



# UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE

## Meeting Minutes USFSM Campus Board Meeting April 24, 2019 Selby Auditorium

Chairman Byron Shinn called the USFSM Campus Board to order at 3:00pm.

The following Campus Board Members were present:

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

Chair Shinn welcomed the meeting attendees. He informed everyone that David Eckel has an excused absence for this meeting and this was to be his last scheduled meeting. Mr. Eckel will be resigning from the USFSM Campus Board due to other commitments, effective immediately.

### **New Business – Action Items:**

#### **Approval of USFSM Campus Board Meeting Minutes**

Chair Shinn moved for approval of the January 16, 2019 meeting minutes. Mr. Mariotti put forth the motion, with a second from Dr. Jain. The minutes were unanimously approved.

### **New Business – Information Items:**

#### **USF System Report**

It was recognized that this would be the last USFSM Campus Board meeting with President Genshaft in attendance, prior to her retirement on July 1, 2019.

President Genshaft expressed her love of USF and she leaves at a time when the university is thriving and has reached new heights. Some of the highlights include:

- The Unstoppable campaign raised over one billion dollars. Of schools founded after 1950, USF is only the third school in the U.S. to achieve this (UC San Diego and UC Irvine were first and second).
- USF achieved Preeminence.
- USF was selected to become a campus for Phi Beta Kappa, America's oldest and most prestigious honor society. Sixty-seven USF students were installed into the society this week.
- Consolidation has been a large amount of work, but it will be positive for students with many different programs available at all of the campuses.

President Genshaft has seen 210,000 students graduate under her presidency, which is 60% of all USF graduates since the university was established.

She stated that the new USF President, Steve Currall, will take USF into a new era. President Genshaft and her husband plan to stay in the Tampa Bay area and will continue to support USF.

### **USFSM Update**

Dr. Holbrook reported that HospitaBull, held on March 26, 2019, raised twice the amount of funds for scholarships and had double the attendance as last year's event.

USFSM hosted a Financial Markets and the Economy Conference (Financial Literacy Day III) on April 11, 2019. Selby Auditorium was filled to capacity. The event was held in partnership with Cumberland Advisors (David Kotok) and The Global Interdependence Center.

USFSM Week (April 1 – 5, 2019) was a great success. The week-ending annual carnival was attended by 415 people. All of the events held that week are to help keep the students engaged with the university.

The USFSM Student Involvement & Leadership Awards took place on April 12, 2019 in Lakewood Ranch. Eighteen awards were given out, including one to SGA President Michael Klene.

The USFSM First Time in College (FTIC) Admitted Student Reception was held on campus on Saturday, April 20, 2019. The USFSM rotunda was filled when Dr. Holbrook welcomed the students and their families. Dr. Holbrook was encouraged to see the diversity in the new student group.

Monday, May 6, 2019 will be the 2019 Spring Commencement ceremony at the Bradenton Area Convention Center. There will be 289 students graduating, of which 20 are graduate students.

USFSM will be awarded the CareerSource Suncoast Workforce Education Partner of the Year during the 2019 State of Talent Conference luncheon on May 2, 2019. USFSM's programs, including critical thinking, the Reverse Career Fair, Shadow Days, and partnerships with FCCI, Helios, and Sun Hydraulics, connect students to the community and to future jobs.

USFSM surpassed the USF System Faculty Staff Campaign goal by 114% and raising \$77,876.48, the largest amount to-date. Additionally, USFSM reached its goal of 100 donors during the first annual USFSM Giving Day. Dr. Holbrook thanked Dr. Tom Becker and Timi Hager for co-chairing the campaign.

Dr. Gert-Jan de Vreede's term as interim Dean of the USFSM College of Business is ending in May and he will be going back to MUMA College as Associate Dean. He will continue to be active with USFSM initiatives, including Cybersecurity and the FCCI program in risk management and insurance.

Dr. Holbrook finished by announcing that yesterday, President Genshaft was recognized on the floor of the Florida Senate for her achievements.

