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Campus Advisory Board Meeting : 2021 : 04 : 22 Minutes

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CAMPUS ADVISORY BOARD MEETING

April 22, 2021

9:00am-11:00am

Teams

Summary Minutes

Attendees:

Melissa Seixas
Susan Churuti
Scott Goyer
Lawrence Hamilton

Andrea Campos
David Rosengrant
President Currall
Martin Tadlock

1. Call to order- Melissa Seixas, Campus Board Chair
 - a. Chair Seixas called the meeting to order at 9:00am. This is Chair Seixas' first Board meeting as Chair. She stated it is truly an honor to work alongside the Campus Board Members and represent the Board of Trustees for the University of South Florida.
 - b. Chair Seixas thanked Stephanie Goforth for her past leadership in her role as Chair on the Campus Board and the Board of Trustees. We invited Stephanie to join us today, but she was unable to attend, so hopefully you all had an opportunity to express your appreciation to Stephanie.
2. Roll Call- Regional Chancellor Martin Tadlock
 - a. Regional Chancellor Tadlock conducted roll call. Lisa Brody and Debbie Sembler were unable to attend.
3. Action Items
 - a. [Approval of summary minutes from January 14, 2021](#)-Melissa Seixas, Campus Board Chair
 - i. The minutes for the January 14, 2021 Campus Board meeting were unanimously approved. Scott Goyer moved to approve the minutes and Lawrence Hamilton seconded it. All Campus Board Members approved.
 - b. CITF Project Update-Nick Setteducato, Assoc. VP, Resource Management & Analysis
 - i. Nick introduced this voting topic regarding the CITF Project list. The essence of the Capital Improvement Trust fund (CITF) is there is a fee charged per credit hour of \$6.76, and it's consistent across all campuses. It is used to accumulate funds for renovation and building projects and other projects students feel would enhance their experience. The university as a whole, submits a plan through their Campus Boards and through the

BOT and it gets sent to the BOG each year, showing the priority of projects. Then based on the accumulation of funds over the years, those project funds are released back to the university to allow them to get started on those projects, then procurement processes, etc. kick in terms on how to proceed.

- ii. Previously St Petersburg campus had two projects that they had noted as priority from its students.
 1. One of the projects which had accumulated sufficient funds was related to making improvements to Coquina Hall, which was renamed in memory of Bill Heller.
 - a. Over a year ago, in meeting with students, campus rec, and those around campus, it was decided there is better use of those funds. USFSP campus has a pool which dates back to mid 1930's, which is available to students, but is adjacent to Heller Hall, which is nowhere near our housing district (Osprey and Pelican). In order to get that pool back into shape long term and to make it aesthetically as well as functionally appealing, would be very cost inefficient.
 - b. The balance between renovating an existing resource versus a new one are relatively the same cost, and knowing that the location is not ideal and there will probably be other issues related to maintaining such an old facility, the recommendation is to change that priority to build a new pool adjacent to Pelican suites.
 - c. Those funds are already accumulated and based on the preliminary estimate, will be \$2.1 million.
 2. There is funding still being accumulated for a variety of enhancements in our University Student Center for student space and use.
- iii. Al Gentilini, Director of Campus Rec and Ben Pazian, reviewed the ["Replacement of Coquina Pool" presentation](#)
- iv. Melissa stated we have extraordinary budget circumstances and decisions being made and her understanding is that this coming before the Campus Board today was to move this opportunity into the cue that will go into the overall masterplan for the university.
- v. Nick stated there is a CITF \$2,055,429.00 budget allocation that is sitting in the account. It had been set aside for the previous renovation project in the Heller Hall space. The action they're asking the Board today is to authorize us to change our priority to include this as the first priority and the second priority remaining is for USC renovations (which we are accumulating funds for and don't expect to have that for a few years).
 1. With your approval, we would put on a list to send to the Board of Trustees to approve all of the CITF projects and the next step after their approval would be to send to the BOG for their consideration. Therefore, if the BOG authorizes this as a project for us to start expending against, our plan would be to not try to disrupt during next academic year, but to begin this project no sooner than at the end of Spring 2022 to be available for Fall 2022, but this is speculative with hurdles, timing, availability of contractors, etc.
 2. Question: Will the operations of the new pool be a more cost-effective decision?

