



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

Thursday, April 18, 2019  
11:15 a.m. \**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 Marketing and Public Relations Update | Sandra B. Gonzalez-Levy |
| 4.2 Legislative Session Update            | Michelle L. Palacio     |
| 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 December 5, 2019*

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**THE FLORIDA INTERNATIONAL UNIVERSITY  
BOARD OF TRUSTEES  
External Relations Committee**

April 18, 2019

**Subject: Approval of Minutes of Meeting held December 5, 2018**

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**Proposed Committee Action:**

Approval of Minutes of the External Relations Committee meeting held on Wednesday, December 5, 2018 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

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**Background Information:**

Committee members will review and approve the Minutes of the External Relations Committee meeting held on Wednesday, December 5, 2018 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

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**Supporting Documentation:** Minutes: External Relations Committee Meeting, December 5, 2018

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

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**FLORIDA INTERNATIONAL UNIVERSITY  
BOARD OF TRUSTEES  
EXTERNAL RELATIONS COMMITTEE  
MINUTES  
DECEMBER 5, 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 Vice Chair Marc D. Sarnoff at 11:31 a.m. on Wednesday, December 5, 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 Trustees Marc D. Sarnoff, *Vice Chair*; Jose J. Armas; Leonard Boord; and Rogelio Tovar.

Trustees Claudia Puig, Chair; Gerald C. Grant, Jr.; and Michael G. Joseph were excused.

Trustees Dean C. Colson, Natasha Lowell, Justo L. Pozo, Joerg Reinhold, and Sabrina L. Rosell, and University President Mark B. Rosenberg were also in attendance.

Committee Vice Chair Sarnoff welcomed all Trustees and University faculty and staff to the meeting. He also welcomed FIU Foundation, Inc. Board of Directors member, T. Gene Prescott and President's Council Chair, Melissa Tapanes Llahues.

**2. Approval of Minutes**

Committee Vice Chair Sarnoff asked that the Committee approve the Minutes of the meetings held on Thursday, June 1, 2017 and Wednesday, June 6, 2018. A motion was made and unanimously passed to approve the Minutes of the External Relations Committee meetings on Thursday, June 1, 2017 and Wednesday, June 6, 2018.

**3. President's Remarks**

*Item was deferred*

**4. Information/Discussion Items**

**4.1 FIU in DC Update**

Vice President of Governmental Relations Michelle L. Palacio provided an overview on the primary objectives of FIU in DC, explaining that the objectives encompassed research advocacy, student success, and convening thought leaders. She indicated that advocacy efforts and research programming contributed towards \$23.3M in direct grant awards and \$5.6M in federal

appropriations that will benefit FIU research. She added that 543 students interned, enrolled in classes or participated in career seminars in DC and 19 full-time placements were facilitated. She reported that five federal agencies used FIU in DC as a virtual gateway for University faculty and students. VP Palacio mentioned that FIU in DC held 71 events and national dialogues and hosted over 1,500 individuals and that over 30 Presidential appointees have been hosted at FIU in DC during the current administration.

#### **4.2 Marketing and Public Relations Report**

Senior Vice President of External Relations Sandra B. Gonzalez-Levy explained that earlier this fall, FIU underwent a University-wide marketing analysis and that the analysis revealed that marketing-related expenditures total approximately \$19.8M. She indicated that subsequently, the University engaged public relations firm Weber Shandwick to conduct a comprehensive assessment of the marketing and communications functions and structure at FIU. She mentioned that the assessment involved discussions with more than 40 persons, including Trustees, senior leaders, and students, who spoke candidly not only about specific matters, but their general views relating to FIU's brand and expanding the brand footprint beyond South Florida.

Sr. VP Gonzalez-Levy stated that a marketing task force comprised of key stakeholders to work together with the consultants was established. She then introduced members of the Weber Shandwick team, Nick Puleo and Peter Mancusi, who provided several recommendations which primarily addressed: clearly articulating a future-focused vision for FIU; developing a comprehensive marketing plan to support the institutional vision; creating a comprehensive messaging framework to drive the University's vision and communications objectives; and using data in making decisions about marketing and communications.

President Rosenberg noted that implementation of the new marketing strategy is expected on July 1, 2019 in order to re-organize where necessary and further develop a cohesive overarching University narrative.

