Chair John Ramil convened the regular meeting of the University Of South Florida Board of Trustees at the USF Marshall Student Center Ballroom.

Chair Ramil welcomed everyone to the spring Board of Trustees meeting. He gave a special welcome to the USF mascot, Rocky the Bull. Since the last Board meeting Rocky received National recognition as the Capital One Mascot of the year. Rocky was honored at halftime during the Capital One Bowl on New Year’s Day, beating out mascots from around the country, including LSU, Michigan State, Oregon, Texas Tech and Wisconsin. Athletic Director Doug Woolard spoke on Rocky’s behalf. University mascots are the branding part of universities across the country. Out of 351 NCAA Division 1 Institutions, Rocky was one out of sixteen mascots to start the competition.

Marcy Lanoue, Director of Development in Athletics, made comments about the 15 week competition which relied heavily on fan voting. Rocky was the first undefeated mascot in the 12 year history of the Capital One Mascot Challenge. In the final round, Rocky was favored 82% to 18%; defeating Raider Red of Texas Tech University. As the USF mascot, Rocky attends 350 events or more per year. Upcoming tryouts for Rocky the Bull are currently in the makings.

**Florida Intercollegiate Business Case Competition**

Trustee Debbie Sembler served as a judge in the Florida Intercollegiate Business Case Competition, which was held on February 14, 2014. Trustee Sembler reported that she had an exceptional amount of pride when the University of South Florida team presented.

The College of Business hosted the Florida Intercollegiate Business Case Competition where one graduate team per Florida institution competed using real life cases. Past participating companies include: Delta, Air Tran, Disney and Nike. This year the competition was privileged to have Coca Cola.

The USF College of Business Dean Moez Limayem proudly announced that USF’s Part Time MBA program was ranked #1 among all public Florida institutions and introduced a team of five bright MBA students. Each of the students gave a brief overview of how the case competition influenced their lives.

Dean Limayem thanked the students, Trustee Sembler, and everyone who was involved in the Intercollegiate Case Competition.
Sr. Vice President for Coca Cola Ben Johnston acknowledged the USF College of Business team on behalf of his colleagues. During the case competition, the USF team displayed intelligence as well as professionalism. The Coca Cola representatives were very impressed with the innovative and creative ideas that the USF team had to offer.

Trustee Sembler and Chair Ramil congratulated the USF team on behalf of the board. The Chair thanked Dean Limayem for his leadership in the college of Business and Mr. Johnson for the successful partnership with Coca Cola.

Chair Ramil announced that the Legislative Session is in full swing. Mark Walsh, Associate Vice President of Government Relations and his team are currently in Tallahassee focusing on USF projects. Chair Ramil announced that if any Board members are planning to travel to Tallahassee and are interested in meeting with legislators, to contact Cindy Visot and Mark Walsh.

Chair Ramil announced that spring break begins Monday, March 10, 2014 and wished everyone a safe break.

The Chair thanked the USF System Leadership and the college Deans for taking the financial stability seriously. The Moody Ratings reaffirm USF’s AA2 issuer rating with a stable outlook as significant. Chair Ramil commented that we live in a fiscally constrained environment where increasing revenue streams from state appropriations and tuition increases are no longer given.

On behalf of the Board, Chair Ramil congratulated Trustee Jordan Zimmerman of Zimmerman Advertising, on being named FAU’s Business Leader of the Year. He has launched a new book “Leading Fearlessly” and has moved his operations into a new state-of-the-art corporate headquarters in Ft. Lauderdale. Copies of the book were distributed to the Trustees.

Chair Ramil congratulated President Genshaft on the hiring of Dr. Charles Lockwood as the new Sr. Vice President of USF Health and Dean of the Morsani College of Medicine. Dr. Lockwood is a member of the Institute of Medicine of the National Academies and an internationally known researcher in obstetrics and gynecology. He will begin at USF on May 5, 2014. The Chair thanked Dr. Donna Petersen and Dr. Harry Van Loveren for their contributions while serving as Interim Vice President of USF Health and Dean of the Morsani College of Medicine.

The Chair welcomed Campus Board members from USF St. Petersburg, Judy Mitchell, Roy Binger and Bob Churuti and Campus Board member Rick Smith from USF Sarasota-Manatee.