- a. We will spend less money on maintaining the new pool and the manpower. We are basically spending our budget on maintaining an asset.
 - 3. What about the cost to eliminate the existing pool?
 - a. That would have to be funded separately but we'd make the pool as non-accessible and functional to eliminate any ongoing costs until the new pool is built.
 - b. The idea would be to remove the equipment and fill it in. In the future that space would be opened up for other use on campus whether for student or research purposes.
 - 4. Chair Seixas asked if there were any other questions. She stated we are approving the inclusion of change in prioritization to begin moving it along and allow it to go through the process for the Capital Improvement plan and the Master Plan.
 - a. Campus Board Member Susan Churuti moved for approval. Scott Goyer seconded the motion.
- c. Elect Vice Chair of Campus Board- Melissa Seixas, Campus Board Chair
 - i. Chair Seixas asked for nominations for Vice Chair of Campus Board. Susan Churuti nominated Scott Goyer as Vice Chair. She understands the duties for this role are to step in for the Chair when there is a temporary vacancy if the Chair has a conflict.
 - ii. Lawrence seconded the motion. All were in favor of Scott Goyer to be elected as Vice Chair. None opposed.
 - iii. Scott Goyer thanked Melissa for that recognition and honor.
 - iv. Melissa said her and Scott have known each other over 20 years and he brings incredible insight, skill and experience through the work he's done in the community and with business organizations. He brings a strong upside to our students, faculty and staff. Thank you, Scott, for accepting.
 - v. Scott Goyer is now the Vice Chair for our USFSP campus Advisory Board.

4. Information Items

- a. USF update- USF President Steven Currall
 - i. President Currall stated he is pleased to join everyone to share a brief update on the exciting work that we're doing across our three campuses. He thanked Chair Seixas, and the Campus Advisory Board members for their continued service to USF.
 - ii. The President recognized Regional Chancellor Tadlock's leadership of the USF St. Pete campus and continuing to strengthen our synergies as one USF.
 - iii. The spring semester has been active and productive thanks to the hard work of our faculty and staff. USF has continued to support our commitment to student success while continuing to manage and monitor the effects of COVID-19, as we've done

throughout the pandemic. We continue to base our decision making on science, closely tracking public health data, and consulting with the amazing USF Health experts. They're also partnering with local health agencies to offer COVID-19 vaccination programs, including to military veterans and their families. We're now offering the vaccine to USF students and employees, and we just announced this week that family or household members of USF employees can sign up through USF for the vaccine.

- iv. USF Health researchers are participating in a National Institute of Health clinical trial to better understand the rare allergic reaction some people are having to the Moderna or the Pfizer vaccines. USF is one of only two academic research centers in the state with the expertise necessary to participate in the study. He thinks the science is now showing that those are very rare reactions and we are very pleased to be able to take part in the research that really examines reactions to ensure that those vaccinations are safe. Muma College of Business, the Center for Analytics and Creativity has been studying COVID-19's economic impact on the region.
- v. Muma College of Business is offering no cost professional certificate programs, and some of you may be taking the certificate program for Diversity and Inclusion in the workplace. This online program has attracted more than 130,000 registrants. The President will be speaking in the last session of that course on how to sustain diversity and inclusion efforts.
- vi. The President met with the St. Petersburg area Economic Development Corporation to update them on ways that USF has responded to the needs of the community throughout the pandemic. Also discussed was how resources and expertise of the St. Pete campus can further benefit the business community.
- vii. We are looking forward to celebrating our Spring 2020 graduates at an in-person commencement ceremony scheduled for May 8th at Tropicana Field in St. Pete. We're excited to hold the entire USF graduation ceremonies here. We will have two ceremonies that day, 9:00am and 6:30pm.
- viii. We will be nearing the completion of our work to develop and share our vision for USF's strategic renewal towards the end of May. The Strategic Renewal Taskforce, chaired by Professors Charles Stanish and Sylvia Thomas, has been overseeing a rigorous and inclusive process to develop a framework for a strategic plan for the next 10 years for the University. They've been gathering community feedback. President Currall thanked the St. Pete campus community for their valuable input as part of this process. The Task Force is working with members of the President's Leadership Team to frame the strategic initiatives, academic clusters and cross cutting themes that emerged from the rigorous process. They're on track to provide draft recommendations to the President by the April 30th deadline. The President looks forward to sharing more details in the coming weeks.
- ix. Our plans for USF Strategic renewal will continue to support investments in world class interdisciplinary research that impacts our region and the state, and a recent example is we had USF's response to the wastewater breach at Piney Point. The College of Marine Science in St. Petersburg launched the first research vessel to study the potential

impacts of contaminants on the region's ecosystem. Our researchers adapted a computer model, which was originally created to track red tide, ocean hurt and ocean currents during hurricanes, and our scientists are using the model to forecast the effects of Piney Point spill. They're making that software available to the public as well.

