



Meeting Minutes
USF Sarasota-Manatee (USF SM) Campus Board Meeting
January 30, 2024
Selby Auditorium

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

The following USF SM Campus Board members were present:

Dr. Anila Jain
Bill Mariotti
Diana Michel

Not in attendance:

Senator Lisa Carlton
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 Roberto Jimenez Arroyo
USF SM campus Staff Advisory Council Chair Jennifer VanDeWoestyne
USF SM campus Student Government Association Governor Alexandra Lopez

Chair Piccolo and a majority of board members were present for roll call to reach a quorum. No requests for public comment were received.

New Business – Action Items:

a. Approval of USF SM Campus Advisory Board Meeting Minutes

Chair Piccolo moved for approval of the October 31, 2023 meeting minutes. Mr. Mariotti put forth the motion with a second from Dr. Jain. The minutes were unanimously approved.

New Business – Information Items:

USF Update

President Law spoke about the USF SM Construction Celebration event that was held on January 22, 2024 in the new Student Center/Residence Hall building currently being built. It was a great opportunity for community members, faculty, staff and others to see the potential of what the building is going to mean for the campus. She praised everyone who worked on the project, especially Dr. Holbrook, who has been a staunch champion to ensure that USF completed this goal.

President Law was in Tallahassee for meetings with Representative Will Robinson, Senator Jim Boyd and Senator Joe Gruters. They are strong supporters of USF and are excited about what is happening on the

campuses. She is hopeful that tangible support will come through in the steps they take. Last year was a great year for USF with the FL legislature, and USF will do everything it can to let the legislators know what USF can do with the funds they invest in the university.

Funding for the Office of Veterans Affairs (OVA) is being proposed for technology upgrades for the USF SM campus office and much needed facilities in St. Pete and Tampa. There is support in the legislature for this funding. USF is a veteran-friendly university and will continue to upgrade what can be done for them in every way.

USF Day at the Capital takes place on January 31, 2024 and USF will be well represented to ensure the legislators know that USF is a preeminent state university, an AAU institution, and important to Florida.

Renderings for the on-campus stadium in Tampa were shown at the December 15, 2023 USF Board of Trustees (BOT) meeting. A \$6M grant was gifted from the USF Federal Credit Union for Champions Way. President Law asked that students, faculty and staff from all campuses be a part of the excitement. Her experience at the USF football Boca Raton Bowl game on December 21 bolstered her commitment for the on-campus stadium.

She praised the incredible turn-around season of the football team. The USF women's cheer team took another national championship for the second year in a row. They won in two different categories, which has never been done before. The USF men's basketball team just celebrated its 700th win against top-rated Memphis.

USF is now a member of the International Age-Friendly University Global Network, comprised of 100 U.S. universities whose focus is on generational learning, career development and participation in education and research programs. Technologies are changing rapidly, so it's important that USF provides the community with a mechanism for educational upskilling throughout the course of their careers. USF has been the home of the OSHER Lifelong Learning Institute for 30 years, where classes are offered to older adults. Fourteen hundred administrators, staff, faculty over 60 years old and 200 students over 60 years are taking courses for credit.

Leadership teams updates:

- Dr. Sylvia Thomas is Vice President of Research and Innovation and no longer interim.
- Dan Caterinicchia is Vice President and Chief Marketing Officer of University Communications & Marketing and no longer interim.

President Law looks forward to the coming year and identified a watch word for 2024 - bold. She commits to thinking boldly about what USF can do and she asks everyone to do the same. USF has accomplished great things faster than any other university of its age and there is momentum and promise. She thanked all for everything done to this point and for all that is yet to be done.

USF SM Campus Update

Dr. Holbrook spoke about workforce and USF. She has been asserting to the local EDCs, Chambers, etc., that USF is a leader and innovator in preparing people for the jobs in the community in such fields as technology, manufacturing, life sciences, professional/financial services, and creative careers. For example, USF is preparing students for the insurance industry through the Baldwin Risk Partners School of Risk Management and Insurance (BRP RMI) program. Their student organization, Gamma Iota Sigma, began with 3 students and has grown to 47 students.

