



FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE

Wednesday, January 14, 2015
8:30 am

Florida International University
Modesto A. Maidique Campus
Graham Center Ballrooms

Committee Membership:

Claudia Puig, *Chair*; Jorge L. Arrizurieta, *Vice Chair*; Sukrit Agrawal; Jose J. Armas; Robert T. Barlick, Jr.; Marcelo Claure; Gerald C. Grant, Jr.

Liaisons:

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

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 2015 Legislative Priorities | Michelle Palacio |
| 4.2 Expansion Update | Sandra Gonzalez-Levy |
| 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 Wednesday, May 20, 2015

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

January 14, 2015

Subject: Approval of Minutes of the Meeting held June 3, 2014

Proposed Committee Action:

Approval of Minutes of the External Relations Committee meeting held on Tuesday, June 3, 2014 at the Modesto A. Maidique Campus, MARC International Pavilion.

Background Information:

Committee members will review and approve the Minutes of the External Relations meeting held on Tuesday, June 3, 2014 at the Modesto A. Maidique Campus, MARC International Pavilion.

Supporting Documentation:

External Relations Committee meeting minutes:
June 3, 2014

Facilitator/Presenter:

Committee Chair Claudia Puig

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**FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
MINUTES
JUNE 3, 2014**

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 12:46 pm on Tuesday, June 3, 2014 at the Modesto A. Maidique Campus, MARC International Pavilion.

The following attendance was recorded:

Present

Claudia Puig, *Chair*
Sukrit Agrawal
Jose J. Armas
Robert T. Barlick, Jr.
Gerald C. Grant, Jr.

Excused

Jorge L. Arrizurieta, *Vice Chair*
Marcelo Claure

Trustees Alexis Calatayud and C. Delano Gray were also in attendance.

Committee Chair Puig welcomed all Trustees, faculty and staff to the meeting. She also extended a warm welcome to the newly elected President of the Alumni Association Board of Directors Mr. Frank Peña, adding that he graciously agreed to serve as the Alumni Association Board liaison. She noted that Mr. Peña serves as the Manager of Franchise Development for Wyndham Hotel Group. On behalf of the Committee, she thanked Mr. Gonzalo Acevedo for his service to the Alumni Board, adding that the Committee recognized his valued contributions to the University and the community.

2. Approval of Minutes

Committee Chair Puig asked if there were any additions or corrections to the minutes of the January 9, 2014 External Relations Committee meeting. Hearing none, a motion was made and passed to approve the Minutes of the External Relations Committee Meeting held on Thursday, January 9, 2014.

3. President's Remarks

Item deferred: President Rosenberg will provide the University Report at the June 12, 2014 Full Board meeting.

4. Discussion Items

Vice President of Governmental Relations Stephen A. Sauls reported on the 2014 Legislative Session, noting that the 2014 General Appropriations Act, HB 5001, was voted on and passed by the Florida Legislature on the final day of Session, Friday, May 2nd and was signed into law by Governor Scott. He added that the budget includes a significant increase in funding for higher education, including \$200 million for performance funding and indicated that the University is receiving \$18 million in incremental performance funding. He provided an overview of the FIU initiatives and projects that were funded in the new State budget, stating that \$10 million was allocated for FIU's Strategic Land Acquisition initiative, \$6.8 million for the completion of the Student Academic Support Center and \$12.5 million for Fixed Capital Outlay projects including Critical Deferred Maintenance, Renovation, Remodeling and Repairs, and Capital Improvement Trust Fund requests.

Trustees expressed their gratitude to the members of the Dade Delegation who committed to making these funding priorities a reality and recognized the House and Senate leadership for reaffirming their commitment to higher education.

Senior Vice President of External Relations Sandra B. Gonzalez-Levy stated that the University now serves 54,000 enrolled students and added that in order to meet the ever increasing community demand and research growth, FIU established a taskforce in 2010 with Miami-Dade County and the Miami-Dade County Fair and Exposition (the Fair) to explore the relocation of the Fair and FIU's expansion onto the 86 acres currently occupied by the Fair, adjacent to FIU's Modesto A. Maidique campus. She noted that as of today, 24 sites in Miami-Dade County have been studied and indicated that three sites have been carefully examined in terms of financial feasibility and economic impact on the Miami-Dade community. She reported that a viability study conducted by Miami-Dade County is underway to identify the opportunities of moving the Fair to Tropical Park. She added that any potential relocation and expansion by FIU onto Tamiami Park would require approval by County voters through a public referendum.

