FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE

Zoom Meeting
Public access via http://webcast.fiu.edu/

Thursday, December 3, 2020
10:30 AM
or
Upon Adjournment of Previous Meeting

Chair: Claudia Puig
Vice Chair: Marc D. Sarnoff
Members: Jose J. Armas, Leonard Boord, Gerald C. Grant, Jr., Donna J. Hrinak, Roger Tovar

AGENDA

1. Call to Order and Chair’s Remarks Claudia Puig
2. Approval of Minutes Claudia Puig
3. Information/Discussion Items
   3.1 FIU in DC Update Michelle L. Palacio
   3.2 Marketing and Communications Update Sandra B. Gonzalez-Levy
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,
Peter Koltis, Chair, FIU President’s Council
### FIU Board of Trustees External Relations Committee Meeting

**Time:** December 03, 2020 10:30 AM - 11:00 AM EST  
**Location:** Zoom  

**Description:**  
FIU Board of Trustees External Relations Committee Meeting

<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>Minutes: External Relations Committee Meeting, December 5, 2019</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>Marketing and Communications Update</td>
<td>Sandra B. Gonzalez-Levy</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>New Business <em>(If Any)</em></td>
<td>Claudia Puig</td>
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</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 December 5, 2019

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**Proposed Committee Action:**
Approval of Minutes of the External Relations Committee meeting held on December 5, 2019 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

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**Background Information:**
Committee members will review and approve the Minutes of the External Relations Committee meeting held on December 5, 2019 at the FIU, Modesto A. Maidique Campus, Graham Center Ballrooms.

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**Supporting Documentation:**
Minutes: External Relations Committee Meeting, December 5, 2019

**Facilitator/Presenter:**
Claudia Puig, *External Relations Committee Chair*
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1. Call to Order and Chair’s Remarks
The Florida International University Board of Trustees’ External Relations Committee meeting was called to order by Committee Chair Claudia Puig at 12:59 p.m. on Thursday, December 5, 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 Claudia Puig, Chair; Marc D. Sarnoff, Vice Chair; Jose J. Armas; Leonard Boord; Gerald C. Grant, Jr.; Michael G. Joseph; and Rogelio Tovar.

Trustees Cesar L. Alvarez, Dean C. Colson, Natasha Lowell, Justo L. Pozo, Joerg Reinhold, and Sabrina L. Rosell, and University President Mark B. Rosenberg also were in attendance.

2. Approval of Minutes
Committee Chair Puig asked that the Committee approve the Minutes of the meeting held on April 18, 2019. A motion was made and unanimously passed to approve the Minutes of the External Relations Committee Meeting on Thursday, April 18, 2019.

3. Information/Discussion Items
3.1 FIU in DC Update
Committee Chair Puig asked Trustees to save the date on Wednesday, February 5, 2020 for the next FIU Day.

Vice President of Governmental Relations Michelle L. Palacio explained that the FIU in DC update will be deferred to the Committee’s next regularly scheduled meeting. She introduced Professor and Director of the University’s Institute of Environment Todd Crowl. Professor Crowl described the collaboration with FIU in DC as a critical component in the Institute’s success.

VP Palacio welcomed FIU Alumni Association Board of Directors President Michael A. Hernandez and FIU Foundation, Inc. Board of Directors member T. Gene Prescott.
3.2 2020 Legislative Priorities
VP Palacio provided an overview of the University’s 2020 legislative priorities. She explained that the Legislature recognized the wide discrepancy in FIU’s per student and per degree funding and allocated $15M in operational base funding during the 2019 legislative session. She discussed plans to work with the Florida Board of Governors in order to seek funding to raise the base allocation, and thus, reduce the funding gap between the University and the average State University System allocation. She indicated that FIU’s requests include Public Education Capital Outlay (PECO) funding for the University’s Engineering building and $10M for the FIU Program of Distinction in Environmental Resilience as was reviewed by the Board of Trustees Academic Policy and Student Affairs Committee at its earlier meeting.

3.3 Marketing and Public Relations Update
Senior Vice President of External Relations Sandra B. Gonzalez-Levy indicated that the FIU Marketing Task Force is working closely with the marketing firm 160over90 on the integrated marketing plan for the University. She introduced Mr. Ryan Brown, VP Client Services, and Mr. Brandon Shockley, Director of Research, of 160over90 and requested that they present the results of the brand research study and related next steps.