President Judy Genshaft called the roll
Trustee Christopher Davis
Trustee Stephanie Goforth
Trustee Scott Hopes
Trustee Brian Lamb
Trustee Stan Levy – participated by phone
Trustee Mark Lombardi-Nelson
Trustee Steve Mitchell
Trustee Hal Mullis
Trustee John Ramil
Trustee Debbie Sembler
Trustee Byron Shinn
Trustee Nancy Watkins
Trustee Jordan Zimmerman

**New Business Action Items**

December 5, 2013 and January 21, 2014 Minutes
After having no change to the minutes, Chair Ramil asked for a motion to approve, it was seconded and the December 5th and January 21st minutes were approved.

Trustee Brian Lamb reported on behalf of the ACE Workgroup. After a thorough review of the consent agenda items, he recommended approval.

Chair Ramil reported on behalf of the Finance and Audit workgroup. After a thorough review of the consent agenda items, he recommended approval.

UFF President Arthur Shapiro was not in attendance.

Chair Ramil asked for a motion to approve the consent agenda items FL102 – FL 106, it was seconded and the consent agenda was approved.

**Consent Agenda (FL 102 – FL 106)**

**FL 102** – Approve of Classification of Instructional Program Code (CIP) Terminations; Notification of Degree Program Termination/Suspensions (CA)
**FL 103** – Approve of Master of Science Degree in Child & Adolescent Behavioral Health Program (CA)
**FL 104** – Approve Fee Reductions (CA)
  a. USF Tampa Material and Supply Fees
  b. USF Tampa Facilities and Equipment Use Fees
  c. USF St. Petersburg Facilities and Equipment Use Fees
**FL 105** – Approve amendments to USF System Regulation 10.107 and repeal of USF System Regulation 10.206 (CA)
**FL 106** – Approve of the revised Charter for University Audit & Compliance (CA)

**New Business – Informational Items**

**USF System Updates**
The President reported that the university had a successful USF Day at the Capitol on February 12, 2014. There were 110 students from the USF System which were divided in smaller groups
to visit the house and senate chambers as well as communicate with 61 legislators. This was the largest group that attended from any university.

Trustee Mark Lombardi-Nelson agreed that the visit to the Capitol was an exceptionally valuable learning experience for all students who attended. Trustee Lombardi-Nelson made comments that these are the types of opportunities that will help progress students in their future studies and careers.

**President Judy Genshaft provided updates on USF Tampa:**

- The USF St. Petersburg College of Business received $5 million last year and would like to see those funds continued. Building plans are pending.
- The Heart Institute funds are needed.
- Infrastructure funds are needed on all of the USF campuses, for upkeep and maintenance of buildings.
- STEM enhancement is needed for the USF Sarasota-Manatee campus.
- The Florida Center for Cyber Security will be located at USF. The Governor has it in the budget however the $7.1 million will come out of our base. The university is eager to work with legislators in order to get an allocation of funds above the base.
- Performance funding is the way in which universities across the state will be receiving funds. The Governor has put in $40 million and wants $40 million dollars to be matched by the state universities. The BOG voted on and approved 10 items. USF ranked #2 in performance and the University of Florida ranked #1.
- The President announced a partnership between USF, UCF and FIU. The three large universities graduate approximately 47% of all bachelor degrees and 63% of all minority graduates in the state of Florida. The large urban area that these institutions are located, puts them at an advantage for students, with business internships and job readiness. The BOG has recommended awarding a team grant, by the Access and Attainment Commissions, to USF Tampa and USF St. Petersburg, FIU and UCF. One of the grants is for information technology and the other is accounting. We could potentially receive $3 million and $5 million per grant. More details will be available at the BOG meeting on March 20, 2014.
- Out- of- state veterans will receive in-state tuition.
- JP Morgan Chase selected USF as one of four institutions nationally for a grant to expand educational opportunities for military veterans on campus and help student veterans graduate from college and find meaningful jobs. USF received $235,750 which was the largest gift received by the office of Veteran’s Services.
- Associate Professor David Johnson from the Department of History has been named a Fellow at the prestigious National Humanities Center for the 2014-15 academic year. This is a $50,000 fellowship that will allow him to continue his research of historic relationship between consumer commodities and the role gender in sexuality played in politics during the late 20th century.