Sr. VP Gonzalez-Levy noted that two members of the University's Board of Trustees, Gerald C. Grant, Jr. and Claudia Puig, traveled with the FIU delegation to China to celebrate FIU's tenth year in partnership with the Tianjin University of Commerce. Sr. VP Gonzalez-Levy added that during this trip, over 150 students graduated, the first China Advisory Council was convened and the FIU delegation met with U.S. Embassy officials, as well as leaders from two well-known institutions of higher education — the Beijing Forestry University and the Beijing Foreign Studies University.

Committee Chair Puig and Trustee Grant commented that they were pleased at the opportunity to travel to China and to share in the experience with the FIU delegation, noting that the program of meetings and visits was well organized and exceeded expectations.

Vice President for Engagement Irma Becerra-Fernandez reported on initiatives that continue to promote and expand internship opportunities for FIU students. She noted that Life Sciences South Florida hosted two major events at FIU in March and April. She added that in February, the Office of Engagement produced its first annual report, the "2013 Year in Review" to highlight the office's initiatives and recognize community partners and donors.

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 Tuesday, June 3, 2014 at 1:13 pm.

There were no Trustee requests.

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2015 Legislative Priorities

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2015 State Legislative Priorities (Preliminary)

Campus Expansion \$20 million

Since 2010, FIU has been working with Miami-Dade County and the Miami-Dade County Fair and Exposition to find a suitable location to relocate the Fair and gain access to 45 acres adjacent to FIU's Modesto A. Maidique Campus. FIU asks for support of its advocacy efforts in seeking \$20 million in state funds for the relocation of the Fair and FIU's expansion. Currently serving 54,000 students, FIU has maximized use of its existing space and needs to expand its footprint in order to continue meeting the needs of the South Florida community, spur economic activity and serve a greater public purpose.

It is estimated that FIU's expansion will:

- Bring an investment of \$900 million in construction – with an impact of \$1.8 billion
- Create thousands of jobs and nurture entrepreneurship
- Have an annual recurring economic impact of \$541 million

The space will allow FIU to:

- Expand academic and research space with an emphasis in the Science, Technology, Engineering and Math education (STEM) fields, including classrooms, labs and office space
- Create partnership space to promote the academic and research mission of the University with a focus on community economic development, entrepreneurship and commercialization of scientific and research findings
- Expansion of research capacity within the Herbert Wertheim College of Medicine, the Nicole Wertheim College of Nursing and Health Sciences and the Robert Stempel School of Public Health and Social Work (Academic Health Center)

Metropolitan Consortium-FIU, UCF, and USF \$12 million

Florida International University, University of Central Florida and University of South Florida are positioned as Florida's top urban serving research institutions of the State University System (SUS). Each serves as an anchor institution in its respective metropolitan area and together they are crucial to Florida's economic development. Combined, the three schools serve 62% of Florida's population and 70% of Florida's

minorities, award 46% of the State's degrees, and make up nearly 50% of the enrollment if the SUS. The universities' assets – leadership, expertise, capital, land and resources for innovation – give them unparalleled advantages to help develop the cities and surrounding areas in which they are located as well as the State. They serve not only as economic engines, but also as solution centers to the region's most pressing issues including healthcare, transportation, education, and business, among others.

FIU is requesting an estimated \$12M in support for the Metropolitan Consortium consisting of FIU, UCF and USF. The focus is on career-readiness initiatives that will ultimately better prepare Florida's university graduates to meet the economic needs of the State. The overarching goal is to align career interests of students to an appropriate academic plan that includes intentional efforts to find and promote internship opportunities that meet the economic needs of Florida.

Specific actions to help achieve that goal include:

- **High Tech Pathway**: development of an academic progress tracking system to help students and their advisors create and monitor progress towards degree completion
- **Career Readiness**: promote internship and job opportunities by implementing data management and job search software; creating individualized professional development plans for students; creating career success advocates for high demand employment fields and shared employer development specialists
- **Predictive Analytics**: use of data and analytics to identify at-risk students and devise appropriate individualized interventions and applications to promote pathway to academic success
- **Targeted support**: addition of student success coaches, bridge advisors, tutors and mentors

EMBRACE (Embracing Comprehensive Health Care for Adults with Autism Spectrum Disorder and other Neurodevelopmental Disorders)
\$1 million, recurring

FIU EMBRACE is a new, comprehensive, and integrated care program developed to promote health, wellness and overall functioning for adults with Autism Spectrum Disorder (ASD) and other neurodevelopmental disorders (ND). The program seeks to help persons with ASD and ND to lead healthy lives and maximize their individual potential across their lifespan. This program embraces a person-focused, household-centric approach recognizing that people with developmental disabilities deserve to be treated as individuals with personal patterns of talents and challenges.

