



Item: CG: A-M

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE
Tuesday, April 21, 2015

SUBJECT: ROLL CALL

PROPOSED COMMITTEE ACTION

Initiate roll call to document member participation and ensure quorum.

COMMITTEE MEMBERS

Mr. Robert Stilley, Chair _____

Mrs. Mary Beth McDonald, Vice Chair _____

Mr. Anthony Barbar (ex-officio) _____

Mr. Daniel Cane (ex-officio) _____

Mr. Michael Cepeda _____

Dr. Michael Dennis _____

Mr. Abdol Moabery _____

PARTICIPATING BOT MEMBERS

Dr. Jeffrey Feingold _____

Dr. Ronald Nyhan _____

Mr. Robert Rubin _____

Mr. Paul Tanner _____

Dr. Julius Teske _____

Mr. Thomas Workman _____



COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Meeting Minutes of February 24, 2015

SP: A-M Roll Call:

Trustee Robert Stilley, Committee Chair called the meeting to order and initiated the roll call. In addition to Trustee Stilley, the following committee members were present: Trustee Mary Beth McDonald; Trustee Anthony Barbar (ex-officio) and Trustee Daniel cane (ex-officio).

Other Trustees attending the meeting included: Trustee Ronald Nyhan; Trustee Paul Tanner; Trustee Robert Rubin; Trustee Jeffrey Feingold; Trustee Julius Teske and Trustee Thomas Workman.

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

The following university officials participated: Dr. John Kelly, University President; Ms. Stacy Volnick, Vice President, Administrative Affairs & Chief Administrative Officer and Interim Vice President of Institutional Advancement; Mr. Ryan Britton, Director of State Relations.

Trustee Stilley called for approval of the June 5, 2014 meeting minutes. There were none to approve.

Trustee Stilley invited VP Volnick to approach the podium for her presentation to give a review on FAU Days held in Tallahassee.

CG: I-1 Review of FAU Days:

VP Volnick thanked The Board for their time.

FAU Days in Tallahassee was held on February 10th. This was our first FAU Days in approximately five years; it was very exciting that we were able to put this together. We had a good number of students, faculty, staff, trustees, board members from some of our other boards including the foundation etc. attend this event. Before you is a FAU bag of SWAG that was given out to the attendees of FAU Days; what I'd like you to do is wear your FAU tie when you're out representing the University in the community and in Tallahassee. Those of you on the phone we'll make sure that you get your SWAG items as well.

I'd like to emphasize what a great opportunity this was for our students. It was a good opportunity for our students to break into teams and be partnered up with board members, administrators and spend some time with the folks in Tallahassee.

The goal of FAU Days is to create a platform to allow Florida Atlantic University to share our successes, engage lawmakers, increase awareness and understanding of the Universities legislative priorities, and most significantly to gain support for our legislative priorities.

A cross section of the University and community participated in FAU Days; included were students (we had a bus that transported students from all our campuses up to Tallahassee), faculty and researchers from multiple campuses and projects, President Kelly, Executive Leadership Team and Staff and Board Representation from the Trustees, Foundation, HBOI Foundation and the Alumni.

VP Volnick invited Ryan Britton, Director of State Relations to come up and discuss the events of FAU Days further.

As VP Volnick stated perfectly this was the first time we did an FAU Days in over five years but we've been laying the ground work over the past few years in creating some consistency in our presence up in Tallahassee and in our message. What we wanted to do was create a platform for us to share our successes but also at the same time raise awareness of our legislative priorities among our internal stakeholders, get them engaged with our legislative delegation members and do that strategically.

As you look at the slide above you will see a sampling of the members we met with during FAU Days. The participants of FAU Days met with over 44 elected officials from all branches of government over the course of two days so there was quite a lot on the agenda. Members of the leadership and executive level met with Governor Scott, Lt. Governor Lopez-Cantera and the head of the Education Policy for over half an hour. They were also able to meet with CFO Atwater who has been a wonderful advocate for the University and is very invested in our success.

