

Unofficial Minutes  
USF Board of Trustees Regular Meeting  
University of South Florida St. Petersburg Campus - Student Center Ballroom  
Thursday, December 14, 2017

Chair Brian Lamb convened the regular meeting of the USF Board of Trustees at 8:00 a.m.

Chair Lamb welcomed everyone and thanked the leadership team at USF St. Petersburg for hosting the members of the Board of Trustees.

Chair Lamb wished everyone a happy holiday and announced that 2017 has been an outstanding year for the University of South Florida. He stated that “we have accomplished a few milestones and achieved goals thanks to the leadership of USF System President Judy Genshaft”.

Public Comments

Mr. James Ransom commented that there were plans to address the Board on issues of how USF spends money as it relates to African American business owners and other minority business enterprises. They are working with General Counsel on procedures for addressing the Board at future dates.

**USF St. Petersburg Faculty WOW! Presentation.**

Interim Regional Chancellor Martin Tadlock introduced and thanked members of the USF St. Petersburg Campus Board for their leadership. Those present included Mr. Bob Chiruti, Ms. Judy Mitchell, Mr. Lawrence Hamilton and Trustee Stephanie Goforth.

Interim Chancellor Tadlock also introduced faculty member Dr. Thomas Smith, a Professor of Political Science and Director of the USFSP Honors Program who gave brief comments surrounding his book *Human Rights and War Through Civilian Eyes* which reimagines the ethics of war from the standpoint of its collateral victims. Dr. Smith introduced three of his students who gave brief introductions of their Research. Elisa Duka (Global Business). “The Panama Paper and Money Laundering.” After completing her MBA, Elisa hopes to work for the U.S. Treasury Department investigating financial crimes. Sean Cornell (Finance). “Modern Piracy.” Sean (who is also a member of the sailing team) is applying to law schools to study maritime law. Zorana Knezevic (Anthropology). “Cultural Targeting in Syria.” Through an internship at the Smithsonian Institute, Zorana is developing an inventory of destroyed religious and cultural sites in Syria.

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

Trustee Mike Carrere – By Phone  
Trustee James Garey  
Trustee Stephanie Goforth  
Trustee Moneer Kheireddine – (by phone and in person)  
Trustee Brian Lamb  
Trustee Stan Levy  
Trustee Hal Mullis  
Trustee John Ramil  
Trustee Byron Shinn  
Trustee Nancy Watkins  
Trustee Jordan Zimmerman

### **New Business – Action Items**

#### **FL 101 – Approval of Minutes – October 12, 2017**

Trustee Hal Mullis moved for approval of the October 12<sup>th</sup> minutes with no additions with a second from Trustee Stephanie Goforth and the minutes were approved by the Board.

#### **Consent Agenda – FL 102 – FL 104**

FL 102 – Approval of Tenure as a Condition of Employment, USF

FL 103 – Approval of Degree Program Productivity Report and Proposed Termination

FL 104 – Approval of Expenditure Authorization Request

Trustee Stan Levy recommended approval on behalf of the ACE Committee.

Chair Brian Lamb recommended approval on behalf of the Finance committee.

There was no UFF Representative in attendance.

Trustee Hal Mullis moved for approval, it was seconded by Trustee John Ramil and approved by the Board unanimously.

### **New Business – Action Items**

#### **FL 105- Approval President Genshaft's 2016-17 Performance Evaluations**

Governance Committee Chair Jordan Zimmerman reported on the November 2<sup>nd</sup> Governance Committee meeting where they reviewed and discussed the President's evaluation as well as the performance stipend. Vice Chair Zimmerman presented an overview of the committee's evaluation and President Judy Genshaft's performance self-evaluation of her four strategic goal areas.

- Goal 1 Research
- Goal 2 Revenue Generating Funds Including Fundraising

- Goal 3 Student Success
- Goal 4 Strategic Initiatives

Vice Chair Zimmerman stated that the past academic year had been truly extraordinary for the USF System achieving higher levels of student success and scholarly activities. He mentioned that this was President Judy Genshaft's seventeenth year serving as the University of South Florida System President and CEO, resulting in unprecedented results.

