

Unofficial Minutes
USF Board of Trustees Regular Meeting
Marshall Student Center

Chair Brian Lamb convened the regular meeting of the USF Board of Trustees at 9:35 a.m. Chair Lamb welcomed everyone to the fall meeting.

Chair Lamb provided a brief overview:

- Classes have begun with approximately 50,000 students across the USF System.
- This is the brightest class in USF history with an average GPA of 4.09 and an average SAT of 1283.
- The Board of Governor's has designated the University of South Florida a Preeminent State Research University.
- USF was selected to be a member of Phi Beta Kappa, the nation's oldest and most prestigious national honor society. Chair Lamb thanked Honors College Dean Charles Adams, Provost Ralph Wilcox and Trustee Hal Mullis on their leadership in achieving this milestone.
- The Helios Education Foundation granted the University of South Florida \$2.1 million.
- Michael Kelly is the new USF Vice President for Athletics.

VP Michael Kelly provided a brief personal overview and discussed upcoming goals. Mr. Kelly previously served as Associate Athletic Director for external affairs at USF under former AD and Tampa Bay legend Lee Roy Selmon and returns to the university with nearly 25 years of experience in college and professional athletics.

Trustee Mullis commented favorably on receiving the weekly message sent from the Athletic Department.

Chair Lamb gave recognition to Assistant Vice President for Government Relations Mark Walsh on his continued work and leadership at USF and in Tallahassee.

President Judy Genshaft called the roll with the following Trustees Present:

Trustee Mike Carrere
Trustee Stephanie Goforth – absent
Trustee Oscar Horton
Trustee Moneer Kheireddine
Trustee Brian Lamb
Trustee Deanna Michael
Trustee Hal Mullis
Trustee Leslie Muma
Trustee John Ramil
Trustee Byron Shinn
Trustee Charles Tokarz
Trustee Nancy Watkins

Trustee Jordan Zimmerman

New Business Action Items – FL 101 Approval of Minutes

June 12, 2018 Minutes

Trustee Oscar Horton moved for approval of the June 12, 2018 minutes with a second from Trustee John Ramil. The June 12th minutes were approved.

July 24, 2018 Minutes

Trustee Byron Shinn moved for approval of the July 24, 2018 minutes with a second from Trustee John Ramil. The July 24th minutes were unanimously approved.

Consent Agenda (FL 102 – FL 111)

Governance Approved Item

FL 102 – Approval of DSO Regulation Changes

Academics and Campus Environment Committee Approved Items

FL 103 – Approval of Tenure as a Condition of Employment, USF

FL 104 – Approval of Tenure as a Condition of Employment, USFSM

FL 105 – Approval of Amendment of USF Regulation 2.0021: Student Records

FL 106 – Approval of Textbook Affordability Report

FL 107 – Approval of FIO Annual Report 2017–2018

FL 108 – Approval of SUS Equity Report

Audit & Compliance Committee Approved Item

FL 109 – Approval of Revised Audit & Compliance Committee Charter

Finance Committee Approved Items

FL 110 – Approval of 2018–2019 Operating Budget

FL 111 – Approval of Institute of Applied Engineering DSO Budget Requirement Request

Vice Chair Jordan Zimmerman commented on behalf of the Governance Committee for its one item and moved for its approval, with a second by Trustee Mullis. The Governance Committee item was unanimously approved.

Trustee Byron Shinn commented on behalf of the ACE Committee and recommended approval of all items. He also informed the Board that some presentations were not given at the last ACE Committee meeting due to time constraints but are being given to the full Board at today's meeting.

Chair Lamb commented that the rest of the consent agenda items will be taken in one motion.

Trustee Nancy Watkins commented on behalf of the Audit & Compliance Committee and recommended approval of its one item.

Chair Lamb commented on behalf of the Finance Committee and recommended approval of all items.

United Faculty of Florida Representative Dr. Author Shapiro made comments concerning USF becoming Preeminence and spoke briefly on the consolidation challenges.

There was no requests for any items to be pulled from the consent agenda.

Trustee Shinn made a motion to approve consent agenda items FL 103 – FL 111 with a second from Trustee Mullis. The motion was unanimously approved.

New Business – Action Items

FL 112 – Approval of President’s 2018–2019 Goals

Vice Chair Zimmerman made comments on the Governance Committee meeting. The comments centered around strategic goals which have led to the significant success of USF: Phi Beta Kappa, the university’s Preeminent status and Performance Based Funding. Vice Chair Zimmerman also made comments on fundraising goals.

