FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE

Florida International University
Modesto A. Maidique Campus
Graham Center Ballrooms

Thursday, December 5, 2019
12:30 p.m.
or
Upon Adjournment of Previous Meeting

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

AGENDA

1. Call to Order and Chair’s Remarks
   Claudia Puig

2. Approval of Minutes
   Claudia Puig

3. Information/Discussion Items
   Michelle L. Palacio
   Sandra B. Gonzalez-Levy
   3.1 FIU in DC Update
   3.2 2020 Legislative Priorities
   3.3 Marketing and Public Relations Update

4. New Business (If Any)
   Claudia Puig

5. Concluding Remarks and Adjournment
   Claudia Puig

Liaisons:
Michael A. Hernandez, President, FIU Alumni Association Board of Directors
T. Gene Prescott, Member, FIU Foundation Inc., Board of Directors
Melissa Tapanes Llahues, Chair, FIU President’s Council
## FIU Board of Trustees External Relations Committee Meeting

**Time:** December 05, 2019 12:30 PM - 1:30 PM EST  
**Location:** FIU, Modesto A. Maidique Campus, Graham Center Ballrooms

<table>
<thead>
<tr>
<th>Section</th>
<th>Agenda Item</th>
<th>Presenter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Call to Order and Chair’s Remarks</td>
<td>Claudia Puig</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Approval of Minutes</td>
<td>Claudia Puig</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>April 18, 2019 Meeting Minutes</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td>Information/Discussion Items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1</td>
<td>FIU in DC Update</td>
<td>Michelle L. Palacio</td>
<td>5</td>
</tr>
<tr>
<td>3.2</td>
<td>2020 Legislative Priorities</td>
<td>Michelle L. Palacio</td>
<td></td>
</tr>
<tr>
<td>3.3</td>
<td>Marketing and Public Relations Update</td>
<td>Sandra B. Gonzalez-Levy</td>
<td>8</td>
</tr>
<tr>
<td>4.</td>
<td>New Business <em>(If Any)</em></td>
<td>Claudia Puig</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Concluding Remarks and Adjournment</td>
<td>Claudia Puig</td>
<td></td>
</tr>
</tbody>
</table>
Subject: Approval of Minutes of Meeting held April 18, 2019

Proposed Committee Action:
Approval of Minutes of the External Relations Committee meeting held on Thursday, April 18, 2019 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

Background Information:
Committee members will review and approve the Minutes of the External Relations Committee meeting held on Thursday, April 18, 2019 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

Supporting Documentation: Minutes: External Relations Committee Meeting, April 18, 2019

Facilitator/Presenter: Claudia Puig, External Relations Committee Chair
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 Marc D. Sarnoff at 11:27 a.m. on Thursday, April 18, 2019
at the Modesto A. Maidique Campus, Graham Center Ballrooms.

General Counsel Carlos B. Castillo conducted a roll call of the External Relations Committee
members and verified a quorum. Present were Marc D. Sarnoff, Vice Chair; Leonard Boord; Gerald
C. Grant, Jr.; and Rogelio Tovar.

Trustees Claudia Puig, Board Chair; Jose J. Armas, Board Vice Chair; and Michael G. Joseph were
excused.

Trustees Dean C. Colson, Natasha Lowell, Justo L. Pozo, Joerg Reinhold, and Sabrina L. Rosell and
University President Mark B. Rosenberg also were in attendance. FIU Foundation, Inc. Board of
Directors member T. Gene Prescott and FIU Presidents Council Chair Melissa Tapanes Llahues
were also in attendance.

2. Approval of Minutes
Committee Vice Chair Sarnoff asked that the Committee approve the Minutes of the meeting held
on December 5, 2018. A motion was made and passed to approve the Minutes of the External
Relations Committee Meeting on Wednesday, December 5, 2018.

3. President’s Remarks
University President Mark B. Rosenberg reported that in the prior week, 19 students from varying
disciplines participated in the Future of Health Innovations DC Fly-In, an experiential three-day
seminar focused on career opportunities and engaging conversations with experts in health research
and policy from across government, academia, and industry. He explained that the students attended
a brain health conference that allowed them to explore the challenges in determining the linkages
between health disparities and genetics on increased incidences of Alzheimer’s. In addition, he
indicated that the University was represented by Robert Sackstein, dean of the Herbert Wertheim
College of Medicine, and Tomás R. Guilarte, dean of the Robert Stempel College of Public Health
and Social Work, who met with different members of the Florida Congressional delegation and staff
on various FIU health priorities.
4. Information/Discussion Items

4.1 Legislative Session Update
Vice President of Governmental Relations Michelle L. Palacio provided an overview of the 2019 legislative session. In terms of the Future of Health Innovations DC Fly-in, she indicated that the student delegation advocated with Congressional offices to further advance FIU’s own brain research portfolio and for health research funding for minority communities. Furthermore, she added that the Future of Health Innovations DC Fly-in, coincided with the FIU President’s Council Fly-in, where Council members visited Capitol Hill to advocate on some of the University’s top legislative priorities. She explained that the Council discussed many of FIU’s 2020 appropriations requests, including brain health in diverse communities and the University’s resilient infrastructure priority.

