# MINUTES

**Trustees Present:**

Fred Franklin, Wilfredo Gonzalez, Radha Ryati, Hans Tanzler, Sharon Wamble-King.

UNF Staff:

Sharon Ashton, Joy Korman, Janet Owen, Karen Stone.

## **Item 1 Call to Order:**

Sharon Wamble-King, Chair, called the meeting to order at 9:45 a.m. and recognized a quorum.

## **Item 2 Minutes:**

Chair Wamble-King presented the draft minutes of the October 15, 2016 committee meeting to the committee and offered the opportunity for comments/questions from the members. Upon receiving none, Chair Wamble-King asked for a motion for approval. Trustee Franklin offered a motion to approve the minutes and Trustee Tanzler seconded that motion. Chair Wamble-King then asked for a vote and the motion was unanimously carried to accept the minutes as presented.

## **Item 3 Public Comment:**

There were no requests for public comments.

## Item 4 Improving UNF’s External Communications:

Sharon Ashton, Vice President for Public Relations, discussed the need for additional external communications on UNF’s successes, specifically to key stakeholders. Ms. Ashton said UNF will become more proactive. Every Friday, the President’s Office will send an email to the BOT and the Foundation Board highlighting UNF in the News. In addition, Janet Owen in Government Relations will send a monthly email to key stakeholders highlighting research. Public Relations will work closely with the BOG to ensure UNF stories are included in their communications. Ms. Ashton would like to see UNF’s partnership with Johnson & Johnson highlighted at the next BOG meeting. Ms. Ashton’s presentation was followed up by a round table discussion with the Trustees and guests. UNF will do everything it can to make sure the word gets out on UNF’s

## Item 4 Improving UNF’s External Communications (continued)

success. It is not just how many stories get out but the quality of the stories. Chair Wamble-King asked if there other ways besides email to get message out and that UNF needs to use a number of different platforms to get this information out to the stakeholders. Ms. Ashton said that she will present to the entire BOT in March, with a comprehensive look at UNF marketing and media relations. The committee is looking forward to Ms. Ashton’s presentation to the whole board in March on Marketing and Public Relations plans for the future.

## **Item 5 Compliance & Ethics Training Discussion:**

Karen Stone, Vice President and General Counsel, facilitated a discussion about ethics training for members of the UNF Board of Trustees. Ms. Stone shared a copy of Florida Board of Governors regulation 4.003, which was recently adopted by the Board of Governors and noted that it includes a requirement that board members receive training regarding their responsibility and accountability for ethical conduct and compliance with laws, regulations, rules, policies and procedures. Ms. Stone and Ms. Owen noted that training will need to be done in coordination with Dr. Joann Campbell, UNF’s Chief Compliance Officer, as these requirements are within the purview of UNF’s Compliance Program. Ms. Stone indicated that, based on preliminary conversations she and Ms. Owen have had with Dr. Campbell, close collaboration between the Governance Committee and Audit & Compliance Committee will be essential. She further noted that Dr. Campbell would be briefing the Audit & Compliance Committee on these requirements at their meeting today. Dr. Campbell, Ms. Owen and Ms. Stone agree that the Florida Commission on Ethics would do an excellent job providing the ethics training as they are well versed in the ethics laws and routinely make presentations to groups on the ethics laws. Committee members then engaged in a round table discussion regarding the ethics training. Trustee Tanzler noted that in addition to board training, there is a required element for University-wide training regarding ethics laws. Ms. Stone acknowledged this requirement and indicated that the University has a code of ethics, but that Dr. Campbell and the Office of the General Counsel will be reviewing and revising the current code as necessary and will further be reviewing university policies and procedures related to the ethics laws. Trustee Gonzalez suggested that Board training could be accomplished via webinar. There was also discussion of conducting this training at a Board workshop in the fall (perhaps September). Everyone agreed that training should be done in a ways that allows for questions and conversation. Ms. Stone and Ms. Owen will continue to coordinate with Dr. Campbell and report back to the committee at its next meeting.

## **Item 6 Trustee Engagement Plan:**

Janet Owen, Vice President and Associate General Counsel, facilitated a discussion on trustee engagement pursuant to the committee’s charge of responsibility to develop a trustee engagement plan. She presented four potential goals for the committee, with examples of how the goals might be measured, as well as some of the activities that may be undertaken to achieve the proposed goals. This led to a robust round table discussion between the committee members and staff on both influence and promotion as goals. As the committee ran over its allotted time, Chair Wamble-King invited Ms. Owen to return to a future committee meeting for further discussion.

## **Item 7 Adjournment:**

There being no further business, the meeting was adjourned at 10:55 a.m.