The community is looking for engineers and USF SM can give students pre-engineering and is working with the College of Engineering to develop a new aerospace engineering program. The program combines with mechanical engineering. Four new faculty members have been hired to teach the courses. One of these faculty members has a grant from the Defense University Research Infrastructure Program to purchase an electric vertical take-off and landing vehicle, which will be the only one in the U.S. at a university. She will be meeting with Chair Piccolo to discuss connecting with companies near SRQ airport needed to accelerate this program.

New USF SM programs beginning this fall include biomedical science, public health, business analytics and information systems, cybercrime, and digital forensics. These programs at USF SM would not be possible without consolidation.

Dr. Cheryl Ellerbrock (USF Campus Dean, College of Education (COE)) heads the Henson Literacy program at Booker Middle School and the Henson Mentors program where USF students serve as mentors to these students. Dr. Ellerbrock worked with USF COE Dean Rolle on the Innovative Technology Collaborative for education, professional development and the community. Dr. Ellerbrock has also been an advocate for ‘community schools’, which are public schools that provide education along with healthcare and wellness for families. USF COE students from Manatee and Sarasota County Schools are given the opportunity to obtain paid internships that guarantee employment upon graduation.

Dr. Brandon McLeod (USF SM Campus Director, USF World) has brought internationally focused events to the campus:

- November 8, 2023 – International Research Symposium. Faculty and staff members spoke about their international programs and global work.
- November 30, 2023 – Sarasota Sister Cities Showcase. Food, drinks, music and presentations from five of Sarasota's sister cities were featured.

Chair Piccolo asked if the RMI students will be useful in helping the state mitigate issues, such as rate escalation and homeowner’s policies, in the struggling insurance industry. Kristi Hoskinson (Assistant Vice President, Strategic Initiatives) answered that a RMI goal is to get the students to understand advocacy in relation and how it works in Tallahassee. Dr. Randy Dumm (Director, RMI) has a vision to have a center of excellence in RMI. Casey Welch (Assistant Vice President, External Affairs and Government Relations) added that discussions have taken place with Senator Jim Boyd, whose profession is in RMI and is one of the key legislators from the Sarasota-Manatee delegation, about expanding the RMI program, not only at USF, but overall in the state of Florida. It is a program of Strategic Emphasis as identified by the State University System Board of Governors (BOG).

USF SM Faculty Council Update

Professor Jimenez provided the following updates:

- USF SM Faculty Council has been working in collaboration with the USF Faculty Senate Council and the Intercampus Council to ensure USF SM is fully represented in discussions.
- On January 29, 2024, USF SM faculty virtually participated in the Faculty Senate Budget session regarding academic budget planning. Some of the faculty challenges that have been identified are: transportation among campuses; equity in salaries and resources; balance between local campus life and the larger OneUSF community; and faculty evaluations.
- USF SM Faculty Council will assist in the creation of a new post-consolidation survey and endorse the creation of a new Faculty Senate Workgroup on faculty evaluations and success.

USF SM campus Staff Advisory Council (SAC) Update

Dr. VanDeWoestyne provided the following updates:

- SAC partnered with the Suncoast Chapter of the American Heart Association. Staff and faculty participated in the Suncoast Heart Walk on November 18, 2023. Efforts raises a total of \$1,156.
- Spring 2024 meeting dates are confirmed with guest speakers for each:
 - o February 21 - Kim Mones to speak about the new Student Center/Residence Hall
 - o March 20 - Kristi Hoskinson/Carolyn Dyson/Cindy Beaumont to detail the new onboarding guide.
 - o April 17 - Dr. Alexis Mootoo/Angela Sklenka to discuss the new Employee Experience Team.
- SAC Awards will take place on April 15, 2024

- USF SM Night at LECOM Stadium has been rescheduled for April 19, 2024.

