Agenda item:  (Board Office to complete)

USF Board of Trustees
December 7, 2006

Issue:
Student Fee Increases

Proposed action:
(a) Approve increase of A&S Fee by $0.34;
(b) Approve increase of Student Health Fee by $0.64;
(c) Approve increase of Athletic Fee by $0.36.

Background information:
The recommendation of the Committee on Student Fees is to raise student fees by the allowable five percent or $1.34 of the fee cap. The rationale for the fee increases is as follows:

(a) A&S Fee Increase will allow Student Government to focus on outcomes more aligned with the USF Strategic Plan such as enhancement of New Student Programming and Traditions. Strategic outcomes within specific events such as Homecoming, Round Up and Bullstock will continue to build traditions that recruit, retain and matriculate students through the university.

(b) Student Health Fee will allow Student Health Services to continue service to the growing student population with the increases in the provision of health care, begin the review of construction of a new facility and improvement of system operations (electronic records).

(c) Student Athletic Fee will help fund increased expenses due to changes in travel costs within the Big East conference, increased facility rental and on campus facility improvement costs.

The committee was in unanimous agreement of the proposed action as can be seen in the supporting documentation.

Workgroup Review: Finance and Audit Workgroup
Supporting documentation: Local Fee Requests; Minutes of meetings
Prepared by: Elizabeth O. Kaplon for Vice President Jennifer Meningall
(813) 974-7435
University of South Florida
Student Health Services

Health Fee Committee 10/4/06
Fall ‘07 Increase

Fall ‘06 Increase of 0.43 per SCH ($365,000 increase)

- Pay increases mandated by Florida Legislature       $150,000
- Additional space (Kinko’s) in bookstore              $9,000
- Renovations to Kinko space and SHS space            $25,000
- Replace Cell Counter                                $20,000
- Orchard (Lab program) Upgrade                       $30,000
- Electronic Medical Record – balance of payment      $70,000
- ARNP increased from 0.5 to 1.0 FTE                  $53,000
- Increased cost of supplies                          $50,000
- New Hire – Accountant due to FAST complexity       $60,000

Total                                                   $467,000

Priorities for Fall ‘07 Increase

- Cover Mandated Legislative Pay Increases - $170,000
- Reserve Fund Replenished - $350,000
- Prepare for Mandatory Health Insurance - $80,000
- Plan for hardware needs as Electronic Medical Record is implemented - $20,000
- Further inflation of medical supplies expenditure - $25,000
- New hires for retiring staff are more expensive especially in case of physicians, mid-level providers and nurses - ???
- Feasibility study for possible expansion - $50,000
- New hire at administrative level needed - $90,000
- Cost to continue – already running $500,000 into reserves if no surprises
## University of South Florida
### Student Health Services

### Health Fee History

<table>
<thead>
<tr>
<th>Year</th>
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<td>7.27</td>
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Local Fee Increase Request

Application Date
8/21/06

Fee / Department
Athletics Fee - Athletics Dept.

Name of Requestor
Rick Costello

Mail point
ATH100

Email address
costello@admin.usf.edu

Phone
974-8232

Division VP Name
Doug Woolard

Signature

Total Amount Requested:
$1.00 per credit hour

How will the requested fee increase enhance USF campus life and student involvement?
The ICA mission is to inspire, develop, and support students in their pursuit of academic and athletic excellence. A vibrant Big East athletic program will enhance student life by developing a strong sense of pride, togetherness and community. The requested fee increase will be utilized to improve campus life and student involvement with improved athletic facilities at the Sun Dome. The improved facilities or athletic classrooms will continue to allow students to maximize their student experience at USF. In addition, ICA is requesting additional student fee support to cover the increased costs related to intercollegiate team travel costs and increased expenses to utilize Raymond James stadium for home football games.

How will the requested fee increase improve your program or services to students?
USF student participation whether as a fan or athlete teaches the valuable lessons of teamwork, perseverance, and dedication. Thus, improved athletic facilities will allow ICA to continue to recruit outstanding student athletes, improve the training and competitive experience, and provide a classroom to teach the valuable lessons learned through athletics. Further, improvements to the Sun Dome will also improve the environment for orientation, student government events, and commencement. Additionally, the requested fee will allow ICA to continue to fulfill its obligations of the Big East conference while offsetting the rising cost of travel and rental at RJS stadium.

Will the requested fee increase also impact university faculty, staff, or the surrounding community? In what way?
Enhancements to the Sun Dome will allow the University and ICA to continue to provide a gathering place for faculty, staff, and the community to interact as they cheer the Bulls on to victory. Further, it is expected that the use of the Sun Dome and Raymond James Stadium will provide a tremendous source of pride for the USF and Tampa Bay community. Additionally, the Sun Dome will be utilized for orientation, commencement, and a variety of cultural and entertainment opportunities impacting the community.

