



**Approved Minutes
USFSM Campus Board Meeting
January 16, 2019
Selby Auditorium**

Chairman Shinn was unable to attend the meeting and asked Dr. Anila Jain to preside over the meeting in his place.

Dr. Jain called the USFSM Campus Board to order at 2:35pm.

The following Campus Board Members were present:

Mr. David Eckel
Dr. Anila Jain
Mr. Bill Mariotti
Mr. Rick Piccolo

Representing the USF System and USF Sarasota-Manatee:
President Judy Genshaft
Regional Chancellor Karen Holbrook
USFSM Faculty Senate President Michael Gillespie
USFSM Student Government Association President Michael Klene

Dr. Jain welcomed the meeting attendees and USF System Trustee Charles Tokarz.

New Business – Action Items:

Approval of USFSM Campus Board Meeting Minutes

Dr. Jain moved for approval of the November 15, 2018 meeting minutes. Mr. Mariotti put forth the motion, with a second from Mr. Eckel. The minutes were unanimously approved.

New Business – Information Items:

USF System Report

President Genshaft began by expressing her appreciation for USFSM and all that USFSM does.

The USF System is doing well in terms of student count and the numbers of courses that students are taking at the start of this Spring semester.

A USF Board of Trustees Workshop on Consolidation Timeline Plan took place on Monday, January 14. The work that has been done by all of the faculty and staff is very much appreciated by President Genshaft.

USFSM Update

Dr. Holbrook spoke about additional Consolidation activities, including the formation of teams and clusters that will work on the details of the consolidation curriculum and leadership. Dr. Holbrook, Dr. Brett Kemker and the USFSM Faculty Senate submitted a list of approximately 25 people that they thought should be on these teams – each team consisting of six to seven people. All of the team representatives have been appointed and received the materials that they will be working on. The recommendations from the teams will be completed in three weeks.

New space has been built on the main floor for the Honors Program and Tutoring. Once the spaces have been fully furnished, they will be ready for use.

USFSM is hosting a conference, “Adapting to a Changing Climate” next Friday, January 25th in Selby Auditorium. The conference is close to being sold-out and will be streamed live, for those who cannot attend.

The summary plans for the Integrated Science and Technology Complex (ISTC) are being completed. Next steps include a fundraising strategy and community involvement.

Mr. Piccolo, a member of the Consolidation Task Force Student Success/Academic Programs/Campus Identity Subcommittee, added that their final recommendation report has been submitted in draft form to the entire Consolidation Task Force. The recommendations concerning the USFSM ISTC building and residence hall are included in the draft final report.

Advancement Update

Lee Williams, RVC for Advancement at USFSM, noted that the Advancement office is on target to meet the fiscal year fundraising goal of \$2M. From 2017 to 2018, USFSM has increased its donors by 68% from 286 to 420 donors. Additionally, the number of first time donors to USFSM has increased 53% from 67 to 126 donors. The Advancement office has adopted a new philosophy and practice by moving away from event fundraising and focusing on major gift donors, prospect identification, cultivation, solicitation and stewardship.

President Genshaft thanked Ms. Williams and praised her for the changes that have been implemented for Brunch on the Bay, which resulted in an increase in revenue for the student scholarships.

Dr. Jain thanked Ms. Williams for everything she and the Advancement team have accomplished in a short period of time for USFSM and the students.

Faculty Senate Update

Dr. Michael Gillespie provided the following updates:

- 1) Faculty Senate is exploring opportunities to strengthen the multi-disciplinary and inter-disciplinary teaching programs and scholarships, which are distinguishing factors of the USFSM campus.
- 2) The faculty is continuing to advocate for the resources needed at USFSM to advance the preeminent status of USF.
- 3) Regarding tenure and promotion (T&P), the USFSM faculty appreciate recommendations to ensure they have – at a minimum – the CBA provisions for time requirements before new criteria are effective for T&P applications of existing faculty. They also want to ensure that the consideration from the Consolidation Implementation Committee (CIC) regarding taking equitability of resources into account for T&P decisions is retained throughout the remainder of the process. In short, the faculty are on board in spirit, but they need a viable direction to preeminent scholarship. Accounting for equitability of resources will align motivations for raising both standards and the resources required to do so.
- 4) USFSM faculty are generally agreeable to the proposed faculty governance model, but currently their representation on System Faculty Council is approximately 21%, whereas the new unit level representation will only be approximately 6%-8%. USFSM faculty and student counts represent about 4% of USF. If the new USF faculty senate can maintain the current rotating structure for senate leadership, it will ensure that USFSM has a voice at the table with the new Faculty Senate's Executive Committee.
- 5) Faculty senate has been heavily involved in the consolidation process.
- 6) The USFSM Incredi-Bull Critical Thinking (IBCT) Program is part of the quality enhancement plan, which is necessary for accreditation. Due to consolidation, the program will be shortened from five years to four years creating a sense of urgency to integrate it into the campus culture and structure. The operational goals have been exceeded due to extensive campus involvement from the USFSM students and faculty.
- 7) Faculty Senate is looking for a way to add value to the new USF and the IBCT program is ready to contribute in this capacity. The program aligns with interests of USFSP as well as the new General Education program for USF.

Dr. Holbrook praised the Faculty Senate for digging deeply into the issues. She noted that USFSM is embracing how to get the most out of consolidation and how to add additional value to the system.

Student Government Association (SGA) Update

Mr. Michael Klene noted some key SGA issues:

- 1) USF Day at the Capitol is taking place February 12-14, 2019. Approximately 30 students from USFSM will be attending.
- 2) SGA's budget committee will be working on next year's budget. They will work with various clubs and organizations to determine the allocation of A&S fees for the next fiscal year.

- 3) SGA Presidential and Senate elections will be taking place in February to fill 12 positions. Mr. Klene and Evan Fruehauf will not be running for reelection, but they will remain involved in the executive administration and ensure a smooth transition.
- 4) SGA would like to hold a TEDx conference on the USFSM campus. An application has been submitted and they are awaiting a response.
- 5) SGA is negotiating with vendors to supply shampoo, conditioner and body wash dispensers in the locker room showers for students at no cost.
- 6) SGA gave out boxes of school supplies to students. The boxes contained various school supply items that are necessary for students to succeed, such as pens, pencils, paper, folders, and more.

Dr. Jain thanked Mr. Klene for the contributions of SGA towards the success of the USFSM campus and added that student input on the USF Consolidation has been valuable.

Campus Board Discussion:

Legislative Agenda

Mr. Casey Welch attended the House Public Ethics and Integrity Committee meeting in Tallahassee, where they addressed the issue of the misuse of funds by the University of Central Florida (UCF).

Dr. Holbrook will be presenting USFSM's legislative priorities to the Sarasota and Manatee Legislative Delegations in the next few weeks. Mr. Welch will be working with Mark Walsh and the USF System team on the consolidated budget.

Dr. Holbrook asked Mr. Welch to speak about bonding authority and if it will get on the legislative agenda this year. Mr. Welch said that it was discussed last week in the Appropriations Committee meeting. When looking at the funding mechanisms for the State University System, these will be negotiated and traded between the House and Senate through the legislative process. As of the date of the meeting, there was no decision on potential future bonding.

Residence Hall and Student Support Services

Mr. Beauchamp presented the Residential Housing Demand Study timeline:

- April 23, 2018 Request for Proposals (RFP) was issued
- May 29, 2018 Deadline for proposals to be submitted
- August 3, 2018 Contract awarded to Brailsford & Dunlavy Consulting (B&D)
- December 18, 2018 B&D presented their results to Dr. Holbrook

The study was a campus-wide collaborative effort with assistance from Academic Affairs, Institutional Research & Effectiveness, Business Services team, and the counterparts at USF Tampa, who were of great support.