VP Palacio explained that the 2019 legislative session is scheduled to conclude on May 3, 2019, and therefore, budgetary details relating to new and renewed funding and potential appropriation reductions were not currently available. She indicated that discussions are being held relating to changes to Performance Based Funding Metrics.

4.2 Marketing and Public Relations
Senior Vice President of External Relations Sandra B. Gonzalez-Levy indicated that one of the top news stories for 2018-19 related to the University, for the first time in its history, ranking as one of the top 100 public universities in the country by U.S. News & World Report. She mentioned that the #RepFIU campaign has successfully partnered with social media influencers to promote FIU gear.

Sr. VP Gonzalez-Levy provided an update on the status of the University’s marketing and public relations review, noting that the Marketing Task Force, made up of representatives from across the University including deans, faculty, students and administrators, continues to meet on a monthly basis to advise on the implementation of the operational recommendations presented by Weber Shandwick. She explained that, in coordination with the Division of Human Resources, all colleges, schools and units reviewed and updated all marketing positions to align with the approved definition for a marketing role. She mentioned that as units establish their respective budgets for the new fiscal year, marketing strategies will be aligned with budgets in order to better leverage resources, such as media buys.

Sr. VP Gonzalez-Levy stated that the upcoming Spring 2019 commencement will host 10 ceremonies over four days. She highlighted a recent top media story, indicating that in December Aldo Amenta walked across the graduation stage with his exoskeleton and that the story went viral and has an estimated publicity value in excess of $5.2M and a potential audience of over 172M.

Presidents Council Chair Melissa Tapanes Llahues relayed her experience taking part in the second annual President’s Council DC Fly-In. She indicated that the immersive experience provides an understanding of the University’s top legislative priorities, an opportunity to learn about FIU’s advocacy efforts, a chance to interact with students, explore top national initiatives and priorities, and engage with DC partners and alumni.
In terms of the April 2019 Marketing and Public Relations Update, Trustee Roger Tovar commended the Division of External Relations and urged the University to distribute at commencement ceremonies and other venues where it could reach large audiences.

5. New Business

No new business was raised.

6. Concluding Remarks and Adjournment

With no other business, Committee Vice Chair Marc D. Sarnoff adjourned the meeting of the Florida International University Board of Trustees External Relations Committee on Thursday, April 18, 2019 at 11:47 a.m.

There were no Trustee requests.
This page intentionally left blank
FIU Base Funding

The Legislature recognized the wide discrepancy in FIU’s per student and per degree funding and allocated $15 million in operational base funding during the 2019 legislative session.

Florida International University seeks funding to raise its base allocation, and thus reduce the funding gap between the university and the average state university system allocation.

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

The new Engineering building will be located on the Modesto A. 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 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.

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
  o Be known as the top school for research on the environment and its impact
  o 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:
  o Implementing a coastal monitoring system
  o Educating workforce
  o Public health and the environment
  o 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.
save the date
FIU DAY
2020
tallahassee
This page intentionally left blank
The Division of External Relations, Strategic Communications and Marketing is committed to enhancing the perception of FIU in the community. As the University-wide brand manager for the institution, we identify, package and leverage the Worlds Ahead stories that support our strategic mission and the Next Horizon Campaign for FIU. We continuously maintain a sense of urgency while we service and partner with university-wide units and maintain relationships with the external community. This report highlights brand marketing, public relations and community relations activities for Quarter 1 Jul-Sep 2019.
BRANDING

Maintaining a consistent voice, message and graphic identity for the university across multimedia and digital platforms.