USF SM campus Student Government (SG) Update

Ms. Lopez provided the following updates:

- Adulting 101 sessions are continuing:
 - o November 2023 - led by Dr. Sandra Stone (Professor, Department of Criminology and Assistant Dean of Graduate Studies). She engaged with students about their graduate and career goals and directed them to appropriate resources including the free test prep books provide at the campus Information Commons.
 - o December 2023 - SG prepared mental health kits including healthy snacks/beverages and fidget toys to help students unwind during finals week.
 - o January 2024 - SG collaborated with the Sarasota Supervisor of Elections to educate students on the importance of voting and gave them the opportunity to register to vote.
 - o February 14 - Career focus with Toni Ripo (Coordinator of The Center for Career & Professional Development) to showcase the various resources offered, including the Career Closet, where students can acquire professional attire at no cost. Professional headshots will be provided for free by the SG marketing department and a coffee bar will be on site.
 - o In March 2024 - Two community outreach events have been organized to emphasize the importance of community involvement. Students will volunteer at the All Faiths Food Bank and participate in a beach clean-up. Additionally, students will join a volunteer event in collaboration with the OneUSF Community Engagement Committee.
 - o April 2024 will focus on financial literacy with presentations by the USF Credit Union.
- Ms. Lopez spoke on behalf of the students at the Residence Hall Construction Celebration on January 22, 2024. There is a lot of excitement for the campus changes that are coming.
- In partnership with the Dean of Students office, SG recognized students who passed during the year in a special ceremony on January 20, 2024. A memorial inscribed with the students' names has been established behind the Marshall Student Center on the Tampa campus.
- SG election applications opened on January 14 for the legislative branch, Governor, Lt. Governor, President and Vice President. The close of elections is on February 3, 2024.
- On January 31, 2024, students from all three campuses will travel to Tallahassee for Day at the Capitol.
- USF SM TEDx will take place on March 28, 2024 in Selby Auditorium.

USF SM Student Spotlight

Dr. Cayla Lanier (Dean, USF SM campus Judy Genshaft Honors College (JGHC)) introduced JGHC student Spence Gerber. After receiving his AA degree in high school from the State College of Florida, he began as a junior at USF SM, majoring in Biology and minoring in History. He is pursuing a career in veterinary medicine. His three older brothers attended USF SM and his mother graduated from USF SP. The positive experiences his family members had at USF convinced him that USF was the university for him.

When he began attending in Fall 2023, he was nervous about his classes and professors. He found that each professor is passionate about their area of expertise and truly wants their students to learn. He approached his professor, Dr. Frankie Costanza (Assistant Professor of Instruction, Chemistry) after class and they spoke for over 45 minutes. Dr. Costanza's willingness to have a long discussion is an example of the care the professors at USF SM have for their students. The USF SM campus' wonderful atmosphere, unique opportunities and exciting events have inspired Spence to work hard towards his future while enjoying the time spent on his undergraduate work. JGHC and student government have given him invaluable experiences, connections with influential people, and the opportunity to serve the student body in an impactful way. He will take the education, leadership skills, and overall experience at USF as he moves on to graduate school and starts his career as a veterinarian, where he can serve the local community. He hopes to enjoy more leadership opportunities and become immersed in campus life by becoming an ambassador and running for SG Governor.

USF SM Faculty Spotlight

Dr. Jennifer Mariano's (Professor, Educational Psychology) research focuses on 'Purpose'. In her past 25 years she has pursued the questions: 1) What makes people commit to noble purposes?; and 2) How can we help young people find noble purpose, especially in times of transition?. She studies adolescent youth development and what can be done to help adolescent moral development and commitment to noble purposes. These questions came when Dr. Mariano was working with a peace education program in Bosnia Herzegovina. They were developing curricula to train the next generation of leaders, so they could be peacemakers in the aftermath of war. This led her to grad school, where she began working on adverse youth purpose studies. She traveled around the U.S. interviewing young people about their purposes in life. Purpose is important for human development because it is associated with cognitive outcomes, especially in youth. It is an important time for studying purpose and most importantly, schools and universities are really important in developing purpose in life. Universities need to be in places for students to develop their purpose so they can connect their sense of aspiration with practical things, such as workforce.

