



**Meeting Minutes**  
**USF Sarasota-Manatee (USF SM) Campus Board Meeting**  
**July 20, 2022**  
**Selby Auditorium**

USF SM campus Board Chair Rick Piccolo called the meeting to order at 3:00pm.

The following USF SM campus Advisory Board members were present:

Senator Lisa Carlton  
Dr. Anila Jain  
Bill Mariotti  
Diana Michel  
Ernie Withers

Representing USF:  
President Rhea Law

Representing the USF Sarasota-Manatee campus:  
USF SM campus Regional Chancellor Karen Holbrook  
USF SM campus Faculty Council Chair Anthony Coy  
USF SM campus Staff Advisory Council Chair Jennifer VanDeWoestyne  
USF SM campus Student Government Association Governor Evelyn De Oliveira

Chair Piccolo and all board members were present for roll call to reach a quorum, with Mr. Withers participating on Teams. No public requests for comments were received.

**New Business – Action Items:**

**a. Approval of USF SM Campus Advisory Board Meeting Minutes**

Chair Piccolo moved for approval of the April 27, 2022 and May 23, 2022 meeting minutes. Mr. Mariotti put forth the motion with a second from Ms. Michel. The minutes were unanimously approved.

**New Business – Information Items:**

**USF Update**

On May 17, 2022, President Law attended the Judy Genshaft Pavilion dedication on the USF SM campus. Appreciation was shown to former President Genshaft for all she did in establishing the USF SM campus and supporting the things yet to come. Following the dedication, the campus hosted a ‘Foundation for the Future’ event, which included a panel discussion. The event was well done and the community members in attendance appreciated seeing what is being planned. Plans for the two new USF SM campus buildings are being formed and the President is looking to ramp up communications to the community to see what type of support and opportunities there are to coordinate.

The President reiterated the transformational support received this year from the state legislature. It was extraordinary for USF overall, but it was especially so with the \$3M promised for the Nursing/STEM building on the USF SM campus. Additionally, the planning for a 200-bed housing and student center building is coming to fruition.

President Law welcomed the new USF St. Pete campus Regional Chancellor, Christian Hardigree, Esq. (on Teams). Chancellor Hardigree commented that she is excited to be a part of the USF family and looks forward to seeing how the USF SP campus can help serve the USF SM and Tampa campuses.

USF has distinguished itself again this year as the leader in the State University System (SUS) with Performance- Based Funding (PBF). President Law emphasized that USF needs to keep the momentum going, as the PBF brings in money and, more importantly, brings credibility to USF at the Board of Governors (BOG) level. The metrics now include all three campuses and one of the metrics that scored high was in student success. USF has the ability to lead the state in these areas.

USF has the most diverse high-achieving class of first-year students in the history of USF. This year's incoming Fall class of 6,392 students will have an average GPA of 4.18 and average SAT score of 1297. The fact that these students want to come to USF shows how USF is meeting the need of access and also attracting quality students. There are 62 new National Merit Scholars, which is up from an all-time high of 35. With a focus on accessibility for diversity, since last year there has been a 16% increase in Black students, 3% in Latin students, 14% in Asian students, and 17% in students who self-identify as two or more races.

A location for the USF stadium has been identified on the east side of the Tampa campus. The area was chosen with utilities and parking perspectives in mind. Currently, there is a search for a design and build team to have the project completed in 2026. The stadium will bring opportunity to attract students, alums and community members to the campus.

Mr. Piccolo thanked President Law for traveling to the campus and for her support, along with her staff and the Board of Trustees (BOT), of the Nursing/STEM building and the residence hall/student center. Both will be transformational for the USF SM campus.

### **USF SM Campus Update**

Dr. Holbrook reiterated the excitement for the new campus residence hall/student center and the Nursing/STEM building.