- x. USF's expertise in the environmental Sciences will also serve our state with the appointment of USS Professor Mark Raines, Director of USF School of Geosciences, as Florida's next Chief Science Officer, Governor DeSantis announced last month. The first scientist to hold that position in the state of Florida was our own Tom Frazer, now Dean of the College of Marine Science. USF is proud to represent the scientific expertise and leadership needed to support our state's environmental management in stewardship goals.
- xi. USF had some more good news stemming from our high ranking by the Times Higher Education Publication in London. The Times ranked USF #3 in the US and #30 in the world in its 2020 impact ratings. This ranking is based on the university's efforts toward meeting United Nations Sustainable development goals. USF is ranked in the nation's top universities in several key areas such as developing innovative solutions, ending poverty, providing clean water and sanitation, addressing emerging global health issues, protecting and enhancing marine ecosystems, creating technologies that strengthen the world's infrastructures and industries and establishing new efforts to reduce income inequalities.
- xii. The President announced some changes to his leadership team to support our University priorities. In March, the President announced that Professor Elizabeth Hordge- Freeman, senior advisor to the President and Provost for Diversity and Inclusion, has agreed to serve as Interim Vice President for Institutional Equity. During the summer, we will begin conducting a full national search for a permanent Vice President of Institutional Equity.
- xiii. We're also leading national searches for the Vice President of Research and the Vice President of Marketing and Communications.
- xiv. During the summer we will be launching a search to find the successor to Regional Chancellor Martin Tadlock. He didn't say "replacement", because no one can replace Martin, but we will be looking for his successor.
- xv. The President thanked Chair Seixas and the members of the Campus Advisory Board for their service to USF.
- xvi. Questions:
 1. With the National Search for the new Regional Chancellor for USF St. Pete campus, can you share the process and role our Campus Board Members can play.
 - a. The President is a believer of doing full National Searches. They will do the same to find Martin's successor, and will be hiring a search firm. He is mindful of the cost of search firms, but thinks it is a very good value for the money for many reasons. The search firm helps ensure a diverse pool

of candidates, and to help identify women and people of color as possible candidates.

- b. They will create a search committee that will be advisory to the President in making this appointment. They will have listening sessions across the St. Pete Campus, listening to faculty, staff and students for the key characteristics in leadership attributes for the next Regional Chancellor. It also important to listen to our alumni and business leaders in the St. Pete Region because the Regional Chancellor role is so important in terms of outreach to the St. Pete area, someone who embraces the connectivity to the business community to nonprofits in the St. Pete area and can really help us integrate the campus into the broader St Pete community even deeper level.
 - c. Also important in this role is going to be philanthropic fund raising. The University is ramping up its efforts in philanthropy to give us more independence from state budgetary fluctuations.
 - d. Board Member Susan Churuti stated that from the time her husband came on the board, which was eight years before her, we've had Karen White, Margaret Sullivan, Sophia Wisniewski and now Martin, who is in the process moving on. She thinks what the community is looking for to a certain extent is to slow down the churn in all of these positions and have some stability there. She suggests that we have a community that is thirsting for a relationship with the USF St. Pete campus and we should try to give them the opportunity to form these long-term relationships where it's possible.
 - i. The President agreed with Board Member Churuti. We are hoping for individuals that are able to make a long-term commitment to St. Pete campus and to the University especially since the turnover is disruptive for everyone, so that'll be one of the key considerations we have.
2. Vice Chair Scott Goyer asked about the thought process about replacing Dean Sundaram's role and how would that connect to the campus. He got to know him because of the Chamber affiliation.
- a. The President believes it's very important for us to have the rigor of a National Search and will need someone who can succeed as the Dean of the Kate Tiedemann School of Business and Finance, someone who can manage the academic operations of the school, as well as reaching out to the business community in St. Pete and Pinellas County. Sri has done a great job at that and we will need someone who shares that commitment. The process will be overseen by Dean Moez Limayem of Muma College of Business, Provost Wilcox and the President will also be contributing to that process because he is a former Business School Dean, and has familiarity with Business School leadership. We'll make sure we

do a very thorough search to find his successor and make sure we've got someone who really has the ability to do both the internal and external parts of that job.

