
Campus Board: Minutes

Campus Board

10-22-2020

Campus Advisory Board Meeting : 2020 : 10 : 22 Minutes

University of South Florida St. Petersburg.

Follow this and additional works at: https://digitalcommons.usf.edu/campus_board_minutes

Scholar Commons Citation

University of South Florida St. Petersburg., "Campus Advisory Board Meeting : 2020 : 10 : 22 Minutes" (2020). *Campus Board: Minutes*. 88.

https://digitalcommons.usf.edu/campus_board_minutes/88

This Other is brought to you for free and open access by the Campus Board at Scholar Commons. It has been accepted for inclusion in Campus Board: Minutes by an authorized administrator of Scholar Commons. For more information, please contact scholarcommons@usf.edu.



Campus Advisory Board Meeting

October 22, 2020

9:00 am

Summary Notes

Attendees:

Stephanie Goforth

Melissa Seixas

Susan Churuti

Debbie Sembler

Scott Goyer

Lawrence Hamilton

John Connelly

President Currall

Martin Tadlock

David Rosengrant

Andrea Rodriguez Campos

Chair Goforth called the meeting to order at 9:00 am. The following items were discussed:

Public Comment

Chair Goforth recognized Dr. Michael Grego, Superintendent of Pinellas County School System to provide public comment.

Dr. Grego noted that he has reached out to 6-7 superintendents in the USF will negatively impact close to 50,000 teachers and our need for teachers. The 6 he spoke to are all in agreement. The announcement last week was a surprise to all. It will have devastating impact on the community. We need teachers who are prepared. Perhaps USF should reconsider reimagining COE. They understand budget pressures but there are other ways to economize. He provided four recommendations on how to approach the problem. The first is to commit fully to undergrad/grad programs. Second is support and admit students in our region that are passionate about becoming teachers. Third is to hire a capable educational leader that is committed to building COE. Fourth is to establish performance measures to adhere to.

USF Consolidation Update

President Currall and Provost Wilcox provided an update on consolidation to date. Committed to keeping the culture at USFSP and further accentuating. President Currall commented on COVID-19's impact on USF's principals, including personal responsibility. Important message for students to embrace and we made a comprehensive University wide communication campaign to drive home principal. Students have done a good job maintaining compliance with University's protocols. We have been recognized as one of the campus's in the country that have a relatively modest number of COVID cases. President Currall emphasized that we are doubling down on health and safety standards.

President Currall mentioned the University's steps help to diversity, inclusion, and addressing systemic racism. Actions included are working with office of Supplier Diversity to support black owned businesses and vendors. Also have been funding interdisciplinary research exploring systemic racism in society. Changed some of the senior leadership team to promote greater diversity such as Dr. Hayward Brown. Named Dr. Elizabeth Hordge Freeman to the role of senior advisor to the President and Provost on diversity and inclusion.

President Currall invited Dr. Hordge Freeman to speak about her scholarly background and work she is currently doing. In her role, she advisor not only President but all leadership and serves as a liaison to office of Institutional Equity. Dr. Freeman commented that in her role, she is looking to bring changes to formal metrics of how we view success and inclusion so we can create an institutional change that we have been looking for. Dr. Freeman met with many USF leadership from all campuses and said she better understood some of the challenges we are facing currently. Going forward, wanting to focus on having people feel included, heard, and supported.

President Currall moved to discuss his plan for Strategic Renewal as One USF. Started by saying we have acute issues needing to be addressed but also have to look forward into long-term planning. In the process now, articulating document that will shed further light on one, three, five, and ten year plans. Explained that one area of continued investment in STEM programs at USF and USFSP. Looking to build more activities and programs around College of Marine Science (CMS). Mentioned the 9 million dollar grant the CMS received from NOAA to launch center for ocean-mapping and innovative technologies.

