



USF SP CAMPUS BOARD MEETING

May 16, 2023; 1:00pm-3:00pm

Ballroom 3/Teams

AGENDA

1. Call to order Melissa Seixas, Campus Board Chair
2. Roll Call Christian Hardigree, Regional Chancellor
3. Action Items
 - a. Approval of Summary Minutes from February 7, 2023 Melissa Seixas, Campus Board Chair
4. Information Items
 - a. USF update Rhea Law, USF President
 - b. USF St. Petersburg campus update Christian Hardigree, Regional Chancellor
 - c. USF St. Petersburg campus Faculty Council update David Watts, Vice Chair, Faculty Council
 - d. USF St. Petersburg campus Student Government update Sean Schrader, Student Governor
 - e. USF Legislative update Lauren Hartmann, Director of State
Government Relations
 - f. Dean Spotlight Chris Garvin, Dean, College of the Arts
 - g. Mission Moment Lyman Dukes III, Professor, COE
 - h. Strategic Enrollment RNL Prasant Mohapatra, Provost and Executive VP
Stephanie Harff, Asst. VP, Strategic
Initiatives
 - i. Budget Process Overview Rich Sobieray, Senior VP Financial Strategy
and Administrative Services, CFO
5. Board Discussion
 - a. Roundtable discussion Campus Board Members
6. Adjournment Melissa Seixas, Campus Board Chair

Next Campus Board Meeting –August 3, 2023 9am-11am



USF SP CAMPUS BOARD MEETING

February 7, 2023; 10:00am -12:00pm

Ballroom 3/Teams

Meeting Minutes

Attendance:

Hossam Ashour
Lisa Brody
Scott Goyer- Vice Chair (Not Present)
Christian Hardigree- Regional Chancellor
Rhea Law- USF President
Isaac McKinney III
Reuben Pressman
Sean Schrader
Melissa Seixas- Chair
Debbie Sembler

1. Call to order- Melissa Seixas, Campus Board Chair
 - a. Chair Seixas called the meeting to order at 10:03am.
2. Roll Call- Christian Hardigree, Regional Chancellor
 - a. Chancellor Hardigree took roll call. All members were present with the exception of Vice Chair Scott Goyer.
3. Action Items
 - a. Approval of Summary Minutes from October 27, 2022- Melissa Seixas, Campus Board Chair
 - i. Chair Seixas opened the floor for a motion to approve the minutes. Board member Reuben Pressman motioned to approve, with Board member Debbie Sembler seconding. With no one opposed, the motion carried and the minutes were approved.
4. Information Items
 - a. USF update- Rhea Law, USF President
 - i. President Law welcomed USF alumnus Isaac McKinney III to the Campus Board. She thanked everyone for the wonderful event put on for her inauguration.
 - ii. President Law spoke about The Environmental and Oceanographic Sciences Initiative in the University of South Florida St. Petersburg as one of the areas that have been focused on for the university. It gives the university an opportunity to shine and set us apart. President Law noted how this initiative is important to our weather and that many colleges are working together on issues to help the entire state and potentially help the country and world. This is something unique that the University of South Florida St. Petersburg has. The legislator is investing in it to the extent that they understand that they need solutions and USFSP is here to provide those solutions.
 - iii. President Law mentioned USF day in Tallahassee which will help students to understand policy on a state level.

- iv. President Law addressed the information request that was received from the governor's office, the speaker of the house's office, and the chancellor's office. The university is committed to serving the community and providing a safe inclusive environment for all.
 - v. President Law announced that Dr. Prasant Mohapatra will be joining USF as the new provost and executive vice president of academic affairs starting March 2nd. He has served as vice chancellor for research at the University of California, Davis, since 2018. Dr. Mohapatra has extensive experience in a variety of critical areas that align with USF's strategic plan. President Law is looking forward to welcoming him to the USF family.
 - vi. President Law shares news of many USF online programs earning recognition in U.S. News and World Reports' 2023 Best Online Programs rankings. Notably the online graduate MBA program in the Muma College of Business is now ranked at No. 19, compared to No. 31 last year. The program has jumped 63 spots over the past five years. The online graduate engineering program sits at No. 47, while the education program is ranked at No. 74. U.S. News also ranked the online MBA program No. 30 for veterans.
 - vii. President Law went on to talk about the NSF Cybersecurity Grant. NSF has given \$4 million and is under the leadership of faculty in the Muma College of Business and the College of Engineering. The funds will support the Cybersecurity Research and Education for Service in Government program. The program will recruit, mentor and provide scholarships for at least 28 graduate and undergraduate students. They will serve as cybersecurity professionals in federal, state, and local governments and other public sector organizations. This is another great example of our commitment to growing the talent pipeline in response to critical issues facing our society.
 - viii. President Law concluded by speaking briefly about Mayor Ken Welch's State of the City address. Mayor Ken Welch chose the Tampa Bay Rays and the Hines group to re-develop the Historic Gas Plant District. She mentioned that she spoke with the mayor in regards to how USF can play a role in this very important undertaking. After that, President Law invited questions.
 - ix. Chair Seixas opened the floor to questions for President Law, to which Campus Board Member Lisa Brody expressed gratitude for the update regarding the information request.
- b. USF St. Petersburg campus update- Christian Hardigree, Regional Chancellor
- i. Before beginning her report, Chancellor Hardigree took the opportunity to say how honored she was to host the lunch for President Law's inauguration on the St. Petersburg campus. She expressed how fortunate USF is to have President Law leading at this pivotal time.
 - ii. Chancellor Hardigree welcomed Isaac McKinney III and mentioned that he has joined her at several USF St. Petersburg campus events which she really appreciates. She mentions how he and his mother are both USF Bull Alumnus. Chancellor Hardigree prompts Isaac McKinney III to speak in which he mentions how surreal it is to see the campus grow and how he was ecstatic for the opportunity to work with the university alongside the new President and Chancellor.
 - iii. Chancellor Hardigree proceeded to congratulate Campus Board Member Lisa Brody for her being recognized at the 8th Annual Legacy Awards Dinner. Chancellor Hardigree praised Lisa Brody's hard work for the community, university, and the region.
 - iv. Chancellor Hardigree went on to speak about the new members of the leadership team. Terry Chisolm has been the Vice Provost of Strategic planning, performance and accountability for USF for the past eight years. She is serving a one year appointment as senior special assistant to the Regional Chancellor for academic consolidation. Her role includes a variety of duties such as helping to define the academic needs on the St. Petersburg campus. She will also work with campus leadership to determine the responsibilities and duties of a permanent position to lead academic affairs on the St. Petersburg campus. Another new addition to the campus leadership team is E. Howard Rutherford. He was selected as the Associate Vice President of Development for St. Petersburg campus. He will lead the development team and, in close collaboration with

