



USF SP CAMPUS BOARD MEETING

August 3, 2023; 9:00am-11:00am

Ballroom 3/Teams

AGENDA

1. Call to order Melissa Seixas, Campus Board Chair
2. Roll Call Christian Hardigree, Regional Chancellor
3. Action Items
 - a. Approval of Summary Minutes May 16, 2023 Melissa Seixas, Campus Board Chair
 - b. Approval of Summary Minutes July 20, 2023 Melissa Seixas, Campus Board Chair
 - c. Approval of Budget Nicholas Setteducato, Interim RVC Admin. & Finance
 - d. Elect Vice Chair of Campus Board Melissa Seixas, Campus Board Chair
4. Information Items
 - a. USF update Rhea Law, USF President
 - b. USF St. Petersburg campus update Christian Hardigree, Regional Chancellor
 - c. USF St. Petersburg campus Faculty Council update Hossam Ashour, Chair, Faculty Council
 - d. USF St. Petersburg campus Student Government update Abdul Muqet Khawaja, Student Governor
 - e. Re-imagining the campus footprint Christian Hardigree, Regional Chancellor
Nicholas Setteducato, Interim RVC Admin. & Finance
 - f. Dean Spotlight Gert-Jan de Vreede, Interim Dean, Muma College of Business
5. Board Discussion
 - a. Roundtable discussion Campus Board Members
6. Adjournment Melissa Seixas, Campus Board Chair

Next Campus Board Meeting –October 24, 2023; 10am-12pm

USF St. Petersburg Campus Board Budget Workshop

Thursday, August 3, 2023

9:00am -11:00am

ROLL CALL

Campus Board Member	Planning to Attend	In-person/ Virtual	Present/ Absent
Lisa Brody	Yes	Virtual	
Scott Goyer- Vice Chair	Yes	In-person	
Isaac McKinney III	Yes	Virtual	
Reuben Pressman	Yes	In-person	
Melissa Seixas- Chair	Yes	In-person	
Debbie Sembler	Yes	Virtual	
Hossam Ashour (ex-officio)	Yes	In-person	
Abdul Muqet Khawaja(ex-officio)	Yes	In-person	
President Rhea Law	Yes	In-person	



USF SP CAMPUS BOARD MEETING

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

Ballroom 3/Teams

Meeting Minutes

Attendance:

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

1. Call to order- Melissa Seixas, Campus Board Chair
 - a. Chair Seixas called the meeting to order at 1:04 pm.
2. Roll Call- Christian Hardigree, Regional Chancellor
 - a. Chancellor Hardigree took roll call. All members were present except Council Chair Hossam Ashour and Campus Board Member Lisa Brody.
3. Action Items
 - a. Approval of Summary Minutes from February 7, 2023- Melissa Seixas, Campus Board Chair
 - i. Chair Seixas opened the floor for a motion to approve the minutes. Vice Chair Scott Goyer motioned to approve, with Campus Board Member Reuben seconding. With no one opposed, the motion carried and the summary of minutes was approved.
4. Information Items
 - a. USF update- Rhea Law, USF President
 - i. Before beginning the USF update, Chair Seixas recognized President Law as she was recently named Woman of the Year by the Tampa Bay Business and Wealth Journal. She won in the category of education and also won the Overall Woman of the Year.
 - ii. President Law started by talking about one of her favorite parts of her job which is spending time with students and going to graduation. She had a great time passing out study snacks and sharing words of encouragement with students who were studying in the Nelson Poynter Memorial Library. She also talked with graduating students at their SAILEbration cruise which has become a wonderful tradition for the campus.
 - iii. President Law mentioned the graduates celebrated earlier this month. More than 7,100 degrees were awarded, including more than 450 graduates from the St. Petersburg

campus. Amongst the St. Petersburg bachelor's degree recipients was Kathleen Doermer. At the age of 74, this grandmother of five was the oldest student to graduate in the spring 2023 class.

- iv. President Law wanted to thank the members of the campus board for participating in last month's Budget Workshop. She wanted to make sure that everyone is fully informed about what the new process will look like. Later in the meeting, Chief Financial Officer Rich Sobieray will share the budget overview.
- v. President Law noted that she was very pleased with the state budget the Florida Legislature sent to Gov. Ron DeSantis for his review, approval, and line-item veto consideration. The budget adopted includes more transformational increases in recurring operational funding and new investments in significant projects. Both will have a significant impact on the St. Petersburg campus.
- vi. President Law stated that one of those adopted was the Environmental and Oceanographic Sciences Research and Teaching facility. The legislature approved \$24.3 million to fund the first phase of planning and construction. The budget also includes a \$63 million recurring increase to USF's operational budget to support the work of the three campuses and USF Health. A large portion of this increase was funded through a new \$100 million recurring investment in the state's Preeminent State Research Universities Program. This will be split equally between the three preeminent institutions which are USF, UF, and FSU. She also mentioned that the State University System's performance-based funding program received an \$85 million increase from the Legislature. As part of the Board of Governors' funding model, USF will receive a portion of this funding which will enable USF to further enhance our student success initiatives. These new investments will help the university advance towards the collective goal of becoming a top 25 public university.
- vii. President Law then addressed that Governor Desantis signed Senate Bill 266 into law the day before this meeting which could impact higher education. She ensured that USF will work internally with partners across the State University System and the Board of Governors to analyze how it may impact the university. Once the law takes effect on July 1st, the Board of Governors is required to develop several regulations that will guide how state universities implement different aspects of the law. Later in the meeting, Director of State Government Relations, Lauren Hartmann will provide more details on the Legislative update.
- viii. President Law shared some news in the latest ranking of graduate programs from U.S. News & World Report. USF featured 31 graduate programs ranked inside the top 100. Ten graduate programs are ranked in the top 50 among all public and private institutions led by Industrial and Organizational Psychology at No. 3 and Public Health at No. 22. The university's full-time MBA program moved up nearly 30 spots and is now ranked No. 73. For USF Health, the Doctor of Nursing Practice Program moved up 34 places into the top 50 and the Physician's Assistant Program made the list for the first time at No. 65. Additionally, the Computer Engineering and Nursing Masters programs both had double-digit gains in the rankings. All of these rankings serve as a great reflection of dedication from students, faculty, and staff.
- ix. President Law recognized a significant milestone which was the grand opening of the Judy Genshaft Honors College building on the Tampa campus the week prior.
- x. President Law mentioned more good news from the National Academy of Inventors that USF remains one of the top universities in the nation for producing new U.S. utility patents. Based on 84 new patents secured, USF is 14th among American public research universities and 35th among universities worldwide. She noted that the Florida High Tech Corridor, which includes USF, UCF, and UF collectively secured 286 patents which put the Corridor ahead of nationally recognized centers of innovation.
- xi. President Law welcomed the new head coach for the USF men's basketball program Abdur-Rahim. He came to USF from Kennesaw State, where he led the Owl's basketball

- program from a one-win season to reaching the NCAA Tournament for the first time in just four years.
- xii. President Law closed by thanking everyone who participated in USF's Giving Week in April. There were more than 7,000 donors and in total the USF Foundation received more than \$6.6 million which were both new records. She then recognized Sandee and Al Steinberg who are long-time USF supporters for contributing a \$10,000 matching gift to support the Regional Chancellor's Fund for Excellence.
 - xiii. Chair Seixas opened the floor to questions for President Law; there were no respondents.
- b. USF St. Petersburg campus update- Christian Hardigree, Regional Chancellor
- i. Chancellor Hardigree started by thanking President Law and everyone who participated in the week of giving. She mentioned the joy of watching the spring commencement and her first SAILEbration. She expressed gratitude to those who participated in their ceremonies and the events leading up to them. Chancellor Hardigree thanked Chair Seixas for representing USF St. Petersburg and the Board of Trustees. She also loved having Campus Board Member Isaac McKinney III at SAILEbration and thanked Campus Board Member Reuben Pressman for a wonderful job serving breakfast to students studying for their finals. Lastly, she mentioned Campus Board Member Debbie Sembler who was prepared to help but the weather prevented her from attending.
 - ii. Chancellor Hardigree mentioned the U-Matter students who were also a part of the celebration. U-Matter allows students with intellectual disabilities such as autism or Down syndrome to live on campus and participate in activities while learning social skills and job training. Later in the meeting, Professor Lyman Dukes will speak about the program. She also recognized Ellieen and Andy Hafer, who donated \$1.2 million to the program.
 - iii. Chancellor Hardigree thanked everyone who went to the ceremony the month prior celebrating the launch of the new 38-foot Mobile Health Unit by the USF College of Nursing. The new Mo-Bull Nurse Medical Unit will enhance healthcare accessibility for underserved populations while advancing nursing education. The unit includes two exam rooms, a laboratory, and a diagnostic center and will also be staffed with two advanced practice registered nurses and a patient care coordinator. It is set to begin this summer serving five critical areas of need in Hillsborough and Pinellas counties. The celebration drew Mayor Ken Welch and several city council members. She thanked Dean Usha Menon for her leadership on the project.
 - iv. Chancellor Hardigree gave an update on two undergraduate research projects. Louis Cotecchio, working with his Biology Professor Debby Cassill discovered that black widow spiders were seeking out and killing their black widow relatives. They found that brown widows were 6.6x more likely to attack black widows which is likely a driver of the black widow spider's population decline. His study was published in the Annals of the Entomological Society of America and was picked up by multiple media outlets including the New York Times. She also mentioned Delany Roque, who just graduated with a 4.0 GPA. She examined historical death records from local funeral homes, discovering that hundreds of individuals who were likely buried on the cemetery grounds in unmarked graves were not listed in the official burial index. Her research on unmarked graves at the Lincoln Cemetery was awarded the Florida Historical Society's prize for best undergraduate paper on Florida History.
 - v. Chancellor Hardigree then brought attention to faculty awards. Psychology professor Tiffany Chenneville was awarded the American Psychological Association's Springfield Poloicy Congressional Fellowship which will allow her to work with a member of Congress on policies to advance the health and well-being of LGBTQIA+ populations. Professor of Management Sharon Segrest received the Dr. Kathleen Moore Faculty

Excellence Award for her research on the attitudes of females and males in dual career couple scenarios. The month prior, Sharon received the award during the USF Women in Leadership and Philanthropy Awards. Political Science Professor Judithanne Scourfeld McLauchlan led a global classroom experience that brought USF St. Petersburg students with peers in Moldova. She received the inaugural International Partnerships Award from the American Political Science Association and the Political Studies Association. Just days before the first joint meeting between the two classrooms, Russia invaded Ukraine. However, the students met for discussions to compare and contrast civil liberty decisions of the U.S. Supreme Court and the European Court of Human Rights.

- vi. Chancellor Hardigee concluded and invited questions. Chair Seixas thanked Chancellor Hardigee for the updates and opened the floor to questions; there were no respondents.

- c. USF St. Petersburg campus Faculty Council update- David Watts, Vice Chair, Faculty Council
 - i. Before Council Vice Chair Watts began, Chancellor Hardigee addressed that Council Chair Ashour was unable to present due to summer classes.
 - ii. Council Vice Chair Watts opened with the highlights the council felt were important to share. He mentioned the RCM Budget model and stated that it is important for the faculty across the board to get a baseline understanding of it. While it is important to have a Chair and leadership training on this, it is also important how the faculty can participate and understand how the resources are being met.
 - iii. Council Vice Chair Watts continued with the new Provost meeting. He thanked the Provost for meeting with them and hearing the concerns of the faculty both good and things that need to be addressed. He was very delighted with the Provost's interest in the St. Petersburg campus and what is culturally and academically different from other campuses.
 - iv. Council Vice Chair Watts then mentioned artificial intelligence such as ChatGPT. The main point is how this may be used as a tool or how it can be used to teach students, not just the ethics of it but also engage as an academic resource. While there are people who might try to gain the system, they are trying to figure out how it can work with Turnitin or other resources. The baseline of it is how it can be used more so as a resource in the classroom.
 - v. Council Vice Chair Watts was fortunate to have people talk about the resources around campuses and share them with the faculty. He acknowledged Todd Post from Veterans Success and thanked him for getting a better understanding of the needs coming from the faculty so they can help veterans in their academic pursuits and careers. He then acknowledged Anita Patel from the wellness center and mental health. He mentioned how big mental health is on university campuses, especially post Covid. He advised them to engage with it as it is not slowing down and is very interested in understanding how to address that matter.
 - vi. Council Vice Chair Watts then went on to his final highlight which was the post-10-year review. As things have been progressing, the faculty is very interested in engaging in what this process will look like. Another reality coming out of the post-10-year review is the recruitment of successful faculty. He mentioned how they've seen multiple times when candidates come to the campus with concerns about coming to Florida. He stated that faculty wants to engage with how within the academic system and institution it can be turned into a positive with the annual reviews and evaluation as they already have them.
 - vii. Council Vice Chair Watts then concluded and asked for questions. Chair Seixas thanked him and appreciated the positive approach to moving the university forward.

