



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

Wednesday, June 6, 2018  
11:00 am \**approximate start time*  
Florida International University  
Modesto A. Maidique Campus  
Graham Center Ballrooms

**Committee Membership:**

Claudia Puig, *Chair*; Marc D. Sarnoff, *Vice Chair*; Jose J. Armas; Leonard Boord; Gerald C. Grant, Jr.; Michael G. Joseph; Rogelio Tovar

**Liaisons:**

Maria D. Garcia, *Alumni Association Board of Directors*; T. Gene Prescott, *Foundation Board of Directors*; Monica Rabassa, *President's Council*

**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 Legislative Session Update        | Michelle L. Palacio     |
| 4.2 External Relations Update         | Sandra B. 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, December 5, 2018*

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

June 6, 2018

**Subject: Approval of Minutes of Meeting held December 7, 2017**

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**Proposed Committee Action:**

Approval of Minutes of the External Relations Committee meeting held on Thursday, December 7, 2017 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

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**Background Information:**

External Relations Committee members will review and approve the Minutes of the External Relations Committee meeting held on Thursday, December 7, 2017 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

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**Supporting Documentation:** Minutes: External Relations Committee Meeting, December 7, 2017

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

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**FLORIDA INTERNATIONAL UNIVERSITY**  
**BOARD OF TRUSTEES**  
**EXTERNAL RELATIONS COMMITTEE**  
**MINUTES**  
**DECEMBER 7, 2017**

**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 Jorge L. Arrizurieta at 9:42 a.m. on Thursday, December 7, 2017 at the Modesto A. Maidique Campus, Graham Center Ballrooms.

The following attendance was recorded:

***Present***

Jorge L. Arrizurieta, *Vice Chair*  
Leonard Boord  
Gerald G. Grant, Jr.

***Excused***

Claudia Puig, *Chair*  
Jose J. Armas  
Michael G. Joseph  
Marc D. Sarnoff

Trustees Krista M. Schmidt and Kathleen L. Wilson, and University President Mark B. Rosenberg were also in attendance.

Committee Vice Chair Jorge L. Arrizurieta welcomed Trustees Krista M. Schmidt and Kathleen L. Wilson, as well as Committee Liaisons: T. Gene Prescott, member of the FIU Foundation Board of Directors and Eduardo Hondal, President of the Alumni Association Board of Directors.

Committee Vice Chair Arrizurieta added that Chair Claudia Puig sent her regrets as she was not able to join the meeting.

**2. Approval of Minutes**

Approval of the June 1, 2017 External Relations Committee Meeting Minutes was deferred until the next regularly scheduled Committee meeting.

**3. President's Remarks**

University President Mark B. Rosenberg reported that approximately 5,000 students were eligible for fall graduation, stating that the University community will be celebrating student achievement at the

December commencement ceremonies, where nearly 3,900 students would be participating. He reported that seven members of the United States Cabinet have visited FIU since January 2017.

President Rosenberg stated that for the first time in six years FIU will play in a bowl game and recognized Coach Butch Davis' leadership and the hard work and dedication of the University's student-athletes.

Vice Chair Arrizurieta stated that FIU Day has been confirmed for February 7, 2018 and encouraged Trustees to participate, noting that advocating for the University's legislative priorities is critical.

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

##### **4.1 Update on Governmental Relations**

Vice President of Governmental Relations Michelle L. Palacio provided an overview of the 2018 Legislative Priorities. She added that because most of last year's funding was non-recurring, it is critically important to advocate for additional funds during the upcoming legislative sessions. She stated that the next legislative session will begin on January 9, 2018.

Assistant Vice President of University Relations Carlos A. Becerra provided an FIU in DC update, noting that the University is focused on enhancing the research profile in areas of FIU Preeminence, strategic growth areas, and workforce apprenticeships and that advocacy and research programming has supported \$29.8M in new federal grants and initiatives. He reported on increased student opportunities, delineating that 197 students have been supported in Washington, nearly 80 students interned in D.C. in the past year, and that \$128,000 has been raised to support FIU students interning in D.C. He provided an overview of the 2018 strategy and the congressional action items.

Trustee Gerald C. Grant, Jr. noted that he was able to witness firsthand how the FIU in D.C. office is playing a critical role in providing unique and meaningful opportunities while also amplifying the University's voice in the national dialogue.