Mr. Brown delineated a process overview, indicating that the brand perception study has been completed and that over 100 stakeholders participated in in-depth on-campus immersion interviews. He noted that the firm is in the final stages of developing the proprietary Brand Tracker that will measure brand performance throughout the year against various audiences, adding that the Tracker is a real-time dashboard that will help guide marketing strategy and measure results.

Mr. Shockley provided highlights from the brand research study, noting that over 1,800 stakeholders, ranging from students, vendors, partners, faculty and staff, alumni, and academic peers were surveyed. In terms of key research findings, he explained that a university’s products are its people and that FIU’s stakeholders look to the kinds of people associated with an institution to judge its quality. He added that FIU is recognized for its diversity, accessibility, and, most importantly, a positive trajectory and stated that the key challenge is not a lack of assets, but rather a lack of recognition of assets. He pointed out that University community-facing programs such as the Food Network & Cooking Channel South Beach Wine & Food Festival and NeighborhoodHelp have higher awareness than some of the academic programs. He stated that FIU has an opportunity to build a reputation around key programs: entrepreneurship, international business, and hospitality and that these programs align with regional themes of Miami, and trends in culture and business nationally, which creates a powerful messaging opportunity. In terms of notable research findings, he explained that prominent faculty and successful alumni are leading factors used to judge the academic reputation of a university and relating to key takeaways from academic peers and influencers, among peers, he further stated that awareness of many FIU programs remains low.

In terms of the initial focus of the marketing plan, Mr. Brown indicated that the first priority relates to peer reputation and that additional priorities include enhancing reputation and demonstrating positive impact across greater Miami and the State of Florida; bolstering pride across the extended FIU community; and educating, empowering, and equipping internal marketers and communicators. Relating to the brand rollout, he explained that brand guidelines will be developed in January and
that brand workshops will be conducted in the first quarter of 2020 to share the brand concept and
guidelines to key stakeholders across FIU. He described brand essence and brand pillars, noting that
the latter includes tone words that are adjustable based on the audience and introduced a video that
demonstrates the power of the FIU story.

In response to Trustee Leonard Boord’s inquiry regarding benchmarks for community program
awareness, Mr. Shockley explained that these will fluctuate based on peer comparison and added
that for the next survey range, targets for five percent increases are being set for certain areas.

4. New Business

No new business was raised.

5. Concluding Remarks and Adjournment

With no other business, Committee Chair Claudia Puig adjourned the meeting of the Florida
International University Board of Trustees External Relations Committee on Thursday, December
5, 2019 at 1:27 p.m.

There were no Trustee requests.
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As we have become more intentional with our efforts, below is a list of items and actions that were taken specifically with regard to making sure our diverse students, faculty and staff are represented. Diversity, inclusion and sense of belonging are our priorities.

**Homepage**

Short rotating video was edited to make sure it reflected a diverse set of individuals.

**Flickr (photo library)**

Albums of marketing images for each college and school as well as merchandise have been recently updated with select images that make sure to include diverse sets of hero images.
Social Media

Admissions/Recruitment Ads (currently in a campaign)
Local + selected U.S. markets will be targeted with ads showing our diverse student community.
WHAT REAL DOES MAKES A REAL DIFFERENCE
TOP 50 NATIONAL PUBLIC UNIVERSITY
by Washington Monthly

Real climbs the rankings and never looks back. With more than 98,000 students and 235,000 alumni, Miami’s Public Research University finds strength in numbers—but it’s what we’ve accomplished in our first 50 years that truly tells our story of impact.

U.S. News & World Report

#2
Undergraduate International Business Program

#3
International MBA

#10
Tax Performance on Social Mobility

#10
Exceptional Value

REAL TRIUMPHS

FIU FLORIDA INTERNATIONAL UNIVERSITY
Learn more at go.fiu.edu/top50
#RepFIU Social Media Campaign
Campaign to promote gear and build affinity showcases diverse student population.