Trustee Scott Hopes commented that the three lowest scoring universities will receive a reduction in their overall funding. Ranking #2 is a major accomplishment.
Chair Ramil made comments concerning USF’s outstanding performance accomplishments by ranking #2 and how we’re benefiting students while serving a much broader cross section of society than our higher research peers.

**USF St. Petersburg Update**
Regional Chancellor Sophia Wisniewska provided updates on USF St. Petersburg. The Regional Chancellor provided a [power point presentation](#) on the Strategic Planning Update.

Regional Chancellor Wisniewska and her team’s focus has been on Student Success and Strategic planning. Over the last few months approximately 500 people have gathered with the Regional Chancellor for a planning process. Last Saturday there were over 4,500 people who gathered to hear the goals. Key messages were on academic excellence, student success, partnerships and growth. Debbie Gula and Jeff Moyer have been instrumental in USF St. Petersburg’s student success.

Regional Chancellor Wisniewska acknowledged and thanked the USF St. Petersburg Campus Board Members: Judy Mitchell, Roy Binger, John Connelly, Bob Churuti and Trustee Debbie Sembler.

Vice Chair Hal Mullis congratulated the Regional Chancellor and her team on the outreach and engagement in developing the programs at USF St. Petersburg.

Trustee Lamb made comments pertaining to the identity and development of the strategic plan at USF St. Petersburg and how it aligns with the USF System strategy.

Trustee Scott Hopes made comments about student’s fees. Trustee Hopes has made a commitment to look in to the need of health care staffing at USF St. Petersburg campus health center without imposing a fee increase.

**USF Sarasota-Manatee Update**
Regional Chancellor Arthur Guilford presented a [power point presentation](#).

Regional Chancellor Guilford announced that USF Tampa will soon be hosting the Hospitality Program.

Trustee Mark Lombardi-Nelson made positive comments regarding student metric accountability and graduation rate projections.

Trustee Byron Shinn commented on a search that is in process for a Regional Vice Chancellor for Academics and announced that there will be a search for a new Regional Chancellor for USF Sarasota-Manatee.

Trustee Christopher Davis had questions pertaining to the search for Regional Vice Chancellor for Academics at USF Sarasota-Manatee.
Chief Operating Officer John Long provided an update and presented a power point presentation on the Redevelopment Housing Project, the P3.

The USF System Project is intended to redevelop the 50 year old Andros complex of 1,039 beds and supporting structures with potentially 2,500 new beds in a campus –transforming “village concept” with appropriate retail, dining, parking, recreational and other attractive student amenities on three possible sites.

The project is expected to increase the number of students living on campus. It will also increase the number of out of market and foreign students and support the university’s credit position, which is expected to provide a substantial positive financial impact.

COO Long discussed the risk factors involved with the redevelopment project; the student retention, the objectives and depths.

The scheduled completion of the project is 2016 however COO Long made comments referring to the possibility of not being completed by that date. The lead consultant of the project is the top firm in the nation, Brailsford and Dunlavey. Public Financial Management has been contracted as well as Bryan Miller Olive as special counsel.

Trustee Steve Mitchell was selected by Chair Ramil to oversee the redevelopment project.

Trustee Zimmerman congratulated COO Long on his presentation and made comments in support of the redevelopment project. Trustee Zimmerman had questions pertaining to the dorms being self-liquidating.

Trustee Mitchell assured the Board members that USF has an A rated team surrounding the redevelopment project. Everyone will be proud once it’s completed. There is a possibility that INTO will be getting involved in the financing of the redevelopment project.

COO Long reported that currently there are discussions of a P3 Bill at the legislative session. A 3P Bill would make it easier to accomplish the goals.

Trustee Zimmerman made comments referring to looking at other campuses and best practices for building a community where students thrive when staying on campus.

Trustee Shinn questioned if USF St. Petersburg and USF Sarasota-Manatee, will have an opportunity to build new village concept dorms.

