

2-16-2004

## Campus Board Meeting : 2004 : 02 : 16 : Minutes

University of South Florida St. Petersburg.

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### Recommended Citation

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USF St. Petersburg  
Campus Board Meeting  
Davis Hall, Room 130  
Monday, February 16, 2004  
9:00 a.m.

**Welcome and Call to Order**

Chairman Duncan welcomed the group and called the meeting to order at 9:00 a.m. In attendance were: Chairman Duncan, Board Members Stavros, and Welch, and Regional Chancellor White.

**USF St. Petersburg Report**

Dr. White began her report by stating that many of the items she would normally report on occur as information items on the meeting agenda. The faculty, staff, and students at USF St. Petersburg have been working at an incredible pass for the last month to bring phase two of the strategic plan to completion and to also complete the institution's application for separate accreditation by the Southern Association of Colleges and Schools. Dr. White thanked both committees for hours of work and outstanding documentation. Dr. White recognized Dr. Michael Killenberg for his work as chair of the Strategic Planning Committee for the last two years and Dr. Stephen Micklo as chair of the SACS Self-Study Committee.

Dr. White reported that the Delegation of Authority Document that was signed the previous week by President Genshaft transfers to the campus a broader array of responsibility. Dr. White mentioned that General Counsel is on the agenda to report more on this document later in the meeting. Dr. White thanked President Genshaft, Provost Khatun, Vice President Carlucci, and General Counsel Steven Prevaux for their assistance in crafting the language of the document.

Dr. White provided the meeting attendees a snapshot of life on the campus this semester:

- In January, Professor Judithanne Scourfield McLauchlan's seminar entitled, *Road to the White House*, provided 21 students the opportunity to serve as interns in the political primary campaigns of presidential candidates in New Hampshire. Dr. White recognized Dr. V. Mark Durand, College of Arts and Sciences Dean, to introduce Dr. McLauchlan.

Dr. Durand introduced Judithanne and her students who participated in the program. Dr. Durand informed the audience that Dr. McLauchlan is new to the USF SP campus this year and "hit the ground running". Dr. Durand went on to say that Dr. McLauchlan implemented a unique course that allowed USF SP students first hand experience in the New Hampshire Primary. Dr. Durand declared that he believes this type of course work is a "glimpse" of what's to come for this campus where students are not only learning in the classroom, but are also learning out in the community – experiential learning.

Dr. McLauchlan greeted the audience and reported that she traveled with 21 students to New Hampshire where they worked for ten days in various primary campaigns and

learned a great deal about the presidential primary process and had a wonderful time working incredibly long days. Each day's work lasted approximately sixteen hours. It was incredibly cold and the students worked incredibly hard. In addition to their political experience, the students acquired media experience and exposure as they were interviewed on local, national, and international television and radio news broadcasts. Dr. McLauchlan informed the group that more information about this experience could be acquired at: [www.stpt.usf.edu/whitehouse](http://www.stpt.usf.edu/whitehouse)

Dr. McLauchlan introduced the students from *Road to the White House* present at the meeting:

- Ada Capellen – Senator Edwards campaign
- Chad Thereau – Senator Kerry campaign
- Brandon Keith – Governor Dean campaign
- Nicole McConnell – Senator Edwards campaign
- Danialle Coates – General Clarke campaign

The Campus Board and audience recognized Dr. McLauchlan and her students with applause. Dr. White concluded this presentation by adding that the students experience was enhanced by a grant from the USF Foundation Vice President's Fund for Excellence and a contribution by the USF SP College of Arts and Sciences. However, the students predominantly paid for their experience in New Hampshire. Dr. White went on to say that Dr. McLauchlan brings to USF SP professional expertise as well as academic expertise. She has been a "Washington Insider" for many years. She is an example of those who can, do, and also teach well.

Upon motion by Chairman Duncan and second by Dr. Welch, the USF St. Petersburg Board voted unanimously to present the *Road to the White House* students and Professor McLauchlan with a special accommodation for their participation in this extraordinary citizen-scholar program.