Dr. Mariano's work since arriving at USF in 2007 has included:

- Interview girls about their purpose in life. She found that girls who were not purposeful and exploring felt that school was most important to them as places for them to develop their purpose.
- Leading a six-country examination of collegiate field experiences and how it supports student's sense of purpose. Students said that field experience connected to their learning was very important to help develop their sense of purpose, their confidence, and help connect their ideas and aspirations to things they could go out and do in the world. She feel that USF does this really well.
- She believes her next study is her greatest career accomplishment thus far. The Baha'i Institute for Higher Education is a university in Iran. The Baha'i people are a minority who have been persecuted for many years and have been denied access to higher education. Approximately 30 years ago, the community started their own university with hundreds of volunteers from around the world helping with teaching. It has been highly successful. Many of the students have advanced to Ivy League and other top global universities. Her work focused on developing a public health program to teach adolescent development. She is currently working with the Department of the Treasury and USF to continue the work in Iran.
- She is developing a global Youth Meaningful Index as a measure to know what is impacting young people today and how to serve them best by working with a research organization, talking to thousands of young people around the world trying to understand what their purpose in life is, and what their sources of meaning and purpose are.
- Dr. Mariano is creating a Global Handbook of Adolescence with colleagues at USF and elsewhere.

Campus Board Discussion:

Legislative Update

The legislative session is at the halfway mark. President Law and BOT Chair Weatherford were in Tallahassee for valuable meetings.

On Friday, the FL House and Senate released their initial budget proposals and included positive funding for USF and the State University System. In the House budget was \$7.5M for the USF SM Nursing/STEM building, but it was not in the Senate budget proposal. This was the same position in the 2022 session, where the initial \$3M was in the House proposal but not the Senate's, and through budget conference negotiations, they agreed to the funding. Mr. Welch feels confident that having the initial 50% of funds (\$15M) meets the House rule of 50% funding in order to reach what is on the BOG Public Education Capital Outlay (PECO) list for the Nursing/STEM building. He is working with Dr. Holbrook to get letters of support from all of the local

Chambers and EDCs to the respective Chairs of the Appropriations Committees in the House and Senate to, not only thank them for their initial tranch of money, but ask them for the additional funding to achieve the amount on the PECO list.

Mr. Mariotti asked if letters from the Campus Board members and/or faculty would help. Mr. Welch said that in other cases it would help, but since the local delegation is in support of the funding, letters are needed to go to the Chairs of the respective committees who are not aware of our local funding request. Once the request is with the Governor, other support letters may be needed.

USF SM campus Budget Update

Mr. Beauchamp presented the General Operating Budget Compared to Actual Expenses as of December 31, 2023 (**Exhibit A**):

- Revenue – FY23/24 operating budget is \$37,626,011, with \$21,024,752 (56%) collected in the first half of this fiscal year. The Anticipated Tuition is being watched closely with the budget set at \$13M and \$9M (70%) has been collected to date. The Spring 2024 tuition will be added later.
- Expenditures – most departments are tracking within budget at or below 50% spent (Library is 100% spent as a one-time annual cost that is paid in full.) The total operating budget of \$37,730,266 has \$16,699,408 (44%) spent this half of the fiscal year.

Mr. Beauchamp continued with the E&G Carryforward Spending Plan as of December 31, 2023 (**Exhibit B**):

- Adjusted Carryforward balance, after deductions for 7% Statutory Reserve Requirement and FY23 Encumbrances, is \$15,242,997.
- Planned Expenditures for FY23 are \$15,242,997. The major expense of \$11,167,997 planned for Replacement of Minor Facilities includes \$4M set aside for the Nursing/STEM building and \$3M for biology/chemistry lab renovations. At this point in the fiscal year, \$1,553,976 has been spent, with \$13,689,021 Carryforward balance remaining.

Facilities Update

Student Center/Residence Hall: Construction Celebration event was held on January 22, 2024 in the future ballroom. President Law and approximately 350 people were in attendance. The building will be 100,000 square feet with 68,000 for residential housing and 32,000 for the student center. Total construction budget is \$43,950,000, with a planned completion in May 2024 and move-in date for students will be August 23, 2024.

Nursing/STEM building: Planning for the 75,000 square foot building is taking place with the design team, HuntonBrady and Ayers Saint Gross, and the construction manager, Willis Smith. Budget is \$61,770,000. The programming phase of the design process will be completed this week, to be followed by the schematic design phase in February. Design team and construction teams will then do a cost estimation and, if all is on track, the Executive Steering Committee will sign-off. The schematic design phase will take place in May with another cost estimation and sign-off to follow. Construction can then begin (assuming sufficient funding). Floorplans were shown.