What is the timeframe to implement projects associated with the requested fee increase?
July 1, 2007

Describe how any construction project(s) associated with the requested fee increase conform(s) to the USF Campus Master Plan (if applicable).
The ICA Master plan was adopted as part of the USF Campus Master Plan.

Describe how the project(s) associated with the requested fee increase conform(s) to the strategic plans of the University
A strong and prospering intercollegiate athletic program is a part of the University Strategic plan. Intercollegiate athletic programming develops the student life experience and assists USF in becoming a top 50 research institution.

Describe how project(s) associated with the requested fee increase conform(s) to the strategic plans of your Division.
The ICA strategic plan calls for the continued development of all possible revenue sources (ticket sales, corporate sponsorships, fundraising, etc.) to allow for the enhancement of athletic facilities and to fulfill the budgetary obligations of competing at the Big East and NCAA Division IA level.

Detail the expected costs of the proposed projects**:

<table>
<thead>
<tr>
<th>Brief project name/description</th>
<th>Expected cost</th>
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<tbody>
<tr>
<td>Sun Dome Improvements</td>
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<tr>
<td>Team Travel / Raymond James Stadium Rental Increase</td>
<td>$300,000</td>
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</tbody>
</table>

**Attach additional information (RFPs, quotes, etc) if available.

What other resources will be necessary to implement these projects (i.e. university staff, equipment, type and source of funds, etc)? Have you secured the funding? (If so, describe the amounts and sources.)
ICA is committed to continued development of all possible revenue sources (ticket sales, corporate sponsorships, fundraising, etc.) to uphold our partnership with the Big East conference.

If a fee increase is not recommended or approved, will you pursue other funding sources? (If so, describe the possible sources.)
ICA is committed to continued development of all possible revenue sources (ticket sales, corporate sponsorships, fundraising, etc.) to uphold our partnership with the Big East conference.
Thank you for submitting your request. Your support and encouragement of USF students is greatly appreciated. The USF Student Fee Recommendation Committee will review your application and provide a response to you as soon as possible. You may be requested to provide additional information and/or meet with the Committee before a final recommendation is made.
Memo

To: Kaplon, Elizabeth

Date: October 13, 2006

RE: Fee Increase

Proposal

Increase the Activity and Service Fee by $0.66 per credit hour to generate critical funds for New Student Programs (NSP) and Traditions.

This should generate $660,000 in recurring monies to enhance the events below. The events have been chosen based on consultation with the Campus Activities Board, the Office of Multicultural Affairs, the Homecoming Committee, the Division of Student Affairs, the Office of Greek Life, the Office of Engagement and Involvement, USF Athletics, Undergraduate Studies, Volunteer USF, and the University Lecture Series. We believe these are both thematically and temporally balanced. The figures below are based on current budgets plus enhancements from the proposed increase and represent authorized monies. Homecoming, for instance, would be authorized to use up to $700,000, and any unused monies would rollover into the next year’s account, diminishing the need for an annual investment of $700,000 while ensuring adequate funding to meet our goals.

Fall
Round Up ($120,000)
Homecoming Week ($350,000)

Spring
MLK Week ($80,000)
Bullstock ($80,000)

Background

As an urban, metropolitan university, the University of South Florida receives many advantages from its location. We have – in every sense of the word – a diverse community and a vibrant city life in the surrounding areas. While these two components are fundamental to USF’s institutional character and success, they present unique challenges to unifying the student body and creating a sense of true community therein. Focusing heterogenous groups around a common theme (even for a short amount of time) has not been successfully achieved in recent years. Moreover, the Tampa Bay area provides students with a plethora of venues for entertainment and enlightenment outside of the campus and university community.
This issue has presented an direct challenge to programmers within the University and an indirect, although more critical, challenge to all who work to successfully recruit, retain, and matriculate students through USF. For instance, last year’s Homecoming Parade, which is the finale to the week of events and attended by the University President and Trustees, drew only about 2500 students in attendance – less than 10% of the student body at the Tampa campus alone. In many instances, the results are a product of the current paradigm for programming: get the most “bang for the buck” and recruit talent that is strong but not necessarily well-known. While this paradigm provides students who attend with a quality product, it does not attract enough students to justify current investment and does not create effective NSP and Traditions given the nature of our university. An increase in this fee would allow a shift in this paradigm to focus on outcomes more aligned with the Strategic Plans of both USF and the State University System.

Necessary Outcomes & Solvency

Each of the outcomes below are of strategic importance to our goals of access to and production of degrees and quality of education.