- leadership, establish strategic direction for the development activities on St. Petersburg campus. He has played a critical role in building strong relations with USF alumni and friends across the country and abroad, as well as within the Tampa Bay community.
- v. Chancellor Hardigree was delighted to share that the 2022 First Time in College cohorts from the fall semester had a 95% retention rate moving into the spring semester. This news bodes well for the fall retention and APR metric. Chancellor Hardigree thanked the Academic Advisors and Academic Advocates for their hard work and dedication to all the students.
 - vi. Chancellor Hardigree states that many events have been hosted most importantly with the Dr. Martin Luther King Jr. Awards Banquet. More than 15 students from throughout Pinellas County were recognized for advancing the ideals of the civil rights leader. Middle school, high school, and college students were celebrated for overcoming adversity, fighting for justice and lifting up their communities. Chancellor Hardigree thanked the coordinator Lisa Laubach and the emcee Antonia Robinson.
 - vii. Chancellor Hardigree brought up the renovation reveal of the Nelson Poynter Memorial Library on Tuesday February 7th evening. There was a huge turnout and Chancellor Hardigree thanked Erica Lovelette, Kristina Keogh, Kaya Van Beynan, Kate Waechter and Amy Thomas for putting everything together. New Campus Board member Isaac McKinney III also attended and assisted the Chancellor with the ribbon cutting.
 - viii. Chancellor Hardigree mentioned upcoming events: Pinellas County Math Counts competition on February 11th, Job & Internship Fair on February 16th, St. Petersburg Science Festival on February 17th and 18th, and Conference on World Affairs Feb. 21-24th, where the theme this year is Power and Empowerment.
 - ix. Chancellor Hardigree brought to attention faculty research initiatives. English Professor Jill McCracken is leading a research partnership with community partners locally and in Savannah, GA to reduce unintended teen pregnancies, sexually transmitted infections and incidents of trafficking for marginalized youth. Professor McCracken received an \$800,000 grant from the U.S. Department of Health and Human Services, to conduct a two-year sexual education program called Choosing Myself, which is designed for youth who are or have been in the juvenile justice system and from populations such as LGBTQ+ individuals. Along with reducing many negative aspects of sexual relationships, the project hopes to enhance knowledge of healthy relationships while increasing self-esteem. The Family Study Center had a major article published in the December 2022 issue of the Infant Mental Health Journal. Chancellor Hardigree went over the study and the community-based program called “Figuring It Out for the Child.” Chancellor Hardigree gave her congratulations to Professor Jamie McHale and the rest of his team at the Family Study Center.
 - x. Chancellor Hardigree spoke about Andrea Coloma, a sophomore in the Graphic Arts program. She landed five internships at NASA. She finished illustrating an educational children’s book for NASA’s Space Communication and Navigation program (SCaN). Her passion and tenacity is a great example of what is seen in all of the bulls. She is thinking about creating a comic book about adventures with her dog on the moon in which the Chancellor is excited to read. Chancellor Hardigree concluded and invited questions.
 - xi. Chair Seixas opened the floor to questions for Chancellor Hardigree; there were no respondents.
- c. USF St. Petersburg campus Faculty Council update- Hossam Ashour, Chair, Faculty Council
 - i. Council Chair Hossam Ashour opened by congratulating President Law on her inauguration. He also welcomed Terry Chisolm and E. Howard Rutherford.
 - ii. Council Chair Ashour stated that several issues were discussed in the faculty council meetings. There is a standing item that is in review. He has mentioned before that the version USF proposed was good but unfortunately that version will not be the one to be adopted. They are asking for reconsideration because the annual review is a rigorous process. They discussed resources with Chancellor Hardigree and the HR director, and the

resources available to them as faculty. In the meeting, Dean Diaz was invited to discuss mental health resources. He states the importance of mental health as it not only affects students, but faculty members as well. Council Chair Ashour thanked the Provost for advocating for faculty. He looks forward to meeting the new provost. The conversation ended with a discussion about artificial intelligence and suggests a medium where we can use technology to our benefit. He states that the technology will affect us but we need to know how to adapt to the technology. Council Chair Ashour concluded and asked for questions. President Law mentioned a presentation that was given to the Universities Leadership Council. A committee has been put together to see how the university can be moved forward using artificial intelligence.

