



**Approved Minutes  
USFSM Campus Board Meeting  
August 8, 2018  
Selby Auditorium**

Chair Shinn called the meeting to order at 3:00 pm.

The following Campus Board Members were present:

Chair Byron Shinn  
Mr. David Eckel  
Dr. Anila Jain  
Mr. Bill Mariotti  
Mr. Rick Piccolo

Representing the USF System and USF Sarasota-Manatee:

President Judy Genshaft  
Regional Chancellor Karen Holbrook  
USFSM Faculty Senate President Michael Gillespie  
USFSM Student Government Association President Michael Klene

Chair Shinn welcomed all those in attendance and noted that he would need to take part in a conference call at 4:30pm. At that time, Dr. Jain would lead the remainder of the meeting.

**New Business – Action Items:**

**Approval of USFSM Campus Board Meeting Minutes**

Chair Shinn asked for a motion for approval of the April 26, 2018 and July 11, 2018 minutes. Dr. Jain so moved, with a second from Mr. Mariotti. The minutes were unanimously approved.

**New Business – Information Items:**

**USF System Report**

President Genshaft congratulated all of the recent Summer 2018 graduates. USF has been selected to be a Phi Beta Kappa school. Phi Beta Kappa is America's most prestigious academic honor society, founded over 200 years ago. Only three to four institutions are selected every three years.

Michael Kelly, the new USF Vice President of Athletics, started in his position this past Monday.

Chair Shinn added that USF is ahead in season football tickets compared to this time last year and we should continue to embrace USF sports as a means to introduce people to the university.

### **USFSM Update**

Dr. Holbrook introduced Dr. Gert-Jan de Vreede, the new USFSM interim Dean of the College of Business. Dr. Holbrook also welcomed Dr. Bob Bishop, Dean of Engineering, who was visiting to attend an event in Lakewood Ranch promoting Biomedical engineering.

Dr. Holbrook, along with Drs. Paul Kirchman, Victoria Rich and Brett Kemker met with leadership at Blake Memorial Hospital to discuss the joint nursing program. The first B.S. Nursing students enter USFSM in the Fall. The goal is for this program to extend to an M.S. Nursing program for RNs who need to get advanced degrees as well as a Doctor of Nursing Practitioner program.

The planning for the 25<sup>th</sup> anniversary of Brunch on the Bay, USFSM's main fundraiser for scholarships, is going extremely well. The approach to the event is different than in the past, and is showing positive gains. Lee Williams (USFSM Regional Vice Chancellor for Advancement) provided that there is a Working Committee, headed by Bob Turner and Lauren Henry, as well as an Honorary Committee with sixty-two members, headed by David Eckel and Angie Brewer. There will be a pre-brunch reception for the Honorary Committee members on September 19, 2018 at the Art Ovation Hotel and a post-brunch appreciation party for them at Powel Crosley on November 14, 2018. The post-brunch party will feature a special performance by Perlman Music alumni with the food and beverages prepared and served by CHTL students.

### **Faculty Senate Update**

This was the first USFSM Campus Board meeting where Dr. Gillespie serves as the new Faculty Senate President. The Faculty Senate will hold its first meeting of the fall semester later this month with Mr. Piccolo as the invited speaker regarding consolidation. Dr. Gillespie noted concerns about faculty governance structure and tenure and promotion. The USFSM Critical Thinking Workshop will take place on August 15, 2018 and a positive turnout is expected.

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

Mr. Klene is a member of the USF Internal Consolidation Student Success Sub-Committee, focusing on student government and student organizations. SGA provided public comment at the Task Force Student Access hearing in July and is working on additional public comment to detail items that students would like to have addressed at USFSM concerning student success.

SGA is planning a Student Government Open House event, which will educate students on what Student Government does, how it can help them, and how they can get involved. SGA is planning Town Hall discussion and Food-for-Thought events to survey students on issues, such as the New College Library usage and other relevant topics and student concerns.

SGA will be attending a leadership conference in St. Louis in mid-October and is working on details for the Student Government retreat, which will take place the week before classes start.

In May, SGA passed a Senate resolution regarding DACA students on our campus. Mr. Klene is working with Dr. Kemker on action items and steps moving forward.

SGA is working on a Mote Marine transportation program to run a shuttle to/from campus and Mote Marine Laboratory two to three times per week. The van has been secured and details are being finalized. The service is posted and a number of students have already applied to use it.

SGA is working with the Food and Housing Insecurity Committee to secure a storage space. The Capital Improvement Trust Fund (CITF) committee allocated approximately \$15,000 in funding to renovate a space to create a food pantry for students who are food insecure. Finally, they are also researching the feasibility of a cap and gown donation program to help graduating students who cannot afford to purchase these items.

### **Consolidation Task Force Update**

Chair Shinn announced that the Board of Trustees meeting will be held on the USFSM campus on October 29<sup>th</sup> from 8:00am-4:30pm and recommended that the Campus Board members attend. Chair Shinn serves on the Task Force Student Access Sub-Committee. They are discussing the student access to classes and the curriculum and will presenting their recommendations report to the entire Task Force on August 22, 2018.

The USF System-wide uniform admissions process was implemented beginning on July 1, 2018. Additionally, members of the administrative leadership in Finance are discussing the feasibility of a consolidated budget that can be approved system-wide by the end of this fiscal year.

