



Meeting Minutes
USF Sarasota-Manatee Campus Advisory Board Meeting
October 21, 2020
Microsoft Teams

Vice Chair Dr. Anila Jain called the meeting to order at 2:00pm.

The following USF SM campus Advisory Board members were present:

Mr. Bill Mariotti
Ms. Diana Michel
Mr. Rick Piccolo
Mr. Ernie Withers

Representing USF and USF Sarasota-Manatee:

USF President Steven Currall
USF SM campus Regional Chancellor Karen Holbrook
USF SM campus Faculty Senate Council Chairman Anthony Coy
USF SM campus Student Government Association Governor Josh Ghansiam

Dr. Jain noted that USF SM campus Advisory Board Chairman Shinn and Board member Senator Lisa Carlton were unable to attend due to unforeseen scheduling conflicts. She welcomed two new USF SM campus Advisory Board members, Diana Michel and Ernie Withers, and all members introduced themselves.

New Business – Action Items:

Approval of USFSM Campus Board Meeting Minutes

Vice Chair Jain moved for approval of the August 13, 2020 meeting minutes. Mr. Mariotti put forth the motion, with a second from Mr. Piccolo. The minutes were unanimously approved.

New Business – Information Items:

USF Update

President Currall joined in welcoming the new Board members.

USF is now consolidated and unified as OneUSF, with the three campuses working closely to advance academic excellence and student success. The Principles of Community reiterate the importance of mutual respect and personal responsibility to help navigate challenges, such as the ongoing impact of Covid-19. USF has been successful relative to other universities in containing the virus with a low prevalence rate across all three campuses. Personal responsibility has been

paramount with faculty, staff and especially students, who are doing well maintaining compliance with risk mitigation procedures.

The Principles of Community also reinforced USF's commitment to diversity, inclusion and equity. The university is taking steps to address society's systemic racism, such as reinforcing its commitment to the office of supplier diversity and promoting partnerships with Black-owned businesses. To help further these efforts, Dr. Haywood Brown (Vice President for Institutional Equity) and Dr. Elizabeth Horge-Freeman (Associate Professor of Sociology) have been added to President Currall's senior leadership team.

USF is continuing to push forward on strategic renewal, focusing on long term strategic visioning and planning efforts and will continue investing in all three campuses. At the USF SM campus, areas of investments and commitments that Dr. Holbrook and her team are leading include an Accelerated Nursing degree, Aging Studies and Cybersecurity.

USF SM campus has done a great deal of work with the master plan to expand facilities. Efforts to secure a transfer of land from Manatee County have been successful thus far as an important step in develop a student center and residence hall. President Currall is hopeful for further progress for these facilities, needed in order for USF SM campus to fulfill its aspirations.

USF is investing in research synergies across the three campuses, especially areas of strategic importance. USF has set aside funding for interdisciplinary research collaboration:

- Dr. Kelly Cowart (Associate Professor, USF SM campus School of Marketing and Innovation) for her studies of the portrayal of blacks in the media.
- Dr. Giti Javidi and Dr. Ehsan Sheybani (both Professors, USF SM campus School of Information Systems and Management) received funding from Rapid Response grants for studies on pandemic related mental health issues for frontline first responders.

President Currall has been meeting with the regional chancellors, deans, vice-presidents and faculty senate for budget transparency. These discussions have become more intensive recently, in light of the 8.5% cuts to funding the FL State legislation announced. USF is committed to aligning its financial resources with strategic aspirations. President Currall appreciates the support from everyone at the USF SM campus.

Mr. Piccolo asked if budgetary issues would affect student enrollment. President Currall reiterated that USF is mindful of protecting student success. USF is keeping close contact with state legislators for them to advocate and champion on behalf of the university. The university made financial commitments to academic programs based on the understanding that if preeminence metrics were attained, USF would get recurring funds from the state. USF hit those metrics and was ranked #1 in last year's Performance Based Funding (PBF), but did not get the funds. USF now has to address the issue of misalignment between recurring expenses and revenues which presents challenging decisions going forward.

Mr. Withers asked about the announced closing of USF's College of Education and the percentage of students and faculty that will be affected. President Currall said in recent years, the State of Florida has allowed state colleges to offer undergraduate degrees in education at lower levels of cost to students, and there has been the introduction of for-profit educational credentialing entities, which has dramatically changed the competitive landscape. Over the last several years, USF has seen over a 50% reduction in the demand for an undergraduate education

degree. In order to respond to that, USF has proposed to pivot to a Graduate School of Education and retain its commitment to the field of education. This proposal is still under consultation and will have to be approved by the Board of Trustees.

