NOTES
USF Board of Trustees
Academics and Campus Environment Workgroup
August 27, 2015, 12:30 – 3:00 PM
Marshall Student Center Room 3707

Workgroup Members Present: Brian Lamb, Trustee and Chair; Jozef Gherman, Trustee; Stan Levy, Trustee; Debbie Sembler, Trustee; Byron Shinn, Trustee; Gregory Teague, Trustee; Marie Bourgeois, Faculty Liaison; Judy Genshaft, President; David Himmelgreen, Faculty Liaison; Deanna Michael, Faculty Liaison; Steve Prevaux, General Counsel; Richard Reich, Faculty Liaison; Ralph Wilcox, USF System Provost & Executive Vice President

I. Call to Order and Comments

Chair Brian Lamb called the meeting to order at 12:32 PM. He informed presenters and attendees that the Workgroup would adjourn early to accommodate a Board conference call at approximately 2:50 PM.

II. Public Comments Subject to USF Procedure

Trustee Lamb confirmed with USF General Counsel Steve Prevaux that no public comments had been received.

III. New Business – Action Items

a. Approval of Minutes – May 11, 2015

A motion was made to approve the minutes and seconded. Approved unanimously.

b. 2014-2015 SUS Equity Report

Chief Diversity Officer Jose Hernandez used Power Point slides to present the latest Equity Report which he noted had input from across the USF System. Topics discussed included Academic Program Reviews, Gender Equity in Athletics, Equity in Employment, and Areas for Improvement. Dr. Hernandez highlighted the hiring of a full-time Senior Deputy Title IX Coordinator, which has set the example for other State University System (SUS) institutions. Office of Admissions Advisor Malcolm Rudolph reported on specific enrollment strategies including university/community partnerships and a bridge program to target economically disadvantaged students. Vice Provost Paul Dosal discussed the gender gap in the graduation rate for undergraduates and explained that determining factors have been identified, which will aid in the development of tactics to close the gap. Chair Lamb thanked leadership for their response to last year’s report and the areas needing improvement. He advised to “not stop,” to leverage the USF brand, and to continue to think System-wide.

A motion was made to approve and seconded. Approved unanimously.

c. Proposed MS in Pharmaceutical Nanotechnology

Dean Kevin Sneed described the proposed Master of Science in Pharmaceutical Nanotechnology (MSPN) as the first of its kind in Florida and the first graduate program in
the College. He thanked those involved in the proposal, specifically naming Provost & Executive Vice President Ralph Wilcox, Vice Provost Terry Chisolm, and Associate Vice President Steve RiCharde. Using a predominantly online format, Dr. Sneed explained that the program will prepare students for technological advances in science at the nanoscale and to apply the materials and processes to drug delivery, diagnosis, treatment monitoring, tissue regeneration, and personalized medicine. Chair Lamb asked Dr. Sneed to inform the Workgroup of his recent national award of “Innovator of the Year” which was met with general acclamation, as was the announcement that the College is ranked #2 in funding in the state by the National Institute of Health and has now moved into the top 50 nationally.

A motion was made to approve and seconded. Approved unanimously.

d. **Proposed change in Doctorate in Business Administration from cost-recovery to market-rate program**

Dean Moez Limayem described the need to convert the Doctorate in Business Administration, an accredited terminal degree for professionals with extensive business experience, to a market-rate program. The USF DBA, currently one of the lowest cost programs in the country, was approved last year but now needs greater flexibility to reach students in a wider market, retain and hire the best faculty, and reinvest in program innovation. Dr. Limayem introduced three students currently in the program: Steve Osher of Osher Consulting, CEO of AD Morgan Rebecca Smith, and Syniverse Vice President Rob Hammond. A discussion followed, including the 72 credit hour requirement. Dr. Limayem explained that research has determined that offering additional classes focused on special projects can potentially reduce the high dropout rate for students in the program.

Chair Lamb asked that the Dean return to the ACE Workgroup if the program becomes noncompetitive due to the 72 hour requirement.

A motion was made to approve and seconded. Approved unanimously.