- d. USF St. Petersburg campus Student Government update- Sean Schrader, Student Governor
- i. Student Governor Sean Schrader opened with a [Student Government Update PowerPoint](#) presentation rundown. He listed past events that happened in the fall semester including Day at St. Petersburg City Hall. The Mayor presented USF with a proclamation and gave the students more experience in understanding the inner workings of city government. There are students in contact with the city of St. Pete with possible internship opportunities.
 - ii. Student Governor Schrader mentioned the other event which was Hidden No More- Women in STEM Panel Discussion. The organization is called World Partnerships. The event was focused on giving women in STEM who have an international perspective the ability to share their insights in leadership and the challenges they faced. The focus was to encourage students who are interested in that field to pursue it and know what to expect in that field.
 - iii. Student Governor Schrader then listed events currently in progress. The first being, Meeting with USF Football Coach Golesh. This is to get OneUSF more involved in USF athletics, and not just the Tampa Campus. The idea is to get Coach Alex Golesh on St. Pete campus before the end of the semester.
 - iv. Student Governor Schrader continued with mentioning the next event currently in progress which is, Week with the Tampa Bay Buccaneers. He mentioned that in the fall semester there was a great partnership with the Tampa Bay Rowdies. An opportunity for a career panel discussion was secured for the Tampa Campus which is a OneUSF initiative event. Now they are actively working to bring the Buccaneers to the St. Pete campus for some other opportunity whether it is a service project or just an opportunity for a meet n greet.
 - v. Student Governor Schrader spoke about the next event in progress which is Day with Pinellas County Government. This event will be similar to the City of St. Petersburg event in which students can learn more about how Pinellas County government and County government operates and how to get involved.
 - vi. Student Governor Schrader switched over to initiatives that are in progress including the Reverse Recycling Initiative. Sustainability is very important so there are reverse recycling machines all over campus. To date since, there were 4,261 bottles that have been put into the machines. There was a partnership with the housing team last semester to place containers and bins so students can put plastic bottles in the containers which were then distributed into the machines. Sustainability is a massive challenge and the best way to handle it is to create positive steps.
 - vii. Student Governor Schrader introduced another initiative that is in progress which is the, PSTA Route Awareness Campaign. Many students wish to travel between St. Pete campus, Tampa Campus, and Sarasota Campus. Cross campus transportation is being researched which will be done over many years however in the short term one solution that is currently being explored is partnering with PSTA. They have a program that allows certain bus lines to travel from downtown St. Pete to Tampa or downtown St. Pete to Downtown Sarasota. This would help to reduce travel time for students that don't have vehicles. So they are currently working to make this resource more promoted amongst students.

- viii. Student Governor Schrader closed with the final initiative which is the University Police Department Van Design Program. They have a gold van which has received feedback stating that the van could represent USF St. Pete more, especially during events that it is used at. Similar to the yearly T-Shirt design competition there have been conversations with the University Police Department for students to submit designs for what the wrap for the van would look like. There have been some flyers and promotional materials created to get the word around. There will be an active competition where students can submit their designs and a design committee will then determine some finalists. By the beginning of fall semester, the van should be wrapped and ready to showcase.
- e. Responsibility Center Management (RCM) Budget Model- Rich Sobieray, Senior VP Financial Strategy and Administrative Services, CFO
 - i. Chief Financial Officer Rich Sobieray began by stating that they have been working on modernizing the financial model at the University. He states that his leadership style is very inclusive and that they work hard to make sure that all constituents across the university have had say in how they develop this plan and the path they follow. They formed a new budget committee that has the numbers from across the university. They have several sub committees from all campuses including student government, faculty senate members, deans, and more. The university has been a very much an incremental budgeting model for years. It is centrally controlled and decisions are made centrally. There is a lot of bartering and negotiations going on. Decisions have been made on the margins and based off of the prior year's base budget of a particular college or our support unit. We have lost the ability to decide or at least figure out whether these investments still meet a strategic need or strategic purpose for the university. The new model is meant to shine a light on where the investments are so that decisions can be made going forward especially as more incremental resources are going into the university. The resources can be better allocated and ensure that the strategic priorities of the university are met.
 - ii. Chief Financial Officer Rich Sobieray proceeded to present the [RCM PowerPoint](#) and mentioned universities that have already moved over to RCM, which is an entrepreneurship and accountability model. It is an allocation model and not a resource generation model. The approach devolves revenue ownership. The model utilizes strategic investment/subvention to achieve balance. There will still be a central resource fund but most fund flow will go through the colleges and schools. He then showed two graphs one of revenue and one of expenses. There will be a budget workshop the third or fourth week of April that will include the Board of Trustees along with the Advisory boards of the respective campuses. They will walk through the fiscal 24 budget and the RCM approach. They will also be presenting a five year financial plan after the fiscal year plan.
 - iii. Chair Seixas asked if there were any more questions and President Law spoke about how Chief Financial Officer Sobieray worked very hard on this model. This plan is transparent and predictable and would be very beneficial for everyone.
 - iv. Chair Seixas asked how this model would protect the individual campuses. Chief Financial Officer Sobieray stated that the new model would be able to allocate funds to each college that can benefit each in their own way. They will all follow the same model but still benefit from it. Chair Seixas thanked the staff for participating in this model creation.
- f. CLC- Past, Present & Future- Chancellor's Leadership Council
 - i. Chancellor Hardigree spoke about the Chancellor's Leadership Council and mentioned that Caryn Nesmith has been running the program for the last four years.
 - ii. Director of Community Relations Caryn Nesmith opened by mentioning that the program will end in its current iteration with the end of the semester. She stated that there are four remaining students that are still on the program and three are currently present. She asked the three students to introduce themselves and conduct their elevator pitches.
 - iii. Alexis Naguib introduced herself and mentioned that she will be graduating in May with a Bachelors in Health Sciences with a minor in Entrepreneurship and Innovation. After