Highlights included:

USF continues its path to unprecedented levels of excellence as a leading higher education system, focused on supporting its students so that they can graduate on time with high quality degrees and minimal debt. The USF System maintains its upward momentum as a top research university in the State of Florida, the nation and globally. The USF System consistently performs top tier ranking for the SUS Performance Based Funding (PBF). USF Tampa continues to thrive as an Emerging Preeminent State Research University, in fact based on the 2017 laws of the State of Florida to be designated as a preeminent state research university, USF Tampa now meets 11 of the 12 required metrics.

Vice Chair Zimmerman recognized Sr. Vice President Joel Momberg and his team on an outstanding job with the *Unstoppable Campaign* passing the \$1 billion mark noting that USF is the 3<sup>rd</sup> university in the country to raise \$1 billion or greater for their endowment since the 1950. An additional \$80 million was raised during 2016-17.

The USF System was in the top tier for BOG performance based funding (PBF) receiving an additional non-recurring performance stipend.

For the fall 2016-17 the average GPA for incoming students was 4.08. The average SAT, 1266 and the ACT is 28 across the USF System.

USF has been ranked #6 in the country and #1 in the state of Florida to eliminate the achievement gap of African American students by the Educational Trust.

USF System was named the #1 producing institution in the US for Fulbright Scholars.

USF received attention for extraordinary record breaking numbers for Total Research Expenditures.

The Morsani College of Medicine has the highest medical college admission with the highest MCAT scores in the state of Florida for public and private universities.

President Judy Genshaft was recognized by ACE, receiving the 2017 Donna Shavlik Award for sustained leadership and commitment to women in higher education.

Areas still needing focus include:

Completing the fundraising efforts for the Morsani College of Medicine and USF Heart Institute downtown as well as the general fundraising efforts for USF Sarasota Manatee.

The regional institutions enhancing student success so that they are able to meet the performance base metric. Specific areas of focus are freshman retention rate, six year graduation rate and degrees awarded in areas of strategic emphasis.

The Governance Committee has the authority to award President Genshaft 70% of the stipend. On behalf of the committee, the Chair recommended that the Board approve the awarding of 96% of the authorized percentage or \$184,800.

A motion was made by Trustee Zimmerman and seconded by Trustee Stephanie Goforth to accept the Governance Committee's awarding of the stipend. Motion was approved unanimously.

Trustee Byron Shinn commented on alignment and communication as well as the strengths and weaknesses that USF Sarasota-Manatee campus must overcome as an organization. He also mentioned that a new full professor of accounting has been hired and commended the positive leadership of Dr. Terry Osborn during his term as Interim Chancellor at USFSM.

Chair Lamb thanked the committee and discussed the 30% discretionary given to the BOT Chair. His comments centered around the strategic focus on metrics, strong leadership and the direction in which the USF System is heading. The Chair shared that he talked to BOG leadership and local and state leaders. A few highlights included:

- Extending the brand of the USF System under President Judy Genshaft's leadership
- Relationships and key partnerships
- Interaction with the Board members – being transparent and willing to be held accountable.
- The professional relationship and interaction with the President helps with his role as Chair based on trust accountability and transparency.
- Continue to invest and focus on the regional campuses

Chair Lamb reported that he was awarding 95% of the discretionary stipend, or \$78,375 for the many milestone achievements and hard work that has been accomplished in order to accelerate the institution. Chair Lamb congratulated the President on the positive impact in which she has had on the University of South Florida System. Total performance stipend award was \$263,175.

President Judy Genshaft thanked everyone and expressed her appreciation on having the privilege to lead a great institution.

Trustee John Ramil congratulated Chair Brian Lamb on his role as Chair and President Genshaft on a great year, achieving the required goals. Trustee Ramil also thanked the Board members for their hard work and for challenging President Genshaft by tying a significant portion of her salary to an incentive stipend. He also congratulated Vice Chair Zimmerman on his role and hard work as Chair of the Governance Committee. He stated that he's done a super job leading an inclusive and transparent process.