FIU fiuinstagram

Liked by michelletulande and 2,354 others

fiuinstagram Update: Congratulations to our three winners! @danielhunziker2060 @marianne.o @dean_ne40
RoaryDay is this Wednesday! And, we’re hooking you up with a t-shirt giveaway 😊 How to enter:
1. Tag 3 friends in the comments
2. Must follow @FIUAthletics & @FIUHoops
3. Enter by this Tuesday, February 4 at 6pm.

THREE WINNERS will be announced on Wednesday, February 5.

FIU fiuinstagram

Liked by michelletulande and 2,348 others

fiuinstagram Slides in winter? Only in Miami ☀️ #RepFIU...

FIU fiuinstagram

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fiuinstagram Slides in winter? Only in Miami ☀️ #RepFIU...
CANVA Templates
Canva Enterprise templates are being developed with diverse imagery. These assets will be available to the employees for marketing, social media, email marketing, etc.

Announcements

Announcement Instagram Post Temp...  Announcement Instagram Post Temp...
FIU Peer Advisor Instagram Account

This week is FIU's involvement week! Check out the flyer in our story to learn more about the events that you can attend. We're looking forward to seeing you all at our event on Tuesday! We're also excited for those who are attending the Panther Camp reunion on Friday! #PAWSUP #PAWS #PRIDE 🐯

8w

korei 🤗 Whoaas 😍🔥
8w  Reply

_ayecitolarii yessss 😳
8w  Reply

120 likes
AUGUST 10

Add a comment...

Our first freshman orientation at our beautiful Biscayne Bay campus! Can't wait to see you pull up to Biscayne with your squad! #PAWSUP #FIU23 🐯

75w

ralph_harata 🔥
75w  2 likes  Reply

_melyssaacarmelle_ 🌈🌈🌈
75w  2 likes  Reply

chiefjose15 AYE THAT NARUTO

206 likes
MAY 30, 2019

Add a comment...
FIU Peer Mentor Account

Let us introduce our Peer Mentor of the Week... Rocardio Ball!!! 🎉 Swipe right to see why his instructor nominated him! 🎁

DM us to recommend the next Peer Mentor of the Week 🎉#

like Reply

you’re amazing

Liked by mindsflu and 36 others

Add a comment...
**FIU Music Video**

In addition, one of FIU’s most successful social media posts across platforms featured an African American alumnus as well as diverse set of students and leaders.

We create these kinds of videos annually and they always feature a diverse set of students.
Day in the Life Video

This is a video we produce every two years, called “Day in the Life”. It is played at orientation.
FIU Commercial

This is the last commercial we produced, prior to the pandemic. It ended on a diverse set of FIU students. We are planning to make sure that faculty are just as diversely represented in the one we are currently producing.
Enrollment Counselors on Instagram

Rujjawara • Following

Rujjawara Panther Check-in!

Everything you need to know for the first day of Fall and a lovely mini tour of BCC!

Rujjawara

107 views
AUGUST 25

Add a comment...

Rujjawara

Buffyjett • Following

Hey everyone! My name is TyMed. You can call me "Ty" for short. I am an Alum of Florida International University graduating from the beautiful Palm Beach County, Florida. I am an Admissions Recruiter in the Office of FIU University Admissions serving the Broward County and Transfer population.

This page will serve as a resource for me to connect with prospective and current FIU students, as well as the overall FIU community. Please feel free to DM me any questions that you may have regarding FIU and the Admissions process! I look forward to getting to know you all and...

Buffyjett

September 04, 2020

Add a comment...

Buffyjett

Rumarie • Following

We talked about:
• NACAC college fair September 13th.
• Register Now for students @nacachq5084 @fiu5kett
• admissions updates
• Virtual events and follow @jefiu
• GCA pathway with @buffyjett

Thank you for joining!

Rumarie

September 04

Add a comment...

Rumarie
Billboards

GET YOUR FLU SHOT TODAY!
FIU Health
On campus or at your local pharmacy.

Earn an M.S. in Logistics Engineering
go.fiu.edu/engineer

OCT. 6-12
HOMECOMING

OCT. 5
PANTHER MONUMENT CONCERT
F. Arikat

REAL OPPORTUNITIES FOR THE REAL YOU

FIU Online
FIU.Edu
Digital Screens

Nov. 15, 2019
9AM - 2PM
RSVP: go.fiu.edu/mocs

COVER YOUR WHISKERS

FIU
Annual Reports