### **Faculty Senate Update**

Dr. Michael Gillespie provided the following updates:

- 1) Faculty Senate was exploring opportunities to strengthen the multi-disciplinary and inter-disciplinary teaching programs and scholarships and is now on hold awaiting the new consolidation structure.
- 2) The faculty is continuing to advocate for the resources needed at USFSM to support the preeminent status of USF. There are parallel efforts with a Faculty Success Committee, which was put together by the Provost's office. Dr. Gillespie will be serving on that committee along with others from all three campuses.
- 3) There has been progress with Tenure and Promotion (T&P). USFSM has been working cooperatively with the faculty in Tampa and St. Pete to determine reasonable revisions to the T&P guidelines at the university level.
- 4) The USFSM Incredi-Bull Critical Thinking (IBCT) Program is a distinctive part of the USFSM campus culture. There was a five-year plan to get the program established, but with consolidation, the Southern Association of Colleges and Schools (SACS) requires tracking of the program for four years. This is the first year that certificates are being awarded to students, so the program will need to be integrated throughout USF moving forward. In October 2019, USFSP will be hosting a Critical and Creative Thinking Conference and all of the research and development that USFSM has already done can be shared with the USF System. The USF general education program should be able to plug in the Critical Thinking program. There has been interest from local businesses for this program to be used for executive education.
- 5) New committees are forming across the USF System for the following:
  - a. Consolidated Academic Registry
  - b. Faculty Success
  - c. Graduate Student Success
  - d. Digital Eco-System
- 6) Lastly, because of all of the activities, the Faculty Senate has been meeting twice a month, instead of the usual once a month.

## **Student Government Association (SGA) Update**

Mr. Michael Klene thanked Chair Shinn for allowing him represent student government at the USFSM Campus Board meetings and for all of the Board members' help and support. Mr. Klene's term as SGA President will end on May 6, when the current semester is finished. He will be continuing with classes at USFSM and remain active with SGA initiatives.

The current initiatives are as follows:

- 1) The license for SGA to host a TEDx conference on campus has been approved. The tentative date for the event is November 16.
- 2) Efforts have been made to lower costs for students. Examples of these are:
  - School supplies available in vending machines
  - Completion of the food pantry slated for Fall of 2019
  - Dispensers have been placed in the locker room showers to supply shampoo, conditioner and body wash for students at no cost
  - Course textbooks and test prep books are available for loan in the Information Commons
  - New equipment in the fitness center
  - The coffee program has been expanded to all fountain beverages being available for students at no cost (sponsored by SGA)

Mr. Klene introduced the incoming new SGA President, Isabelle Starner. She thanked him for his direction and was looking forward to keeping the SGA initiatives intact and proceeding smoothly. She outlined a number of new initiatives that SGA will focus on in the upcoming academic year.

Mr. Klene concluded by saying that he has been honored to serve on behalf of the students.

## **Office of Research Update**

Ms. Justice began by stressing how critically important it is that the plans move forward with the USFSM Strategic Faculty Hiring Plan and the campaign for the Integrated Science and Technology Center (ISTC).

She explained that the Office of Research oversees:

- Seed grants that will generate pilot data to speak to research aims in federal grant applications;
- Research events and workshops that raise the profile of the faculty expertise, cultivate collaboration across the USF System;
- Mentor and engage students in research experiences at USFSM, as well as remote sites.

Two events of note:

- Rick's Research Café, coordinated by Dr. Melissa Sloan and Dr. Murat Haner, is a regularly scheduled speaker series to provide a forum for faculty to present research and research related topics, raise the profile of research projects, and gather feedback from peers.

- A Pecha Kucha was held on April 4, 2019 in Selby Auditorium. This is a unique presentation, open to all faculty, where the speaker presents 20 slides in 20 seconds, with the goal of providing an engaging overview and spurring authentic connection to faculty research.

USFSM is meeting its research goals - measured by proposals, awards, publications and student research. The USFSM faculty has submitted a growing number of competitive grant applications, which will lead to increased awards. An example of funded faculty research is an Age Friendly Consultancy for Florida, sponsored by AARP, for Dr. Kathy Black. USFSM now has a Research Innovation Makerspace on campus. It is a dual-use classroom and lab space, complete with robots and technology tools, to enhance and expand evidence-based education and research.

The USFSM *Research* magazine inaugural issue launched in 2018 and the 2019 edition will be completed soon.