- college she wants to go into project management. She has many leadership roles including Vice President of USF Ambassadors through the Alumni Association, Member of the Chancellor's Leadership Council, and more. She has gained a lot of management experience through managing events, high profile projects, etc... She closed her pitch.
- iv. Erin Hays mentioned that she is a part of the Puppy Love Program taking care of a Black Lab named Carter. Southeastern Guide Dogs provides puppies to those within the residential community program who are interested in raising a guide dog. The CLC helped her take on more leadership roles and she is now president of the Puppy Love Club. Puppy Raising has taught her patience, multitasking, and seeing a project through to the end. In the future she wishes to be a part of a company that values fundraising and philanthropy.
 - v. Fabrizio Petrozzi introduced himself as a business major of USF St. Petersburg. He has an international background, grew up in various countries, and is bilingual. He learned networking skills through the innovation scholars program. He learned leadership through the Chancellor's Leadership Program and joined the honors program which helped him learn time management. He has been a Resident Assistant for the last two years which helped him be more passionate in working with people. Through these skills and connections he has appreciated the experience and community he has gained from USFSP. As an international student he is looking for an off-campus community that can sponsor him with a goal similar to his which is to develop and improve the city of St. Petersburg.
 - vi. Caryn Nesmith encouraged everyone to speak to the students. She showed the [CLC Overview PowerPoint](#) slides to give a background and Timeline of the program. The CLC program was created in 2018 with the intent that it would be a tool to recruit and retain high achieving students. The goal is to reinforce the importance of service, leadership, and service for students, aims to increase student's global confidence which are the skills, values, and behaviors that prepare young people to thrive in a diverse interconnected world. It was devised as the High Touch Program in which the Chancellor met regularly with the students and included faculty and a staff advisor. They worked closely with admissions to recruit FTIC students for both Fall 2018 and 2019. The program reached the highest amount of students which was 33, with only one new student in 2020. There was no recruitment in 2021 and 2022.
 - vii. Caryn continued to speak about the CLC Award Details. Students receive a \$1,000 stipend per semester. They are also eligible for one time funds to travel abroad. To be eligible to apply, students must be freshmen or FTIC students. They needed to have a minimum weighted GPA of 4.0, ATC score of 26 or SAT score of 1230. They also have to demonstrate active engagement in their community or school. She spoke about the Requirements and Responsibilities of the students. The students were assigned leadership related readings and assignments with required monthly meetings as well as optional additional social gatherings. Students had to maintain full-time status of at least twelve credits, maintain a GPA of 3.5, and conduct twelve hours of volunteer service per year over two semesters. Students were encouraged to attend campus and community events. She showed different service projects that were held by the students. Seventeen students traveled internationally. Once Covid happened, the travel stopped and afterwards was reinstated but students went independently. She did an overview of the 5-Year Program Costs which can be seen in the PowerPoint.
 - viii. Caryn showed a new proposal for the program. The proposal eliminates GPA, ACT, and SAT requirements and adds in an interview process for getting into the program. The responsibilities and requirements proposal lowers the maintained GPA to 3.0 and the student would only need to participate in one club or leadership organization. The twelve hours of volunteer service and monthly meetings stay the same with an addition of structured mentorship. She asked for the board's inputs for how the program should proceed.
 - ix. Chancellor Hardigree stated that they have waived GPA before because sometimes students have difficult semesters, hurricanes, and Covid. The student could be a good asset even if they had a bad semester. The funding is what attracted the students to the program,

so there would be an interview process implemented instead. The semester would be used to restructure the program and recruit. She doesn't want to duplicate existing programs. Chancellor Hardigree welcomed conversation with the board to get more ideas and inputs.

- x. Chair Seixas thanked Caryn for her leadership with the students. She proceeded to open the floor to the Campus Board Members on thoughts for the program.
 - xi. A Campus Board Member asked how the program will be advertised and how many students funding would be able to cover. The program used to be advertised through the admissions office, but now that there is OneUSF, the admissions is consolidated under a centralized admission process so there is no more independent recruitment. Thirty is the cap on funding for students in this program. The budget changes annually so that is another discussion. The average profile of a student was higher than what the profile is today. The point of lowering the criteria is to attract more students and be more accessible.
 - xii. Chair Seixas spoke about the next steps of this program would be to reach out to each board member so they can make a decision and recruitment can begin. Chancellor Hardigree suggested to have a separate meeting on this before coming back to the board with a thought-out plan. Chair Seixas agreed and closed out discussions.
- g. Bulls Leading the Way- Patti Helton, RVC of Student Success
- i. RVC of Student Success Patti Helton stated she is pleased to open a new campus program that is encouraged by Chancellor Hardigree. She gave a background about how the program came about. Last fall, several students did not want to go home during Hurricane Season. Instead, the students wanted to help others in the local shelter during the Hurricane Season. This led to the discussion of how to recognize students. She then presented the Communications and Marketing Officer Carrie O'Brion.
 - ii. Dr. Helton discussed it with her team, Kyonna Henry and Abigale, and came up with the program title "[Bulls Leading the Way](#)." It is designed to shine a spotlight on our students. This program will recognize students who go above and beyond for their campus and community. All members of the campus community can nominate nominees through a form on our student life engagement website. There is a small community that will evaluate who will win the awards. The awards will not be given on a regular basis (monthly, weekly, quarterly). Instead, it will be when students are nominated, then they will proceed with the evaluation. They are working on swag merchandise to give as prizes.
 - iii. Dr. Helton said she received a call from Carrie O'Brion stating she knows who the first nominee would be. She spoke about the first recipient student who showcased the characteristics of a nominee for the "Bulls Leading the Way." The student is Kierstyn Benjamin. Kierstyn saw the stressed manatee in the water and called for reinforcement to save the manatee. Dr. Helton is honored to give the first Bulls Leading the Way Award to Kierstyn Benjamin and called Kierstyn Benjamin to join her next to the podium.
 - iv. Kierstyn is a junior and Marine Biology Major. The ABC Action News video interview (between Kierstyn and a reporter) "[Injured manatee rescued from Bayboro Harbor near USF's St. Pete campus](#)" was played. The video talked about how Kierstyn spotted the manatee from the library's window and called reinforcement, who managed to rescue the manatee.
 - v. Kierstyn said she is thankful for the amazing opportunity. She visited the manatee at the Tampa Zoo, and did the manatee critical care tour. She found out the manatee's name is Burger because he was pulled in Saint Pete "Burg." She is happy that the manatee is in good condition. She thanked the Board.
 - vi. Chancellor Hardigree said how proud she is of Kierstyn's quick action to save the manatee.
- h. Summer/Fall FTIC Enrollment and Housing - Laura Zuppo, RAVC for Student Success- Enrollment & Transitions Jake Diaz, RAVC for Student Success and Dean of Students Susan Kimbrough, Director of Housing
- i. Laura Zuppo spoke about how excited she is for the Summer/Fall classes. In partnership with Jake Diaz, Dean of Students, and a data review with Valeria Garcias from ODS.