##### **4.2 Update on External Relations**

Senior Vice President of External Relations Sandra B. Gonzalez-Levy reported that the Finish in 4 campaign is a University initiative that encourages students to finish within four years with a message that by earning 30 credits per year, a student can save up to \$75,000 and start their career earlier. She stated that the campaign raises awareness on the requirements and benefits on graduating in a timely manner with a focus on avoiding excess hours. Sr. VP Gonzalez-Levy explained that the Finish in 4 campaign was supported by a website, social media, and a video that has received 13,000 views to date and that campaign marketing included banners, pole banners, and floor stickers on both campuses on regular rotation. She noted that a student focus group was planned in order to learn more about the effectiveness of the Finish in 4 campaign. Sr. VP Gonzalez-Levy mentioned that the press release about the University's fall commencement ceremonies will also highlight some of the jobs FIU graduates have secured.

Sr. VP Gonzalez-Levy reported on FIU's critical role as a solutions center for the community and beyond, noting that in response to the recent hurricanes, FIU's Modesto A. Maidique Campus served as a temporary shelter for evacuees from the Florida Keys and the U.S. Virgin Islands. She indicated that over 900 students from Puerto Rico and the U.S. Virgin Islands whose homes and

institutions were damaged by hurricanes Irma and Maria did not have to delay their education as they now have the opportunity to enroll as visiting students at FIU.

Vice President for Academic Affairs, Elizabeth M. Bejar, reported that 909 students from Puerto Rico and the U.S. Virgin Islands have applied to start classes for the spring semester. She noted that FIU held an orientation session where the students had access to advisors from each of the Colleges. VP Bejar stated that 26 students who evacuated immediately following the storms have been enrolled and earning credits since October. She added that of the 909 students, approximately 85 are graduate students and 51 students have applied for housing for the spring semester. VP Bejar noted that FIU is working to ensure that the completed credits transfer back to the respective home institutions. President Rosenberg stated that the Governor's out-of-state tuition fee waiver expires at the end of this academic year.

#### **4.3 Interdisciplinary Disaster Task Force**

Assistant Vice President of Disaster Management and Emergency Operations, Ruben Almaguer, described the University's Interdisciplinary Task Force and post Hurricane Irma efforts. He stated that the taskforce was formed in order to provide a mechanism in which to collaborate and coordinate the vast and varied resources of FIU that can assist the impacted community following a devastating event. He added that the University can help meet some of the short and long-term challenges facing a community recovering from a disaster. He noted that the Interdisciplinary Disaster Task Force created a hashtag titled #FIUSTRONG.

Senior Vice President of Advancement, Howard R. Lipman, added that the FIU Foundation Board approved \$750,000 in total funding for low interest loans in order to assist University employees affected by the recent hurricanes. VP Bejar noted that the University is working with 112 students who have been identified as "at-risk" because they lost homes, businesses, or their employment was closed as a result of the recent storms.

#### **5. New Business**

*No new business was raised.*

#### **6. Concluding Remarks and Adjournment**

With no other business, Committee Vice Chair Jorge L. Arrizurieta adjourned the meeting of the Florida International University Board of Trustees External Relations Committee on Thursday, December 7, 2017 at 11:08 a.m.

*KS December 18, 2017*

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**THE FLORIDA INTERNATIONAL UNIVERSITY**

**BOARD OF TRUSTEES  
External Relations Committee**

June 6, 2018

*Updates: December 2017 to March 2018*

**Branding:**

**Strategic Platforms\***

Main FIU Social Media Channels	218,965	FIU Homepage Monthly Visits	550,000
FIU Alumni Social Media	38,000	FIUalumni.com Monthly Visits	25,000
FIU News Subscribers	29,279	Alumni Newsletter Subscribers	106,000
FIU News Avg. Monthly Visits	82,000	FIU Parent Newsletter Subscribers	35,000
FIU Magazine Subscribers	117,500		

*\*some users may subscribe to multiple platforms*

**UNIVERSITY-WIDE CAMPAIGNS**

**Connect4Success-** The Connect4Success program is a partnership established in 2006 among our university and area colleges, which include: Miami Dade College, Broward College, Florida Keys Community College, and Palm Beach State College. Co-branded collateral materials with Broward College and Miami Dade College are in final approval stages:

- Posters
- Postcards
- Pull-up banners
- Full-page ad in Broward College’s student newspaper, The Observer

**Finish in 4 Campaign-** FIU External Relations and Student Success Initiatives (Academic Affairs) worked collaboratively to design and implement a campus-wide campaign to educate students about the importance of graduating in 4 years. The first phase of this campaign consisted of pole banners, building banners, floor stickers, videos, and social media messaging. To determine the visibility and student understanding of the campaign, FIU’s External Relations Marketing and Branding team hosted a focus group, as well as emailed a survey to all full-time students who attend classes on MMC and BBC. The project started November 2017 which is two months

after the Finish in 4 posters, floor stickers, and banners were posted throughout MMC and BBC.

