
Campus Board: Minutes

Campus Board

1-14-2021

Campus Advisory Board Meeting : 2021 : 01 : 14 Minutes

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Campus Advisory Board Meeting

January 14, 2021

9:00 am

Summary Minutes

Attendees:

Stephanie Goforth

Melissa Seixas

Susan Churuti

Debbie Sembler

President Currall

Martin Tadlock

Scott Goyer

Lawrence Hamilton

David Rosengrant

Isaiah Castle (for Andrea Campos)

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

Approval of Minutes

The minutes of the October 22, 2020 Campus Board meeting were unanimously approved with one correction - David Rosengrant was in attendance at the October meeting and needs to be added to the attendee list. The minutes from the December 2, 2020 Campus Board workshop were also unanimously approved.

Q&A with President Currall

Chair Goforth turned the meeting over to President Currall, who thanked Martin for his service and expressed his gratitude for his service. A search will begin in the spring.

President Currall also discussed COVID-19 and the prospects of a spike. The College of Public Health is giving us updated information daily and helps us make our decisions relative to COVID. He noted that our students have embraced our recommendations and have done an amazing job sticking to the risk mitigation procedures that are in place. We are also doing testing and giving the vaccine.

Regarding strategic planning, the University is identifying a renewed and refreshed vision with a long term time horizon of 10 years. It is being led by a faculty committee – 19 members, 16 of whom are faculty members. We are committed to ensuring there is a meaningful dialogue across the university campuses and we are actively seeking the input of all faculty, staff and students.

We're excited about the academic clusters for the St. Petersburg campus and we have been discussing with the St. Petersburg community and local leaders. The President briefly touched on each of the five clusters, and then opened up the floor for questions.

Chair Goforth mentioned her meeting with the Downtown Partnership and that they have submitted a letter in support of Dr. Tadlock and how they would like to play a role in the selection process for a new Regional Chancellor, but also about their efforts to work with the community on the proposed academic clusters. They have already been talking with the community.

Member Susan Churuti asked if we would be doing a national search for the Regional Chancellor. The President confirmed that there will be a full search and will involve a search firm. He's committed to a full, transparent search and will involve the community. Susan Churuti noted the ambiguity about the role of the Campus Board in the search for a new Regional Chancellor. The President explained that the Campus Board would be involved in identifying and evaluating candidates – the authority to appoint the position rests with the President but he looks forward to the Advisory Boards input, both before and during the search.

Member Debbie Sembler asked about the timetable for the academic clusters. President Currall advised that the clusters are staggered and each involves different resources. Some will be done quicker than others. There will be significant resources involved and we have done some preliminary thinking about timeline and scale, and planning is underway. The cluster around STEM requires fewer resources and can probably be done more quickly. He emphasized the Environmental and Oceanographic Sciences cluster as one that already has a lot of resources already available, but it is also the greatest need in terms of facilities, etc. The university has been in discussions with our local delegation since the fall.

David Rosengrant expressed his appreciation that 16 of the 19 strategic planning task force are faculty members. He did express his concern that the only representative from St. Petersburg is from the College of Marine Science, which, while on the St. Pete campus, has not had the same vision as the St. Petersburg campus. He requested the President reconsider adding another member from the St. Petersburg campus to the task force.

The President asked for more discussion about his concerns about the CMS representative not fulfilling the needs of the campus. Dr. Rosengrant pointed out that CMS is a graduate institution – our other three colleges are undergraduate. Additionally, the flow of budget and administration is not local. They've also had different goals.

Susan Churuti added that Dr. Brietbart is a star, but has never worked with undergraduate students.

The President agreed to consider the structure, noting that he has always perceived the College of Marine Science to be embedded in the St. Petersburg campus.

Member Melissa Seixas asked how the President sees this strategic renewal process as different from others he has led at other institutions, particularly with the headwind of COVID, and as we move down the path of One USF.

He explained that this is his third time leading a university-wide strategic planning process. Part of the deliberations need to be:

What is the future role of digital technologies in instructional delivery?

Will we continue on this path or transition back to much more in-person?

The President discussed in person vs online and the residential aspect.

He also noted that they do not want to be overly unduly impacted by current day events and lose site of the 1-3-5-8-10 year time horizons, noting that we'll be mindful of current trends, but will look into the future and our aspirations.

Chair Goforth noted that many of the things we are dealing with now are more tactical than strategic.

Susan Churuti noted that a lot of our success has been the geography of where we are the St. Petersburg geography but that we've been limited by things such as navigation easements presented by the airport having high-rise buildings. There will be a lot of discussion about the redevelopment of Tropicana Field and asked if USF is part of those discussions. There is opportunity for us to acquire free and highly governmentally supported real estate there. She asked the President if he has thought about this and if USF has been engaged in the discussions.