Thomas Frazer briefly discussed the future of College of Marine Science. Commented that St. Pete is a hub for Marine Science. Engaged public and private sector, the community cares. Mr. Frazer mentioned there is not just the college that supports the degree program, but many other academic units and businesses that are natural compliments to what we already have. Commented that CMS is shining star of USFSP and is excited for future opportunities given.

President Currall talked about both colleges of business on each campus. Highlighted that Kate Tideman COB and the programs it offers is very important to USFSP.

Chris Garvin discussed his vision for the arts and the college of the arts and adding a substantial graphic design program at USF St. Petersburg Campus. Also looking to export some of the contemporary art and visual art work to the St. Petersburg campus. Talked with Director of the Dali to include collaboration, partnerships and hopefully expand outreach program.

(SEE SLIDES)

President Currall moved to talk about the new dorm Osprey, how this investment enhances student success. Students gain greater sense of community while learning. Commented that we will continue to invest in projects like this further down the line.

President Currall then discussed USF investing in research and a plan for financial stewardship (see slides for more details). Not only investing in research to boost University, but investing in faculty success and excellence.

Melissa Seixas asked about the strategic renewal – relative to the financial stewardship – she asked the President how to balance the program growth with the realities of the budget pressures?

The President noted that is part of what makes this puzzle so complex. USF has very high aspirations and are not reducing those aspirations. In our planning and thinking, we have to be realistic about the pace at which we can pursue those aspirations, especially in terms of AAU. Performance metrics and preeminence we are number one in the state – now the challenge is how to continue to invest in a more challenging environment. We are getting less funding from the state

She also asked about the Principles of Community, which she supports. The principle around governance and aligning accountability with authority and value in shared governance. Mentioned that continues to be an area that gets a lot of focus in Pinellas county. The President acknowledged Dr. Tadlock's engagement with the community and he's encouraged him to do more of that outreach to continue to build partnerships and synergies. This is an area we need to improve.

David Rosengrant referenced Dr. Grego's comments and asked that we address those comments in this meeting.

Dr. Currall reiterated USF's commitment to the field of education. We are pivoting to a graduate college of education. We are also committed to the outstanding research being done by the College of Education. In analyzing the situation, there has been a shift – state colleges can now give a bachelor's degrees, as well as for profit entities. It's been a changing landscape and a dramatic reduction in the demand for undergraduate education degrees at the University of South Florida.

Provost Wilcox acknowledged the challenging times we are in. USF is not abandoning teacher education, rather seeking to reimagine and reconfigure the College of Education in the face of significant enrollment declines and budget challenges. We believe we can best serve the community through a very clear focus on world class graduate education and research. We plan to continue to provide certification programs at the graduation level. He discussed the decline in enrollment and degrees awarded. Sixty-three percent of the decline has been at the undergraduate level over the past ten years. The decline in education enrollment is a national trend. It is myriad issues we are navigating here.

Finally, he noted that USF is currently searching for a new leader for education at USF that can bring vision, energy and commitment to a reconfigured, reimagined education program across USF.

Scott Goyer asked if there is an opportunity within the SP Campus to keep some education programs? The challenge is education is changing, but asked if there is a way to focus on innovation opportunity on the St. Pete Campus.

The President noted that we are in the beginning stages of reimagining education and they would be happy to explore that idea.

Susan Churuti noted she added a question to the chat. Chair Goforth read the question: Regarding financial stewardship, what is the process of how a student selects a campus? Are they allowed to select more than one choice?

Provost Wilcox noted that 2018 students applied to USF they are invited to identify their 1, 2nd and 3rd preference. All of that is conditioned upon the availability of offerings on that campus. Many only designate their top choice.

President Currall reiterated his excitement about what's happening at USFSP and what the future holds.

USFSP Campus Update

Regional Chancellor Martin Tadlock remembered Dr. Bill Heller, who leaves behind a tremendous legacy. He thanked everyone who donated to the H. William Heller Scholarship in Special Education in his memory. shared some campus highlights:

He briefly discussed student success numbers for the USF St. Petersburg campus, noting that we continue to make significant progress in this area.