1. Unification of USF students – Enhanced NSP and Traditions unite diverse groups around common ends. This engenders a stronger sense of ownership among students and breaks down cultural and ideological barriers between different groups, most importantly among those who would otherwise be resistant to interaction with one another. Moreover, these events can be attended by all students – past (alumni) and present to foster stronger ties to the university for all.

2. Increased marketability of USF – Many students across the State know of or have attended “Gator Growl” at the University of Florida. This is a major recruitment tool for UF and used by many prospective college students as a vivid case scenario of student life at UF, especially in contrast to the low turn out of USF events.

3. Increased persistence to graduation – Students who feel a connection to their university often perform better in class and do not transfer after entering the university. USF has yet to become a “destination school,” and this is an intangible but invaluable goal we should focus on if we are to improve retention and matriculation rates.

4. Higher alumni donor rates – Students who have a stronger experience within their university give back more later. USF currently lags in this area, and students are forced to pay more for this indirectly. Our Athletics fees must be higher to finance a growing program, whereas strong athletic programs receive greater booster support and place less financial burdens on current students. It takes money to make money, and raising A&S Fees for this purpose presents students with a unique value-adding and cost-saving opportunity.
Headcount Enrollment by University, Fall 2005

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<tr>
<th>University</th>
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<td>USF</td>
<td>43,021</td>
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<td>UCF</td>
<td>44,953</td>
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Fee Rates, 2006-07

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<tr>
<td>FSU</td>
<td>$8.55</td>
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<tr>
<td>USF</td>
<td>$8.08 + $7 block semester</td>
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<tr>
<td>UCF</td>
<td>$9.37</td>
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Overall A&S Budgets

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<td>9,300,000</td>
</tr>
<tr>
<td>UCF</td>
<td>11,500,000*</td>
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*Not exact figures
Committee on Student Fees  
Minutes of First Meeting, 11am – 1pm  
Wednesday, October 4, 2005  

The Student Fee Committee, at least one-half of whom are students appointed by the Student Body President and the remainder of the committee appointed by the Vice-President of Student Affairs were called together to make recommendations on the Student Fees for 2007-2008 academic year. The fees under consideration are the A&S Fee, the Student Health Fee and the Athletic Fee. The meeting was called to order at 11:05am by the committee chair, appointed jointly by the Vice-President of Student Affairs and the Student Body President.

The members introduced themselves and included:

- Dr. Glen Besterfield, Asst. Dean, Undergraduate Studies; Chair
- Mr. Jason Spratt, Assoc. Dean of Students
- Dr. Thomas Miller, Associate Professor, College of Education
- Dr. Elizabeth Kaplon, Executive Asst., Student Affairs
- Mr. Barclay Harless, President Student Senate
- Ms. Erin Fisher, Student Senate
- Mr. Umer Ahmed, Budget Chair Executive Cabinet

All members were present.

Committee guests and presenters were also introduced:

- David Brickhouse, Student Government
- David Armstrong, Business Manager to SG
- Egilda Terenzi, M.D., Student Health Services
- Rick Costello, Asst. AD, Department of Athletics

The chair briefed the committee on the guidelines relating to fee increases: (a) fees should be less than or equal to 40% of matriculation fees; (b) the maximum increase allowable for all fees is 5% or $1.34 for 2007-2008AY. The chair also presented a 5 year history of the fee increase at USF and a comparison between USF and the other institutions in the state over the past 5 years.

The following groups each presented to the committee on their needs for a fee increase:

- Student Government on requests for an A&S fee increase,
- Athletic Department on requests for an Athletic fee increase, and
- Student Health services on requests for the Student Health fee.

Note that the total of all fee increases was close to $3.00

Meeting was adjourned at 1:10pm
Committee on Student Fees  
Minutes of Second Meeting, 11am – 1pm  
Wednesday, October 11, 2005

The meeting was called to order at 11:05am by the committee chair.

To begin the discussion the chair asked for a “straw” of whether to increase the fee and whether to increase the full amount of 5% or $1.34. Both “straw” poles were overwhelmingly supportive of raising the fee the full amount.

Based on the “straw” pole the chair asked all member of the committee to present their opinions on the requests for fee increases presented by Student Government, Athletics, and Student Health Services.

After discussions, the chair asked each member to elaborate more on how much they felt each fee should be increased with a specific emphasis on the exact amount. All members were in close agreement that the Health fee should be raised the most.

A motion was made, seconded and unanimously approved to increase the student fee by 5% or $1.34 with A&S increasing by $.34, health fee increasing by $.64, and the Athletic Fee increasing by $.36.

The meeting was adjourned at 12:10 p.m.