- d. USF St. Petersburg campus Student Government update- Sean Schrader, Student Governor
 - i. Student Governor Schrader opened with a [Student Government Update- Overview](#) PowerPoint presentation. He introduced the highlights of what they have been able to do throughout the spring semester: Student engagement initiatives, Community engagement initiatives, Environmental awareness initiatives, and OneUSF initiatives.
 - ii. Student Governor Schrader proceeded onto the ideas for Student engagement initiatives. The main focus is thinking of ways to better the student experience and give students opportunities to be more engaged. Before reporting the first initiative, he thanked the great leadership of Anthony Carinci and Dean Kristina Keogh from the Student Center and Library. They were able to partner together with The University Student Center and Nelson Poynter Memorial Library to create Advisory Boards which allow students to share feedback about changes they want to see at both centers. The boards have been successful throughout the year and concluded their first year in operation.
 - iii. The second initiative Student Governor Schrader reported was they were able to work with the University Police Department, Chief David Hendry, and the Vice Chancellor for Student Success, Dr. Patti Helton. They purchased 100 bike locks available for students to help secure their bikes. Students can go to the police department to register their bikes so in the event of it being stolen, it could be tracked.
 - iv. Student Governor Schrader then reported the final initiative of Student engagement. They were able to partner with USF Dining and Dean of Students, Jacob Diaz to host networking events with students. The first event had donuts where everyone was able to talk to the Dean and Schrader sharing feedback on changes they want to see on campus. In the next event, Dr. Diaz and Schrader cooked together to make tacos.
 - v. Student Governor Schrader then discussed Community engagement initiatives. Working with Pinellas County Commissioner Charlie Justice, they hosted a day with Pinellas County Government where a proclamation was presented to USF St. Petersburg students. This was a great learning opportunity for students to learn about the Pinellas County Government and internships.
 - vi. Student Governor Schrader also mentioned for Community Engagement partnering with the College of Business to bring the Tampa Bay Buccaneers to a USF St. Peterburg career fair. This allowed students to learn more about a big industry here in Tampa Bay and internship opportunities.
 - vii. Student Governor Schrader then reported the final initiative in Community engagement. He reported that many Student Government Proclamations were able to be presented this year to recognize different community events. Two events he wanted to highlight were the St. Peterburg Conference on World Affairs and the inaugural USF Chorus Concert. The inaugural USF Chorus Concert had such a great turnout and great engagement that they want to continue moving forward with or without the proclamations. He suggests that someone may have to sign off on those moving forward.
 - viii. Student Governor Schrader then moved on to the next, Environmental awareness initiatives. This has been a big asset to the campus and he encouraged others before they leave to take a look at the WATERGOAT that was recently installed in the USF St. Petersburg marina. Essentially, the device can collect trash from the waterway to prevent it from reaching the ocean. The message here is how can we compel our students to take small steps to protect our environment.
 - ix. Student Governor Schrader mentioned that they have been promoting the use of Reverse Recycling Machines on campus. Machines are located at the Student Center and Bayboro Hall. It is a great way to put bottles, cans, and other recyclable items so they can be recycled and repurposed.
 - x. Student Governor Schrader introduced his final topic, One USF initiatives. They partnered throughout the semester with Director of Athletics Michael Kelly to welcome Head Football Coach Alex Golesh to the St. Peterburg Campus. Many were excited about

what Coach Golesh will be able to bring and how he can incorporate St. Petersburg into the process.

- xi. Student Governor Schrader closed with another idea they have been promoting which is OneUSF transportation options. One available solution is a partnership with the Pinellas Suncoast Transit Authority, Sarasota County Area Transit, and the Hillsborough Area Regional Transit which allows students to ride the bus for free. While it does take time, it is one way to travel between the USF campuses. More students are now learning that this is a resource and from that they are hoping to generate more enthusiasm about cross-campus activities. Student Governor Schrader thanked everyone for their support and Abdul Khawaja who will be taking over as Governor.
 - xii. Chancellor Haridigee thanked Student Governor Schrader and mentioned they gathered all of the proclamations issued to create a book. However, since it was not yet ready she presented to him a [Letter of Recognition](#) in the meantime. After reading the letter, she presented Student Governor Schrader a gift that the Campus Board signed to thank him for his service.
 - xiii. Chancellor Hardigee then introduced Abdul Khawaja who will be stepping up to the Student Governor role. She mentioned that he is a sophomore and double majoring in Accounting and Business Analytics. Chair Seixas thanked both students and opened the floor for comments. Campus Board Member Sembler thanked Student Governor Schrader for an amazing year.
 - xiv. Abdul Khawaja also added that the two years he has been affiliated with the Student Government have been great, however under the leadership of Sean Schrader the past year has been tremendous and ever-changing. He stated that it was his biggest motivator to step into the role and carry on his legacy.
- e. USF Legislative update- Lauren Hartmann, Director of State Government Relations
- i. Director of State Government Relations Hartmann was joined by Assistant Vice President for Government Relations Mark Walsh to present the Legislative Update. Before she began, she thanked President Law for the recognition earlier in the meeting. She started by stating that this year had the largest recurring operational support investment the university has ever seen. This will make a material difference and help the university reach its goal of becoming top 25. After working in Tallahassee with our leadership, she stated that this funding was a testament to the President, Chancellor, Board, faculty, and students. It is a recognition of the work the university has done and what the university means to the Tampa Bay region.
 - ii. Director of State Government Relations Hartmann broke it down by stating that it is a \$63.3 million recurring operational investment and \$33.3 million came from preeminent funds. As President Law mentioned earlier, preeminent funds were a \$100 million new recurring investment that will be split evenly between the three preeminent institutions: USF, FSU, and UF. She added that \$30 million of that was specifically earmarked for USF.
 - iii. Director of State Government Relations Hartmann moved on to talk about the historic funding for higher education this year as President Law also mentioned earlier. She referred to the Governor's press conference from the previous day where he signed Senate Bill 266. She mentioned that he praised higher education in the state saying that Florida is the best state for higher education and that it had the lowest tuition and fees. The Governor also said that Florida is No.1 for attracting and developing talent. With that came \$85 million of new investment in performance-based funding, which historically the university has done well in. This will be decided at the June Board of Governors meeting which will break down the overall performance and what awards each institution will get. She stated that our institution's best estimate will be about \$10-\$11 million of additional new recurring funds.

- iv. Director of State Government Relations Hartmann then moved on to discuss that we received \$24.4 million for the environmental and Oceanographic Sciences Research and Teaching facility. She thanked President Law for her commitment to this project and the Pinellas Delegation for getting this done. She also recognized Senator Nick DiCeglie and State Representative Linda Chaney who were both our sponsors. Both sponsors understood the significance of this campus and fought hard. She went on to explain how they came up with the number \$24.4 million. The number was recommended by the Board of Governors based on their algorithm. She stated that they wanted to be strategic with that number as far as what they can do in phase one of building. She ensured that they will continue working with the Legislature moving forward for the full \$60 million state asset they have for that funding.
- v. Director Hartmann mentioned another significant project for which we received \$20 million in funding. This was the second year we received funding and we received \$3 million the previous year. The \$20 million is a significant amount for the Nursing and Stem facility on the Sarasota-Manatee campus. This will allow that campus to expand its nursing and STEM degrees.
- vi. Director Hartmann also mentioned other significant projects we have received funding to use. She mentioned that we received \$14 million for a full 5-year clinical study at USF Health to study the effectiveness of PTSD and TBI in veterans. This was a significant priority for the Speaker of the House. He chose the University of South Florida which again is a testament to USF Health and the research we do here. This study alone will treat 500 veterans that are suffering from PTSD and TBI. The ultimate goal is to prove that this alternative treatment is effective for veterans throughout the country.
- vii. Director Hartmann concluded her budgetary overview. She stated that the Governor has not yet signed the budget but is hopeful that he will be able to sign it soon. He did give some indication that he does not think the veto number is going to be quite as large as last year. He also stated that he was very happy with the work the Legislature did so they are hopeful the projects will be approved.
- viii. Director Hartmann then proceeded to cover Senate Bill 266 which was signed into law the previous day. It is part of the Governor's Higher Ed Reform package and built upon his Stop WOKE bill. It includes provisions about diversity, equity, and inclusion. She stated that where the Bill ended versus where it started when it was filed, is favorable to the State University System. She also added that about 95% of the Bill is not final and that it differs for the Board of Governors to implement. She ensured that they will work closely with the Chancellor and Board of Governors staff during the implementation period.
- ix. Director Hartmann switched on to a high note by covering Senate Bill 7026, Higher Education Finances. The idea of this is how we can spend our carry forward funds and what we can do as far as infrastructure maintenance and critical repairs if we had more flexibility in spending those funds. The Bill was passed but has not yet been signed. It does give flexibility by removing the prohibition that we can't spend on recurring funds and also removes some of the monetary caps in projects that can be funded now. She also added that it waives out-of-state tuition fees for students receiving athletic scholarships and it raises the limit that employees can get paid in ENG funds.
- x. Director of State Government Relations Hartmann concluded with Senate Bill 7064. Senate Bill 7064 was signed by the Governor on the day of this meeting and it is a part of the Attorney General's Human Trafficking Package. It includes our language which establishes the Trafficking in Persons; the TIP Lab that is right here on the USF St. Pete Campus. The TIP Lab is a data repository in which they will send reports to help combat human trafficking. With that Director of State Government Relations thanked the Board and opened the floor to questions.
- xi. Vice Chair Goyer asked, "What does the \$24 million get us at the end of the day?". Assistant Vice President for Government Relations Walsh addressed the question by

stating this was a comment the Governor made in response to the vetoed \$75 million last year. He stated that when they go through the process, which they are doing now for the next year, the capital improvement list also known as the SIP list gets approved by the Board of Trustees. They will generally break it into three lumps for each facility with the first phase typically being the blueprints, architecture, rendering, and perhaps early construction phase. He stated the \$24 million most likely exceeds the amount you could spend to get year 1 going and begins the construction phase. If they can receive the next approximately \$35 million, then the full construction costs will come in, and usually, the third lump if needed. This would be outfitting the building with things such as chairs, desks, computers, etc. He stated that they believe the full cost of the facility will be \$80 million. He added that several years ago the institution committed to \$20 million on institutional costs which will be made a lot easier by Carry Forward Bill recently passed. With the Bill, they can contribute those carry-forward funds towards it. He stated that with the \$60 million what we would have is a building under construction if the Governor signs off on it. He also mentioned to keep in mind that the next legislative session will start early, therefore the budget process for writing the next budget begins in the fall. By this time next year, they will have completed the entire process of the Legislature meeting, budgeting, and the Governor will likely have signed it at that point. He stated that they are concentrating on getting the first lump through the Governor's approval process.

