NOTES
USF Board of Trustees
Academics and Campus Environment Committee
February 13, 2018, 8:00 AM – 9:30 AM
Gibbons Alumni Center Traditions Hall

Committee Members Present: Stephanie Goforth, Trustee and Chair; James Garey, Trustee; Oscar Horton, Trustee; Brian Lamb, Trustee and BOT Chair; Byron Shinn, Trustee; Judy Genshaft, President; Geoff Simon, Foundation Board Liaison; Gerard Solis, General Counsel; Ralph Wilcox, USF System Provost & Executive Vice President

I. Call to Order and Comments

Chair Stephanie Goforth called the meeting to order at 8:04 AM. A quorum was confirmed by President Judy Genshaft, with the following Trustees present:

Trustee Stephanie Goforth, Chair
Trustee James Garey
Trustee Oscar Horton
Trustee Byron Shinn

II. Public Comments Subject to USF Procedure

Chair Goforth confirmed with General Counsel Gerard Solis that no requests for public comments had been received.

III. New Business – Action Items

a. Approval of Minutes – November 2, 2017

A motion was made and seconded. Approved by all committee members present.

b. Tenure as a Condition of Employment (USF)

Senior Vice Provost Dwayne Smith explained the general process of evaluation and review for tenure candidates, from faculty committee to chair, college committee, dean, Provost, and finally the President. He confirmed that each step is an extensive and independent level of review. Tenure upon appointment for qualified candidates is granted as part of the standard employment package for those individuals with tenure at their previous institutions.

Dr. Smith then presented the four candidates for tenure as a condition of employment at USF Tampa, including the new Dean of the College of Education Robert Knoeppel.

A motion was made and seconded. Approved by all committee members present.

c. Tenure as a Condition of Employment (USFSP)

Interim Regional Chancellor Martin Tadlock briefly reviewed the career achievements of the new Dean of the College of Arts and Sciences Magali Michael from Duquesne University,

and presented her as a candidate for tenure as a condition of employment for USF St. Petersburg.

A motion was made and seconded. Approved by all committee members present.

d. Tenure as a Condition of Employment (USFSM)

Regional Chancellor Karen Holbrook presented the candidate for tenure as a condition of employment for USF Sarasota-Manatee, Associate Professor in Accounting Madeline Domino from Mercer University.

A motion was made and seconded. Approved by all committee members present.

e. Proposed B.S. Mathematics: Computational & Applied (USFSP)

Vice Provost Terry Chisolm provided a brief introduction for the academic program development process, which starts with community and workforce need. This is followed by a pre-proposal that is fully vetted and presented to the Academic Program Advisory Council (APAC). Consideration is given to strategic alignment, duplicative programs within the USF System and the state, required resources and funding, and quality of instruction.

Interim Regional Chancellor Martin Holbrook, with Dean Frank Biafora, described the proposed B.S. Mathematics: Computational & Applied, which will prepare graduates for careers in mathematics, data analytics, and fields which require excellent quantitative skills or for post-baccalaureate degree programs. There is currently no mathematics program at USFSP, but detailed analysis determined that this area is one of the fastest growing workforce needs. There was a brief discussion, including its identification as a STEM program, annual starting salaries of approximately $80,000, and financial impact. Any faculty lines will be supported by anticipated performance-based funding or funds from internal reallocation of existing resources. No additional labs or physical facilities are needed.

A motion was made and seconded. Approved by all committee members present.

f. Proposed M.S. Advertising (USF)

Dean Eric Eisenberg began by affirming the importance that curriculum stay relevant and, to that end, the proposed M.S. in Advertising will provide advanced education in professional persuasive messaging based on the core principles of information-age technologies. The program is a collaboration between the Zimmerman School of Advertising and Mass Communications in the College of Arts and Sciences and the Marketing Department in the Muma College of Business. Dean Eisenberg explained that this new interdisciplinary degree is designed to merge the creative function of advertising with the role of business and analytical capabilities that the current job market demands. FSU and UNF are the only other similar programs in Florida but serve a much smaller media market. Tampa Bay is the 13th largest media market in the nation. There is no financial impact because current graduate faculty will transition from the existing M.A. in Mass Communications to the new M.S. degree.