Strategic Platforms *

<table>
<thead>
<tr>
<th>Platform</th>
<th>Engagement</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIU Social Media Channels</td>
<td>238,000</td>
<td>FIU Homepage Monthly Visits 550,000</td>
</tr>
<tr>
<td>FIU Alumni Social Media</td>
<td>38,000</td>
<td>FIUalumni.com Monthly Visits 25,000</td>
</tr>
<tr>
<td>FIU News monthly pageviews</td>
<td>100,000</td>
<td>Alumni Newsletter Subscribers 160,000</td>
</tr>
<tr>
<td>FIU News newsletter subscribers</td>
<td>29,279</td>
<td>FIU Parent Newsletter Subscribers 35,000</td>
</tr>
<tr>
<td>FIU Magazine Subscribers</td>
<td>120,000</td>
<td></td>
</tr>
</tbody>
</table>

*annual averages-some users may subscribe to multiple platforms

Social Engagement for the Main Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Engagement</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>116,235</td>
<td>1,561,348</td>
</tr>
<tr>
<td>Facebook</td>
<td>82,656</td>
<td>780,428</td>
</tr>
<tr>
<td>Twitter</td>
<td>19,376</td>
<td>7,546,152</td>
</tr>
</tbody>
</table>

Total Q1 Engagement: 218K
Total Q1 Impressions: 9.9M

• July had one of our most successful graduation celebration posts on Instagram, which earned over 28K views and over 10.7K in engagement. This post did exceptionally well across all channels contributing to the overall increase in engagement and impressions compared to the previous year.

• In August, Twitter saw a spike in engagement and impressions due to Hurricane Dorian coverage as we have a large media/student following on that channel that look to us for updates.

• In September, posts about FIU’s success with the bar passage rate positively impacted engagement and impressions across all channels, but mainly on Facebook.

New Platforms and Approaches

As part of our strategy to better connect with prospective and current students, we are constantly evaluating new social media platforms. Most recently we launched the FIU TikTok channel (@fiutiktok) and are developing content in partnership with a select group of students. GIPHY has also yielded a steady increase in views totaling 40M views.

Brand Reputation and Targeted Central Campaigns

The #RepFIU campaign has successfully partnered with social media influencers to promote FIU gear. A targeted strategy to expand influencer participation is ongoing. This campaign generated over 351k IMPs from Jul-Sept. ’19:

- July posts: 75.8k IMPs
  - Instagram #FIUGoesAbroad (July 2)
Shopping, Licensing and Filming

- Instagram #FIUGRAD giveaway (July 11)
- Twitter #Friends & Family Discount (July 26)

  - August posts: 185.8k IMPs
    - Twitter President Birthday (Aug. 15)
    - Instagram Roary Target Video (Aug. 19)
    - Twitter Roary Target Video (Aug. 19)
    - Twitter Tokyodachi Gear (Aug. 26)
    - Twitter Friends & Family discount (Aug 29)
    - Twitter Friends & Family discount (Aug 30)

- September posts: 89.9k IMPs
  - Twitter HYPE Slides (Sept. 18)
  - Instagram HYPE Slides Sept. 18
  - Instagram #FIUGoesAbroad (Sept. 25)

Retail Expansion, Licensing and Filming

CLC Licensing Agency is in ongoing discussions with potential new retailers including Costco, Alex and Ani, Dick’s Sporting Goods and others to carry FIU merchandise. The firm has also been working on a strategy with JCPenney to include merchandise and leverage existing partnerships like Fanatics, and the Suit-up event. Additional merchandising initiatives include:

- FIU’s partnership with UM to create co-branded merchandise for the FIU v UM game. Blue86 and Tokyodachi created t-shirts designs and also produced FIU-designed shirts, which will be carried at the FIU Bookstore starting in November.
- The September 6, 2019 #RepFIU Day event held at the FIU Bookstore included Roary, refreshments, music and a discount code promoting #RepFIU day in anticipation of the football home-opener.
- A campaign to launch a new FIU product, HYPE Slides, featured FIU Student influencers/fans.
- A partnership with Biscayne Brewery to develop Sunblazer Beer is in negotiation.
- FIU has taken advantage of a one-year sponsorship with Brightline to reach both online and business graduate students in Miami, Ft Lauderdale and West Palm stations. The campaign featured programs for Engineering, Hospitality, Business and FIU Online.
An updated **Brand Standards tab** on the FIU brand site to include visuals for logos, unit logos, graphic elements and a clarified section for graphic element guidelines to avoid confusions.

FY19-20 Q1 royalties increased by 13% compared to the same period from last year. Herff Jones was our top licensee in reporting over $36K in royalties. Class rings were the most popular item reporting over $22K in royalties. Barnes & Noble was the top retailer generating over $43K in royalties.

