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2008-2013 Strategic Plan Steering Committee Open Forum Notes : 2008 : 02 : 29

University of South Florida St. Petersburg.

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Strategic Planning Campus Open Forum Notes

Friday, February 29, 2008 – DAV 130 – 9 a.m. to Noon and 1 to 4 p.m.

Two Campus Open Forum sessions were held to bring faculty, staff, students and administrators together to have an open discussion about the creation of the 2008-2013 USFSP Strategic Plan. The forums were held to give everyone the opportunity to be involved in this process and to share their ideas and visions about the future of USFSP.

The identical sessions opened with a welcome from Dr. Karen White.

Dean Frank Biafora, Dean of the College of Arts & Sciences, and chair of the Strategic Planning Steering Committee followed with a brief overview of activities leading up to this event. This included a history of the 2005-2006 Strategic Planning Review Process, in which key goals were identified. A summary of an October 2007 two-day meeting of USFSP administrators that was held in order to revisit discussions of how to proceed with the creation of the new Strategic Plan was also presented by Dean Biafora.

(Dean Biafora's presentation and October meeting notes are available for review at: <http://www.stpt.usf.edu/strategicplanning2008-2013/index.htm>)

Strategic Planning facilitator, Dr. Eric Eisenberg, gave an overview of the Strategic Planning process. *(See Dr. Eisenberg's presentation on the website listed above).*

Dr. Eisenberg led two small group activities. Approximately 150 people participated.

ACTIVITY ONE

- Where do we excel?
- What are our greatest strengths?
- What do we do best that we could build upon in the near future?

ACTIVITY TWO

- Imagine that we go to sleep tonight and while we are sleeping a miracle occurs and we awake to the perfect USF St. Petersburg!
- What would it look like? What would people be thinking, doing, saying?
- What would you be happiest about?
- What would we be best known for?

The following is a summary of what was shared and noted during the small group activities:

ACTIVITY ONE: USFSP Strengths & Areas In Which USFSP Excels

- **USFSP Potential**
 - People come here; are attracted to USFSP for its potential; there is frustration due to inability to reach potential
 - Solid and growing set of academic support services that enhance retention
 - Ability to be involved in change and growth

- **People resources**
 - Faculty and staff are committed to USFSP
 - Faculty and staff are resilient
 - Diverse student body / diverse age differences /ability to attract a diverse student population
 - Dedication of faculty and staff to USFSP
 - Focus is on student success
 - Attraction of dynamic faculty and staff
 - Excellent services (Library, Advising, Information Technology, Student Resource Center)
 - High quality faculty in small class settings
 - High quality students
 - Responsive and skilled staff
 - People oriented
 - Acceptance of other's ideas
 - Teamwork
 - Interest in maintaining current values
 - High caliber of creative faculty and staff; this is untapped resource
 - Passion to sail our own ship
 - Professional academic advising
 - Female leadership
 - Support from the administration
 - Mentoring
 - High level of service
 - Experimental and proactive
 - Strong leadership
 - Emphasis on ethics
 - Willingness to think outside the box

- **Location**

- Beautiful waterfront setting
- Easy access to downtown, museums, restaurants, marinas, etc.
- Urban energy
- Distinctive Florida experience
- In the heart of city; middle of everything
- Easy access to campus
- Close to metro area as well as the beaches
- Safe and secure campus
- Recreational activities/waterfront
- The only University in the area
- St. Pete is a cultural mecca
- Great weather

- **Our Campus**

- Advantages include accessibility and connectedness to other departments, administrators; students to faculty; faculty collaboration
- Collaboration between faculty and staff
- Intimate, caring environment; personal attention; helping attitude
- Small, yet able to access larger system
- Strong interdisciplinary opportunities
- Access to decision makers
- Parking accessibility
- Quality of campus grounds; exceptional maintenance
- Small classes
- Cost-effective tuition; relatively inexpensive for what is received
- Affordable education
- Empowering to students
- “Walkable” campus
- Close knit and cooperative; collegial and honest feelings
- Faculty collaboration across different disciplines
- Efficient and nimble
- Interpersonal relationships
- User friendly
- Sense of belonging
- Recycling program
- The Sailing Team

- **Strong Community Connection**
 - Vibrant cultural community
 - Opportunities to partner with agencies, corporations, government, including Progress Energy, St. Pete Times, Bank of America, City of St. Petersburg, Poynter Institute, All Children's, USGS, FWRI
 - Reputation for civic engagement
 - Student volunteers seen within community
 - Festival of Reading and Children's Festivals
 - Integration with city and Pinellas County Schools
 - Town and Gown / capital friendship
 - Citizen Scholar Program

