



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EXTERNAL RELATIONS
COMMITTEE MINUTES**

December 4, 2014

Emerson Alumni Hall, University of Florida, Gainesville, Florida

Time Convened: 1:59 p.m. EST

Time Adjourned: 3:10 p.m. EST

1.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present.

2.0 Call to Order and Welcome

Committee Chair, Carolyn K. Roberts called the meeting to order at 1:59 p.m. EST.

Committee Members present were:

Carolyn K. Roberts (Chair), David L. Brandon, James W. Heavener, Jason J. Rosenberg and Cory M. Yeffet

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the June 5, 2014 committee meeting. The Chair asked for further discussion, after which he asked for all in favor of the motion and any opposed and the motion was approved unanimously.

4.0 Action Items

The Committee did not have any action items on the agenda.

5.0 Discussion/Informational Items:

5.1 Legislative Preview

Vice President Jane Adams gave a briefing on the university's legislative priorities for the 2015 session. University lobbyists will be focused on obtaining funding for the renovation of an engineering building that will support education and research programs to advance innovation and increase the number of engineering degrees. Other facilities projects include renovation of

the historic Norman Hall and the construction of a State University System Library Storage building.

In addition, the university will seek funding for facilities maintenance, the Courtelis and Major Gifts matching program, St. Augustine educational programs and the Florida Energy Systems Consortium. We will also work to maximize state support for preeminence and performance funding.

5.2 Social Media Presentation

The committee viewed a presentation from Todd Sanders, UF's Director of Social Media, on the use of social media in university communications. Highlights of the presentation included a description of the social web and how the University Relations team is using it to build and strengthen the UF community. Recent examples of such use include dissemination via Twitter of Dr. Machen's message of condolence following the shootings at Florida State University and UF students' expressions of gratitude via Facebook at Thanksgiving. Mr. Sanders noted that because social media is a two-way communication vehicle, the team is using it to stay informed about what students are thinking, saying and doing.

Next steps for UF's social media efforts include a more strategic approach to telling the UF story; conducting social media "show and tells" with colleges and units; and tapping UF students' social media expertise so the University Relations team can continue to learn from them. Goals for the team include continuing to be a social media leader, making the Gator Nation stronger and more engaged, and remaining relevant and part of the social media conversation.

6.0 New Business

There was no New Business to discuss and this portion of the External Relations Committee meeting ended at approximately 2:30 p.m. EST.

7.0 Joint Meeting of the Committees on Strategic Initiatives and External Relations

The External Relations Committee then joined the Strategic Initiatives Committee for a joint meeting.

7.1 Action Items

The joint session of the Committees on External Relations and Strategic Initiatives did not have any action items on the agenda.

7.2 Discussion/Informational Items

The following Discussion/Informational Item was presented during the joint session of the Committees:

7.2.1 2015 Legislative Session

External Relations Chair Roberts introduced guest speaker Senator Bill Galvano, Senate Majority Leader for the upcoming legislative session. Senator Galvano, a UF graduate and former

chairman of the Gator Caucus of the Florida Legislature, briefed committee members on issues facing the Florida Senate in 2015.

Senator Galvano noted that a transition is taking place in the Legislature, particularly in the Senate. He observed that the upcoming session will provide a great opportunity for higher education priorities, as legislators are aware of universities' crucial role in uplifting the state's economy.

The Senator said he was pleased to support UF Preeminence during the last session and that he's encouraged that UF is spending its Preeminence funding well.

He predicted that the state college system likely will be discussed during the session, as decisions need to be made regarding the colleges' role in relation to the role of state universities. He also touched on regulated industry, gaming, K-12 education and Amendment I, observing that all of these issues affect the amount of funding available for higher education. Finally, he praised UF IFAS and its efforts to find solutions to citrus greening, noting that IFAS plays a vitally important role throughout the state.

8.0 Adjourn

After asking for any further discussion and hearing none, External Relations Committee Chair Carolyn K. Roberts and Strategic Initiatives Chair Christopher T. Corr asked for a motion to adjourn the committees' joint meeting, after which they asked for all in favor of the motion and any opposed, and the motion was approved unanimously. The meetings of the Committees on Strategic Initiatives and External Relations were adjourned at 3:10 p.m. EST.