b. USF St. Petersburg campus update- Regional Chancellor Martin Tadlock

- i. Chancellor Tadlock reminded everyone this is Melissa's first meeting she is chairing and it's a privilege to work with her as our Chair of the Campus Board and on the Board of Trustees from St. Petersburg. There are a lot of things behind the scenes and it is time consuming, and he wants to make sure everyone knows how much we appreciate her willingness to serve in this capacity.
- ii. Lisa Brody, a distinguished attorney and devoted community activist, who joined us as a new Campus Advisory Board member is going to be an outstanding member of this group.
- iii. Chancellor Tadlock thanked all those who participated in a campaign in an effort to recruit more underrepresented students to our campus. Lisa Brody, Melissa Seixas and Susan Churuti, Goliath Davis (a longtime advocate of this campus who lives in Tallahassee) and some others of you, participated in a calling campaign to reach out to admitted students of color to talk about why they should go ahead and deposit and come to USF St. Petersburg campus and enroll here. There were between 20-30 students on that call list for each of them and this must have been highly impactful for those students who picked up the phone, to receive a call from a Campus Board Member. Chancellor Tadlock said he appreciated their help and thanked them for doing that. It's that commitment to individualized attention that truly sets us apart. Your actions have a direct impact on the culture and climate of diversity on this campus.
- iv. The College of Education Dean search that has a direct impact on the College of Education is in its final stages. Chancellor will forward you information so you know who those finalists are.
- v. Martin has been in touch with Dean Moez about replacing Sri's Sundaram's role in the Kate Tiedemann School of Business and Finance. There will be a National Search. We anticipate an interim appointment in that school and a National search next year for a permanent replacement.
- vi. Following the search of the Regional Chancellor, we will begin a search for Regional Vice Chancellor/Assistant Provost of Academic Affairs, which Cathi Cardwell is serving in currently and doing a magnificent job in that role. You will be getting that information as these things roll forward.
- vii. Our plan is to move forward with a full return to pre-COVID in-person class delivery and on-campus student activities in Fall 2021. Of course, we're going to continue to be guided by the scientific advice of public health and infectious disease experts and we will adjust plans to changing conditions if needed. We'll also do everything we can to support our students, faculty and staff as we prepare for this significant transition.
- viii. We're working with St. Petersburg Downtown Partnership in hosting a series of small community meetings to solicit input from members of the business community and colleagues throughout USF around academic clusters, focusing on the creation of a

Center of Excellence in Oceanographic and Environmental Science on our campus, STEM education, health sciences, blue/green economy (businesses related to sustainability and ocean science), and Visual and performing arts. We already had two cluster meetings, two more tomorrow, one more coming next week and then a 6th meeting that will be open to a much larger group of individuals and our political leaders in Pinellas County to pull all that together in a summary form. There's a lot of excitement around this initiative, and we'll keep you updated as we progress.

- ix. It's Earth Day and what was shared by President Currall about the THC ranking is extremely important to the University and it reflects very well on this campus. We are one of 10 colleges and universities nationwide that will receive pro bono consulting to help advance climate action planning and projects on this campus. The grant will allow USF to unify and streamline efforts to address climate change while creating a more sustainable environment. It was an award given to us to further develop our plan to reduce greenhouse gas emissions, align sustainability priorities while tracking carbon emissions across all three campuses, and combine efforts and resources that lead to a singular vision for achieving carbon neutrality that we've been in partnership with the city of St. Pete for a number of years. This effort was largely led by Winnie Mulamba, the sustainability planner based on our campus. She's doing a tremendous job and we are very grateful for her efforts
- x. An interdisciplinary team of USF researchers is joining with the city of St. Petersburg to identify structural racism and to make recommendations on how to address this multi-faceted issue. The team includes our very own Jamie McHale, a Psychology professor and director of the Family Study Center. He and his colleagues will be analyzing data and trends that pertain to the criminal legal system, economic development, unemployment and the healthcare system that illustrate how infrastructures are potentially limiting opportunities for growth in the Black community. In addition to collecting quantitative data, they'll also listen to narratives of residents and activists on how systemic racism has affected various aspects of Black lives. It's an important initiative and we're proud to be a part of it.
- xi. Finally, I'm really proud to tell you about a very important initiative we just launched on our campus. In collaboration with Native American nations and community partners, we have created a Native American Land Acknowledgment. By recognizing those who came before, honoring their cultures and establishing partnerships with Indigenous communities still present in Florida, the campus is remembering a prosperous and painful history while building bridges for future opportunity. I would encourage you to visit the plaque installed in our University Student Center that is mounted on reclaimed wood and inscribed with our Land Acknowledgment statement. In addition, please stop by the first floor of the Nelson Poynter Memorial Library for an exhibit about the Native American nations who inhabited this area.
 1. Our Land Acknowledgment statement is as follows:
 - a. The University of South Florida St. Petersburg campus wishes to acknowledge and honor the Indigenous communities who lived and took stewardship of this land. The university recognizes that this campus was built on the Indigenous homelands and resources of the Seminole,

