



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

Florida International University
Modesto A. Maidique Campus
Graham Center Ballrooms

**Thursday, December 5, 2019
12:30 p.m.**

or

Upon Adjournment of Previous Meeting

Chair: Claudia Puig

Vice Chair: Marc D. Sarnoff

Members: Jose J. Armas, Leonard Boord, Gerald C. Grant, Jr., Michael G. Joseph, Rogelio Tovar

AGENDA

- | | |
|--|--------------------------------|
| 1. Call to Order and Chair's Remarks | Claudia Puig |
| 2. Approval of Minutes | Claudia Puig |
| 3. Information/Discussion Items | |
| 3.1 FIU in DC Update | Michelle L. Palacio |
| 3.2 2020 Legislative Priorities | Michelle L. Palacio |
| 3.3 Marketing and Public Relations Update | Sandra B. Gonzalez-Levy |
| 4. New Business (<i>If Any</i>) | Claudia Puig |
| 5. Concluding Remarks and Adjournment | Claudia Puig |

Liaisons:

Michael A. Hernandez, *President, FIU Alumni Association Board of Directors*

T. Gene Prescott, *Member, FIU Foundation Inc., Board of Directors*

Melissa Tapanes Llahues, *Chair, FIU President's Council*

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FIU Board of Trustees External Relations Committee Meeting

Time: December 05, 2019 12:30 PM - 1:30 PM EST

Location: FIU, Modesto A. Maidique Campus, Graham Center Ballrooms

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THE FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
External Relations Committee

December 5, 2019

Subject: Approval of Minutes of Meeting held April 18, 2019

Proposed Committee Action:

Approval of Minutes of the External Relations Committee meeting held on Thursday, April 18, 2019 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

Background Information:

Committee members will review and approve the Minutes of the External Relations Committee meeting held on Thursday, April 18, 2019 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

Supporting Documentation: Minutes: External Relations Committee Meeting,
April 18, 2019

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

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**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.

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2020 State Legislative Priorities

FIU BASE FUNDING

The Legislature recognized the wide discrepancy in FIU's per student and per degree funding and allocated \$15 million in operational base funding during the 2019 legislative session.

Florida International University seeks funding to raise its base allocation, and thus reduce the funding gap between the university and the average state university system allocation.

FACILITIES FUNDING

Public Education Capital Outlay (PECO) is traditionally the primary source of funding for Florida's educational facilities and infrastructure. FIU's PECO and General Revenue requests are as follows:

Engineering Building

The new Engineering building will be located on the Modesto A. Maidique Campus to facilitate and enhance ongoing and future collaborations between the College of Engineering and Computing and the Academic Health Center which include the colleges of medicine, nursing, and public health and social work. Many of the most significant breakthroughs in health sciences will increasingly be at the intersection of the disciplines in engineering and computer science.

The facility will house classrooms, instructional and research laboratories and collaboration spaces. The building will be designed for active learning, through innovative classrooms and teaching laboratories. In addition, this facility will allow FIU to continue to innovate and expand its successful STEM education program.

FIU PROGRAM OF DISTINCTION IN ENVIRONMENTAL RESILIENCE

Florida International University seeks funding for our Program of Distinction in Environmental Resilience. This program is aligned with utilizing FIU's interdisciplinary core competence in addressing 21st Century environmental challenges. The program's mission is to: address environmental challenges by creating data-driven solutions; educating the work force of tomorrow in strategic areas of focus; and utilizing world class research strengths to address the economic and population wellbeing issues related to environmental resilience.

- Recruit top research faculty and students
 - Be known as the top school for research on the environment and its impact
 - Increase national recognition and rankings for research and student excellence
- Increase research grants from federal government and private sources
- Be known as a national and global leader in Environmental Resilience
- Continue to be hyper focused on student success outcomes
- Help Florida solve some of its most pressing environmental resilience challenges, including:
 - Implementing a coastal monitoring system
 - Educating workforce
 - Public health and the environment
 - Establishing a first of its kind Environmental Finance and Entrepreneurship program

FIU's leadership in environmental research and its interconnection to public health grew out of FIU's unique geographic location with a diverse population in a complex and vulnerable South Florida ecosystem. From FIU's inception, faculty with interest in environmental research have been attracted by the magnet of the Everglades, the Florida Keys, the coastal regions and our hurricane vulnerabilities. Similarly, the size, heterogeneity and complexity of South Florida's population have attracted world class faculty to FIU to study the region's public health challenges.