The USF SM campus has welcomed new leadership, as follows:

- Dr. Joni Jones, Muma College of Business (COB) Campus Dean
- Dr. Cihan Cobanoglu, School of Hospitality and Tourism Management Campus Dean
- Dr. Brandon McLeod, USF World Campus Director

Dr. Holbrook introduced the Joe and Mary Kay Henson Literacy Program. A \$500K gift from the Henson family initiated a partnership with the USF College of Education (COE) to support student literacy with a tutoring program at Booker Middle School. A pilot program took place last summer in which 6<sup>th</sup> graders each wrote their own book. The program will provide support for 20 USF COE students to learn about the middle school student needs, literacy strategies and approaches to working with them. Dr. Cheryl Ellerbrock (USF Associate Professor, Social Science, Middle Grades and General Secondary Education) is project manager and USF SM campus Dean of Education.

Recent events of note that took place on campus:

- The 'Ukraine: What's Next' virtual series concluded with the fifth program on June 8, 2022.
- April 8 - The USF Coaches Caravan Tour stopped by the USF SM campus for to update the community on the USF athletics programs.

- May 4 - The USF SM campus celebration for the Spring 2022 undergraduate (164) and graduate (11) student commencement took place at the Powel Crosley Estate.
- May 17 - The Judy Genshaft Pavilion dedication took place in the USF SM campus courtyard and following that was the 'Foundation for the Future' event.
- May 20 - Easterseals SW Florida held their annual graduation ceremony in Selby Auditorium.
- June 1 – Patterson Foundation's Testimonies art installation, titled 'Sacrifice', was unveiled in the USF SM campus rotunda for its permanent home.
- June 13-17 – Leading up to Juneteenth, Dr. Denise-Davis Cotton (Director, USF Center for PAInT), Frances Bradley-Vilier (R.E.A.C.H. Learning and Development Facilitator), and Darren Gambrell (USF SM campus Assistant Director of Student Services, Office of Multicultural Affairs) led a five-day program of multicultural arts-integrated instruction. Approximately 30 USF faculty, students and staff participated in African, percussive and tap dance lessons from world renowned artists and learned of black history through films, presentations and guest speakers.
- June 17 - Darren Gambrell served as emcee for USF's Juneteenth celebration which took place on the St. Pete campus.

### **USF SM campus Faculty Council Update**

Dr. Coy provided the following updates:

- Faculty Council had the opportunity to provide feedback to the design team for the new student center.
- A new Faculty Council Chair will be selected in August 2022 (Dr. Coy's term end). At that meeting, goals for the next year will be discussed, including reviewing and suggesting revisions for the Faculty Senate bylaws. Additionally, they will push for resources and salary equity, and enhance diversity and culture for the USF SM campus.

Dr. Coy thanked everyone for the opportunity to serve as Chair and thanked all of the Faculty Council members for their service to the campus and their dedication and time they put into the campus efforts. Chair Piccolo thanked Dr. Coy for his service to the university and the faculty.

### **USF SM campus Staff Advisory Council (SAC) Update**

Dr. VanDeWoestyne noted new the SAC Leadership from the recent election

Chair: Dr. Jennifer VanDeWoestyne, Vice-Chair: Carlos Moreira, Secretary: Taylor Wey,  
Sergeant-At-Arms: Aaron Reeher, Parliamentarian: Darren Gambrell, Treasurer: Danielle McCourt

She thanked the outgoing leaders – Dr. Denise Davis-Cotton, Jannine Palmer, Gabby Jarmoszko and Marrie Neumer.

Upcoming meetings will focus on the goals of the USF SM campus staff members.

### **USF SM campus Student Government (SG) Update**

Governor De Oliveira provided the following updates:

- New hires have been made for two of the USF SM campus SG positions, but it has been difficult to get students to apply for the other positions. Current SG members are distributing flyers and other marketing materials.
- On June 13, 2022, Ms. De Oliveira, three SG representatives and an advisor attended a week-long National Association for Campus Activities conference for student government leadership in Denver.
- SG met with the architecture design company for the new student center to give feedback on what the students want in the new building. There will be further opportunity to meet with them going forward.