The program has been successfully launched but is in its early phases of development. The FIU faculty and treatment team has recently begun providing care with the provision of primary care, Gynecological care, Psychiatric care, behavioral healthcare and laboratory and other ancillary tests. The continuation of funds would allow FIU EMBRACE to continue to provide much needed healthcare services to this

unique population. Funding will also facilitate the delineation and understanding of the needs of adults with ASD as well as those co-existing ND.

Goals and outcome indicators over the next year include:

- Increase provision of healthcare services to adults with ASD
- Increase utilization of healthcare services of caregivers and family members of adults with ASD
- Develop and implement formal training curriculum for students (medical students, nursing students, physician assistant students, occupational therapy students, physical therapy students, speech and language pathology students and others)
- Develop, measure and assess the health and non-health needs of adults with ASD
- Develop and begin to provide specialized interventions to ameliorate the burden on the caregivers of adults with ASD
- Begin to specifically measure the health and economic outcomes of the FIU EMBRACE Program
- Develop a plan on how to design and fund comprehensive housing for adults with ASD
- Develop a plan to measure and assess the health and non-health needs of adults with other ND (such as, Down syndrome, Fragile X syndrome, cerebral palsy and intellectual disability) that co-exist with autism spectrum disorders
- Collaborate with other organizations, both public and private, that share our vision of meaningful aging for this population

Panther LIFE

\$500,000, recurring

FIU's *Panther LIFE* (Learning is for Everyone) is a postsecondary transition program that provides students with intellectual disabilities the opportunity of having a traditional college experience. Each student works with an academic mentor to achieve a structured and individualized curriculum. This certificate, non-degree program of study is aligned with nationally recognized transition domains and allows students to participate in a variety of University courses, campus life events, community activities, and on-campus employment. The program is in its fourth year and is part of the FIU College of Education, in partnership with Miami-Dade County Public Schools and Parent to Parent of Miami. In 2013 and 2014, the Legislature appropriated \$300,000 non-recurring to the program. FIU requests that the funds increase to \$500,000 and be made recurring beginning in the 2015-2016 fiscal year.

Center for Children and Families
\$2 million, recurring

Founded in 2010, the Center for Children and Families (CCF) at FIU has become highly successful in a short period of time in its tripartite mission of providing excellence in research, clinical and community service, and education in the field of child and adolescent mental health. With its internationally recognized treatment programs for attention deficit hyperactivity disorder (ADHD), child anxiety, aggression, and early intervention/prevention, the Center is recognized as a leading national research, education, and service resource, especially in the area of ADHD. It is poised, with state investment, to expand on its successes to become the preeminent clinical, research, and education center in the U.S. focused on the understanding and treatment of all youth mental health (MH) disorders.

Simply stated, the mission of the FIU CCF is to study the causes, risk factors, and treatment of (MH) difficulties of children and adolescents, to educate and train the students and professionals who work with them, and to provide clinical and community services for the children afflicted with MH problems and their families. One of the center's foremost areas of expertise is ADHD, the most common mental health disorder of childhood, which impacts the academic achievement, well-being, and social interactions of affected children, as well as the MH of their parents.

The funds requested will be used to:

- Recruit and retain additional research faculty across multiple disciplines to expand the breadth of available expertise in childhood mental health problems
- Expand support for postdoctoral positions and graduate stipends for students engaged in external funded research. As the premier training facility in the country in childhood mental health, the CCF has an opportunity to provide work experience which will increase students' ability to be successful in employment post-graduation
- Expand the research infrastructure by hiring a director of data management, a senior grants administrator, a Center administrator, support staff, and expand internet-based therapeutic activities and educational outreach resources
- Increase community engagement by broadening community services to meet existing demands through school workshops, collaborations and consultations to mental health and child welfare agencies throughout Florida and the nation
- Hire additional clinicians to increase direct services

Fostering Panther Pride

Request: \$325,000, recurring

The FIU *Fostering Panther Pride* program, launched in fall 2013, focuses on providing access and ensuring success for former foster and homeless students at FIU. Currently, FIU serves nearly 100 of these students and is working towards identifying more. The program has been designed to provide an array of services that support the academic, social and emotional well-being of this underserved and at-risk population. This unique and innovative program proves the power of higher education in making dreams a reality and changing lives.