The proposed program of distinction on Environmental Resilience is designed to advance our current research programs and lead to innovative solutions to enhancing local, regional, and national resilience to environmental change, including preparing the workforce needed to address these challenges. It will also raise FIU's academic standing by leveraging existing programs of national preeminence to generate new knowledge and innovative solutions for the betterment of the environment, health, and society. This will solidify FIU's role as a top urban public research university and leader in environmental resilience and solutions.

save the date FIU DAY 2020 tallahassee



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External Relations, Strategic Communications and Marketing

FIU BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
MARKETING AND PUBLIC RELATIONS UPDATE
5 DECEMBER 2019

The Division of External Relations, Strategic Communications and 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 Quarter 1 Jul-Sep 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	120,000		

*annual averages-some users may subscribe to multiple platforms

Social Engagement for the Main Platforms

	Engagement	Impressions
Instagram	116,235	1,561,348
Facebook	82,656	780,428
Twitter	19,376	7,546,152

Total Q1 Engagement: 218K

Total Q1 Impressions: 9.9M

- July had one of our **most successful** graduation celebration posts on **Instagram**, which earned **over 28K** views and **over 10.7K** in engagement. This post did exceptionally well across all channels contributing to the overall increase in engagement and impressions compared to the previous year.
- In August, **Twitter** saw a spike in engagement and impressions due to **Hurricane Dorian** coverage as we have a large media/student following on that channel that look to us for updates.
- In September, posts about FIU's success with the **bar passage rate** positively impacted engagement and impressions across all channels, but mainly on **Facebook**.

New Platforms and Approaches

As part of our strategy to better connect with prospective and current students, we are constantly evaluating new social media platforms. Most recently we launched the **FIU TikTok** channel (@fiutiktok) and are developing content in partnership with a select group of **students**. **GIPHY** has also yielded a steady increase in views totaling **40M views**.

Brand Reputation and Targeted Central Campaigns

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 over **351k IMPs** from Jul-Sept. '19:

- July posts: 75.8k IMPs
 - [Instagram #FIUGoesAbroad \(July 2\)](#)

- [Instagram #FIUGRAD giveaway \(July 11\)](#)
- [Twitter #Friends & Family Discount \(July 26\)](#)
- August posts: 185.8k IMPs
 - [Twitter President Birthday \(Aug. 15\)](#)
 - [Instagram Roary Target Video \(Aug. 19\)](#)
 - [Twitter Roary Target Video \(Aug. 19\)](#)
 - [Twitter Tokyodachi Gear \(Aug. 26\)](#)
 - [Twitter Friends & Family discount \(Aug 29\)](#)
 - [Twitter Friends & Family discount \(Aug 30\)](#)
- September posts: 89.9k IMPs
 - [Twitter HYPE Slides \(Sept. 18\)](#)
 - [Instagram HYPE Slides Sept. 18\)](#)
 - [Instagram #FIUGoesAbroad \(Sept. 25\)](#)

Retail Expansion, Licensing and Filming



CLC Licensing Agency is in ongoing discussions with potential new retailers including **Costco**, **Alex and Ani**, **Dick's Sporting Goods** and others to carry FIU merchandise. The firm has also been working on a strategy with **JCPenney** to include merchandise and leverage existing partnerships like **Fanatics**, and the **Suit-up** event. Additional merchandising initiatives include:

- FIU's partnership with UM to create **co-branded merchandise** for the **FIU v UM game**. Blue86 and Tokyodachi created t-shirts designs and also produced FIU-designed shirts, which will be carried at the FIU Bookstore starting in November.
- The **September 6, 2019 #RepFIU Day** event held at the FIU Bookstore included Roary, refreshments, music and a discount code promoting #RepFIU day in anticipation of the football home-opener.
- A campaign to launch a new FIU product, **HYPE Slides**, featured FIU Student influencers/fans.
- A partnership with Biscayne Brewery to develop **Sunblazer Beer** is in negotiation.
- FIU has taken advantage of a one-year sponsorship with **Brightline** to reach both online and business graduate students in Miami, Ft Lauderdale and West Palm stations. The campaign featured programs for Engineering, Hospitality, Business and FIU Online.

- An updated [Brand Standards tab](#) on the FIU brand site to include visuals for logos, unit logos, graphic elements and a clarified section for graphic element guidelines to avoid confusions.

FY19-20 Q1 **royalties increased by 13%** compared to the same period from last year. Herff Jones was our top licensee in reporting over \$36K in royalties. Class rings were the most popular item reporting over \$22K in royalties. Barnes & Noble was the top retailer generating over \$43K in royalties.