In response to Committee Vice Chair Sarnoff's inquiry, Mr. Puleo explained the preliminary analysis which relates to the development of a corporate messaging strategy that addresses who FIU is and who FIU aspires to be. Trustee Roger Tovar discussed the need for consensus in terms of University messaging and target audience and mentioned that the key to a successful campaign is an inclusive messaging strategy.

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

*No new business was raised.*

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

With no other business, Committee Vice Chair Marc D. Sarnoff adjourned the meeting of the Florida International University Board of Trustees External Relations Committee on Wednesday, December 5, 2018 at 12:26 p.m.

*KS 12.17.18*



## External Relations, Strategic Communications and Marketing

FIU BOARD OF TRUSTEES  
EXTERNAL RELATIONS COMMITTEE  
*MARKETING AND PUBLIC RELATIONS UPDATE*  
18 APRIL 2019

*The Division of External Relations, Strategic Communications & Marketing is committed to enhancing the perception of FIU in the community. As the University-wide brand manager for the institution, we identify, package, and leverage the Worlds Ahead stories that support our strategic mission and the Next Horizon Campaign for FIU. We continuously maintain a sense of urgency while we service and partner with University-wide units and maintain relationships with the external community. This report highlights brand marketing, public relations, and community relations activities for December 2018 - February 2019.*

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**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 monthly pageviews	100,000	Alumni newsletter subscribers	160,000
FIU News newsletter subscribers	29,279	FIU Parent newsletter subscribers	35,000
FIU Magazine subscribers	117,500		

*\*some users may subscribe to multiple platforms*

**Social Engagement for the Main Platforms (Dec 18- Feb 2019):**

Impressions: 10.1M	Total value of \$69.5K	(average value: \$6.89/CPM)
Engagement: 177.7K	Total value of \$352K	(average value: \$1.98/eng)


In January 2019, **Instagram** was our fastest-growing and best performing platform with over 44K engagements. Also, for the first time, FIU was featured on *Now This*, which has an audience of over **14M on Facebook**.

**Brand Reputation and Targeted Central Campaigns**

- **The Our Success is Your Success integrated campaign** launched to raise awareness for FIU's achievements over the last 10 years, generating over **17M impressions (IMPs)** in paid media and more than 4,500 pageviews to the rankings page since the campaign launched in August 2018. The #YourFIU hashtag generated over **770K IMPs**.
- External Relations partnered with FIU Advancement to develop assets and market the public launch of the **Next Horizon Campaign for FIU** in January 2019. The social media outreach yielded over **17k IMP's** in organic posts.
- The **#RepFIU campaign** has successfully partnered with social media influencers to promote FIU gear. A targeted strategy to expand influencer participation is ongoing. This campaign generated **285K IMPs** in February 2019 alone.
- The **FIU Brand Page**, designed to align brand **standards** University-wide, was updated to include an approved gallery of assets and the official web template for University-wide use. This continues to provide tools to the University community to amplify the brand.

**Retail Expansion, Licensing, and Filming**

- A **Consumer Insight Survey** is underway with our **licensing firm IMG** to fine-tune the retail expansion strategy. The results will be available May 2019.
- **Licensing** royalties for Q1 and Q2 of FY2018-19 represent a **16%** and **39%** increase from the same period last fiscal year. This is attributed to improved strategy with IMG, the launch of new graphics and logos for merchandise, and the addition of new licensees. Royalties to date total **\$77.3K**, which is split evenly among Athletics, the Alumni Association, and External Relations. Our portion is invested back into central brand strategy.

- **The Sunblazer merchandise line** launched in mid-September at the Barnes & Noble(B&N) FIU and the inventory was **over 50%** sold within three months. This is attributed, in large part, to an integrated social media campaign anchored by a video feature with University President Mark B. Rosenberg. In addition, B&N contributed to in-store signage and the Alumni and Business Services offices supported the marketing push through shares on their social channels and e-blasts. **Sunblazer Beer** is in the development phase in partnership with FIU Athletics and Business Services.
- Retailers launching or developing new FIU products to launch next quarter include **Martha of Miami, Skicks Footwear, and HYPE Footwear.**
- A **retail reception** was hosted at the FIU vs. FAU basketball game on January 26, 2019 targeting big box retailers like Target and other licensees (i.e. children clothing line licensees). FIU merchandise expansion strategies for each are moving forward as a result of this event.
- The B&N FIU will launch a full line of **FIU "Tokyodachi"**, meaning "Japanese friend", characters that capitalize on the emoji trend through the creation of mascot driven product for consumers. Nearly 200 U.S. universities and colleges including Arizona State University, University of Miami, and **University of Michigan** have licensed similar successful retail lines. 
- A targeted strategy to market campus facilities for external **filming opportunities** has been expanded to reach more filming scouts. Revenue generated to date, **\$24K**, has been invested in reputation branding efforts.