<table>
<thead>
<tr>
<th></th>
<th>2017-2018</th>
<th>2018-2019 (+%)</th>
<th>2019-2020 (+%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>$40,580.34</td>
<td>$46,945.10 (+16%)</td>
<td>$53,150.87 (+13%)</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>$21,940.63</td>
<td>$30,444.74 (+39%)</td>
<td></td>
</tr>
<tr>
<td>Quarter 3</td>
<td>$31,226.52</td>
<td>$47,602.83 (+52%)</td>
<td></td>
</tr>
<tr>
<td>Quarter 4</td>
<td>$42,078.10</td>
<td>$49,491.19 (+18%)</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$135,825.59</td>
<td>$174,483.86 (+28%)</td>
<td></td>
</tr>
</tbody>
</table>

**Multimedia**

In collaboration with 25 academic and administrative units across the university, the central team created and placed over **85 multimedia projects** for the first quarter. A few of the most impactful projects include the College of Engineering and Computing (CEC) Marketing Video, “Great Colleges” video, and the videos/photo packages for Freshman Convocation, Faculty Convocation and Shellhacks.
**Digital Communications**

<table>
<thead>
<tr>
<th>Site (Q1)</th>
<th>Sessions</th>
<th>Users</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIU.EDU</td>
<td>706,526</td>
<td>404,942</td>
<td>1,265,700</td>
</tr>
<tr>
<td>ADMISSIONS</td>
<td>1,497,845</td>
<td>386,489</td>
<td>1,832,124</td>
</tr>
<tr>
<td>ONESTOP</td>
<td>361,741</td>
<td>195,315</td>
<td>678,118</td>
</tr>
<tr>
<td>CASE</td>
<td>115,570</td>
<td>78,210</td>
<td>271,227</td>
</tr>
<tr>
<td>CALENDAR.FIU.EDU</td>
<td>111,001</td>
<td>78,412</td>
<td>392,667</td>
</tr>
</tbody>
</table>

The central Digital Communications team successfully launched the revamped news.fiu.edu and pantera.fiu.edu in addition to 10 projects with academic units (Jul-Sep).

**Integrated Branding, Marketing and Communication Services**

The Marketing Task Force (MTF) is working closely with the marketing firm 160over90 on the integrated marketing plan for the university. The firm presented the brand research study and is in the final stages of development of the proprietary Brand Tracker that will measure brand performance throughout the year against various audiences. The Tracker is a real-time dashboard that will help guide marketing strategy and measure results.

The upcoming December 11th ComPASS session with the academic units will focus on research and rankings. The central External Relations, Strategic Communications and Marketing team has attended the planning workshops with the individual colleges and schools to collaborate on strategies and best practices to reach the rankings audience. 160over90 will present recommendations at the ComPASS session.
FIU NEWS AND COMMUNICATIONS
Telling FIU’s story via the written word.

FIU NEWS
Published: 172 stories
Pageviews: 253,411
New visitors to the site: 138,356

FIU NEWS gets an average of 15,500 weekly visitors to the site and 20,000 weekly pageviews. Compared to this time last year, readership is down slightly from 262,004 to 253,411 for same 3-month period. This is in part attributed to a higher amount of views last year for stories related to the bridge accident.

How do readers find an FIU News story?
- Google: 41.5%
- Bing: 1.7%
- Direct: 31.8%
- LinkedIn: 1.6%
- Facebook: 6.1%
- Other: 14.3 % (daily newsletter, other search engines, etc.)
- FIU.edu: 3%

Overall Top 10 Stories Jul-Sep 2019

1. Weighted vests, stability balls do not help children with ADHD
2. What you need to know about Hurricane Dorian
3. My internship at Ford Motor Company
4. Hurricane Dorian update: Classes canceled Friday, Saturday
5. FIU Law surpasses 95 percent bar passage milestone, leads Florida on July 2019 exam

FIU MAGAZINE
The Winter 2019 issue was distributed to nearly 120,000 alumni and friends. The Spring 2019 issue is in production.
## MEDIA RELATIONS

