



COMMITTEE ON ADVANCEMENT

Pre-Meeting Minutes

Virtual Meeting

October 15, 2020

Time Convened: 4:03 p.m.

Time Adjourned: 4:22 p.m.

Committee and Board members present:

Anita G. Zucker (Committee Chair), Richard P. Cole, James W. Heavener, Morteza “Mori” Hosseini (Board Chair), Leonard H. Johnson, Daniel T. O’Keefe, Rahul Patel, Trevor J. Pope, Marsha D. Powers, and Jason J. Rosenberg

Others present:

Thomas Mitchell, Vice President for Advancement; members of the University of Florida community, and other members of the public.

1.0 Call to Order and Welcome

Committee Chair Anita G. Zucker welcomed everyone in attendance, some of whom were attending their first meeting, and called the meeting to order at 4:03 p.m. She noted that this was a short information meeting only, and there would be no voting.

2.0 Roll Call

Board Staff conducted a roll call of all Committee and Board members present.

3.0 Review Agenda for December 2020 Meeting

The following items were addressed by the Committee:

3.1 Review Minutes

Committee Chair Zucker noted that we will have minutes from the June 5, 2020, meeting and the October 15, 2020, pre-meeting to review and approve at the December BOT meeting.

3.2 Discussion Items

Committee Chair Zucker outlined the discussion topics for the December meeting and noted that materials and draft speaking points will be provided to the presenters in advance of the meeting.

- **Go Greater Campaign Update – Your Ideas/Innovation**
 - Trustee Heavener agreed to present the Go Greater Campaign Update. Committee Chair Zucker noted that Trustee Heavener is the new campaign

co-chair for this year. She congratulated him and shared her excitement in working with him to help us get over the goal.

- **New Gifts (July - November)**
 - Vice President Mitchell will present the new gifts. He reported that we had a record July, August and September. We're always a little concerned about the 1st quarter of the fiscal year, but over the six-year period of the campaign, this has been the largest 1st quarter we've ever had. Under Trustee Heavener's leadership, we're off to a great start. Currently, we're at \$2.77B. We have six more major gifts we think we can close in October, November and December, so we are anticipating a good report to share at the December BOT meeting. Committee Chair Zucker noted that we work with a star group of people.
- **Go Greater Campaign Impact – Herbert Wertheim College of Engineering**
 - Trustee Powers agreed to present the Go Greater campaign impact on the Herbert Wertheim College of Engineering.
- **Capital Projects Now/Next**
 - Trustee Cole agreed to present the capital projects.
- **Top Publics Comparable Data**
 - Committee Chair Zucker will present the top publics comparable data, which is a group of top 5 universities that we aspire to join in the future. Vice President Mitchell reminded everyone that Chairman Hosseini had suggested at the last meeting that we add research dollars and rankings to our comparable data set. We've already compiled an updated grid that contains the rankings, research dollars and private support.
- **Alumni Participation Rate Goal/Strategy**
 - Trustee Rosenberg agreed to present an update on the alumni participation rate goal and strategy for the first six months of the year. Committee Chair Zucker noted that he has his work cut out for him, as our goal is 19%. Although this a stretch for us, we're up to it.

Committee Chair Zucker closed the discussion on the meeting topics by noting that this has been a very exciting year, strategically from a fundraising perspective as well as the goals we're trying to achieve. It's been a tough year dealing with COVID-19, but we'll get through safely and securely, and we'll come out in the end in great ways.

4.0 New Business

Committee Chair Zucker asked if anyone had any new business to share.

Chairman Hosseini reported that he just sent out the results of a study on rankings to 4-5 people. We took the reputation ranking out of the data and normalized it. The reputation is just based on the opinions of presidents, provosts and deans of admissions, and it is the one area that we have fallen short on. UF has not moved in that space, but we have improved everything else. He noted that the Board will send the data to everyone once it's been vetted by Provost Glover to make sure there are no mistakes. The data will show that UF would be ranked #3 in the country if not for the reputation score. Berkeley would be #5 and Michigan

would be behind us. The data clearly shows that our reputation makes a big difference. Trustee Patel is chair of that committee, and Vice President Mitchell is helping us out with the reputation. This is going to be a game changer for us. We'll be working very hard on our reputation, and hopefully, that will help us in September.

