



Item: CG: A-1

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Tuesday, June 4, 2019

SUBJECT: ROLL CALL AND APPROVAL OF THE MARCH 26, 2019 MINUTES

PROPOSED COMMITTEE RECOMMENDATION

Initiate roll call to document member participation, ensure quorum, and approve the minutes of March 26, 2019 meeting.

COMMITTEE MEMBERS

Mrs. Mary Beth McDonald, Chair _____

Mr. Robert Rubin, Vice Chair _____

Mr. Anthony Barbar, (Ex Officio) _____

Mr. Kevin Buchanan _____

Dr. Michael Dennis _____

Dr. Malcolm Dorman _____

Mr. Brad Levine _____

Mr. Abdol Moabery, (Ex Officio) _____

PARTICIPATING BOT MEMBERS

Mr. Brent Burns _____

Mr. Shaun Davis _____

Dr. Jeffrey Feingold _____

Mr. Robert Stilley _____

Dr. Kevin Wagner _____



COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Meeting Minutes of March 26, 2019

CG: A-M Roll Call and Approval of Minutes for the January 29, 2019 Meeting:

Trustee Mary Beth McDonald, Committee Chair called the meeting to order and initiated the roll call. In addition to Trustee McDonald, the following committee members were present: Vice Chair Robert Rubin; Trustee Anthony Barbar (ex-officio); Trustee Michael Dennis; and Trustee Brad Levine.

Other Trustees attending the meeting included: Trustee Brent Burns; Trustee Shaun Davis; Trustee Robert Stilley and Trustee Kevin Wagner.

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

The following university officials participated: Dr. John Kelly, University President; Ms. Danita Nias, Vice President for Institutional Advancement and CEO of FAU Foundation, Inc.; and Mr. David Kian, Vice President & General Counsel.

Trustee McDonald called for approval of the January 29, 2019 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.

CG: I-1 New Marketing Campaign Presentation

Mr. Peter Hull, Vice President of Public Affairs, presented the University's new marketing campaign. Entitled *Your Future Awaits*, Mr. Hull said it is the most dynamic campaign that FAU has ever done. It is youthful, exciting, and reflects the new personality of the university. It does not change the brand identity of FAU or our colors or the design of the owl mark, it just takes our existing ingredients and uses them in new and different ways.

The new campaign is more dynamic than prior branding initiatives and will take our presence in the marketplace to a whole new level. Far more colors are being used, and the video and photography (which were developed almost entirely in-house) are exciting and vibrant. It is designed primarily to enhance student recruitment, as the goal of this campaign is to work for Dr. King in enrollment management to help his efforts. To that end, much of the campaign

involves digital marketing. There is also some flexibility in this campaign so it can go beyond the high school student age bracket. The campaign was developed entirely in-house over the course of nearly one year, employing extensive focus group testing.

Mr. Hull introduced Crystal Bacchus, the campaign Art Director, who presented and described the purposes of the campaign's visuals and sub-looks.

The presentation concluded with a viewing of a thirty second television commercial that has just begun airing.

CG: I-2 Update on Legislative Session

Executive Director Ryan Britton

Executive Director of Government Relations Ryan Britton gave an overview of where things stood at the midway point of the 2019 Florida Legislative Session. We are monitoring the budget negotiations and urging lawmakers to not cut higher education funding. Mr. Britton described our efforts to advance our legislative priorities: the Jupiter Research Building (which is the State University System's number one ranked individual priority and also at the top of our list), the Henderson School renovation, and the FAU100 operational funding request. He also described some proposed legislation that relate to some of the issues that have impacted other universities in the spending of funds, as well as various other issues.

Mr. Britton also discussed our federal initiatives. Our requests this year span a handful of areas: food security (aquaculture); human and environmental health (harmful algal blooms); emergency preparedness and weather monitoring (Mesonet); marine energy (SNMREC); and quantum computing. All of these requests were built on the success we had in FY2019 and look to continue to expand our research portfolio.

Mr. Britton then highlighted some recent outreach efforts, including hosting a live skype call with an astronaut on board the International Space Station that was attended by Congressman Deutch, who introduced Governor DeSantis via a skype call from Tallahassee. In addition, we continue to bring individuals to campus to tour. Most recently, the Chair of the House PreK-12 Appropriations Subcommittee, Rep. Chris Latvala, visited the Henderson School.

Mr. Britton concluded by thanking everyone who participated in FAU Day at the Capitol. This was our largest FAU Day delegation to date, it was a wonderful opportunity to again connect the university community to the individuals in Tallahassee.

Trustee McDonald requested a motion to adjourn the committee's meeting; a motion was made and seconded. The motion to adjourn was approved.