Chiller Plant expansion: Chiller and cooling tower are in place to begin use in two weeks to provide chilled water to the campus, including the addition of the Student Center/Residence Hall and it is also designed for additional placement of tanks to support the Nursing/STEM building.

Campus Café expansion is planned to convert it to a lab for the School of Hospitality and Tourism Management, but final approval of the budget is pending.

First floor Fitness/Health/Wellness Center: Renovations to be completed when the Student Center/Residence Hall is opened in order to support the 24/7 campus.

Research Annex: Completion of the digital learning studio is expected soon with a high-tech studio for faculty to record videos. The air conditioning system is complete for all the rooms.

Mr. Beauchamp introduced Scott McMillion, the new USF SM Associate Director, Emergency Management.

Academic Affairs and Student Success Update

Dr. Kemker thanked USF Provost, Dr. Prasant Mohapatra for today's visit to USF SM, where he met with many Academic Affairs units, including the College of Arts & Sciences and the College of Education. The face-to-face meetings are meaningful to the faculty and leadership.

Over 18,000 freshmen have already been admitted to USF for Fall 2024. Gains are being made in face-to-face instruction. Spring 2024 has 48% in-person classes, online classes at 46% and hybrid is 6%. Face-to-face classes are vital to a healthy campus culture. The faculty agree that it makes a difference in the classroom when connections are made with the students.

Student Credit Hours (SCH) and unduplicated student headcount for USF SM have increased substantially with Consolidation. Headcount grew to 14,488 for 2022/2023, which represents approximately 27% of all campuses. Course enrollment at USF SM has increased for Muma College of Business and the College of Arts & Sciences. Decreases in the College of Behavioral and Community Sciences (CBCS) are not due to reduction in enrollment, but to instructor vacancies and a modification of how Gen Ed courses are managed. Dr. Kemker is working with CBCS Dean, Dr. Julie Serovich, on this. The decrease in the College of Education (COE) is in line with the national trends. USF SM Campus Dean of COE, Dr. Cheryl Ellerbrock, spoke to the national need and decline in those interested in entering the education profession. In Florida, the pathway to becoming an educator is becoming easier outside of the university system. Plans are to partner with communities to provide a meaningful and productive educational experience for becoming a teacher in this community. Data shows that retention of teachers is less than five years, but this is not true of USF graduates. USF's high quality, highly immersive clinical experience with solid partners is a highly competitive education program that retains teachers in the profession for a lifetime.

USF SM's Accelerated Nursing Program has grown to 60 students in each cohort. Meetings with USF College of Nursing (CON) Dean, Dr. Usha Menon and Dr. Allyson Duffy, Regional Director, USF SM & USF SP Accelerated Pathways, have been productive. Growing graduate programs (MSN and an MBA) and a four-year Bachelor of Science in Nursing for the USF SM campus are wanted. USF SM is willing to commit resources for them.

The number of USF SM number of faculty at USF SM has remained steady with a small increase. The offices and classrooms in the USF SM building are full, so space is very much needed for additional faculty. A breakdown of the faculty by classification was shown.

Recruitment for graduate students at USF SM has increased to 269 active students. Enrollment for Spring 2024 is 190 graduate students. It shows the desire to grow research which the faculty has embraced.

At 4:26pm Chair Piccolo excused himself from the meeting to attend to an urgent issue at SRQ airport. Vice Chair Jain led the remainder of the meeting.

Research Update

Sandy Justice announced that Dr. Jennifer Mariano was recently named Chair of the USF SM Research Advisory Board. The board oversees internal awards, peer reviews, grow capacity, strengthen faculty success, investment in students and helps to steer how research funds are invested.