FIU	2017-2018	2018-2019	2019-2020
Quarter 1	\$40,580.34	\$46,945.10 (+16%)	\$53,150.87 (+13%)
Quarter 2	\$21,940.63	\$30,444.74 (+39%)	
Quarter 3	\$31,226.52	\$47,602.83 (+52%)	
Quarter 4	\$42,078.10	\$49,491.19 (+18%)	
TOTAL	\$135,825.59	\$174,483.86 (+28%)	

Multimedia

In collaboration with 25 academic and administrative units across the university, the central team created and placed over **85 multimedia projects** for the first quarter. A few of the most impactful projects include the College of Engineering and Computing (CEC) Marketing Video, “Great Colleges” video, and the videos/photo packages for Freshman Convocation, Faculty Convocation and Shellhacks.





Digital Communications

Site (Q1)	Sessions	Users	Page views
FIU.EDU	706,526	404,942	1,265,700
ADMISSIONS	1,497,845	386,489	1,832,124
ONESTOP	361,741	195,315	678,118
CASE	115,570	78,210	271,227
CALENDAR.FIU.EDU	111,001	78,412	392,667

The central Digital Communications team successfully launched the revamped news.fiu.edu and pantera.fiu.edu in addition to 10 projects with academic units (Jul-Sep).

Integrated Branding, Marketing and Communication Services

The **Marketing Task Force (MTF)** is working closely with the marketing firm **160over90** on the integrated marketing plan for the university. The firm presented the **brand research study** and is in the final stages of development of the proprietary **Brand Tracker** that will measure brand performance throughout the year against various audiences. The Tracker is a real-time dashboard that will help guide marketing strategy and measure results.

The upcoming December 11th **ComPASS** session with the academic units will focus on **research and rankings**. The central External Relations, Strategic Communications and Marketing team has attended the planning workshops with the individual colleges and schools to collaborate on strategies and best practices to reach the rankings audience. 160over90 will present recommendations at the ComPASS session.

FIU NEWS AND COMMUNICATIONS

Telling FIU's story via the written word.

FIU NEWS

Published: 172 stories

Pageviews: 253,411

New visitors to the site: 138,356

FIU NEWS gets an average of **15,500 weekly visitors** to the site and **20,000 weekly pageviews**. Compared to this time last year, readership is down slightly from **262,004** to **253,411** for same 3-month period. This is in part attributed to a higher amount of views last year for stories related to the bridge accident.

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-Sep 2019

1. [Weighted vests, stability balls do not help children with ADHD](#)
2. [What you need to know about Hurricane Dorian](#)
3. [My internship at Ford Motor Company](#)
4. [Hurricane Dorian update: Classes canceled Friday, Saturday](#)
5. [FIU Law surpasses 95 percent bar passage milestone, leads Florida on July 2019 exam](#)

FIU MAGAZINE

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



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

Article	Outlet	Viewership	Ad Value	College or Department
The type of psychological intervention a teen gets depends on parent's mental health	Medical Xpress	263,467	\$3,802	Center for Children and Families
'You Have The Power To Make Your Own Future': One-Time Homeless Student Graduates FIU Despite Obstacles	CBS Miami	9,5742	\$1,650	University priorities
Eye of the Storm: Wall of Wind	The Weather Channel	94,203	\$10,835	Extreme Events Institute
FIU and Marine Science Group to Take Students on Shark Research Expeditions	Miami New Times	87,676	\$1,002	University priorities
63-year-old grandmother graduates from FIU with Ph.D.	WSVN	74,525	\$4,458	University priorities
Saluting a Student	WSVN (FOX)	33,072	\$8,427	Fostering Panther Pride program
Hurricane Building Codes	WFOX (FOX)	4,572	\$264	Extreme Events Institute
The National Institutes of Health awards FIU Stempel College \$2.8 million to study the effects of soluble corn fiber on bone mass	South Florida Hospital News	391	\$4	Robert Stempel College of Public Health and Social Work
Hurricane Dorian Intensifies to Category 4 Strength	New York Times	22,839,652	\$ 347,635	CASE
FIU course urging students to see Miami like a tourist has international flair	SunSentinel	482,219	\$4,461	Honors College
NASA's Orion Heat Shield: Old Materials, Applied With New Methods	Air and Space Magazine	29,372	\$907	CARTA
FIU honors victims of El Paso & Dayton shootings	NBC 6	24,766	\$7,983	University wide
Timing the market in specific industries delivers for hedge fund managers	PhysOrg	2,674	\$56	FIU Business
In the Amazon, it takes a village: Community structure in rainforests revealed to be highly coordinated	PhysOrg	2,674	\$52	FIU International Center for Tropical Botany at the Kampong
FIU's BHSA and MHSA Programs Undergoing Changes to Meet Student Needs	South Florida Hospital News	438	\$5	Nicole Wertheim College of Nursing and Health Sciences
Florida public universities shine in U.S. News and World Report's college rankings	MSN	49,975,438	\$320,612	University wide