Chair Lamb invited Senator Darryl Rouson who joined the meeting to address the USF Board of Trustees and the community.

Senator Darryl Rouson greeted everyone on behalf of the Florida Senate and welcomed everyone to Senate District 19. Senator Rouson is one of three senators serving in Pinellas County who support the aim, mission and efforts of the University of South Florida System. He mentioned that he is part of a delegation of 7 senators in the Tampa Bay region of which he is the only Democrat who serves both sides of the Bay. Senator Rouson thanked the Director of the internationally recognized USFSP Family Study Center, Dr. James McHale and doctoral student Lisa Negrini on their hard work and dedication. He has hopes of reoccurring funds for the center. The Senator thanked the Board, Chair Lamb and President Genshaft for the recent hire of Assistant Vice President for Supplier Diversity Terrie Daniel and the efforts of community leaders to enhance diversity among the minority business community.

### **FL 106 – Approval of the 2017-18 Strategic Plan for the Office of Supplier Diversity**

Chair Lamb reminded the Board that the strategic plan for the Office of Supplier Diversity was discussed thoroughly with the Strategic Initiative committee and internal and external community constituents. He supports the plan and the decision to move forward. He called on AVP Terrie Daniel to present the item.

Ms. Daniel shared that the USF System is committed to utilizing diverse businesses in the procurement of goods, services, and construction contracts and continues to actively pursue diverse businesses for contracting opportunities and is committed to serving the university and surrounding business community through educational and community outreach activities.

She stated that the objective of the 2017-18 Strategic Plan is to outline how the Office of Supplier Diversity will lead the efforts in the implementation of the universities pro-active business strategy that provides suppliers equal access to sourcing and purchasing opportunities and encourages the utilization of diverse suppliers including women-, minority and veteran owned business enterprises.

A power point presentation was provided which highlighted issues on:

- Supplier Diversity A USF Business Imperative
- Opportunities and Challenges
- Organization Governance
- USF Supplier Diversity Advisory Committee
- Strategic Plan
- Strategic Plan - Annual Objectives
- Strategic Plan Strategies Already in Progress
- Strategic Plan Key Considerations
- National Minority Supplier Development Council
- Spend
- Disparity Studies
- Disparity Analysis

- Disparity Study – State of Florida
- Benchmarks – Florida (SEIs)

Chair Lamb commented that the USF Supplier Diversity Advisory Committee was put in place intentionally and was given authority to help quickly advance commitments that were made surrounding supplier diversity. The committee is made up of senior leaders at the university who periodically will provide feedback to the Board. The committee will assist with the advancement the strategy and add change to both culture and operations.

Chair Lamb stated that the program is committed to be aligned with the best model for supplier diversity. A future goal for the USF program is to strive for recognition and eventually be viewed as a model and success story.

FSU Director for Procurement Rosie Martin was introduced who made comments on her views relating to the Jaggaer Spend analytic tool. She stated that the analytic tool is what 70% of the Carnegie Research 1 universities use. It is dominate in the market for making efficient data driven decisions, dash boarding as well as tracking benchmarks. Director Martin formally used the Jaggaer Spend tool at the University of Illinois for 15 years and highly recommends it.

AVP Daniel thanked leadership for their support of implementing the tool and that a contract to move forward with the Jaggaer Spend tool is expected to be signed before the end of the year.

Numerous trustees including Stephanie Goforth and John Ramil congratulated AVP Daniel on her progress within a short length of time and her passion for her work. Trustee Ramil also commented concerning the State University System chart and questioned what can the USF System can gain from it. Chair Lamb predicts that USF will be a leader in the State University System of Florida as it relate to Supplier Diversity in the years to come. AVP Daniel shared that she has been contacted by many in the SUS System concerning Supplier Diversity and agrees that USF will be a leader and has a great deal of information to share with other universities across the state. Trustee Nancy Watkins encourages synergism on this statewide effort and using the same software as well as a consultant study for all 12 universities. She stated that USF is already leading the charge in numerous areas and suggests working with the Board of Governors.