- Dr. White reported that last week the visitation team from the Accreditation Counsel on Journalism and Mass Communication was on campus to review the journalism and media program for separate accreditation. Dr. White was delighted to inform the board members that the accrediting team who came from the University of North Carolina Chapel Hill, the University of Oregon, and the *Forte Lauderdale Sun Sentinel* determined that the program met all twelve of the accrediting standards. The visitation team will provide their recommendation for accrediting later in the spring to the action committee. The evaluators sighted numerous strengths of the USF SP program. Among those were:

- A cadre of faculty dedicated to the field of journalism and teaching excellence, scholarship, and creative learning
- An exciting sense of newness in pulling together as faculty members
- the designation of the department as a *Program of Distinction*

Dr. White congratulated the faculty, staff and students of journalism and media studies.

- Dr. White informed the board that the campus welcomed a number of new faculty and staff to the campus this semester. Dr. White recognized new employees present at the meeting:
  - Ms. Holly Kickliter, Assistant Vice President for University Relations. Ms. Kickliter was formally at the USF Health Science Center
  - Mr. Kevin Coffin, Director of Admission and Records. Mr. Coffin came to USF SP from Ohio and it will be Mr. Coffin's responsibility to guide the campus through the process of new and added authorities in admissions and records.
  - Ms. Sue Sietsma, Alumni Association Liaison. Ms. Sietsma is previously the USF SP Student Government President and graduated in December 2003.
  - Ms. Monica White, Multi-Cultural Coordinator. Ms. White came to USF SP from West Virginia and starts work later in the month.

Dr. White also recognized three new faculty members (not present at the meeting):

- Dr. Deni Elliott, Poynter Jamison Chair, the College of Arts and Sciences
- Dr. Pegi Starks Adam, Visual Communication, College of Arts and Sciences
- Dr. James McHale, Psychology, College of Arts and Sciences

Dr. White reported that the campus is currently conducting ten position searches including the Cole Chair in Ethics, Assistant Vice President for Research, and the Associate Vice President for Academic Affairs.

In conclusion Dr. White commended to all, the Tuesday, February 17 lecture by Dr. John Hope Franklin, a visiting scholar, on Brown vs. Education, the schools desegregation suit, at St. Mark Baptist Missionary Church sponsored by the College of Education. Dr. White stated that the campus is honored to have a scholar of this magnitude as part of the USF SP family.

### **USF Report**

Dr. Ralph Wilcox, USF Vice Provost, presented the USF Report on behalf of President Genshaft.

Dr. Wilcox reported that last week was a very exciting week at USF. President Genshaft named Dr. Renu Khator as the new Provost. Dr. Khator is now the chief academic officer at USF. That following day, President Genshaft signed the Delegation of Authority document for USF St. Petersburg. Dr. Wilcox commended the USF SP Journalism and Media Studies Program for the successful visit by the site team of the accrediting counsel.

Dr. Wilcox shared with the Board that in the Governor's Budget, which was released in January, it appears that State Public Universities are off to a more optimistic start in the

upcoming Legislative Session than in recent years. Among the Governor's recommendations is \$50 million enrollment growth funding, \$10 million for targeted growth to prepare more teachers, nurses, engineers, and information technology graduates, \$20 million for additional Centers for Excellence, \$25 million in matching gifts, a 7.5% increase for undergraduate in-state tuition, and a 12.5% increase for all other students. One item imbedded in the Governor recommendations worthy of mention and scrutiny is the recommendation that non-degree seeking students taking course work in excess of 110 % required hours for graduation would pay out-of-tuition.

Dr. Wilcox informed the Board that recently the Board of Governors approved six accountability measures for Higher Education and will be considering a most controversial seventh measure, that of establishing a standardized test to evaluate learning for all graduates of public institutions. Dr. Wilcox indicated that he would refrain from going into too much detail as Mr. Jeff Muir, USF Government Relations, would provide greater details later in the meeting to the cause and effects of the Governor's recommendations.

In closing, Dr. Wilcox reported that the President and her leadership team have committed themselves to support two priorities in the year ahead:

- Bring faculty salaries to a level consistent with that of a Premier National Research I University
- Build a Student Body by design rather than by chance

Dr. Wilcox concluded his remarks by distributing a research report authored by the Center at USF which indicates that based on a nine criteria evaluation of all Research I Universities in the United States, USF continues to rise quite rapidly in the ranks of all evaluated.