**Multimedia**

- In collaboration with academic and administrative units across the University, the central team created and placed over 164 multimedia projects to date. Most notable and recent impactful projects include: commencement coverage, bowl game coverage, SOBEWFF® photo and video coverage, a video series to market Stempel PhD programs, and the Presidential visit.

**Digital Communications**

Site	Sessions	Users	Pageviews
FIU.EDU	580,021	329,536	1,106,067
ADMISSIONS	187,740	112,914	329,739
ONESTOP	127,478	82,934	243,890
CASE	77,577	53,027	173,669
CALENDAR.FIU.EDU	161,438	101,429	513,656

- The **FIU.EDU** homepage redesign launched in fall of 2018 and has yielded an increase of **250,000 users** versus the same period last year with **30%** additional returning users. This is the main channel to market the University to prospective students.
- The central **Digicom team** has redesigned and launched sites for more than **35** university units, colleges, and schools including CASE, SIPA, FIU OneStop, and Admissions. Since July 2018, over **145K** visitors "clicked" to apply to both undergraduate and graduate programs at FIU through the redesigned Admissions website. DigiCom is **collaborating** with **OneStop** to improve the information provided on the site to reduce phone inquiries. OneStop had **over 80K** users since January 2019.

- Through a **collaboration** with the **Division of IT**, a new FIU calendar was launched, which has resulted in an increase of **794K** pageviews and an increase of **222K** unique pageviews compared to the same time-frame last year. For February '18 vs. February '19, pageviews increased **151K** and unique pageviews increased **53K**.

### **ITN for Integrated Branding, Marketing, and Communication Services**

In alignment with the 2025 Next Horizon Strategic Plan and the discussions with the FIU Board of Trustees on enhanced FIU marketing and branding, the ITN for Integrated Branding, Marketing, and Communication Services (E-ITN-2019-00009) was issued in October 2018. The selection process is still in progress and a final award is anticipated by April 2019. Once the firm is awarded, brand research will be conducted and an integrated launch for the marketing strategy will roll out in July 2019.

The **Marketing Task Force**, made up of representatives from across the University including deans, faculty, students and administrators, continues to meet on a monthly basis to advise on the implementation of the operational recommendations presented by Weber Shandwick: data, resources and budget, and oversight. In coordination with the Division of Human Resources, all colleges, schools and units reviewed and updated all marketing positions to align with the approved definition for a marketing role. As units established budgets for the new fiscal year, we will align marketing strategies and budgets to leverage resources (i.e. media buys).

The Task Force will also work closely with and advise the marketing firm throughout the research, strategy development, and roll out phases.

**FIU NEWS AND COMMUNICATIONS***Telling FIU's story via the written word.***FIU NEWS (DEC. 1, 2018- FEB. 28, 2019)**

Total stories published: 162  
 Pageviews: 251,969  
 Total visitors: 145,300  
 New visitors: 138,196

FIU NEWS gets an average of **16,000 weekly visitors** to the site and **22,000 weekly pageviews**. Compared to the same three-month period last year, readership is up from **239K to 251K** or **12K more pageviews**. This is in part attributed to a more sophisticated approach in crafting eye catching headlines and the banner stories including the Presidential visit and rankings.

**How do readers find an FIU News story?**

Google:	41.5%	Bing:	1.7%
Direct:	31.8%	LinkedIn:	1.6%
Facebook:	6.1%	Other:	14.3% (daily newsletter, other search engines, etc.)
FIU.edu:	3%		

**Overall Top 10 Stories Jul. '18 – Feb. '19**

1. FAQs: President Trump's visit to FIU
2. President Trump at MMC on Monday
3. FIU among top 100 public universities in U.S. News and World Report rankings
4. FIU among top performing public universities in Florida
5. Happy Valentine's Day: How the heart became the symbol of love
6. Sackstein appointed dean of Herbert Wertheim College of Medicine
7. NTSB releases bridge accident investigation update
8. Fishing leads to significant shark population declines, researchers say
9. 'Cuban equivalent' of Ancestry.com a boon to family historians
10. FIU receives \$1.49 million to transform how calculus is taught