2015 Legislative Priorities

2015 Legislative Priorities

- Engineering Innovation Nexus Building renovation \$25 million
- Norman Hall renovation \$8 million
- Building Maintenance \$16.9 million
- Critical Deferred Maintenance \$6 million

2015 Legislative Priorities

- Preeminence Funding
- Courtelis and Major Gifts Matching Programs
- Sunshine State Education and Research Computing Alliance \$6.9 million
- St. Augustine \$1.25 million
- Florida Energy Systems Consortium \$2.5 million

2015 Legislative Priorities

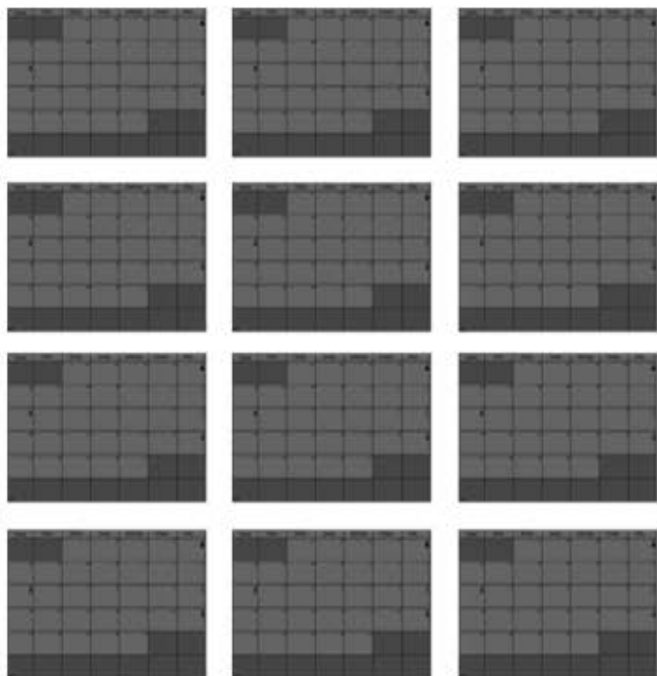
- Joint Use Library Storage Facility \$18 million
- Performance Funding
- Academic Shared Services \$3.5 million

The Social Web @UF

An update on where we are.
A vision of where we are going.

Todd Sanders

Director of Social Media



A passion for the social web
and a curiosity for what's next.

What is the social web?

Old Media



Social Media



OPEN

24/7



Preferred Communication Channel



Social on Campus

- Build/strengthen community
- Inform in real-time (event/crisis)
- Discover the good and bad
- Listen, echo, help

Success on Social

- Likes
- Favorites
- Comments
- Shares

Constantly Evolving



Where we are

- Facebook (593,853 likes)
- Twitter (80,564 followers)
- YouTube (596,909 views)
- Instagram (43,200 followers)
- Linkedin (245,868 followers)
- Vine (5,778 followers)

Gator Nation is Everywhere

The Gator Nation is Everywhere. Take a look at these gators taking the chomp all around the world! Where are you bringing the Gator Nation? Show us on Instagram using #GatorNationIsEverywhere #UFSocial

48 Pins • 861 Followers

UF University ... Invite Pinner

Edit Board

...



from Foursquare
Ulysses S. Grant Memorial

These gators chomp in front of the Ulysses S. Grant Memorial and the Capitol Hill in Washington, D.C.

2

Pinned from
foursquare.com



from Foursquare
Jerusalem (ירושלים)

Lane shows her gator pride during her study abroad program in Jerusalem, Israel.

2

Pinned from
foursquare.com



About this map

FALL AT UF



University of Florida

Posted by Todd Sanders [?]

Liked · October 20 ·

Autumn has arrived — with Nolan Sullivan, Karina Ureña, Kelsea Laun, Alicia N. Darling, Amber Lidtke Nelsen, Christopher Nelsen, Kai Charles, Carla Burleson, Shannon Measel and Mary Beth Sullivan McNeese.

Tag Photo

Add Location

Edit

Like · Comment · Share

UF



Mary Diana, Jessica Van Buren, Jayne V Morisset and 23,047 others like this.

Top Comments



6,000 shares



Alicia Thomas Still one of the best schools in the nation. Football is for a season, education is for a lifetime, get some!!!!