### **Government Relations Report**

Mr. Jeff Muir, Associate Vice President for Government Relations, reported that the Legislative Session would begin in a few weeks. Overall, USF Government Relations was pleased with the Governor's budget.

Mr. Muir distributed a packet of government related information to the Campus Board and made packets available to the audience.

Mr. Muir indicated that in his report, Dr. Wilcox provided an excellent overview of State activity. Mr. Muir wished to highlight a few key points of the USF Legislative Priorities 2004:

- Preserve Base Funding

Mr. Muir indicated that the preservation of base funding is extremely important to USF. This as a legislative priority means "please don't cut our budget anymore". Per student funding has fallen from \$12,040 in FY 1999/2000 to \$10,529 in the current year. Cuts to the base have played a significant role in this decline. The trend must be reversed if quality is to be preserved.

- Fund Enrollment Growth

Mr. Muir indicated that funding for enrollment growth is always the University's highest priority next to the preservation of base funding. This is particularly important for USF SP where growth is being experienced even more so than at Tampa. Last year, State Universities received no funding to provide access for new students. Growth Universities such as USF cannot continue to provide access unless the Legislature is equally committed to providing funding for enrollment growth.

- Fund Capital Construction

Mr. Muir stated that Florida's Public Universities need to build and maintain facilities in order to maintain quality and access.

- Tuition Policy

Mr. Muir stated that it is critically important that we keep tuition at the campus. The Legislature must ensure that tuition revenue is not used to replace general revenue cuts or pay for growth.

- Fund Matching Gifts

Mr. Muir concurred with Dr. Wilcox's earlier statement that this is an extremely important issue. At a minimum, USF is requesting that, the Legislature fund the Board of Governors' request of \$60 million.

Mr. Muir briefly discussed the non-degree seeking proviso and the 110% proviso that the Governor included in his budget. Mr. Muir reported that he met with the Governor's Chief of Education Policy in Tallahassee last week and he indicated that he is including USF in the legislation being drafted and filed. Assurances have been made that a significant amount of local control will be given regarding these items.

In conclusion, Mr. Muir reported that PECO (Public Education Capital Outlay), the primary source for building educational facilities in Florida, is at an all time low - although it is not unusual for PECO revenues to dip up and down. Currently, there is only approximately \$170 million available for all eleven Florida Public Universities.

### **Student Report**

Student Government President Kara Wilson was pleased to report the following:

- The Student Government sponsored and operated Safe Team continues to be a valuable campus resource, providing an average of 50 students a night escorts to their cars.
- The Student Government Community Outreach Committee spent the evening of Wednesday, January 28<sup>th</sup> volunteering for CASA, an organization that provides emergency shelter to victims/survivors of domestic violence and their children.

- Student Government successfully hosted a Spring BBQ on Wednesday, February 11<sup>th</sup>. 333 students, faculty and staff were in attendance.
- Student Government is planning a Grand Opening Event for the student space located in Terrace East for Thursday, March 4<sup>th</sup>.
- Student Government organized a Spring Break Kick Off called the "The King of Spring" to be held on the evening of Friday, March 5<sup>th</sup>. The event will include live performances by two local bands, sumo wrestling and arcade style basketball.
- Student Government is participating in the USF Day at the Capital on March 30, 2004. Student Government is trying to subsidize the cost for students to stay overnight in Tallahassee.

Ms. Wilson reported that other involvement on campus include participation in numerous search committees to fill key leadership roles and participation on important campus-wide committees such as CITF and the Cultural Diversity Committee.

Ms. Wilson also reported that several Student Government Committees are working on the following projects:

- The Budget Committee is currently reviewing the 2004-2005 Activity and Service Fee budget. It is expected that the budget process will be completed by April 2004.
- The Graduation Celebration Committee is in the midst of planning their event. The celebration is scheduled for Sunday, May 2nd directly after commencement in the CAC.
- The Election Rules Committee is overseeing the SG elections for the summer and fall 2004 terms. The committee is seeking candidates to run for office.

In addition to this report, Ms. Wilson, on behalf of Student Government, congratulated Regional Chancellor White on her new title and sincerely thanked President Genshaft and the Campus Board Members for their commitment to the students of this campus. Ms. Wilson stated that the students are delighted that their degrees will be awarded from the University of South Florida St. Petersburg.