- Academic Progress Rate with swirl is at 86.9 percent, up from 84.1 last year.
- Without swirl, we're at 82.5, up from 79.9 last year - a dramatic improvement over 2017-2018, when we were at 73 percent.
- First to second-year retention rate is at 86.9 percent with swirl, up from 84.1 last year - a huge improvement from 2017-2018, when we were at 75.9.

We have also identified where the members of our 2019 FTIC cohort who did not progress with us are:

- 13 students transferred for various reasons including:
 - Major was not offered at USF-St. Petersburg Campus
 - To be closer to home

- Knew they did not want to be at USF St. Petersburg campus
- Left to become a police officer
- COVID-19 related concerns
 - 5 students left because of Wellness/SOS
 - 4 students left because of financial concerns
- Did not have Bright Futures
- Canceled for non-payment despite offers of financial assistance
 - 2 students left because they were unhappy w/the housing setup or roommates
 - 16 students who have not responded to outreach are unknown.

Students who did not return this fall, but do come back in the spring, get added back into their cohort. We have the following planned to encourage this:

- Postcards
- Calling campaign
- Two emails to personal and USF addresses
- Using names pulled from the Clearinghouse, we will also reach out to anyone else who is eligible to return

He noted that we continue to look for ways to provide access to our campus to high school students throughout our community and reported that the PATHe program – Pinellas Access to Higher Education program – is going well, despite the challenges posed by COVID-19. PATHe counselors are now offering grade specific virtual workshops, starting with high school seniors and their families on Oct. 28 from 6:00-8:00 pm. So far, we have 16 students enrolled in PATHe this year, and the application process is still ongoing. That’s in addition to the 45 students who entered the program last year. This is a terrific initiative that helps strengthen the pipeline from our local high schools to St. Petersburg College to USF.

Dr. Tadlock also discussed Judithanne Scourfield McLauchlan’s practical politics course, noting that all 19 students enrolled in the course are working on a campaign. They are interning for races ranging from the U.S. presidency to local school boards. Students pick the candidates they want to intern for, shadow the activities of campaign managers and staff and organize to help get out the vote through phone and text banking, literature drops, surveys and more.

Finally, Dr. Tadlock shared a video from a story by ABC Action News that highlights our Innovation Scholars program.

<https://www.abcactionnews.com/news/region-pinellas/usf-st-pete-job-shadowing-program-connects-incoming-students-with-community-professionals>

Student Government Update

Andrea Rodriguez-Campos gave an update on Student Government, including:

- Continue to represent USFSP University wide
- Together all – peer to peer support community
- Part of USFSP campus community task force on Diversity and Inclusion
- Begun a collaboration with the St. Pete downtown Center – hoping to establish virtual opportunities
- Working with student life and engagement to reach out to those who go into isolation – You belong here
- Monthly town halls to hear student concerns
- Focusing on an initiative to get out the vote

If there is anything the students can do to support USF, please include them. They are ready to impact change.

Approval of the Campus Board Minutes from August 4, 2020

Melissa Seixas moved approval, seconded by John Connelly. The motion carried.

Presentation – Digital Learning

Cindy DeLuca introduced the division and reviewed ...

Innovative Education Digital Learning (See slided)

She discussed teamwork that took place to deliver training that took place to

Over 20 expert team members to assist faculty

Quickly transitioned. Creating quality digital courses.

New tech and creative alternatives for content delivery both in the classroom and online.

She introduced Christine Brown and David Brodosi.

Christine highlighted some opportunities for One USF:

- Working directly with Microsoft
- Interactive Design tools such as storyline and Rise
- Video streaming and assessment via Kaltura
- Simulation platforms

She also highlighted Dr. Kayhan from USFSP who has worked with Kaltura and delivering analytics. He can review the analytics and see in detail, what resources the students are using, how often, and the drop-off rate. Then he can develop a strategy to help students and reach out to provide help when needed.

Simulation opportunities – Dr. David Rosengrant and the digital team has been working on (David showed...)