- f. Dean Spotlight- Chris Garvin, Dean, College of the Arts
 - i. College of the Arts Dean Garvin introduced himself with a [PowerPoint presentation](#). He stated that this was his almost third year here and this was his first chance to speak to the Board. One of the reasons he came here was because of the great Design Program on the St. Petersburg campus. He also added in proclamations that were given to the Music School this year that he and the students were grateful for. Dean Chris Garvin started in the arts as a painter and moved to New York City to become a designer before becoming a teacher and administrator.
 - ii. Dean Garvin mentioned the College of The Art's third birthday and that they were a part of the College of Arts and Sciences. He mentioned that they had a small Graphic Arts program that was in a large college here. The Graphic Arts program is about 165 students which makes up approximately 5% of this campus's population and about 10% of the College of the Arts population. It is one of the four limited enrollment programs along with engineering, nursing, and the dance program. The program had 100% of graduates go off to Graduate school or work as a designer.
 - iii. Dean Garvin introduced David Watts who recently became a Professor of Instruction in Graphic Design. Additionally, he is the Chair of the Graphic Arts program on campus and the faculty council. He then introduced that for the first time this year, they have a full-time advisor, Heather Van Allen who started here in the middle of last year. Working with the Chancellor and others, they made it so that it is a jointly funded position between the Tampa and St. Petersburg campus. Another new hire was Bee Royce, who is the first-ever Administrative Assistant in the College of the Arts which is also joint-funded. He mentioned they were currently searching for a Dean for this campus and a Director for the School of Art and Art History. He is currently negotiating with a person for the Director Position. They also have funded expansion on this campus with a Graphic Design Faculty Member and a Data Visualization Faculty Member that they hope to be searching for in the coming year. They have asked for funding for an additional Animation Faculty on this campus. Animation is one of the signature programs that they hope can be able to go across the bay seamlessly between campuses.
 - iv. Dean Garvin stated that strategically, being one college across the bay is a key to our success. It firmly plants us on every side of the bay to be a regional leader in the arts and takes advantage of our students and local expertise. On the St. Petersburg campus, we

- have a great Graphic Arts program in the middle of the city. A place where we can build on adjunct faculty and have internship opportunities. He also mentioned one of the community engagement things which is a Student-Run Design firm.
- v. Dean Garvin stated that building curriculum and community engagement will help us achieve these goals. He mentioned on the curriculum side, we had two BFAs when he first got here, Bachelor of Fine Arts and Visual Arts. Both in the College of Arts, one in Design and the other in Studio Arts which didn't match because they were different CIP (Classification of Instructional Program) codes at the state level. He added that because of this, transferring from UCF was easier than transferring from USF St. Pete to Tampa. However, he was happy to say that with David Watts and other faculty, starting next year the two BFA programs will allow students to transfer between campuses without losing time towards their degree. This platform that they built will allow the St. Petersburg campus to build an Animation program that is highly successful on the Tampa campus. They are currently working with Innovative Education on building that concentration so that a lot of it can be delivered online. This will let students be able to choose between the campuses or do classes online.
 - vi. Dean Garvin spoke about another new degree which they already have pre-approval for, a Bachelor of Arts and Design. This is what you would call a Practical Liberal Arts degree and it allows students to study design including its influences and a variety of different industries. The final degree they are exploring is a Masters's Degree in Graphic Design.
 - vii. Dean Garvin then spoke about expansion on a less-than-degree level. He mentioned that for the last year and a half, they've been offering courses in the other art forms they have on this campus. We started with an Architectural course that was built in the Harbor Hall studios which worked well. Additionally, the Florida Center for Community Design has contracts with Pinellas County that they execute with graduate students. He also added that they've been talking to the city for some time about taking over part of the ShuffleBoard Club in St. Petersburg. He mentioned that the building is not as well maintained as they hoped, which could take some time.
 - viii. They have offered courses in theater such as Acting the Song which was a high success as they received a proclamation last year. He then mentioned that for the first time, University Singers was taught on the St. Petersburg campus. They hoped in the first year to partner with the Conservatory for Teens in Arts, Alex Harris' group, to co-enroll that course with high school students from St. Petersburg and our students. However, it did not work out as well as they hoped in scheduling but with the proclamation, they are going to do it again this fall. They will be scheduling it at a different time when they believe it will be highly successful.
 - ix. Dean Garvin spoke about community engagement where he believes the best work has been happening. For the Graphic Arts program, Abbott Miller will come to campus to speak. He will be working with our designers and exhibiting his work in the Harbor Hall Gallery. Abbott Miller is a partner at Pentagram which is the design firm of the world. He recognized and thanked David Watts for this.
 - x. Dean Garvin introduced another big expansion which is the Generator project. This project is an expansion of the Contemporary Art Museum on the Tampa campus which was a great showing of OneUSF. It is partially funded by the Tampa campus, the St. Petersburg campus, and the city of St. Petersburg. It began last year in its planning phase and will have its first exhibition this October in the Harbor Hall Gallery. It is a Danish Collective called Superflex and they will be exhibiting a work called Vertical Migration. Additionally, the museum will be doing pop-up exhibitions throughout the city of St. Petersburg next year.
 - xi. Dean Garvin recognized Director Margaret Miller for an interesting gift. Next year they will have Matthew Mazzotta, an artist, and designer, speak on the St. Petersburg campus.
 - xii. Dean Garvin mentioned that the Generator will also be a part of the Skyway exhibition for the second time. It is a collaboration between five Regional Museums: The Museum

of Fine Arts, The Tampa Museum of Art, The Ringling Museum, The Contemporary Art Museum, and the Generator Project. In the summer of 2024, they will be doing an installation for the Generator in the Harbor Hall Gallery.

- xiii. Dean Garvin stated that the Performing Arts has been very active as well. This year, they are looking for a stage in St. Petersburg and have been working with different groups to do so. Particularly they've been working with two groups: freeFall Theater and American Stage. At freeFall Theater for the second year in a row, they had a student and two faculty members perform, Michael Foley and Douglas Hall. American Stage is an equity stage in St. Petersburg and is one of the premier stages in this region that they are also working with.
 - xiv. Dean Garvin then mentioned that our Director of the School of Theatre and Dance just finished directing a show with the American Stage. He also mentioned Latoya McCormick, the new Music Director who is helping them write a Musical Theater program on the Tampa campus, is a Musical Director for Ragtime on American Stage. The last Director he mentioned from American Stage was Erica Sutherlin, who will be directing on the Tampa campus for their program "In the Blood" next year.
 - xv. Dean Garvin moved on to the final collaboration. Andee Scott, a Professor in Dance received grants from St. Petersburg and USF to do "Move St. Petersburg". This is a dance program that happened on the lawn of the Mahaffey Theater. This is its first year and will hopefully go on for the next three years.
 - xvi. Chair Seixas opened the floor to questions; there were no respondents.
- g. Mission Moment- Lyman Dukes III, Professor, COE
- i. Professor Lyman Dukes opened with a [UMatter Program Powerpoint](#) presentation. He introduced himself as the Principal Investigator of the UMatter program and stated that he has been a faculty member here since 2001. He went straight into the mission which is to enhance employment and independent living opportunities for young adults with intellectual disabilities.
 - ii. Professor Dukes began with the UMatter Program Overview, and said students with intellectual disabilities that have graduated from high school apply to the program. However, since there is a lot of interest in the program, not everyone can be admitted. Students in the program live here on campus and each semester take a minimum of 9 USF courses. They also participate in student organizations, complete internships, obtain competitive employment and become responsible community members. He then mentioned Luke whose picture is on the first slide. He is on the USF Sailing team and he won Regattas for USF.
 - iii. Professor Dukes proceeded on to the tenets of the program. Students in the program want to continue their education in a traditional college setting. They also want to explore career opportunities and engage in work-based learning opportunities. Lastly, they want to live independently.
 - iv. Professor Dukes then spoke about the outcomes of the program. He mentioned that students in the program do not earn a traditional diploma but instead receive a Certificate of Completion from UMatter aligned with a selected program of study. The program is very student-centered, so they have them engage in interest inventories and other assessments that help align the course with what they want to do ultimately. He mentioned another goal of the program which is to increase self-determination. The idea is that they want students to become individuals that are leading their own lives.
 - v. Professor Dukes spoke about the history of the program. The program was funded in 2020 and they had their first graduates in Spring 2023. The program size will be about 20-25 students here on the St. Petersburg campus. There are six 2nd year students, two 3rd year students, and ten new students starting in Fall 2023. Additionally, there is a potential program expansion for those wanting to continue their education on the Tampa campus. He stated that they are looking at an expansion to Tampa in about two years.

- vi. Professor Dukes moved on to talk about the 2023 grant renewal process that is currently happening. Previously in Fall 2020, they had \$900,000 for 3 years, however this year he is requesting \$2.5 million across 5 years for program support. They are wanting to hire additional staff that can work with students more closely as they move into a post-school employment environment. He acknowledged that this does involve an approval process, the BOT approval, and the President's acknowledgment of BOT approval. He mentioned to President Law that he will be in touch with the approval.
 - vii. Professor Dukes mentioned that this program costs nothing to the university. He pointed out that the funding stream provides for student scholarships and it is separate from the funding that supports the staff that run the program. The UMatteer students are eligible for \$15,000 annually to attend USF. He then acknowledged the Hafer family's generous donation and the other ways they've given to the program. They have multiple foundation scholarships set up that the Hafers helped as well which he was thankful for. He also mentioned awards received this year; the Student Success Innovation Award and some students received the Rocky's Leadership Award.
 - viii. Professor Dukes moved on to the other ways they have impacted the mission. There have been many presentations on this program including one he has done himself in the UK. He mentioned that the next day he will be in Nashville giving two presentations on the program. They also have program-focused publications as well as student presentations and publications. Another impact is that they have funded USF doctoral graduate assistants based in Tampa to assist with the program. They have undergraduate students also working with the program which are all paid positions. In Fall 2023, they will have up to 70 undergraduates working as part of the program.
 - ix. Professor Dukes then spoke about the community impact. He mentioned that the program has had a lot of great press, and they have a UMatteer program Board of Directors that guide decisions for the program and students. Another impact was the Employment Advisory Board program which local Tampa Bay business leaders serve on. The employment connections they have had include the Tampa Bay Rays, Tampa Bay Rowdies, The Vinoy, and Pinellas County Schools.
 - x. Professor Dukes closed by sharing a [UMatteer Program Video](#) and then opened the floor to questions.
 - xi. Campus Board member Vice Chair Scott Goyer applauded Professor Dukes for his work. He mentioned how he worked with LIFT Academy in a summer camp program. He stated that if Professor Dukes ever needed contact with that group, he'd be happy to connect him.
 - xii. Chair Seixas added that UMatteer is an extraordinary program. She mentioned that the graduating students this year got to walk in the ceremony. She thanked Professor Dukes for his update and for sharing the video.
- h. Strategic Enrollment RNL- Prasant Mohapatra, Provost, and Executive VP, and Stephanie Harff, Asst. VP, Strategic Initiatives
- i. Provost and Executive VP Prasant Mohapatra and Asst. VP Stephanie Harff presented the [RNL Engagement Powerpoint](#). Provost Mohapatra started by introducing himself and stating that this was his first formal meeting with the board. He stated that he intends to make his visits to St. Petersburg as frequent as possible. He also wanted to establish that going forward, not only will he engage with students and staff but the community as well.
 - ii. Provost Prasant Mohapatra recalled inviting RNL to the institution last fall to conduct an opportunity analysis. Based on the assessment, they have decided to work with RNL to help USF achieve its enrollment goals. The goals are specific to wanting to explore, determining the class size while increasing their academic profile, optimizing their financial aid and scholarship dollars, increasing the graduation rate, and above all becoming a Top 25 Public Institution. He then introduced asst. VP Harff to present the highlights.