**Top Stories Dec. '18 – Feb. '19:**

- |  |  |
|--|--|
| 1. President Trump at MMC on Monday*   | 8. Millennial trends: Love yourself, love your pets, love your friends                         |
| 2. Study finds ensemble music programs positively affect students' character, competence | 9. Psychiatric conditions may alter the brain, increase risk of Alzheimer's                    |
| 3. Happy Valentine's Day: How the heart became the symbol of love*                       | 10. Red Robin contest's winning burger is a Spanish delicacy                                   |
| 4. Nonconsensual porn is a growing threat among young adults                             | 11. 3 years, a 2-burner stove and 1 dog: How this biologist found her best friend in the Andes |
| 5. Telecommuting positively impacts job performance, study finds                         | 12. FIU among the nation's top research universities   |
| 6. President Trump demands end to oppression in Venezuela                                | 13. How SOBEEFF® led this alumna to her dream job at Loews Miami Beach Hotel                   |
| 7. Message from President Rosenberg: 'The Life of the Mind: A Major Announcement'        | 14. Grand Longina: The start of a new tradition  |

15. Unstoppable: A look at FIU's decade of progress
16. Celebrating a lifetime of giving: Jorge and Darlene Perez
17. Researchers clear the air about vaping
18. University launches Next Horizon: The Campaign for FIU with community celebration
19. Wetland habitat brings new life to preserve
20. Against the odds: Fall 2018 graduates demonstrate grit and determination
21. Researchers clear the air about vaping
22. Neural-enabled prosthetic hand system restores sensation to first human subject
23. Construction school renamed in honor of Chad Moss '94
24. Architecture student interns with Renzo Piano in Paris
25. Recruiters scout for talent at Senior Design Showcase
26. 2018 in photos
27. Knight Foundation contributes \$2 million to FIU's CasaCuba
28. 3 reasons to watch the Makers Wanted Bahamas Bowl
29. Panthers capture Bahamas Bowl, set all-time win record

### FIU MAGAZINE

The **Winter 2018-2019** issue was distributed to nearly **120,000 alumni and friends**. The **Spring 2019** issue is in production.



### Winter 2018-2019 FIU Magazine Story List

- ✓ **COVER A decade of progress:** The magazine takes a look at how our national (and international) profile has grown and the many recognitions and accolades accorded the institution in recent years.
- ✓ **An inventor recognized:** Herbert Wertheim, namesake of FIU's medical school and a longtime supporter of the University, has been installed as a member of the Florida Inventors Hall of Fame.
- ✓ **Do everything better!:** FIU Magazine asks more than two dozen alumni for expert advice on everything from meeting the love of your life to entertaining with ease to selecting a financial advisor.
- ✓ **Five Questions with Susan Gladstone:** The new director of the Jewish Museum of Florida-FIU talks about upcoming projects, anticipated changes, and how the museum tells the immigrant story through its exhibitions.

- ✓ **FIU and the arts:** In efforts to help artists follow their passion while finding jobs and earning a livelihood, the College of Communication, Architecture + The Arts has undertaken several initiatives.
- ✓ **Preeminent: The Institute of Water and Environment:** InWE is advancing the science and technology needed to address complex water and environmental issues locally, nationally, and globally.
- ✓ **Focus on Innovation: The rise in patents:** A look at how FIU's concentrated support of researchers has resulted in a record number of patents. To what is this success attributed and what does the future hold?
- ✓ **Student focus:** Ugo Angeletti started back2earth, a social enterprise focused on getting more South Floridians to put their food waste to work through composting, an award-winning project.
- ✓ **Sports story:** Tennis cleans up
- ✓ **Advancement column:** Honors College gift from Jorge and Darlene Perez
- ✓ **Very Important Panther (VIP): Michael E. Mendez '03, MBA '10,** Owner, Mendez Fuel. Member, Dean's Advisory Council, College of Law (2009-present). Member, Dean's Advisory Board, College of Arts, Sciences & Education (2016-present). Past member, FIU Foundation Board of Directors (2007-2016).