She also touched on virtual tours for all three campuses, which are done in Virtual Reality.

Finally, she discussed the simulations and opportunities they have had for the STEM Labs. Through a collaborative effort across all three campuses they have (listen to meeting)

David Brodosi discussed updated classroom technology. Video Conferencing Tech has been installed and technology supports have been put in place. This will ensure student engagement and collaboration. To help our faculty prepare we provided we offered labs in two of our classrooms and allowed faculty to practice. They also received upfront tech support. Access to one-on one trainings, how to videos, guides and a faculty toolkit were also provided.

He highlighted one faculty member's (Schmidt) ability to adapt to several different modalities to deliver her content. There are many other examples of that.

Phone line support and virtual lab which were staffed with instructional designers and ... The 218 active faculty are subscribed to that active lab...

Susan Churuti noted it would be very helpful to get some more background on these informational items in advance and more time so they can have more meaningful discussions.

Chair Goforth agreed.

Budget process and timetable

Nick Setteducato provided an update on improved communication during the budget process. He reviewed a proposed calendar (attached). We are proposing to engage the board earlier. By the mid-year cycle, we will be able to provide to the board our mid-year forecast, as well as foreseeable roadblocks? Relisten

This will give us time to not only review the forecast but also incorporate the results of the legislative events and other ...

Presentation – A plan for enhancing Access for Success on the USF St. Petersburg Campus

Provost Wilcox, Paul Dosal, Glen Besterfield, Malcolm Randolph, and Creah Demps presented a plan for enhancing Access for Success on the USF St. Petersburg campus. The USF Goal is to build distinct vibrant and robust academic communities on all campus. We must recruit more students who have demonstrated the scholarly aptitude to continue to and success at a premin research University.

Access for Success – not just administration, but strategic planning with a focus on the USF St. Petersburg campus. Recruiting, enrolling and retaining.

He reviewed the 5-year enrollment history for all three campuses. USFSP has seen a steady decline in headcount since fall 2017. USF instituted a new student profile ...

We are interested in increasing the enrollment at USFSP, but it is important that we – students who have the scholarly aptitude to succeed.

He then reviewed the 5-year history of new summer/fall FTIC enrollment. Fewer qualified students applying to USF and fewer identifying USFSP as their preferred campus.

The 5-year Fall FTIC Academic profile, which is rising. This is a point of pride for all of us. These students have choices. They expect a world class education, a rigorous classroom experience and an engaged campus life. For students who do not meet USF's admission criteria or who elect to begin their education at a state college, we do offer a gateway through a carefully articulated fuse program that ensures these transfer students can earn a four year degree on a fully 2+2 ...

New PBF – timely progression toward completion for transfer students. We are committed to growing the number of qualified freshman on the sp campus, we have to ensure retention, progression and placement rates to meet the metrics.

Paul Dosal discussed extending the student success model, noting that the SP leadership team has been integrated into the Student Success leadership team. In doing so, they are promoting a philosophy – Access for Success.

The adoption of predictive analytics, creation of persistence committee, and identifying academic advocates are in place.

He noted the challenges that lie ahead:

- Building the institutional culture
- Access for Success
- Student Success Council
- Communications and Marketing

He then showed the freshman retention history with swirl by cohort over the last 5-years, noting we want to see equity in outcomes. We've retained a 92.3% retention rate, which we are very proud of, but we want to work together to close the gap between the campuses. There are signs of progress. Our goal, based on AAU aspirations, is 70% for the 4-year graduation rate. For the 6-year graduation rate, each of the campuses have made progress over the past 5 years; however, there is a drop in

the USFSP rate that must be addressed. We expect all students, regardless of campus, to graduate at the same rate.