- iii. Asst. VP Harff started by stating what she will be presenting, what they are doing, what they plan to do, what they've accomplished so far, and projects that are in progress. As the Provost mentioned, she also mentioned inviting RNL to engage with the institution. She stated that RNL is one of the leading higher ed consulting firms and they specialize in helping institutions figure out how to manage their enrollment. This is where the institution makes sure that their resources are allocated appropriately and that they meet students' expectations when they arrive.
- iv. Asst. VP Harff went on to the very inclusive engagement structure. They have representation from all three campuses and mostly every unit has been involved. The Executive Sponsor Group includes our Regional Chancellor as well as other leaders across the institution. The Strategic Enrollment Planning Council is made up of representatives from across all three campuses and has four sub-committees. This includes Undergraduate Recruitment & Yield, Undergraduate Student Success, Graduate Student Success, and Academic Excellence. These committees are each focused on specific aspects of their work. She also mentioned the Project Workgroups that have already started to produce projects which she will be going through.
- v. Asst. VP Harff then went over the Overview and Timelines. She spoke about the Strategic Enrollment plan, which kicked off in March 2023, and is anticipated to be completed in December 2023. She wanted to make it clear that this was a project where they are assessing the current state. They are trying to understand our world today as it stands and envision how they want things to evolve in the future. They will then put together a prioritized list of action plans. Once the document is complete, it will be sent to the Executive Sponsor Group for consideration. She mentioned the Phase One Project which kicked off between January- June 2023. These projects are anticipated to be completed in the summer of 2023 and will start having an impact on the next recruitment cycle which begins on August 1st, 2023. She also mentioned Future Projects which will kick off between June-December 2023 and will extend to next year.
- vi. Asst. VP Harff spoke more about the Strategic Enrollment Plan which is well underway. She mentioned that they completed and presented their SWOT analysis the day before the meeting. From here, they will be developing action plans which they will be seeing later this year.
- vii. Asst. VP Harff moved on to speak more about some of the Phase One Projects. The first project that is already complete is the Enrollment Projection Report. Many may have heard about the enrollment cliff that is projected to hit in 2025, therefore they are anticipating that the number of students graduating from high school will decline rapidly. This project was a deep dive into data that allowed them to understand how the enrollment cliff will impact the university. The next project was the Financial Aid Leveraging Model which allows the university to optimize the way they award financial aid and scholarships. It ensures that they are not over-awarding or under-awarding in different categories for students. This model allows them to predict different scenarios and choose the best one offered. The project is already underway and they hope to implement the strategy this cycle. Another project being developed is the Admissions Predictive Models which allows Admissions to use predictive analytics to optimize recruitment and yield outcomes. These models help colleagues around all three campuses ensure that they are engaging in the most beneficial tactics when bringing in the best students. All of these projects are anticipated to be ready in the summer of 2023 and implemented when move into the fall semester.
- viii. Asst. VP Harff spoke about two more Phase One Projects that are between phases one and two. The first is the Financial Aid True Cost Calculator which is a tool that allows students to anticipate the true cost of a USF education. The second project was the Website Optimization Project which ensures that the Admissions, Financial Aid, Registrar, and Orientation websites have a strong SEO strategy behind them. The project

- allows people to find relevant and accurate information much quicker. The project is also already underway and they hope to have the website revised by this fall.
- ix. Asst. VP Harff moved on to the Phase Two Projects and mentioned that there is still more to come. First, she spoke about Personalized Financial Aid Award Videos. Currently, students receive a document that outlines their award offer however, these videos will be personalized and welcoming. This will walk students through their entire financial aid package and explain all of the details. Another project they are looking into is a Video Viewbook where they can emphasize their colleges and campuses. This allows students to view new footage and will have analytics to see what students are looking at, how long they're viewing information, and how it may influence other strategies. There will also be a broader USF Website Optimization Project where they will be partnering with the university's communications and marketing on all three campuses. They will be optimizing the homepages and the main pages within each campus allowing people to find information quicker. As for a longer-term project, they want to develop Academic Program Landing Pages where they talk about specific programs. Asst. VP Harff stated that her ultimate dream is to be able to generate leads for each program so that they are giving information to students who express interest in a particular major. They have used this on a smaller scale for about 10 years and they are wanting to take it broader. All of these projects will kick off in fall 2023 and they are anticipating more projects coming up along the way.
 - x. Asst. VP Harff concluded and opened the floor for questions. Campus Board member Rueban Pressman asked, "With the enrollment cliff, would the decline be about 20% or is there an idea of how much?" Asst. VP Harff replied stating that it depends, which is why those projections are so important. The impacts of the enrollment cliff in the Tampa Bay region are not as significant as they may be in different states however, it is important to still be prepared. Campus Board member Pressman also asked, "When talking about the SWOT analysis, is that between you and similar institutions that we may compete with, or does it include opportunities for us in general even with declining enrollment trends". Asst. VP Harff stated that each group approaches it differently which is why they have the four groups. The idea is that collectively they are looking at many different things that are impacting the institution such as external threats and internal weaknesses. She added that the process has been eye-opening as everyone is learning from one another. Campus board member Pressman's final question was regarding AI. He asked about anything they are doing on the web optimization side to work with AI and utilize it. Asst. VP Harff replied stating that they have not had a kick-off meeting for this particular project yet but they are exploring everything. Since they are not ready to start a solution yet, they are looking into diagnosing the current state and understanding what students need and expect. Instead of making assumptions, they want to get students' feedback which will be a big part of the process.
 - xi. Chair Seixas added that she had two more questions. She asked, "On the Admissions Predictive Model, is there anything unique on the model for multi-campus universities?" Asst. VP Harff replied yes, and they made it clear to RNL that they needed to ensure they were meeting the needs of the three distinct campuses. She ensured that they are taking that into account in everything they do. Chair Seixas then asked, "Mostly with the Phase Two Projects, is RNL using any focus groups with students and their families to get their input on the tools that they would use?". Asst. VP Harff replied yes, and the way that they started is by interviewing the frontline staff who help understand where students are having issues. They then look into data within systems to see what is happening there. From there, they will frame up focus groups and surveys with students and will also look at other data from a national perspective to frame and give context. All of that will go into a situation analysis and then they will begin coming up with solutions.

- i. Budget Process Overview- Rich Sobieray, Senior VP of Financial Strategy and Administrative Services, CFO
 - i. Chief Financial Officer Rich Sobieray started by thanking the St. Petersburg Board Members who participated in the April Budget Workshop. He mentioned that they came out of that with ten initiatives that he will be focusing on with the Provost. He also recognized Abdul Khawaja and thanked the St. Petersburg CITF group for approving the year two support for the stadium. He had a great opportunity to sit down with students and this committee to discuss opportunities across OneUSF and why it was important. He appreciated working with Abdul and mentioned he made a lot of promises. He enjoys participating with students within the different campuses and participated by judging at the most recent Saraota-Manatee talent show.
 - ii. Chief Financial Officer Sobieray moved on to discuss the Budget Process Overview. He recalled from earlier in the meeting the great news from Tallahassee and that they are waiting for the Governor to sign. He then mentioned coming out of the Budget Workshop with four things for fiscal 2024: Faculty Staff Recruitment Retention, Student Success, Faculty Success, and Infrastructure. As the money comes in, he believes a lot of the decisions around allocations will fall into these four things. He stated that evidently, they want to keep their trajectory around performance-based funding and rankings as well. Many of these things that they fund will hopefully continue to propel them in that direction.
 - iii. Chief Financial Officer Sobieray stated that they will have a OneUSF Budget going to the board in June for approval. He mentioned that this is an overarching budget, so it is not detailed with allocations. This will be the fastest that a budget has been presented to the Board of Trustees. Usually, they do a continuation budget and get a final budget around September and October. He stated that they worked hard to escalate that and ensure that they were providing people with what they needed to start the new fiscal year sooner.
 - iv. The President and the Provost will review and make final approvals for budget allocations in June. Once they get the final budget allocations from the Governor, they will sit down with the President and Provost. These decisions are based on rankings coming out of the Budget Committee and the campuses which the President and Provost use to make final approvals. At the end of June, they will get letters out and let others know where the investments will be made. They will then present budget allocation to the Board of Trustees in August and September.
 - v. Chief Financial Officer Sobieray then spoke about RCM. He stated that many people were asking a lot of questions since they haven't provided much detail, however, he ensured that detail is coming. He stated that the base model for socialization has been developed which they are walking through now with the President and Provost to finalize the initial recommendations. What they will be doing in fiscal 2024 is true socialization. They will be getting it out to people across the university so they feel engaged in this. The goal of the RCM product itself is to have the finalized model by the end of fiscal 2024. He ensured that there is plenty of time to engage in this with all constituents across the campus including faculty, students, leadership, trustees, etc.
 - vi. CFO Sobieray concluded and opened the floor for questions. Chair Seixas had a question regarding the timeline and asked if the Budget Workshop would be around July. Sobieray replied yes and also that the finance committee is in August and the board meeting is in September.
 - vii. Vice Chair Goyer then asked, "Would we be voting on it in August?". Chief Financial Officer Sobieray replied stating that they have already received the request coming out of the regional campuses which they are prioritizing. He also stated that they wouldn't necessarily be asking for approval in August and September for those allocations as the allocations will already be made. He suggested that if there is concern that they begin socializing the request between the Chancellor Hardigee and Board Members. Vice Chair Goyer replied stating that he asked because he believes by statute they are

required to vote. Campus Board Member Pressman added that he was under the impression that was one of their only duties as the board. Chief Financial Officer Sobieray replied that they have the opportunity to do that in the July and August timeframe, to bring the allocations to be approved by the President and Provost. Chair Seixas also added in stating that was why she asked about the timeline and suggested that they write out the actions required at each milestone meeting. She also agreed with Campus Board Member Pressman that it is one of the assigned duties they have. Chancellor Hardigee added that they will do a workshop in July for the August meeting to answer all questions and her team will finalize the budget. Then in August, they will bring it to the Campus Board for recommendations which will then go to the Trustees in the meeting a week or so later. Chief Financial Officer Sobieray replied that they intend to communicate the allocations in letters with the President's and Provost's approval at the end of June. He stated that they need people to act on it sooner rather than waiting until September to get final approval. Campus Board Member Pressman added asking "The Budget isn't approved until September anyways correct?". Chief Financial Officer Sobieray replied stating no that the overarching budget is going to be approved by the board in June.

- viii. Chair Seixas then asked, "When you say overarching, can you define that a little more?". Chief Financial Officer Sobieray replied that they take the budget of each campus into one consolidated budget at a high level. The June discussion does not get into the details of the theme or where the new money is being allocated since the President and Provost are using that month for that process. They will then go to the Board of Trustees in July-September to get into the details of how the allocations were finally approved.
- ix. Vice Chair Goyer expressed concern that there isn't an approval process at that point if it has already been allocated. Chief Financial Officer Sobieray replied stating that this was a risk of accelerating this budget process. He mentioned that they did rely on the campuses to put in their requests and all follow the same budget process therefore the request came through his leadership. President Law added that they needed to accelerate and that the point of the process is to have a predictable and transparent budget process. She ensured that they will work through it with everyone and make sure they understand the goal and focus. From that perspective, she is looking forward to working with everyone and making sure they get that input early on in the process. She believes that working out a timeline early in the process will be beneficial and will allow them to start on time.
- x. Chief Financial Officer Sobieray also added that another factor in this is what they find out from Tallahassee as the Governor may not sign this until late May. He stated that in the April Budget Workshop, they used it to identify the themes once they knew where the money was coming from and what type of money. They included the Campus Boards and the Trustees so they had the opportunity to opine on that direction. He expressed that they have to be more modern in the way they approve budgets and they need to get to a budget that starts at the beginning of the fiscal year. Campus Board Member Pressman added that the timeline does make sense now, he just wanted to be sure they were following their duties. Chair Seixas also added that they want to work towards aligning it as closely as possible. She stated that they wanted to be sure they were being informed so they can provide valuable input, provide teams with what they needed, and be in alignment with the statute.
- xi. Vice Chair Goyer then applauded the Student Governors and ask about the promises made to them. Chief Financial Officer Sobieray mentioned the financing and the use of the funds that the students recommend to President Law in terms of meeting their needs. He stated that his commitment was that he would come back to them every year and engage with them around this. He recalled two projects on the St. Petersburg campus which was the pool and the USC. However, since some of the costs have gone up in terms of building, he believed the students would have to reprioritize their focus at some

level since both wouldn't be able to be funded at the same time. He asked the students to take a look at what they're doing with the pool and would work with Chancellor Hardigee and Nick Setteducato to ensure that it doesn't get slowed down and that their needs are being met.

5. Board Discussion

a. Roundtable discussion- Campus Board Members

- i. Chair Seixas asked the Campus Board Members if there were any Roundtable items that they had. There were no respondents.

6. Adjournment- Melissa Seixas, Campus Board Chair

- i. Chair Seixas adjourned the meeting at 3:12 pm.