### Spring 2019 FIU Magazine Story List

- ✓ **COVER Standing with the People of Venezuela:** Following President Donald J. Trump's visit to the Modesto A. Maidique campus to address the Venezuelan crisis (a photo of which will grace the cover), we examine how FIU students and faculty from that country are raising money, sending supplies, and bravely working together to help their homeland.
- ✓ **Launching the Next Horizon:** The University is announcing the public phase of its most ambitious campaign to date. With nearly \$500 million of its \$750 million goal already in hand, FIU looks to "bring it home."
- ✓ **The Next Horizon poem:** The magazine features an original poem by Richard Blanco, alumnus and new Creative Writing faculty member, which he wrote in honor of the capital campaign.
- ✓ **Encouraging young poets:** FIU drama students and graduates are connecting with local middle schoolers to teach them about poetry and ways that they can share their stories and feelings with others.
- ✓ **Preeminent program- STEM Transformation Institute:** The STEM Transformation Institute brings together the efforts of the College of Arts, Sciences & Education and the College of Engineering and Computing in response to national calls for 100,000 new STEM teachers and an additional 1,000,000 STEM professionals by 2020.
- ✓ **Meet Kimberly Green:** In light of her ongoing commitment to and work on behalf of Haiti, Kimberly Green has served as both a financial and spiritual patron for the Latin American and Caribbean Center.
- ✓ **The Tao of Sports:** The Honors College brings together students from across the University in fascinating courses, including this one that examines the physical, psychological, and social aspects of athletics.
- ✓ **Five questions with the CEO of FIU Foundation:** Howard R. Lipman talks about the Next Horizon campaign and why now is the time.
- ✓ **Going places:** Stempel doctoral student Mitra Naseh has designed an app that she hopes will be used by international relief organizations as a way to help refugees.
- ✓ **Focus on innovation:** An FIU-patented rooftop turbine could prevent hurricane damage.
- ✓ **Photo features:** Retired chemistry professor Zaida Morales-Martinez is recognized with an award from the White House and the FIU Men's basketball season wraps up.
- ✓ **My FIU journey:** Alumnus and newly named professor of Creative Writing Richard Blanco writes an essay on his triumphant return to FIU and what it means to finally be home.
- ✓ **Very Important Panther (VIP): Vivian Zumot Dimond '80.** Managing broker and principal, Brown Harris Stevens. 2018 Torch Award honoree.

**MEDIA RELATIONS***Working with external media to tell the FIU story.***TOP MEDIA STORIES**

In December **Aldo Amenta** walked across the graduation stage with his exoskeleton. This story went viral and has an estimated publicity value of **\$5,237,741** and a potential audience of **172,753,401**. The story was seen by millions of people both nationally and internationally. Some of the clips with the most impact are [NBC Nightly News with Lester Holt](#) and [ABC World News Tonight with David Muir](#). Recently, the online media blog **Now This** featured Aldo on their [Facebook page](#). The video has been viewed about 1,000 times and shared 234 times.

Story	Outlet	Viewership	Ad Value	College or Department
As Trump attacks Maduro, some see bid for Florida votes	New York Times	20,736,628	\$217,365	University-wide
Ex-Ferguson police chief joins university police force	New York Times	20,736,628	\$1,595,125	FIU PD
FIU's New Next Horizon initiative will raise funds to ensure students can succeed	Miami Herald	535,013	\$6,801	Advancement
The greatest investor you've never heard of: an optometrist who beat the odds to become a billionaire	Forbes	9,723,956	\$30,968	University-wide
Majority of Cuban Americans don't think embargo works, but there's slight increase in support	NBCNews (online)	4,061,411	\$66,039	SIPA
FIU launches \$750 million Next Horizon campaign	Bizjournals	1,077,836	\$26,016	Advancement
Local dealership gives quadriplegic FIU grad wheelchair-accessible van	WSVN	Pending	Pending	Engineering
Art Basel Is Hardly the Only Game in Town	New York Times	22,322,158	\$223,668	Wolfsonian-FIU and Frost Museum
Vogue's Essential Miami Art Week Exhibition Guide	Vogue UK	n/a	n/a	Frost Museum
Man confined to wheelchair after spinal injury walks at college graduation	ABC News	2,704,101	\$57,169	Engineering
Aldo Amenta Walks Across The Stage	WPLG	28,557	\$26,138	Engineering
Ex presidente de Costa Rica: estos centroamericanos no migran... ¡escapan!	El Nuevo Herald	n/a	n/a	University-wide
Quadriplegic College Student Walks Across Stage at Graduation Using Exoskeleton	Inside Edition	141,728	\$2,788	Engineering

