Board of Trustees Meeting
September 6, 2007

Chair Rhea Law convened the regular meeting of the University of South Florida Board of Trustees in the Marshall Center Ballroom, Phyllis P. Marshall Center, USF Tampa Campus, Tampa, FL at 9:40 a.m.

Chair Law mentioned that a tremendous number of students participated in the spring (3000) and Summer (1200) commencement ceremonies. Because of the large number of students an additional ceremony was added in both semesters.

Chair Law congratulated President Genshaft in being named the 2007 Business Woman of the Year by the Tampa Bay Business Journal. Chair Law also announced that Trustee Barber has been appointed as the Associate Dean of Graduate & Postdoctoral Affairs of Biomedical Sciences. In addition he was named a Distinguished Health Professor.

The meeting continued with a video clip from Dr. Robin Murphy, who was working on recovery efforts in Utah from mine disasters. The message which was send through her IPod provided an overview of how the robot was helping the community of Utah.

Chair Law announced that Dr. Greg Praveza will leave USF to become the Dean of the School of Health and Human service at Southern Connecticut State University. He was the first Faculty Trustee when USF started the Board of Trustees form of governance. She congratulated Dr. Praveza and thanked him for his service.

Chair Law shared that the joint workshops with BOG and BOT was very beneficial and important and thanked everyone who participated.

President Genshaft called roll. In attendance was:

Lee Arnold
Michael Barber
Dick Beard
Margarita Cancio
Sonja Garcia
Barclay Harless
Rhea Law
Kiran Patel
John Ramil
Debbie Sembler
Jan Smith
Sherrill Tomasino
Chair Law asked Provost Khator to introduce the Team from Students in Free Enterprise (SIFE). Provost Khator provided an overview of the organization. The organization’s goal is to make a real economic impact in the community. SIFE has won numerous awards including, 2nd place at the 2005 Regional competition, 2005 Rookie of the Year Award, 2006 National Finalist for best entrepreneur project, 2007 Regional Champion, 2007 National Finalist for Best Financial Project and 2nd place at 2007 National competition. The members of the organization gave a very exciting presentation on the different projects and accomplishments. Their website is http://www.sifeusf.org/.

Chair Law thanked the SIFE team for the presentation and their accomplishments. Provost Khator recognized the SIFE faculty advisors Mrs. VanDeen McKenzie and Mr. Dameion Lovett.

President Genshaft thanked the students and reported on university enrollment.

USF has its largest student annual enrollment growth with 45,244 enrolled for fall 2007. This is an increase of 2.7% from fall 2006 and is the largest annual enrollment growth since the fall of 2004.

- USF enrolled 3797 new freshman, 5063 new transfer students and 2382 new graduate students.
- One in three USF undergraduates is from an ethnic or racial diverse group: university representation is 11.8% Hispanic, 11.6% African Americans and 5.7% Asian/American.
- More than 80 percent of last fall’s freshmen class are continuing their studies at USF for the Fall 2007
- More than 92.8 million in student aid has been awarded to more than 25,000 USF students to help them attend college this fall.
- USF Tampa has 38,735 students or 889 more students then fall of 2006. Larger increase is the graduate students. USF St. Petersburg has 3,532 students or 110 more than fall of 2006. USF Sarasota-Manatee campus has 1143 students or 118 more than fall 2006. USF Lakeland has 1,134 students or 89 more students than fall 2006.
- The 2011 freshman class has the strongest academic profile in USF history with 31 USF Traditions of Excellence Scholars. (14 National Merits Scholars, 5 National Achievement Scholars and 12 National Hispanic Scholars).
- The average SAT score is 1150 which reflects a 30 point increase in the median and 17 point increase in the mean SAT scores.
- USF has received 21,600 prospective new freshman applications for fall 2007 which is an increase of 40% since fall of 2003.
- In the Class of 2011, 30% of freshmen were in the top 10% of their graduating high school class
- An average SAT of 1328 was posted by the 468 new students in Honors College this fall.
- Average ACT is 25 with the mid range between 23 and 27
- 88% received Florida Bright Futures Scholarships to attend USF
- In the class of 2011 almost one in every three new freshmen is ethnically or racially diverse. New African-American freshmen increased by 21% in comparison to the numbers for the 5th class day of Fall 2006
- USF new freshmen represent 57 counties in Florida with the largest number from Hillsborough (975), Pinellas (521) and Pasco (260)
• USF class of 2011 is nationally and globally diverse with freshmen originating from 37 states including NY (27), NJ (25) and PA (16); and from 50 countries including Colombia (19), Canada (15), United Kingdom (10) and India (9)
• USF has the largest number of transfer students in the country
• Largest enrollment growth at USF is among graduate and professional student (+8) with 2382 new students among the more than 8800 students enrolled at USF for the fall semester; among the degree seeking students at USF Tampa, graduate student increased from 20% to 21% of the population. President Genshaft recognized Dean Durham, Provost Office and AVP Brigman for their efforts.

