



**NOTES**  
**USF Board of Trustees**  
**Strategic Initiatives Committee**  
**November 2, 2017, 9:15 AM – 10:45 AM**  
**Marshall Student Center Room 3707**

Present:

Committee Members: Chair Hal Mullis, Mike Carrere, Stephanie Goforth, Jordan Zimmerman

Trustees: Brian Lamb, James Garey, Byron Shinn, Nancy Watkins

President: Judy Genshaft

Senior Vice President: Edmund Funai

**I. Call to Order and Comments**

Chair Hal Mullis called the meeting to order at 9:33 AM. A quorum was confirmed by Assistant Corporate Secretary Cindy Visot, with the following Trustees present:

Trustee Hal Mullis

Trustee Mike Carrere

Trustee Stephanie Goforth

Trustee Jordan Zimmerman

**II. Public Comments Subject to USF Procedure**

Chair Mullis confirmed that no requests for public comments had been received.

**III. New Business – Action Items**

**a. Approval of Minutes – October 12, 2017**

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

**IV. New Business – Information Items**

**a. System Health Collaborative Update**

Senior Associate Vice President Donna Petersen provided a status update of the System Health Collaborative. The presentation outlined the rationale for the System effort, the structure of the Collaborative membership, conversations and actions completed to date. SAVP Petersen introduced the Dean of the College of Nursing, SAVP Victoria Rich, to provide a current update on System initiatives in nursing. She highlighted the Suncoast Accelerated Nursing Program and potential new nursing collaboration between USF Sarasota-Manatee and the USF College of Nursing.

Trustee Byron Shinn applauded President Genshaft and Dean Rich for their efforts to meet increasing demand for nurses in the Sarasota and Manatee areas. He explained that this is a prime example of how well the USF System can work.

There was additional discussion as to the differences of an RN and BSN, as well as the funding necessary to expand programs across the System.

**b. Brand Research Update**

Chief Marketing Officer Joe Hice reviewed the findings of the brand research study conducted by IPSOS, a market research company. The study was conducted to develop a benchmark for the USF brand and the research to be used to guide strategic planning and measure performance of future branding campaigns, including research into brand awareness outside of Florida, USF's location, as well as effective logos/marks.

There was discussion of the brand regarding athletics, as well as the effect the perceived cost of tuition has on the brand. In addition, the physical location of USF was discussed, in particular that USF is still seen as a commuter school, and its home in Tampa Bay is not widely appreciated. President Genshaft said that, throughout the United States, students typically attend a university within a 2.5 hour driving range from their homes. She emphasized the importance of residence halls and making the campus a destination for students. President Genshaft acknowledged that USF is privileged to be located in a metro/urban area and to be surrounded by world class companies and employers.

CMO Hice concluded his presentation by explaining that this research will be used to build a brand campaign for the USF System, emphasizing that it must resonate with USF Tampa, USF Sarasota-Manatee, and USF St. Petersburg.

**c. Strategic Planning Scorecard - Physician's Group**

USF Physicians Group Chief Executive Officer Richard Sobieray thanked the Committee for their time and invited Dr. Harry Van Loveren to provide a short testimony from the physicians. Dr. Van Loveren reported on the cultural shift that had taken place within the Physician's Group, thanked President Genshaft for her commitment to the Physician's Group and turned the presentation back to CEO Sobieray.

USF Physicians Group CEO Richard Sobieray provided an update on the current status of the USFPG. He reported that he was confident that there would continue to be an improvement in the numbers, bump rate, and increased communication with patients. There was discussion around financials, as well as CFTE and bump rate. USFPG is on track to meet or exceed the financial projections submitted to the BOT 2.5 years ago.

**d. Strategic Planning Scorecard – Research**

Senior Vice President for Research, Innovation & Knowledge Enterprise Paul Sanberg thanked the Committee for their time and provided an annual update on USF's research and innovation metrics for FY2017, along with a first quarter status report for FY2018. He reported that research expenditures and awards received continue to rise and the number of National Academy members on the faculty has increased, as have patents, startups and industry-related grants and contracts, with USF continuing to meet the research-related metrics for preeminence. He reported that there was a decrease in proposals submitted during FY2017, which is being addressed by providing regular updates to the deans and by a research incentive program, intended to reward principal investigators for increased proposal submissions.

**IV. Adjournment**

Chair Mullis adjourned the meeting at 11:59 am.