### **Campus Board Discussion:**

## **Legislative Update**

Mr. Welch reiterated the historic funding promised for USF in the past legislative session. He thanked President Law and BOT Chair Weatherford for their leadership in Tallahassee and how critical it was for USF's success. They are committed to approval of the Legislative Budget Request (LBR) at the Sept. 13, 2022 BOG meetings with a \$50M request for Preeminence national rankings. USF is in the top three state university institutions with a goal of being in the top 25 national universities. USF meets most of the metrics, with the exception of being behind in research funding, student to faculty ratios and institutional funding. Work is being done to remedy this and USF is committed to this goal going into the upcoming legislative session, including securing the next tranche of funding for the USF SM campus and the priorities of USF, including the Environmental and Oceanographic Sciences Research and Teaching Facility at the USF SP campus.

President Law noted that Mr. Welch is committed to moving the USF SM campus forward. He was in Tallahassee working hard with Mark Walsh (USF Assistant Vice President for Government Relations) and Lauren Hartmann (Director of State Government Relations) tirelessly promoting the university and keeping USF's investment needs in front of the legislators. She thanked him for his work.

## **USF SM campus Budget Update**

Mr. Beauchamp presented the General Operating Budget Compared to Actual Expenditures as of June 30, 2022 (**Exhibit A**):

- Revenue –100% of General Revenue and Lottery were collected. \$13,268,031 was received in tuition collection and is 133% over the budgeted \$10M. Increasing Student Credit Hours (SCH) has had a direct result in the tuition amount. The difference of \$3,268,031 will be rolled into next year's Carryforward amount. Overall, 110% of the operating budget revenue has been collected at the end of the FY.
- Expenditures – most departments' revenue and expenses are close to or below 100% of budget. Any of the lower numbers a result of vacated position to be filled. Nine new faculty positions have been approved for the colleges which created Carryforward. All adjunct costs in the FY were expensed against Carryforward. In the next FY Carryforward plan, some of the excess revenue will be allocated back to the campus deans directly for them to manage for their colleges. Budget (\$32,283,366) minus actual expenses to date (\$27,260,116) leaves the USF SM campus at 84% of its budget spent to date. The \$5,023,250 difference will also carry over to next year's Carryforward balance.

Mr. Mariotti asked if the Carryforward money going to the campus deans is for specific allocation. Mr. Beauchamp replied that it will be at their discretion, as long as they follow the Education & General (E&G) Carryforward purchasing guidelines.

Mr. Beauchamp continued with the E&G Carryforward Spending Plan as of June 30, 2022 (**Exhibit B**):

- Beginning Carryforward balance was \$16,629,810 (after 7% Statutory Reserve Requirement deducted). Planned Expenditures for FY 22 will use the total \$16,629,810 Carryforward funds.
- Actual expenditures were \$7,238,889, which leaves a remaining balance of \$9,390,921.
- The FY 22/23 Carryforward spending plan, as of July 1, 2022, is \$17,532,202, minus \$3,739,428 in open purchase order encumbered and the 7% statutory reserve, leaving an adjusted Carryforward balance of \$13,795,981. Planned expenditures are similar to FY 21/22, with the addition of \$900,000 for the college deans. All expenditures will use the total Carryforward balance.

Mr. Beauchamp concluded with a Comparison of the General Operating Budgets FY22 to FY23 (**Exhibit C**):

- The USF SM campus received more allocation from the state this year, which brings a \$1,063,909 increase in total revenue and can be invested strategically into the campus. An additional \$1M has been added in anticipation of added tuition. Total of \$2,063,909 will be available in FY23 for strategic investment.

- The current budget plan has been carried over from FY22 to FY23. Planned expenses have not yet allocated the \$2,063,909 as approval from President Law and the BOT is pending.

President Law added that the budget process is focused on created a budget model that would be more transparent and predictable, so in looking at the budgets, they are seeing where the investments are made, particularly with new dollars. She asked to consider where investments can be made that make the biggest impact. There is more demand than can be realized, so USF has to prioritize and think about how it relates to the Strategic Plan and how it relates to those metrics that USF is trying to impact.

Dr. Coy added that, prior to Consolidation, many of the position lines on the USF SM campus did not have startup funds. Those funds can be transformative in hiring faculty, who have the ability to get grants and see a return on investment, which will support the efforts and metrics that USF is trying to achieve.