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



USF St. Petersburg Campus Board Budget Workshop

July 20, 2023

1:00 pm-3:00 pm

Ballroom 3/Teams

Meeting Minutes

Attendance:

Hossam Ashour (Virtual)
Lisa Brody (Virtual)
Scott Goyer- Vice Chair (Not Present)
Christian Hardigree- Regional Chancellor
Abdul Muqet Khawaja
Isaac McKinney III
Reuben Pressman
Melissa Seixas- Chair
Debbie Sembler

1. Call to Order - Melissa Seixas, Campus Board Chair
 - a. Chair Seixas called the meeting to order at 1:02 pm
2. Roll Call- Christian Hardigree, Regional Chancellor
 - a. Chancellor Hardigree took roll call. All except Scott Goyer were present.
3. Campus Board Budget Workshop -Nick Setteducato, Interim RVC of Administrative & Financial Services
 - a. Nick Setteducato reviewed the [Campus Board Budget Workshop PowerPoint](#)
 - b. Rich Sobieray reviewed the [FY24 E&G Budget Allocation](#) sheet.
 - c. Melissa asked questions on state appropriations.
 - d. Rich Sobieray brought up market equity issues for comparable salaries.
 - e. Rich Sobieray brought up the PDF for FY24 E&G Budget Allocation.
 - f. Melissa asked questions on student choices on the percentage of campus selection between the three campuses.
 - g. Melissa asked about fund allocations depending on the instructor's home campus and where the class was taught. Chancellor Hardigree explained that if the instructor was based in St. Petersburg and taught in Tampa, that the funding would go to St. Petersburg. Nick explained that this is true but rare and generally they try to keep the money flowing to the campus that the

class is taught on. Rich explained that with One USF they hope that these questions will no longer need to be addressed.

- h. Reuben brought up ideas about decreasing our utility budget by increasing USF's solar presence. Nick mentioned by doing this that we have looked into it to increase our green footprint. Melissa discussed how we can bring in an energy services business to find ways to use renewable energies and decrease utility spending.
 - i. Rich is hoping that they get close to the final fiscal model by the end of September. He explained that there are a few changes that need to be made and approved based on feedback.
 - j. Reuben would like to see what the percent relation of source money incoming to each campus versus what is allocated to each campus. Rich explained that they will follow up in regards to a chart they created explaining the allocations.
 - k. Melissa asked if there was a decision made on the unallocated money and when they will be notified about the decision. Rich explained that this should be resolved in the next 30-45 days. He also explained that right now the biggest concern is with the budget for faculty because of the time crunch regarding this.
 - l. Rich explained that allocations for faculty need to be done by August.
4. Board Discussion- Campus Board Members
- a. Melissa asked the Chancellor if she had any closing comments.
 - i. Chancellor Hardigree had closing thoughts thanking the fiscal staff for all their hard work. She also explained that we do not want to miss the window for the prime season to hire faculty.
 - ii. Chancellor Hardigree explained that we should have clarity for faculty funding by August 3rd.
 - iii. Chancellor Hardigree explained that we will not have clarity for the pool project as they will not have had a resolution with the student government.
 - b. Chair Melissa thanked the fiscal staff for their hard work, and understanding of all the work done to complete this budget workshop.
5. Adjournment- Melissa Seixas, Campus Board Chair
- a. Campus Board Chair Seixas adjourned the meeting at 2:50 pm.

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

Agenda Item:

USF St. Petersburg Campus Board
August 3, 2023

Issue: 2023-2024 Operating and Capital Budgets

Proposed action: 1) Approve 2023-2024 Operating and Capital Budget Recommendations
2) Authorize the Chancellor (or Designee) to implement state issued budget amendments or other immaterial changes during the fiscal year.

Executive Summary:

The Campus Board is required to approve recommendations for an annual budget. On July 20, 2023, the Campus Board held a budget workshop to review materials and discuss issues related to formation of the 2023-24 budget.

At its regular meeting on August 3, 2023, the Board will discuss and approve budget recommendations including an Operating Budget, E&G Carryforward Spending Plan, and Fixed Capital Outlay Budget.

Supporting Documentation: 2023-24 Operating Budget Schedule I
E&G Budget Summary
E&G Carryforward Spending Plan Summary
Fixed Capital Outlay Budget Summary

Prepared by: Administration & Finance

Fiscal Year 2023 - 2024

Budget Recommendations

USF St. Petersburg Campus

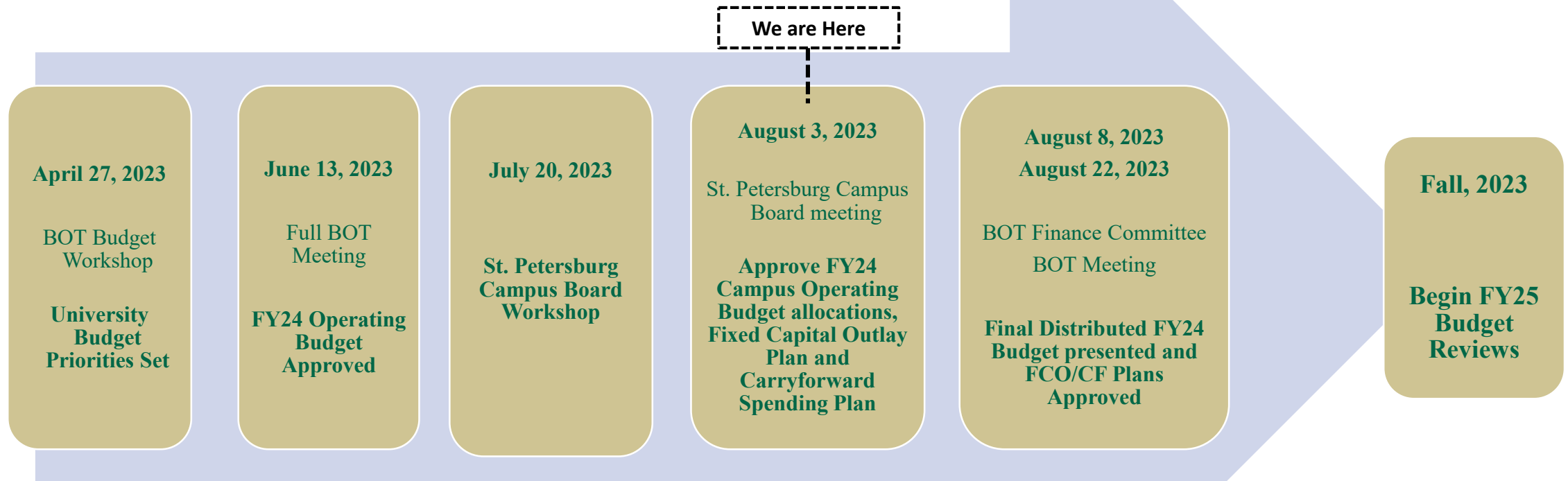
USF St. Petersburg Campus Board Meeting
August 3, 2023



Action Items

- Approve FY24 Operating Budget, Carry Forward Spending Plan and Fixed Capital Outlay Budget recommendations for the St. Petersburg campus
- Authorize the Chancellor (or Designee) to implement state issued budget amendments or other immaterial changes during the fiscal year

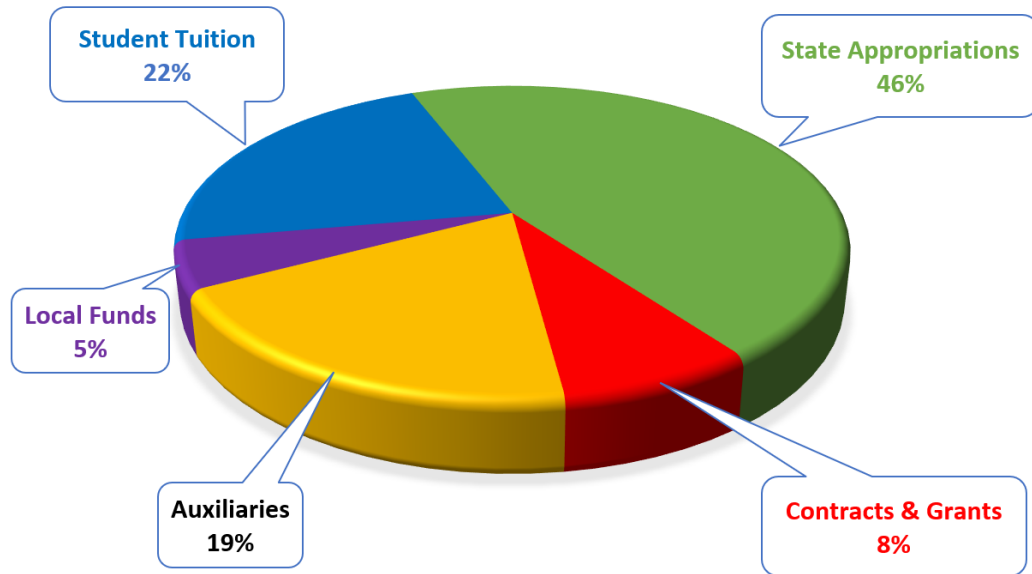
Budget Timeline



St. Petersburg Campus

Operating Budget by Funding Source FY24 vs. FY23

Proportions below reflect FY24



UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG CAMPUS CAMPUS ADVISORY BOARD RECOMMENDATION 2023-24 BUDGETED EXPENDITURES BY FUNDING SOURCE

August 3, 2023

	FY2023	FY2024	Variance
Student Tuition	\$ 19,500,000	\$ 20,500,000	\$ 1,000,000
State Appropriations	40,288,014	42,754,180	2,466,166
Contracts & Grants	10,000,000	7,500,000	(2,500,000)
Auxiliaries	17,324,325	18,096,254	771,929
Local Funds*	4,169,999	4,616,884	446,885
Total Operating	\$ 91,282,338	\$ 93,467,318	\$ 2,184,980

* Local Funds: A&S, Tech fee, Green fee, & Concessions

E&G Budget Walk-Forward – FY23 to FY24

USF St. Petersburg campus					
Fiscal Year 2023-24					
E&G Control Totals	General Appropriations	Lottery	Tuition	Differential Tuition	Total
Beginning Base	36,792,357	3,495,657	16,000,000	3,500,000	59,788,014
Fund Shift	(508,739)	508,739			-
<i>Increase: Operational Support</i>	<i>2,466,166</i>				<i>2,466,166</i>
<i>Increase: Tuition Revenue Budget</i>			<i>700,000</i>	<i>300,000</i>	<i>1,000,000</i>
FY24 Total E&G Budget	38,749,784	4,004,396	16,700,000	3,800,000	63,254,180

Total State Appropriations
\$42.7 million

Total Tuition Authority
\$20.5 million

One USF E&G Carryforward Budget Summary

Carryforward Balance & Spend Plan Categories (All amounts in \$ millions)	Tampa campus	St. Petersburg campus	Sarasota-Manatee campus	USF Health	ONE USF	Compared to Prior Year
July 1, 2023 E&G Carryforward components:						
Cash & Investments	229.54	31.36	26.14	75.05	362.10	20.61
Accounts Receivable	1.84	0.83	0.76	2.18	5.61	(2.45)
Less: Accounts Payable	1.36	0.28	0.04	1.50	3.18	1.23
Less: Deferred Student Tuition & Fees	18.19	2.82	3.43	12.01	36.46	1.47
E&G Carryforward as of July 1, 2023	211.83	29.09	23.43	63.72	328.07	15.46
Less: Encumbrances	17.97	2.64	2.15	1.54	24.30	6.16
Less: 7% Statutory Reserve Requirement	41.77	4.43	2.63	13.38	62.21	6.65
E&G Carryforward Balance (after 7% reserve)	152.10	22.02	18.64	48.80	241.56	2.65
E&G Carryforward Spend Plan Categories:						
Restricted/Contractual Obligations	85.50	0.53	0.22	16.10	102.34	9.21
Commitments	66.60	21.50	18.42	32.70	139.23	(6.55)
Total Planned E&G Carryforward Spending	\$ 152.10	\$ 22.02	\$ 18.64	\$ 48.80	\$ 241.56	\$ 2.65

Notable major commitments from Carryforward

Facilities- Renovation/Remodel/Repair	10,403,199
Information Technology	1,000,000
Campus Security & Safety	1,600,000



Investments in infrastructure (FCO Plan), Technology and Safety

Colleges & Library	4,350,000
Administration & Finance	1,100,000
Student Success	800,000
Academic Affairs	661,645
Central Support Areas	120,000



Various amounts held within the areas noted

Unallocated at this time	\$ 2,467,451
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Provides discretion for additional one-time investments required