Miccosukee, and Tocobaga people as well as their ancestors going back over 10,000 years. We acknowledge the painful history of genocide and forced removal from their territory, and we honor and respect the many diverse Indigenous people still connected to this land on which we gather. This is a call for all of us to commit to continuing to learn how to be better stewards of the land we inhabit.

- xii. Chancellor Tadlock will be sending the enrollment update regularly concerning our admissions work and our conversion of those students to matriculation work, and will send you monthly updates that pertain to race, gender, and other measures of student recruitment.

- c. USF St. Petersburg campus Faculty Council update- David Rosengrant, Chair, Faculty Council
 - i. David Rosengrant reviewed the [St. Petersburg Faculty Council Update PowerPoint](#)
 - ii. One of our main goals for this year with our faculty council was to get all of our operational documents in order. As a quick refresher, prior to consolidation we had our own faculty senate in St. Petersburg but with consolidation it didn't make sense to have the three separate senates, so we have one senate across the system. In that, we have a Campus council committee whose members may or not be members of the senate. Our charge was approved last semester but our operating procedures were just approved this month. I included the document as only an FYI.
 - iii. In addition to our governing procedures, we have been advocating for our campus in various formats. As you know, at our previous meeting in January, I raised concerns about the Strategic Planning Task Force. As a result of this, the President and leaders of the task force met with us which resulted in some very good conversation. We came to an amicable decision to have additional consensus building sessions with our council and the task force which are in addition to having them come to our next meeting on April 28th.
 - iv. Along those lines of input and communication, the search for the RVCAA was postponed until we know who our new Regional Chancellor is going to be later this year. The Provost asked me to call a special meeting of our council to solicit ideas and input from the group. We had some very fruitful discussions and I know the council and myself were happy to have had that opportunity.
 - v. Moving forward we know that there will be changes coming to our campus in the years ahead and our campus council wants to work with them. As a result of this we invited Dr. Frazer, the Dean of the current College of Marine Sciences to join our February meeting and hopefully he can attend our April 28th meeting. The members of the council currently are limited to those whose pay comes from the St. Petersburg Budget. We feel that with Dr. Frazer joining us will allow us to work more with his college. During our February meeting, it was agreed, that for now he will serve in that advisory role, but if in the future we see the need to modify our membership, we will always have that option.