The 2019 Student Research Showcase was held in Selby Auditorium on April 5, 2019. This event provides students with the opportunity to present their original research. A new category of “Arts Integrated Teaching” projects was added this year, highlighting the work of the Florida Center for Partnership for Arts-Integrated Teaching (PAInT) scholars. Five scholars from the USFSM School of Education presented their research projects. Two USFSM faculty members were given PAInT Faculty Research Awards (Dr. Helene Robinson and Dr. Phil Wagner).

Registration has begun for a six-week summer grant-writing workshop program, which will take the participants through the grant development process. The program is open to all faculty across the USF System, as well as partners from the Cross College Alliance.

### **Campus Board Discussion:**

#### **Budget Update**

Mr. Beauchamp reviewed the USFSM Budget to Actuals Report. As of March 31, 2019, the Total Budgeted Revenue and Expenses for the year was \$28,438,883, which is \$3,364,867 more than projected revenue. The projected revenue is \$24,687,332, of which 98% has been captured this year. One of the outliers is the Student Fee Trust Fund, which was budgeted for \$10,099,637 with a collection of \$9,712,953 (96%). The full financial presentation can be viewed in the attached **Exhibit A** and **Exhibit B**.

Mr. Mariotti asked when the CHTL project would begin. Mr. Beauchamp said that, as the year has progressed, additional requirements have been enacted on how Carryforward can be spent. Following those requirements, USFSM has submitted requests, through the USF Board of Trustees and the SUS Board of Governors to the Florida Legislature, to allow USFSM to spend the (total project) \$2.8M of Carryforward on the CHTL project. USFSM is currently waiting on that approval.

## **Housing and Manatee County Land Transaction**

Mr. Beauchamp spoke about the discussions with Manatee County to acquire land adjacent to USFSM for the campus expansion. This transaction will possibly necessitate a major update to the USFSM Master Plan, which will require approval from the Board of Trustees and Board of Governors.

With regard to the USFSM student housing, Mr. Beauchamp explained that the Board of Governors requested that New College conduct a Housing Demand Study for the 75 beds that will be contributing to USFSM's 200-bed project. Brailsford & Dunleavy have been engaged to do the same survey conducted at USFSM to document New College's 75-bed demand. The New College survey should be completed this week. Response has been good with over 300 out of an 800 count student body. After the study has been completed, the next steps include projecting the construction costs, student costs, student room types, etc. USFSM is working with USFSP to compare these types of housing costs.

There are ongoing meetings with SGA to discuss the USFSM Student Center as well as with Fell Stubbs and Nick Trivunovich about funding source opportunities.

President Genshaft added that, along with new student housing, there will be the need for additional staffing. The extra funding that will come from the residence hall will need to cover the ancillary issues that come with having a 24/7 campus.

## **2019/2020 Accountability Plan**

Chair Shinn cautioned that, as the Accountability Plan numbers are presented, he wants to emphasize that, although USFSM may have the opportunity to double in size and add new programs, managing that increase will be a challenge and reinforces the critical need for housing.

Dr. Jain assured that the growth will be slow and steady and the new programs, to be added as a result of Consolidation, will help to meet the demands of the community workforce.

Dr. Holbrook added that, with the addition of programs of strategic emphasis, USFSM's Performance Based Funding (PBF) metrics will go up. The USFSM numbers in the Accountability Plan have steadily improved and additional increases will be dependent on students from housing.

Dr. Holbrook reviewed the USFSM Accountability Plan including USFSM's current status and where improvements can be made.

Chair Shinn asked to discuss the FTIC Four-Year Graduation Rate, where the percentage is 31.1. The Preeminent target is 60%, and USFSM would need to be closer to 70% to compete with the University of Florida. Chair Shinn expressed his confidence that the USFSM numbers will improve and attributes some of the less than favorable numbers to the fact that USFSM has so many nontraditional students. He pointed out that the Percentage of Graduate Degrees Awarded within Programs of Strategic Emphasis will increase with the addition of lab space, so that those additional programs can be added.

## **Dual Enrollment and Admissions Strategies**

Dr. Kemker reported that USFSM has a record number of applicants at 632 (557 in 2018). Qualified applicants are currently being contacted (by phone) by advisors and current students to encourage enrollment at USFSM. Other engagement includes events to bring students on campus, initiatives for micro-grants and scholarships to support applicants to commit to USFSM. The goal for the summer deposits is expected to be reached, but deposits for the Fall FTIC are down. Dr. Kemker is working with Glen Besterfield and Ralph Wilcox to try to find solutions to work through this with Consolidation. He has requested that the deadlines for applications be relaxed and USFSM has been given some additional days to recruit additional students.

