



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

FIU, Modesto A. Maidique Campus, Graham Center Ballrooms

Livestream: <http://webcast.fiu.edu/>

**Wednesday, December 8, 2021
12:00 PM**

or

Upon Adjournment of Previous Meeting

Chair: Gene Prescott

Vice Chair: Carlos Trujillo

Members: Jose J. Armas, Donna J. Hrinak, Chanel T. Rowe, Rogelio Tovar

AGENDA

- | | |
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| 1. Call to Order and Chair's Remarks | Gene Prescott |
| 2. Approval of Minutes | Gene Prescott |
| 3. Information/Discussion Items | |
| 3.1 Strategic Communications, Government & External Affairs Update | Michelle Palacio |
| ▪ Strategic Communications Update | |
| ▪ 2022 Legislative Priorities | |
| ▪ FIU Day 2022 | |
| 4. New Business <i>(If Any)</i> | Gene Prescott |
| 5. Concluding Remarks and Adjournment | Gene Prescott |

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FIU Board of Trustees External Relations Committee Meeting

Time: December 08, 2021 12:00 PM - 12:45 PM EST

Location: FIU, Modesto A. Maidique Campus, Graham Center Ballrooms | Livestream:
<http://webcast.fiu.edu/>

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

December 8, 2021

Subject: Approval of Minutes of Meeting held April 21, 2021

Proposed Committee Action:

Approval of Minutes of the External Relations Committee meeting held on April 21, 2021 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms and via Zoom.

Background Information:

Committee members will review and approve the Minutes of the External Relations Committee meeting held on April 21, 2021 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms and via Zoom.

Supporting Documentation: Minutes: External Relations Committee Meeting, April 21, 2021.

Facilitator/Presenter: Gene Prescott, *External Relations Committee Chair*

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External Relations Committee

April 21, 2021

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 Marc D. Sarnoff at 11:38 a.m. on Wednesday, April 21, 2021.

General Counsel Carlos B. Castillo conducted roll call of the External Relations Committee members and verified a quorum. Present were Marc D. Sarnoff, *Committee Chair*; Leonard Boord (*via Zoom*); Donna J. Hrinak; Chanel T. Rowe; and Roger Tovar, *Board Vice Chair*.

Trustee Jose J. Armas was excused.

Board Chair Dean C. Colson and Trustees Cesar L. Alvarez, Natasha Lowell, Gene Prescott, Joerg Reinhold, and Alexandra Valdes, and University President Mark B. Rosenberg also were in attendance.

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

2. Approval of Minutes

Committee Chair Sarnoff asked that the Committee approve the Minutes of the meeting held on December 3, 2020. A motion was made and unanimously passed to approve the Minutes of the External Relations Committee Meeting held on December 3, 2020.

3. Information/Discussion Item

3.1 External Relations, Strategic Communications and Marketing (ERSCM) Update

Senior Vice President, External Relations, Strategic Communications and Marketing, Sandra B. Gonzalez-Levy referred to the updated marketing initiative summary and the sample mailer that has been distributed to the *U.S. News & World Report* academic peers, noting that said materials were provided as handouts to the Trustees. She commented that, with the funds received, the University is now able to place ads in the *Chronicle of Higher Education*. Sr. VP Gonzalez-Levy provided an overview of the university-wide marketing initiative in terms of the strategic objectives for years one (1), two (2), and three (3). She commented on investments, which have ultimately led to new platforms and services to support the colleges and units. She remarked that the central media team has been expanded to now include a director and social media manager. She mentioned the execution of an enterprise level agreement for a social media management platform, stating that the

agreement offers data consolidation and negotiated pricing for all units. Sr. VP Gonzalez-Levy indicated that a university-wide social media policy has been drafted and is currently being vetted with the appropriate units. She pointed out that university communicators are participating in monthly training sessions.

Assistant Vice President for Marketing and Branding Eduardo Merille presented the overall media plan summary, highlighting the budget and percent media allocation for the tactics that make up the \$2.5M total marketing budget. He described the University's communications ecosystem. In terms of *U.S. News & World Report* rankings, he mentioned that FIU's average academic reputation rating is a 2.6. Mr. Merille commented that the University is striving to reach a reputation rating of 2.8 by the end of the year, adding that FIU's goal is to surpass a reputation rating of 3 as it continues to pursue top-50 ranking.

