



**USFSM Campus Board Special Meeting Minutes**  
**April 11, 2018**  
**3:00pm-5:00pm**  
**Selby Auditorium, USFSM Campus**

Chair Shinn convened the meeting at 3:05 p.m.

The following Campus Board Members were present:

Trustee and Chair, Mr. 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

Faculty Senate President Fawn Ngo

Student Government Association President Barry Callahan

Chair Shinn asked that the incoming USFSM Campus Ambassadors introduce themselves and state what they are studying and when they will graduate. Six of the eight new Ambassadors were in attendance.

**New Business – Information Items:**

**Consolidation/Reunification Update**

Chair Shinn restated the purpose of the special meeting for the Board is to discuss the consolidation efforts in an informal-style. The Consolidation Task Force has its first meeting on April 25<sup>th</sup> where more information will be available and membership will be final.

The Board discussed how best to gather and relay information to the Consolidation Task Force from the USFSM point of view. Mr. Mariotti suggested sub-committee work to identify issues, write summaries and report to the Board. Mr. Piccolo commented on the need for community input as well.

Dr. Ngo commented that Dr. Holbrook has been meeting with all of the deans and the faculty for the USFSM colleges to gain their expectations and thoughts about the next few years

President Genshaft emphasized two items that are important throughout the process: expectations and accreditation. It is important for USF to make as much available as possible throughout the system.



In reviewing the legislative direction to the task force, Chair Shinn defined two strategic program areas: programs/degree and pathways to student admissions. He requested assistance from the Student Government Association on organizing information gathering and being part of the ongoing discussions. Dr. Ngo commented that faculty would also participate in any informational meetings.

Chair Shinn reiterated that USFSM needs to maintain its uniqueness. Mr. Piccolo commented on the need for the Board to be an advocate for students, faculty and community.

The Board discussed some areas of uniqueness at USFSM including non-traditional students and personalized education.

Mr. Eckel requested that information include any economic impact the campus has on the community. Dr. Holbrook highlighted the economic benefit of a residence hall.

Mr. Callahan provided some survey information that had been gathered from students this semester. Their survey showed that students primarily gained information regarding the reunification legislation via social media and noted that students are willing and want to be a part of moving forward. Chair Shinn thanked Mr. Callahan for a great job with the useful information in the survey (handout).

### **Communications & Marketing Plan**

Chair Shinn asked Mr. Ahearn to talk about our Communication & Marketing plan. Mr. Ahearn presented the goals of the plan including interconnected multimedia communications and marketing and collaboration. Mr. Ahearn noted the 3Ms – messaging, medium and markets. We need to be consistent in our messaging, have specific messaging depending on the audience and include a sense of community. All of this will require creativity, the need for the message to be visually appealing and good graphic design.

### **Nursing Program**

Dr. Holbrook announced that the MOU for the Nursing Program with USF Tampa has been signed. The goal is to have 20 students this fall and another 20 next fall. After two years, they can interview and move to the upper level program. She thanked Dean Kirchman and Dean Rich for all of their work bringing this to fruition.

### **Enrollment Update**

Dr. Jones referred to a one-page document that was included in the Board packet providing enrollment information on transfers and freshmen. Transfers are down, but USFSM is working with SCF to continue to build the FUSE program and enhance that relationship.



Dr. Jones commented that the Ed.D. program is beginning on our campus, which will serve our local school districts and the community.

Chair Shinn requested, within the enrollment information, to have a breakout of diverse applicants and to compare where we stand with other universities.

### **Open Searches Update**

Dr. Jones commented that the search for the RVCAA opened on February 1<sup>st</sup> and within a month we had 107 applicants. Four candidates will travel to campus for in-person interviews. The search committee timeline is on track to make a decision by May and for the candidate to begin in July or at the start of the contract year, August 1.

Dr. James Curran will be stepping down as the Dean of the College of Business, but he will continue as a faculty member. Dr. Tom Becker, a tenured member of the College of Business, will chair that search committee.

### **Campus Board Discussion**

Chair Shinn requested comments from the Board. President Genshaft thanked them for a helpful meeting. Members were thankful for the information presented. Chair Shinn requested some budget and revenue information from Mr. Beauchamp.

### **Adjournment**

Chair Shinn thanked everyone for their participation and adjourned the meeting at 5:00 p.m.