The FTIC Admits for Fall 2019 are 103, with an Enrolled Yield Rate of approximately 50% - the average rate for the past three years. USF's new admission requirements have limited USFSM's ability to admit, despite the application numbers. As a result, Tampa has decreased the goal for USFSM from 90 admits to 80.

Applications and admits for Transfer students are up. Pre-admission advising puts these students in a positive position in terms of the limited time from graduation to USFSM.

USFSM is expanding dual enrollment and, for example, in Manatee County, 150-200 students are expected to enroll, of which 10%-15% will likely take classes online or on the USFSM campus. This program does not compete with SCF, as they admit students at the high school level of 3.0 with USFSM at 3.5. Dr. Jane Rose was thanked for her help with credentialing the instructors in both counties.

## **New Hires**

Dr. Phil Wagner has joined the office of Academic Affairs as the Regional Assistant Vice Chancellor. He has overseen General Education and USFSM's Core Curriculum since his arrival in 2015 as faculty member of the College of Liberal Arts and Social Sciences. Dr. Wagner has been heavily involved in Consolidation efforts and continues to oversee Core Curriculum.

Dr. Teeranai Ovathanasin has been hired as the Director of Student Services, effective July 1, 2019. Dr. Ovathanasin currently serves as the Executive Director of Campus Operations at Florida Atlantis University's Jupiter Campus. He brings with him extensive experience in student services, advising, housing/residential life and other core student areas.

## **Legislative Status for USFSM and Higher Education**

Mr. Welch reported from Tallahassee by phone. The first Budget Conference of 2019 Legislative Session was underway. He thanked President Genshaft and Dr. Holbrook for traveling to Tallahassee the day before, to meet with legislators from the USFSM local delegation.

There was good news, as the House Higher Education Appropriations Subcommittee has backed away from cutting \$100M out of the budget for the State University System to a smaller \$35M cut. Unfortunately, the Subcommittee did not recommend funding for individual projects, and

therefore the \$5M requested, and is critically important for USFSM, was not included in the House's offer. We are leaning hard on the Senate to include it in their first offer.

PECO is not being considered at this time. The Appropriations Committee Chairs will consider that later - possibly this weekend.

Chair Shinn is concerned about restoring the dollars for USFSM, but that is not known yet. Additionally, the decisions about funding for the USFSM and Tampa buildings are forthcoming, as is what amount of dollars will be funded for the transition period of Consolidation.

Mr. Welch said that \$2.5M for the Morsani College of Medicine-Heart Health Institute building and \$2.25M for the Academic STEM Facility on the USFSM campus was included in the initial Senate budget. Authorization for the use of Carryforward funding for the renovation and expansion facilities for the College of Hospitality & Tourism Leadership (CHTL) has yet to be determined.

Mr. Welch noted that one of the issues is the fallout from the University of Central Florida's misuse of Carryforward money and how SUS institutions will be funded. It appears that the SUS System will have more authority to use Carryforward funds, but there is a tradeoff with new regulations/parameters on how PECO projects will be prioritized, how those projects will be written and submitted, and how they will be ranked. Morsani is the most complete, so it would be the highest on the list – new projects will be on the bottom of the list. If a project is already on the list, it will be grandfathered in.

Senator Gruters has stated that he and his staff are 100% committed to getting the USFSM funds restored that were vetoed in 2017.

President Genshaft reinforced that the House said they would fund the PBF at last year's amount. If it were calculated according to last year's amount, USF would be No. 2 in PBF.

### **Adjournment:**

Chair Shinn asked for recommendations for the Campus Board position vacated by David Eckel. Candidates will need to be Sarasota residents.

Chair Shinn thanked Mr. Klene, the outgoing SGA President, for a great year.

Chair Shinn said he was thrilled for all of the success that USF/USFSM has had under President Genshaft and thanked her for appointing Dr. Holbrook to head USFSM.

With no further business, Chair Shinn adjourned the meeting at 5:00pm.