Story	Outlet	Viewership	Ad Value	College or Department
This Week We're Grateful for The Marvelous Mrs. Maisel, Barack Obama, National Cupcake Day, and More	Oprah Magazine	n/a	n/a	University-wide
NBC Nightly News with Lester Holt	NBC National	8,735,789	\$721,438	Engineering
ABC World News Tonight with David Muir	ABC National	8,927,514	\$359,050	Engineering
Quadriplegic Student Stuns College Class by Walking Across the Stage at Graduation	People	3,141,637	\$1,293,615	Engineering
Quedó cuádruplejico pero no se rindió: Aldo volvió a caminar al recibir su título y cuenta su inspiradora historia	Univision	574,786	\$83,822	Engineering
Man confined to wheelchair walks at graduation	CNN	n/a	n/a	Engineering
FL PARALYZED GRAD	AP	n/a	n/a	Engineering
Aldo Amenta, el joven venezolano que superó sus limitaciones físicas y recibió su título universitario	CNN en Espanol	17,989,464	\$2,147,995	Engineering
This student trained for years to walk on stage at his graduation	itv	799,188	\$35,258	University-wide
With James Morgan out, this quarterback will start Friday for the FIU Panthers	Miami Herald	610,218	\$8,148	Athletics
Toledo vs. FIU odds, line: 2018 Bahamas Bowl picks, top predictions from advanced model on 45-25 run	CBS Sports	5,432,906	\$82,455	Athletics
FIU vs. Toledo Bahamas Bowl score: Panthers secure best season in program history with win	CBS Sports	n/a	n/a	Athletics
Christian Alexander leads the FIU Panthers to a record-setting victory in Bahamas Bowl	Miami Herald	n/a	n/a	Athletics
Nonconsensual porn is a growing threat among young adults, researchers find	South Florida Business Journal	1,077,836	\$19,445	CASE

\*Ad value and viewership figures are provided by our media monitoring service, Critical Mention.



## COMMUNITY RELATIONS, PROTOCOL AND SPECIAL EVENTS

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

### COMMENCEMENTS AND CEREMONIES

Fall 2018 Commencement included **10 ceremonies over four days**. Eligible graduates totaled 5,450 and of those **4,181 attended** the ceremonies along with their families and friends. **27 *Worlds Ahead* Graduates** were recognized at these ceremonies. These graduates exhibited outstanding perseverance, intelligence, and personal strength during their time at FIU, and fully demonstrate and embrace what it means to be *Worlds Ahead*.

Overall, with **15,290 total eligible students** to graduate in Spring '18, Summer '18, and Fall '18, **11,596 crossed the stage this past year!** The upcoming Spring 2019 commencement will host 10 ceremonies over four days April 28- May 1. To date nearly **5,300 students** are eligible for graduation.

### SIGNATURE, PRESIDENTIAL AND COMMUNITY EVENTS

January 2019

- Thu, Jan 10 – **The Dorothea Green Lecture Series presents: State of the World in 2019**
- Fri, Jan. 11 **600+ guests** attended a two-day lecture on the second annual State of the World Lecture. Panelists included: Peter Baker, Chief White House Correspondent; Elliott Abrams, Senior Fellow for Middle Eastern Studies, Council on Foreign Relations; and Vladimir Kara-Murza, Vice Chairman, Open Russia. Topics included: Top Challenges for US Foreign Policy in 2019; Immigration: Who's In, Who's Out; The Mess in the Middle East; and The Particular Problem of Putin's Russia, to name a few.
- Sun, Jan. 13 **Three Kings Parade**  
20+ FIU volunteer Board members, donors, faculty and students participated in the FIU float for **branding/visibility** in the Little Havana community.
- Fri, Jan. 18 **Palmetto57 Nissan/Volkswagen Gift Presentation**  
**FIU Trustee Roger Tovar** and his Palmetto 57 staff donated a Chrysler Pacifica with wheel chair accessibility to recent graduate Aldo Amenta. The Amenta family, the team at Palmetto 57, and members of FIU's leadership were present for the presentation of keys to Aldo. (see media coverage report).
- Mon, Jan. 21 **Annual MLK Commemorative Breakfast**  
400+ guests attended the annual MLK Commemorative Breakfast that featured keynote speaker, Donovan Livingston, an award-winning educator, spoken word poet, and public speaker. In 2016, Livingston's Harvard Graduate School of Education convocation address "Lift Off" went viral, reaching more than 13 million views.
- Mon, Jan. 21 **MLK Parade**  
100+ FIU volunteer Board members, donors, faculty and students participated in the FIU float for **branding/visibility** in the Liberty City community.

