



Item: CG: A-M

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE
Tuesday, June 19, 2012

SUBJECT: ROLL CALL

PROPOSED COMMITTEE ACTION

Initiate roll call to document member participation and ensure quorum.

COMMITTEE MEMBERS

Mr. Robert Rubin, Chair	_____
Mr. Abdol Moabery, Vice Chair	_____
Mr. Anthony Barbar (ex-officio)	_____
Mr. David Feder	_____
Dr. Jeffrey Feingold	_____
Dr. Angela Graham-West	_____
Mr. Robert Huffman	_____
Mrs. Sherry Plymale	_____
Mr. Robert Stilley (ex-officio)	_____
Mr. Paul Tanner	_____

PARTICIPATING BOT MEMBERS

Dr. William McDaniel	_____
Dr. Julius Teske	_____
Mr. Thomas Workman	_____



COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Meeting Minutes – April 19, 2012

Committee on Community and Governmental Relations Chair Robert Rubin called the meeting to order and requested a roll call to confirm a quorum. In addition to Committee Chair Rubin, the following committee members were present: Trustee Abdol Moabery, Vice Chair; Trustee Anthony Barbar (ex-officio); Trustee Robert Stilley (ex-officio); Trustee Sherry Plymale. Also present were the following: Trustee William McDaniel; Trustee Julius Teske; Trustee Thomas Workman.

CG: I-1 Committee Objectives

Chair Robert Rubin reviewed how Florida Atlantic University was adversely affected recently by budgeting decisions made by the State Legislature. It was difficult for FAU to distinguish itself when lumped with the other universities, not due to our lobbying team's efforts, but due to restrictions the last couple of years when FAU was not allowed to lobby; however, now we can.

The opportunities for marketing, branding, lobbying and outreach will open many avenues which can be used to our advantage raising FAU's visibility in the outside communities. The many great things being accomplished by our students and great faculty are not well known by the outside communities. Chair Rubin suggested something as simple as taking our top thirty donors by bus to the FAU Harbor Branch Oceanographic Institute campus for a full day being treated like Board of Trustees members, exposed by the faculty to the great research taking place in underwater acoustics and aquaculture, plus other research areas, can make a tremendous impact on their awareness of FAU.

FAU needs to utilize the opportunities available through our many communities available for fundraising, advocacy in Tallahassee, advocacy in Washington, support through our involvement with various economic boards. Their support during the most recent lobbying efforts could have made a significant impact on budgeting decisions.

Our next step is to establish a working committee and advisory group to establish goals and set objective timelines to work on overall branding for FAU, to figure out when someone says, "FAU is...", what is that next word.

A motion was made and seconded to adjourn the meeting. The meeting was adjourned.