
Campus Board: Minutes

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USF ST. PETERSBURG
CAMPUS BOARD MEETING MINUTES
APRIL 14, 2003

Welcome and Call to Order

Chairman Duncan called the meeting to order at 9:00 a.m. In attendance were: Ann Duncan, Ricardo Davis, David Welch, Dennis Zank, Karen White and Ralph Wilcox. Absent was Gus Stavros.

USF Report

President Genshaft introduced Dr. Karen White as USF St. Petersburg's new Vice President and Campus Executive Officer. Dr. White comes from the University of Nebraska Omaha and brings to USF St. Petersburg her experience at a metropolitan research university. Dr. White once served as Executive Assistant for the Chancellor of the University of Maryland and has been an ACE Fellow. In addition to Dr. White's experience and qualifications, President Genshaft cited Dr. White's demeanor and enthusiasm as a plus for USF. President Genshaft recognized the efforts of the search committee and in particular those of Dr. Mark Wilson who chaired the committee. The President also thanked the USF SP Campus Board for their help and consultation in this important process.

Dr. White expressed her appreciation for the offer and her excitement to be affiliated with the University of South Florida and its metropolitan research mission. Dr. White also thanked Dr. Wilson and members of the committee citing the experience as a very positive one. Dr. White is looking forward to working with the faculty staff of USF St. Petersburg and the challenge to achieve greater national prominence but most importantly to ensure the first priority of USF St. Petersburg is to the students.

Dr. Genshaft thanked Dr. Ralph Wilcox for his good work this past year as Interim Vice President and CEO.

Dr. Genshaft continued her report stating that during this legislative assembly time, most of the efforts are being focused on legislative issues. Dr. Genshaft spent all of last week in Tallahassee. She reported that it is an extremely tough budget year and the House and the Senate are still very far apart in their recommendations. Currently the universities are lobbying hard for a more reasonable cut than the one being proposed by the House.

Chairman's Report

Chairman Duncan also recognized the efforts of Dr. Ralph Wilcox and the many accomplishments during his interim appointment at USF St. Petersburg. His tireless efforts during a period of immense growth and development for the campus are more than the Board could have hoped for.

Chairman Duncan reiterated the focus on legislative issues and she thanked Dr. Welch for his

willingness to represent the Campus Board at USF Day in Tallahassee in March. She urged the Board to continue to call on the legislators to get that final push for USF St. Petersburg.

The Board will continue the process of reviewing the central services agreement with the Board of Trustees as USF St. Petersburg continues its growth and autonomy.

Chairman Duncan thanked Ric Davis for his Board representation during the annual budget review process.

USF St. Petersburg Report

Dr. Wilcox extended his congratulations and welcome to Dr. White. He stated his belief that she will find herself supported by an immensely talented campus community - faculty, staff and students. Dr. Wilcox expressed confidence that Dr. White will bring the vision, energy, experience, integrity, care and understanding of the metropolitan university model to help realize the immense opportunities that exist at USF St. Petersburg.

Dr. Wilcox referred the Board to his written report provided in the meeting materials.

The Task Force on Campus Planning has shifted its focus recently from strategic planning to master planning. Approval of the 2003 Master Plan Update is an agenda item for approval later in this meeting.

In Michael VanButsel's absence, Dr. Wilcox reported on the successful reconstitution of the Campus Advancement Council, formerly the Campus Advisory Board.

The pursuit of accreditation through SACS continues with completion of the compliance audit set for later this summer.

To date, 40 faculty searches have been successfully completed and USF St. Petersburg will be welcoming an incredibly talented and diverse faculty to campus in August. Dr. Wilcox introduced Liza Stewart, newly appointed Director of Institutional Research and Effectiveness and announced the hiring of a new Dean for the College of Business Dr. Ron Hill. Dr. Hill is the former Dean for the College of Business at Portland University. Mr. Max Kerlin, Budget Director in the Office of the Provost at the University of New Mexico has been hired as USF St. Petersburg's Budget Director. Nearing completion are the searches for three Associate Vice Presidents in Academic Affairs, Student Affairs, and Finance & Administration as well as for and Assistant VP for Research and Community Partnerships, and Deans for the Colleges of Arts & Sciences and Education, and Enrollment Management.

Addressing campus space needs continue to be a time-consuming project. Temporary solutions are near for faculty offices, classrooms and laboratories however, the campus continues to pursue its number one priority of new construction of the shared use 140,000 square foot USF Science and Technology Complex at St. Petersburg.

Phase I of student housing is on target for fall of 2005, a new Welcome Center will be open this

summer and the campus's first parking garage is scheduled to open in fall of 2006.

A campus-wide focus in recent weeks has been on an extensive budget planning process. The campus is preparing for a 6-10% base budget reduction that could amount to nearly \$3 million for the campus.

USF St. Petersburg Student Government Report

Ms. Cassie Hawkins gave her last report as President of Student Government. Ms. Hawkins introduced Sue Sietzma as the new SG President. Student Government recently completed its Activity and Service Fee (A&S) budget. USF St. Petersburg enjoyed good student representation with about ten students attending USF Day in Tallahassee in March. Senior students are looking forward to commencement on May 4 and the student celebration following commencement. Work will continue on the budget, the constitution and campus-wide task forces.