### **Faculty Report**

Dr. Bill Heller was unable to attend the meeting. The faculty report was submitted in writing for review.

### **Action Item 7.1 Approval of October 20, 2003 Meeting Minutes**

Upon motion by Trustee Duncan, second by Dr. Welch, the USF St. Petersburg Campus Board voted unanimously to approve the October 20, 2003 Minutes.

### **Action Item 7.2 Approval of Strategic Plan**

Upon recommendation from Dr. White, Action Item 7.2 was changed to and Information Item.

For over two years, the entire USF St. Petersburg community has engaged in a comprehensive strategic planning process—a process that will continue well into the future. The institution presents to the Campus Board *USF St. Petersburg's Strategic Plan 2003—2008*, a plan based on the “Mission, Vision, Values, and Goals” statements approved by the Campus Board on February 24, 2003 (Action Item 9.2). The Plan consists of five core strategies, a series of principal “actions” associated with each strategy, and a series of accountability measures associated with the strategies and actions. The following are the five core strategies of the plan:

Strategy One: Promote nationally and internationally distinctive research and academic programs that value collaborative learning.

Strategy Two: Promote the intellectual, cultural, personal, and social development of all students through high-quality academic and student-life programs.

Strategy Three: Shape the enrollment profile to reflect the educational goals of an urban research institution that provides a student-centered learning community.

Strategy Four: Enhance Technology Support for Students, Staff, and Faculty.

Strategy Five: Achieve full fiscal self-sufficiency and develop a stable economic base for university programs and services.

A draft copy of the 2003-2008 USF St. Petersburg Strategic Plan was provided to each Board Member prior to the day's meeting. Dr. Michael Killenberg, Strategic Planning Chair, made himself available for questions.

Mr. Killenberg acknowledged and thanked Dr. Gary Olson, AVP for Academic Affairs who was instrumental in the execution of the strategic planning document.

### **Information Item 8.1 Student Fee, Athletics**

Dr. White reported that at the October 20 Campus Board Meeting, the Campus Board voted unanimously to increase (Fall 2004) the student per-credit hour athletic fee from the current \$2.00 to \$2.25 (a recommendation made by the USF SP Athletic Fee Committee).

In addition to the fee increase recommendation, the Athletic Fee Committee had three additional recommendations. Chair Duncan requested that Dr. White provide additional information to the Campus Board at the next Campus Board Meeting regarding these three recommendations. In fulfilling this request, Dr. White provided a written response submitted by Associate Director of Intercollegiate Athletics Barbara Sparks-McGlinchy.

#### **USF SP Athletic Fee Committee Question:**

Can a portion of the total student per-credit hour athletic fee be return to USFSP as is currently done with 50 percent of the flat fee? These monies would support USF SP's co-ed sailing team (recently ranked 16<sup>th</sup> in the nation), helping to offset the \$68,000 per year associated with the co-ed sailing team currently paid from the USF SP Activities and Services Fee budget.



Ms. McGlinchy's Response:

This would create a serious budget issue for the varsity athletic programs. While athletic fees are used for the support of varsity sports only, the USF Athletic Department is, in the spirit of cooperation, already sharing expenses with the co-ed team; the athletic department pays for their equipment and travel costs. The Athletic Department funds the salary and benefits for the women's head coach, who shares coaching responsibilities for the co-ed team. The Athletic Department also purchased half of the current fleet of boats used by both sailing teams.

USF St. Petersburg students pay 75% less in per-credit-hour athletic fees than those matriculating on the Tampa campus, yet receive the same benefits in the form of free entry to all USF athletic events, including football games in Raymond James Stadium. While the USF Athletic Department believes an adjustment is certainly appropriate to compensate for distance, it may be difficult to justify any further erosion of that differential.

USF SP Athletic Fee Committee Statement/Question:

Do not increase the student athletic fees again for a minimum of three years.

Ms. McGlinchy's Response:

We understand the desire not to have annual requests to increase the athletic fee. We will not return to the students at USF St. Petersburg prior to August 31, 2005 to request a fee increase – and then, only if it is necessary.