Mr. Merille indicated that since the Board's last meeting, nine (9) FIU face-to-face programs have been ranked top-50 by *U.S. News & World Report*. He mentioned top earned media highlights and remarked on increased earned media efforts that target academics and peers. He commented on a sponsored email with the *Chronicle of Higher Education*, indicating that the 26% open rate equated to approximately 4,000 Chronicle users. Mr. Merille pointed out that paid advertising in addition to events such as the COVID-19 Summit and the State of the World Conference that took place in February help to tell a holistic story. He remarked on the collaboration with the Office of Admissions to develop a one-hour college tour episode that would be available through video streaming services. He presented photos of FIU-branded spaces.

Mr. Merille highlighted sample key performance indicators (KPIs) as they pertained to the long, mid, and short-term tracking strategy. He commented on 160over90's academic peer study, noting that the largest and most meaningful difference in ratings of FIU's academic reputation is between those with any connection and those that indicate no connection with FIU and that the difference represents a full half-point in average rating. He illustrated media campaign metrics. In response to Committee Chair Sarnoff, Mr. Merille commented that to establish said connections, the bulk of the marketing budget is designated towards the academic peer campaign. Mr. Merille remarked on rankings that are being tracked, specifically the recently released *Times Higher Education* rankings and the *U.S. News & World Report* rankings to be released in September. In terms of next steps, he presented a timeline for the marketing plan and the brand tracker survey update.

In response to Trustee Natasha Lowell, Sr. VP Gonzalez-Levy indicated that a reputation rating of three (3) points or above is needed in order to be considered a top-50 institution, commenting that it is critical for the University to continue to build recognition through paid media advertisements, FIU stories, and participation in national and international conferences. Responding to Trustee Chanel T. Rowe, Sr. VP Gonzalez-Levy commented that, in response to a local or national event which has garnered media attention, media outlets are provided with a listing of FIU experts available for interviews to discuss said event. Trustee Rowe mentioned that the COVID-19 pandemic has led to a shift towards virtual events and gatherings, adding that remote participation has allowed for larger national and international audiences at events and/or conferences that would have otherwise drawn largely local audiences. Sr. VP Gonzalez-Levy indicated that the next vaccine conference is scheduled as a hybrid, which will benefit from the in-person aspect while still offering

virtual participation. Trustee Donna J. Hrinak requested additional information regarding the Steven J. Green School of International and Public Affairs' marketing campaign.

Committee Chair Sarnoff indicated that the 2021 Legislative Session is in progress, adding that the Legislature is in the middle of its budget conference, which began on the evening of April 16, 2021. He commented on the likelihood of recurring budget cuts to state universities, including FIU. He remarked that the Senate and House each proposed its own reduction amount and said reductions can increase or decrease as negotiations continue. Committee Chair Sarnoff mentioned that significant advocacy efforts are underway related to mitigating recurring cuts, Public Education Capital Outlay (PECO), and deferred maintenance.

4. New Business

No new business was raised.

5. Concluding Remarks and Adjournment

With no other business, Committee Chair Marc D. Sarnoff adjourned the meeting of the Florida International University Board of Trustees External Relations Committee on Wednesday, April 21, 2021 at 12:09 p.m.

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2022 State Legislative Priorities

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 Phase 2

Phase 2 of the Engineering building will be located on the Modesto 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 be located adjacent to Engineering Building Phase 1, which broke ground on September 9, 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.

Honors College Building

The FIU Honors College is the centerpiece of undergraduate educational excellence at Florida International University. The Honors College Building will provide a permanent home for the Honors College, which is currently administered out of inadequate space in multiple buildings on campus, satisfy space needs, and expand programmatic and student success initiatives.

The project is envisioned as a stand along building near student housing. FIU is also exploring the possibility of making the building a major multi-story addition to the Graham University Center. Both options are consistent with the campus master plan at the Modesto Maidique Campus. The main components include administrative offices, student services offices, advising offices and support spaces together with computer and innovation labs, seminar and conference rooms.

FIU STRATEGIC DEGREE IMPLEMENTATION PLAN

FIU's Strategic Degree Implementation Plan will transform and reengineer how strategic degrees in STEM and Health are taught and optimized to increase retention, graduation

rates, post degree marketability, career placement, and advancement or entrepreneurship.

The FIU Strategic Degree Implementation Plan will:

1. integrate best practices and deploy state of the art evidence-based instruction and advanced classroom assessment throughout critical courses for all strategic majors;
2. implement interventions that promote mental health and wellness, especially for first generation students;
3. further develop and refine best practices, assess and provide critical feedback to stakeholders, primarily aligning the curriculum with business and industry; and
4. leverage these initiatives to catalyze external investment and promote national prominence.

The Initiative's goal is to attract high technology companies to Florida, as well as fuel entrepreneurial innovation, thus driving the economic prosperity of the state. This will be achieved both through the reputation earned by our engineering and computer science graduates, as well as through the evidence accumulated on student learning outcomes from our other strategic programs.