Trustee Lamb made comments pertaining to the redevelopment project and being a USF system wide initiative; students from each of our institutions, who are obligated and want to live on campus, must be able to benefit from this concept, in order for it to be a success. Communication and collaboration with the government and BOG is necessary and of the upmost importance for this project.
Trustee Davis made comments about the debt risks surrounding this project at USF St. Petersburg. COO Long assured the Board that there will be one debt for the entire USF System.

Trustee Hopes expressed the importance of the approach that COO Long and his team are taking surrounding the USF System Housing Redevelopment Project initiative. The legislative leadership has clarified the fact that fee increases for students and families will be limited in the future. Trustee Hopes is confident that the 3P Bill will be passed this year.

COO John Long commented that this is a student success initiative.

**Key Factors of Graduation Rate**

Provost Ralph Wilcox provided an update on student success initiatives for the USF System. The Provost presented a power point presentation and was joined by the following members of his team: Vice Provost for Student Success Paul Dosal, Vice President for Student Affairs, Tom Miller, Interim Regional Vice Chancellor Vivian Fueyo, Regional Chancellor of USF Sarasota-Manatee, Arthur Guilford and Director of Decision Support Valeria Garcia.

Provost Wilcox reported on first time in college students. He focused on two data points, graduation rates and retention rates. Student success is measured beyond graduation. Their progress to graduate school and success in the job market is also measured.

Chair Ramil took notice to a particular slide as it relates to a map and the path that students take from acceptance into college, until graduation.

Provost Wilcox talked about a few points relating to student success. He commented that a college degree is closely aligned with higher lifetime earnings, lower unemployment, improved health and life longevity.

Today only 37% of the workforce, hold a Bachelor’s degree or higher in Florida. By 2018 the demands on the workforce is expected to grow to at least 59%.

Nationally, USF has an obligation to the investment of taxpayer’s dollars through various financial aid programs, to ensure that the U.S. can continue to be competitive in the global market place.

Provost Wilcox made comments about USF’s commitment to access and diversity.

The Trustees were given an article written and published in the St. Petersburg Times in 2009, on USF’s FTIC graduation rates projections by 2012. The reporter consulted with one of the nation’s leading experts in student success, Dr. George Kuh, Director of The Center for Postsecondary Research in Indiana. Dr. Kuh, made comments that he would be surprised if USF reached the 63% goal for FTIC graduation rates in six years. Provost Wilcox commented that the projections were high, however the university reached its goal in 2013.
Interim Regional Vice Chancellor Fueyo addressed the upcoming plans to help increase the slope in graduation rates at USF St. Petersburg in the next five years. USF St. Petersburg is engaged in an intensive strategic planning process, which will help build the foundation of where we need to go. Dr. Fueyo looks forward to sharing the changes with Board members in the near future.

Provost Wilcox commented on the retention rates, which are based on the U.S. Department of Education’s tracking and measuring system. A new federal measure, by using the National Student Clearinghouse, is another way of tracking students not only in state, but out of state institutions as well.

Vice Provost Paul Dosal addressed USF’s broad approach to promoting student success. Programs and policies have been implemented across the board and maintaining partnerships is very important. Vice Provost Dosal made references that the university will focus on enrolling students who are ready for success in college and providing a campus environment that is supportive of their success. This will require the engagement and efforts of the entire university.

Managing the cost of attendance has been difficult. USF serves a number of limited income students. The decision to dedicate 40% of the tuition differential revenue to need based financial aid has been a very important move in order to better serve the students.

Vice President Tom Miller commented on the New Student Orientation Program. The program is a full two day event with a required overnight stay, with a separate program for parents. Vice President Miller also talked about the first year experience. Students who do not live in the area are required to live on campus the first year.

Vice Provost Dosal made comments on the Policy Revisions that has been implemented. Students that have earned enough credits to finish their degree are expected to graduate unless special approval has been granted. A student can withdraw from classes up to three times.