USF SM Campus Update

Dr. Holbrook noted that one of the advantages of Consolidation is that USF SM campus is able to participate in major programs started on the Tampa campus. One of these programs is with the National Security Innovation Network (NSIN), which, together with the Florida Defense Alliance, will allow students and faculty to conduct research, innovation and programs relevant to the Department of Defense. Dr. Greg Smogard (Assistant Vice President, Innovation and Business Development) serves on the NSIN Mentor committee.

Dr. Smogard initiated a student consulting program last year, where student work with local businesses to help solve targeted problems. These student teams were extremely effective and several students received job offers. Dr. Smogard has been working closely with Muma COB (COB) and the Judy Genshaft Honors College (JGHC) to offer the program to those students. The aim is to offer the program to all USF students.

Dr. Holbrook was extremely proud to announce that Bart Stucker (USF SM campus Coordinator of Orientation and Recreation programs) was one of only two university-wide employees to be awarded Employee of the Year.

October 26, 2020 - Muma COB will present a virtual Bulls Business Brief with the USF SM campus community. Dr. Holbrook, Dr. Moez Limayem (Dean, Muma COB) and Dr. Jean Kabongo (Dean, USF SM campus Muma COB) will discuss upcoming Muma COB programs and answer questions.

October 30, 2020 - Allison Dinsmore (USF SM campus Assistant Director of Student Success) and Corey Posey (USF SM campus Diversity, Equity, and Inclusion Officer) will present a “Health, Healing and Self Care” day. The virtual event will feature guest speakers from the wellness community addressing workplace stress and resiliency; discussion groups on racism and social justice; mindfulness; burnout; Consolidation; and meditation/yoga will be offered.

Dr. Cihan Cobanoglu (Professor, School of Hospitality and Tourism Management, Muma COB at USF SM campus) is developing an online post-crisis Hospitality Management certificate program to be offered worldwide. He will lead discussions about: transformational leadership focusing on employees and the law; consumer behavior and communication using technology as a competitive advantage; food and beverage finance and accounting; and planning for the future. The program will run for seven weeks with 70 minute sessions each week.

Casey Welch (USF SM campus Assistant Vice President, External Affairs and Government Relations) and Jay Riley (USF SM campus Director of Business Outreach and Community Engagement) have continued their outreach to the community and have been hosting a number of web events focused on the November U.S. elections.

Improvements have been made to the USF SM campus, including building painted and landscape enhanced. Signage will be updated as required.

Faculty Council Update

Faculty Council has continued to integrate into the new OneUSF governance structure. Campus specific committees have been created and Dr. Coy will continue to work with the USF Faculty Senate to ensure that there is adequate representation from the USF SM campus on the other councils of the Senate.

Issues related to internal campus-wide communications via email listserv have been successfully worked out with USF SM campus administration. Dr. Coy thanked Dr. Brett Kemper (USF SM campus Regional Vice Chancellor for Academic Affairs and Student Success) for his support on those issues.

Faculty Council, along with Faculty Senate, is continuing to engage in discussion of ongoing budget issues and the strategic renewal process.

The faculty, particularly in the College of Education, are anxious to learn how revisions to the School of Education will affect what is offered on the Sarasota-Manatee campus.

Student Government Association (SGA) Update

Mr. Ghansiam emphasized how busy the student government members have been and are very happy with the work they are doing and progress they are making as follows:

- The OneUSF Student Advisory Board has been a great success with students from all three campuses. Feedback has been positive and students have been very open in voicing their concerns.
- SGA is looking for funding to provide hotspots for students who do not have internet security. Dr. Holbrook suggested that the Cross College Alliance (CCA) may be able to connect them with foundations that are already funding hotspots for students.
- TogetherAll, a mental health platform that will allow students to seek anonymous help, has been contracted for two years for each campus. After the two-year contract, it is hoped that the USF Health and Wellness center will take over.
- Student participation in virtual activities has gone up. SGA is coming up with new ways to keep student engagement strong.
- Efforts are continuing to make more resources available at the Mote Marine Labs. There are no food accommodations at the lab, so a snack program should be in place in the next several weeks.
- Preparations continue for the Café ordering app to be ready for spring semester launch.
- SGA is sending out care packages to students, so they feel connected while learning remotely.
- SGA is collaborating with local Sarasota-Manatee high school student governments to: find out what incoming students are looking for in university student government; gain insight on keeping students engaged; provide a new perspective on how to engage with students; create partnerships within the community; and create a pipeline of new students.
- SGA is continuing to encourage students to vote in the November elections.