Sat, Jan. 26 **Next Horizon Campaign Launch**

**1,000+ guests** attended the public launch of the FIU Campaign. The day featured the Donor Wall unveiling of **\$1 million-dollar** donors in the morning, followed by a VIP Brunch, and ended with the public event that formally launched the \$750 million campaign for FIU. Among announcements made was the generous donation of **\$5 million**, from Trish and Dan Bell, to help build a non-denominational chapel. Alumnus and presidential inaugural poet, Richard Blanco '91, MFA '97, debuted his original poem inspired by the campaign, titled *Next Horizon*, which he wrote to honor his alma mater.

Wed, Jan. 30 – **Florida Board of Governors Visit**

Thu, Jan. 31 Florida Board of Governors meetings rotate locations across State University System campuses and this January it was FIU's opportunity to play host location. Two full days of committee meetings were held, which culminated with the Full Board Meeting where SUS Presidents and Board of Trustees Chairs reported on carryforward funding.

February 2019

Fri, Feb. 1 **Annual Holocaust Remembrance Ceremony:** FIU's Holocaust and Genocide Studies Program, together with Hillel at FIU, **raised awareness and understanding** about the atrocities of the Holocaust, genocide, and mass violence around the world during a week of interactive lectures, panel discussions, and exhibits. The Remembrance Ceremony featured keynote speaker, Allan Hall, a retired attorney, professor, and Holocaust survivor who shared his story of how he and his family survived one of the darkest periods in history.

Mon, Feb. 11 **Charles Perry Portrait Unveiling:** Perry family commissioned FIU professor and artist David Chang to create a new presidential portrait that would hang on the second floor of Charles Perry/Primera Casa building in the Hall of Presidents. The portrait unveiling **for FIU's first president, Charles Perry**, included eight Perry family members who traveled from all over the United States for the momentous occasion. **FIU leadership, donors, and FIU Foundation board members** were among the more than **60 guests** in attendance.

Wed, Feb. 13 **GMCC Sand in My Shoes:** Over 800 community leaders in Miami paid tribute to **Tony Argiz**, Chairman and CEO/MBAF, the 2019 recipient of the Sand in My Shoes Award, the Greater Miami Chamber's **most prestigious accolade**. The Award takes its name for a live broadcast from Downtown Miami on Thursday, December 31, 1981. The late WTVJ Vice President and News Director, Ralph Renick delivered his famous editorial detailing the irresistible force of a phenomenon described as "Sand in Your Shoes". FIU hosted three tables in support of this community award. Tony is a FIU College of Business alumnus.

Sun, Feb. 24 **President's Council at SOBEWFF® Southern Kitchen Brunch hosted by Trisha Yearwood:** More than **20 FIU President's Council board members** attended the SOBEWFF® Southern Kitchen Brunch to network and support our Chaplin School of Hospitality and Tourism Management.

**FIU PRESIDENT'S COUNCIL**

The FIU President's Council (PC), chaired by Melissa Tapanes Llahues, currently has 117 members actively advocating for FIU and amplifying the FIU story in our community. In addition to the support of the annual *Worlds Ahead* Faculty Award selected every fall, PC selects a special fundraising project in support of students. PC has raised funds for First Generation Students and the **Fostering Panther Pride (FPP)** Program.

FIU's FPP Program is tailored to meet the unique needs of former foster care and homeless students. The primary goal of FPP is to assist these 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. PC has raised over **\$1.5M** in the last two years.

PC will travel to **FIU in Washington, D.C.** for the second annual advocacy initiative. This event allows PC members to get a taste of life on the Hill and what it means to advocate for our FIU at the federal level.