Unlike · Reply · 246 · October 20 at 4:32pm



2 Replies



Ayabonga Nomasayidi Ayas I am a South African student pursuing my 1st year Studies in Environmental Management, how can i be 1 of your Students? Make it easy

Like · Reply · October 21 at 3:17am



University of Florida replied · 5 Replies



Mel Hayes Only thing falling is the football team

Like · Reply · 75 · October 20 at 4:30pm



3 Replies



Patrick Rao Totally stolen from Twitter. UF should give credit where credit is



A young woman with curly brown hair, wearing a blue scarf and a grey jacket, is smiling and holding a large chalkboard. The chalkboard has a blue and orange frame and contains the text: "A University that has so many opportunities for growth, support, and love for each other!". The background shows a university campus with trees, a brick wall, and a sign that says "Give Blood Today!".

A University that has so
many opportunities for growth,
support, and love for each other!

Tweet details



Univ of Florida 
@UF

 Follow

"We send our heartfelt thoughts and prayers to the victims and to the FSU community. We are all FSU." -UF President Bernie Machen

9:22 AM - 20 Nov 2014

2,577 RETWEETS **2,576** FAVORITES



Impressions overview



Key metrics

Quantity

Impressions

Number of times users saw the Tweet on Twitter

409,903

Detail expands

Number of times users clicked on the Tweet to view more details

5,981

Retweets

Number of times users retweeted the Tweet to their followers

2,577

Favorites

Number of times users favorited the Tweet

2,576

User profile clicks

Number of clicks on the profile picture of the Tweet author

1,584

Post Details

Reported stats may be delayed from what appears on posts X



University of Florida

November 20 at 12:45pm · 🌐

"We are truly saddened by today's shootings at Florida State University. I know everyone in the University of Florida community joins me in sending our heartfelt thoughts and prayers to the victims and to the entire FSU community. Today, we are all FSU."

-UF President Bernie Machen

1,029,632 people reached

Boost Post

Like · Comment · Share · 👍 18,141 💬 326 ➦ 2,932



1,029,632 People Reached

36,225 Likes, Comments & Shares

31,841
Likes

18,141
On Post

13,700
On Shares

1,194
Comments

375
On Post

819
On Shares

3,190
Shares

2,932
On Post

258
On Shares

26,219 Post Clicks

0
Photo Views

12
Link Clicks

26,207
Other Clicks ⓘ

NEGATIVE FEEDBACK

214 Hide Post

72 Hide All Posts

0 Report as Spam

16 Unlike Page

Like 593k

Follow @UF

Follow UFlorida

Subscribe

The University of Florida community extends its heartfelt thanks to President Bernie Machen and First Lady Chris Machen for 11 years of thoughtful, effective and compassionate leadership and a legacy that will endure for generations.



28 November 2014 | 05:28 pm

This. #ItsGreatUF #UFvsFSU



28 November 2014 | 02:59 pm

Go Gators! #UFvsFSU #ItsGreatUF



2 December 2014 | 12:00 pm

RT @FloridaMuseum: Help make #ButterflyRainforest visit possible for all by giving to Admissions Assistance fund #GivingTuesday! <http://t.c...>

2 December 2014 | 09:51 am

RT @ItsMeAnnelie: Happy to welcome @jennifersterger to #SportsMediaUF this

"I'm thankful for ____." Happy Thanksgiving, #GatorNation. Thanks for being awesome! #ThanksUF



27 November 2014 | 01:18 pm (2095 likes)

Good morning, Gator Nation!



Machen Tribute



28 November 2014 | 03:50 pm

UF West African Dance Group Celebrates 20th Year



Where we are going



#UWSocial

UW-Madison seen through the eyes of its social media community

About UW-Madison



No filter from the ninth floor at UW health of campus.

#uwmadison @uwmadison



@pauldavidson123

Dec 2 3:38 pm



“ Nothing like Camp Randall on a crisp fall day- just beat Minnesota to win Big Ten West Division <http://t.co/hW3ITHa6Pn>”



@SteveSonderman

Dec 2 12:08 pm



Had a meeting with some of the good people of the @nelsoninstitute this morning. I always forget about this awesome window.



@p_cyanea

Dec 2 11:40 am

“ @UWMadison @NIGEL_HAYES @UWDoIT Nigel, sorry for making you the Cookie Monster last year.”