USF SM grant productivity continues to rise with increases in proposals and awards across all of the colleges:

USF Sarasota Manatee campus faculty				
27	2021	2022	2023	2024
Proposals	\$20,113,582	\$11,309,926	\$18,813,354	\$4,543,062
Awards		\$1,117,641	\$5,423,650	\$2,632,767

Behavioral and Communication Sciences				
8	2021	2022	2023	2024
Proposals	\$1,269,594	\$6,012,386	\$1,281,337	\$1,573,987
Awards		\$502,547	\$673,904	\$163,025

College of Education				
4	2021	2022	2023	2024
Proposals	\$580,585	\$50,000	\$2,111,703	\$49,834
Awards			\$120,746	\$553,366

College of Arts and Sciences				
5	2021	2022	2023	2024
Proposals	\$2,021,030	\$499,479	\$882,247	\$691,575
Awards			\$16,644	\$17,042

Muma College of Business				
9	2021	2022	2023	2024
Proposals	\$15,738,788	\$244,929	\$11,938,708	\$2,227,666
Awards			\$3,666,234	\$1,899,334

USF PAInT Center				
1	2021	2022	2023	2024
Proposals	\$503,585	\$4,503,132	\$2,599,359	
Awards		\$615,094	\$930,802	\$946,122

Some faculty are very productive, applying for grants every year, publishing and mentoring graduate students. Some faculty are making slow progress and some faculty are not productive. They are publishing and working with students but they are not grant active. We need to understand their barriers. The internal awards and mentoring may be helpful. USF SM faculty connect with researchers across all campuses with interdisciplinary research grants and Trailblazer Research students, giving them enhanced capacity to do their work. USF SM can also support the development of a lab and equipment, such as investing in a hearing booth for Dr. Michele Arnold or other build out at the Research Annex with updated technology. Whatever can be done to help faculty succeed in research is the goal.

Dr. Denise Davis-Cotton (Director, Florida Center for PAInT) has been very successful with grant awards. Her impact is seen in the students and teachers that she is reaching. Dr. Davis-Cotton thanked the teachers, principals, superintendents and colleagues across the country and the USF SM campus who have afforded her the opportunity to reach beyond the campus to provide an artistically inclusive educational experience for children. On January 24, 2024, supported by the R.E.A.C.H. grant, Dr. Davis-Cotton hosted over 65 teachers from Hillsborough, Ocala, Orange, Duval, Sarasota and Manatee counties to understand the impact of the power of the arts. Two weeks ago, Dr. Davis-Cotton hosted 50 superintendents, school board members and leaders of arts organizations across the U.S. in Montgomery, Alabama where they visited the Equal Justice Initiative. They also went to a performing arts school where they saw arts integration at its best and discussed the changes they will make in policy and practice to include and embrace arts in their curriculum in the districts that they serve. She thanked the USF leadership, especially Dr. Holbrook and Dr. Kemker for their support and understanding and Ms. Justice for all of the work she has done to assist with her grant applications.

Global connections through arts integration is important. Dr. Davis-Cotton had the opportunity to collaborate with United States Agency for International Development (USAID) and met with a contingency of missions from the U.S., Kenya, Ghana, Nigeria, Jamaica and Pakistan. They will be organizing a youth development conference in Washington, DC or Oakland, CA in May to extend the work globally.

Dr. Davis-Cotton concluded by emphasizing how important it is that the arts are connected to the natural part of learning and living experiences. She enjoys working in K-12 education because those are the students that the universities will be working with.

Ms. Justice continued by acknowledging the great work that is being produced across USF. She highlighted several books USF SM faculty and staff members have published and are on display in the lobby of Selby Auditorium. On Friday, Feb. 2, 2024, she will conduct a research think tank session, focused on cybersecurity. Upcoming sessions will include the future of food, sustainable solutions, technology in education, medicine and more.

Communications & Marketing Update

Ms. Presley McLeod began with several staff updates:

- Dan Caterinicchia has become Vice President and Chief Marketing Officer of University Communications & Marketing
- Tressa Presley McLeod named Director of USF SM Communications & Marketing (no longer interim)
- Georgia Jackson promoted to Communications and Marketing Manager
- Marc Masferrer promoted to Communications and Media Relations Manager
- Najat Yennes added to the USF SM staff as Multimedia Designer

She spoke about her educational background. While at the University of Mississippi for her MBA, Ms. Presley McLeod earned the Diversity, Equity and Inclusion in the Workplace certificate from USF Muma COB.

The top stories for 2023 were highlighted showing the campus growth initiatives, USF SM faculty and staff achievements and activities. *Momentum* magazine was published to showcase many research projects and successes of USF SM. Other major stories that impacted all of USF were listed.