- **Infrastructure / Services**
 - Bookstores, Starbucks on campus
 - Library connection to USF System libraries/state system
 - Being able to do more with less
 - Construction funding is available for growth

- **Research – Student involvement**
 - Strong relationship between faculty and students, especially undergraduate students
 - Faculty research opportunities

- **Accreditation / Academic Excellence**
 - Recognition as an independent campus culture able to make financial and academic decisions
 - Quality academic programs
 - Recognition for excellence in environmental science and marine science
 - Successful and intimate Honors Program
 - Strong Liberal Arts
 - Strong Journalism, Education and Business programs
 - Commitment to student success
 - Development of programs and ideas
 - Support the system; students can take many lower-level courses that partnership with Tampa, other campuses
 - International speakers that relate experiences to students
 - Unique majors (Florida Studies)
 - Programs of Distinction
 - Academic flexibility
 - #1 in making education relevant

- **Enrollment**
 - High freshman retention (80%)

- **International Students**

- There are 100 from India ??
- **Student Life**
 - Potential for development of student life culture
 - Strong orientation programs
 - Cultivating a traditional atmosphere
 - Recreational / waterfront activities

ACTIVITY ONE: What we can build on in the future?

- **Accountability**
 - Work towards becoming a data-driven; evidence-based university during decision making
 - Prioritize initiatives
- **The People**
 - Potential and expertise of faculty and staff
 - Need a Talent Bank
 - Develop a pool of international students to prepare as teachers
 - Build on diversity
 - Professional Development
- **Infrastructure**
 - Increase to help faculty grow programs and research/ lab space, classroom space
 - Offer day care services with possible training component with COE
 - Better food service
 - Expand and make better use of website
- **Increase funding**
 - Private fundraising is important
 - Increase community support; corporate sponsorships, endowments, buildings
- **Increase Collaboration**
 - Between Academic and Student Affairs
 - Between colleges
 - Between campus and community
 - Increase communication on campus between administration, faculty and staff and between colleges and departments
 - Develop more positive relationships with SPC, Eckerd College and PHCC
 - Expand relationship with local hospitals
 - On-going focus groups on campus and with stakeholders

- **Student Life**
 - Increase the number of residence halls, intramural sports, student concerts and events
 - More residence halls
 - Increase the number of clubs, organizations
 - Vibrant campus life
 - Increase student outreach
 - Get students more involved in leadership roles (Washington Center and Career Center opportunities)
 - Need a health care clinic
 - Develop the whole student
 - Art and music for students on campus
 - First year experience a success
 - Student Union

- **Enrollment**
 - Increase cultural diversity
 - Increase out of area, state and country student population
 - Summer Institutions
 - Increase number of first-year students
 - Bring more students here
 - Tell our own unique story
 - More effective marketing
 - Strategic enrollment management

- **Research**
 - Conference presentations, grants, Honor's thesis, directed study courses
 - Expand undergraduate research
 - Change the indirect cost distribution allocation; bring more funds to USFSP
 - Cultivate more faculty research

- **Student Success**
 - Job placement after graduation
 - Follow up on graduates
 - Create traditions
 - More informal gatherings
 - Increase student scholarships/financial support
 - Increase communication with students after graduation
 - More career opportunities for students; strengthen connections with business community
 - Build on student loyalty/satisfaction
 - Increase internship opportunities

- **Academics**

- Increase Honor's program and enrollment
 - Multicultural courses, integrating across curriculum
 - More environmental curriculum
 - More civic engagement activities
 - Increase graduate programs
 - Offer pre-health program
 - Increase use of technology in the classrooms (IT)
 - Need professional graduate school presence
 - Increase study abroad opportunities
 - Build on global perspectives
 - Develop a pool of international students to prepare as teachers
 - Connect to distance education
 - Consider College of Nursing/Health Professions
 - Develop programs that meet community needs
 - Arts and music programs for students
 - Academic Summer Camps
 - One-day University for community; Elderhostel Programs
- **Faculty presence in residence halls**
 - Utilize space

ACTIVITY TWO: Imagine that we go to sleep tonight and while we are sleeping a miracle occurs and we awake to the perfect USF St. Petersburg! What would it look like? What would people be thinking, doing, saying? What would you be happiest about? What would we be best known for?