@ZBohannon

Dec 2 11:25 am

“ In the past 6 weeks, Sports Illustrated covers have been: Russell Wilson JJ Watt Frank Kaminsky Melvin Gordon #Badgers”



@JoeDRobinson4

Dec 2 11:11 am

“ Just saw a bald eagle fly past the windows of College Library. Pretty sure this isn't normal @UWMadison, but I love it!!”

“ @UWMadison and you decide to name the tree "Montee Balsam"”

“ Just telepresenced with John and Tashia Morgridge and the rest of the WARF board of trustees so that's



- Paid

What **we** say in traditional and digital ads

- Owned

What **we** say on website, Facebook, Twitter



- Earned

What **they** say about us everywhere

News

Calendar Articles Podcasts Gallery

Photos Medias

Videos Headlines Information

NEWS

[Headlines](#) | [Calendar](#) | [Leadership + Diversity Summit 2015](#) | [Now Hiring Faculty](#)
[Media Information](#) | [Receive Gator Engineering Email Updates](#)

Print Share

Announcing Your 2014 Gator Engineering Homecoming King & Queen

October 22, 2014 | Jen Ambrose

The last time they watched a football game at the University of Florida, the Gators had never played the Seminoles, J. Wayne Reitz was the president, and the only television set they knew of was in the laundry room at the Florida Veterans Village (also known as Flavet). And just like this year's Gator Growl, that old laundry room was the place to be on a Friday night.

But this weekend, Vern and Betty Hammond attended a bigger party. The Gator Engineering Tailgate Reunion hosted 500 alums in an orange-and-blue celebration that led up to Saturday's football game. It was homecoming for everyone, but for the



- Undergraduates
- Graduate Students
- Alumni & Friends
- Industry Programs
- Schools & Departments
- Centers & Institutes

Search the college directory



GIVE

ONCE A GATOR
ENGINEER. ALWAYS
A GATOR ENGINEER

FIND OUT HOW YOU CAN STAY
CONNECTED WITH THE COLLEGE

Contact Us

300 Weil Hall, P.O. Box 116550
Gainesville, FL 32611-6550

352-392-6000

info@eng.ufl.edu

Get your
Gator
Engineering
gear online!



Follow us:





ROBOT



FLESH

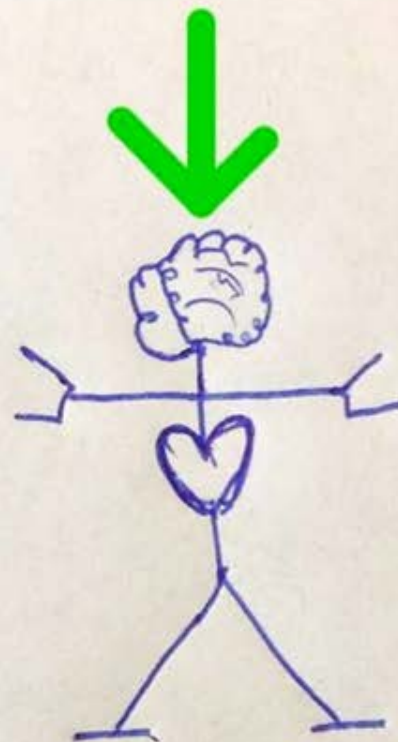
HEART
BRAIN



ROBOT



FLESH



HEART
BRAIN

SEPTEMBER
SOCIAL WEB
GATHERING

SEP
04

September Social Web Gathering



Goals

- Continue to be a leader
- Make Gator Nation stronger and more engaged
- Remain relevant and part of the conversation

Photo Credit:

- Birds on wire /gwen roolf on flickr
<http://bit.ly/11QAY4S>
- marshall islands /Christopher Michel on flickr
<http://bit.ly/1CD1KVF>
- 2011-04-08 Union Station /Dallas Film Society Images on flickr
<http://bit.ly/1FLYoxH>
- Wikimania2009 / Taken by Beatrice Murch (blmurch) on flickr
<http://bit.ly/1rWxDyC>
- OPEN 24/7 / Tom Magliery on flickr
<http://bit.ly/11QBUwz>
- One Way / Gerard Massey on flickr
<http://bit.ly/1rSH7jV>
- Southern Pkwy – two-way traffic / Garrett on flickr
<http://bit.ly/15OcySm>

Questions