- Recommendations for phase 2 are under review
  - Jewish Museum of Florida- branding, July 2017-present.
  - Qualtrics survey sent to 8,000 people
  - Competitive analysis presentation, end of February

**Career Ready** - Assisting in the promotion of the Career Ready Conference on campus and in social media. This includes electronic messaging boards and FIU News stories.

**Jewish Museum of Florida-FIU:** A survey was completed and the FIU External Relations team presented key findings, a competitive analysis, and a draft of the brand book in March 2018.

**Doctorate of Athletic Training:** Promote the new program with a goal of 10 applications for Fall 2018; FIU External Relations launched a print and web campaign in conjunction with the National Athletic Trainers Association, the campaign went live April 2018.

**Exploratory Advising Center (EAC):** The EAC initiative will help improve our undergraduate students' experience and learning through an app called the Guide. Guide is a mobile advisor that gets students from orientation to graduation. The app helps students choose the right major, navigate requirements from financial aid to course registration, and stay on top of important dates and deadlines – all in the palm of their hands. No launch date has been established.

### **Community Relations, Protocol & Special Events:**

#### **CEREMONIES**

##### **Fall 2017 Commencement**

- 10 Ceremonies over 4 days – 3,889 graduates attended

##### **Spring 2018 Commencement**

- 11 Ceremonies over 5 days – 4,286 graduates attended

### **COMMUNITY RELATIONS**

#### **President's Council**

- Raised **\$196,746** toward Fostering Panther Pride during 17-18 FY – Half matched by the State First Generation Program
- Raised **\$499,081.55** to date toward Fostering Panther Pride overall campaign total
- 12/20/17 – Fostering Panther Pride Holiday Celebration hosted by Dr. Angie Martinez

- 12/21/17 - PC Gasparilla Bowl Travel Contingency
- 1/8/18 - PepsiCo Check Presentation at Ronald Reagan Presidential House
- 3/22/18 - President's Council Event with Coach Butch Davis
- 4/9/18-4/11/18 - President's Council Trip to Washington, D.C.
- 4/14/18 - SPARK with Luly B. Student Training Session
- (2) New President's Council Members. Currently at 121 members.

### **Upcoming:**

- (1) World Ahead Faculty Award Committee Meetings
- (1) New Member Orientations
- (1) Fostering Panther Pride Meetings
- 5/11/18 - SPARK with Luly B.
- 5/15/18 - Young Professionals Event in support of Fostering Panther Pride
- 5/24/18 - Vine & Dine benefiting Fostering Panther Pride
- 6/16/18 - President's Council Family Day at the Bay
- 6/21/18 - RH Salon with Municipality in collaboration with Governmental Relations

### **Speaking Engagements & Community Activities:**

- 12/07/17 - Amy Aiken, Greater Miami Chamber of Commerce, Building a Resilient Business - Free Disaster Planning
- 1/12/18 - MLK Commemorative Breakfast - team member is part of this committee
- 1/14/18 - Three Kings Parade - new parade entertainment feature implemented (DJ participation), 10 departments/division represented including: FIU SGA, Office of Finance and Administration, Engagement, Multicultural Greek Council, Honors College, Academic Support Services, Presidential Leadership Program, FIU Spirit Team, FIU Band, and FIU Athletics
- 1/15/18 - MLK Parade, over 300 student participants, 11 departments/division represented including: FIU BOT, Student Affairs, Education Effect & McCrary Elementary, Human Resources, SGA, CARTA, BSU, MPAS, FIU Spirit Team, FIU Band, and FIU Athletics
- 1/24/18 - Somerset Academy FIU Day, appearances by Roary and FIU cheerleaders - in collaboration with President's Council member Howard Spiegel
- 1/25-1/26 - Greater Miami Chamber of Commerce, Transportation Summit Sponsor
- 1/26/18 - Dr. A. Selcuk Uluagac, Somerset Academy - in collaboration with President's Council member Howard Spiegel
- 1/27/18 - Latin Builders Association Installation Gala Sponsor