### **Facilities Update**

Mr. Beauchamp noted that this year USF received an unprecedented \$72,787,038 total allocation for deferred maintenance, of which \$66,215,400 is directed to USF campuses. Eighty projects will be funded by that money, with eight on the USF SM campus. Carole Post (Vice President for Facilities and Public Safety Operations) has convened leadership, staff, and technical expert from each campus to engage in the decision process.

Carryforward money was used last year to renovate the exterior of the USF SM campus building. This year interior renovations are being done, including painting and carpet replacement.

The Student Center/Housing building will provide 200 beds, have 68,000 square feet for housing and 32,000 square feet for the student center. \$16.5M has been set aside to fund it, with the remaining balance to be funded through USF Finance Corporation. Core Construction and Mackey Mitchel Architecture have been chosen for construction and design and have been working with different groups across the USF SM campus to ensure that everyone's input is considered. Early schematics and exterior renderings were presented this week. The finance funds request was submitted to the BOG for final approval September 14, 2022 and the hopes are to break ground in early Spring 2023.

The state approved \$3M in allocation for design of the 75,000 sq ft Nursing/STEM building, whose total budget is \$61.7M. USF Facilities Management teams are working on how the design firm will be selected and what the construction process will be. Plans are for the Request for Proposal to go out late Fall/early Spring 2022. The Nursing/STEM building was #2 on the approved Capital Improvement Plan list at the 6/29/22 BOG meeting,

Creative Contractors has been identified as the design team for the \$1.7M renovation of the 1,000 sq ft School of Hospitality and Tourism Management (SHTM) teaching kitchen. They have been meeting with the hospitality team and are narrowing the scope of the project with hopes of beginning in September or October 2022.

Lastly, a purchase order was issued for the chilled water plant expansion of \$1.8M. The design team will begin planning the size and equipment needed. Mr. Mariotti asked if the current building can house the new expansion. Mr. Beauchamp said the design teams believe they can support that.

Senator Carlton asked if there are any assurances that the legislature will not take any or all of the Carryforward money, as they have done in the past. Legislators have put restrictions and a more defined process on how the funds can be used, so by staying within all of those guidelines for these projects, Mr. Beauchamp believes that the funds will be safe in showing that we plan to use all of the Carryforward funds appropriately. Mr. Welch added that the decisions by the legislature have been based on the state's economy. Currently there are unprecedented collections with the forecast for May/June 2022 collections much above normal.

### **Advancement Update**

Ms. Neumer reported record setting fundraising results for the USF SM campus to reach \$6,516,257, which she attributes to Consolidation. There is now access to the USF and USF SP campus Advancement teams. She thanked Jennifer McAfee (Senior Associate VP of Development) and Jay Stroman (SVP of Advancement & Alumni Affairs and USF Foundation CEO) for supporting the collaboration. Gifts received in FY22 included approx. \$600K for scholarships, \$5,710,000 for academic and student programs, and \$60K for operating and building funds. Moving forward the focus will be on the building fund.

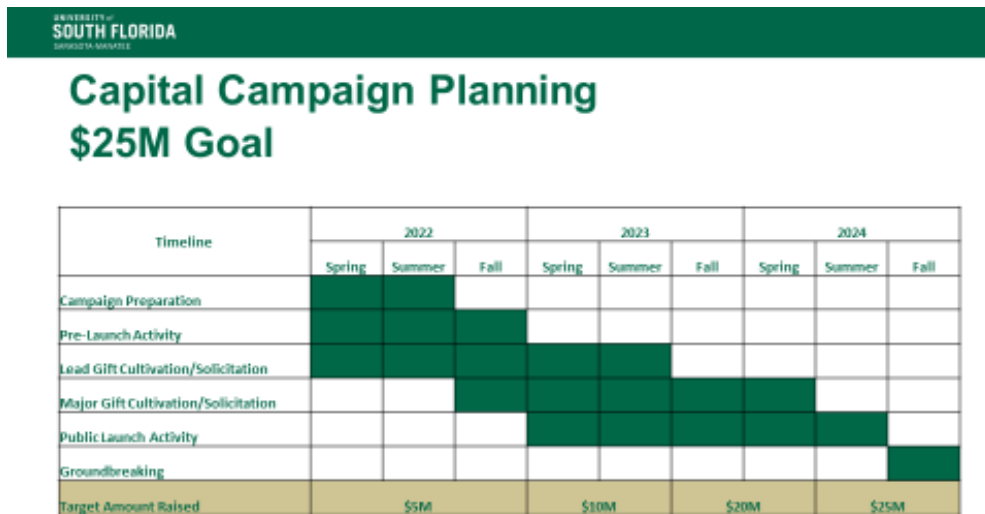
FY 23 fundraising planning is underway, including a capital campaign, annual goal setting and developing academic fundraising priorities, such as a naming opportunity for the SHTM teaching kitchen. The goal for the November 6, 2022 Brunch on the Bay is \$500K. This year the money will not only be raised to support scholarships, but it will also include funds for the Nursing/STEM building. The event will provide an opportunity to start talking more broadly about the future expansion of the campus.