FL 101 – Approval of Minutes

    May 31, 2007 Meeting
    June 25, 2007 Conference Call
    July 23, 2007 Conference Call
    August 8, 2007 Conference Call

Chair Law asked for a motion to approve the minutes of the previous four meetings. The motion was seconded and approved.

FL 102– 109 (Consent Agenda)

Chair Law asked Trustee Arnold for comments on ACE Workgroup items. Trustee Arnold stated that Trustee Soran chaired the meeting. He reviewed the materials and didn’t have any changes or recommendations. Chair Law stated that the Finance and Audit Workgroup reviewed all items and recommends approval.

Chair Law asked UFF representative Dr. Sherman Dorn to comment on the items of the consent agenda. Dr. Dorn spoke about the consequences of budget cuts.

Chair Law asked for a motion to approve items FL 102-109. The motion was seconded and approved.

*Academic and Campus Environment Workgroup Approved Items*

FL 102 – Approval of New Degree Programs – PhD in Government, PhD in History and PhD in Sociology *(Consent Agenda)*

FL 103 - Approval of New Degree Program - Master of Fine Arts (MFA) in Creative Writing *(Consent Agenda)*

FL 104 – Approval of Tenure Nominations as a Condition of Employment *(Consent Agenda)*

FL 105 – Approval of the USF’s Florida Equity Report, 2006-2007 Annual Update *(Consent Agenda)*

FL 106 – Approval of USF Lakeland FTE enrollment projections 2007-08 to 2014-15 *(Consent Agenda)*
FL 107 – Approval of faculty nominee for tenure as a condition of employment – USF St. Petersburg (Consent Agenda)

Finance and Audit Workgroup Approved Items

FL 108 – Approval DSO/CU 2007-08 Annual Budgets (Consent Agenda)

a) USF Foundation, Inc.
   b) USF Alumni Association, Inc.
   c) University Medical Services Assoc. Inc.
   d) USF Medical Services Support Corp.
   e) USF Health Professions Conferencing Corp
   f) USF Research Foundation
   g) Financing Corp. & Property Corp.
   h) Sun Dome, Inc.
   i) USF Charter School, Inc.

FL 109 – University Audit & Compliance – 2007/08 Work Plan (Consent Agenda)

New Business – Action Items

FL 110 – Approval of USF Lakeland Strategic Plan 2007-2012

Chair Law asked Dr. Marshall Goodman to present the USF Lakeland Strategic Plan. Dr. Goodman presented the strategic plan vision and how it was reached. Diverse community entities were involved including: economic development organizations, students, faculty and citizens. The plan was approved by USF Lakeland faculty and staff and Campus Board. The Strategic Planning Steering Committee developed foundational principles for a polytechnic university. USF Lakeland will be a premier destination campus for applied learning, research and innovative technology.

Dr. Greg Praveza (do you know the correct spelling of his name?) provided information on the traits of a polytechnic institution. He continued his presentation on how USF Lakeland provides a niche institution complementing USF campuses and leverages resources within the system. Dr. Judith Ponticell - Associate Vice President Academic Affairs, continued and offered insights on how the polytechnic institution vision for USF Lakeland links to the overall USF strategic plan. Dr. Goodman gave closing comments, thanked the Board of Trustees and opened the floor for questions. Trustee Beard inquired about the type of degrees that will be offered by USF Lakeland. Dr. Goodman explained that USF Lakeland will be offering Bachelor’s Degree focused on professional degrees and interdisciplinary work. Some of the majors offered will be business, education, and manufacturing and information technology. The program will move from a two year to a four year curriculum tentatively by fall of 2008. Trustee Arnold supported the plan and thanked the USF Lakeland team for the tremendous research and efforts. Trustee Ramil gave his support for the plan and spoke on the importance of applying research and technology and USF Lakeland Strategic plan enhances Goal 2 and 3.
of USF’s strategic plan. He also thanked Dr. Goodman, Trustee Tomasino and President Genshaft for their efforts.