- ii. Laura reviewed the [2023 Enrollment Update PP slides](#). She is happy with the high number of admission of students entered in 2023.
- iii. There has been process changes with the admissions this year. The admission team implemented a new process called “Self Reported Student Academic Record SARR.” The numbers have improved from last year.
 - 1. There were 3,248 applicants and 1,523 admitted in 2024 academic year and the number recently changed to 3,768 applicants and 1,983 admitted. Zuppo is excited about the recent increase in numbers. The admission team is processing faster and the students are entering into the classes they want.
- iv. Laura discussed changes in demographics for FTIC admits, which are up 133%, Asian demographic is up 404%, black/African Americans are up 339%, and Hispanic/Latinx are up 192%. Organic applicants are 98% of the USF admit pool, which are students who chose the St. Petersburg campus as their first choice.
- v. There is a scholars brunch, an upcoming event for honors students. Laura mentioned the upcoming event, Middle School Summit, where 300 middle-schoolers will be on campus. The National Merit Visit Day will be March 24th, 2023. Admitted Students day is March 25th, 2023. As of two weeks ago, there were 13 National Merit students admitted to this campus. One of them being a South Pinellas county student. For the summer/fall 2023 transfer admission statistics, Asian transfers were up 20%, black/African American transfers were up 41%, and Hispanic/Latinx were up 31%.
- vi. Dr. Jake Diaz reviewed the [Housing & Residential Education PowerPoint](#).
 - 1. The Housing Occupancy Overview
 - 2. Housing Applications for Fall 2023
- vii. Susan Kimbrough discussed the Projected Occupancy for Fall 2023 based on 700 FTIC’s and 750 FTIC’s.
 - 1. 750 FTIC’s is our target this year. She is estimating that 55% of our returning students will return in the fall. This coming year we will come in strong. She is predicting 932 residents or more, and we can accommodate up to 947 students. We have added triples to our inventory to accommodate
- viii. Board member Reuben asked that for FTIC enrollment, are there any statistics around the geography of the students in-state, out of state, or in city versus out of city?
 - 1. Laura doesn’t know off hand, but we are definitely Florida dominant, and from out of state, they come from all over, with some internationals, but primarily, from the state of Florida.
- ix. Reuben asked if she noticed any new trends post pandemic?
 - 1. In terms of geography, nothing Laura can point to.
- x. Reuben asked if we have plans where we left off on additional capacity on campus besides triples, if we are looking at other residence buildings?
 - 1. Dr. Diaz said we are thinking about future housing. We want to be thoughtful and intentional about what does this mean with enrollment. We want to come forward with a solid feasibility study and think what type of housing we need. We’re trying to maximize our beds in our current stock and work behind the scenes.
- xi. Reuben asked Laura if we track what students that decide not to enroll due to there not being beds?
 - 1. Laura said we don’t have a formal mechanism for not attendee survey in place. We had a few students in orientation that decided not to come because we didn’t have beds.
 - 2. Chancellor Hardigree said we don’t ask upper classman to leave, as other universities. If you’re in our dorms, there are requirements for meal plans. Other universities only offer meal plans for freshman.

5. Board Discussion

a. Roundtable discussion- Campus Board Members

- i. Chair Seixas opened up the floor to campus board members, roundtable items, and closing comments.
 1. Campus Board Member Isaac McKinney III asked about housing and if there is any information on faculty, housing, and people who are recruited to the area.
 - a. Chancellor Hardigree said that we are working with the historic gas plant district and there is also land owned by USF around the area that they spoke about but haven't gone farther than that.
 2. Campus Board Member Isaac McKinney III also mentioned how we are hitting the housing cap which also affects the student cap and asked what it looks like from a faculty perspective and how many more students can be taken in before it is too many.
 - a. Chancellor Hardigree responded by saying that there are about 145 full-time faculty members. One of the advantages of consolidation is that the students can be blended with all the campuses. Students can be homed in a campus but still take courses on the other two campuses. Under the current budget model, which would change, the tuition dollars follows the instructor's record and where they are paid. This campus still generates revenue even if the student is housed on another campus. Provost Eisenberg has been working with a consulting company to do an overall academic planning process. The outcome will help to more efficiently and effectively capitalize the utilization of faculty.
 3. Campus Board Member Reuben Pressman brought up an earlier conversation about AI stating that he is very interested in the committee and serving in it if that is possible. He has done a lot of research in regards to this and sees in ten years about 50% unemployable population across the world.
 - a. He believes that the University is affected by this in three different ways.
 - i. First how the curriculum is and how teaching has to change.
 - ii. He also thinks that what is being taught should be reconsidered and that half the majors that are taught as a USF system are not going to be necessary or exist in five to ten years.
 - iii. Lastly he believes we can start utilizing AI in every facet of staff and administrative job across the board.
 4. Campus Board Member Debbie Sembler asked when USF will be involved with the new rays stadium initiative and what role they will play.
 - a. President Law answered by saying that USF is the educational institution for the region and we're always included as that. She asked the Mayor for USF to be at the table throughout this process and they see that value. USF has kept in contact with the Rays and we will work through the process.
 - b. Chair Seixas mentioned that all those around the table have some sort of contact with the Tampa Bay Rays, the mayor, and the team and she encourages everyone to keep it up.