- **Vibrant student life**
 - Excellent food service; food courts
 - Festivals on campus
 - Distinctive athletic teams, expand gym, tennis courts, etc.
 - Student Leadership
 - Student Union; life continues after 6 p.m.
 - Library Café
 - Student Meal Plan
 - Greek life on campus
 - Commons Café
 - Great place to work, play, study and live
 - Life prep skills
 - Upgraded campus security
 - Gourmet food services
- **Academics**

- School/College of Divinity
- Writing, speech and communication across the curriculum
- Ethics across the curriculum
- Full offering of Graduate Programs
- More Science Programs
- Preeminent Honors Program in Florida
- Recreational programs for credit: scuba diving, sailing, etc.
- Strong liberal arts program
- Center for Excellence, such as English Language Institute
- Programs in “Top 10” in Discipline

- **Student Success**
 - Free standing Career Center; endless internship opportunities
 - All students who graduate from USFSP are competent, caring; reaching full potential; life-long learners

- **Pre-eminent Programs of Study**
 - Increase in academic programs

- **Life-long Community and Civic Engagement**
 - Commitment to volunteerism in community; required to do one hour per week community service
 - Serve, Learn, Earn
 - Alumni Center
 - Long lasting friendships and faculty mentors
 - Relationships with hospitals and schools
 - Elderhostel Programs
 - Continuing Education Programs
 - Real life experiences
 - Community education of higher education
 - Alumni are tracked and involved in success

- **Endowments, Grants, Alternate funding to State, Corporate Sponsors**
 - Enough scholarships for students
 - Increase in federal, state, endowment funding
 - Mentoring and training programs funded
 - Revenue generating activities/curriculum
 - No ties to FTE/state funds
 - Rainy Money and Huge Endowments
 - Solid Operational Budget
 - No money problems
 - 20% of budget comes from endowments, outside funding

- **International / Global Study Abroad**
 - Faculty and Staff exchanges, both international and domestic
 - Abundance of students from out of state and other countries
 - Multi-cultural staff, students and faculty
 - Mandatory one semester study abroad

- **Green Campus**
 - Be a model for alternative energy source
 - Non-smoking campus
 - Environmentally conscious
 - Clean Harbor
 - Full recycling program

- **Diverse Population**
 - Cultural and ethnic diversity among students, staff and faculty
 - Value all; equal respect; human treatment; no inequities regardless of position, age, gender, race, etc.
 - Student body more representative of ethnic mix of area

- **Visible Clear Identity**
 - True autonomy
 - All system issues would be resolved
 - On-going collaborate campus town hall meeting
 - Collaborate campus governance
 - Minimize bureaucracy, red tape is gone
 - Be the Preeminent Public University
 - Strong tradition / identity
 - Real traditions
 - Top Not University
 - Ranked nationally and internationally
 - Greater positive image
 - Data driven, performance based decision making
 - Accountable institution that provides evidence of STD learning and STD success
 - The model for urban/metro university
 - All have a voice in decision making

- **Full Residence Halls / Student Media**
 - 15% of student body in residential; with faculty and staff in living learning community
 - Communication Studio for Students; writing, speech, technology, radio station
 - WUSF-St. Petersburg

- **Connection with Airport**

- Incorporate airport into our university program
- Utilize all community resources / aviation
- **Health and College of Nursing**
 - Health care curriculum and opportunities
 - Gerontology programs/curriculum
- **Career/Faculty Development**
 - Revised faculty evaluation system
- **First Choice Institution**
 - Viewed by students and faculty as a privilege, a first choice to attend and work
- **Sufficient Funding for Staffing and Graduate Assistants**
 - Stability of staff and faculty; career oriented to stay at USFSP
 - Fair Wage / Fair Work environment
 - More money for more work being done
 - Recognition for unique roles of staff/faculty/adjuncts, etc.
 - Creation of Instructorships
 - Faculty and student discounts at Barnes & Noble
 - Higher pay
- **Facilities and Technology**
 - State of the art academic classrooms
 - More classrooms and lab space
 - Elmos and Labs
 - Laptop initiatives for faculty, student and staff
 - Tech Center for Faculty and Students; supporting teaching and distance learning
 - Large ballroom/formal arena for arts, student debaters, lecture series
 - Enough space for offices, classrooms, etc.
 - Raised crosswalks; pedestrian friendly streets
 - Science Complex
 - Conference Programs
- **Professional Development with Institutional Support**
- **Health Clinic**
 - State of the art health and wellness center for both faculty and staff
- **Athletics**
 - Expand “Bulls Country” to USFSP
 - More intramural sports
 - Water sport teams: swimming, diving, crew

- **Services / Perks on Campus**
 - Reasonably priced day care services
 - Free parking
 - Emergency Preparedness Training
 - Family Tuition Program

- **Gateway to the Caribbean / Latin America**
 - International enrollment
 - Sister institutions

- **Enrollment**
 - Emphasis on retention; students feel part of community
 - Designation School
 - 10,000 students
 - Freshman Learning Community to draw freshman
 - First Choice Institution
 - 15% of student body in residential; with faculty and staff in living learning Community
 - Overnight Orientation/Welcome to USFSP
 - At cap enrollment; ideal FTE
 - First Year Experience Program
 - Waiting list of students and top scholars