*-PepsiCo check presentation for \$25K donation to FPP-*



*-Inaugural PC in DC Advocacy Visit-*

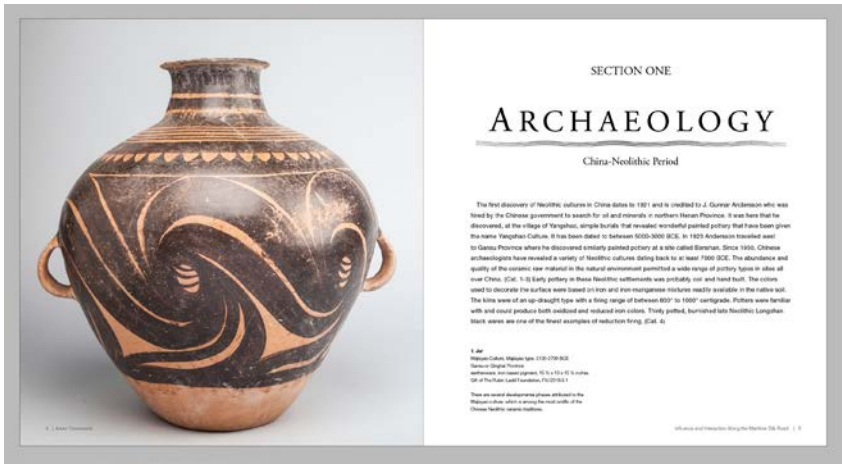
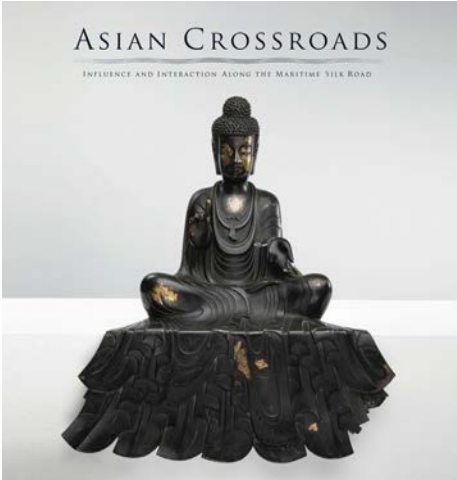
DESIGN SERVICES

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

CASE | Medina Aquarius Program Donor Book



THE FROST | Asian Crossroads Catalog



ADMISSIONS | Graduate Search Piece



You want to rethink the unknown. Discover solutions to some of our biggest problems. Create the next big idea. Expand our current understanding of the world. FIU is where you will achieve. Discover more.

As Miami's first and only public research university, FIU is World's Ahead in its research, its academics and local community. We're proud to be a top tier research institution. FIU is where research is a major component in the graduate's mission.

**WE WILL CHALLENGE YOU TO ACCOMPLISH WHAT YOU DIDN'T THINK POSSIBLE.** Join our team. You will know how to do it. We will help you graduate with a degree in hand, you will.

**STAND OUT**

<b>TOP 100</b> Public Universities <i>U.S. News and World Report</i>	<b>No. 2</b> PUBLIC UNIVERSITY IN THE STATE, according to the Florida Board of Governor's job performance scores.	<b>73</b> FULL-TIME SCHOLARSHIPS to date																				
<b>R1</b> Carnegie Classification for Highest Research Activity	<b>\$177M</b> In research expenditures	<b>150+</b> Graduate Programs																				
<b>1<sup>ST</sup> IN THE NATION</b> in awarding bachelor's and master's degrees to Hispanic students	<b>3,700+</b> international students from 140 countries																					
<b>Estimated Cost of Attendance*</b> 2019-2020 <table border="1"> <tr> <th>RESIDENT</th> <th>NON-FLORIDA RESIDENT</th> </tr> <tr> <td>FLORIDA RESIDENT \$8,202</td> <td>NON-FLORIDA RESIDENT \$18,030</td> </tr> <tr> <th>NON-RESIDENT</th> <th>NON-FLORIDA RESIDENT</th> </tr> <tr> <td>FLORIDA RESIDENT \$8,330</td> <td>NON-FLORIDA RESIDENT \$18,158</td> </tr> </table>		RESIDENT	NON-FLORIDA RESIDENT	FLORIDA RESIDENT \$8,202	NON-FLORIDA RESIDENT \$18,030	NON-RESIDENT	NON-FLORIDA RESIDENT	FLORIDA RESIDENT \$8,330	NON-FLORIDA RESIDENT \$18,158	<table border="1"> <tr> <td>ROOM &amp; FEES (ANNUAL)</td> <td>\$188</td> </tr> <tr> <td>BOOKS &amp; SUPPLIES</td> <td>\$20</td> </tr> <tr> <td></td> <td>\$182</td> </tr> <tr> <td></td> <td>\$1,000</td> </tr> <tr> <td></td> <td>\$722</td> </tr> <tr> <td></td> <td>\$278</td> </tr> </table>	ROOM & FEES (ANNUAL)	\$188	BOOKS & SUPPLIES	\$20		\$182		\$1,000		\$722		\$278
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