6. Adjournment- Melissa Seixas, Campus Board Chair

1. Chair Seixas adjourned the meeting at 12:02pm

Next Campus Board Meeting –May 16, 2023 1pm - 3pm

Student Government Update

Spring Semester Recap

By Sean Schrader



Student Government Update - Overview

Core areas of focus during the spring semester:

- Student engagement initiatives
- Community engagement initiatives
- Environmental awareness initiatives
- OneUSF initiatives



Student Engagement Initiatives

- The University Student Center and Nelson Poynter Memorial Library Advisory Boards concluded their first year in operation
- Working with University Police, 100 bike locks were purchased and are available to students to help secure their bikes
- Partnered with USF Dining and the Dean of Students to host networking events with students in the Nest





Community Engagement Initiatives

- Hosted day with Pinellas County Government, where a proclamation was presented to USF St. Petersburg students
- Welcomed the Tampa Bay Buccaneers to USF St. Petersburg for a career fair with the College of Business
- Presented Student Government Proclamations to commemorate many exciting events such as the St. Petersburg Science Festival, St. Petersburg Conference on World Affairs, and inaugural USF Chorus Concert

Environmental Awareness Initiatives

- Installed a WATERGOAT device in the USF St. Petersburg marina
- Hosted a recycling challenge during Earth Week to incentive use of the Reverse Recycling Machines on-campus
- Participated in Earth Week activities such as a park cleanup in St. Petersburg, and an Eco-Fest on the campus



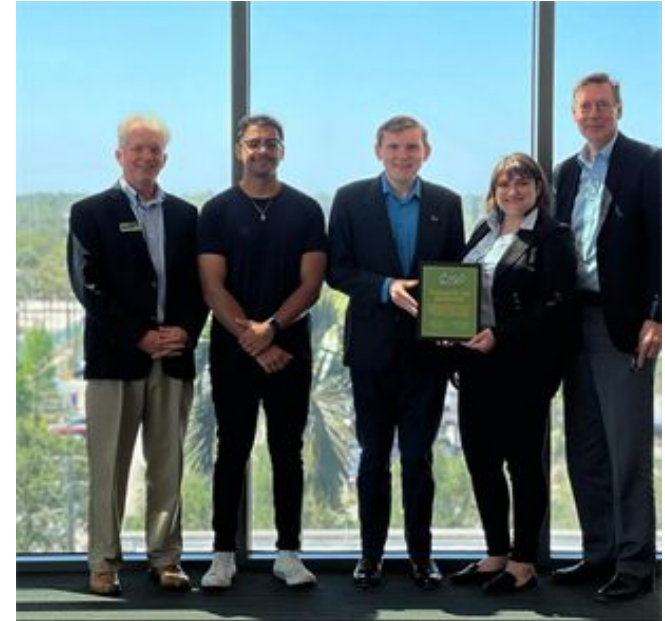
OneUSF Initiatives

- Welcomed Head Football Coach Alex Golesh to the St. Petersburg Campus
- Have increased awareness for the existing cross-county transportation options available through PSTA, SCAT, and HART





**Thank You for
Your Partnership!**

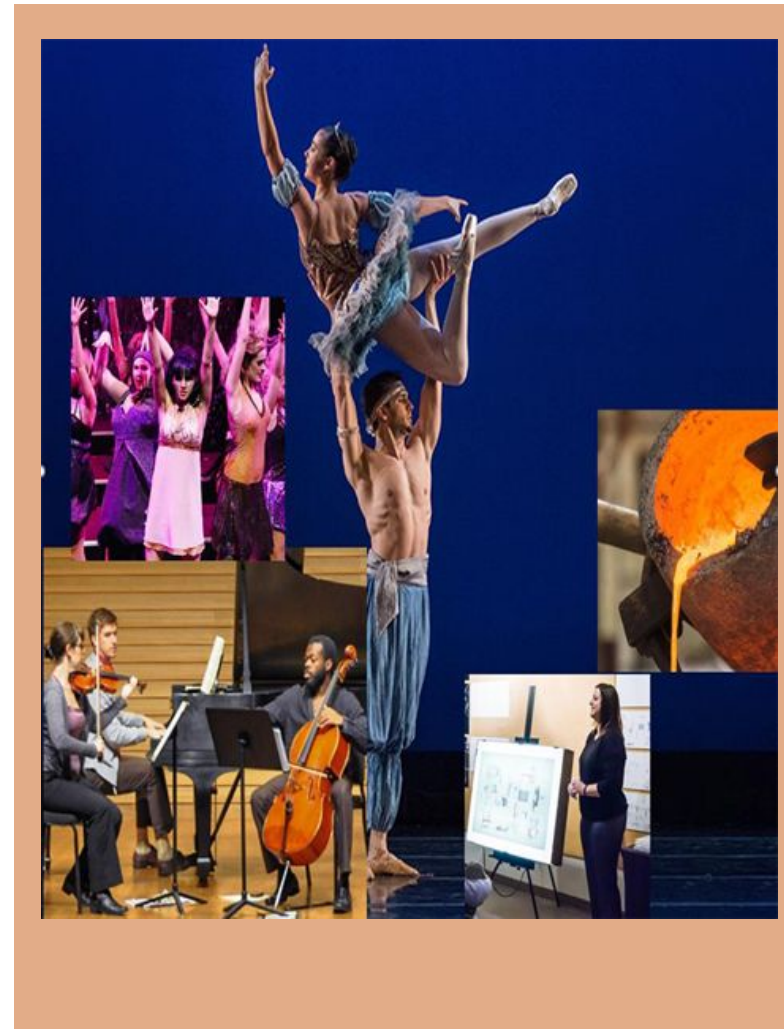


Spotlight: College of The Arts

Presented by:

**Chris Garvin,
Dean, USF College of The Arts**

"We are proud of the work that our College has accomplished in our brief history. We maintain an *outstanding faculty* with deep connections to architecture, art, dance, music, theatre, and the contemporary visual arts through our Contemporary Art Museum and Graphicstudio. We strive to provide our students with a practice-based, student-centered, outcome driven academic environment in order to prepare them to successfully engage the world when they graduate."



**David Watts, Instructor II of Graphic Design
School of Art & Art History, St. Pete Campus**



Michael Foley, Professor, and Douglas Hall, Associate Professor, for the School of Theatre and Dance



Superflex at GENERATOR



Eileen Hoffman Hafer

UMatter

PROGRAM

An inclusive postsecondary education program

Brief Overview

Dr. Lyman L. Dukes III
Professor, Exceptional Student Education
Principal Investigator, U Matter



USF U Matter Program Overview

Students with an intellectual disability continue their education, explore careers, pursue integrated competitive employment, and live independently at a college / university

Student experiences:

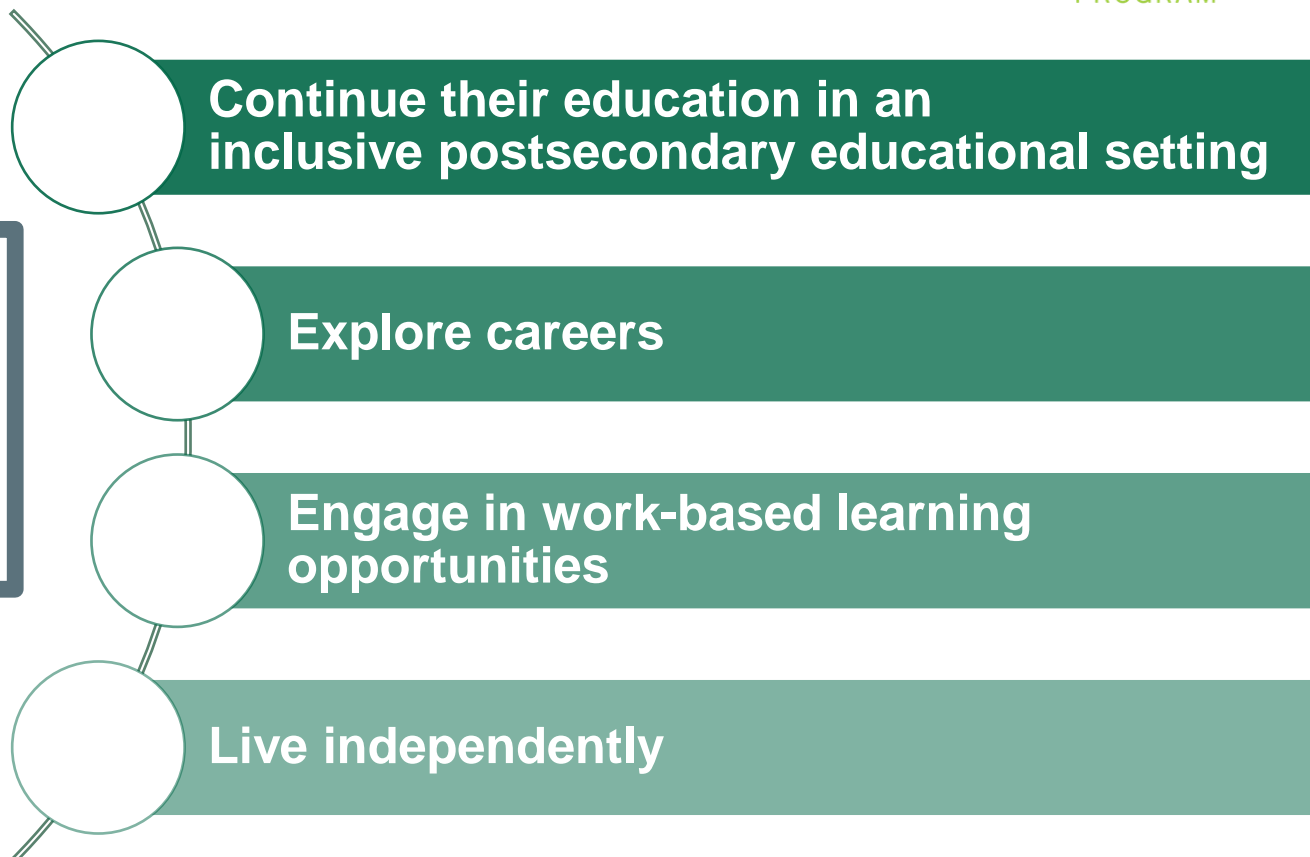
- Audit college courses
- Participate in student organizations
- Complete internships
- Obtain competitive employment
- Become responsible community members