*Working with external media to tell the FIU story.*

<table>
<thead>
<tr>
<th>TOP MEDIA STORIES</th>
<th>Outlet</th>
<th>Viewership</th>
<th>Ad Value</th>
<th>College or Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>The type of psychological intervention a teen gets</td>
<td>Medical Xpress</td>
<td>263,467</td>
<td>$3,802</td>
<td>Center for Children and Families</td>
</tr>
<tr>
<td>‘You Have The Power To Make Your Own Future’: One-Time Homeless Student Graduates</td>
<td>CBS Miami</td>
<td>9,5742</td>
<td>$1,650</td>
<td>University priorities</td>
</tr>
<tr>
<td>Eye of the Storm: Wall of Wind</td>
<td>The Weather Channel</td>
<td>94,203</td>
<td>$10,835</td>
<td>Extreme Events Institute</td>
</tr>
<tr>
<td>FIU and Marine Science Group to Take Students on Shark Research Expeditions</td>
<td>Miami New Times</td>
<td>87,676</td>
<td>$1,002</td>
<td>University priorities</td>
</tr>
<tr>
<td>63-year-old grandmother graduates from FIU with Ph.D.</td>
<td>WSVN</td>
<td>74,525</td>
<td>$4,458</td>
<td>University priorities</td>
</tr>
<tr>
<td>Saluting a Student</td>
<td>WSVN (FOX)</td>
<td>33,072</td>
<td>$8,427</td>
<td>Fostering Panther Pride program</td>
</tr>
<tr>
<td>Hurricane Building Codes</td>
<td>WFOX (FOX)</td>
<td>4,572</td>
<td>$264</td>
<td>Extreme Events Institute</td>
</tr>
<tr>
<td>The National Institutes of Health awards FIU Stempel College $2.8 million to study the effects of soluble corn fiber on bone mass</td>
<td>South Florida Hospital News</td>
<td>391</td>
<td>$4</td>
<td>Robert Stempel College of Public Health and Social Work</td>
</tr>
<tr>
<td>Hurricane Dorian Intensifies to Category 4 Strength</td>
<td>New York Times</td>
<td>22,839,652</td>
<td>$347,635</td>
<td>CASE</td>
</tr>
<tr>
<td>FIU course urging students to see Miami like a tourist has international flair</td>
<td>SunSentinel</td>
<td>482,219</td>
<td>$4,461</td>
<td>Honors College</td>
</tr>
<tr>
<td>NASA’s Orion Heat Shield: Old Materials, Applied With New Methods</td>
<td>Air and Space Magazine</td>
<td>29,372</td>
<td>$907</td>
<td>CARTA</td>
</tr>
<tr>
<td>FIU honors victims of El Paso &amp; Dayton shootings</td>
<td>NBC 6</td>
<td>24,766</td>
<td>$7,983</td>
<td>University wide</td>
</tr>
<tr>
<td>Timing the market in specific industries delivers for hedge fund managers</td>
<td>PhysOrg</td>
<td>2,674</td>
<td>$56</td>
<td>FIU Business</td>
</tr>
<tr>
<td>In the Amazon, it takes a village: Community structure in rainforests revealed to be highly coordinated</td>
<td>PhysOrg</td>
<td>2,674</td>
<td>$52</td>
<td>FIU International Center for Tropical Botany at the Kampong</td>
</tr>
<tr>
<td>FIU’s BHSA and MHSA Programs Undergoing Changes to Meet Student Needs</td>
<td>South Florida Hospital News</td>
<td>438</td>
<td>$5</td>
<td>Nicole Wertheim College of Nursing and Health Sciences</td>
</tr>
<tr>
<td>Florida public universities shine in U.S. News and World Report's college rankings</td>
<td>MSN</td>
<td>49,975,438</td>
<td>$320,612</td>
<td>University wide</td>
</tr>
<tr>
<td>Title</td>
<td>Source</td>
<td>Views</td>
<td>Revenue</td>
<td>College/Department</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>-------------</td>
<td>-------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>The truth about college admissions — from college admissions deans</td>
<td>Washington Post</td>
<td>13,019,917</td>
<td>$181,083</td>
<td>University wide</td>
</tr>
<tr>
<td>Do Sharks Know When Hurricanes Are Coming?</td>
<td>Forbes</td>
<td>10,038,926</td>
<td>$100,995</td>
<td>CASE</td>
</tr>
<tr>
<td>After Dorian, Forecasters Ask: Can Too Much Hurricane Data Be a Bad Thing?</td>
<td>The Wall Street Journal</td>
<td>4,569,088</td>
<td>$62,590</td>
<td>CASE</td>
</tr>
<tr>
<td>Studying Earth’s climate by living under the sea</td>
<td>CBS</td>
<td>3,331,696</td>
<td>$48,425</td>
<td>CASE</td>
</tr>
<tr>
<td>What's it like being a retired NBA star on campus?</td>
<td>Miami Herald</td>
<td>368,240</td>
<td>$8,585</td>
<td>University wide</td>
</tr>
<tr>
<td>Florida public universities shine in U.S. News and World Report’s college rankings</td>
<td>Miami Herald</td>
<td>368,240</td>
<td>$8,585</td>
<td>University wide</td>
</tr>
<tr>
<td>FIU’s new medical school dean was raised right in school’s own backyard</td>
<td>Miami Herald</td>
<td>368,240</td>
<td>$2,358</td>
<td>Herbert Wertheim College of Medicine</td>
</tr>
<tr>
<td>Your Toddler Has A.D.H.D. Should You Medicate?</td>
<td>NYT Parenting</td>
<td>368,240</td>
<td>$2,869</td>
<td>CFF</td>
</tr>
<tr>
<td>Most people try to avoid king tide flooding. These volunteers wade right into the water.</td>
<td>Miami Herald</td>
<td>368,240</td>
<td>$2,907</td>
<td>University Wide</td>
</tr>
<tr>
<td>Profesores de FIU hacen documental sobre muertes del Huracan Maria</td>
<td>Univision</td>
<td>72,188</td>
<td>$59,913</td>
<td>Department of Global &amp; Sociocultural Studies</td>
</tr>
<tr>
<td>Brew Science class at FIU</td>
<td>ABC</td>
<td>45,644</td>
<td>$45,795</td>
<td>Hospitality</td>
</tr>
<tr>
<td>Air Force awards FIU $4.82 million to propel research on origami antennas</td>
<td>EIN News</td>
<td>32,440</td>
<td>$3,414</td>