Mr. Piccolo attended the first public hearing in Tampa for the Task Force Student Success/Academic Programs/Campus Identity Subcommittee. This hearing included a presentation from the SACS representatives as well as the Board of Governors regarding how to add academic programs. With consolidation and expanded online programs, there will be more opportunities for the Sarasota-Manatee students to participate in distance learning and be a part of Tampa's programs. The Subcommittee has another hearing scheduled to gain further information on workforce and economic development, as well as demand for academic courses in the different communities. Mr. Piccolo is focused on what is most important to the students and faculty at Sarasota-Manatee and to narrow down to the one or two things that are critically important in making the campus meet the needs of the community. One of the most important items to bolster the campus identity is the residence hall.

President Genshaft stressed that USF is trying to supply the demand of the workforce shortage in the State of Florida. Through the consolidation, there is a need to focus on the specialties that will be right for Sarasota-Manatee and make Sarasota-Manatee unique.

### **Campus Board Discussion:**

#### **Budget Update**

Mr. Beauchamp referred to a handout in the meeting packet listing resource allocation. Our total budgeted revenue allocation is \$25.6M. Mr. Beauchamp noted that although the budget looks good, the \$10M student tuition and fee authority will probably not be fully collected, so there

would be a budget offset of \$500K-\$600K. Mr. Eckel pointed out that, according to the chart, the reduction at USFSM is more than the other institutions. Chair Shinn added that as USFSM is trying to ramp up to meet the demands of the students and community, the funding is going down.

Mr. Beauchamp noted that with the revenue budget numbers final, an expenditure budget can be generated. The building improvements are still on schedule with proposals expected on Monday from the four construction management firms for the cafe area renovations.

### **Enrollment Update**

Dr. Kemker presented the Admissions and Enrollment update with reference to First Time in College (FTIC), Transfer and Graduate students. USFSM currently has met two out of the three metrics, with the third being the Retention Rate at 89.3% and a goal of 90%. One of the initiatives moving forward is marketing to the students that we already have here in order to retain them. Another initiative is to market to the students at State College to make it more seamless for them to transfer. Overall, new Transfer Admissions were high last year and looks to be attainable again. Enrolled students should increase after orientations, which are scheduled in the coming weeks. The quantity of the applications may have gone down a bit, but the quality of the applicants has gone up. The Student Credit Hours (SCH) shows what the community and students value and can guide decision-making.

Dr. Kemker provided a video overview of a course that allows students who have transferred out of USFSM to keep the relationship with the school and allow for an easier transition back if circumstances change. The course entails Critical Thinking, taught by Dr. Phillip Wagner, for three transferrable credit hours, at no cost to the student.

Mr. Mariotti offered for the Campus Board, as community leaders, to reach out to high schools and arrange for the USFSM admissions team to visit those schools.

### **Housing Invitation to Negotiate (ITN)**

Mr. Beauchamp said the ITN for the housing demand study consultant went out with the protest period ending August 7, 2018 at 5:00pm. He announced that USFSM has selected Brailsford and Dunlavey, Inc. This firm has previously performed similar work in Tampa and St. Pete. The first strategy meeting is scheduled for Tuesday, August 14, 2018.

### **Legislative Strategy**

Mr. Welch provided an overview of the upcoming elections and how they could impact legislative decisions in Tallahassee. In addition to the local Sarasota-Manatee delegation races, there are Tampa Bay area legislative delegation races, and all of these relate to the USF System service area footprint. There are approximately 40 legislators covering Citrus to Charlotte counties, with most Senate and all House seats in this area up for election. Three, out of those 40 legislators, are considered leadership in the House and Senate: Senator Galvano (Manatee/Hillsborough), Representative Sprowls (Pinellas), and Senator Simpson (Pasco). Senator Galvano is the Republican Designate for Senate President, Representative Sprowls is the

Chair of the Bay Area Legislative Delegation and Senator Simpson is the state Senate Majority leader.

Mr. Welch prepared talking points for meeting with state legislators, at the request of Dr. Jain. Chair Shinn requested that the Campus Board meet as a group with Senator Galvano and Rep. Sprowls (respectively) as soon as possible. Those meetings would have to be publicly noticed. President Genshaft pointed out that the Board of Trustee meetings are going to be held at USFSM on October 29, 2018 and we should invite Senator Galvano.

On August 18, 2018, USFSM is hosting school board candidate forum for Manatee and Sarasota Counties; and on October 20, 2018, USFSM will host the general election forum for state legislative candidates. Both debate events to be presented by the Institute for Public Policy & Leadership in partnership with The Observer Media Group and Manatee Educational Television.

The Legislative Budget Request (LBR) for the USF System was submitted to the Board of Governors. It included USFSM's request of \$4.9 M in recurring funding for 32 faculty lines, for a total recurring request of \$20M for the USF System Consolidation.

### **Elevator Speech**

Mr. Ahearn presented a draft of a USFSM 'elevator speech' and talking points to expand on it. The elevator speech should be about the students, the education they receive and what they do with that education.

*"The University of South Florida Sarasota Manatee is a student-centered, community-engaged, forward-thinking institution that empowers students to lead lives of impact."*

The expanded talking points are created for different populations, i.e., students, prospective students, parents, etc.. The Board suggested that under each of the talking points, two or three examples should be listed.

### **Final Comments**

President Genshaft announced that the new USF vehicle license plates will be available next week and the \$25 cost goes to scholarships for students.

Dr. Jain announced that on September 5, 2018, Women in Leadership and Philanthropy will be hosting an event at USFSM with guest Dr. Susan McManus speaking about the state of politics. Invitations will go out next week.

The meeting adjourned at 4:35 pm.