



**Meeting Minutes**  
**Special Meeting of the USFSM Campus Board**  
**Selby Auditorium**  
**July 11, 2018**

Chair Shinn called the Special Meeting of the USFSM Campus Board to order at 3:10pm.

The following Campus Board Members were present:

Chairman Byron Shinn  
Mr. David Eckel  
Dr. Anila Jain  
Mr. Bill Mariotti

Representing the USF System and USF Sarasota-Manatee:

President Judy Genshaft  
Regional Chancellor Karen Holbrook  
(Incoming) Faculty Senate Vice President Sandra Stone  
Student Government Association President Michael Klene

Chair Shinn welcomed the Board members, audience and USF System Trustee Charles Tokarz.

**USF System Report:**

President Genshaft declared, “We are Preeminent and Proud!” The Florida Board of Governors officially designated USF as Preeminent in June. The President provided an update on the consolidation process and stressed the importance of focusing on students throughout the process.

President Genshaft provided an update on the USF St. Petersburg residence hall, the need for a housing demand study at USFSM and noted that the new Vice President of Athletics, Michael Kelly starts in August.

**USFSM Update:**

Dr. Holbrook thanked President Genshaft for her support of the residence hall, which is critically important for USFSM.

Dr. Holbrook has had a number of meetings with several of the Deans in Tampa about programs that USFSM can partner in, such as engineering and business. She met with Dean Lockwood about allied health programs, in addition to nursing. These kinds of programs serve a need and distinguish us in the community.

USFSM will be welcoming Dr. Gert-Jan de Vreede in August as the Interim Dean of the College of Business. USFSM is partnering with Dr. Cindy DeLuca in Corporate Training and Continuing Education to build more programs in response to the community needs. Dr. Brett Kemker, the new USFSM Regional Vice Chancellor for Academic and Student Affairs, was introduced.

### **Focus Group Findings:**

Focus Groups were conducted May 8 and 9, led by Bill Hampton (USFSM Consultant), Bob Turner (retired President of *The Bradenton Herald*) and Shawn Ahearn (USFSM Director of Communications and Marketing). The Focus Groups were conducted to find out how the community perceives USFSM and how USFSM can be the go-to, trusted community partner. There were a total of 30 participants representing a broad representation of current students, community members, business leaders, and USF alumni.

Mr. Hampton presented the common themes that emerged from the discussions along with recommendations. Recommendations include: (1) Define a strategic vision and messaging development with internal buy-in being a top priority; (2) Formalize, fund and launch an “intentional” community relations strategy; (3) Enrollment strategy and expanded student recruitment; and (4) Explore further research.

Mr. Eckel commented that USFSM needs to prioritize the challenges that the university faces and identify those action items.

Dr. Jain noted that USFSM needs to bring in and educate the guidance counselors and ambassadors on offerings so they can be a first point of recommendation.

Mr. Mariotti agreed that USFSM staff, students and community need to promote the university offerings such as the proposed on-campus housing, the food service expansion, the STEM building, and NCAA Rowing. The community needs to have something to embrace and support.

Mr. Klene commented that reaching out to high schools could help attract students that are considering SCF. USFSM has the benefits of a large university system on a small campus.

Dr. Stone suggested promoting the research that the faculty is doing.

### **Budget Update:**

Mr. Beauchamp referred to the Budget to Actuals Report included in the Board packet. This is the Operating Budget for the fiscal year ended June 30, 2018 versus actual spend. The tuition and fee authority is \$9,599,637. The actual amount of tuition and fees collected was \$9,443,551, so the actual contra-expense amount was \$156,086.

The Total Revenue Budget and Actual was \$27,030,884. The total budget expense was \$27,030,884 compared to actual expense amount of \$25,641,758, resulting in an excess revenue over expense of \$1,327,987. Through management of expense spend this year, the result in net carry-forward spend is \$61,139 for operations.

Mr. Eckel noted the need to concentrate on the income side and work on cutting expenses as much as possible.

Mr. Beauchamp continued on to the Carry-forward Fund report. The carry-forward balance, as of July 1, 2017, was \$13,590,904 and \$2,677,957 was spent this year: 1) from operations listed on the Budget to Actuals report; and 2) for special projects. Outstanding encumbrances for three projects total \$3,214,000: 1) CHTL project; 2) replacing the HVAC in the Viking building; and 3) room renovations and repairs in the primary building.

Mr. Beauchamp addressed the proposed projects:

CHTL Expansion and Renovation Project – USFSM has issued an Invitation to Negotiate and received seven proposals. A meeting is scheduled for July 30<sup>th</sup> to short-list these proposals with a follow up meeting on August 13 to review presentations from the short-listed contractors.

Viking Building HVAC – Bids are out and there is a mandatory pre-bid meeting on July 17.

Room renovations – Work will begin in August and should be completed by the start of spring semester.

Chair Shinn provided a schedule for the CHTL Expansion. It will be 5,000 square feet, which is almost \$500 a square foot. Mr. Beauchamp explained that the construction management firm will provide a construction schedule to align with student downtime to try to have little to no interruption to the Café operating times.

### **Legislative Budget Request (LBR):**

Mr. Welch, for historical perspective, gave the Board members the LBRs submitted to the Board of Governors (BOG) for Fiscal Year 2018-19 and the actual funding levels after vetoes. Going back 20 years, the actual rate of funding is 4%-5%.

He thanked Dr. Bonnie Jones and Mr. Beauchamp and their respective teams for coming together and producing the \$4.9MM amount for the 2019-2020 LBR. This is based on the cost to hire 32 faculty members in STEM related fields and other programs of strategic emphasis. This request was presented to the Campus Board for review and approval, and provided to Tampa to be combined with the System request that goes to the BOG.