Eric Bram, Senior Associate at B&D, explained that their Higher Education division oversees projects across the country, including USF St. Pete and USF Tampa. B&D has extensive experience working with the Board of Governors and the State University System.

During initial conversations, USFSM made clear to B&D that housing is critically important to support enrollment growth, diversity objectives, academic goals and performance metrics. Affordability is vital and at the forefront of every decision that will be made. Support services will need to be in place to promote USFSM as a 24/7 operation with the quality campus environment that the university promises. The housing program can also support other campus functions, which will encourage broader engagement with the community.

In the housing survey, USFSM students were asked if housing is important to advance the campus environment and, overwhelmingly, 88% of the students said yes. The survey focused on the 1,370 in-person students that interact on the USFSM campus (not the online students). There was a 37% participation rate, which is a great response rate and Mr. Bram congratulated the university effort, in which a number of different campaigns were launched to conduct the survey.

B&D refined the target-market group population to focus on students that have demographic characteristics and current living behaviors that are most predisposed to want to engage with student housing. These are current in-person undergraduate and graduate students, currently renting in the off-campus marketplace, not living with a spouse or parent, and without children.

B&D believes the scale that delivers the minimal levels in order to initiate construction of a new housing project would need to be at 175-200 beds. The current determination is that there is a 100-bed demand from USFSM. In addition, a partnership with New College is proposed with an additional demand of up to 75 beds. B&D will also include students living with their parents, who commute up to 30 miles, and those candidates are highly likely to follow through on their housing interest (10-40 beds). This brings total demand to 185-215 beds.

Mr. Bram noted that the numbers were conservative, given the anticipated programs for USFSM with consolidation, which will attract more students from the non-local area. In order to give a project financial and defensible to the Board of Governors, B&D focused on the most predictable levels of demand possible. Going forward, there may be different data, so the equation is not static and B&D will continue to refine the numbers. B&D will be looking at the dining opportunities as they relate to the project because it impacts the different type of unit configurations recommended. If apartments are delivered, there is going to be less stress on the university to provide a dining solution, because students can prepare meals for themselves. However, in order to meet strategic priorities and affordability objectives, apartments with full kitchens may not be the best answer, which is B&D's prediction.

Mr. Beauchamp noted that his team and the USF Tampa housing team will be meeting on Friday with the New College housing staff, along with the schools' legal teams, to discuss a number of issues concerning the potential agreement.

Mr. Bram provided that when USF St. Pete opened their initial residence hall in 2006, 23% of the students were not local but within five years, that number had doubled. Therefore, with the new housing asset on campus, recruitment and enrollment management strategies will change relative to where USFSM is today.

Mr. Eckel asked if there was an estimate of acceptable rental rates. B&D will be developing a pro forma of the Sarasota rental market and they would like to recommend a rate of less than

\$5,000 per semester. They would like to have a starting point of approximately \$900 per month including utilities and furnishings. This is in line with USF St. Pete's rates.

B&D's next step is to take into consideration the unit-type configuration, rental rates, and other details. Mr. Beauchamp added that, included in next steps, are the evaluation of what room type the students would like and how much they are willing to pay. Construction costs, utilities needed and operational costs will be included in the financial feasibility model. The location of the housing building on USFSM land is included in the currently approved Master Plan, but there are other opportunities that are being pursued and the plan may be modified, which will require additional levels of approval. Additionally, costs for student support services need to be determined.

Adjournment:

Dr. Jain thanked Trustee Tokarz for joining today's meeting.

Dr. Jain announced that there will be a USF Athletics event at the USFSM Culinary Innovation Lab in Lakewood Ranch on January 28, 2019. Michael Kelly, Vice President of USF Athletics, will be speaking about exciting upcoming athletic events.

USF Alumni Association Green & Gold Gala will take place on February 23, 2019 at the Florida Aquarium. Tickets are available.

With no further business, Dr. Jain adjourned the meeting at 4:00pm.