- 2/1/18 - Rosemary Barkett Appellate American Inn of Court at FIU - in collaboration with President's Council member Jennifer Olmedo-Rodriguez
- 2/10/18 - For the Love of Learning Gala Sponsor
- 2/13/18 - GMCC Sand In My Shoes Sponsor
- 2/18/18 - Sharonda Glover, Ryder Big Brothers Big Sisters School to Work Program - Mentoring Panel
- 2/21/18 - GMCC Top Entrepreneurial Awards Sponsor
- 3/2/18 - GMCC Innovate Miami: A Catalyst for Disruption Sponsor/  
President Mark B. Rosenberg speaking
- 3/3/18 - GMCC Leadership Miami Session
- 3/4/18 - Bike M.S.
- 3/20/18 - GMCC HYPE Awards Sponsor
- 3/23/18 - South Florida Hispanic Chamber of Commerce Hispanic Leadership Awards Sponsor
- 3/23-3/24 - GMCC Youth Leadership Miami
- 4/8/18 - 9<sup>th</sup> Annual Miami Beach Gay Pride Parade
- 4/9/18 - President Mark B. Rosenberg, GMCC Education Summit
- 4/13/18 - Latin Builder's Association Luncheon - Fostering Panther Pride in program
- 4/23/18 - Coach Butch Davis, Community Newspapers Luncheon
- 4/25/18 - College of Engineering and Computing Unit 101
- 4/28/18 - Beacon Council Awards Sponsor

**Upcoming:**

- TBD College of Arts, Sciences and Education Unit 101
- 5/11/18 - South Florida Hispanic Chamber of Commerce Golden Eagle Award Luncheon Sponsor, award recipient is Congresswoman Ileana Ros-Lehtinen
- 5/15/18 - GMCC Health Care Heroes Awards Luncheon Sponsor
- 5/17/18 - United Home Care, Claude Pepper Awards Dinner Sponsor - Recognition for President Mark B. Rosenberg
- 5/17/18 - Silver Knights Awards Ceremony
- 5/22/18 - President Mark B. Rosenberg, Speaker - United Way of Miami-Dade Tocqueville Breakfast
- Date TBD - GMCC South Florida Good to Great Sponsor
- 5/31-6/1 - GMCC Impact Conference Sponsor

**Community Awards:**

- 3/7/18 - John A. Rock, M.D., MHCM Greater Miami Chamber of Commerce Certificate of Stock
- 3/23/18 - Sandy Gonzalez-Levy, South Florida Hispanic Chamber of Commerce Hispanic Leadership Award

- 5/02/18 – Gerald Grant, Trustee, Greater Miami Chamber of Commerce NOVO Awards, Outstanding Board Member

### **Upcoming Events**

- 5/17/18 – Mark B. Rosenberg, President, United Home Care Claude Pepper Award in Education/ Advocacy

### **SPECIAL EVENTS**

- 12/4/17 – FIU Wellness and Recreation Center Ribbon Cutting Ceremony
- 3/10/18 – Bridge Media Watch Party
- 3/21/18 – Student Government Association Vigil
- 3/22/18 – FIU-Sweetwater First Responder’s Prayer Service

### **Upcoming Events**

- 5/6/18 – FIU-TUC China Commencement
- 5/8/18 – Qingdao China Commencement
- 6/5/18 – First Responder’s Recognition Event
- TBD - Robotics and Digital Fabrication Lab Ribbon Cutting Ceremony
- TBD – HWCOM Neighborhood HELP program Launch- West Kendall Baptist Hospital

### **STRATEGIC EVENTS**

- 12/4/17- FIU Panel Discussion on the Consul General of the People’s Republic of China
- 12/14/17- U.S. Chamber of Commerce Cybersecurity Conference
- 1/19/18- The Dorothea Green Lecture Series presents State of the World in 2018: Global Relations & U.S. Foreign Policy
- 3/2/18- HR Services & Recognition Awards
- 3/14/18 – FIU-FAST Recognition and Unveiling of Mobile Disaster Field Hospital Donation
- 4/23/18-4/24/18- eMerge Americas Conference

### **Upcoming Events**

- 5/12/18 – Sapphire Gala
- 5/17/18 – Silver Knights Awards Ceremony

### **FIU NEWS & Online Magazine Statistics:**

**FIU NEWS Page views:** 401,956

**Total Users:** 249,876

**Users by Device:** Desktop (41.1%) Mobile (49.3%), Tablet (6.6%)

**FIU News Newsletter Subscribers:** 29,279

FIU News Avg. Monthly Visits: 82,000  
 FIU Parent Newsletter Subscribers: 35,000

The day of the bridge collapse -- March 15, 2018 -- the FIU News site recorded 106,000 users. That's the highest number ever recorded in a 24-hour period in site history.

From March 15 through March 25, FIU News published only those items that were related to the bridge collapse, including updates, bridge FAQs and video/print messages from President Rosenberg.