Glen Besterfield discussed the goals:

- Targeting 6000 FTICs for Summer/Fall 2020
- Drive fall profile with mandatory sat/act in a pandemic
- Exceed min prem metrics: 1200 SAT and 4.0GPA
- Continue to improve diversity
- Expand new student headcount at SP and SM
- Improve residence occupancy at Tampa and Sp
- Enhance proportional representation of black students

He then reviewed the challenges:

- Florida is the only state in the US that is not test options;
- Limited test availability based on test centers closing in SE Florida;
- Change in the high school learning environment
- Lack of test affecting underrepresented populations
- Inability for some to test at least one, and test multiple times;
- Reduced HS GPAs due to S/U grades during spring semester of junior year;
- Economic hardships due to pandemic
- Uncertainty about modes of instruction and residential students
- Florida bright futures +40 SAT points to qualify
- Competition for best and brightest black students

He provided a point-in-time overview of the current status (October 19) comparing 2020 to 2021 – state-wide GPAs appear to be coming in the same but ACT and SAT scores are down as are applications.

Currently, the 2021-22 FTIC enrollment targets. They are updating the SP target to 650. We are relaxing the profile slightly.

Finally, Malcom Raldoph discussed outreach and access such as:

University Collaboration with the Black Leadership Network and Florida College Access Network. He also touched on targeted collaborations with school districts, Ron Borwn Scholars & National Hispanic institute, AVID, Upward Bound and others. (see ppt)

Creah Demps discussed virtual events they have coordinated to enhance outreach and access. Some include:

- Virtual DIVE
- CAPP Webiner
- College Preview
- AVID DAYS

The guaranteed admission partnership program has been expanded. The program is designed to engage with the local community and to bring the best and brightest to USF. Schools are in the Title 1 realm. All schools they've reached out to have accepted.

Malcolm and Creah then reviewed current status on recruiting efforts

- High School staffing issues with districts delaying visits and virtual fiars
- GAPP School visits are 64% complete/scheduled
- Targeted school (many Title 1) visits are 32% complete/scheduled
- Senior AVID classroom virtual vistas are 82% complete/scheduled
- Seven Title 1 schools on top of 50 yielding high schools
- Preview data has been set for 11/9
- NHHI college panels
- Special Virtual group tours
- Campaigns for Application and FAFSA completion
- Showcase black/Latino student life via social media

Paul Dosal noted there is more they can do to improve minority enrollment. They are submitting a proposal to Helios to expand the pipeline of black students to USF. He as received the good news that the grant proposal has been approved. A steering committee will be formed to engage in a strategic planning process, facilitated by a consultant. This is a high priority initiative.

The Provost concluded the presentation reiterating the commitment to access to success and the need to address the retention and graduation rates on the St. Petersburg campus.

Melissa asked that the questions in the chat be answered should we run out of time. Chair Gorforth responded in the affirmative.

Melissa discussed the shift in admissions and the Provost's comment that Campus Boar

Empowered leadership, authority, and accountability. But the changes in the organizational structure seems out of alignment. The increased expectations we need to put in place don't align with what we're empowered to do.

Ralph noted that in terms of moving the needle on student success, there should be no excuses for campuses to achieve the same ... Prior to consolidation, the mission and goals of the Regional Universities were different than that of One USF. Some of this has to do with untangling the organizational structure, but the team does know what it takes to accomplish this. We need to better align and streamline to ensure we're effectively deploying the resources we have to support student success across campuses.

He suggested a workshop to discuss these and other issues. The Chair agreed, noting there is a definite need for a strategic plan.

Lawrence Hamilton discussed the need for a mid-term look in December to see how we're tracking both in terms of number of students and diversity. The presentation didn't seem to focus on St. Petersburg relative to diversity initiatives. He agreed with the need to hold a workshop to further discuss these issues.

Susan Churuti asked that we do hold a workshop to both address Lawrence's questions and to give board members to have a dialogue about some of the things they are hearing from the community. She would recommend it be within the next 4-6 weeks.

She also requested that the Board be provided a copy of the self-study. Chair Goforth mentioned that we be added to the Diligent platform which will help streamline the information.

Campus Board Roundtable Discussion

With no discussion items, Chair Goforth adjourned the meeting at 12:00 pm