

**Board of Trustees
Academics and Campus Environment Committee
Thursday, April 18, 2024**

Minutes

Trustees ACE: Chair Oscar Horton; Cesar Esmeraldi, Jennifer Jasinski Schneider,
Lauran Monbarren, Fredrick Piccolo, Melissa Seixas

The ACE Chair Oscar Horton thanked everyone for taking time out in the middle of the day to join us in meeting.

Chair Horton commented on the important task of putting together both USF 2024 Accountability and Strategic Plans. Once the reviewed by our committees they re forwarded to the Board of Governors for review.

Chair Horton asked Kiara Gayle to call the Roll

Kiara Gayle Called the Roll

Trustee Cesar Esmeraldi
Trustee Oscar Horton
Trustee Jasinski Schneider

that provides an institutional overview as measured by specific performance metrics within the context of BOG System Strategic Plan, and regional and statewide needs.

President Rhea Law commented that this is a yearly process. Once this is completed, we will start all over again. The kinds of results that we see today are totally focused on our faculty, staff, students, and administrators all working together on goals that are most important to us. The whole focus has been on the direction of this Board of Trustees to identify those metrics.

, and you will see the improvements. This was a team effort.

A power point was presented: ***University of South Florida BOT Accountability Plan Workshop and Strategic Plan Update - April 18, 2024.*** The Power point highlighted the following:

- Planning & Evaluation Alignment
- 2024 Accountability Plan Timeline
- History of PBF
- History of Preeminence
- Intentional Focus & Monitoring Metrics Crosswalk
- USF Accountability Plan Contents
- Review of Metric Presentation Format
- USF Strategic Plan 2022-2027
- PBF Performance Summary 2024 Accountability Plan
- High Level Take-Aways: PBF & PE
- High Level Take-Aways: Key Performance Indicators
- KPI 14. Professional Licensure & Certification Exam First -Time Pass Rates
- High Level Take-Aways: Enrollment Planning
- Building Sustainable Institutional Strategies

Trustee Carrere had a question concerning the goals and achievements for PBF and Preeminence universities. What would USF achieve as it relates to funding from the State?

Provost Mohapatra replied that there is a significant amount of funds distributed to the Preeminent universities of the state. There are four Preeminent universities in the State of Florida.

President Law commented that we will not know what the funding will be until the Governor signs the budget.

Mark Walsh commented that approximately \$90 million comes from the Performance Based funding system. Half of that is our institutional stake in the game and half of it is the state investment. We are competing for \$50 million this year. There are no increases in Performance Base Funding. If the Governor signs the budget, \$25 million increase because we qualify for Preeminence by meeting 12 out of 13 metrics.

USF has succeeded in meeting all 13 of the metrics this year. We \$100 million based on these metrics.

Chair Horton had a question concerning the distribution of funds if all Preeminent universities in the state meet all of the metrics.

Vice President Walsh comments concerned Performance Base Funding. The main dictator of your award is whether the university meets the minimum score. If so, mostly awarded out on your proportional size to the overall funding budget for state universities. approximately 15%. Preeminence funding is awarded on an equal share to all institutions that qualify. The new pod of money is the Faculty Recruitment and Retention, which is based on your excellence as it relates to the metrics.

President Law reported that the patents have been a point of pride for USF for many years. The BOG Benchmark for this is 100 patents, and USF is at 271.

Chair Horton had comments concerning a show that he previously watched about a drop in kids wanting to attend college. How will this ultimately impact our metrics if it becomes a trend?

Provost Mohapatra commented on adult education. USF is not meeting the KPI that we had aspired to earlier in adult education. We will have to sell the fact there will always be a value in having a college degree.

Trustee Griffin complemented Provost Mohapatra on his great presentation. He reflected on the historic run that USF has had with funding from Tallahassee and the exceptional work that has been done over the years. He also commented on the impressive number of patents that we have. We will continue to focus on the areas of investment that we need to improve and it also important that we continue to focus on research that can be commercialized. Trustee Griffin commented that he has complete confidence in the Provost, President and the entire team's leadership. He acknowledged his full support of the adjustments that have been made.

Trustee Esmeraldi thanked the Provost for his presentation and everyone who worked for months on this plan. The impressive research played a big part in his decision to attend this institution. witness firsthand the exceptional work done to improve our metrics and confident that the future will be even better. He thanked everyone for their leadership.

Chair Horton asked if there were ways to market the exceptional work, progress, and success at USF.

Vice President and Chief Marketing Officer Daniel Caterinicchia reported that there is a soft launch of a brand reputation and profile and a profile elevation campaign here in the Tampa Bay area. Go to behold.usf.edu to find a video, traditional cable, and other streaming services. We have billboards NPR stations throughout the state of Florida. The advertisement talks about USF AAU membership, the on-campus stadium, and other incredible points of pride. Vice President Caterinicchia said that w

to grow our advocates and our brand champions while we educate and entertain. Everyone knows that if you see something or consume something and enjoy it, to retain it and tell someone about it. The Vice President comments confirmed that they hard at work and welcome all partnerships, thoughts and ideas pertaining to advertisement.

Trustee Carrere commended everyone for their excellent work on the Accountability and Strategic Plan updates. Our metrics reflect our success and USF is moving in the right direction.

Trustee Horton commented on having a better understanding of the work and progress at USF and is proud to serve in this organization as a Trustee member.

The Chair requested a motion to accept and recommend to the full board the USF 2024 Accountability Plan & Strategic Plan Updates. The motion was given by Trustee Piccolo, seconded by Trustee Jasinski-Schneider, and approved.

Kiara Gayle confirmed that the full Board will meet on April 30th to approve the Accountability Plan. A calendar invitation was sent out.

Chair Horton thanked everyone for their participation and adjourned the meeting.