Upcoming events:

- August 24, 2022 - School of Risk Management & Insurance Gift Announcement
- September 28, 2022 - Fall Crosley Dinner Series
- October 9-15, 2022 - Homecoming
- November 6, 2022 - Brunch on the Bay

**Capital Campaign Planning**

Approval has been given to begin to raise funds for the Nursing/STEM building with an initial goal of \$25M in the next two years. Total cost of the project is projected at \$61.7M. Timeline was presented:



Mr. Stroman thanked Ms. Neumer for her leadership. He noted that work has been done since Consolidation to bring resources of all three campuses together. The state legislature is always very appreciative with private/public partnerships, when asking for funds when you have already raised a significant amount. There will be a strong push in asking the community to be involved, have an excitement about the new facility and help to raise the gifts. Advancement has an aggressive plan to do this. He thanked the USF SM Campus Board for being great ambassadors for the campus, but for this capital campaign, he asked that they help open doors to individuals and connect with the community. He promised from President Law on down, they will be in the community working together with full support from his staff and not have all the work fall on Ms. Neumer, Dr. Holbrook and the USF SM campus. He asked the board members for their support and council when asked to participate in advisory committees, host and make introductions to their colleagues and friends.

Dr. Jain noted that she and Dr. Mona Jain are co-chairs for this year's Brunch on the Bay. Invitations have not yet been sent but they are already selling seats. She asked that everyone get the event information for ticket sales. They are securing sponsorships, so please let Ms. Neumer know if there is anyone interested.

Mr. Piccolo thanked Mr. Stroman, President Law, Ms. Neumer and their teams for their work as the transformation of the campus is beginning to take place. He reiterated how Consolidation has helped.

### **Enrollment Update**

Dr. Kemker reported that Fall 2022 enrollment is up 5.3% from the same time last year with 7,297 students enrolled in USF SM campus courses. The numbers are expected to rise as the start of the semester on 8/22/22 gets closer. He commended the advising staff and faculty. The enrollment growth demonstrates that the campus needs more buildings.

The campus Cluster Hubs align with a deliberate the choice of programs to meet the community's workforce demand. Several items of note in these Clusters:

**Health Cluster** – College of Behavioral and Community Sciences has a 31% growth from Fall 2021 as a result of reintroduction of the Bachelor degree in Social Work with two new faculty members hired and a clinic in the Research Annex. Almost 100 students are now in the campus' College of Nursing accelerated degree program in only its second full year. Graduate degree enrollment is up 900% from Fall 2021.

**Business Cluster** – 16% increase in enrollment from Fall 2021. Personnel changes include Dr. Jean Kabongo moving to the Tampa campus as Muma Associate Dean for Academic Affairs and Accreditation; Dr. Joni Jones is the Muma College of Business Sarasota-Manatee Campus Dean; and Dr. Cihan Cobanoglu is Campus Dean for School of Hospitality and Tourism Management (no longer interim).

**Early University Programs** – Students from seven counties/districts are enrolled. Articulation agreements are with 98 homeschoolers and 20% of all private schools in Florida. The program is growing to every Florida county. Self-registration will begin on August 8 for the first time, as manual registration took valuable staff time. GPA requirement has been raised to 3.5 or better, so every student enrolled in the EUP classes is a potential USF student. Of 203 EUP senior who graduated last year, 177 applied and were admitted to USF.