As far as leadership in both chambers, we wanted to do a general overview of our priorities but at the same time drill down and be specific based on our individual requests and asks. So in terms of the general leadership President Kelly and individuals were able to meet with Speaker Crisafulli, Senate President Pro Tempore Richter, and House Minority Leader Pafford who is also a great champion for the University as is Pro Tempore Richter. Finally we have Committee Leadership which is where our committee requests are put through. For these particular meetings we wanted to put the right people in front of the legislative members; the President and his Leadership Team as well as researchers doing work in that area. We met

with Chairs from both sides of the Education Appropriations, Gaetz and Fresen who obviously controls a great deal of our fate. Also, met with Chairs Latvala and Ingram (TED Appropriations) and Chair Hays (General Government Appropriations) which is where Ag and Natural Resources flow through.

There are also a number of other committees and people in our delegation that are incredibly important to our asks and future. For example, Rep. George Moraitis who is a member from North Broward has been a great champion of ours and is Vice Chair of TED Approps, Rep. Larry Lee whose daughter went through our graduate program is Ranking Member on Ed Approps and Rep. Kristin Jacobs a brand new member from Broward County is Ranking Member on Ag & Natural Resources Approps. We also met with professional staff. One thing about the legislative process is that while the members are incredibly important, professional staff are the ones who are most well versed on many of the issues, have that institutional memory about where the University has been, where it's going and what our requests have been in the past. We make sure to spend time not just with the members but to ensure that we're meeting with the appropriate professional staff and showing them that we are as engaged in the process holistically and not just on one side or the other.

There are a couple of other things that happened through FAU Days. As VP Volnick mentioned there were about 16 or 17 students that went, in total there was over 40 people that attended from all aspects of the University and there was a lot going on not just meeting with members that day. We tried to maximize our presence and make it seem like though we only brought a small contingent it looked like we had a critical mass of support up in Tallahassee. For example, we attended the 44 meetings, President Kelly on the second day testified before the House Ed Approps Subcommittee about performance funding and I'll also add that he was the only member of the SUS invited to testify before the committee. They had representatives from each of the educational levels (K-12, early education, the college system) and we were the institution that was invited to testify about higher education at the university level. HBOI Researcher Dennis Hanisak was also there that day testifying before the House Ag and Natural Resources Subcommittee about the research that HBOI is doing on the Indian River Lagoon and he was invited by Rep. Larry Lee who is a Representative from that area. Chancellor Criser was invited at our request to address the group at lunch time and he spent some time meeting with President Kelly individually and then spent about half an hour talking to the entire delegation, students and everyone else about the SUS System as far as where it's headed and then taking up questions.

In terms of unique opportunities for students, it's not often that a student from the University gets to sit and ask questions to the Chancellor and have that type of opportunity. Trustee Cepeda was very involved in bringing a group from Student Government and had wonderful praise for the students that were selected to attend and participated. I've heard nothing but positive feedback from the members about the representation of our students on FAU Days.

Trustee Cepeda commented that many of the students who participated especially those who are potential lawyers have expressed how great of an experience it was and that it's great to have that kind of experience under their belt. Gave thanks for the coordination of the event.

Last but not least we had a reception. Typical of these kinds of events we're not the only institution that does this, a number of the larger institutions do a day on the hill and it varies in terms of the institution especially regarding their proximity to Tallahassee, it's easier to do the closer you are. But we had a reception and it was put on the members calendar months in advance and had a number of members who stopped by; Senator Sachs who has been a wonderful advocate for us, Rep. Moraitis, some of the newer members Reps. Kerner and Stark. We wanted to touch the entire delegation as far north as the Treasure Coast all the way down to Broward and we had a great penetration and participation from all elements of that.