**Top 5 stories in the month of March:**

- Community gathers to watch 950-ton bridge move across S.W. 8<sup>th</sup> Street
- First-of-its-kind pedestrian bridge swings in to place
- Bridge collapses, university community shocked and saddened
- FIU selects MCM Figg to design and build pedestrian bridge across 8<sup>th</sup> Street
- Pedestrian bridge FAQ

**FIU MAGAZINE**

FIU Magazine is published four times annually -- three times in print and once online only. We print 120,000 copies of each print issue, which is mailed to alumni, faculty, donors and civic leaders. We keep 2,500 copies on campus to distribute at key locations around our campuses as well as to share with departments and offices. The **spring 2018 issue** is complete.

**AWARDS**

CASE District III Awards Program -- FIU News received the highest award given this year (Emory University received this level, too) for Writing for the Web for its interactive story of Castro's death.

TOP MEDIA HITS	Outlet	Viewership	Ad Value*	Unit/AM Collaboration
1. <a href="#"><u>Trying to learn better español? A podcast of true travel stories aims to keep you engaged</u></a>	NBCNEWS.com	16,591,529	\$153,471.64	CASE
2. <a href="#"><u>When travel to Cuba was easy, romance flourished. Under Trump, new rules are keeping couples apart.</u></a>	The Washington Post	37,222,465	\$344,307.80	SIPA

3.	<u>3 Benefits of Sports for International Undergrads</u>	US News & World Report	14,604,981	\$135,096.07	FIU Sports
4.	<u>High-scoring Temple, FIU to clash in Gasparilla Bowl</u>	ESPN.com	25,645,188	\$237,217.99	FIU Sports
5.	<u>College football bowl lineup</u>	Los Angeles Times	19,469,334	\$180,091.34	FIU Sports
6.	<u>FIU, Davis thrilled with bowl destination</u>	Miami Herald	4,782,156	\$44,234.94	FIU Sports
7.	<u>FIU can set program record for wins in Gasparilla Bowl vs. Temple</u>	Yahoo! Sports	14,363,097	\$132,858.65	FIU Sports
8.	<u>Where is due process in all the sexual harassment allegations?</u>	The Hill	11,911,017	\$110,176.91	LAW
9.	<u>Temple vs. FIU, Gasparilla Bowl: Prediction, pick, line, odds, live stream, watch online</u>	CBSSports.com	11,469,746	\$106,095.15	FIU Sports
10.	<u>This college football sibling duo is doing something even Butch Davis has never seen</u>	Miami Herald	4,782,156	\$44,234.94	FIU Sports
11.	<u>Was U.S.-training as factor in Honduran police taking a pro-democracy stand?</u>	Univision.com	2,964,782	\$27,424.23	SIPA
12.	<u>Walking across the stage was 'nothing short of a miracle' for this FIU grad</u>	Miami Herald	4,782,156	\$44,234.94	Business
13.	<u>On the hunt for sunken ships, Paul Allen's team captures rare footage of a sixgill shark</u>	The Seattle Times	2,952,116	\$27,307.07	CASE

14.	<u>Building hurricane-proof roofs</u>	Phys.org	2,638,837	\$24,409.24	Engineering
15.	<u>FIU center wins lawn mower race ahead of Bad Boy Mowers Gasparilla Bowl</u>	USA Today	2,802,113	\$25,919.55	FIU Sports
16.	<u>Artificial Sweeteners Are Water Pollution Whistleblowers</u>	GOOD Magazine	902,025	\$8,343.73	CASE
17.	<u>Cuba delays historic handover from Castro to new president</u>	Yahoo! News	2,292,811	\$21,208.50	SIPA
18.	<u>New flood risk identified by FIU researcher</u>	Phys.org	2,638,837	\$24,409.24	CASE
19.	<u>The Papadopoulos Problem</u>	CNN	565,927	\$717,736.97	LAW
20.	How Universities are Trying to do Right by Puerto Rico	Chronicle	899,070	\$8,316.40	Central
21.	<u>University president slams Trump at Martin Luther King breakfast: 'Disgusted' by 'shithole' remark</u>	Washington Post	35,457,839	\$327,985.01	Central
22.	<u>FIU President Blasts Trump At MLK Event</u>	Florida Patch	749	\$6.93	Central
23.	<u>Take what could be your last look at this tiny Florida sparrow</u>	Miami Herald	4,782,156	\$44,234.94	CASE
24.	<u>Let the DREAMers become the true Americans that they already are</u>	Miami Herald Opinion	4,782,156	\$44,234.943	Central