Over the last three year, the USF SM campus has had over 90% retention rate. These are high scoring students with an average GPA of over 4.0, who can go to any university in the world, but are staying at USF.

### **Research Update**

The 2022 Summer Grant Writing workshops concluded with 15 sessions of two hours each and an average of 60 people per workshop. Mr. Mariotti asked what the total enrollment was. Ms. Justice explained that last year almost half of the enrollment was graduate students, so this year she offered a free 4-week Saturday course specifically for grad students. The funds from last years' workshops were used to fund that program. This year, as requested, the rate for the summer workshops was increased triple. Although fewer registered (approximately 200), revenue was increased.

The new Research Magazine has been published online. Supply-chain problems have delayed publication of the paper copies.

Activity on the USF SM campus has increased with research work, grant submissions and awards. She thanked Dr. Denise Davis-Cotton for her leading grant of \$5.2M. When Dr. Davis-Cotton came to USF, she was not a grant writer and when she submitted the REACH grant, her peer review was an almost perfect score. The USF SM campus is cultivating grant writers and the research culture is changing. Programs that have been created include Interdisciplinary Research, student research with the Trail Blazers Award for graduate students, and summer funding for faculty grant writing.

### **Innovation & Business Development Update**

Dr. Smogard gave an update on the Critical & Creative Design Thinking Training Workshops. Three public workshops were held on-campus prior to Consolidation. In Fall 2021, a hybrid workshop was conducted with local and national audiences. Carlos Moreira (Director of Campus Engagement for Veteran Success and Alumni Affairs) invited the head of senior enlisted training for the U.S. Marine Corps, who asked that a workshop be offered to the senior enlisted Marines at the Marine Corps University in Quantico, VA. This was held virtually with 130 participants in March 2022. A second workshop was scheduled to be in-person tomorrow, but due to some Marine Corps changes in leadership at Quantico, it will be rescheduled. Upcoming workshops to be held this semester include those for: USF Connect Webinar, Operation Warrior Resolution, USF Academic Inclusion & Undergraduate Studies, S-One Holdings Corporation, and the 4th Amphibian Assault Battalion in Tampa.

### **Communications & Marketing Update**

Mr. Hampton's appointment as acting director of the USF SM campus Communications & Marketing department (C&M) has ended and Danielle McCourt has been named Interim Director. He will continue to be engaged as a consultant to USF with the capital campaign and other initiatives. Additional new members of the C&M team include Communication Leads, Mark Masferrer and Georgia Jackson. A search is currently taking place for a Multimedia Officer.

The 'Foundation for the Future' event recalled where the campus came from and the energy that was crucial in building the Crosley Campus building. The event was important to establish who the USF SM campus is, what has been done in the past and what can be done together again. Dialogue will be developed further as follows:

- Campus expansion messaging and campaign
- Development of "Roadshow" narrative and materials
- Update of campus recruitment materials (residential & experience)
- Nursing/STEM building case for support and advancement materials
- Brunch on the Bay messaging
- Key engagement events – internal and external

In the fundraising campaign, a different story needs to be told to students, to those who don't know about the campus, and to help everyone understand what is ahead. The theme being used, "When we build building, they build us", was the through-line for the 'Foundation for the Future' event and will be used to create how the campus is going to communicate this opportunity to the community.

Mr. Hampton showed examples of the expansion messaging for high-level narrative for fundraising and student recruitment in the campus transformation:

- The University of South Florida – America's fastest rising university - Is growing here in Sarasota-Manatee. Behind every great community is a great institution.
- Once we were behind the trees, now we are rising above, and when we build buildings, they build us.
- With the power of a global, preeminent research university, we are expanding for the success and sustainability of our community, creating the next generation of thought leaders that think and do big.
- Join us in creating an inspirational, purpose-driven and dynamic destination where education and career preparation are aligned.
- Together, let's imagine and realize the future of the Sarasota-Manatee region. Student success is community success.

Expect to see these messages in different materials, digital and print. Feedback is always welcome.

Chair Piccolo thanked Mr. Hampton for his service to the university.

### **Adjournment**

With no further business, Chair Piccolo adjourned the meeting at 4:45pm.