A presentation was provided which gave an overview on the President’s Goals:

- Research
- Revenue Generating Funds and Fundraising
- Student Success
- Strategic Initiatives

Vice Chair Zimmerman recommended that a special initiative team is developed for special initiatives projects. The President can provide the overall leadership and will hold the appropriate leaders accountable. President Genshaft is in favor of the recommendation and commented on the importance of having key people on projects particularly in the area of fundraising and knowing people in their respective areas who can help and assist.

Board members are encouraged to be involved but not in charge of the specialized committees. The President plans to personally become included as we consolidate to one university.

Trustee Les Muma commented on the importance of the specialized committees being coordinated and funneled through the office of University Advancement.

Trustee Oscar Horton had questions pertaining to additional head count in the system and more expense.

On behalf of the Governance Committee Vice Chair Zimmerman requested revising the goal of \$80 million.

After consultation with Senior Vice President for University Advancement Joel Momberg, President Genshaft proposed a recommendation that the goal is raised to \$100 million.

Vice Chair Zimmerman made comments concerning the growth of the goals, the quality of students and success within the USF System. He congratulated the USF System leadership on their outstanding work.

Chair Brian Lamb questioned if the goal weightings were implied in the new recommendations: research is 35%, student success is 35%, revenue generating funds is 15%, and financing and strategic initiatives is 15%.

Trustee John Ramil discussed establishing a way to reevaluate President Genshaft's end of year goals and the possibility of giving more than 100% ahead of time.

Chair Lamb made comments relating the President's contract that outlines the reward system, bonuses and compensation.

Trustee Mike Carrere made comments concerning the bonus system and the fundraising goals and questioned if the Board alone can make changes to the President's contract.

Trustee Nancy Watkins made comments relating to credit for exceeding goals and finding a measure for it because it creates an opportunity to rewrite the four goals.

Trustee Mullis commented on the discretionary review of the President's achievements, goals and objectives and taking in to consideration Trustee Ramil's recommendation. The Board should have the ability make changes to the contract.

General Counsel Gerard Solis made comments that a significant portion of the President's compensation is at risk: 70% is determined by the Board based on the President's goals. The Board Chair has an addition discretionary component which may be an appropriate place to evaluate when the President exceeds her goals.

Chair Lamb commented on already having a model for over performance by using the 30% additional increase at his discretion, which will be an overall performance assessment.

Trustee Shinn commented on the challenges that will occur within the USF System during the new consolidation that's taking place.

Trustee Muma made comments of taking all measures in to account as it relates to the president's goals and accomplishments.

Chair Lamb wanted the minutes to specifically reflect and acknowledge that no one suggested a change in contract or compensation for President Genshaft. This discussion was an approach on how the Board will evaluate the President in the future.

General Counsel Solis commented that the existing contract language will allow the request.

Vice Chair Zimmerman moved to approve FL 112, which was seconded by Trustee Carrere and approved unanimously.

FL 113 Approve USF St. Petersburg Campus Board Member

President Genshaft recommended Mr. John Connelly for a second term to the USF St. Petersburg Campus Board.

Trustees Campus Board Chair Stephanie Goforth was not able to attend, but had conveyed her full support and also recommend that Mr. Connelly be reappointed to the Campus Board.

Mr. Connelly is a USF graduate in finance and a Director at HUB International, an insurance brokerage firm formerly known as Connelly, Carlisle, Fields & Nichols. In addition to his professional leadership, Mr. Connelly has been extremely involved in the Tampa Bay community for many years.

Trustee Hal Mullis moved for an approval, and was seconded by Trustee Ramil and approved.

New Business Informational Items

Update on USF Mental Health Counseling Services

Vice President for Student Affairs and Student Success Dr. Paul Dosal reported that the USF's student success initiative has been nationally recognized. USF was selected as a winner of the 2018 Active Minds, an national nonprofit organization that seek to change the conversation about mental health by raising awareness an inspiring action on college campuses. USF is the first public university in the state to earn the honor. The award is given to institutions who demonstrate excellence in prioritizing and promoting the health and wellbeing of their students.

President Genshaft congratulated Dr. Dosal and his team on their accomplishments in making USF top notch in the state as it relates to student success.

Associate Vice President for Health and Wellness Dr. Rita Debate presented her PowerPoint which highlighted:

- BOG Drugs, Alcohol and Mental Health Task Force
- MWELL4SUCCESS@USF Program
- 3 Tier Program – universal, targeted, and intensive
- One Year Program Investments
- USF Counseling Center Current Staffing Levels
- MWELL4SUCCESS Updates and Impacts
- Performance Benchmarks – USF System
- USF Mental Health Services Fall Update
- Summery and conclusions

Chair Lamb asked questions comparing USF to other state universities as it relates to student-counselor ratio. The accrediting body is 1 counselor to 1500 students.