Dr. Jain offered help and assistance from the Campus Advisory Board members whenever needed. President Currall commended Mr. Ghansiam and commented that he and USF are very proud of Mr. Ghansiam in the great job he does in representing USF in his leadership role.

Campus Board Discussion:

Mr. Beauchamp showed a short video highlighting the USF SM campus and safeguards that have been put in place for the pandemic environment.

Budget and Carryforward Update

Mr. Beauchamp presented the Education and General (E&G) Operating Budget Compared to Actual Expenses for Fiscal Year (FY) 2020-2021, as of September 30, 2020. **Exhibit A**

Budgeted revenue is \$33,653,791 and, after Excess Tuition Authority is deducted, the adjusted operating budgeted revenue is \$32,238,966. It's approximately \$38,000, ahead of where we were at this point last year, so collections for tuition are being maintained. The state is currently holding back 6% of the general revenue and lottery funds and that is seen in the allocation so far this year.

Operating expenses include those from the Regional Chancellor's office, Academic Affairs, Business and Finance, Development and Financial Aid. The Board of Governors (BOG) tuition holdback of \$2,195,273 is the money set aside to meet the anticipated 8.5% budget cut. The \$480,000 for Salary Increases and Tenure/Promotion will be released this October 2020 and will be dispersed throughout the remainder of the FY. There are no plans to eliminate any current positions with the proposed budget cuts. To date, 17% of the budget has been spent at 25% of the way through the FY.

Mr. Beauchamp continued with the Carryforward Spending Plan. **Exhibit B**

The carryforward balance as of July 1, 2020 is \$11,441,695, with the 7% required statutory reserves and FY21 encumbrances deducted. This amount includes projects that are underway (\$8,354,624) and those projects that are planned have not yet started (\$3,087,071). These projects have been put on hold, until the current environment and budget landscape are determined for the remainder of the year.

Mr. Beauchamp provided additional detail on the 8.5% budget cut. By way of background, over the last four years, the following changes were made to the USF SM campus reoccurring budget:

- FY18 \$3,349,996 cut from E&G base budget (-19.2%)
- FY19 No significant change
- FY20 \$4,546,632 added to E&G base budget
- FY21 \$2,482,544 added to E&G base budget

To cover the cuts in FY18, shared service costs from the recurring base budget had to be moved to Carryforward, all vacated positions were held up, travel and other operating costs were reduced. Throughout FY18 and into FY19, \$1,014,920 was invested in new strategic faculty hires from Carryforward. In FY20, \$2,554,986 reoccurring costs were moved from Carryforward back to the E&G base budget. Additionally, funds were allocated for faculty Tenure & Promotion, administration promotions, programs of strategic emphasis, and added College of Business faculty positions. In doing this, reliance on adjunct faculty was reduced.

This year FY21, \$2,482,544 was received and \$2,195,273 of that is being held towards the anticipated 8.5% budget cut. (The actual 8.5% budget cut would be \$1,894,086.)

Tuition revenue is being closely watched in the Fall 2020 Enrollment report. The report shows total Student Credit Hours (SCH) are ahead 247 more than Fall 2019. Tuition and Deferred Learning Fees are \$52,946 ahead of Fall 2019 with a Salary savings of \$147,427 for a total net tuition for Fall 2020 of \$200,374 more than Fall 2019.

Performance metrics are also being watched, including student headcount, average admit GPA, SCH, ACT scores, SAT scores and GPA. All numbers have increased and show that the USF SM campus investments are paying off. Performance metrics have improved, faculty has been strengthened, campus headcount numbers have grown, strategic investments have been made, and fundraising goals have been met.

USF SM campus leadership meets regularly with Tampa campus deans regarding the current and upcoming plans for the academic programs and staying in close contact with them to work through this year's budget cuts.

Capital Improvement Plan and Manatee County Land Usage

USF SM campus has been working with Manatee County to obtain a 9-acre tract of land connected to the campus. A gift agreement was unanimously approved by Manatee County Commission and signed almost six months ago by the County Administrator and USF. USF SM campus hired a company to complete a due diligence assessment. Their report concluded that there is nothing that would necessitate a pause, so the agreement will move forward. A Land Use agreement is being developed. Hilary Black USF Senior Associate General Counsel) has done a fantastic job drafting the agreement, and has been working with the Manatee County lawyers to complete the agreement soon and move the last action to the County Commission.

Admissions/Enrollment Initiatives and Summer B Update

Memorandum of Understanding for the Fuse program partnership with the Florida College System will be resigned on October 23, 2020. This program creates a clear academic transfer path for State College of Florida (SCF) students and it's an important pipeline that needs to be further developed.