Fixed Capital Outlay Budget

Row Labels	Budgeted
Co-Curricular & Wellness Facilities	\$5,000,000
STG Laboratory Remodel (Updated)	\$4,500,000
USC Remodel	\$2,000,000
CRI HVAC Ductwork/Lab Exhaust Air Valve	\$1,680,000
SLC Exterior Renovation & Structural Repairs	\$1,033,199
DAV Roof Replacement	\$800,000
Williams House	\$776,000
SLC Roof Replacement	\$775,000
STG Exhaust Fans	\$702,000
FPF Fall Protection	\$700,000
CRI Air Handling Units- Fan/Control Valve	\$650,000
PRW Air Handling Units	\$644,638
DBMP Reserve for Overage	\$600,000
Campus Domestic Water Line	\$560,000
FPF EOC Upgrades and HVAC Replacement	\$526,000
POY Second Floor Upgrades	\$500,000
POY Entrance Upgrades	\$400,000
RHO Shower Pans	\$400,000
USC & Housing Network Upgrades	\$384,000
CUP Generator #4	\$350,000
RHO Fire Alarm Replacement	\$350,000
Campus Renovation/Remodel/Repair	\$275,000
DAV Academic Advising Renovation	\$250,000
Campus Elevators	\$230,000
BAY HVAC Distribution	\$200,000
POR Stucco Replacement	\$200,000
BAY, SLC & POY Boilers	\$200,000
Emergency Notification System Replacement	\$200,000
HWH Corridor Improvements	\$200,000
PRW Handrails & Drainage	\$150,000
POY Furniture	\$150,000
Infrastructure to Support Research Vessels Western Flyer	\$150,000
STG Boiler	\$110,000
Harborwalk Blue Phones & Wifi	\$100,000
POY Outdoor Air Dampers	\$100,000
RHO Hot Water Recirculating System	\$100,000
Grand Total	\$25,945,837

A&S	AUX	CF	CITF	DBMP	GIFT/Grant	Other	TOTAL
\$ 558,433	\$ 2,243,967	\$10,403,199	\$ 2,944,029	\$ 6,571,638	\$ 280,000	\$ 2,944,571	\$25,945,837

Funding Sources	
A&S	Activity & Service (Student Center)
AUX	Auxiliary
CF	Education & General Carryforward
CITF	Capital Improvement Trust Fund
DBMP	Deferred Building Maintenance Program
GIFT	Foundation
Other	Mixed
Building Codes	
BAY	Bayboro Hall
CRI	Children's Research Institute
CUP	Central Utility Plant
DAV	Davis Hall
FPF	5th Ave Parking Garage Facility
POR	Plant Operations/Space Receiving
POY	Nelson Poynter Memorial Library
PRW	Peter Rudy Wallace
RHO	Pelican Suites
SLC	Judy Genshaft Student Life Center
STG	Science, Technology & General
USC	University Student Center
WMS	Williams House

Priorities for Investment – Funded

FY24 Investments planned:	
Anticipated bargained and out of unit increases	\$ 1,047,696
Utilities cost increases	\$ 901,870
Additional support for Police	\$ 286,600
Library positions (Partial recurring rate for \$115K existing positions)	\$ 100,000
Wellness position (Partial recurring rate for \$72,800 existing position)	\$ 67,000
Veterans Support position (New position)	\$ 63,000
Total amounts currently allocated for investment	\$ 2,466,166

NOTE: *An additional \$1 million in tuition budget authority is available as collections justify. We plan to ‘release’ 50% of that immediately and review Fall collections to determine if the remaining \$500,000 can be released.*

Additional Priorities for Investment – TBD

Strategic Salary
Increases
\$5 million

Faculty Recruitment
and Retention
\$16.6 million

Student Success
\$5 million

Infrastructure Costs
\$9.6 million

Presidential
Transformation
Fund
\$25.5 million

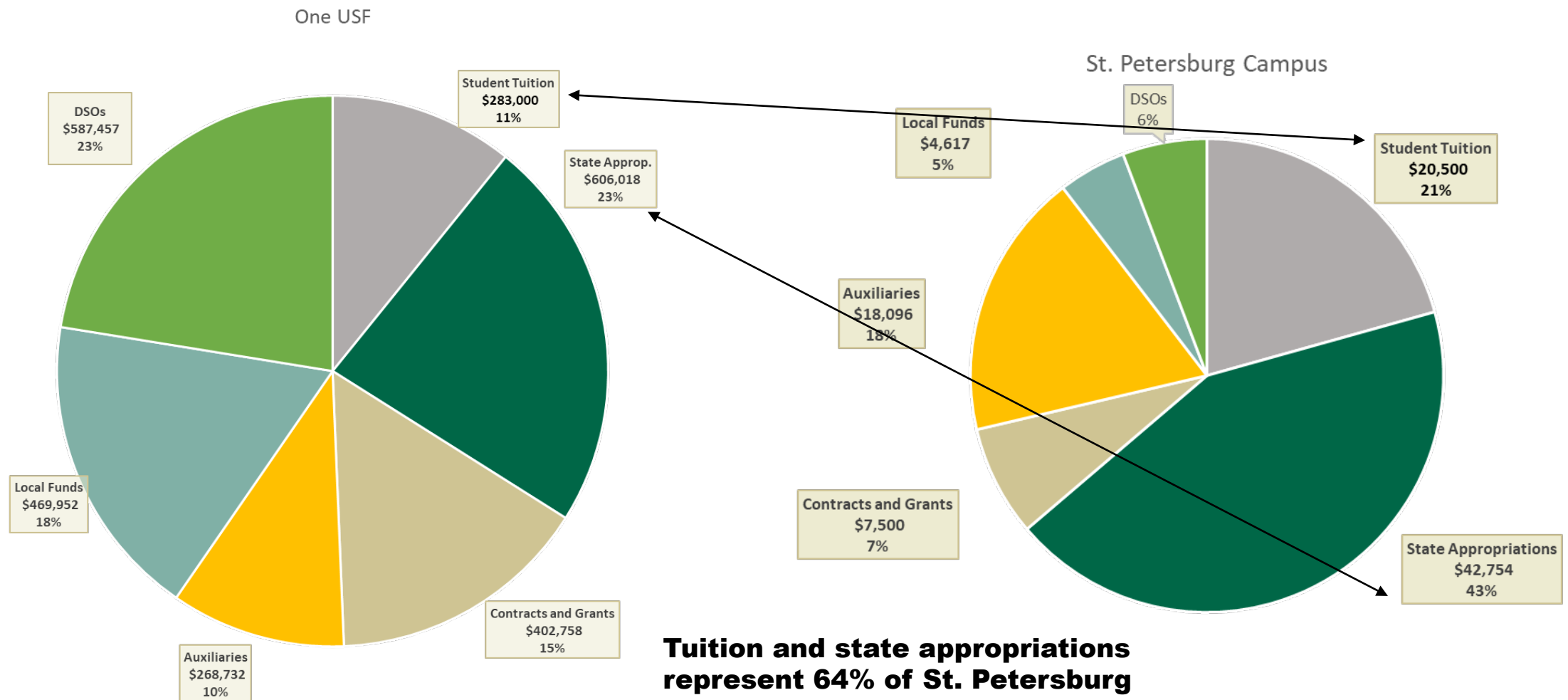
Our campus will work with the respective university areas to quantify funding needs not approved and gain clarity regarding the processes to follow to access these set asides.

The critical needs eligible for funds include, but are not limited to:

- Faculty & Staff Equity
- Retention and recognition
- New lines to address demand:
 - Research
 - Instructional
 - Program expansion
 - Meeting service level expectations
- Increased contractual costs
- Marketing & Communications
- Fundraising support

Information requested from Budget Workshop

Fund Sources One USF vs. St. Petersburg campus FY24



Tuition and state appropriations represent 64% of St. Petersburg combined funding, while for One USF these sources account for 34%.

Agenda Item: 3.d.

USF St. Petersburg Campus Board
August 3, 2023

Issue: Elect Vice Chair for USF St. Petersburg Campus Board

Proposed action: Elect Vice Chair for USF St. Petersburg Campus Board

Executive Summary: USF St. Petersburg Campus Board elections for Vice Chair are to occur on a bi-annual term basis.

Financial Impact: None

Strategic Goal(s) Item Supports:

Supporting Documentation:

Prepared by: Brenda Lyons, Special Assistant to the Regional Chancellor

USF Student Government

USF St. Petersburg Campus

Abdul Muqeeet Khawaja | 3rd August 2023



Introductions

Campus Governor

- Abdul Muqeeet Khawaja
- Lahore, Pakistan
- Undergraduate
- Accounting and Business Analytics (Fall 2024)
- Technical Accounting Intern at Jabil

Lieutenant Governor

- Taylor Herman
- Omaha, Nebraska
- Undergraduate
- Political Science (Spring 2024)
- District Intern for Congresswomen Kathy Castor



Goals for the Year

- Student Wellness
- Environment
- Engagement
- Diversity and Inclusivity



Summer Events

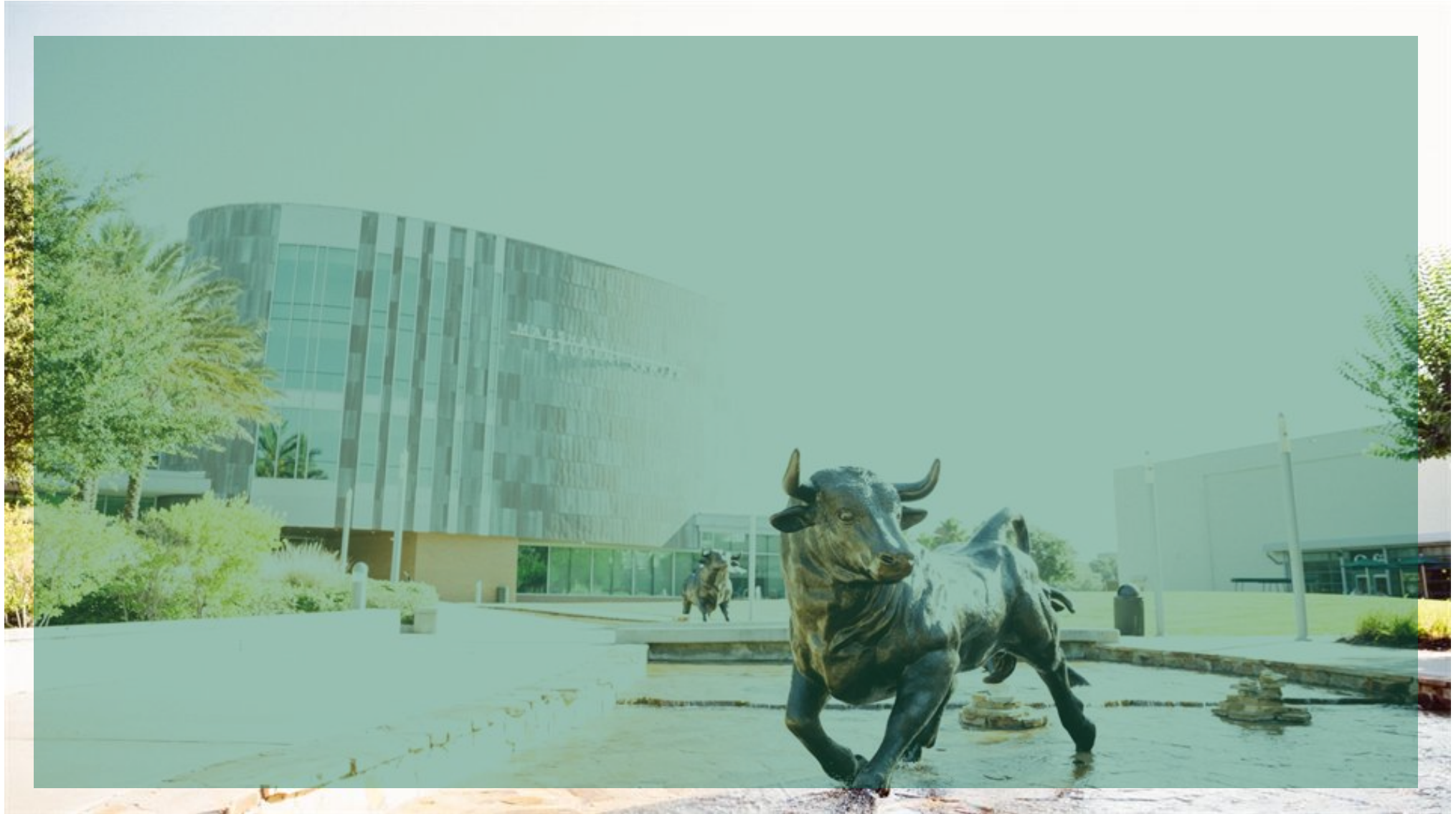
- Hosted City of St. Petersburg's "Letters of Love" initiative
- Interviewed with Bay News 9 for Letters of Love
- Attended SGI at University of Florida
- Delivered "Welcome Letters" to incoming class of 2027 in collaboration with COMPASS
- Attended Western Flyer Homeporting Ceremony
- Participated in Summer Orientation
- Completed SG hiring
- Renovated SG office space
- Organized one-on-ones with Campus and Community Partners



Future Events and Initiatives (Planning Phase)

- Day at the City Hall
- National Voter Registration Day
- Day of Service
- CareFest
- Week of Welcome
- Career Fairs
- Leadership Chat
- Mental Health Awareness
- Active Threat Training Course





4e. [Re-imagining the campus footprint](#)

Christian Hardigree and Nicholas Setteducato

USF Muma College of Business

GJ de Vreede, Interim Dean





Our Mission

We leverage analytics and critical thinking as a means to advance student success, produce scholarship with impact, and generate innovation in partnership with our stakeholders.