President Currall confirmed that USF is involved and that Dr. Tadlock has been very involved and is keeping him informed. He noted his interest in innovation and sees this as an amazing opportunity. It also presents a dilemma – and we need to think carefully how we will leverage and expand the assets that we have now and whether Tropicana could dilutes our efforts. It will be important for us to remain engaged.

Susan made noted the Tourist Development Council they're strategic plan – we have never had a County-wide convention center/visual and performing arts center, and having a visual and performing arts presence in the community, it's worth keeping an eye on this issue so if momentum starts to grow for a performing arts center and it happens to be at Tropicana site that we are in the mix.

The President reaffirmed his excitement of the opportunities in St. Petersburg.

Melissa asked the President would make comments on the NSAPA award that Dr. Tadlock has received. The President noted his delight that Dr. Tadlock has received this award.

Chair Goforth added her and “over a sustained period advanced the ...” (Highest Honor – The decision was unanimous and she congratulated him on this phenomenal honor.

Dr. Tadlock expressed his gratitude but stated that it really reflects the work of everyone on this campus who have worked together to ... student success. They united around the decision that we need to work together to promote student success.

USF St. Petersburg campus update

Dr. Tadlock thanked everyone who sent on his decision to move back to faculty at the end of the year and his appreciation to President Currall for accepting and supporting his decision. It will allow for an opportunity to plan for succession and move forward with the academic clusters.

He announced the grand opening of The Nest, our new full-service dining facility on the first floor of Osprey Suites and gave a quick update on the Davis Hall Renovations, including some of its features:

- Faculty and student collaboration/lounge area as the centerpiece of the space
- Significant student lounge areas outside of the classrooms;
- Thirteen reimagined classrooms, 50+ faculty offices and other offices, including home to the College of Arts & Sciences administration;
- All new audio/visual and furniture

Other updates included:

- The launching of a new initiative aimed at helping students who are emerging from the foster care system –St. Pete Pearls
- Award of a \$25,000 grant from the Ford Motor Company Fund which will go toward a project to promote food security in South St. Petersburg by producing up to 150 pounds of fresh vegetables for the community each month.
- The campus/community task force on diversity, equity and inclusion that was formed in the wake of the brutal killings of George Floyd, Breonna Taylor and other Black Americans this summer remains hard at work.

The members endorsed the following specific initiatives to launch in 2021:

1. A set of recommendations designed to increase enrollment of underrepresented students at the USF St. Petersburg campus
2. Creating a St. Petersburg Higher Education Consortium for Racial Justice
3. Increased collaboration between USF St. Petersburg campus and the city of St. Petersburg’s Department of Urban Affairs, particularly through the My Brother’s and Sister’s Keeper program.

- Our second annual Diversity & Inclusion Conference on our campus on Feb. 6. You can find more information at daiconference.com.
- The USF College of Education is launching a new initiative on our campus that will boost the number of male teachers of color in local elementary schools, particularly those with populations of poor or at-risk students.

Finally, he announced the latest of Innovations, the annual magazine that highlights the important research and groundbreaking initiatives on our campus is now available.

Member Scott Goyer asked for more detail about the St. Pete Pearls program. Dr. Helton gave the following information

Provides a point-person for these students to help them navigate. They can walk through resources with students and help keep them on track. We hope to eventually have scholarships available to these students. They will get more attention and connection. The goal is to get these students to persist to graduation. There are a few of these programs across the country and we hope to be a leader in this area.

Before moving on, **Chair Goforth** recognized Dr. Donna Petersen for all of her work and the work of her team in all that has been accomplished due to COVID.

USF St. Petersburg campus Faculty Council update

Dr. Rosengrant provided the following update:

- He thanked Dr. Tadlock on behalf of all the faculty
- He thanked President Currall and Provost Wilcox for working with them
- The faculty senate is currently working on operating procedures
- They are excited to be moving forward on the academic clusters

USF St. Petersburg campus Student Government update

Isaiah Castle provided an update on behalf of Andrea Campos. He noted the following:

- He recognized Dr. Tadlock and all that he has done for students and making the campus feel like home to all students, championing diversity and inclusion.
- The Nest is open – all positive feedback
- Beginning the annual funding committee and reviewing submissions
- We have a new student engagement platform called Campus Groups and are working on a consolidated rollout effort
- Enhancing services for multi-cultural affairs
- Committed to keeping students safe during COVID
- SG election applications are now available and live
- Have identified areas for improvement within SG – discussions are tabled and will be discussed next year

- Finally, he mentioned MLK Day coming up
- He mentioned the upcoming D&I Conference and the MLK walk

Enrollment Update

Laura Zuppo provided an update on USF St. Petersburg campus enrollment. One USF Enrollment – as of day 1. This will change after drop-add and at the end with final benchmark. She reviewed the enrollment numbers.