Created to address the needs of FIU's foster and homeless population, *Fostering Panther Pride* is a customized support system designed to help these students navigate their way through the university system and increase the likelihood that they will reach graduation. Each student is assigned a Success Coach who provides them with personalized support. The program takes a comprehensive approach by focusing on physical, emotional, social and academic support including:

- Admissions, Financial Aid and Enrollment Services
- Access to the First Generation Scholarship Fund
- Identification of a major, focus on retention and a pathway to on-time graduation
- Activities and workshops focused on study skills, internships and job placements, networking, and resume writing, among others
- Assigned FIU mentor and professional counseling support

FIU requests \$325,000 to support the continued development and growth of *Fostering Panther Pride*. The funds will help the University expand its network of Success Coaches, support housing allowances for students in the program, and allow for research on how to better identify and assist this at-risk student population.

Facilities Funding

Request: \$31M

Funding for Fixed Capital Outlay is critical to the continued growth and in turn success of FIU. Two critical sources of facilities funding have been identified as PECO (**P**ublic **E**ducation **C**apital **O**utlay) and CITF (Capital Improvement Trust Fund).

PECO dollars are traditionally the primary source of funding for Florida's educational facilities and infrastructure and continue to be a critical and needed source. As there is opposition to bonding this revenue, supplemental General Revenue is being requested to allow the University to maintain already existing structures and build new ones to keep up with growth and meet the demand for quality public higher education in South Florida. PECO dollars are also used to meet critical deferred maintenance needs. FIU's request in PECO and General Revenue funds are as follows:

- \$20M for Strategic Land Acquisition/Campus Expansion
- \$7M in continued funds for the Satellite Chiller Plant

- \$20M for the School of International and Public Affairs Phase II

Total: \$47M

Hurricane Mitigation

Request: \$2.8M

FIU is seeking continued funding for the maintenance of the Florida Hurricane Public Loss Model at \$632,000. FIU is also seeking the third and final year of a three year commitment to fund enhancements to the model at \$1.5M. Additionally, FIU is requesting support for its annual recurring funding for the International Hurricane Research Center and Wall of Wind at \$700,000.

Health Economics and Strategic Solutions (FIU-HESS)

Request: \$400,000, recurring

The FIU-HESS pilot initiative will provide Florida with innovative policies and practical solutions to evaluate and build systems that improve health, wellness and economic competitiveness. In its first year, FIU-HESS will bring together research and business practice leaders to conduct a pilot statewide survey of businesses. The survey will focus on what Florida businesses need to be competitive in the currently changing health care landscape. Also in its first year, FIU-HESS will provide training opportunities for the new generation of researchers and practitioners working at the bridge between science, engineering, and practice. Undergraduate and graduate trainees will participate in solution teams designing and developing policy and practical solutions for businesses. Solution teams will be composed of community business leaders and FIU research experts. These teams will identify problems to be solved by FIU-HESS.

FIU is requesting \$400,000 in recurring funds in order to provide health care cost saving solutions that would result in policy and practice recommendations, building health literacy among employees, new innovative private/academic partnerships, and create internship positions for the FIU-HESS solution teams with opportunities for employment post-graduation.

STEM Transformation Institute: Evidence-based Instruction and Learning Technologies (EBILT) Implementation Initiative

Request: \$2.5M, recurring

FIU will create an innovation initiative to deploy evidence-based instruction and learning technologies across all STEM departments to serve as a model for implementing best practices in STEM courses across the state. Instructional faculty will be prepared to implement best practices in their STEM courses to improve student success, graduation rates, and programmatic efficiencies in order to increase the number of highly-qualified STEM professionals. The initiative capitalizes on the

opportunities afforded by the breadth of effective evidence-based instructional techniques, wide availability of technological devices that can be utilized for learning, and FIU's growing expertise in preparing faculty to implement evidence-based instruction in their classrooms. Effective active learning techniques are well established and understood, yet propagation of these techniques across the STEM courses is often limited to faculty with expertise in evidence-based instruction.

Implementations of evidence-based instruction increased the College Algebra passing rate by 34% in the past two years and led to a sustained increase in the passing rate in reformed introductory physics by nearly 40%. This initiative will bring these example reforms to scale across all STEM courses that serve all FIU undergraduate students. The initiative explicitly targets: preparing faculty to implement innovative instruction in the classroom, gather and analyze classroom data, and disseminate the classroom transformation model across the state. A secondary outcome is improved student learning and success in STEM courses that will lead to improved retention and graduation rates.

As the nation's leading producer of STEM degrees for minority students, FIU is requesting \$2,500,000 in recurring funds for this initiative.