President Genshaft supports the idea and believes that each university campus should meet the needs of the area they serve. Trustee Tomasino (USF Lakeland Campus Board chair), mentioned that the citizens of Lakeland are very excited about USF’s presence, its increasing visibility, and are appreciative for being involved in constructing the strategic plan. She thanked Dr. Goodman for all of his work.

Chair Law asked for a motion to approve item FL 110. The motion was seconded and approved.

**FL 111 – Approval of Regional Campus Board Appointment**

President Genshaft recommended the appointment of Roy Binger, to the USF St. Petersburg Campus Board. He is currently the Executive Vice President for SunTrust Bank with 23 years in banking including president and CEO of People’s Bank of Miami. Mr. Binger holds a Bachelor’s Degree in Economics and Master in Business Administration in Finance. He resides in St. Petersburg.

Chair Law asked for a motion to approve item FL 111. The motion was seconded and approved.

Chair Rhea Law convened the meeting after a five minute break.

**Discussion Items**

**Strategic Plan 2007-12 Unveiling and Discussion**

Chair Law shared that Dr. Stephen Portch - Pappas Consulting Group, has been retained to evaluate USF’s Strategic Plan to understand how the plan compares to other universities. Dr. Portch is halfway through his analysis and has some initial suggestions.

Chair Law thanked Trustee Arnold and President Genshaft for the incredible amount of work in which over 800 people from the university were involved. The plan was approved by the Board of Trustees on May 31, 2007 and the next stage is implementation.

President Genshaft introduced & provided background information on Dr. Portch.

Dr. Portch served as the Chancellor of University System of Georgia, Distinguished Senior Fellow of the Education Commission of the States, Senior Vice President of Academic Affairs at University of Wisconsin and Chancellor of the University of Wisconsin. Since 2001 he has served as a consultant and is the co-author of *Pappas Report*, blueprint commission for Florida Board of Governors. President Genshaft is very pleased that Dr. Portch is working with the University.

Dr. Portch thanked President Genshaft and the Board of Trustees for the opportunity to evaluate USF’s Strategic Plan. Dr. Portch has worked with a variety of institutions including many AAU universities.

Dr. Portch divided his presentation on three categories: the strengths of the strategic plan, the missing pieces and implementation guidelines.

1. The strengths of the strategic plan
One of the best strategic plans he has read

The strengths of the plan include clarity, clear stated goals, elements of distinctiveness, strength on metrics and engagement of the university community. There is a comprehensive understanding from faculty, students and Board which is usually rare.

Vision has something that no other university has an explicit decision of being positioned for AAU membership.

Community Engagement is distinctive, strong and authentic, given the tradition and recognition from Carnegie Foundation. Dr. Portch recommended the Board to continue this effort.

2. Similarities
   a. Interdisciplinary and Global – This is part of most institutions’ strategic plans, therefore is important for USF to perform better than the competition in these two areas.
   b. It’s important for Board of Trustees to understand the data provided to them. BOT should insist on the absolute integrity of the data and request drill down of the key points of data.

3. Missing from the plan
   a. The only missing piece is a coherent business plan to demonstrate how the resource base will support the plan and how the funds will be generated. Dr. Portch stated that budget cuts should not discourage the implementation process. This is the first opportunity to demonstrate fiscal discipline in having strategic priorities. Stony Brook University achieved AAU membership in a worse financial situation then USF. Some ways to diversify resources is with higher indirect recovery on research, fundraising for investing in the strategic plan, tuition, tech transfer, strategic partnership with business or corporations, reallocation decisions and further efficiency to redirect resources to the strategic plan.

4. **How do we get there** - Dr. Portch gave a brief overview of the key point from the book “Good to Great in the Social Sector”, that the Board should remember when implementing USF Strategic Plan.

Chair Law and President Genshaft thanked Dr. Portch for the evaluation of USF’s strategic plan.

Trustees Harless invited the Trustees to the USF Homecoming Parade on November 2, 2007.

**Adjournment**

Having no further business, Chair Law adjourned the University of South Florida Board of Trustees meeting at 11:45 a.m.