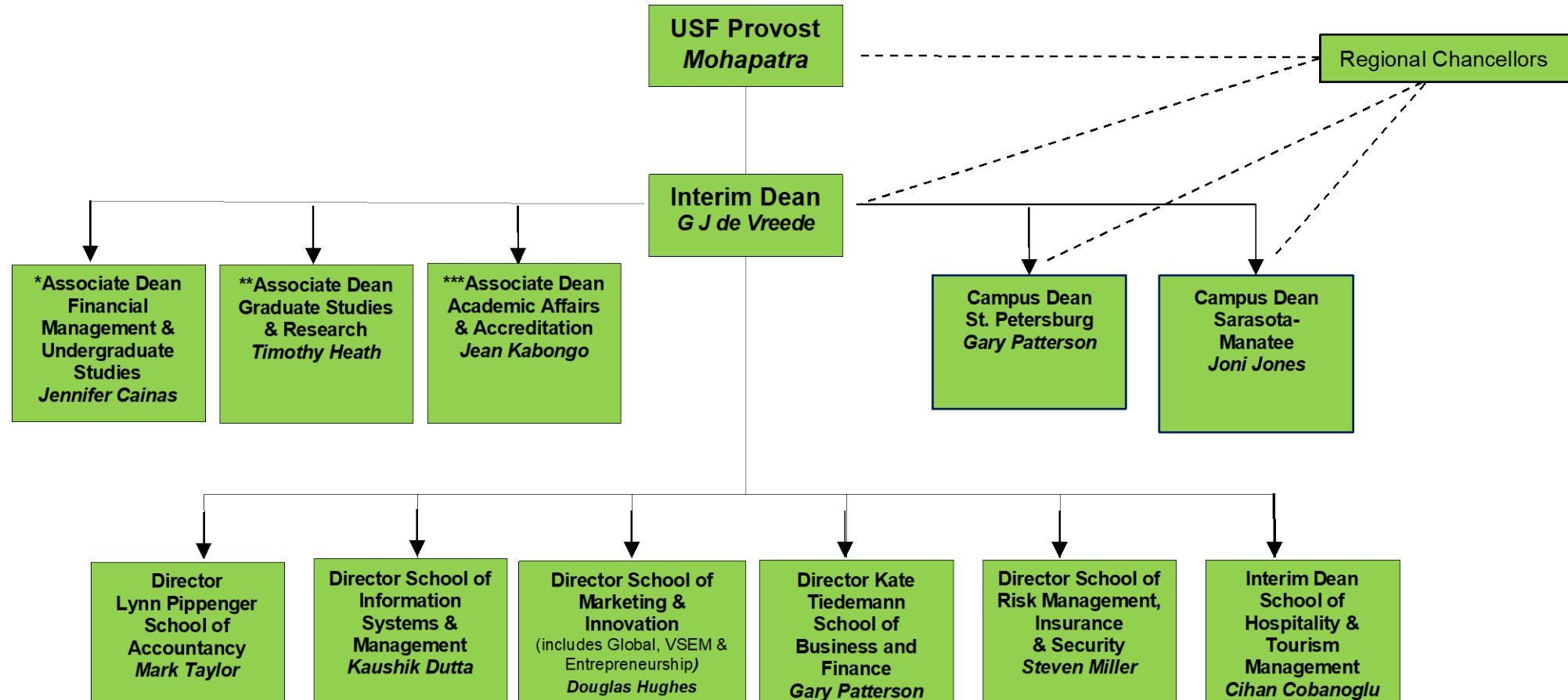
UNIVERSITY of
SOUTH FLORIDA
Muma College of Business

The second largest USF college

- **Three** campuses
- **Thirteen** majors
- **Fifteen** masters/MBA programs
- **Two** doctoral programs (and host to a third)
- 8000+ students:
 - 6,100+ undergrad
 - 1,800+ grad
 - 100+ doctoral



Organizational chart



* Responsible for: Budget, HR, Decision Support, Collier Student Success Center, Bellini Center for Talent Development, Study Abroad, Small Business Development Center

** Responsible for: Research, Master's Programs, Doctoral Programs, Global Programs/Outreach, Centers

*** Responsible for: Academic Affairs, Accreditation/Assessment, Decision Support, DE&I Initiatives

Student Success

- Over last 6 years:
 - 4yr Graduation rate rose from 48% to 61%
 - 6yr Graduation rate rose from 55% to 65%
 - Pell Grant 4yr graduation rate rose from 55% to 73%
 - Pell Grant 6yr graduation rate rose from 49% to 61%
- Almost 90% of students graduate without excess hours
- One year anniversary of Bellini Center for Talent Development

1




Student
success at
USF and
beyond



- Workplace preparedness:
- CV preparation
 - Interviewing
 - Career coaching
 - Internships
 - Emotional Intelligence
 - Employer events
 - Preparing for your first job
 - ...and much much more

Programs & Rankings

- Successful AACSB Re-Accreditation without deficiencies
- Infusing critical thinking into our curricula
- Re-coding programs towards STEM

Online MBA	Executive MBA	Part-Time MBA	MS in Entrepreneurship & Applied Tech.	Vinik Sport & Entertainment Mgmt.
No. 19 overall, No. 2 in Florida, and No. 15 among publics by <i>USNews & World Report</i> . No. 19 nationally and No. 10 among publics by <i>Princeton Review</i> .	No. 29 overall, No. 18 among publics by <i>Fortune</i> magazine.	No. 75 overall, No. 47 among publics by <i>USNews & World Report</i> .	No. 9 overall, No. 5 among publics in <i>Entrepreneur</i> and Princeton Review rankings.	No. 3 in the U.S. and No. 3 globally by <i>SportBusiness International</i> .
				

1

Student success at USF and beyond

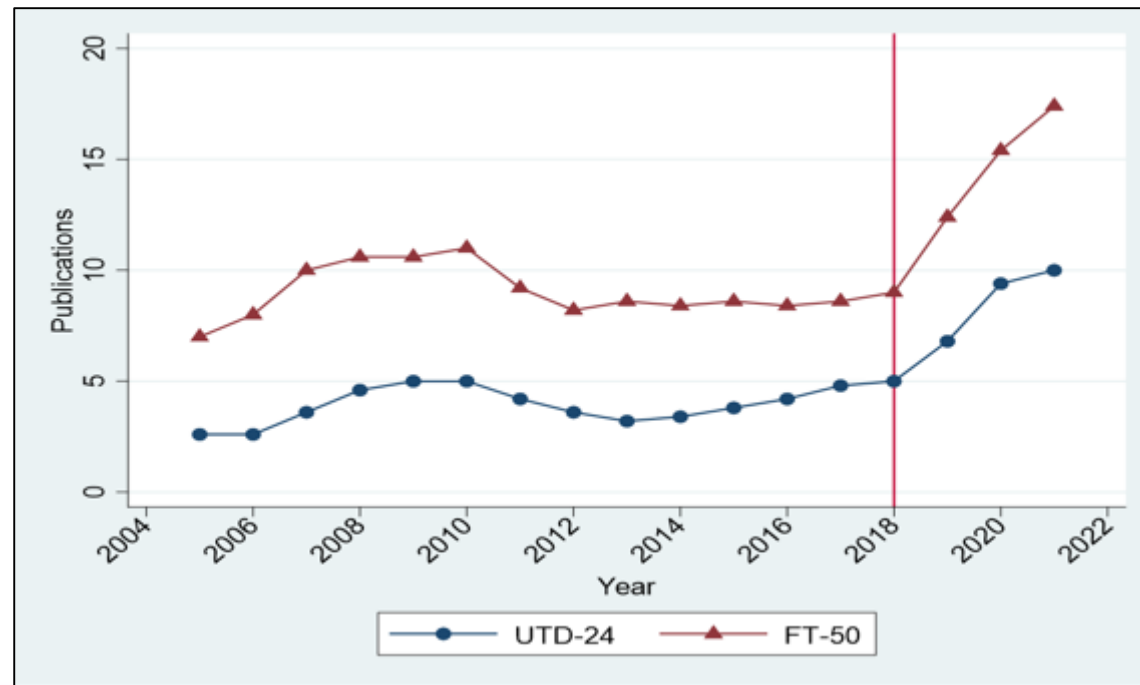
Research / Faculty Success

Muma has dramatically increased the number of publications in the “UTD24” journal list to **over 15 articles per year**

- We exceeded our best performance in last 20 years of not more than 7 articles/year

Muma’s publication count in “FT50” journals shows a similar trend

By 2025, Muma will likely be **in the Top 100 in the World in UTD24 (Public/Private)** based on multi-year performance with current efforts and continued investments



2

Faculty
excellence in
research and
innovation

Research / Faculty Success

- Significant efforts and success in (collaborative) grants

Awards (FY)	MCOB Amount	Collaborative Amount	# of Awards
2016	\$3,048,119		37
2017	\$2,963,958		24
2018	\$2,228,341		22
2019	\$2,361,080	\$498,368	22
2020	\$2,380,899	\$201,545	21
2021	\$4,046,973	\$423,223	18
2022	\$3,036,281	\$384,308	18
2023	\$4,544,856*	\$6,296,370	18

*Total Anticipated Funding for FY 2023

2

Faculty excellence in research and innovation

Community Partnerships

- TGH/MCOB People Development Institute
- Chessler Holdings entrepreneurship competition
- McKibbin Hospitality, Aramark, & Mainsail partnership for Hospitality students
- Fintech Certificate
- State of the Region
- ...and many more

2023 STATE OF THE
REGION



3

Partnerships
and
engagement
with local,
national, and
global impact



Magnet for Investments & Philanthropy

- FY23 Scholarships fundraising >\$1M (college record)
- New COOP model
- Riley Foundation gift to Bellini Center
- Baldwin Risk Partners School of Risk Management and Insurance (\$5.2M)
- Nault Center for Entrepreneurship (\$10M)