Committee Chair Zucker thanked Chairman Hosseini for the wonderful update, as it shows us exactly what we have to focus on. We're doing everything else the right way, but the reputation is a very subjective evaluation, so we need to make certain that they know about us. We are excited and prepared to do it.

Vice President Mitchell shared that we're putting together a strategy for the ranking that will probably be ready in the next couple of weeks. He'd like to get the Trustees involved in the strategy and wondered if there was an opportunity to include it on the upcoming agenda.

Trustee Patel agreed that it would absolutely be worth it to take a few minutes to discuss it. He noted that there has been lots of work done around AI and NVIDIA, which started in this committee through Vice President Mitchell's work in Advancement, which resulted in the gift from Chris Malachowsky. As part of our strategy to improve our reputation ranking, we're going to show that we're using and leveraging our relationship with NVIDIA and all the work around it. If disciplined and leveraged in the right way, it will positively impact our reputation ranking.

Vice President Mitchell expressed his thanks to Trustee Patel and remarked that it's a very narrow and focused strategy, which is probably focused on 250 universities. Harvard's vote has the same weight as Florida Atlantic or Florida International, and we're looking for votes. The machine is the first piece of the puzzle, and the offering of access to the machine is the second piece. Who better than UF to offer this access? It's part of our mission; it's what we do. How do we offer that access and deliver on the promise when we say yes, we can provide the training? We met with NVIDIA yesterday, and they have agreed to co-brand with us and provide the training access to the AI supercomputer. This is the niche we will roll out in October, November and December – a drum beat every month. Provost Glover has already whispered to the state universities and now we could go to the Southeastern Region. At the end of the day, it's a countdown of votes. UF has a chance to leverage the AI initiative with access to the supercomputer. We will be the only training center in the U.S. that is designated by NVIDIA, and yesterday, NVIDIA shared that they would provide it pro bono for us.

Committee Chair Zucker noted that this will generate collaborative work opportunities for other incredible projects. Vice President Mitchell agreed and said that communities of common interest will form, which will create great potential for refining the strategy; for example, different sectors that want to focus on brain tumors. We've looked at all the national organizations and where we need to present high visibility with presidents, provosts and admission directors over the next six months. We welcome input from the Trustees to help develop our strategy.

Trustee Patel noted that we will quarterback that collaboration with content and the computer, and get it out to all the universities with the goal of providing value. We'll be getting the word out in the next few months and our reputation ranking would catch up to the value we are providing. If we base it on the objective facts, we are #3 in the country now, but we have to get everyone else to see and understand what we are doing at UF. With the NVIDIA partnership and the interest in AI that is gaining momentum around the country, UF has a good platform and we are aggressively going after it. We're hoping that this coming year, our reputation catches up with the value we're providing and what we're doing. Vice President Mitchell has a good plan in a disciplined way.

Committee Chair Zucker stated that this sounds incredible, and we're thrilled that you brought it up. As we move forward, there is lots of opportunity, but most importantly, the ability to collaborate with others. These broad horizons are big time, and having UF at the heart of it really changes it. Dr. Duane Mitchell and the Remission Alliance with 11-12 other universities is a great example and can serve as a model of how we might do this. Just adding the AI piece brings tremendous strength we didn't have before, and it's such a good fit in so many places: engineering, medicine, agriculture, communications, etc. It's a phenomenal tool that we can use in so many ways. She expressed her great appreciation to Trustee Patel.

Vice President Mitchell shared that the Provost just received proposals from all the colleges for their new positions. The Provost said that they were very good proposals, and it will be really tough to decide which ones to fund.

Committee Chair Zucker ended the discussion by expressing her thanks for bringing this information to the committee and sharing her belief that we'll continue to go in the right direction in the future.

5.0 Adjourn

There being no further discussion, Committee Chair Zucker adjourned the meeting at 4:22 p.m.