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Expansion Update

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Precinct Name	Total Registered Voters	Total 'YES' Votes	Total 'NO' Votes	Total Votes	Percentage of 'YES' Votes	Percentage of 'NO' Votes
COUNTY COMMISSION DISTRICT 1 TOTALS	104588	25312	14661	39973	63.32%	36.68%
COUNTY COMMISSION DISTRICT 2 TOTALS	94576	20252	11961	32213	62.87%	37.13%
COUNTY COMMISSION DISTRICT 3 TOTALS	88641	19574	11741	31315	62.51%	37.49%
COUNTY COMMISSION DISTRICT 4 TOTALS	97014	22256	10519	32775	67.91%	32.09%
COUNTY COMMISSION DISTRICT 5 TOTALS	87239	19781	10377	30158	65.59%	34.41%
COUNTY COMMISSION DISTRICT 6 TOTALS	89332	22640	12240	34880	64.91%	35.09%
COUNTY COMMISSION DISTRICT 7 TOTALS	123170	37431	17685	55116	67.91%	32.09%
COUNTY COMMISSION DISTRICT 8 TOTALS	114832	28446	16900	45346	62.73%	37.27%
COUNTY COMMISSION DISTRICT 9 TOTALS	100999	20358	13394	33752	60.32%	39.68%
COUNTY COMMISSION DISTRICT 10 TOTALS	112070	28917	16045	44962	64.31%	35.69%
COUNTY COMMISSION DISTRICT 11 TOTALS	109600	24711	12029	36740	67.26%	32.74%
COUNTY COMMISSION DISTRICT 12 TOTALS	90230	19404	8912	28316	68.53%	31.47%
COUNTY COMMISSION DISTRICT 13 TOTALS	87051	20207	10813	31020	65.14%	34.86%
JORDAN						
MONESTIME						
EDMONSON						
HEYMAN						
BARREIRO						
SOSA						
SUAREZ						
BELL/CAVA						
MOSS						
SOUTO						
ZAPATA						
DIAZ						
BOVO						

Miami-Dade County

Miami-Dade County Information

Population: 1,567,681

Median Income: ranges from \$11,873 (zip 33128) to \$118,410 (zip 33158)

Educational Level:

- % HS Graduates: ranges from 30.1% (zip 33128) to 96.1% (zip 33146).
- % Bachelor's degree: ranges from 4.9% (zip 33147) to 67.8% (zip 33146)

Note: Data above are based on zip codes that fall within Miami Dade county.



Members of the Miami-Dade County Community who are at FIU

Metric	2013-14	% Change since 2009	Metric	2013-14	% Change since 2009
All Students ¹	38,780	34%	Financial Aid Disbursed	\$303.4M(26,942) ²	59%
New Students	11,326	12%	Scholarship Aid Disbursed	\$31.2M(9,575) ²	27%
Dual Enrolled	5,436	515%	Faculty	1,351	16%
Bachelor's Deg. Awarded	5,926	24%	Staff	3,836	21%
Graduate Deg. Awarded	1,929	28%	Employee Minority Hiring	301	60%
Alumni	160,374	35%			

Note: Dual enrolled students are high school students who are enrolled in college courses through FIU simultaneously.

¹Includes New and Dual Enrolled students.

²Unique count of students.

FIU Impact on Miami-Dade County

FIU Initiative	# of people Impacted	# of schools Impacted	College Readiness Program	# of people Impacted	# of schools Impacted
Health Initiative	1,242 (3,458 visits)	N/A	Golden Scholars	128	29
Neighborhood Health Partners	118	N/A	Partners in Progress	103	30
Leadership Institutes	148	125	Educational Talent Search	1,380	56
Children's Holiday Party	226	N/A	Upward Bound Students	322	32
<u>Access</u>			College Reach-Out Program	1,077	75
-- Professional Development STEM	36	27	South Florida After School	1,051	8
-- Panther Life	14	N/A	All Stars		
-- Panther Pride	53	38	Grand Total	4,061	75
-- Summer Treatment Program	N/A	197			

District Variable Detail and Definitions Sheet

District Information

Population: This number includes the total population by zip code within each district from the U.S Census Bureau 2010 data.

Median Income: This represents the range of median income from the zip code with the lowest to the zip code with the highest income.

Educational Level:

- % HS Graduates: Range of the percent of high school graduates from the zip with the lowest to the zip with the highest percent within each district.
- % Bachelor's degree: Range of the percent of bachelor's degree residents from the zip with the lowest to the zip with the highest percent within each district.

Members of the District who are at FIU

New Students: This number includes newly enrolled students for the 2013-14 academic year.

All Students: This represents the fall 2013 headcount for students from each district.

Dual Enrolled: Fall 2013 headcount of dual enrolled students from each district. The number of Dual Enrolled schools are derived by matching the school to the district in which it belongs.

Bachelor's Degrees Awarded: Represents the degrees awarded in the 2013-14 academic year.