Chair Shinn noted that approximately \$3.5MM had been vetoed from the budget last year, so this is not necessarily new money. Mr. Welch confirmed that roughly \$3.5MM of recurring funding was cut last year and this year's allocations remained flat in recurring funding. USFSM will be meeting with Senator Galvano and the other members of the legislative delegation to ask for the Operational Support needed to get back the \$3.5MM that was cut and this is the recurring amount of funding needed to fund 32 faculty lines. There is strategic importance to designating this as Operational Support in the legislative process since it will provides the flexibility for the funding to be fungible on the backend. Operational Support is not subject to veto if it is put into the base budget and would be protected going forward if it remains in the base. Chair Shinn emphasized that USFSM is underperforming to the audience and has critical needs for faculty to deliver certain programs that are understaffed to deliver.

Chair Shinn noted that state statutes prohibit the transfer of more than \$1 million in education funding between institutions which effects the USF System. He suggested submitting a request to the Legislature amending that statute to allow for larger transfers within the USF System during the consolidation process. Another option discussed that would yield similar results would be for the Legislature to consolidate budgets of USF System institutions in FY2019-2020. This method could assist with accreditation audit guidelines that will require one consolidated budget in 2020.

**Action Item:**

Mr. Welch requested Chair Shinn for approval of the LBR. Dr. Jain moved to approve the LBRs as presented with a second by Mr. Mariotti. The LBRs were unanimously approved.

**Capital Improvement Plan:**

Mr. Welch made reference to the Capital Improvement Plan (CIP) list for the USF System including the STEM building (#7). At the last Board of Trustees (BOT) meeting, Chair Shinn asked the BOT and President Genshaft to consider raising the funding level in the first year of the request for the STEM building; and it was subsequently increased to \$15,015,348. The CIP, along with the LBRs, goes to the BOG. The CIP list is in the final form that was sent to Tallahassee following approval by the BOT.

**Faculty Data:**

Dr. Holbrook referred to a document in the Board packet showing a need for recurring funding to increase both tenured and tenured-track faculty. LBR funds go to building this tenured and tenure-track faculty, which can increase research productivity and other student success related outcomes. Currently, 41% of faculty are adjunct, many of whom are retired, teach online and are from outside of the area. Building a tenured and tenured track faculty base will create better investment in the students, university and community. Areas of focus include biology, which is the largest and most popular major, also chemistry, physics, mathematics, STEM, engineering, cybersecurity, accounting, education, risk management insurance, allied health, nursing faculty and staffing.

**Housing:**

The bid for the Demand Study consultant was distributed to 50+ companies resulting in two proposals. USF is familiar with both of the companies submitting proposals. The proposals will be presented to the selection committee next Thursday. Following that meeting, the committee will move quickly to make a selection, then post the Intent to Award and move to contract. The goal is to find a company that has experience studying campuses that do not have housing. The student questionnaires will be circulated one or two weeks into the fall semester. There was discussion regarding obtaining feedback from the Tampa and St. Pete campuses to find out what the students think about housing, what they are willing to pay, and what type of housing they prefer. Once the students have been polled, it should be approximately 45 days for the report to be issued.

Dr. Jain suggested asking students who have graduated in the past 12-14 months, to see what impact the lack of housing had on students. Dr. Stone suggested asking high school students if housing would be a reason for to select, or not select, USFSM.

Dr. Holbrook explained that the housing study would look at the facilities proportionate to the amenities. The study should review what the costs and needs would be for just housing and for housing with external features, such as dry cleaners or fast food vendors. There are many factors that will determine the costs.

The housing consultant will facilitate the demand study and also assist in the design. It is important for students living on campus to engage in the campus community.

Dr. Genshaft added that data shows that freshmen who live on campus are more involved, have a happier experience, do better in school, and finish on time.

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

Mr. Klene offered the assistance of SGA for the housing study. The SGA Cabinet has been fully hired inside of the executive branch with some additional students to be hired to fully staff the SGA. SGA is working with USFSM administration to create student focus groups and survey the students about the new changes coming to the campus. SGA is working on community outreach and has a University Community and Governmental Affairs (UCGA) committee in the Senate that creates partnerships with area businesses. Currently, the program has 24 partners wherein SGA does marketing for these businesses and they give USFSM students discounts from their business. UCGA is reaching out to more businesses in the area to continue to expand the USFSM presence in the area. SGA is planning the annual SGA Retreat and Leadership Conference, working on hiring a driver for the Mote Marine transportation program and finalizing schedules. Finally, SGA is looking at different ways to better inform the student population about existing systems in place, as well as the new changes to the campus and the entire university system.

Chair Shinn asked Mr. Klene to include in the student survey what students would be willing to pay in monthly rent and what students currently pay for off-campus housing.

### **Campus Board Discussion:**

Mr. Mariotti asked about student health services. Mr. Beauchamp provided that USFSM just renegotiated the health related shared services agreement with New College to provide for a counselor to be on campus four days a week for this coming year.

### **Items for the next Campus Board Meeting:**

Dr. Jain asked that Mr. Beauchamp present the completed budget with the Performance Based Funding allocations.

Chair Shinn asked for a methodology and strategy for talking to the legislative delegation.

Mr. Mariotti asked for an elevator speech.

Chair Shinn announced that the Consolidation Task Force Sub-Committee for Access will take place at USFSM on July 17<sup>th</sup> from 2:00pm-4:00pm in Selby Auditorium. There will be an opportunity for public comment on the record. Everyone is welcome to attend.

The meeting was adjourned at 5:25pm.