Work is being done to strengthen the partnership with UCM in promoting USF brand assets. A new brand portal was launched for USF professional communicators to collaborate with all campuses.

The USF SM Communications & Marketing team worked diligently to promote Brunch on the Bay (recap video was shown). A strong focus was on promotion of the new Student Center/Residence Hall with coverage beginning with groundbreaking, a livestream of the construction progress and many social media stories. Campus partners are sharing what USF SM is doing with the community, faculty, staff and students. Students are sharing the message that they love being at USF SM and they're a part of the of the campus transformation.

Advancement Update

Ms. Neumer praised the success of the November 2023 Brunch on the Bay and announced that the 2024 event will be the 30th Annual Brunch on the Bay.

She showed a fundraising total comparison by quarter for FY23 and FY24. The first quarter is almost even for both years. In FY23 there was a large increase (\$1,549,266) where a portion of the R.E.A.C.H grant was able to be counted as philanthropic support. The current quarter FY24 fundraising is \$684,251, which is ahead of goal. Two very significant gifts have closed and will be reported in the third quarter.

Donor count for FY24 has been consistent with FY23. A sustainable culture of giving has been created including Spring 2024 initiatives, Giving Week and the Giving Challenge.

An analysis was done this past year of how USF SM scholarships are being distributed, how many students are receiving scholarships and what is the final amount being awarded. Taylor Wey (Assistant Director of Development for Constituent Relations) has done a phenomenal job to facilitate distribution of almost three times the amount from FY22 (\$132,208) to FY23 (\$497,000). To date in FY24, more money has been distributed (\$135,427) than the entire FY22. It is anticipated that additional scholarships will be added to the portfolio for FY24.

A student housing scholarship was launched for students who would like to live in the resident hall. The first application was submitted almost immediately upon opening registration. Advancement is working closely with Admissions, Student Success, Housing, and Marketing to promote the scholarships. Additionally, they are working with Muma COB, COE and JGHC to create Living Learning Communities (LLCs).

Naming opportunities for the spaces in the Residence Hall/Student Center are available. It was announced last week that the reception area to the ballroom is first named space by CORE Construction. CORE is very philanthropic and committed to the community and USF. Negotiations are taking place currently for two more named spaces.

A comprehensive awareness campaign for the USF SM campus is being launched to align with fundraising efforts. The change from a commuter campus to a 24/7 residential campus will be a major change. A concerted effort needs to be made in the community to recognize the significance of this change and to develop brand ambassadors to support the campus growth.

Dr. Holbrook created the Chancellor's Circle last year, which includes former campus CEOs and Chancellors over the past 16 years at USF SM. Two meetings have taken place to leverage the expertise of these former leaders.

The Nursing/STEM campaign continues with the College of Nursing to build on the program that already exists and to engage the Advancement team to begin philanthropic conversations for future expansion. Opportunities are open for the nursing students to live at the residence hall and be a part of an LLC.

Carlos Moreira (Director of Campus Engagement for Veteran Success and Alumni Affairs) does a great job working with the local USF SM Alumni Chapter. Bi-weekly meetings offer many events to the 12,000 USF alumni in the local area.

HospitaBull will be held on March 26, 2024 at Michael's on East.

The Giving Challenge on April 9-10, 2024 is a 24-hour online giving event that provides an opportunity for donors and community members to support causes and initiatives in Sarasota, Manatee, Charlotte, and DeSoto counties for 700 nonprofit organizations. USF SM is excited to utilize this event for housing scholarships and help fundraise for the new student programs.

USF's Giving Week takes place April 10 -14, in celebration of Rocky's birthday.

Ms. Michel proposed that as the awareness campaign is developed, it is important to also emphasize the safety of the campus to parents. Additionally, the business community needs to see what the return on investment will be, such as the quality of our graduating students and how long these students stay in the local area after graduating and finding employment or starting businesses. Ms. Neumer agreed that targeting the message to specific audiences is very important and is part of the strategy.

Adjournment

The next USF SM Campus Board meeting will take place on April 24, 2024.

With no further business, Vice Chair Jain adjourned the meeting at 5:03pm.