Graduate Degrees Awarded: All other graduate degrees including masters, doctoral, and specialist for 2013-14.

Financial Aid Disbursed: Any type of Financial aid disbursed to students from each district for 2013-14 (including loans, scholarships, grants, waivers, etc.).

Scholarships Disbursed: Includes Institutional, Private, State, and Federal Scholarships.

Alumni: Total number of alumni from each district (2013-14 Alumni Relations).

Faculty: Instructional faculty in fall 2013. Source: Federal File

Staff: Non-instructional staff in fall 2013. Source: Federal File

Employee Minority Hiring: Native American, Asian, Black, and Hispanic new hires in the 2013-14 file year.

FIU Impact on District

All data points below include summative information from 2009 – present.

Academic Health Center: Number of households served by the Academic Health Center.

Neighborhood Health Partners: Entities within the community with whom FIU has partnerships.

Children's Holiday Party: Number of children who attended the holiday party.

Access:

- **Professional Development STEM** – Number of MDCPS teachers who participated and schools impacted.
- **Panther Life** – Students served by Panther Life, a postsecondary transition program partnered with MDC Public Schools for students with intellectual disabilities.
- **Panther Pride** – FIU initiative that offers customized services to students coming from former foster care and/or homeless backgrounds. These services include a college coach, mentoring program, student academic assistance, scholarships, and research.
- **Summer Treatment Program** – Schools that have participated in the summer treatment program.

Bridge Programs: Programs designed to prepare students for the college environment prior to beginning college.

Number of individuals who participated in these programs and the schools that were impacted are reported for:

- **Golden Scholars** – A six-week intensive summer program designed to assist eligible first-time college students with a seamless transition into their first term at FIU.
- **Partners in Progress** – Collaborative arrangement between FIU and MDC Public Schools to assist 11th graders and allows them to receive two dual enrollment college courses as a bridging experience. Offered every summer.
- **Educational Talent Search** – Federal initiative providing educational support and opportunities to economically and educationally disadvantaged students from 6th – 12th grade whose parents or guardians did not attend college.
- **Upward Bound Students** – For first generation college students with academic and financial need. The objective is to improve retention rates and college readiness while involving parents in the process. The summer program consists of a six-week residential program for 9th, 10th, and 11th graders, and a bridge component for HS seniors.
- **College Reach-Out Program** – Funded by the Florida Department of Education, to increase awareness of the educational and career opportunities available to disadvantaged students in middle and high school grades. The goals are to increase the number of minority students who attend college, increase the number of low-income students who attend and complete college, and motivated and mentor participants and parents.
- **South Florida After School All Stars** – Provides year-round, school-based, comprehensive after-school programs that include academics, enrichment activities, and health & fitness to middle-school aged students.

Note: All data in the above sections are based on zip codes that fall within the county commissioner district borders. Data from all districts should not be added up to derive a total for FIU because of overlapping zip codes in each district.

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Status Updates/Reports:
Office of Engagement
External Relations

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Board of Trustees
External Relations Committee
January 14, 2015

Office of Engagement

U.S. Coast Guard Partnership

In November, FIU signed a Memorandum of Agreement with the U. S. Coast Guard (USCG) to collaborate on numerous initiatives, including expanding career options, mentorship and internship opportunities for FIU students. The agreement is designed to optimize the Coast Guard's outreach and engagement efforts, maximize opportunities for FIU students within the Coast Guard's overall civilian and military officer recruitment effort and provide new research opportunities for FIU and the Coast Guard to explore. This agreement will also assist FIU by providing tuition-saving choices and academic options and solutions for FIU professors and students. Seeking to fully embed the partnership into both organizations, FIU will identify advisory councils and boards for USCG leaders to serve on. The partnership was spearheaded by Ms. Irma Fuentes of the Civil Engineering Unit (CEU) Miami, who has worked extensively with local high schools and colleges to expose underprivileged minority students to the Coast Guard's world of work. The USCG's Executive Champion for this initiative, Rear Admiral Peter Brown, Asst. Commandant for Response Policy (CG-5R), and the Commander of Seventh Coast Guard District, Rear Admiral Jake Korn, are committed to ensuring this initiative serves as the benchmark for future engagements with other strategically located minority serving institutions. FIU has graduated three students through the USCG scholarship program, College Student Pre-Commissioning Initiative (CSPI), and currently has three CSPI students enrolled. The program provides up to two years of tuition, fees and books and offers students the chance to attend Officer Candidate School (OCS) upon graduation.