This proposal integrates FIU's most impactful student success initiatives: the Graduation Success Initiative (GSI), the STEM Transformation Institute, Gateway to Graduation (G2G), Learning Assistants, and leverages past legislative investments in the School of Universal Computing Construction and Engineering Education (SUCCEED) to create a new paradigm for greater intentionality in programs of study, classroom instruction, student wellness, and ultimately student success. We think about student success with a focus on the future, as an expanded construct that prepares students for a technologically driven world that continues to evolve at an unprecedented pace.

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.

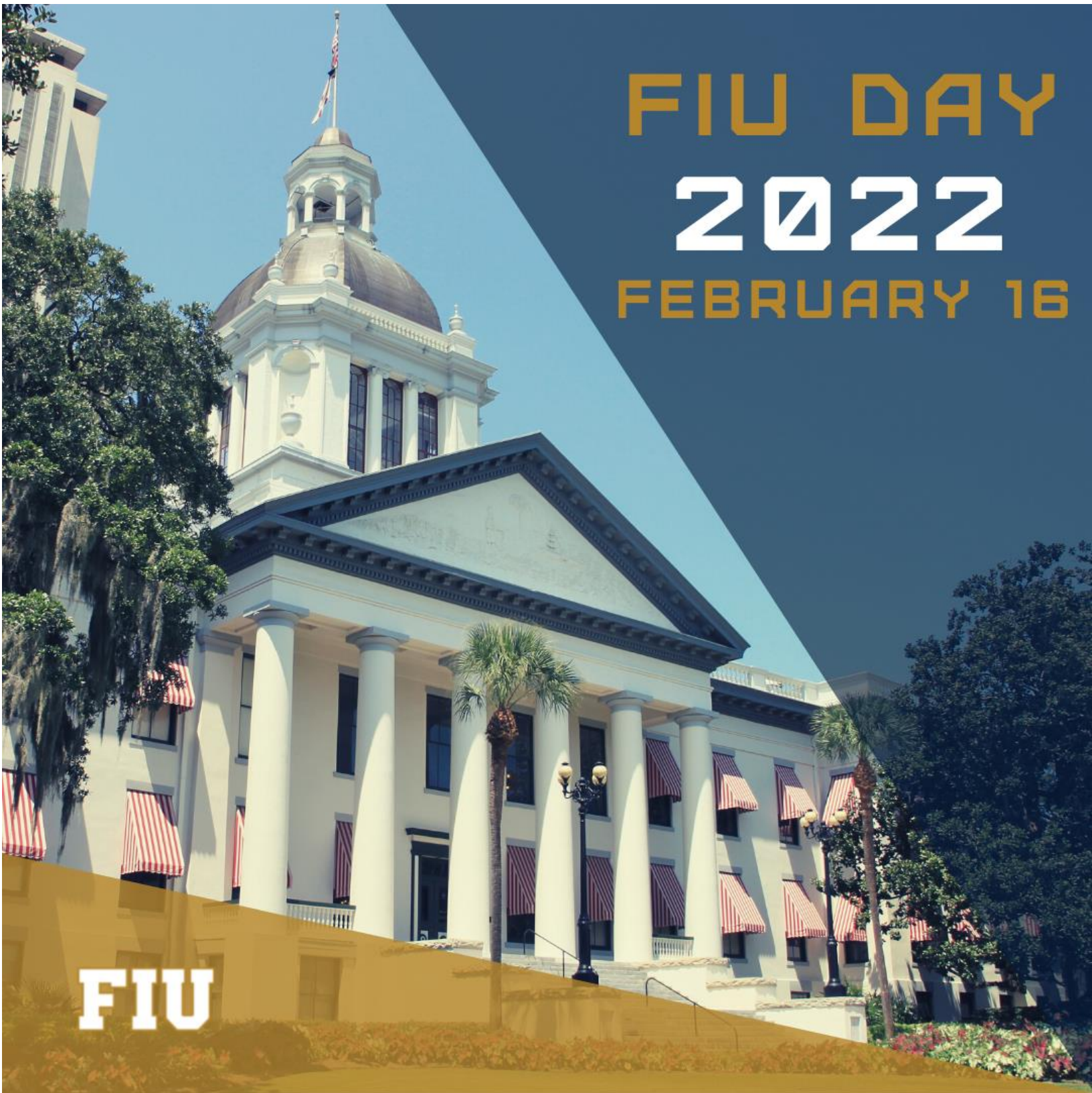
- Recruit top research faculty and students
 - Be known as the top school for research on the environment and its impact

- 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.

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FIU DAY

2022

FEBRUARY 16

FIU

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