The truth about college admissions — from college admissions deans	Washington Post	13,019,917	\$181,083	University wide
Do Sharks Know When Hurricanes Are Coming?	Forbes	10,038,926	\$100,995	CASE
After Dorian, Forecasters Ask: Can Too Much Hurricane Data Be a Bad Thing?	The Wall Street Journal	4,569,088	\$62,590	CASE
NBCLatino20: Tomás Guilarte — A scientist impacts health	NBC	4,138,317	\$172,429	Robert Stempel College of Public Health & Social Work
Studying Earth's climate by living under the sea	CBS	3,331,696	\$48,425	CASE
What's it like being a retired NBA star on campus? Amar'e Stoudemire heads to college	Miami Herald	368,240	\$8,585	
Florida public universities shine in U.S. News and World Report's college rankings	Miami Herald	368,240	\$8,585	University wide
FIU's new medical school dean was raised right in school's own backyard	Miami Herald	368,240	\$2,358	Herbert Wertheim College of Medicine
Your Toddler Has A.D.H.D. Should You Medicate?	NYT Parenting	368,240	\$2,869	CFF
Most people try to avoid king tide flooding. These volunteers waded right into the water.	Miami Herald	368,240	\$2,907	University Wide
Profesores de FIU hacen documental sobre muertes del Huracan Maria	Univision	72,188	\$59,913	Department of Global & Sociocultural Studies
Brew Science class at FIU	ABC	45,644	\$45,795	Hospitality
Air Force awards FIU \$4.82 million to propel research on origami antennas	EIN News	32,440	\$3,414	College of Engineering and Computing
College Costs In The Sunshine Economy	WLRN	26,741	\$303	University wide
A Look At The 2020 Census, How Miamians Can Explore Miami As A Tourist & Space Suit Art Project	WLRN	15,343	\$327	Honors College
Former Miami Heat Player Decides To Go Back To School In His Retirement	WLRN	15,343	\$218	University wide
FIU Course Gives Students A Visitor's View Of Miami - For Class Credit	WLRN	15,343	\$252	Honors College
Florida International University Awarded \$2 Million to Launch Cybersecurity Apprenticeships	Diverse	5,699	\$192	College of Engineering
USAF further backs FIU's 'origami antenna' research	Intelligent Aerospace	1,710	\$37	College of Engineering and Computing

Press Releases & Advisories

Date	Releases & Advisories	College or Department
7/9/2019	<i>NIH awards Stempel College \$2.8M to study effects of soluble corn fiber on bone mass</i>	Robert Stempel College of Public Health and Social Work
7/24/2019	<i>Stempel College to provide EMT, paramedic education programs</i>	Robert Stempel College of Public Health and Social Work
7/24/2019	<i>Feeling hot? It can make you a more competitive buyer, new study finds</i>	College of Business
7/25/2019	<i>How well teens respond to psychological interventions may depend on their parents' mental health</i>	Center for Children and Families
7/25/2019	<i>New FIU Foundation Members</i>	University Wide
7/25/2019	<i>More than 4,500 students set to graduate this summer</i>	University Wide
7/29/2019	<i>Manufacturing jobs on the rise in Miami-Dade for the first time in decades</i>	Steven J. Green School of International and Public Affairs
7/30/2019	<i>National Science Foundation awards FIU \$1 million to train policy professionals in cyberinfrastructure</i>	Steven J. Green School of International and Public Affairs
8/26/2019	<i>Gun violence memorial - Advisory</i>	University wide
8/26/2019	International medical association recognizes Herbert Wertheim College of Medicine	Herbert Wertheim College of Medicine
9/5/2019	<i>Behavioral intervention reduces need to medicate kids with ADHD</i>	Center for Children and Families
9/9/2019	<i>Former attorney general of El Salvador joins FIU as senior fellow</i>	Steven J. Green School of International & Public Affairs
9/10/2019	<i>Air Force awards FIU \$4.82 million to propel research on origami antennas</i>	College of Engineering & Computing
9/12/2019	<i>Renting a home may be wiser than buying</i>	Hollo School of Real Estate
9/16/2019	<i>Hillel Amar'e Stoumedire Foundation - Advisory</i>	