A motion was made and seconded. Approved by all committee members present.

g. Proposed B.S. Integrated Public Relations & Advertising (USF)

Dean Eric Eisenberg said that the proposed B.S. degree has been identified by the Florida Board of Governors (BOG) as a Program of Strategic Emphasis, and is intended to prepare students for leadership positions in the rapidly evolving fields of public relations, advertising, and integrated marketing communications. Graduates will understand modern persuasive communication from this program which meets workforce demand in Tampa Bay, Florida, and the United States. The only other two related programs within Florida – FSU and FIU – are dissimilar with little duplication. There was a brief discussion about financial impact. Dean Eisenberg explained that the two existing concentrations will be discontinued and those resources reallocated for the proposed B.S. degree, with no net increase to the Zimmerman School's budget.

A motion was made and seconded. Approved by all committee members present.

h. Proposed M.S. Learning Design & Technology (USF)

Interim Dean Roger Brindley presented the proposed M.S. degree, which he described as a STEM program and fully interdisciplinary with faculty from three colleges. It is designed to provide students with a broad base of leading-edge skills, and flexibility to choose specialized training from four concentrations: E-Learning Design and Development, Cybersecurity Education, Big Data and Learning Analytics, and Game-based Learning and Analytics. He affirmed that there would be no financial impact as funds will come from reallocation of existing departmental resources. A short discussion followed including the importance of cybersecurity for data safety.

A motion was made and seconded. Approved by all committee members present.

i. Proposed B.S. Risk Management (USFSM)

Regional Chancellor Karen Holbrook, with Dean James Curran, explained that the USFSM Risk Management/Insurance major was developed in consultation with local insurance industry representatives, and will provide students with the skills needed to be successful in any facet of a career in insurance. They explained that, within the state, only FSU has a similar program, but that demand is great enough to warrant a second program. There was a brief discussion, including accreditation and the expectation of funding from local industry.

A motion was made and seconded. Approved by all committee members present.

III. <u>New Business – Action Items</u>

a. USF Police Department Staffing Presentation

USF Chief of Police Chris Daniel made a presentation on USF Police staffing and facilities, the purpose of which is to sustain and enhance a safe and secure environment. He covered recruitment and retention efforts, including increased specialized training, positions added, and the highly successful take-home car program which has slowed attrition. The report compared all state universities under the BOG standard for number of authorized positions, with USF Tampa showing a deficit of 16, but does not consider additional needs from Pizzo Elementary School, Moffitt Cancer Center, and the USF Sun Dome. Chief Daniel thanked the President for her support and the recent funding increase, but said that additional needs remain, not the least of which is for the facility in which the USF Police is housed. President Judy Genshaft reported that it is the original architect's trailer from the 1950's. A discussion followed, including a comparison to the facilities at UCF and FIU constructed in 2010 and the increasing ease of use of MoBull that is working with Emergency Management on its

notification system. BOT Chair Brian Lamb thanked Chief Daniel for the efforts and success of the department, and noted that the construction of a Publix store on campus will create additional need. He asked Chair Goforth to bring back Chief Daniel for a long term strategic discussion, so that the ACE Committee and full board can be more supportive "out front."

b. Update on Block Tuition

System Provost Ralph Wilcox explained that, as a priority of Florida Senate President Joe Negron, a block tuition policy must be adopted by each university board of trustees if HB423 becomes law. The guiding principles for a USF System Block Tuition plan must preserve the delivery of a world class education, incentivize four-year graduation, reduce the cost of education, optimize efficiency of access and delivery, and prevent undue financial impact of the USF System's budget. Specifically, the goal is to improve four-year graduation rates by providing students with financial rewards and scheduling flexibility when earning 30 SCH annually. The Committee discussed, including the impact on faculty, graduation rates, other state institutions' plans, and general benefits to the students and to the System institutions. Chair Goforth asked that the Provost return to ACE with progress reports.

c. USF Tampa Undergraduate Curriculum Enhancement Update

The item was deferred until a future meeting.

IV. Adjournment

Chair Goforth adjourned the meeting at 9:37 AM.