



Item: CG: A-M

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE
Tuesday, April 16, 2013

SUBJECT: ROLL CALL AND APPROVAL OF MINUTES

PROPOSED COMMITTEE ACTION

Initiate roll call to document member participation and ensure quorum.

COMMITTEE MEMBERS

Mr. Robert Rubin, Chair _____

Dr. Jeffrey Feingold, Vice Chair _____

Mr. Anthony Barbar (ex-officio) _____

Dr. Angela Graham-West _____

Mr. Robert Stilley _____

Mr. Paul Tanner _____

Mr. Thomas Workman (ex-officio) _____

PARTICIPATING BOT MEMBERS

Mrs. Elizabeth Fago _____

Mr. David Feder _____

Mr. Robert Huffman _____

Dr. William McDaniel _____

Mr. Abdol Moabery _____

Dr. Julius Teske _____



COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Meeting Minutes – February 19, 2013

CG: A-M Roll Call and Approval of Draft Minutes for the February 19, 2013 BOT Community and Governmental Relations Committee meeting:

Trustee Robert Rubin, Chair, called the meeting to order and initiated the roll call. In addition to Trustee Rubin, the following committee members were present: Trustee Jeffrey Feingold, Vice Chair; Trustee Anthony Barbar (ex-officio); Trustee Robert Stilley; and Trustee Thomas Workman (ex-officio).

Other Trustees attending the meeting included: Trustee David Feder; Trustee Robert Huffman; Trustee William McDaniel; and Trustee Julius Teske.

A quorum was present and the committee was called to order.

The following university officials participated:

Dr. Mary Jane Saunders, University President; Dr. Jennifer O'Flannery Anderson, Vice President of Community Engagement & Executive Director, FAU Foundation, Inc.; and Mr. David Kian, Senior Vice President and General Counsel.

Trustee Rubin called for approval of the December 13, 2012, meeting minutes. A motion was made and seconded to approve meeting minutes without change or correction. No discussion or commentary followed. **The motion passed unanimously.**

Trustee Rubin gave brief remarks related to Ann Duffield's Summary and Recommendations and Community Engagement's recommendations and responses to the report. Trustee Rubin compared Ann Duffield's 2011 report word analysis to the 2012 word analysis which really highlights how much progress has been made. Trustee Rubin did not realize the extent of the department's database which contains almost 200,000 records, of which 50,000 have up-to-date email addresses. The percentage of up-to-date information is improving every year and represents an ongoing, effective effort with a minimal staff dedicated to the task.

Trustee Rubin, Pamela Landi and Jennifer met recently to review Ann Duffield's findings and they identified several areas of interest:

1. Continue to build the internal database containing alumni, current donors and potential donors. There are several different categories a person can fall under and the potential for outreach needs to be constantly refined.
2. Create internal and external advocacy groups.
3. Focus on centralizing and improving FAU's internship groups. Make them more accessible to our outside stakeholders, easier for outside groups to interact with them.
4. Use FAU's signature themes in a key way to help outsiders understand what FAU means to them.
5. Cross connect and cross pollinate – teach our internal people how to take advantage of opportunities. That means two different things. If you meet an FAU alum in the community, in the course of your conversation, ask that alum if he/she is a member of the alumni association, ask for contact information to pass along to the appropriate people in Community Engagement so information stays current. Do we interact with outside people who are attending an FAU event or renting FAU space? One example – perhaps at a swim meet, the human powered submarine could be on display to promote interest.

Ryan Hunter-Reay, whose hometown is Fort Lauderdale, is an IndyCar champion. He drove for a team Trustee Rubin was involved with, until Ryan was given a contract to drive for DHL. The team won world sportscar of the year. Rubin invited Dr. Javad Hashemi, Professor of Mechanical Engineering, and a student to attend the Starworks Motorsports Broward County Day where he introduced them to Ryan, who was a driver for Starworks. Ryan came to Henderson last week to see an electric car. He was asked if he was interested in visiting the Mechanical Engineering department to see a race car they are working on, which he did. He drove the car and Starworks offered to send its crew chief, contribute money and parts, plus speak to the students. Trustee Rubin said this is an example of what can happen from a simple connection between FAU and the community. If connections are pursued by all of us, not just Trustees but by all friends of FAU, amazing things can happen. The connection does not have to involve a big name/company, results can happen on all levels to increase the community's awareness of FAU and broaden possibilities for partnerships.