ONE USF Spring 2021 Enrollment

Student Level	Spring 2021 (Day 1)
All Students	46,522
New FTICs	318
New Transfers	2,341
New Graduates	1,043

Source: eProfiles

Note: Please remember that these data are for First Day Enrollment ONLY. We still have an opportunity to boost student enrollment and credit hours. If historical patterns hold, these numbers will change by Drop/Add (at the end of the coming week, and later at the Preliminary and Final benchmarks), and usually for the greater.

She discussed the new FTIC students, transfers and housing data.

ONE USF New FTIC Students

Admission Status	Spring 2020 (Day 1)	Spring 2021 (Day 1)	Difference	% Difference
Applied	3007	2272	-735	-24%
Accepted	1497	839	-658	-44%
% Conversion	50%	37%	-13	-26%
Enrolled	423	318	-105	-25%
% Yield	28%	38%	10	36%

Source: e-Profiles & INFOCENTER; NOTE: This is Day 1 Data. Data is subject to fluctuate.

ONE USF New Transfer Students

Admission Status	Spring 2020 (Day 1)	Spring 2021 (Day 1)	Difference	% Difference
Applied	6300	6231	-69	-1%
Accepted	3802	3920	118	3%
% Conversion	60%	63%	3	5%
Enrolled	2372	2341	-31	-1%
% Yield	62%	60%	-2	-3%

Source: e-Profiles & INFOCENTER; NOTE: This is Day 1 Data. Data is subject to fluctuate.

Spring 2021: Housing Data

Students on the Roster	325*
# Students checked in	298
# Students pending check in	20
# Students pending cancelation	7

*including 67 new Spring students

Source: Susan Kimbrough, Director of Housing and Residential Education; Day 1 Report

She also provided an update on the following student enrollment initiatives:

- Redirect and Referral Campaigns
- Diversity Recruitment Campaign – Phases 1 & 2 launched
- Campus Tours and Events – virtual and in-person
- Student Success Services and Call me MISTER
- Helios/Black Leadership Network Pathways Steering Committee Update
- Yield Plan Underway – MLK Commemorative Week

Dr. Besterfield presented the latest enrollment numbers and noted he will soon be moving applications to summer. One USF Fall admission applications are up 24%. One USF Admits for fall we are up 17% (St. Pete is up 26%) – total 1200 admits for fall. The SUS applications – many are down in applications. Transfer enrollees are up in St. Pete. He noted he believes we have turned the corner. The profile is pretty steady across all campuses. GPA is up for admits.

Chair Goforth pointed out that Sarasota is up 71% - and asked what they are doing differently and whether we can learn from that. Dr. Besterfield is not sure what they are doing different – but he suspects students are staying closer to home.

Member Seixas noted one of the upsides of consolation was that students could move between the three campuses – moving forward, how are enrollment numbers impacted by that flexibility. Does tuition follow the student by class or by home campus? Dr. Besterfield noted it is by course and deferred to Nick Setteducato, who confirmed the tuition follows the course.

Member Hamilton asked how we are tracking toward the 650 for the St. Petersburg campus and the diversity of that number. Dr. Besterfield has not yet looked at the diversity – we are currently tracking to the high 400s, but have not yet utilized the redirect campaign. He noted he is confident we will get to that number.

Chair Goforth asked that Dr. Tadlock provide updates so the board can remain in the loop on how we're tracking. He will continue to send them monthly numbers.

Member Churuti made note of combined transfer and FTICs and asked how many are in each. Laura noted more black and Hispanic students are historically transfers. She asked about the importance of having black and Hispanic students as part of the FTIC cohort. Laura noted that is always important, can always be better, and it is something they are working out. Susan asked that a breakdown be sent to board members.

Campus Board Roundtable Discussion

Susan asked what the Campus Board's role is relative to fundraising and what options are available for folks who want to contribute to St. Petersburg only. Jay Stroman noted the staff is here to help in St. Pete and USF in general. The Board's role – they can begin by being givers themselves. They can also work in conjunction with development staff who are willing to help think through the possibilities – serve as ambassadors. Each member could set a goal of cultivating 8-10 people, host something in your home (when we can), accompany some of the staff on cultivation visits. He also noted that they are capable of setting up any kind of fund – including funds specific to St. Petersburg.

Other Business

With no discussion items, Chair Goforth adjourned the meeting at 10:55 am