Faculty Report

Dr. Robert Dardenne reported that as Dr. Wilcox mentioned earlier, many of the faculty searches are completed or are nearing completion. The faculty continues to work on task forces, budget units, accreditation units, various departmental and college accreditation activities. All of this has been achieved while maintaining a focus on continued research and classroom activities. The focus now for the faculty is preparing to think about the future with a new administration and new faculty to mentor. In spite of the enormous drain energy in the last year, at least some of the faculty are looking forward with excitement to what is coming ahead. Dr. Dardenne is ending his current term as Chair of the Faculty Council.

Chairman Duncan thanked Dr. Dardenne for his leadership on the Faculty Council this last year and expressed the feeling that the Board will look forward to working with his successor.

Campus Advancement Council Report

In the absence of Michael VanButsel, Chairman Duncan reported that the Campus Advancement Council is reconstituting and they look forward to working on the priorities for USF St. Petersburg and to help the Board from the private sector perspective.

Action Items

Action Item 7.1 Approval of February 24, 2003 Minutes

Dr. Welch moved approval of the February 24, 2003 meeting Minutes. Mr. Davis seconded the motion. Approved unanimously.

Action Item 7.2 Approval of 2003 Master Plan Update

Dr. Wilcox presented the 2003 Update to the Five-Year Master Plan for USF St. Petersburg. The plan carries through the 2008-2009 academic year. The updated plan, if approved by the Campus

Board, will then go forward for consideration by the President and the University's Board of Trustees as well as the City of St. Petersburg and SWFWMD for their review. The presentation outlines three area districts: area #1 of 317,941 gross square feet is occupied primarily by the College of Marine Science and affiliated groups; area #2 is home to most of USF St. Petersburg's academic programs (362,932 GSF); and area #3 is home to the Children's Research Institute, an extension of the College of Medicine's Department of Pediatrics.

Anticipated demolition within the next five years will include the current chiller plant facility. That facility will be relocated and will free up space in the central core of the campus for additional construction. The second site of demolition will make space for Phase I, III and IV for student housing. The anticipated enrollment growth on this campus over the next five years calls for an additional 670,000 square feet of academic and support space. The demolition will provide 220,000 square feet leaving a space shortfall of 450,000 square feet. There are plans for construction on campus of approximately 350,000 square feet which will be addressed later in this presentation. Even with the proposed construction in place, there will be still be a space shortfall on campus of approximately 170,000 which will be a challenge in the coming years for the Vice President and the Campus Board.

The number one priority for new construction on this campus is the Science and Technology Complex. This shared use facility dedicates 70,000 square feet to USF St. Petersburg and 70,000 square feet for the College of Marine Science through USF Tampa. The preferred location is a current parking lot just north of the USGS development. This would effectively create a science core at USF St. Petersburg with a bridge across 6th Avenue South and 3rd Street South to a proposed parking garage.

The construction of residential housing phases and locations were outlined in the presentation.

The location for Phase I of a parking garage was chosen as it is not held to height restrictions and the accessibility off the interstate along 5th Avenue South.

The relocation of the chiller facility and opening of space in the core of the campus will open up much-needed space for student life; an area currently lacking at USF St. Petersburg.

In the future, the campus is proposing a north Pinellas County/Pasco County University Center to better serve the needs of our students in north Pinellas and south Pasco counties.

Chairman Duncan stressed the need, even during this tight budget year, for the continued push for the legislative approval of the new Science and Technology facility as it meets all of the criteria for gaining the most in terms of economic development, growth and best use of financing.

Ric Davis moved approval of the 2003 Campus Master Plan Update. David Welch seconded. Approved unanimously.

Action Item 7.3 Conceptual Approval of USF St. Petersburg Comprehensive Parking Master

Plan

Dr. Wilcox introduced Barbara Chance, President and CEO of Chance Management Advisors out of Philadelphia. Chance Management has been retained as the parking consultant by USF.

Dr. Chance expressed her appreciation for the excellent participation by campus stakeholders and particularly acknowledged the efforts of Jim Grant, Herm Brames and Ralph Wilcox.

About one-third of USF St. Petersburg's parking supply is not controlled by the University. 444 spaces are free city street parking surrounding the campus, 110 spaces are part of a lease agreement with All Children's Hospital and 162 spaces on the peninsula house the College of Marine Sciences and hosted state agencies. Forecasted growth indicates that there will be a need for approximately 1500 additional spaces by the end of the Master Plan period (2008-2009 academic year).

Chance Management conducted surveys of students, faculty and staff and researched a number of areas including crime, lot use by day and time, and student and employee preferences, etc.

Chance Management recommends that in order to pay for increased spaces and the construction of a 700 space parking garage, that Pro Forma #2 (of the 8 examples given) outlined in the power point presentation be considered the best option. The recommendation calls for the garage to be used as a joint-use facility with another campus need. Dr. Chance presented examples of other universities with joint-use facilities for parking garages. It is recommended that financing for additional campus parking needs requires a steady increase over the years of parking fees paid by students, staff and faculty and the initiation of a per-credit hour Transportation Access Fee. In addition, Chance Management recommends continued development of a plan with the City of St. Petersburg for metering of the free spaces around campus and consideration of a subsidy program for public transportation, make walks to more distant parking lots on campus more appealing.