Trustee Rubin invited Jennifer O'Flannery Anderson to approach the podium for her presentation.

CG: I-1 Update on Community Engagement:

Jennifer thanked everyone for a true team effort to finalize the naming of The GEO Group Stadium.

a. Update on January 2013 Board of Governor Meeting :

The BOG reappointed Trustee Workman to our board, which was a highlight. Two new BOG members are from our area, Wayne Huizenga, Jr. and Wendy Link, who have been invited to FAU for tours.

They hold the potential to be great advocates for us. Two special committee meetings took place: (1) strategic planning related to e-learning and how the State is going to approach that issue; (2) discussion on the film school following the bankruptcy of Digital Domain.

In response to a question from the Trustees regarding the Tallahassee's projection for the coming yearly budget, Jennifer responded that she feels there will be a slight revenue increase with focus on K-12, plus a recognition that more money should be provided to higher education; however, that control might be given to the BOG to handle distribution to the universities utilizing performance measures and accountability reports to guide the distribution. President Saunders agreed that is an accurate opinion with recognition that it is early days with more competition to receive funding rather than recovering base funding. Jennifer commented that it will be interesting to watch the distribution of funding for e-learning, a good sign from the workshops is the recognition that all universities participate in e-learning and it is interwoven into many courses and classwork.

b. Overview of Legislative Outreach:

Since October and November 2012, more than 50 meetings have been held with elected officials both local and state talking about FAU issues; three elected official have visited the campus including the Lt. Governor; the involvement with Palm Beach County and Broward County Days are paying off in highlighting FAU's involvement with the community; several of the local chambers have government relations committees and staff members are involved with those. The CE team has helped train FAU students who are involved with efforts in Washington, DE and Tallahassee; we will be presented during Tallahassee FAU Advocacy Days (March 12 and April 10). Small groups, consisting of a Trustee, alumnus or alumna, a student, will call on selected delegates. Chief of Police Charles Lowe testified for the Senate Education Committee in Tallahassee and President Saunders was there recently with various. Please contact Ron Bulger to receive the weekly updates on our legislative activities.

c. Overview of Ann Duffield Report:

Ann Duffield's report gives FAU great directions and reaffirmed many of the things we have talked about but weren't sure. Most importantly it gave FAU's supporters and friends a chance to really speak their mind and tell us what they are happy about and things they would like to see FAU do better. We will follow up with everyone who attended the meetings to receive the reports.

d. FAU Branding Update:

A process to streamline the FAU logos was completed to provide a clearer brand identity and the information is in your backup materials.

FAU media coverage includes 1,600 print, online and news coverage in the last three months, over 3,100 for the year, which translates to publicity value of \$2.1M (\$3.6M for the year). The media coverage has been very positive in this block with lead topics being Conference USA, College of Business being named a best buy for on line degrees, the Making Waves Gala, and announcement of the ADT Clock Gift.

In the last three months there has been a 10% increase in all of our social media venues, especially YouTube.

e. Fundraising Update:

Jennifer highlighted the Alumni area, which is such an important part of everything we do. She is intergrating the concept into her team, and the University as a whole, that the Alumni area is a part of all of our jobs. If everyone does a little bit with Alumni, it will translate into a large impact.

Two corporate welcome receptions have taken place: (1) Arelleno Construction is doing the Boca Raton Regional Hospital Marcus Neuroscience expansion and wants to specifically hire our engineering students to work with its team on the building design, plus looking at other intern opportunities; (2) Sandow Media, a large print and online media company based in the FAU Research Park, is actively hiring FAU students. Two upcoming welcome sessions will be Country Club Directors and Social Club Directors. Dr. Feingold recommended we hold the Country Club Directors group. An “under-40” alumni group has been started.

We are establishing an alumni group in the Vero Beach, Fort Pierce and Indian River areas with the Harbor Branch Oceanographic Institute for a local FAU connection. One alumni event was held in that area in October and another one will be held within the next few weeks to meet faculty who were involved with the whale rescue.