- vi. As Chair of the Campus Council, in addition to my role here on the board I also serve on the Faculty Senate Executive committee. Since the deficits were announced last October, this leadership team has been working with administration to gain a better understanding of the deficit while also advocating for faculty. Though our budget in St. Pete is arguably in overall better shape than the Tampa budget, it is important that board knows about this work and how faculty here could be impacted.
- vii. This team has been meeting every Friday between an hour and an hour and a half to go over this since January. Dr. Rosengrant greatly appreciates the administration for doing this and he applauds the passion of the faculty on this committee. There is a lot of time and energy on both sides to have these meetings but it is necessary and time very well spent because it shows each perspective and what ramifications could entail. For example, we have shown how cuts to various colleges will impact student success, which, as a result we were able to come up with, as a team which included deans, some temporary solutions. For example, the College of Arts and Sciences was able to receive some funds to make sure there are enough instructors to meet student demands, especially in introductory courses.
- viii. It is important to understand how those cuts may affect St. Pete faculty. One way that could affect our faculty is class sizes and where courses are being taught. St. Pete has always prided itself on a smaller more intimate setting, but that could change out of necessity moving forward. The other issue is if there are layoffs in the future, though our faculty are paid through the St. Pete budget, according to the collective bargaining agreement, if a layoff is to happen in a unit then instructors and non-tenured faculty would be laid off first. If a unit is multi-campus and an instructor here in St. Pete is part of the unit, and even though their budget is from St. Pete, they may have to be laid off before a Tampa faculty member if the first one in line there was a tenured individual. We have faculty who left or who are looking and some who have already left. If you did not know, the process for faculty to get a job once a posting goes up can take almost a year and so the uncertainty is causing angst among faculty. Finally, faculty have concerns over cuts in the library which will decrease the ease to get references for our research.
- ix. As a result of this, all of our faculty from across the three campuses are working very hard with administration with regards to the budget cuts because it impacts all of us. Now, we are focusing on the current deficit of \$30 million and what that entails. This is part of an ongoing process with our discussions that happen every Friday. The ppt from Dr. Boaz, the faculty senate president is only an FYI showing what was sent to faculty. The proposed budget cuts from the legislatures, specifically the savage budget cuts proposed by the house will also impact all of this. Our faculty just discussed much of this as a whole for the first time.
- x. We just had our faculty senate meeting yesterday. Moving forward, we have goals for our campus council. One thing that will be critical is stability in our membership. We will have 9 members next year. The three colleges will each have two representatives and the library will have one. We also included the department of criminology and

graphic arts since the departments are based here in St. Pete but they are not part of the three colleges on our campus. Thus, each department will have one delegate.

1. It is important to note that this is a tentative proposal. The goal is not to have 5 people rotate off one year while other years you have none, but every year to have 3 individuals rotate off. This would allow 6 members every year to serve on the council who have had previous experience. To further help with consistency, there are not any years where both members from one of the three colleges rotate off at the same time. This is just one of our goals for the council moving forward.
 - x. Moving forward we will be holding chair elections next week for the 2021-2022 year.
 - xii. We are sending out a survey soon across all three campuses to allow faculty to discuss the impacts of consolidation now that we are approaching a year being one USF.
 - xiii. Though the calendar is not finalized, we typically have our meetings on the alternate Wednesdays from 3-5 from Faculty Senate. Our goal is to have one meeting a month, thus four meetings a semester. Once Faculty senate uploads next year's calendar we will do the same.
- d. USF St. Petersburg campus Student Government update- Student Governor Andrea Campos
- i. Andrea thanked Chair Seixas for the opportunity to discuss what student government has accomplished this academic year.
 - ii. Consolidation has led way to collaboration amongst three campuses. And that has also increased access to resources and ideas that have made way to projects such as Together All, a mental health platform which intends to connect and help students throughout this difficult time by establishing a peer to peer support community.
 - iii. They've also responded alongside the University to our Black Lives Matter movement through support for black students and students of color and have increased support to multicultural affairs.
 - iv. They also led a general election voting initiative called Bulls vote, which encourages students to register to vote, and inform their peers, family and friends.
 - v. They also increased communications with students through emails to their entire community and have also done press releases in town halls that hope to aid the University in informing students of changes during these uncertain times.
 - vi. They established and soon hope to expand access to free menstrual products to students who need them throughout our campus.
 - vii. They revitalized their Butterfly Garden and hope to unveil their hard work in this area in the summer semester.
 - viii. These are in addition to many other initiatives that are ongoing and will hopefully be accomplished through the next academic year.
 - ix. This is Andrea's last Campus Advisory Board meeting as student body Governor. She thanked everyone for the opportunity to serve alongside the board and represent the students. She has been truly honored to serve as the first governor in the St. Petersburg campus of the Consolidated Student Government. She is thankful for the opportunity to

enact change on our wonderful campus and to have represented St. Petersburg and both Tampa and Sarasota. She thanked everyone for the commitment to helping students in our community. It is truly seen by all students on our campus.