IV. **New Business – Information Items**

Chair Lamb introduced four new faculty liaisons to the Workgroup, Richard Reich, Deanna Michael, David Himmelgreen, and Marie Bourgeois, who gave brief introductions.

a. **USF System Performance Based Funding Accountability Team**

USF System Provost Wilcox acknowledged the USF System Team created to ensure continued success with Performance Based Funding (PBF) in a new climate of funding that has moved away from an enrollment basis. He reported that USF has been a leader in PBF and is currently the second leading performer in the SUS. Team members from across the System, co-chaired by System Provost Wilcox and Vice President Ed Funai, will move the focus to a greater emphasis on excellence versus yearly improvement by tracking performance, anticipating changes to PBF metrics, and developing new strategies to improve performance. The Workgroup briefly discussed, including context for the Florida Board of Governors (BOG) and a strategic approach to maximize return on investment.

b. **CSIT TEAm grant performance overview**

Dean Robert Bishop introduced Associate Dean Rafael Perez to review the details of the grant awarded to USF, USF St. Petersburg, University of Central Florida, and Florida International University by the BOG’s Targeted Educational Attainment Grant Program in March of 2014. He discussed the initiatives of the one-time $1.6 million TEAm grant,
the goal of which is to reduce the gap between workforce needs and graduates in computer-related fields through enhanced access, retention, and careers. The Workgroup discussed, including the first virtual career fair, a common internship portal, sharing online courses with all institutions, and tracking post-graduation employment with the intent to keep USF’s talented graduates in Florida.

c. **Accounting TEAm grant performance overview**

Dean Limayem described the TEAm grant awarded in March of 2014 to USFSP, UCF, and FIU, and the USF Muma College of Business as lead institution for the $3.6 million in funding. The Accounting TEAm grant goals are to increase the number of graduates and to increase focus on retention and graduation more than headcount. Dr. Limayem with the Pippenger School of Accountancy Director Uday Murthy reviewed degrees and enrollment statistics. A brief discussion followed, including collaborative efforts between USF and USFSP, scholarships, and general interest level in the Accounting degree. Dr. Wilcox thanked Trustee Byron Shinn for his company’s hiring of USF Accounting graduates, and Chair Lamb asked that future System presentations include members from all institutions.

d. **Follow-up to USF System Retreat**

President Judy Genshaft reported on the August 7, 2015 USF System Retreat of nearly 70 System leaders held at the USF Health Center for Advanced Medical Learning and Simulation (CAMLS). An outside facilitator helped the group to think creatively and fully commit to the “BULLISH” Guiding Principles. Dr. Funai, who was asked by the President to chair the USF System Task Force, will lead the collaboration to integrate and incorporate these Guiding Principles into the USF System: Bold, United, Leaders, Loyal, Impactful, Student-Centric, and High-Quality. The President said that the group will provide reports periodically to the Workgroup and will include trustees in future activities.

President Genshaft gave a brief update on the new semester, reporting a first day enrollment of 48,302. She acknowledged faculty and staff and predicted a “phenomenal” year.

Provost Wilcox reported on an opportunity to be part of the establishment of a stand-alone STEM university in the country of Georgia. The USF System is now one of three finalists who can submit a planning proposal to the Association of Public Land Grants, after a meeting in Washington D.C. with Special Advisor to the President Karen Holbrook, Vice Provost Roger Brindley, and Dean Bishop. The President and the Workgroup discussed the value and potential risks of this time limited and unique opportunity. General Counsel Steve Prevaux confirmed that any action must come back to the Board for approval.

Athletic Director Mark Harlan provided a brief update, noting the many changes in the as of yet “undefeated” football program and the addition of Navy to the conference, which will allow for the first conference playoff championship in school history. He said he would return to the Workgroup when their Strategic Plan is complete.

USFSP Regional Chancellor Sophia Wisniewska updated the Workgroup on the approximately 300 FTIC (First Time in College) students of excellent quality and diversity. Interim Regional Chancellor Mark Durand reported a 68% retention in the current cohort, 3% above expectations, and that USFSP has begun a process to create a legacy of tradition. He extended an invitation to the USFSP Block Party on Saturday, September 12.

USF Sarasota-Manatee Chancellor Sandra Stone reported that USFSM has broken the 2,000 enrollment figure for the first time, thanks to hard work and vigorous recruiting. She said a new basketball court and
a revamped learning commons area have opened and that they held the first joint faculty/staff opening event.

V. **Adjournment**

Trustee Lamb adjourned the meeting at 2:35 PM.