



External Relations Committee

April 26, 2022

FIU, Modesto A. Maidique Campus, Graham Center Ballrooms and via Zoom

MINUTES

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 Gene Prescott at 11:13 a.m. on Tuesday, April 26, 2022.

General Counsel Carlos B. Castillo conducted roll call of the External Relations Committee members. Present were Gene Prescott, *Committee Chair*; Carlos Trujillo, *Committee Vice Chair (via Zoom; joined after roll call)*; Chanel T. Rowe; and Roger Tovar, *Board Vice Chair*.

Trustees Jose J. Armas and Donna J. Hrinak were excused.

Board Chair Dean C. Colson and Trustees Carlos A. Duart, Natasha Lowell, Joerg Reinhold, Alexander Rubido, and Marc D. Sarnoff, and Interim University President Kenneth A. Jessell also were in attendance.

Committee Chair Prescott welcomed all Trustees and members of the University administration. He also welcomed Trustees attending via the virtual environment and the University community and general public accessing the meeting via the University's webcast.

2. Approval of Minutes

Deferred to a later part of the meeting due to lack of quorum at the time of roll call.

3. Information/Discussion Item

3.1 Strategic Communications, Government and External Affairs Update

▪ **Strategic Communications**

Senior Vice President, Strategic Communications, Government and External Affairs Michelle L. Palacio commented on the division's commitment to becoming a national leader in strategic communications. She indicated that the division has embraced new technology to integrate its operations. She explained that the central communications team consists of over 35 team members who work to define FIU's reputation, promote strategic priorities and translate the University's many messages into a clear, unified voice. Sr. VP Palacio stated that the team uses its strategic communications and marketing expertise to work closely with campus partners and provides agency services, such as graphic design, multimedia, web media relations, marketing, and editorial to support individual unit objectives. She introduced a video highlighting a number of the University's accomplishments over the past several months.

Sr. VP Palacio commented that the reputation campaign helps to demonstrate FIU relevancy and how the University has become a leader in global research with local roots and impact. She added that the campaign has focused on FIU's impact, research, innovation, and student success and is an effort to reach peers to inform them of the University's accomplishments and upward trajectory. She noted that the campaign leverages print, digital, targeted social, e-blasts, articles, and media. Sr. VP Palacio pointed out that this year's reputation campaign coincides with the University's presidential search, which provides an opportunity to highlight the University's excellence.

Sr. VP Palacio remarked that the 2022-23 campaign will continue to focus on FIU's national reputation but will expand and target local coverage throughout Florida and Washington D.C. She mentioned that the campaign will embark on helping to unify external messaging and develop a strategy for communicating a series of important reputational milestones, including FIU's sixth president. She added that the campaign will also highlight the University's vision for the next 50 years, profile continued excellence, and increase FIU affinity and awareness among the general and alumni populations with athletics, advancement, and admissions. Sr. VP Palacio commented on internal meetings, workshops, and retreats to plan the strategy, execution, and operations of the 2022-23 campaign. She stated that the process will also produce guidelines, updated talking points, points of pride, and brand materials. She referred to the displayed images, noting that the images represent the new focus of the University's advertising, specifically student success and research excellence. Sr. VP Palacio presented a timeline, which reflected details relating to investments made in the University's reputation and rankings campaign. She referred to materials that highlight numerous examples of the deliverables corresponding to said timeline. She indicated that the current campaign, when compared to the prior year, has yielded four times more click through traffic and two times longer web visits.

▪ **Government Relations**

○ State and Local

Sr. VP Palacio thanked the members of the Board of Trustees for supporting the University during the legislative session. She recognized the advocacy efforts of Trustees Carlos A. Duart and Carlos Trujillo. She also thanked the Dade delegation and the Government Relations team. Sr. VP Palacio commended all those involved on a successful session and noted that the veto period had not yet concluded. Sr. VP Palacio highlighted an overview of the University's 2022 Florida legislative appropriations and delineated fiscal year 2022 congressionally-directed spending earmarked for FIU. She indicated that FIU in DC has helped place students in 112 internships this year and offered four (4) in-person courses. She added that FIU in Washington D.C.'s official opening will take place in September (recently leased premises located at 601 New Jersey Avenue NW, Washington, D.C.).

Sr. VP Palacio highlighted FIU's presence at the 2022 eMerge Americas. She noted that the University has been a sponsor since the conference's inception and that for the first time, FIU geofenced the building, which resulted in pop-up ads through Google searches and/or social media channels. She commented on the University's collaboration with campus partners on community parades. Sr. VP Palacio referred to the upcoming Vine and Dine event in support of the President's Council Excellence Fund.

Committee Chair Prescott commented on a successful FIU Day.

2. Approval of Minutes

General Counsel Castillo confirmed a quorum. (*Quorum was established several minutes after roll call*)

Committee Chair Prescott asked if there were any additions or corrections to the minutes of the External Relations Committee meeting held on December 8, 2021. Hearing none, a motion was made and unanimously passed to approve the Minutes of the External Relations Committee Meeting held on December 8, 2021.

4. New Business

No new business was raised.

5. Concluding Remarks and Adjournment

With no other business, Committee Chair Gene Prescott adjourned the meeting of the Florida International University Board of Trustees External Relations Committee on Tuesday, April 26, 2022 at 11:42 a.m.