- x. Andrea wants to welcome our next Governor, Veronica Jimenez and wish her the most success throughout the next academic year.
 - xi. Chair Seixas thanked Andrea for representing our students in St. Petersburg, in addition to her caseload, during a pandemic and said she demonstrated the leadership skills that are going to carry her through to great success in the future. We will welcome Veronica as well.
 - xii. Chancellor Tadlock said Dr. Helton and Dr. Tadlock had been meeting with Andrea regularly and she has done a tremendous job in fulfilling her position and her role here without controversy in a progressive way where things got done. Everyone appreciates the work she's done.
- e. Progress made on USF/BLN Helios Grant Program- Dr. Paul Dosal, VP for Student Success
- i. Update on planning initiative. Last fall USF received a \$60,000 grant from the Helios Education Foundation to engage in a strategic enrollment planning process with our partners in the Black Leadership Network. Dr. Dosal had the honor of co-chairing that committee with Anddrikk Frazier of the Black Leadership Network. The objective of this planning effort is to develop more innovative and effective plans to boost black student enrollment at all three USF campuses students from the Tampa Bay region.
 - ii. The steering committee was in January and its first task was to engage the services of an external consultant. They were pleased to engage Dr. Lincoln Chandler of Chicago to serve in that capacity. He's a graduate of Florida A & M and MIT and that background is useful for this initiative. Dr. Chandler told a story about how the President of Florida A & M called him personally and said I want you to come to Florida A & M and that's why he went there, so those calls are impactful.
 - 1. They are in the fourth month of the planning effort and Dr. Chandler has completed his introductory conversations with stakeholders across USF and in the community. He's also completed his initial dive into the data and has an understanding on the issues he wants to address.
 - iii. Over the last four years, of all the black student applicants, only 37% of them were admitted into USF. In contrast, all other student groups came in at 61%. They've been exploring why, and then trying to develop strategies to address that gap and boost the admittance rate through a level that's closer to par with all the other student groups. The committee is taking a look at all aspects contributing to this. Their work has been focused on dividing their steering committee in to four working groups, each of which will be assigned a particular area to analyze and then develop recommendations. To boost black student enrollment, the four working groups will be focusing on the following.
 - 1. College readiness and recruitment.

2. The application and evaluation process, and finding ways to facilitate that process. Want to look at how they might reduce the number of incomplete applications.
3. Persistence, engagement and completion efforts on our campuses. They will look at climate and programs and activities on each one of the campuses to make sure our campuses are attractive to those students.
4. Strategy, evaluation and sustainability.
5. They are talking about making the appropriate institutional commitment and doing all they can in order to sustain their efforts to increase black student enrollment on each one of the campuses.

iv. Questions:

1. Are there any early indicators of why black students may or may not choose USF?
 - a. They think too many students in the area look to go to other institutions outside the area. They want to do a better job of communicating the value of attending USF. Students miss opportunities by wanting to go far away from home and we may need better marketing.
 - b. Concerned about the student climate. Need to make sure students are pleased and satisfied with USF.
2. Are there some interim steps we might be taking during the COVID-19 testing changes and if we're taking advantage of those and how we're doing that?
 - a. There are a lot of challenges and one of them is testing. Florida did not go test optional and so our students are taking the tests less frequently than they normally would have. They are thinking about if they can do more to provide some test preparation workshops for students. Since there is a cost, can they offer it for free to limited income students? Could they waive the test fees?
3. Chair Seixas asked Dr. Dosal if they have potential funding mechanism to ensure we can move into the second phase of this.
 - a. There are some grant opportunities to address some of these issues and sustain the effort. They're looking at all opportunities, public and private funding to keep this going.
4. Chair Seixas stated that in the intel gathering and fact gathering process, if Tampa Bay is the target area, we can safely assume you're looking around Sarasota Manatee, Pinellas County, Pasco and Hillsborough. Have they found any trends at this point that indicate the need to employ different methods in different areas or is it consistent across the Tampa Bay region?
 - a. Dr. Chandler has been looking at data and enrollment patterns from high schools that feed into the USF campus. There is a great difference in terms of the numbers of students and how well they perform once they're here. We believe strongly we should strengthen our efforts in college readiness efforts. We want to work with our partners in the

school districts to let them know what it takes to be college ready. The data shows there's not equal access or participation rates in those college readiness programs.