<td>College of Engineering and Computing</td>
</tr>
<tr>
<td>College Costs In The Sunshine Economy</td>
<td>WLRN</td>
<td>26,741</td>
<td>$303</td>
<td>University wide</td>
</tr>
<tr>
<td>A Look At The 2020 Census, How Miamians Can Explore Miami As A Tourist &amp; Space Suit Art Project</td>
<td>WLRN</td>
<td>15,343</td>
<td>$327</td>
<td>Honors College</td>
</tr>
<tr>
<td>Former Miami Heat Player Decides To Go Back To School In His Retirement</td>
<td>WLRN</td>
<td>15,343</td>
<td>$218</td>
<td>University wide</td>
</tr>
<tr>
<td>FIU Course Gives Students A Visitor’s View Of Miami - For Class Credit</td>
<td>WLRN</td>
<td>15,343</td>
<td>$252</td>
<td>Honors College</td>
</tr>
<tr>
<td>Florida International University Awarded $2 Million to Launch Cybersecurity Apprenticeships</td>
<td>Diverse</td>
<td>5,699</td>
<td>$192</td>
<td>College of Engineering</td>
</tr>
<tr>
<td>USAF further backs FIU’s ‘origami antenna’ research</td>
<td>Intelligent Aerospace</td>
<td>1,710</td>
<td>$37</td>
<td>College of Engineering and Computing</td>
</tr>
<tr>
<td>Date</td>
<td>Releases &amp; Advisories</td>
<td>College or Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/9/2019</td>
<td>NIH awards Stempel College $2.8M to study effects of soluble corn fiber on bone mass</td>
<td>Robert Stempel College of Public Health and Social Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/24/2019</td>
<td>Stempel College to provide EMT, paramedic education programs</td>
<td>Robert Stempel College of Public Health and Social Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/24/2019</td>
<td>Feeling hot? It can make you a more competitive buyer, new study finds</td>
<td>College of Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/25/2019</td>
<td>How well teens respond to psychological interventions may depend on their parents’ mental health</td>
<td>Center for Children and Families</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/25/2019</td>
<td>New FIU Foundation Members</td>
<td>University Wide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/25/2019</td>
<td>More than 4,500 students set to graduate this summer</td>
<td>University Wide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/29/2019</td>
<td>Manufacturing jobs on the rise in Miami-Dade for the first time in decades</td>
<td>Steven J. Green School of International and Public Affairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7/30/2019</td>
<td>National Science Foundation awards FIU $1 million to train policy professionals in cyberinfrastructure</td>
<td>Steven J. Green School of International and Public Affairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8/26/2019</td>
<td>Gun violence memorial - Advisory</td>
<td>University wide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8/26/2019</td>
<td>International medical association recognizes Herbert Wertheim College of Medicine</td>
<td>Herbert Wertheim College of Medicine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/5/2019</td>
<td>Behavioral intervention reduces need to medicate kids with ADHD</td>
<td>Center for Children and Families</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/9/2019</td>
<td>Former attorney general of El Salvador joins FIU as senior fellow</td>
<td>Steven J. Green School of International &amp; Public Affairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/10/2019</td>
<td>Air Force awards FIU $4.82 million to propel research on origami antennas</td>
<td>College of Engineering &amp; Computing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/12/2019</td>
<td>Renting a home may be wiser than buying</td>
<td>Hollo School of Real Estate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/16/2019</td>
<td>Hillel Amar’e Stoumedire Foundation - Advisory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Department or Unit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/16/2019</td>
<td>FIU named a “2019 Great College to Work For”</td>
<td>University priority</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/16/2019</td>
<td>FIU Law surpasses 95 percent bar passage milestone, leads Florida on July 2019 exam</td>
<td>FIU Law</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/17/2019</td>
<td>FIU to help infuse artificial intelligence into the building design, construction industries with $1 million NSF grant</td>
<td>CARTA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/19/2019</td>
<td>National Institutes of Health awards FIU grant to study cancer screening among transgender Latinos</td>
<td>Steven J. Green School of International &amp; Public Affairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/19/2019</td>
<td>Documentary examines politicization of Hurricane Maria death toll in Puerto Rico</td>
<td>Department of Global &amp; Sociocultural Studies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/20/2019</td>
<td>Weighted vests, stability balls do not help children with ADHD</td>
<td>Center for Children and Families</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EVENT PROTOCOL & COMMUNITY RELATIONS
Developing and executing the university’s premiere events and community relations strategies.