USF U Matter Program Overview

Eileen Hoffman Hafer
UMatter
PROGRAM

Students in the U Matter program express a strong desire to



Outcomes

Obtain Certificate of Completion from U Matter aligned with selected program of study

Identify goals using the student-centered planning process

Meet individual career goals

Increase academic access & enrichment

Increase campus & community engagement

Increase independent living skills

Increase career development & employment

Increase self-determination

Eileen Hoffman Hafer

UMatter
PROGRAM



Program Overview

Program history

- Funded in 2020
- First student cohort in fall 2021
- First graduates in spring 2023

Program size: ~ 20 - 25 students

- 6 program graduates (spring 2023)
- 6 2nd year students and 2 3rd year students
- 10 students accepted for fall 2023 cohort

Program expansion

- Potential U Matter program @ Tampa campus



Program Overview

2023 grant renewal

- \$2.5 million / 5 years for program support
- Students eligible for \$15,000 annual scholarship
- Involves an approval process
 - BOT approval
 - Presidential acknowledgement of BOT approval



Program Impact

Program funding

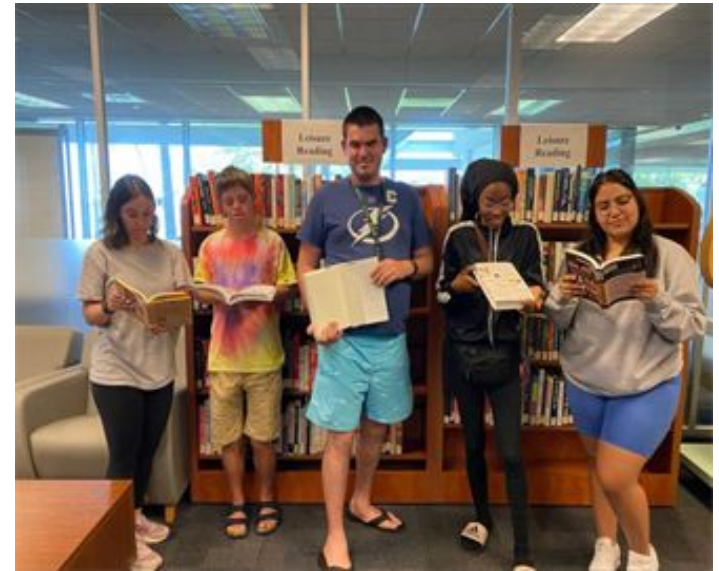
- No cost to USF
- Fall 2020: \$900,000 / 3 years
- U Matter student scholarships: \$15,000 annually
- Fall 2023: \$2.5 million / 5 years

Program donations

- Hafer family donation
- Multiple foundation scholarship accounts funded

Program awards

- Student Success Innovation Award
- Rocky's Leadership Awards



Program Impact

Program scholarship

- Multiple local / national / international presentations
- Program-focused publications
- Student presentations / publications

Graduate student support

- Funded USF doctoral graduate assistant

Undergraduate / graduate student employment

- USF doctoral student Assistant Director
- USF undergraduate students ~ 70 paid employee positions (fall 2023)



Community Impact

Program press

- ~ 20 TV / magazine / newspaper stories / interviews

Eileen Hoffman Hafer U Matter program Board of Directors

- Campus / Community / Student membership

Employment Advisory Board

- Local business leaders

Employment connections

- Tampa Bay Rays, Tampa Bay Rowdies, The Vinoy, Pinellas County Schools, and others



Eileen Hoffman Hafer

UMatter

PROGRAM

[Program Video](#)

Questions or Comments?

Lyman L. Dukes, III, Ph.D.
UMatter Principal Investigator
& Faculty Liaison
ldukes@usf.edu
(727) 873-4054



RNL Engagement Update

Stephanie Harff | May 2023



Engagement Structure

- Executive Sponsor Group

- Strategic Enrollment Planning Council
 - Undergraduate Recruitment & Yield Sub-Committee
 - Undergraduate Student Success Sub-Committee
 - Graduate Student Success Sub-Committee
 - Academic Excellence Sub-Committee

- Project Workgroups

Engagement Overview & Timelines

- Strategic Enrollment Plan (assess, envision, plan)
 - Kick off March 2023
 - Anticipated completion Dec. 2023
 - Will impact Summer/Fall 2024 cohort and beyond.
- Phase One Projects
 - Kick off between Jan.-June 2023.
 - Completed between July-Dec. 2023.
 - Will impact Summer/Fall 2024 cohort and beyond.
- Future Projects
 - Kick off between June-Dec.2023.
 - Completed in 2024.
 - Will impact Summer/Fall 2025 cohort and beyond.

Strategic Enrollment Plan

Deliverables:

- A substantial report that documents current state and envisions future state.
- Includes a prioritized slate of action plans for executive consideration.

Timeline:

- SWOT analysis, strategy development, action plan development and report production April 2023 – Dec. 2023.

Status:

- Engaging in SWOT analysis now.

Phase One Projects

Enrollment Projection Report

- Data analysis that projects USF's predicted enrollment through 2030.

Financial Aid Leveraging Model

- A set of models that will allow USF to optimize the way we award financial aid and scholarships.

Admissions Predictive Models

- A set of models that will allow Admissions to use predictive analytics to optimize recruitment and yield outcomes.

Phase One Projects

Financial Aid True Cost Calculator

- A tool that will allow prospective students and their families to estimate the true cost of a USF education.

Website Optimization Project

- A project designed to make it easier for prospective student audiences to find relevant, accurate information on the Admissions, Financial Aid, Registrar and Orientation websites.

Phase Two Projects

More to come:

- Personalized Financial Aid Videos
- Video Viewbook
- USF Website Optimization Project
- Academic Program Landing Pages

Questions?