9/16/2019	<i>FIU named a “2019 Great College to Work For”</i>	University priority
9/16/2019	<i>FIU Law surpasses 95 percent bar passage milestone, leads Florida on July 2019 exam</i>	FIU Law
9/17/2019	<i>FIU to help infuse artificial intelligence into the building design, construction industries with \$1 million NSF grant</i>	CARTA
9/19/2019	<i>National Institutes of Health awards FIU grant to study cancer screening among transgender Latinos</i>	Steven J. Green School of International & Public Affairs
9/19/2019	<i>Documentary examines politicization of Hurricane Maria death toll in Puerto Rico</i>	Department of Global & Sociocultural Studies
9/20/2019	<i>Weighted vests, stability balls do not help children with ADHD</i>	Center for Children and Families

EVENT PROTOCOL & COMMUNITY RELATIONS

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

Commencements and Ceremonies

Freshman Convocation held in August welcomed close to **1,300** new students along with their family and guests. In total **2,500** attended. This memorable tradition marks as the students' introduction to their college career, in the same manner that commencement marks their success as proud graduates of FIU.

Summer 2019 Commencement included **8 ceremonies over 3 days**. **3,500 graduates** and guests attended the ceremonies. **22 *Worlds Ahead* Graduates** were recognized as well as 4 honorees at these ceremonies. These graduates exhibit outstanding academics, perseverance, intelligence and personal strength during their time at FIU, and fully demonstrate and embrace what it means to be *Worlds Ahead*.

On October 4th, over 300 guests will celebrate **45** Physician Assistants at the white coat ceremony.

Signature, Presidential and Community Events

Community Events

Biscayne Bay Marine Health Summit

- Miami's environmental movers and shakers and city mayors converged on the Biscayne Bay Campus to participate in the second Biscayne Bay Marine Health Action Summit. The day included talks by National Oceanic and Atmospheric Association scientists, members of the Florida Department of Environmental Protection, and Mayors Francis Suarez and Dan Gelber of Miami and Miami Beach respectively. State Attorney Katherine Fernandez-Rundle provided an update on the recently released Grand Jury Report on the Health of Biscayne Bay.

Prospera - 2019 Success Stories Luncheon in South Florida/President of Colombia Visit

- Colombian President Ivan Duque was awarded the "FIU Medallion of Courage" on Sept. 30 at FIU. Approximately 300 people from different parts of Florida attended the event.

President's Council

Worlds Ahead Faculty Award Committee Meeting: Finalist Interviews

- The WAFA committee, which consists of 5 PC members, interviewed 6 finalists and selected **Dr. William Pelham** as the **2019 Worlds Ahead Faculty Award** recipient in recognition of his outstanding research focusing on the outcomes of adolescence and adulthood of ADHD children. Additionally, the committee acknowledged Dr. Pelham's significant contribution to the community with the Center for Children and Families and its summer treatment program which is widely recognized as a state of the art in treatment for children and adolescents with ADHD.

Faculty Convocation Award Ceremony and Dinner – WAFA Award

- WAFA committee members were invited to attend the award ceremony and dinner where Dr. Pelham was honored as the 2019 Worlds Ahead Faculty Award recipient. This was a great opportunity to showcase FIU faculty and staff to our council members.

PC Football Game at President's Suite: FIU vs New Hampshire

- 23 members attended the PC football game on Saturday, September 14, 2019 to cheer on FIU Panthers and engage with fellow board members and university leadership.

President's Council Executive Committee Dinner with President Rosenberg

- On Monday, September 24, 2019, the executive committee hosted a PC dinner with 20 council members and President Rosenberg. The dinner was an opportunity for the board to discuss their accomplishments and contributions from the last fiscal year and discuss goals for the new year.

Institutional Events

The Golden Panther Express Shuttle Ribbon Cutting Ceremony

- University leadership, Student Government Association members, staff and students gathered to celebrate the ribbon cutting of the free shuttle service. While shuttle service between the Modesto A. Maidique Campus (MMC) and Biscayne Bay Campus (BBC) has been around for years, students can now commute for free on the Gold Panther Express—thanks to an initiative led by the Student Government Association.