Trustee Nancy Watkins questioned the USF's student to counselor ratio comparisons with FIU and UCF.

Chair Lamb requested getting the comparison data before the November BOG meeting.

Trustee Ramil suggested having a better ratio than our Preeminent peers.

Vice Chair Zimmerman questioned if there was mental health help and services 24/7. The answer is yes.

Trustee Horton had questions concerning SOCAT and the effect on student records.

Chair Lamb made comments pertaining to needing the Boards support in the future to invest in programs that are not funded by the state but are important and needed at USF.

Trustee Muma questioned if the USF counseling program was a new program. This is a plan that the Board launched and self-funded approximately 18 months ago.

President Genshaft commented on the incidents that previously occurred at Virginia Tech and here in the state of Florida as a basis for why a program of this sort is needed.

Trustee Mike Carrere questioned the difference between when a student volunteers for help as opposed to being placed in the program.

Trustee Deanna Michael made comments concerning USF System faculty being encouraged to seek out counseling and training. Trustee Michael volunteered and took a suicide prevention course.

Vice Chair Zimmerman thanked Drs. Debate and Dosal and their team on putting the students first, on their success and receiving national recognition.

USF System Fall 2018 Enrollment Update

Provost Ralph Wilcox provided an update on Benchmark Data from 2016-17 – USF was a ratio of 1866 students to 1.

A power point presentation was provided:

Fall 2019 USF System Enrollment and Student Profile (Drop/Add)

- Access for Success
- Student Enrollment: The largest headcount across the USF System of 50,755 students.
- Decline in Masters Degrees across the USF System
- Total Student Enrollment at USFSP of 4812
- Total Student Enrollment at USFSM of 2077
- USF System New FTIC: Academic Profile – The ave. MCAT score of students enrolled in the Morsani College of Medicine exceeds the 95 percentile nationally.

- USF System Diversity

Trustee Zimmerman has requested to see where we're trending in enrollment management.

President Genshaft commented on difficulties with recruitment due to issues on what to expect with consolidation.

Trust Oscar Horton questioned the diverse mix of in state vs. out of state students in this year's freshman class.

USF System Updates

President Judy Genshaft provided an update on the USF System and USF.

- President Genshaft announced that she will give the annual State of the University Address September 5, 2018 at 2pm in the Oval Theater of the Marshal Student Center. . The President plans to address what we've accomplished and next steps and will be live streamed.
- Working on Consolidation and special initiative goals

On behalf of the Board Chair Brian Lamb congratulated Dr. Martin Tadlock on becoming the new Chancellor for the USF St. Petersburg campus.

USF St. Petersburg Campus

Chancellor Martin Tadlock provided a performance update on the USF St. Petersburg campus. Chancellor Tadlock made comments that an inclusive community, research and innovation and sustainability are the three broad themes that make USFSP distinctive.

He provided a power point presentation which highlighted issues on:

- Student Access – continue building partnerships that have been in progress to provide access to USFSP
- PATH Program
- Providing Scholarships for the FUSE Program
- Fundraising – Goal was exceeded by 500 hundred thousand dollars
- Space
- Facilities
- Housing – Residence Hall proposal set to go before the BOG and Davis Hall renovation.
- Leadership Talent – Critical Hires- Carrie O'Brian, Director of Marketing and Communications; Nick Setteducato, Interim Regional Vice Chancellor for Administration and Finance and Michelle Madden, Campus Diversity Officer.
- Scholarships – 3 New Scholarships were implemented
- General – On Line MBA Program ranked #30 in the nation and #3 in the state.
- Internships
- Largest number of valedictorians and salutatorians

Chancellor Tadlock was delighted to report that the USFSP convocation was well attended and supplied copies of Pulitzer Prize winner Jack Davis's book *The Gulf the Making of An American Sea* for the BOT members.

USF Sarasota Manatee Campus

Chancellor Karen Holbrook provided a performance update for the USF Sarasota-Manatee Campus. A power point presentation was provided which highlighted issues on:

- Student Success – The Average SAT and ACT scores matches Preeminence status
- Student Access – Will need to work on Diversity Equity and Inclusion. The annual Brunch on the Bay now has a diverse selection of businesses participating. There are 45 tables committed. This year celebrating a Silver Anniversary 25 years.
- The USF Sarasota Manatee campus have 55 international students from 24 countries.
- Counseling and Wellness
- On line courses
- Following Students to assure their needs are met
- Tutoring and on line tutoring
- Reading and Learning
- Career advising and placement
- Research – Grant submission are going up.
- Internal Awards
- Fundraising – Working closely with USF Foundation
- Joint Programs and community outreach
- Priority goals for advancement are scholarships
- Integrated Science and Technology Complex is another priority
- Facilities – Expansion for the Hospitality Leadership Program
- Utilities Infrastructure
- A Demand Study is underway for the residence halls.
- Leadership Talent – Dr. Bret Kempker, Regional Vice Chancellor, Academic and Student Affairs; Dr. Gert Jan de Vreede, Interim Dean College of Business; Dr. Greg Smogard, Innovation Business Development Officer and Carlos Moriera Veteran Service Administrator.
- Current Searches underway for a Dean of Students and a Diversity and Inclusion Officer.
- General – USFSM Must be the Prominent University Serving Our Community
- Urgencies and Threats – USFSM will need to step up to meet the community needs. Consolidation will help expand in partnerships.

Chair Lamb questioned the cost of the Academic STEM Facility project. It's a \$44 million project for a 75000 sq ft. building. The Chair would like to readdress this issue and keep everyone aware of any changes.

Trustee Shinn made comments pertaining to working management addressing the specifics on how much they can ask for. It's approximately \$14 million.

Trustee Shinn reported that on September 12th the senate leadership will be at Dolphin Aviation. He along with a group from USFSM have plans to attend.

Round Table Discussion

Trustee Nancy Watkins had three concerns:

1. Displaying comparisons to the three Preeminent universities in the state.
2. Questions concerning student delays and accredited degrees.
3. Requested a report on the Helios Grant.

Chair Lamb agreed that we should do better at Benchmarking and comparisons to our preeminent peers.

Trustee Mullis made comments concerning a program that will allow you to turn in degrees from separately accredited universities. President Genshaft acknowledged that it was done for students from the former USF Lakeland campus.

Trustee Michael commented on her experience working with student transcripts and degrees.

Vice Chair Zimmerman suggested doing a quantitative blind study as it relates to African American student inclusion. Vice President for Diversity, Inclusion and Equal Opportunity Dr. Haywood Brown, made suggestions on ways to address the African American student inclusion and climate.

Chair Lamb made a suggestion for Vice President Brown and the President to get together on how to proceed with the issue of investigating the African American student climate and present it at an ACE Committee meeting and later to the full Board.

Trustee Horton suggested getting the pulse of the African American community and finding ways for USF to become more inclusive.

Trustee Ramil has had conversations with prominent African American citizens in the community who don't completely understand the USF minority student success.

Trustee Horton had questions concerning a \$1 billion dollar endowment and what will the affects be after the consolidation is complete.

Chair Lamb suggested that the consolidation internal committee chairs report and be more transparent on our tracking to a preeminent institution.

Trustee Mullis made comments relating to the Huron consultants and the importance of transparency as part of the process in consolidation.

Trustee Shinn commented on the Consolidation Task Force bringing forth their conclusions and the timeline of the sub-committee members being brought up to speed.

Trustee Mullis reported that a draft from the Task Force is expected in mid-December. On February 1, 2019 there will be a formal presentation to the Board. In March 1, 2019 the Board is responsible to deliver the implementation plan to the Board of Governors.

Chair Lamb made a suggestion to have individual briefings with Chief of Staff Dr. Cynthia Visot or with Provost Wilcox sometime during October, before the Consolidation Task Force meeting scheduled in December.

President Genshaft commented on getting the committees coordinated so that everything ties together accordingly.

Trustee Byron Shinn suggested meeting on the operational strategic pieces.

Trustee Mike Carrere questioned the number of sub committees and asked if they were open meetings.

Trustee Ramil commented on the huge task of the CAP committee.

Trustee Muma commented on the Muma College of Business as it relates to coming together within the USF System.

Provost Wilcox would be the person to speak with as he is over the academic portion of the CAP committee.

Trustee Moneer Kheireddine provided an updates.

Student Government is elevating services as it relates to the USF System becoming preeminence.

- A partnership with LIFT- On weekends students receive \$5 off Partnering with Parking and Transportation Services and Yeungling Center.
- MPHC Groundbreaking Ceremony - National Pan-Hellenic Council, Inc. The official ribbon cutting will occur during Homecoming. They represent the Devine Nine.
- Partnered with the Alumni Association with the Traditions Keeper Program. Every student who completes tradition will be awarded with an official USF Medallion.
- Partnered with USF Wellness which brings Greens and Gold Market to campus on Thursdays.

Trustee Kheireddine congratulated everyone on their leadership and becoming preeminence.

Trustee Deanna Michael made comments that relate to tenure and promotion and the effects that consolidation will have.

Having no further business Chair Brian Lamb adjourned the meeting of the Board of Trustees.