The Career Fair was recently held with over 1,500 students, 130+ employers, plus Alumni staff promoting the Alumni Association to participating company employees who are FAU alumni. President Saunders brought to everyone's attention a Student Affairs informational card highlighting training provided to FAU students related to gaining employment. University of Central Florida recently held a career fair with 140 employers and UCF is three times the size of FAU. For FAU to increase students participation from 500 students last year to 1,500 students this year speaks to the attention to detail and professionalism Student Affairs is bringing to this effort. Jennifer commented that the Career Fairs bring a great link to the community companies. The Career Center is a great link to the business community providing invaluable interview and resume training to the students.

The Spring 2013 Alumni Hall of Fame recipient will be Dr. Gene Kinney, who is one of the alumni we met during a visit to California this past summer. Dr. Kinney is Vice President

with Janssen Pharmaceutical, a part of Johnson & Johnson, working on vaccines for Alzheimer's and Parkinson's diseases. Dr. Kinney graduated from the College of Science Department of Brain Sciences and is a very proud FAU alumnus. Jennifer recently met with the CEO of Max Planck and told him about Dr. Kinney. He immediately asked Jennifer to bring Dr. Kinney to Max Planck to be introduced to their researchers. This demonstrates the quality of FAU graduates. Jennifer hopes the Trustees will have an opportunity to meet Dr. Kinney during the commencement events. Several of the Community Engagement team are currently attending a conference in Atlanta and had breakfast with an FAU alumnae Carol Hunstein, Georgia Supreme Court Chief Justice. An alumni survey will go out tomorrow via email for feedback on what things they like, what they want us to do more of, what they want to hear more about. We hired a national company that has worked with 165 other major universities the company will benchmark FAU against our peer universities.

There are over 206,000 constituent records in our database. In the last 3 years we have added 60,000 records thanks to new graduates, new donors and partners in the community. It is amazing that over the last 3 years, over 30% of the database has been added. In 2012 our staff has updated almost 50,000 records, processed over 17,000 transactions, processed 6,000 gift receipts, had nearly 60,000 unique visits to the FAU Foundation and Alumni webpages, administered 167 online events and processed over 11,000 event registrations.

Our fundraising goal this year was \$17.5M and, before our announcement today, \$13.5M had been raised. There is another \$2M in the queue. We should be at \$15.5M next week, plus the \$6M GEO Group gift, ending the year between \$21-\$22M. This is a true testament to our team and the volunteers who are involved, with the best fundraising year since 2007.

A couple of highlights: \$3M to the College of Medicine Scholarships; \$500,000 ADT gift to the stadium; \$500,000 to attract and retain faculty in College of Nursing, a gift I hope we will raise for each college; \$250,000 to name and enhance the FAU Board of Trustees Room from Dr. Feingold and his wife; also gifts to Asian Women Education and Holocaust Education, plus money raised by the College of Medicine Celebration. The gifts reflect money raised for a broad spectrum of the colleges and areas.

The FAU Faculty/Staff Annual Giving Campaign has begun. Last year almost \$500,000 was raised and we anticipate exceeding that amount during the current campaign. Jennifer takes great pleasure in telling donor prospects that the FAU Faculty/Staff, members of the Board of Trustees and members of the FAU Foundation Board contribute. There has been a steady increase in Faculty/Staff giving over the years, which will be much higher this campaign due to the College of Medicine faculty member's \$3M gift.

Other fundraising priorities include: continued training of staff and deans; identifying key naming opportunities throughout the university and how they can be attached to programs

and scholarships; analyzing the scholarship dollars to ensure we are using the money in the most effective manner and places to attract the best and brightest, plus allocating dollars to better support the undergraduate research; aligning fundraising priorities with the signature themes, strategic plan and the QEP; continuing to raise money for our veterans initiative having just completed a grant proposal to the Walmart Foundation, a first, which involved getting buy-in from the Walmart staff managers in the area through meetings with them; this spring there are several great fundraising opportunities for all of us to get involved with – CARD Center Wings of Hope, Caring Heats Shades of Green, and scholarship recipients and donor breakfasts which provide a perfect opportunity to meet all involved.

Trustee Rubin made a motion to adjourn the committee meeting, the motion was seconded and **motion to adjourn was approved.**