USF SP Athletic Fee Committee Statement/Question:

Submit all future requests related to student athletic fees by September 1 of coming years to allow the Committee ample time to convene and consider the request.

Ms. McGlinchy's Response:

Agreed

In her written closing remarks, Ms. McGlinchy shared with Dr. White that the USF Athletic Department very much appreciates the strong partnership of USF St. Petersburg in the quest to build nationally competitive varsity athletic programs that will be a source of pride for all USF students, alumni, and friends.

**Information Item 8.2 Budget Process**

Mr. Abdul Nasser, AVP Administration and Finance, reported that the prepared document, Item 8.2, describes the USFSP budget process for FY 2004-05 and beyond. It is similar to the process used for FY 2003-04, but includes a timeline. Changes include clarification of the roles of the Regional Chancellor, Campus Board, and others in the process as well as redefinition of the Budget Advisory Committee to include faculty, staff, and student representatives.

Mr. Nasser recognized Mr. Max Kerlin who was instrumental in developing Information Item 8.2

### **Information Item 8.3 Delegation of Authority**

Mr. Steven Prevaux, USF General Counsel, reported that on February 10, President Genshaft signed the Delegation of Authority document to USF St. Petersburg, Information Item 8.3. In many ways this document formalizes and confirms the present functioning of the University of South Florida St. Petersburg. Mr. Prevaux concluded that the signed document is a demonstration of the fulfillment of the President's promise in light of facilitating SACS accreditation at the regional level at St. Petersburg. Mr. Prevaux added that the document is also indicative of the mutual respect and trust of the leadership between the campuses that not only has been established over the years but is developing and deepening with the new leadership of USF SP. Mr. Prevaux reminded all of the legal point that with the formalized authority comes the continued responsibilities to the University Board of Trustees rules and statutory obligations and regulation continue to apply with the force of law.

Dr. White commented that the Delegation of Authority certainly describes a system like behavior on behalf of the named institutions.

### **Information Item 8.4 SACS Accreditation**

Dr. Gary Olson, AVP for Academic Affairs was delighted to report that on Friday, February 13 the Academic Affairs Office completed and submitted on schedule the SACS Application. SACS will notify USF St. Petersburg with a response to the application sometime in June. Dr. Olson reviewed the twelve areas of the applications that USF St. Petersburg prepared a required response:

1. The institution has degree-granting authority from the appropriate government agency or agencies.
2. The institution has a governing board of at least five members that is the legal body with specific authority over the institution. The board is an active policy-making body for the institution and is ultimately responsible for ensuring that the financial resources of the institution are adequate to provide a sound educational program. . . .
3. The institution has a chief executive officer whose primary responsibility is to the institution and who is not the presiding officer of the board.
4. The institution has a clearly defined and published mission statement specific to the institution and appropriate to an institution of higher education, addressing teaching and learning and, where applicable, research and public service.
5. The institution engages in ongoing, integrated, and institution-wide research-based planning and evaluation processes. . . .
6. The institution is in operation and has students enrolled in degree programs.

7. The institution offers one or more degree programs based on at least 60 semester credit hours or the equivalent at the associate level; at least 120 semester credit hours or the equivalent at the baccalaureate level . . . etc.
8. The number of full-time faculty is adequate to support the mission of the institution. . . . .
9. The institution, through ownership or formal arrangements or agreements, provides and supports student and faculty access and user privileges to adequate library collections. . . .
10. The institution provides student support programs, services, and activities consistent with its mission that promote student learning and enhance the development of its students.
11. The institution has a sound financial base and demonstrates financial stability, and adequate physical resources to support the mission of the institution and the scope of its programs and services. . .

Dr. Olson thanked Dr. Micklo for his leadership in directing the campus team in their efforts to complete the application. He also thanked the team of Donna Knudsen, Liza Stewart, Sonia Hilton for their dedication to the project.

Dr. Olson presented to Chairman Duncan the paper copy of the SACS application, which stood 2 feet tall bound in three ring notebooks.

Dr. Olson pointed out that the USF SP application is available at: <http://www.stpt.usf.edu/sacs/StratPlanTableofContents.htm> and provides rationale for all eleven items.

Chairman Duncan adjourned the meeting at 10:30 a.m.