USF SM campus is working with the College of Behavioral and Community Sciences (CBCS) to develop a Cybercrime degree at the USF SM campus. Dr. Kemker introduced Dr. Julianne Serovich, Dean CBCS and she gave an overview of the college. Additionally, Dr. Charles Adams, Dean JGHC and Dr. Cayla Lanier, Campus Director JGHC at the USF SM campus were introduced and spoke about the honors college partnership with the USF SM campus.

A Summer B pilot, called Summer Beginnings, brought in a cohort of First Time in College (FTIC) students. The courses and activities were delivered fully online. The result was a 93% retention rate to the fall semester. It is likely that the pilot will run on all campuses next year.

Fall semester courses offer flexible modality options for students, including in person, asynchronous online, synchronous online with interactive tools and synchronous online delivery.

The spring semester will likely be similar to the fall semester, however, there is some pressure from parents and students to get back to more face-to-face classes.

Fall 2020 enrollment at the USF SM campus was down 100 students, but SCH was up. There is no significant change in transfer applicants and admits from Spring 2020.

Lastly, Dr. Kemker presented a three-year Fall FTIC Academic Profile report with SAT and GPA scores for all three USF campuses. Each year the numbers have increased. In Fall 2019 and Fall 2020, USF SM campus led all three campuses in GPA scores.

Research Update

In order to provide space for research, renovations are taking place at a building adjacent to the campus (a former Howard Johnson motel), to be used as a research annex. Plans are to include a hearing health and sensory lab, cybersecurity program, psychology suite, and a robotics lab. Internal awards will fund equipment for these research initiatives and faculty are moving towards federal awards to support their research.

The 2020 USFSM campus Research Advisory Board appointed three members:

- Dr. Jody McBrien - Professor, College of Arts and Sciences at USF SM campus
- Dr. Thomas Becker - Professor, Muma COB at USF SM campus
- Dr. Jessica Grosholz – Associate Professor, CBCS at USF SM campus

The third annual Research Magazine has just been published with the featured article on research in freedom from human trafficking. In addition to the print edition, it is also available online.

Dr. Michelle Arnold was awarded the 2020 USF Outstanding Research and Achievement Award, the highest award a faculty member can receive in research at USF. Her research is highlighted in this year's Research Magazine.

The following USF SM campus researchers were recognized in the Sarasota Magazine November 2020 edition featuring Women of Influence:

- Dr. Jessica Grosholz - Associate Professor, Criminology: for her teaching of educational entrepreneurship programs in local prisons and jails
- Dr. Denise Davis-Cotton - Director, Florida Center for PAInT (Partnerships in Arts-Integrated Teaching): leads the FL State center on arts integrated education housed at USF SM campus
- Dr Giti Javidi - Professor, Computer Science: leads Cybersecurity program, hosts workshops teaching code to K-12 teachers/students and encourages STEM careers
- Dr. Kathy Black - Professor, Aging Studies and Social Work: advises Sarasota-Manatee counties, AARP, State of Florida, and the World Health Organization on healthy aging
- Dr. Valerie Lipscomb - Professor, English: her research on age in dramatic literature and ageism in theater is recognized globally
- Sandy Justice - Senior Administrator for Office of Research at USF SM campus: her vital promotion of research among faculty, staff and students at the USF SM campus is advancing the profile of USF Research

Advancement Update

Lee Williams provided the following Advancement highlights:

- FY20/21 goal of \$1.5M is the same as FY19/20. The \$1.5M is a combined dollar amount between USF SM campus and the USF Tampa campus. Fundraising goals are centered on scholarships, programming, and facilities.
- Solicitations for Covid-related efforts secured \$10,830 for the USF SM campus food pantry and a \$104,287 in student emergency and scholarship funding (calendar year statistic).
- USF SM campus Advancement team continues to meet with the fundraisers across USF for collaborative priorities and donor cultivation.
- The upcoming USF SM campus Advancement newsletter will focus exclusively on Brunch on the Bay. Distribution date targeted for November 15, 2020.
- January 24, 2021 Brunch on the Bay is sold out for in-person brunch attendance, which has been capped due to Covid-19. There is a waiting list for in-person attendance and virtual attendance options are available. Twenty-two restaurants are confirmed to participate. All sponsorship levels (\$600 to \$50,000) have been sold, except for one. Seven of 10 underwriting opportunities (\$750 to \$5,000) have been sold.

Adjournment

With no further business, Vice Chair Jain adjourned the meeting at 3:55pm.