Commencements and Ceremonies
Freshman Convocation held in August welcomed close to 1,300 new students along with their family and guests. In total 2,500 attended. This memorable tradition marks as the students’ introduction to their college career, in the same manner that commencement marks their success as proud graduates of FIU.

Summer 2019 Commencement included 8 ceremonies over 3 days. 3,500 graduates and guests attended the ceremonies. 22 Worlds Ahead Graduates were recognized as well as 4 honorees at these ceremonies. These graduates exhibit outstanding academics, perseverance, intelligence and personal strength during their time at FIU, and fully demonstrate and embrace what it means to be Worlds Ahead.

On October 4th, over 300 guests will celebrate 45 Physician Assistants at the white coat ceremony.

Signature, Presidential and Community Events
Community Events
Biscayne Bay Marine Health Summit
- Miami’s environmental movers and shakers and city mayors converged on the Biscayne Bay Campus to participate in the second Biscayne Bay Marine Health Action Summit. The day included talks by National Oceanic and Atmospheric Association scientists, members of the Florida Department of Environmental Protection, and Mayors Francis Suarez and Dan Gelber of Miami and Miami Beach respectively. State Attorney Katherine Fernandez-Rundle provided an update on the recently released Grand Jury Report on the Health of Biscayne Bay.

Prospera - 2019 Success Stories Luncheon in South Florida/President of Colombia Visit
- Colombian President Ivan Duque was awarded the “FIU Medallion of Courage” on Sept. 30 at FIU. Approximately 300 people from different parts of Florida attended the event.

President’s Council
Worlds Ahead Faculty Award Committee Meeting: Finalist Interviews
- The WAFA committee, which consists of 5 PC members, interviewed 6 finalists and selected Dr. William Pelham as the 2019 Worlds Ahead Faculty Award recipient in recognition of his outstanding research focusing on the outcomes of adolescence and adulthood of ADHD children. Additionally, the committee acknowledged Dr. Pelham’s significant contribution to the community with the Center for Children and Families and its summer treatment program which is widely recognized as a state of the art in treatment for children and adolescents with ADHD.

Faculty Convocation Award Ceremony and Dinner – WAFA Award
- WAFA committee members were invited to attend the award ceremony and dinner where Dr. Pelham was honored as the 2019 Worlds Ahead Faculty Award recipient. This was a great opportunity to showcase FIU faculty and staff to our council members.

PC Football Game at President’s Suite: FIU vs New Hampshire
- 23 members attended the PC football game on Saturday, September 14, 2019 to cheer on FIU Panthers and engage with fellow board members and university leadership.
President’s Council Executive Committee Dinner with President Rosenberg

- On Monday, September 24, 2019, the executive committee hosted a PC dinner with 20 council members and President Rosenberg. The dinner was an opportunity for the board to discuss their accomplishments and contributions from the last fiscal year and discuss goals for the new year.

Institutional Events
The Golden Panther Express Shuttle Ribbon Cutting Ceremony

- University leadership, Student Government Association members, staff and students gathered to celebrate the ribbon cutting of the free shuttle service. While shuttle service between the Modesto A. Maidique Campus (MMC) and Biscayne Bay Campus (BBC) has been around for years, students can now commute for free on the Gold Panther Express—thanks to an initiative led by the Student Government Association.

Memorial and Teach-in - “How to Understand and Deal with Gun Violence”

- FIU community came together to remember and honor those affected by gun violence. Hosted by the Steven J. Green School of International & Public Affairs, the event was also a teach-in for the FIU community: an in-depth conversation with experts in criminal justice, law, psychology and law enforcement on how to cope with the tragedies, deal with the aftermath and work toward solutions.

Great Colleges to Work for Celebration

- FIU was recognized for creating an exceptional work environment with Honor Roll status. “Great Colleges to Work For” is one of the largest and most respected workplace-recognition programs in the country, which acknowledges colleges and universities that earn top ratings from their employees on workforce practices and policies. FIU is one of only two universities in the nation and the only one in Florida to earn recognition in all 12 categories of the survey. This is the fifth time we have been recognized and the second time the university received recognition in all 12 categories.

