



FLORIDA INTERNATIONAL UNIVERSITY  
BOARD OF TRUSTEES  
EXTERNAL RELATIONS COMMITTEE  
MINUTES  
APRIL 18, 2019

**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 11:27 a.m. on Thursday, April 18, 2019 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 Marc D. Sarnoff, *Vice Chair*; Leonard Boord; Gerald C. Grant, Jr.; and Rogelio Tovar.

Trustees Claudia Puig, *Board Chair*, Jose J. Armas, *Board Vice Chair*, 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 also were in attendance. FIU Foundation, Inc. Board of Directors member T. Gene Prescott and FIU Presidents Council Chair Melissa Tapanes Llahues were also in attendance.

**2. Approval of Minutes**

Committee Vice Chair Sarnoff asked that the Committee approve the Minutes of the meeting held on December 5, 2018. A motion was made and passed to approve the Minutes of the External Relations Committee Meeting on Wednesday, December 5, 2018.

**3. President's Remarks**

University President Mark B. Rosenberg reported that in the prior week, 19 students from varying disciplines participated in the Future of Health Innovations DC Fly-In, an experiential three-day seminar focused on career opportunities and engaging conversations with experts in health research and policy from across government, academia, and industry. He explained that the students attended a brain health conference that allowed them to explore the challenges in determining the linkages between health disparities and genetics on increased incidences of Alzheimer's. In addition, he indicated that the University was represented by Robert Sackstein, dean of the Herbert Wertheim College of Medicine, and Tomás R. Guilarte, dean of the Robert Stempel College of Public Health and Social Work, who met with different members of the Florida Congressional delegation and staff on various FIU health priorities.

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

##### **4.1 Legislative Session Update**

Vice President of Governmental Relations Michelle L. Palacio provided an overview of the 2019 legislative session. In terms of the Future of Health Innovations DC Fly-in, she indicated that the student delegation advocated with Congressional offices to further advance FIU's own brain research portfolio and for health research funding for minority communities. Furthermore, she added that the Future of Health Innovations DC Fly-in, coincided with the FIU President's Council Fly-in, where Council members visited Capitol Hill to advocate on some of the University's top legislative priorities. She explained that the Council discussed many of FIU's 2020 appropriations requests, including brain health in diverse communities and the University's resilient infrastructure priority.

VP Palacio explained that the 2019 legislative session is scheduled to conclude on May 3, 2019, and therefore, budgetary details relating to new and renewed funding and potential appropriation reductions were not currently available. She indicated that discussions are being held relating to changes to Performance Based Funding Metrics.

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

Senior Vice President of External Relations Sandra B. Gonzalez-Levy indicated that one of the top news stories for 2018-19 related to the University, for the first time in its history, ranking as one of the top 100 public universities in the country by U.S. News & World Report. She mentioned that the #RepFIU campaign has successfully partnered with social media influencers to promote FIU gear.

Sr. VP Gonzalez-Levy provided an update on the status of the University's marketing and public relations review, noting that 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. She explained that, 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. She mentioned that as units establish their respective budgets for the new fiscal year, marketing strategies will be aligned with budgets in order to better leverage resources, such as media buys.

Sr. VP Gonzalez-Levy stated that the upcoming Spring 2019 commencement will host 10 ceremonies over four days. She highlighted a recent top media story, indicating that in December Aldo Amenta walked across the graduation stage with his exoskeleton and that the story went viral and has an estimated publicity value in excess of \$5.2M and a potential audience of over 172M.

Presidents Council Chair Melissa Tapanes Llahues relayed her experience taking part in the second annual President's Council DC Fly-In. She indicated that the immersive experience provides an understanding of the University's top legislative priorities, an opportunity to learn about FIU's advocacy efforts, a chance to interact with students, explore top national initiatives and priorities, and engage with DC partners and alumni.

In terms of the April 2019 Marketing and Public Relations Update, Trustee Roger Tovar commended the Division of External Relations and urged the University to distribute at commencement ceremonies and other venues where it could reach large audiences.

#### **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 Thursday, April 18, 2019 at 11:47 a.m.

*There were no Trustee requests.*