There was discussion to explain how the consultants arrived at the estimated cost of \$10,000 per space. The request at this time is only for conceptual approval for the building of a garage and not locking in the cost of construction. More detailed plans and construction costs will need to come back before the Campus Board as they are develop further.

Dr. Welch moved for conceptual approval of the Comprehensive Parking Master Plan. Seconded by Mr. Zank. Approved unanimously.

Action Item 7.4 Approval of Parking Fee Increases

As USF St. Petersburg attempts to provide funding for its increased parking needs, approval is requested for an increase in annual parking permit charges for the faculty, staff and students at USF St. Petersburg. The fees being proposed would bring parity to parking charges for USF St. Petersburg and USF Tampa employees and students.

Dennis Zank moved approval; Ric Davis seconded. Approved unanimously.

Action Item 7.5 Approval of Transportation Access Fee

In addition to the approval of parking fee increases, and to further build the reserve needed to construct a parking garage to open in the Fall 2006, USF St. Petersburg is requesting approval for implementation of a Transportation Access Fee at the rate of \$2.25 per credit hour of academic credit for all USF St. Petersburg students beginning with the Fall term of 2003. The Transportation Access Committee at USF St. Petersburg, which is recommending approval of this action, was constituted by the VP/CEO, and was comprised of three students, two faculty members and one staff member. When compared to proposed parking rates for 2003-04 at peer institutions, students at USF St. Petersburg will pay considerably less for parking.

David Welch moved approval; Dennis Zank seconded. Approved unanimously.

Information Items

Information Item 8.1 USF St. Petersburg Welcome Center: Overview of Purpose

The USF St. Petersburg Welcome Center is the outgrowth of a campus-wide service workshop where the need for a campus "front door" was identified. The Welcome Center will be located adjacent to the Snell House on the corner of 5th Avenue South and 2nd Street South and will serve as an information center for prospective students and visitors to campus and a meeting place for campus-wide tours. The design for the Welcome Center provides both drive-through and walk-in service. The Welcome Center is scheduled to be open June 30, 2003.

Information Item 8.2 USF St. Petersburg Communications Audit/Marketing Plan

Executive Director for Advancement, John Collins, presented the communications and marketing plan developed as a result of recommendations by David Voss and Associates, consultants. Consistent with the campus' goal to establish a distinctive campus identity that complements the broader mission of USF, a communications audit was conducted and included extensive interviews with members of campus-wide constituencies, and the broader public and private sector, focusing on opinions and perceptions of what is, what ought to/could be the distinctive "brand" identity that would mark USF St. Petersburg off from other campuses of USF and other regional and statewide institutions of higher education. Positioning the campus as an autonomous yet complementary campus of USF (and capitalizing on USF's soon to be unveiled, new branding/logo campaign) was considered crucial. The process culminated with brainstorming/focus group sessions with an impressive group of creative professionals from the community, and presentations to various constituency groups on campus. The following position statement is recommended:

USF St. Petersburg offers the prestige of an applied research curriculum, the advantage of an intimate teaching and learning environment and the excitement of a vibrant downtown waterfront campus.while contributing to the social, intellectual and economic growth of the community.

Short version: Research * Learn * Contribute

Chairman Duncan thanked John Collins and recommended that the marketing group not forget the north county constituency when formalizing the position statement and plan.

Recognition of Administrators

Chairman Duncan took a moment to recognize the efforts and university service of two long-time USF administrators who will be retiring in the coming days. Dr. Winston Bridges, most recently Associate Vice President for Academic Affairs and Mr. Herman Brames, Associate Vice President for Finance and Administration. Dr. Bridges and Mr. Brames are each retiring with over 30 years of service at USF.

Information Item: Program of Distinction - Florida Studies

Dr. Gary Olson, Interim Associate Vice President for Academic Affairs introduced Dr. Gary Mormino, Professor of History at USF Tampa and co-director of the Florida Studies Program at USF St. Petersburg. Dr. Ray Arsenault, John Hope Franklin Endowed Professor in Southern History at USF St. Petersburg co-directs the program. Dr. Mormino has known Dr. Arsenault for many years and they have collaborated on many projects, programs and co-authored books. Many of the books authored both separately and together by Drs. Mormino and Arsenault will be used for reference in the Florida Studies Program.

Dr. Mormino expressed his excitement for the Florida Studies program and described for the Board how the program came together citing a number of key people with the vision for such an undertaking. Dr. Mormino also defined the need for the program. Florida is one of the only states (if not the only state) that does not currently have a program to study its history.

The Florida Studies program is an interdisciplinary program that brings together faculty from history, economics, geography, political science, anthropology and other disciplines to create an integrated, in-depth exploration of Florida's changing identity.

Adjournment

With no further discussion, the meeting was adjourned at 11:30 a.m.

Minutes respectfully submitted by Donna Knudsen.