25. <u>Young Women Are Using A.D.H.D. Drugs in Greater Numbers, C.D.C. Reports</u>	New York Times	n/a	n/a	CASE
26. <u>In Davos, a Club Trump Has Revered and Resented Finally Opens Its Doors</u>	New York Times	n/a	n/a	SIPA
27. <u>South Florida Survivor Learns To Love Herself And Never Give Up</u>	CBS Miami	36,216	\$28,298.76	BUSINESS
28. <u>Trump is wrong about MS-13. His rhetoric will make it worse.</u>	Washington Post	35,457,839	\$327,985.01	SIPA
29. <u>South Florida has what Amazon values – we embrace change, innovation, reinvention</u>	Miami Herald Opinion	4,782,156	\$44,234.94	Central
30. <u>Fraternities and sororities are back at FIU. But there’s a catch.</u>	Miami Herald	4,782,156	\$44,234.94	Central
31. <u>Greek Life Returns To FIU: 3 Organizations Suspended, 16 Reinstated</u>	CBS Miami	51,507	\$54,343.80	Central
32. <u>Icon: Dr. Jose Greer</u>	Florida Trend	29,439	\$272.31	COM
33. <u>FIU right to crack down on out-of-control fraternities</u>	Miami Herald Opinion	4,782,156	\$44,234.943	Central
34. <u>South Florida Survivors: Music Is Medicine</u>	CBS Miami	7,458	\$3,461.43	STEMPEL

35.	<u>Academic Minute: Dr. Azizinamini</u>	NPR/Inside Higher Ed	\$920,705	\$8,516.52	ENGINEERING
36.	<u>Is this stuff cocaine? These college kids can tell you real fast</u>	Miami Herald	4,782,156	\$44,234.94	CASE
37.	<u>How do we prevent school shootings?</u>	Politifact	n/a	n/a	CASE
38.	<u>The Final Five</u>	Fox News	47,358	43,994.88	CASE
39.	<u>School shooter Nikolas Cruz survived: Will it help us understand?</u>	MSN.com	979,557	\$9,060.90	CASE
40.	<u>Olympian Chloe Kim sends 'hangry' tweet. Companies rush in with free food.</u>	Washington Post	35,457,839	\$327,985.01	BUSINESS
41.	<u>Russia's assault on Latin America's democracies and sovereignty</u>	Univision.com	47,447	\$31,441.20	SIPA
42.	<u>FIU President: Sadness, Love Persist After Parkland Tragedy</u>	NBC	29,074	14,602.50	Central
43.	<u>FIU hosts vigil for victims of Stoneman Douglas shooting</u>	WSVN.com	216,790	\$2,005.31	Central
44.	<u>Recuerdan a las victimas</u>	Univision	76,270	\$9,792.13	Central
45.	<u>FIU Hospitality School Major Beneficiary Of South Beach Wine &amp; Food Festival</u>	CBS	6,679	\$5,000.88	HOPSITALITY
46.	<u>FIU student Jonathan Sobog, a</u>	Miami Herald	4,782,156	\$44,234.94	Central

	<u>Douglas High school alumni, pays tribute to coach Aaron Feis</u>				
47.	<u>Universidad Internacional de Florida rinde homenaje a las víctimas de la masacre de Parkland</u>	Univision	46,235	\$13,783.76	Central
48.	<u>2018 CONFERENCE-USA WOMEN'S SWIMMING &amp; DIVING CHAMPIONSHIPS</u>	SwimSwam	n/a	n/a	Central
49.	<u>If you plan to drive on SW Eighth Street this weekend, you'll be rerouted here</u>	Miami Herald	4,782,156	\$44,234.94	Central
50.	<u>Cerrarán tramo de la Calle Ocho para colocar puente peatonal entre Sweetwater y FIU</u>	Univision.com	47,447	\$31,441.20	Central
51.	<u>'Instant' bridge aims to make a dangerous crossing safer for thousands of students</u>	Miami Herald	4,782,156	\$44,234.94	ENGINEERING
52.	<u>New Pedestrian Bridge</u>	NBC 6	41,457	\$26,799.52	ENGINEERING
53.	<u>On trade, Trump team shows Ivy League schooling no match for common sense</u>	The Hill	n/a	n/a	BUSINESS
54.	<u>Climbing the socio-economic ladder:</u>	Miami Community	10,289	\$95.17	External Relations

	<u>FIU graduates go further</u>	Newspapers			
55.	<u>Why FIU Dominates the Florida Bar</u>	Law.com	n/a	n/a	LAW
56.	<u>Como conseguir dinero para estudiar sin importar tu estatus migratorio</u>	Despierta America	34,327	\$18,112.80	Financial Aid
57.	<u>Academic Minute: Gender Gap in STEM</u>	Inside Higher Ed/ NPR	920,705	\$8,516.52	CASE
58.	<u>Academic Minute: ADHD in Adults</u>	Inside Higher Ed/ NPR	920,705	\$8,516.52	CASE

\*Ad Value the formula is based on industry standards: reach (# of visitors to a site per month) x \$0.37 (value per unique visitor) x 2.5% (standard margin of visibility) = AVE

**Total      \$4,117,227.84**

### Pedestrian Bridge

The 8<sup>th</sup> Street bridge accident made headlines around the world. Within a week of the incident, there were thousands of stories written on the collapse and the rescue effort. Likewise, FIU’s response including the vigil, the moment of silence and the blood drive generated approximately 35,000 stories with a potential audience in the billions. While the volume of coverage has subsided considerably after two months, media continues to send requests for public records. A preliminary report by the National Transportation Safety Board in mid-May rekindled media interest. Because FIU is a party to the NTSB investigation, we are only providing documents that existed as of Feb. 19, 2018, per NTSB instructions.