Royal Caribbean Cruise Lines (RCL) Partnership

Our innovative public-private partnership with the renowned global cruise vacation company, RCL, will advance unprecedented experiential learning and research opportunities for University students and faculty while supporting the corporation's goals in talent preparation and recruitment. The partnership will offer hands-on experiences for students and faculty from FIU's College of Architecture and the Arts and the Chaplin School of Hospitality and Tourism Management, including paid internship opportunities; a **state of the art facility for RCL production training on FIU's Biscayne Bay Campus; customized curricula** in areas such as technical theatre, sound design, lighting technology and stage management, as well as classes in cruise line operations and management in the Chaplin School of Hospitality and Tourism Management and guest lectures by RCL leadership and an RCL-led master class. **Experiential learning tours of RCL ships and corporate facilities will give** students first-hand experience of shipboard back office operations, logistics and shipboard theaters and productions, as well as corporate logistics and operations in land-based facilities. FIU faculty and students will also have access to RCL customer data to annually engage in at least eight research projects, including predictive analytics, related to RCL's business operations.

External Relations

June- Dec 2014 Update

Video and Social Statistics:

- Since June 2014, over 30 videos have been produced, this includes: TEDxFIU 2014, A Day in the Life , Emerge Videos, and the FIU impact Campaign.
- Over 286,000 views have been accumulated on YouTube. 70,000 from the impact campaign promotions.
- FIU Facebook fans have increased by 10,000 since June, which represents approximately 65% progress towards the FY Goal. Engagement (likes, shares, views) in November on Facebook is up 414% versus the same month last year.
- Twitter followers are up 3,000 since June, which represents approximately 40% progress towards the FY Goal. Engagement on Twitter (retweets, replies, mentions) is up 350% when compared to the same month last year.
- The Instagram growth goal has been reached and surpassed by 500, currently at about 11,000 followers.

FIU News and Online Magazine Statistics:

- Comparing July 1-Dec. 18, 2014 vs. July 1-Dec. 18, 2013: The six-month period in 2014 posted higher numbers than the same period in 2013 across all categories tracked.
- Sessions (visits) - up 15.41 percent (to 313,943)
- Users - up 20.20 percent (to 224,993)
- Page views - up 15.21 percent (to 456,618)
- New Sessions - up 4.7 percent

Rankings and Mentions:

- 25 of the Best Websites for Educational Institutions - FIU is 12th <http://www.vandelaydesign.com/best-educational-websites/>
- Dion Von Moltke's TEDxFIU video was blogged about on Jalopnik, a very popular car enthusiast blog. He has about 5,000 views on the video to date. <http://blackflag.jalopnik.com/dion-von-moltke-tells-tedx-how-to-make-it-as-a-pro-race-1673505788>

Media coverage:

Stories published since June 2014:

- **Dr. Marty recruited by the World Health Organization to help with the Ebola crisis.** The story of FIU's medical expert went global. Upon her return, the Office of Media Relations held a teach-in featuring Dr. Marty and two other doctors from the medical school to better educate the media on the virus.
- **Expand FIU.** The Office of Media Relations supported the effort by promoting FIU stories that highlighted FIU's important role in the community.
- **FIU's Cuba experts take the stage on U.S.-Cuba relations.** Before President of the United States Barack Obama addressed the nation on changes to U.S.-Cuba relations, FIU's top Cuba experts were identified and made themselves available for media interviews for the days following the announcement. What followed was a day and a half of back-to-back interviews that resulted in media stories in all mediums around the world.
- *Research stories:* FIU's Office of Media Relations promoted **17 research stories** to showcase the innovative work that our students, faculty and researchers are engaged in.

Including the following:

- Seven stories and three videos produced for the Young African Leaders Initiative (YALI, now known as the Mandela Washington Fellowship) summer program at FIU. FIU's picture graces the [home page](#) of the State Department's fellowship page, which has used additional images sent by External Relations throughout 2014. [Videos](#) received 948, 491, and 346 views; story received local and international coverage. External Relations also coordinated Google+ hangout sponsored by the State Department, including "Pantherizing" backdrop for international audience
- Global Water for Sustainability (GLOWS) Annual Report (presented at Capstone Event marking decade of GLOWS in Washington DC)
- Division of Research Annual Report
- Fighting Ovarian Cancer with Nanotechnology – [video](#) has 885 views, story was picked up in national publications, clips used in FIU's Herbert Wertheim College of Medicine (HWCOC) television show
- Public health researcher ignites debate on e-cigarettes: op-ed penned for *Orlando Sentinel*; faculty expert has been cited in numerous stories
- Urban ecologist's conducts research for the birds- [video](#) for story has 332 views since it was posted on 11/4/14
- Robotics competition story/video – 278 views since [video](#) was posted on 11/25/14
- Engineering on Wheels story/video – 367 views since [video](#) was posted 9/10/14. Story received extension media coverage
- FIU in Space/Satellite launch – Media event attracted reporters from television, radio and print; story was picked up by AP and appeared in publications such as *U.S. News & World Report*, [video](#) has more than 100 views since posting on 12/16/14
- FIU's College of Engineering and Computing (CEC): Past, Present and Future (otherwise known as the 30th Anniversary video) – 1,108 views and counting; [video](#) was not posted on FIU News but is featured on CEC web site
- Quantum physics to charge your laptop?: Electrical Engineering story was picked up national media outlets, including phys.org
- Engenuity (CEC magazine) published and printed for 30th anniversary celebration
- Home blood pressure monitoring kits can save money and lives
- Public health researcher ignites debate on e-cigarettes