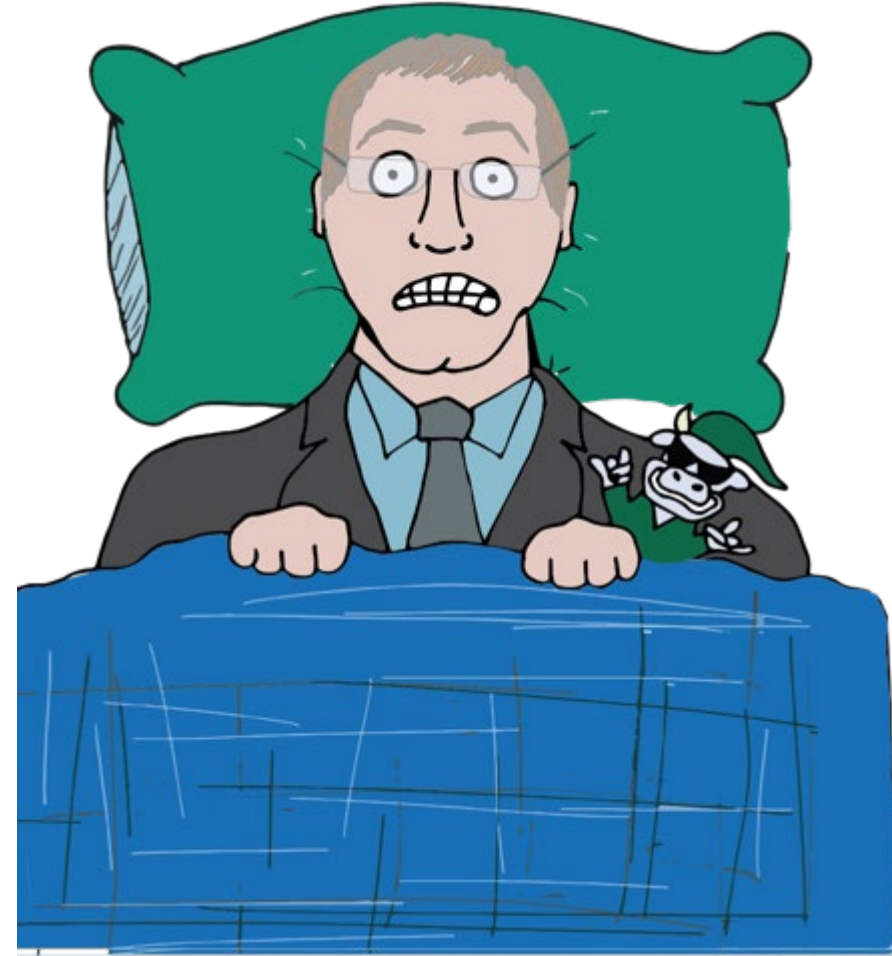
5

A strong,
sustainable,
and
adaptable
financial
base



Challenges: What Keeps GJ Up at Night?

- Over \$200K salary cap
- Student/Faculty ratio
- Enrollment management
- Salary compression for faculty and staff
- Lack of space, aging facilities, inadequate classroom technology



Challenges: What Keeps GJ Up at Night?

Student/Faculty and Student/Staff Ratios Support the Need for Additional Positions

- Note: **Fall 2021** Students/Faculty 57.3 and Students/Staff 63.8

Student Headcount - Fall 2022; Tampa Campus					
	Muma	CAS	ENG	CBCS	EDU
Undergraduate	5,080	13,070	5,494	1,669	985
Graduate	1,734	1,736	1,158	1,004	925
Total Students	6,814	14,806	6,652	2,673	1,910
Faculty	103	591	197	172	103
Students per Faculty	66.16	25.05	33.77	15.54	18.54
Staff/Administration	94	208	171	209	195
Students per Staff	72.49	71.18	38.90	12.79	9.79

Source: ODS InfoCenter

Thank You



UNIVERSITY of
SOUTH FLORIDA

Muma College of Business





UNIVERSITY of
SOUTH FLORIDA

Muma College of Business

School of Hospitality and
Tourism Management



UNIVERSITY of
SOUTH FLORIDA

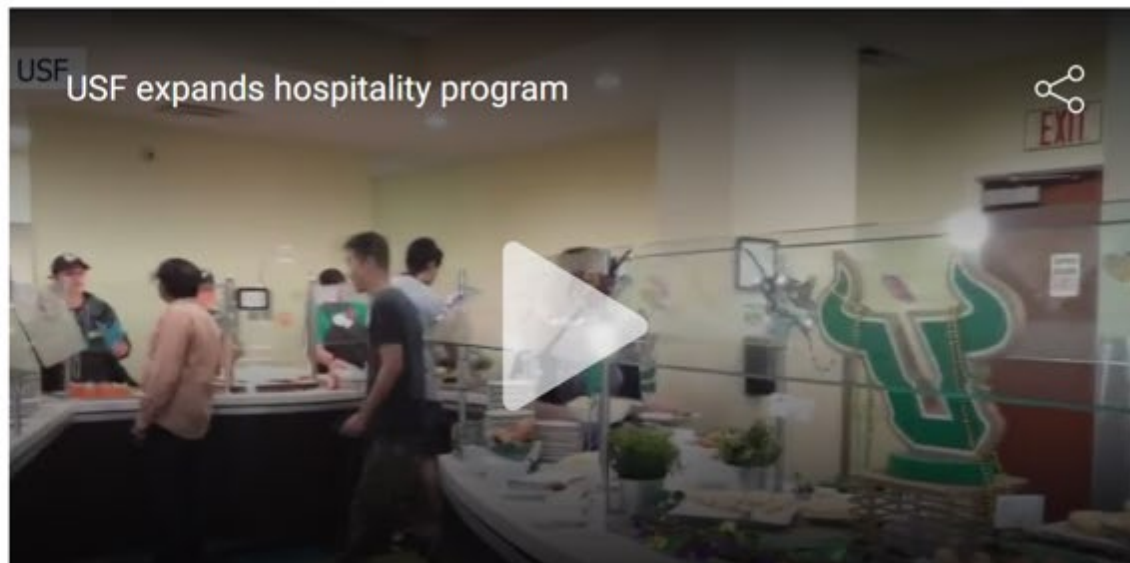
Muma College of Business

School of Hospitality and
Tourism Management

- Hospitality Management **Undergrad** degree offered in Sarasota, Tampa and St Pete.
- 200% increase in enrollment each semester
- Hospitality Management **Master's** degree offered in Sarasota and Tampa

Enrollment in newly expanded USF hospitality program up 200%

By Joneé Lewis | Published April 11, 2023 | University of South Florida | FOX 13 News | ➔



New Offerings: Fall 2023

- Hospitality Minor
- Event Management Certificate
- Beverage Management Certificate

**The only hospitality
school in the world that
has 100+ teaching hotels**

A photograph of three people (two women and one man) sitting around a wooden table in a bright, modern office setting. They are all smiling and engaged in conversation. On the table are two white mugs with the 'McKIBBON' logo, a laptop, and some papers. A large potted plant is visible in the background. The text 'McKIBBON' is written in large red letters at the top, with 'HOSPITALITY' in smaller white letters below it.

McKIBBON
HOSPITALITY

Hospitality begins with us.



ADVERTISEMENT

NEWS / THE EDUCATION GRADEBOOK

USF joins forces with Aramark, Mainsail to offer training for hospitality students

The companies agreed to provide 130 paid fellowships over the next few years.





Shadowing experience with McKibbin Hospitality

**Industry integration
in the classes!**

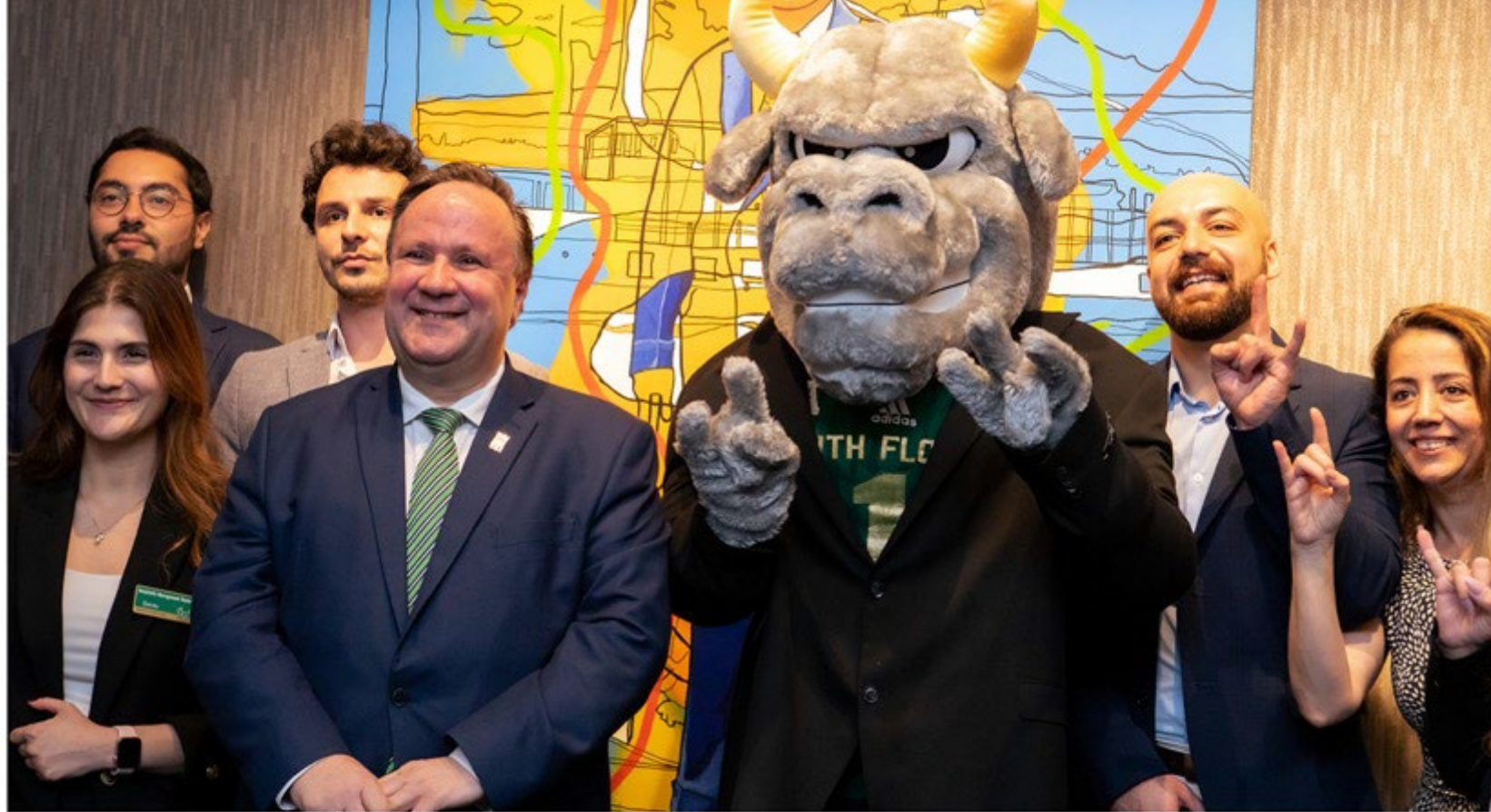


Restaurant Operations Class

**ARAMARK/
Top of The Palms**



Partnership with Tampa Club



HospitaBull 2023 raises more than \$115,000 for School of Hospitality and Tourism Management on Sarasota-Manatee campus

Sustainable Tourism Course



Food and Culture class



Intro to Hospitality Course



Intro to Food Prep Class



Cruise Management Course



Street Food Course



World Class Research



UNIVERSITY OF CENTRAL FLORIDA

Rosen College of
Hospitality Management



8TH ANNUAL SECSA CHRIE CONFERENCE

The Universal Magic of Hospitality

Sat., March 11, 2023

8:00 a.m.- 9:00 a.m.

In the Darden Auditorium

RESEARCH PANEL: TRAILBLAZING THE RESEARCH LANDSCAPE
AMID GLOBAL SOCIETAL CHALLENGES

PANELISTS:

DR. CECE X.Y. LEUNG

Associate Editor of Tourism
Review and Journal of
Hospitality and Tourism
Management

DR. MEHMET ALTIN

Senior Associate Editor of
International Journal of
Contemporary Hospitality
Management

DR. LISA CAIN

Associate Editor of
International Journal of
Consumer Studies and
International Hospitality
Review

DR. WEI WEI

Associate Editor of Journal of
Hospitality and Tourism Research

DR. XINRAN LEHTO

Associate Editor of Journal of
Hospitality and Tourism Research

MODERATOR:

DR. FAIZAN ALI

Coordinating Editor of
International Journal of
Hospitality Management
and Assistant Editor of
International
Interdisciplinary Business
Advancement Journal

REGISTER
for the
conference





A Stadium Vision

A living lab for Hospitality students



Thank You!

Cihan Cobanoglu, PhD

Dean of School of Hospitality

cihan@usf.edu

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