Last but not least I'll just say that the goal of this is not to do this as a one off thing this year, this is a model we hope to replicate going forward and that we hope to establish a continuous presence there year after year. So this was again our opening foray after a number of years of absence but our hope will be going forward that this is something we replicate with Student Government and the other participants involvement as we move forward.

This concluded VP Volnick's presentation and she invited questions and comments from the Trustees.

President Kelly commented that Ryan has brought an unbelievable insight and perspective as well as organization. Keep in mind that we had about three different groups moving to different places and we got to meet with every key leader and had one on one time with every key leader, in addition he has gotten Senator Joe Negron here on campus and then yesterday we had Senator Bill Galvano here on campus so they're not only visiting us but are participating in our thinking as far as where we are headed. Ryan did a fantastic job organizationally to pull it all off flawlessly.

Trustee Stille commented that he was fortunate to attend the day and that the meetings were substantive. We talked about what we needed to do, why we were doing it and we were very well received across the board. It was a very good use of our time being up there.

Regarding this committee, first off I want to thank Trustee Rubin for leading it since its inception and look forward to his continuous help on it. Just a couple thoughts as far as what I'd like to do is one of the things we need is that we need to have everybody from the University reaching out to the representatives and people from the community to get them on campus. If we can get them here we're going to have a better relationship with them so that's one of the things I'd like to find a way to do. One of the other things I've done in the past is

speaker's bureau. When I was in college we had a speaker's bureau where we went out to the state, rotary clubs, country clubs, etc. and students would speak to the people about the University. I think we can expand on that and not only have students do it but also potentially have faculty and us as Board of Trustee Members reaching out into our communities and people we know to introduce FAU and try to get those people on campus. I think from the faculty standpoint I'm also going to ask the President and Provost if we can work with faculty to get more involved with industry here in the community, I know we do a lot of that already and I think we tend to do with people on a time and again basis but I think we need to reach out and do some more cold calling. For example, there's a five man engineering firm somewhere in West Palm Beach, Dr. Ilyas could maybe go out and have lunch with them to let them know what we are doing and then when they hire the new engineer they're going to come to us versus somewhere else. We can also do this with the business school and school of architect; I'm going to ask if we could try to do some of that.

In having previous conversations with VP Volnick what I'd like to do within the next sixty days is have a committee workshop separate from the rest of the meetings where we spend half a day or a full day meeting with any Trustee that would want to come whether on the committee or not so that we can put together a plan going forward for this committee so that we can really do the community relations. I think we've made a lot of progress since starting the committee but there is a lot more that we can do. On the Government side I think we're doing a good job but of course we can continue to improve on that and get ideas from the rest of the Trustees on who we should be involved with up in Tallahassee and who we should be involved with locally. That's part of what the workshop will be used for. I look forward to working with everybody on that and thanks for the opportunity.

Trustee Feingold commented he is in full support even though he is no longer on the committee. Workshops within all of the committees should be emphasized to go over with faculty and students what the long term goals are. Having a permanent presence in Tallahassee is important not just a temporary or part time presence. Grass Roots is important, University of Miami raises millions of dollars a year out of Palm Beach County for their medical school and there's no reason why we shouldn't tap into that. It should be our goal or our medical school's goal to tap into that and say why not us, we're here. For too long they've had a huge presence here which has gone over 21 years now since UM has done this successfully so we need to tap into that. I think we need to have a roundtable with the legislative leaders not just in our community but elsewhere to emphasize what FAU is and what makes it special because to me if you're in the panhandle how do you know what we do here. We have a lot of gems here and I'm very pleased of the presentations today but the story has to be expanded because as revenue gets tighter and the demands for it becomes greater we have to sell our story and it just can't be in a legislative session itself cause that's only between window and window but the bureaucracy in the state and the legislators are basically full time and I have to tell you that Rep. Magar has been extraordinary in her efforts for this University

and she should be applauded because her commitment to our message is beyond her status. Whatever I can do to help you do a better job you have my full support.

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