Trustee Watkins also questioned true diversity and how it's measured (what does it look like and can we be more defined)? Vice Chair Zimmerman questioned how Diverse Supplier success is defined as there are many measures. Spend is one success factor of the program but there are many objectives that can be compared.

AVP Daniel is confident that the Jaggaer Spend tool, will assist in comparing the line level details and define opportunities within the Supplier Diversity business.

Chair Lamb reported that there are operating rhythms within these plans that will be considered for approval. For the first twelve months there will be updates on the Supplier Diversity program; and an opportunity for the Board members to provide feedback.

Trustee Byron Shinn suggested they embrace the word local within the Supplier Diversity plan.

Chair Lamb commented on a disparity study, marketing opportunities and the local Tampa Bay region being USF's local service territory. The Chair thanked Trustee Mullis on his work with the Strategic Initiatives Committee and asked for a motion. Trustee Byron Shinn moved for approval with a modification of adding the word "local" terminology to the plan. It was seconded by Trustee Jim Garey and the Supplier Diversity Strategies passed unanimously.

### **FL 107 – Approval of Operating Budget for USF Parking Facilities Revenue Bonds**

Vice President for Business and Finance and Chief Financial Officer Nick Trivunovich provided brief introductory comments and is seeking the approval of a balanced budget for 2018 – 2019. VP Trivunovich commented that parking has a fairly healthy cash balance and is requesting to re-approach the Board with a long range plan by providing an indication of how the money will be spent approving parking on the Tampa campus and mentioned no increases have occurred over the past four years in parking rates. VP Trivunovich made a recommendation that the rates remain the same for 2018-19.

USF System Treasurer Fell Stubbs provided an update on USF parking facilities revenue bonds. USF has \$20,060,000 in outstanding parking revenue bonds which finances four parking garages on the Tampa campus.

The BOG Regulation historically required that universities with outstanding auxiliary revenue bonds annually submit a detailed operating budget to be approved by the Board of Governors at least ninety days preceding the beginning of the fiscal year. Chair Brian Lamb reported that Action Item FL 107 was not presented in a committee meeting. This is a new policy required by the Board of Governors that they bring the parking budget to the BOT for approval first. He also recommended that staff bring the parking strategy before the Finance Committee and back to the Board for an update at a later date. Chair Lamb also requested clarification that the Board has the ability to amend this budget should they find reason to after hearing the strategy.

Chair Lamb asked for a motion to approve the Operating Budget for USF Parking Facilities Revenue Bonds coming back to the Finance Committee with the Strategic Plan and the ability to amend the budget based on the findings.

Trustee Hal Mullis moved the motion and Trustee Stephanie Goforth seconded. FL 107 was approved unanimously.

Trustee Mullis shared that in recent facility presentations, it has been suggested that parking needs are going to change dramatically over the next four to six years on the Tampa Campus. He looks forward to the evolution of that strategy.

### **New Business - Informational Items**

#### **USF Tampa and the USF System**

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

The Gala celebrating USF reaching \$1 Billion was held on November 11<sup>th</sup>.

Chief Diversity Officer Jose Hernandez has stepped down from his position for personal reasons so USFSP Campus Diversity Officer, Dr. Cecil Howard will be the Interim Associate Vice President and Chief Diversity Officer for the USF System.

President Genshaft was pleased to announce that Dr. Karen Holbrook will be the new Regional Chancellor for the USF Sarasota-Manatee campus. President Genshaft thanked College of Public Health Dean, Donna Petersen for her hard work for chairing the search committee.

She shared some of Dr. Holbrook credentials including degrees from the Universities of Wisconsin and Washington; she once served as:

- Vice President for Research at the University of Florida
- Provost at the University of Georgia
- President at The Ohio State University
- Sr. Vice President for Research and Innovation and for USF World
- Interim President at Embry-Riddle Aeronautical University

Dr. Holbrook's term will begin early January 2018. There will be a meet and greet for the community.

President Genshaft thanked Dr. Terry Osborn for his dedicated service while serving as Interim Regional Chancellor for USFSM for the past nine months.