Memorial and Teach-in - "How to Understand and Deal with Gun Violence"

- FIU community came together to remember and honor those affected by gun violence. Hosted by the Steven J. Green School of International & Public Affairs, the event was also a teach-in for the FIU community: an in-depth conversation with experts in criminal justice, law, psychology and law enforcement on how to cope with the tragedies, deal with the aftermath and work toward solutions.

Great Colleges to Work for Celebration

- FIU was recognized for creating an exceptional work environment with Honor Roll status. "Great Colleges to Work For" is one of the largest and most respected workplace-recognition programs in the country, which acknowledges colleges and universities that earn top ratings from their employees on workforce practices and policies. FIU is one of only two universities in the nation and the only one in Florida to earn recognition in all 12 categories of the survey. This is the fifth time we have been recognized and the second time the university received recognition in all 12 categories.

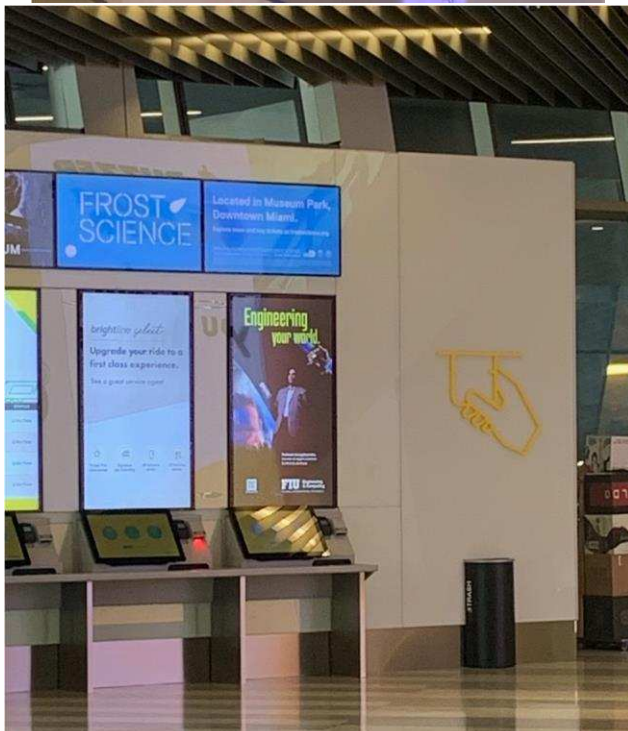
Panel Conversation Featuring International Experts - "Thirty Years After the Berlin Wall Lessons for Cuba from Czech Republic's Transition Experience"

- Conversation about possibilities for Cuba's future as the Steven J. Green School of International & Public Affairs' Václav Havel Program launched a new project: Initiative for Democratic and Economic Alternatives (IDEAS) for Cuba. The project is dedicated to the research, exploration and dissemination of alternatives for Cuba's future. This initiative brings together leading economists, jurists, diplomats and monetary experts to provide models for Cuba's transition to democracy and to a free market economy. Its goal is to further dialogue and research regarding Cuba's transition and will focus on four key areas: diplomacy, economics, law and historical context of Cuba.