- b. Looking at grant opportunities to strengthen our efforts. We're already the host of the Florida College Access Network, which is hosted at USF since 2007, and we built college access network around the state, including one that unites Hillsborough and Pinellas counties. That allows us to work with community organizations to improve college readiness and access.
5. Is the Steering committee made up of all internal USF representatives or are there external members of the community?
- a. We do have external partners representing all USF campuses and counties. We have representatives from the school districts of Hillsborough and Pinellas on the steering committee, President of the local chapter of the YMCA, and Anddrikk Frazier, the co-chair of the committee representing the Black Leadership Network.
 - b. Chair Seixas is volunteering members of the USF St. Petersburg Campus Advisory Board, who could provide some insight, which would be very helpful in the process. Please encourage those leading the effort to call on any one of the Campus Board members.
6. Board member Churuti spoke to the President at the Broward Community College. His student population was around 66,000, primarily Hispanic and he formed a relationship for admission and education with a Community College in Spain, and they were admitting each other's students. They were exposed to international travel and vice versa. Students that might not have been enthusiastic about attend Broward State College were enthusiastic because they had the opportunity to study in Madrid. We might look at areas that are minority rich and some ways of encouraging cross communication with another campus.
- a. As we look for solutions, we need to strengthen partnership with everyone who shares our mission, vision and values.

5. Board Discussion

a. Roundtable discussion- Campus Advisory Board Members

- i. Chair Seixas expressed appreciation for Dean Sri Sundaram's leadership and feels like she has known him for many years. When Sri came, he got involved in the community, building relationships, and he excelled at that. We're going to miss you and wish you and your family the very best.
 1. Sir thanked the Board, the University Leadership and the community for their support, mentorship and guidance they provided. Sri felt welcomed when he came to the St. Pete Community. He had a tremendous opportunity to build the Kate Tiedemann College of Business and now the Kate Tiedemann College of Business and Finance to be solid in foundation. He was fortunate to come into a

brand-new building but also had some great benefactors like Kate Tiedemann and Ellen Cotton, Lynn Pippinger, along with all the others who have been so committed to supporting our initiatives. Sri is very grateful for everything.

- ii. Board Member Lawrence Hamilton appreciates the efficiency of Chair Seixas in running the meeting, which is always valuable in terms of respecting our time.
- iii. Board Member Susan Churuti stated we have a budget meeting in June and she doesn't want the board to lose sight of the obligation given by the legislature which is to report to the Board of Trustees, who will then report to the legislature the four criteria:
 1. Trend information relating to the access of new degree programs for students in the counties that they serve.
 2. Any changes to student enrollment and outcomes at each campus.
 3. Increase research conducted in research infrastructure added in those counties.
 4. Any fixed capital outlay the property acquisitions planned or completed in those counties.
 5. Board Member Susan Churuti Would like to see more rigorous reporting by the Administration and would like to get those four criteria placed on our budget agendas. Would also like updates on the Academic Clusters.
- iv. Chair Seixas stated that it is her responsibility as a BOT member that we link in the St. Pete Campus Board. The Helios program that Dr. Dosal spoke on was an example of that. There was a presentation on Coastal Engineering that the board would be interested in as well. It is her responsibility to be the communication channel to get that information to our board and they have the opportunity to weigh in. For example, Campus Board has an important role for research and Academic Clusters. We'll make sure to cover those four items that you mentioned in our campus board meetings.
- v. Chair Seixas mentioned it's hard to meet quarterly, given the sheer volume of work that happens in a university and to make sure our campus board is informed. As we move forward, would like to have workshops when strategically needed in between our quarterly meetings. We should do this around programs.
 1. Chair Seixas mentioned that Susan Churuti had asked for an update on the Family Service Center led by Jamie McHale and other programs as well like Campus Community DNI Task Force, CADIC, a grant received from Jennifer O'Brien for her work on Alzheimer's and memory, etc. There is a lot of important work happening across the University and she wants to ensure our Campus Board members are aware of them. We'll look to schedule another workshop before the next August 5th board meeting.
 - a. Board Member Susan Churuti added how important David's input is to this Board. We appreciate what you're doing and want to hear more about the progress you're making.
 - b. Board Member Susan Churuti also stated that as a campus board member, people in the community approach her and feel like she's the point of access to USF from the St. Petersburg community. When we get items from the community, she would like to bring them to the Board to

discuss. She is grateful that anyone that has a local program that they would like to highlight for this board, we have the opportunity to communicate with each other.

6. Adjournment- Melissa Seixas, Campus Board Chair

Meeting adjourned at 10:57am

Next Campus Board Meeting – August 5, 2021 - 9:00am-11:00am