- TV time (Example: NBC College Week)
 - FIU participated in NBC 6's College Week, which hosted the camera crew's on-campus at the Modesto A. Maidique Campus (MMC). Reports in the special series included features on FIU students and researchers

Web Updates:

- Since June 2014 we have successfully redesigned **14 unit/university initiative websites** in hopes of unifying university branding:
 1. School of Journalism & Mass Communication <http://journalism.fiu.edu/>
 2. Shop FIU - <http://shop.fiu.edu/>
 3. Survival Guide 2014 <http://www.fiu.edu/survival-guide/>
 4. FMU - Florida Memorial University - <http://www.fmuniv.edu/>
 5. United Way - <http://unitedway.fiu.edu/>
 6. STEM Marketing Page - <http://stemworkshop.fiu.edu/>
 7. Nursing Social Media Landing Page - <http://cnhs.fiu.edu/ActivateAPRN/>
 8. Medicine - For Your Health TV Show Website - <http://medicine.fiu.edu/foryourhealth/>
 9. Fair Expand website - <http://expand.fiu.edu/>
 10. Live The Arts Redesign - <http://livethearts.com/>
 11. SJMC Ecommerce Plugin
 12. Medicine Congress 2015 Marketing - <http://medicine.fiu.edu/medicalcongress2015/>
 13. Stempel - <http://stempel.fiu.edu/>
 14. Webcomm site - <http://webcomm.fiu.edu/>

Awards and Recognition:

1. [FIU.edu](http://www.appnovation.com/blog/12-best-designed-college-websites) - Appeared on list of best university sites - <http://www.appnovation.com/blog/12-best-designed-college-websites>

2. webcomm.fiu.edu – mentioned for best use of photography on university site - <http://www.edustyle.net/awards/2014/nominees.php#10>

Community Relations, Protocol and Special Events:

- **President's Council** members continue to serve the institution as **brand ambassadors** in the community. The Council, which serves as an extension to FIU's Division of External Relations, currently has **110 members** who consistently promote FIU in the community.
- This past year, under the leadership of Chair Mary J. Hoelle, the President's Council once again surpassed their 2014-15 objectives through focus on: **faculty** by awarding the World's Ahead President's Council Faculty Award at FIU's annual convocation ceremony; **students** by raising \$508,000 (available state funds match contributions from private sources on a dollar-for-dollar basis) for the First Generation Scholarship Fund; and the **community** by hosting over a dozen community events on FIU's campuses.
- In efforts of continuing to expand FIU's footprint expansion, we hosted over **39 speaking engagements** in the community to promote the benefits and needs for FIU's growth.

FIU Priority Events- Fall 2014:

August 2014: Summer Commencement / White Coat Ceremony and Reception / Freshman Convocation / Panther Sculpture Unveiling

September 2014: 11th Judicial Circuit Court Symposium / Tenure and Promotion Reception

October 2014: Faculty Convocation Awardee Luncheon: This year we also recognized three outstanding Worlds Ahead faculty members for their invaluable contributions and dedication to FIU:

1. Patrick "Chip" Cassidy, from the Chaplin School of Hospitality and Tourism Management, who received a \$12,500 award
2. Ediberto Roman, from the College of Law, who received a \$3,500 award
3. Dr. Thomas Breslin, from the College of Arts and Sciences, who received a \$2,000 award

November 2014: FIU hosted the third annual **TEDxFIU** and over 500 seats were sold out in one day. This year's event featured talks by 10 speakers including a professional race car driver, scholars, a novelist, entrepreneurs, a global philanthropist, a cancer survivor,

as well as a live performance by a singer-songwriter. Each shared with the audience their fearless journey to success.

December 2014: Hosted 7 **Commencement Ceremonies** where over **4,000** students graduated

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