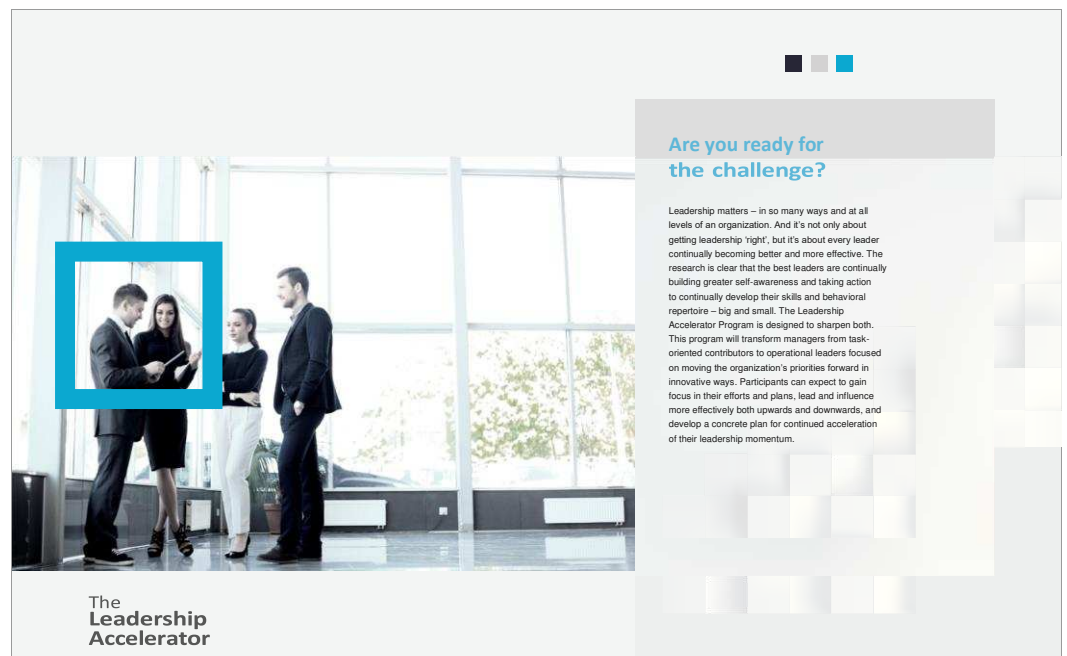
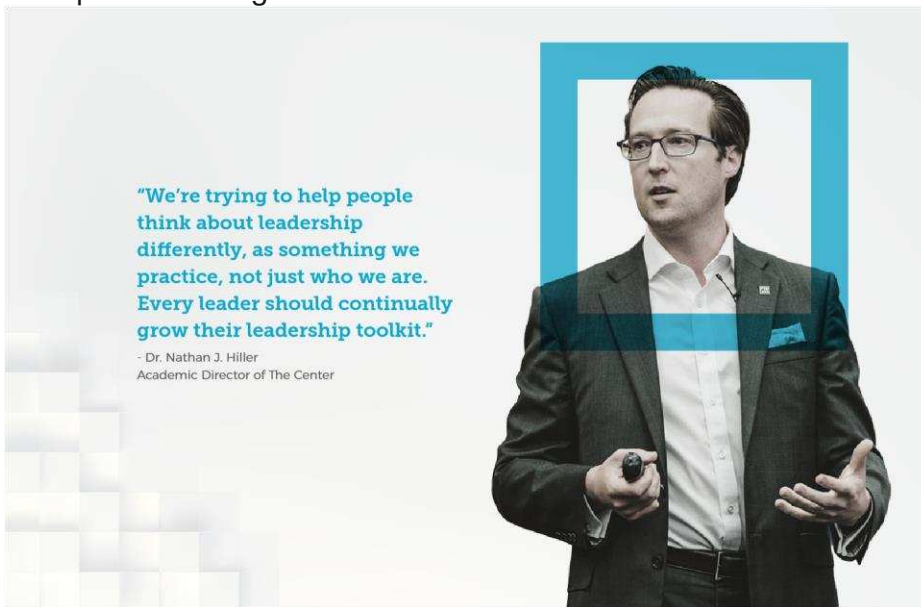
DESIGN SERVICES

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

ENG | Brightline Miami Station Advertising



CFL | Re-branding



CASE | Magazine 2019



CHANGE IS COMING

By Angela Nicoletti | Photos by Timothy Long

Fut biologist Steve Oberbauer is back at Toolik Field Station, one of the world's most remote research sites, located hundreds of miles above the Arctic circle. Spending time in one of the harshest, most unforgiving environments on Earth would change anyone. But, Oberbauer has changed very little. In some ways, the 54-year-old still resembles his younger self — the one who first traveled to Toolik in 1985 when he was 30. His curly hair is only slightly grayer. He's still slender. Although he is the shortest of his two brothers, Oberbauer still towers over most people at 6 feet 5 inches tall. And he still wears a bright blue puffer jacket — an upgraded version of the one he bought more than 40 years ago for \$20 that never kept him warm enough.

The Arctic, on the other hand, has changed.

"There's always been changes," Oberbauer explains. "Just not this fast."

The Arctic is warming at twice the rate of anywhere else on Earth. It's in the midst of a dangerous transformation. The rules are unwavering. Timing is being thrown off track. Oberbauer has had a front seat to these changes: The tundra soil is breaking down. Permafrost is thawing at the surface and collapsing. There are more shrubs, less moss and less lichen. Plants are growing taller and flowering earlier in the season.

“We’re better off if things stay frozen.”

Steve Oberbauer

"What happens in the Arctic is important globally. There's enough carbon in the tundra that if it were to thaw and that carbon release, that's at least twice of what's currently in the atmosphere," Oberbauer said. "We're better off if things stay frozen."

