanks.html
- Art Basel Email Blast - https://externalrelations.fiu.edu/emailings/00000_Art_Basel/00000_Art-Basel.html

Ongoing Projects:

- Office of Business Services shopFIU website
- Wolfsonian-FIU - Discovery phase now
- Academic Integrity - Discovery phase now
- First Generation Scholarship Fund- full site rebrand and redesign
- Department of Electrical and Computer Engineering - full site rebrand and redesign
- Institutional Assessment - full site rebrand and design
- Department of Emergency Management - full site rebrand and redesign
- Student Affairs - 40 sites redesign, currently in wireframe milestone
- College of Education - full site rebrand and redesign, currently in information architecture milestone
- Herbert Wertheim College of Medicine - full site rebrand and redesign, currently in information architecture milestone
- Nicole Wertheim College of Nursing and Health Sciences - full site rebrand and redesign, discover phase now
- Steven J. Green School of International and Public Affairs - 40 sites redesign as part of their sovereignty status, discovery phase now
- College of Arts & Sciences - 40 sites redesign, discovery phase now
- University Calendar - in quality assurance, will launch for spring
- Faculty Database

Other External Relations Projects:

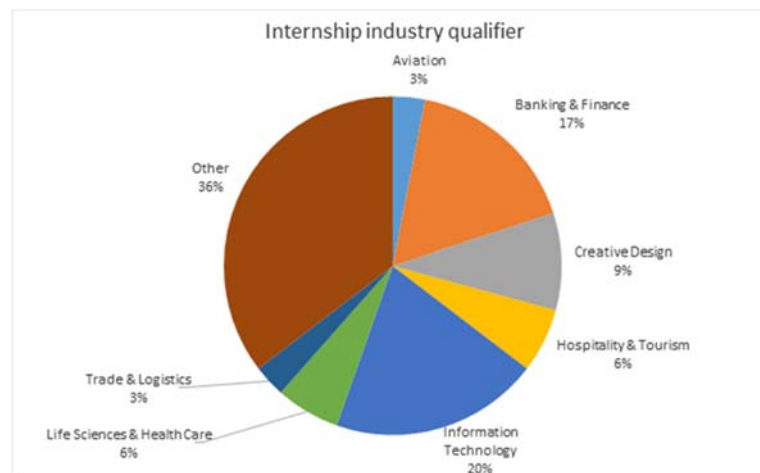
- Our Publications team produced the **Strategic Planning Report** (Beyond Possible) and Executive Summary
- Attended **Kiwanis of Little Havana** Anniversary Reception in an effort to better serve the needs of students coming from former foster care and/or homeless backgrounds
- **Expansion Project** - Meetings with the County and Community are ongoing
- **FIU United Way Campaign** - Currently working on raising \$200,000 (Deadline: January 2016)
- **eMerge Americas Conference** - FIU will participate in the 2016 conference which will take place April 18-19, 2016

- **Green Family Gift/Promotion** – Produced a video, press release and secured an article in the Miami Herald

OFFICE OF ENGAGEMENT

Talent Development Network

Talent Development Network (TDN), the internship portal created as a partnership between FIU and six other academic institutions in Miami-Dade County, has made significant strides in its goal of connecting top talent with industry partners. More than 90 employers have registered on TDNmiami.com to post their paid internship positions. Across the seven partner schools, 84 students have applied for 71 available internships. Of the 15 internship positions completed thus far, six were awarded to FIU students. TDN was featured at the Greater Miami Chamber of Commerce Education Summit during a panel on “Human Capital Investment: Pathways to Education.” The chart below shows the broad range of industries represented by TDN internships:



Images and Voices of Hope

In collaboration with the nonprofit Images and Voices of Hope, FIU hosted a one-day conference on October 28, 2015 on the power of media to make a difference in the world. “Storytelling to Change the World” brought together FIU students and faculty, media practitioners and members of the community in a thought-provoking discussion about how stories can spark action, heal communities and create change. The event also featured powerful work by FIU students, including a documentary film on the Liberty City community entitled, Liberty Square Rising. In addition to FIU Engagement, the event was co-sponsored by Global Learning, the School of Journalism and Mass Communication (SJMC), the College of Architecture + the Arts, The Education Effect and the Knight Foundation. Mariana Santos, FIU’s Innovator in Residence at SJMC, spoke about her work at Fusion, including a multi-media project on street harassment

in Mexico City. SJMC Professor, Moses Shumow, led a panel of students who spoke about their work in Liberty City and how the experience would shape their careers as journalists. Professor Shumow also helped facilitate a powerful conversation with community residents about the coverage their neighborhood has historically received in local media and how members of the community can work to change that narrative. As a result of the dialogue, FIU news writers and editors plan to visit schools in Liberty City to work with young people who wish to tell their own stories.

Life Sciences South Florida (LSSF)

LSSF continues to focus its programming and activities on supporting the growth of life sciences in the region, with the goal of increasing student opportunities in this arena. This month, LSSF hosted a webinar on the free, Internet-based, multidisciplinary STEAM (science, technology, engineering, art and math) program that the Ocean Research & Conservation Association has designed for grades 9-12. LSSF is also in the planning stages for its fourth annual STEM Undergraduate Student Research Symposium to be held in Spring 2016. Students from LSSF member institutions will convene at Broward College to present their original research to expert judges, as well as have the chance to learn from exceptional keynote speakers. Additionally, LSSF is planning its first annual *Lifescapes* event, also to be held in the Spring, to recognize members of the life sciences industry for excellent collaboration with life sciences students and college/university programs.

OFFICE OF GOVERNMENTAL RELATIONS

FIU Day 2016 will be held on Wednesday, January 13, 2016 in Tallahassee. FIU Day is our advocacy day in which Trustees and Student Government Association meet with legislators regarding FIU's legislative priorities. Trustees meet with legislative leadership throughout the day and the day concludes with a reception with legislators and friends of FIU.