Trustee Hal Mullis commented on the importance of finding the right people and thanked Dr. Karen Holbrook for accepting the position of Regional Chancellor for USFSM.

President Genshaft thanked Trustee Byron Shinn and the search committee members for their work in selecting a new Regional Chancellor.

Trustee Shinn thanked the President for being inclusive and transparent during the search process. He commented that this is phenomenal and will be a game changer for the USFSM campus.

Additionally, the USF System recently held seven commencement ceremonies graduating 4700 students across the USF System. Forty-nine states and over one hundred twenty nations were represented.

President Genshaft proudly announced that USF now ranks number one in the nation for Latino student success. She recognized and thanked Provost Ralph Wilcox, Vice President for Student Affairs and Student Success, Paul Dosal and their teams on their tremendous work and accomplishments.

President Genshaft gave recognition to Interim Regional Chancellor for USF St. Petersburg, Martin Tadlock on his phenomenal leadership.

A power point presentation was provided on USF Tampa Performance Update: (Please refer to the website)

- Student Access – Student Recruitment
- Recognitions
- Academic Programs
- Research
- Fundraising
- Facilities Leadership Talent – Critical Hires
- General

Trustee John Ramil commented that 15 years ago this Board set out as a goal to make USF a top 50 research University. We're doing it and serving an incredible cross section of society, unmatched in Florida and the Southeast. Trustee Ramil congratulated the President and her leadership team.

### **USF St. Petersburg**

USFSP Interim Regional Chancellor Martin Tadlock expressed his appreciation in having the opportunity to represent the institution and provided a performance update.

Interim Chancellor Tadlock commented that they are laser focused on PBF, API's and student success. They have implemented activities and initiatives to help students be successful and complete their degrees at USFSP. (Please refer to the website)

- Student Access – New Student Recruitment Strategy Emerging Scholars Program
- Academic Programs – Progress of New Programs
- Research- Funding
- Fundraising
- The USF Unstoppable Campaign
- Facilities at the St. Petersburg
- Leadership Talent
- Success Stories Institutional Highlights
- Upcoming Events

Interim Chancellor Tadlock announced that Regional Vice Chancellor Holly Kicklighter is leaving January 5<sup>th</sup>. She is the Vice Chancellor for Enrollment Management Marketing and Communications.

Trustee Stephanie Goforth recognized USF Student Body President David Thompson for his hard work and achievements.

Interim Chancellor Tadlock reported that Student Body President David Thompson, members of the student organizations: Food Recovery Club and the Open Education Network; contributed close to \$30,000 to the CASA local Shelter in St. Petersburg.

Interim Chancellor Tadlock proudly reported that there is a 10% increase in the APR fall to fall rate which exceeds the goal at USFSP.

Trustee Goforth commented that the P3 project for USFSP will be addressed at the next Board of Trustees meeting.

### **USF Sarasota Manatee**

USFSM Interim Regional Chancellor Osborn provided a power point presentation on the USF Sarasota-Manatee performance update. The power point highlighted issues on: (Please refer to the website)

- Student Access
- Student Success
- Academic Programs
- Research
- Fundraising
- Facilities at USF Sarasota Manatee campus
- Leadership Talent
- General

Interim Chancellor Osborn announced that the USFSM institution is ready to open the pre-Nursing portion of the program in fall 2018. They are focusing on student success, breakthrough research, community engagement, partnerships with LECOM and Stetson University; giving USFSM students a pathway to medical and law programs.

Vice Chair Zimmerman thanked Interim Regional Chancellor for his presentation and welcomed Dr. Karen Holbrook in her new leadership position as Regional Chancellor of USF Sarasota-Manatee.

### **BOT Roundtable Discussion**

Trustee Mullis commented on Senator Darryl Rouson's comments concerning USF's success in Tallahassee and congratulated Mark Walsh and his team for a huge part of that success.

President Genshaft reported that USF football is off to Birmingham for a Bowl game in which we will win. Go Bulls!

Having no further business, Vice Chair Zimmerman adjourned the meeting at 10:50 a.m.