But, things aren't staying frozen. This is why every summer, before the snow melts and the plants on the tundra begin to green, Oberbauer climbs behind the wheel of "Big Red" — a Ford F-350 Super Duty truck — and sets out north from Fairbanks, Alaska. The 10-hour journey is treacherous. It snakes up steep hills and past snow-laced mountain ranges. Unimproved in parts, the road almost disappears into the landscape, giving way to gravel that's full of rocks and potholes. It would be safer to find another route, but there aren't any.

So, he drives through a wild land and all its wildlife. There is a moose standing at the edge of a bog, a lone caribou searching for lichen, a Dall sheep grazing on grasses. And always there in the background — behind the animals and stretching alongside the road — is the Trans-Alaska Pipeline.

Oberbauer drives hundreds of miles. He drives until "Big Red" is no longer red, but disguised in a layer of sand and mud. He drives until he reaches Toolik Field Station, nestled in the northern foothills of Alaska's Brooks Range. There, work is waiting for him.

Oberbauer is principal investigator of the Arctic Observatory Network — one of the few projects funded by the National Science Foundation (NSF) to conduct research on the tundra ecosystem. Every year, the FIU team, which includes Oberbauer and post-doc Jeremy May, pick up where they left off the summer before.

They continue to capture the changes in the Arctic by documenting what's happening to the tundra plant ecology. This data is extensive and long-term. It's a legacy that will outlast them.

THE THAW

The Arctic tundra is essentially a vast frozen swamp that contains massive amounts of peat — dried, dead organic matter that contains a lot of carbon. For most of the year, this top layer stays frozen and plant growth is hindered by cold temperatures and limited nutrient availability. As temperatures rise and thawing begins, this organic matter decomposes, releasing greenhouse gases into the atmosphere. This triggers an endless cycle of warming.

"As it thaws, the environment warms up and you get more greenhouse gases. Then, it thaws even faster, which produces more greenhouse gases," May said.

With a break from the colder temperatures, the plants are thriving. But, more green isn't good.

Oberbauer was recently part of an international research team that found that tundra-dwelling plants are adapting to climate change by growing taller and with larger leaves. They looked at more than 55,000 plants in arctic and alpine regions, zeroing in on five traits: height, how many leaves they had and their size, how long leaves stayed on throughout the year, the rate at which they converted sunlight into energy and seediness. Oberbauer believes the plant growth is a result of nutrients being released when the peat thaws and breaks down.

This presents an interesting dilemma: Can the increasing number of plants absorb enough carbon to counterbalance the amount being released?

Only time will tell.

Oberbauer's research at Toolik will soon reach classrooms across the country. A video filmed by FIU photographer and videographer Timothy Long is now an educational resource through PolarTREC, a program that connects K-12 teachers and students with research happening in the Arctic.

NHS | Nursing Annual Report 2019-2019

About the COLLEGE

Fueled by intellect and driven by innovation and caring, the Nicole Wertheim College of Nursing & Health Sciences has earned a national reputation for academic excellence propelled by a philosophy embracing diversity, technology, evidence-based practice and research to prepare leaders across various healthcare disciplines.

More than 16,000 alumni are practicing in the fields of nursing, athletic training, communication sciences and disorders, health services administration, occupational therapy and physical therapy. They are embodying the College's ideals for culturally competent and compassionate care and interprofessional collaboration.

INSIDE THE COLLEGE

Total Student Enrollment (in and out of state): 2,351
Degrees Awarded (total): 988
Doctorally Prepared Faculty: 93%
Full-Time Faculty: 94

Disciplines:
Nursing
Athletic Training
Communication Sciences & Disorders
Health Services Administration
Occupational Therapy
Physical Therapy

Student Body Diversity:

Gender

- 76% Female
- 24% Male

Ethnicity

- 54% Hispanic
- 19% Black Non-Hispanic
- 16% White Non-Hispanic
- 5% Asian/Pacific Islander
- 6% Other

Average Age 30.2

ABOUT FIU

As Miami's first and only public research university offering bachelor's, master's, and doctoral degrees, Florida International University is world ahead in its service to the academic and local community. FIU is designated as a top-tier research institution holding the R1 Carnegie classification for Highest Research Activity and has 35 programs in the top 100 in the nation among public universities, according to U.S. News & World Report.

225,000+
alumni worldwide

\$196M
total research expenditures

58,000
average annual enrollment

200+
bachelor's, master's and doctoral programs

35
top 100 programs among public universities

6 NICOLE WERTHEIM COLLEGE OF NURSING & HEALTH SCIENCES

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