Vice Provost Dosal commented on more USF Student Success initiatives:

- The Take 15 promotional campaign is where students are encouraged to take 15 credits per semester in order to graduate in 4 years. The Lumina Foundation for Education is interested in talking to USF about taking the “Take 15” campaign to other institutions within the state and possibly beyond.
- Bull To Bull – Is a financial education program where student peer tutors advise other students on how to manage their finances so that they can graduate on time with a limited amount of debt.
- There are academic success advocates available to work with students who are close to 120 credit hours. A freshman retention advocate was hired to help improve our freshman retention ratings.
- The university is also encouraging student employment on campus.

Dr. Fueyo addressed a couple of special initiatives. USF St. Petersburg is working with Scannell and Kurz, which is a higher education consulting service, to look at contributing factors that will improve retention rates. A full report will be available April 2014.
Another initiative at USF St. Petersburg is the Quality Enhancement Plan, which is tied to the SACS Accreditation. There is a student success initiative that will assist in lower division mathematics. There has been an 80% increase in student success with the help of intensive tutoring.

Provost Wilcox made comments that one of USF’s partnership group, the Florida College Access Network, has been invited to meet with President Obama in Miami.

The Provost discussed future projections for retention rates on all three of the USF campuses.

Trustee Davis made comments on the shape of the student population as well as the disadvantages of part time USF students.

Vice Chair Mullis requested that in a future meeting, we revisit and discuss the future predictions of graduation rates and the changes in SAT testing.

**Round Table Discussion**

Trustee Mitchell commented on the selection committee in which he served on for the new Vice President of USF Health and Dean of the Morsani College of Medicine. He commended Dr.’s Donna Petersen and Harry Van Loveren on their excellent service as Interim Vice President and Dean. There were five impressive internal candidates.

Vice Chair Mullis made comments on the high profile Cyber Security conference that USF co-hosted downtown. USF has an enormous potential of becoming the center for Cyber Security in the SUS System of Florida.

President Genshaft addressed the Cyber Security materials given to the BOT members. These documents will also be submitted to the state legislature. President Genshaft commented that the state of Florida ranks number one in the nation for identity thefts and Tampa ranks number three. She announced that there will be a speaker on the Cyber Security initiatives on May 12, 2014. The President encouraged everyone to attend.

Trustee Lombardi-Nelson made comments on the undocumented students who are receiving tuition equity. This is a priority for students in the State of Florida. Trustee Lombardi-Nelson commented that the issue was discussed at the ACE workgroup meeting and was encouraged and supported by the University community.

Trustee Lombardi-Nelson introduced Isabell Rodriguez a student in the College of Arts and Sciences and an immigrant from Columbia. Isabell gave the Board a brief history of his life and expressed his concerns relating to the out of state tuition costs. Isabell is the first in his family to graduate. It took him seven years to graduate with the high tuition costs.

There were student advocates in attendance with signs to raise awareness of undocumented student tuition costs.
Isabell thanked President Genshaft for her letters to Congress supporting the immigration reform, tuition equity.

Faculty Senate President Greg Teague announced that the USF Faculty Senate passed a Declaration in support of instate tuition for undocumented students. Trustee Lombardi-Nelson reported that Student Government also passed a Declaration supporting immigration reform.

Chair Ramil thanked Isabell for sharing his story and concerns with the Board and suggested that he should also share his story with Speaker Will Weatherford.

Trustee Lamb reported that the ACE workgroup had a discussion and supports immigration reform. When the logistics are legally in order, it will be brought before the Board.

Chair Ramil supports immigration reform and encourages the students to stay involved. There is an open line of communication with the legislature. The Board members will continue to be updated on this issue on a regular basis.

A student wanted to know how FIU and Miami Dade were able to implement in state tuition for undocumented students. Another student asked the Board members to order a Declaration.

USF General Counsel Steve Prevaux reported that the Federal law prohibits state or local benefits, postsecondary education benefits, unless the state enacts positive legislation. General Counsel Prevaux also encouraged students to speak with Florida House of Representative Speaker, Will Weatherford.

Chair Ramil made comments referring to the way the Board has operated by not looking at things as a singular issue but in total. This operating structure has served the university very well. The Board agreed to continue to operate in the same manner.

After having no further business, Chair John Ramil adjourned the regular meeting of the USF Board of Trustees.

__________________________________  _____________________________
John B. Ramil, Chair                Judy Genshaft, Corporate Secretary