



## NOTES

**USF Board of Trustees  
Strategic Initiatives Committee  
February 13, 2018 11:15 am – 12:45 pm  
Gibbons Alumni Center**

Present:

Committee Members: Chair Hal Mullis, Mike Carrere, Les Muma, Charlie Tokarz, Nancy Watkins

Trustees: Brian Lamb, James Garey, Stephanie Goforth, Oscar Horton, Byron Shinn

President: Judy Genshaft

Senior Associate Vice President: Dr. Donna Petersen

### **I. Call to Order and Comments**

Chair Hal Mullis called the meeting to order at 11:14 AM. A quorum was confirmed by President Judy Genshaft, with the following Trustees present:

Trustee Hal Mullis

Trustee Mike Carrere

Trustee Les Muma

Trustee Charlie Tokarz

Trustee Nancy Watkins

### **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 – November 2, 2017**

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

#### **b. USF Football Center**

Executive Deputy Director and Chief Operating Officer of Athletics Barry Clements provided a brief overview of the USF Football Center and introduced USF Head Football Coach Charlie Strong. Coach Strong provided the Committee his perspective as to why the Football Center was so important to athletics, not only the football program, but also other athletic programs at USF. Coach Strong told the Committee that academics and athletics can coexist and voiced his excitement around the idea of building a nationally ranked football program.

Mr. Clements presented renderings of the proposed project, and outlined USF Athletics goals for success. He then asked the Committee to approve the Request for Qualifications (RFQ).

Chair Mullis thanked Mr. Clements for his thorough presentation and Coach Strong for his passionate speech.

A motion to go forward with the RFQ was made and seconded. Approved by all committee members present.

#### **IV. New Business – Information Items**

##### **a. Institute of Applied Engineering**

College of Engineering Dean Robert Bishop provided a status update on the Institute of Applied Engineering. His presentation explained that, although the USF College of Engineering is successfully transitioning to a nationally recognized public university program, they have limited capability to provide solutions based on their known strengths to the government and industry through commercial-based contracts. The Institute of Applied Engineering was conceived to address these challenges, with the ultimate goal of being designated by the Department of Defense as one of a select number of University Affiliated Research Centers. The Institute plans to focus initially on supporting the United States Special Operations Command, which is headquartered at MacDill Air Force Base and has a \$500M research, development, test, and engineering annual budget.

There was discussion regarding potential candidates for the Institute's Director, recent federal budget increases and ways for USF to compete more effectively for resources. Additionally, Dean Bishop indicated he and his team have been tracking proposed legislation regarding Direct Support Organizations and working closely with university budget and finance leadership and General Counsel's office.

##### **b. IT Strategic Plan**

Chief Information Officer Sidney Fernandes presented the USF System IT Strategic Plan. He explained the objective of the 2018-2022 IT Strategic Plan is to outline how USF IT will lead the implementation of the USF System's technology strategy. Furthermore, he explained this will be accomplished by partnering with IT clients to implement innovative and impactful technology in support of the USF System goals.

There was discussion regarding how USF compares in terms of IT security with other universities, and how the transition to Cloud-based IT services increases the demand for penetrating testing. Mr. Fernandes informed the Committee that IT uses both Microsoft and Amazon Cloud Agencies and he and his team have visited both places.

Chair Lamb explained the IT Strategic Plan is a critically important part of the university's future and its responsibility to students. He thanked Mr. Fernandes for presenting an agile methodology which properly positions USF to operate in the ever-evolving IT environment. Chair Lamb strongly encouraged all Trustees to communicate with Mr. Fernandes to understand the plan at a deeper level and suggested the Plan come back to the Strategic Initiatives Committee annually to review outcomes of the metrics. He thanked Mr. Fernandes for a thorough report and noted his appreciation for his passionate work.

##### **c. Brand Research Update**

Chief Marketing Officer Joe Hice reviewed the progress toward establishing a brand position, the intent of which is to inspire students to achieve their dreams and guide us in everything we do. His presentation covered the purpose, understanding the cultural backdrop and

increasingly competitive environment, leveraging our brand as a preeminent research university, and bringing the strategy to life through the pillars of academics, athletics, culture, innovation, agility, community, and global. Mr. Hice concluded his presentation by recommending a tag line: “Be Bold. Be Bullish.” which will be used as the USF System’s brand campaign is developed. He reiterated his desire for Trustee involvement during this process and anticipates the brand will launch during the summer of 2018.

There was discussion on how to measure the outcome from the campaign and how it impacts on student enrollment, student success and brand recognition. President Genshaft explained there is much brand confusion at USF and this was a theme during her annual “State of the University” address. She explained one of the next steps will be to narrow the marks so there is immediate brand recognition when people see certain logos. She thanked Mr. Hice for his leaderships and expressed her confidence that USF will become a nationally known brand under his direction.

There was additional discussion in regard to moving our brand to a nationally recognizable name, such as Pepsi or Coke, and how apparel can help activate the brand. Chair Lamb asked Mr. Hice to bring back a baseline awareness of the brand so the Board can track improvement and look at the trajectory as the campaign is launched. Mr. Hice will continually update the Committee on progress and timeline.

**d. USF System Strategic Plan Update**

Special Advisor to the President for USF System Strategic Planning Gregory Teague provided a status update on the USF System Strategic Plan. Before beginning his presentation, he noted there had been a change in leadership since the last update and explained his new role as chair. He briefly outlined the structure of the current USF System Strategic Plan and reported on current status. He described the convening of two committees (Advisory and Future of Higher Education), and anticipated progress in addressing USF BOT priorities, including specification of metrics, refinement of the plan, and considerations for USF System strategic planning.

Chair Mullis thanked Dr. Teague for assuming the responsibility of chair and noted he looks forward to future updates.

**e. Pamela Muma Women’s Health Center Presentation**

USF Health Chief Financial Officer Rich Sobieray thanked the Committee members for their time and Mr. and Mrs. Muma for partnering on this project. He then introduced Dr. Emily Haly, the Pamela Muma Women’s Health Center medical director, to give the presentation. Dr. Haly provided an overview of the vision for the center, the enhanced patient experience, and the idea of providing concierge membership services. She also provided a brief overview of the development plan and projected steps in order to open in CY 2018.

**IV. Adjournment**

Chair Mullis adjourned the meeting at 12:55 pm.