### **Pedestrian Bridge Stories on FIU News**

- Pedestrian Bridge FAQ
- Parking and Traffic Update #9
- Parking and Traffic Update #8
- Parking and Traffic Update #6
- Parking and Traffic Update #5
- Parking and Traffic Update #4
- More than 1,000 attend vigil to mourn victims of pedestrian bridge tragedy
- Parking and Traffic Update #3

- Parking and Traffic Update #2
- Parking and Traffic Update #1
- Moment of silence honors victims of pedestrian bridge tragedy
- Message from President Rosenberg on March 19, 2018
- All garages open on Monday, March 19
- Pedestrian Bridge Update #6: All garages open March 19 except Lot 5, moment of silence
- A message from President Rosenberg – March 18, 2018
- Today and always, #FIUSTRONG
- Pedestrian Bridge Update #5
- FIU Statement
- Pedestrian Bridge Update #4
- Counseling resources available for those affected by bridge collapse
- Pedestrian Bridge Update #3
- Pedestrian Bridge Update #2
- Pedestrian Bridge Update #1
- Community gathers to watch 950-ton bridge move across Southwest 8th Street
- First-of-its-kind pedestrian bridge “swings” into place

## DIGITAL COMMUNICATIONS

### Merchandising:

Maurice Jewelers (Pandora) – As stated in previous updates, Pandora at the Falls and Maurice Jewelers now carry an FIU charm and they donate a portion of the sales back to the university. Maurice Jewelers continues to participate in commencement.

**#RepFIU:** Our social media campaign was developed to get students, faculty, staff, alumni (the target audience) and the community to take pride in the university by wearing more FIU gear. The goal of this ongoing campaign is to see our target audience purchase more FIU gear and request retailers to carry FIU merchandise in their stores, if they do not already. Every month on our social media channels like Facebook, Twitter and Instagram, we create content around #RepFIU. The branding team will continue to promote this campaign throughout the year.

**Royalties:** Our royalties from IMG College Licensing (IMGCL) formerly Collegiate Licensing Company (CLC) are \$21,940.63. The IMG check includes months: Sep – Nov 2017. The royalties from the Gasparilla Bowl Game will be dispersed next quarter.

**Target:** FIU merchandise (men’s women’s and children’s shirts) can be found at the following locations:

- Target - Flagler (10101 W. Flagler)
- Target - 104st (7800 SW 104th Street)

- Target - Bird Road (7795 SW 40th Street)
- Target -Miramar (16901 Miramar Pkwy)

**Victoria's Secret Pink Collegiate Collection** – FIU is one of 70+ schools featured in the collection. FIU products can be found in 16 Victoria Secret PINK stories in Miami-Dade area and online. Site visits overview: Products usually sell out within 3-4 weeks of being displayed.

### **Video & Social Statistics:**

#### **Facebook**

Total Audience: 134,329  
Audience Growth: 1,814  
Total Engagement: 21,942

#### **Instagram**

Total Audience: 45,763  
Audience Growth: 2,182  
Total Engagement: 86,738

**Instagram Stories:** Our team utilizes IG Stories to showcase student life, academic and career opportunities at FIU and to promote all university initiatives. We've collaborated with FIU Athletics, FIU Honors College, FIU Orientation and Parent Programs, FIU Alumni Association, FIU Green School, FIU Student Government Association, FIU Theatre, FIU Engineering, FIU Wellness & Recreation Center, FIU Frost Art Museum, FIU Career & Talent Development FIU in D.C., FIU Human Resources, FIU Multicultural Greek Council, FIU Healthy Living Program and FIU Bold Agency.