Panel Conversation Featuring International Experts - “Thirty Years After the Berlin Wall Lessons for Cuba from Czech Republic’s Transition Experience”

- Conversation about possibilities for Cuba’s future as the Steven J. Green School of International & Public Affairs’ Václav Havel Program launched a new project: Initiative for Democratic and Economic Alternatives (IDEAS) for Cuba. The project is dedicated to the research, exploration and dissemination of alternatives for Cuba’s future. This initiative brings together leading economists, jurists, diplomats and monetary experts to provide models for Cuba’s transition to democracy and to a free market economy. Its goal is to further dialogue and research regarding Cuba’s transition and will focus on four key areas: diplomacy, economics, law and historical context of Cuba.
DESIGN SERVICES
Using design and graphics to deliver FIU's key messages.

ENG | Brightline Miami Station Advertising

![Image of Brightline Miami Station Advertising posters]

- Engineering your world.
- FIU Engineering & Computing
- Professor Georgakopoulos, inventor of origami antennas for the U.S. Air Force
- Engineering your world.
- FIU Engineering & Computing
- Professor Blal El-Zahah, powering the next generation of batteries for electric vehicles.
- Engineering your world.
- FIU Engineering & Computing
- Frost Science
- Engineering your world.
Leadership matters – in so many ways and at all levels of an organization. And it’s not only about getting leadership right. It’s about every leader continually becoming better and more effective. The research is clear that the best leaders are continually building greater self-awareness and taking active steps to continually develop their skills and behavioral repertoire – big and small. The Leadership Accelerator Program is designed to do just that.

This program will transform managers into team-oriented contributors to operational leaders focused on moving the organization’s priorities forward in innovative ways. Participants can expect to gain focus in their efforts and plans, lead and influence more effectively, high standards and standards, and develop a concrete plan for continued acceleration of their leadership momentum.

We're trying to help people think about leadership differently, as something we practice, not just who we are. Every leader should continually grow their leadership toolkit.”

- Dr. Nathanael A Hillier
Academic Director of The Center for Leadership
F ~

By Anaerobic Nutrition | Photography by Tim Rong

Fhronastics through a white terry have been held for decades. Many of the world’s most advanced research teams, located thousands of miles above the Arctic Circle. Spending time in one of the harshest, most challenging environments on Earth can change anyone. But, Obelisk has changed very little. In one way, the ice is the ultimate environment. The rules are simple, although the temperature and wind speed are often extreme. Obelisk will return to the atmosphere in the future. The Arctic, on the other hand, has changed. "There is always change," Obelisk explains. "Just as this is the Arctic, its climate is changing. The rules are changing. The future is now. The climate is warming. Our future is now." Obelisk has faced these changes. The world is learning. "We’re better off if things stay frozen," Obelisk says. "We can learn."

Page 23 of 24

Page 23 of 24
About the COLLEGE

Fueled by tradition and driven by innovation and values, the Miami Herbert College of Nursing & Health Sciences has earned a national reputation for academic excellence personified by an enriched learning environment, technology, and evidence-based practice and research to prepare leaders across various healthcare disciplines.

More than 10,000 alumni are practicing in the fields of nursing, athletic training, communication sciences and disorders, health services administration, occupational therapy, and physical therapy. They are embodying the College’s ideals for culturally competent and compassionate care and interprofessional collaboration.

INSIDE THE COLLEGE
Total Student Enrollment: 6,811 (as of June 2022)
Direct Full-Time Faculty: 176
Student-Faculty Ratio: 19:1

Disciplines:
- Nursing
- Athletic Training
- Communication Sciences & Disorders
- Health Services Administration
- Occupational Therapy
- Physical Therapy

Student Body Diversity:

- 55% Female
- 45% Male
- 22% Hispanic
- 19% Black or African American
- 12% White or Non-Hispanic
- 5% Asian/Pacific Islander
- 1% International
- 1% Other

Average Age: 25.3

ABOUT FIU

As Miami’s first and only public research university offering bachelor, master’s, and doctoral degrees, FIU’s transformation of diversity is reflected in the academic and local community. FIU is designated as a top-tier research institution by the Carnegie Classification and is ranked among the top 100 in the nation among public universities, according to U.S. News & World Report.

- 225,000 alumni worldwide
- $196M in research expenditures
- 58,000 employees and students
- 200+ bachelor’s, master’s and doctoral programs
- Top 100 programs among public universities
This page intentionally left blank