Total Takeovers: 23

#### **Twitter**

Total Audience: 41,764  
Audience Growth: 2,312  
Total Engagement: 23,543

### **Social Media Campaigns:**

[#repFIU](#)

[#FIUview](#)

[#FutureisUS \(Engagement\)](#)

### **MULTIMEDIA**

#### **Video Projects**

Gasparilla Bowl

Preeminent Programs

Fall 2017 Commencement & Worlds Ahead  
 Ignite (x5)  
 Wertheim Foundation Videos: Nursing & Conservatory  
 Advancement Donor Development Project  
 2017 Year in Review  
 Internet of Things  
 SOBE Volunteer Videos

Masters in Human Resource Management Program  
 Fostering Panther Pride  
 eMerge Conference  
 Frost Museum 10-yr Anniversary Web Media  
 Disaster Management Field Course Update  
 Carnival Pitch  
  
 HWCAM Match Day

**Photo Projects:**

Gasparilla Bowl  
 Fall 2017 Commencement & Worlds Ahead  
 Nursing Annual Report  
 Office of Engagement, Future of Work  
 Fostering Panther Pride  
 China Consul General  
 Robot Competition  
 Undergraduate Admission Viewbook  
 Honors College  
 FIU Magazine

Dangerous Women Frost Exhibition  
 Wolfsonian Donor Breakfast  
  
 Parkland School Shooting Memorial  
 Food Pantry Opening  
 Danny Pino Visit for Diversity Week  
 HHS Deputy Secretary Hargan  
 Physics & Ferraris  
 Office of Engagement: Life Sciences  
 South Florida  
 Innovate Miami: Chick-fil-A VP  
 Community Affairs

<b>All Video/Photo Projects FY 17-18</b>	<b>Total</b>
Admissions	2
Advancement	15
Business	1
Campus Life	1
CASE	1
Chaplin	3
Engagement	16
Engineering	8
External Relations	2
Faculty Global Affairs	1
Frost	3
Global Learning	1
Governmental Relations	2
Human Resources	2
Ignite	2
Medicine	2
Nursing	4
Pres Office	4
President's Council/Events	2
Provost Office	14
Publications	2
Research	1
Stempel	1

Student Affairs	5
Wolfsonian	3
<b>Total</b>	<b>98</b>

**Web**

<u>All FY 17-18 Projects</u>	<u>Total</u>
Alumni	2
CASE	12
Center for Leadership	2
Engagement	3
Environmental Health & Safety	1
External Relations	3
FIU Advance	1
FIU One Card	1
International Hurricane Research Center	1
Medicine	1
OneStop	1
Provost Office	2
Wolfsonian	1
<b>Total</b>	<b>31</b>

<u>Projects as of March 2018</u>	<u>Total</u>
Environmental Health & Safety	1
Center for Leadership Newsroom	1
<b>Total</b>	<b>2</b>

**Upcoming Projects**

1. Office of Engagement
2. FIU Alumni Association
3. CASE - Department of English
4. CASE - Department of Philosophy
5. Patricia & Phillip Frost Art Museum
6. Talent Development Network
7. FIU Social Innovation & Entrepreneurship
8. FIU Admissions

**Other External Relations Projects:**

- Fostering Panther Pride
  - FIU's Fostering Panther Pride (FPP) program offers tailored academic and other support services to undergraduate students identified as former foster youth or homeless. Launched in 2013, the primary goal of FPP is to assist former foster youth and homeless students in their transition to FIU, their retention and graduation, and their pursuit of securing employment or graduate school upon receiving their Bachelor's degree. The program also assists these students with



securing housing, food, books, toiletries and counseling among other services.

- eMerge Americas Conference
  - The premier technology event connecting Latin America, North America, and Europe that hosts over 13,000 attendees, acquires 2.4 billion media impressions and showcases 100 startups. FIU showcases its top tier research, preeminent programs, and StartUP FIU entrepreneurs. This year's conference took place on 04/23/18 and 04/24/18.
- Interdisciplinary Disaster Task Force
  - As an anchor institution in the South Florida community with a global reach, FIU is poised to provide expertise, experience and support when a disaster strikes, locally, domestically and abroad. The goal of the Task Force is to provide a mechanism to collaborate and coordinate the vast and varied resources of FIU that can assist the impacted community following a devastating event. FIU has, can and will continue to work with the community in the areas of disaster medical response, education & training, cultural preservation, public health, economic development and research.
- National Association of Hispanic Journalists (NAHJ) Conference
  - The National Association of Hispanic Journalists (NAHJ) is an organization dedicated to the recognition and professional advancement of Hispanics in the news industry. The Division of External Relations will participate in the international training conference and career fair on July 18- July 21, 2018 in Miami, FL, in hopes of cultivating new industry partners and continuing to expand FIU's brand awareness.
- EngageMint
  - Key members of the Division of External Relations have been asked to serve on a university task force with EngageMint, marketing partner for the Athletics department, to forward the momentum on the FIU Fan Engagement journey.

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