

The Florida State University Board of Trustees Meeting
FSU Broadcast Center
Tallahassee, Florida
November 14, 2008
SUMMARY MEETING MINUTES
8:15 AM – 10:30 AM

Members Present: Trustees Susie Busch-Transou, June Duda, David Ford, Manny Garcia, Andy Haggard, Laymon Hicks, James Kinsey, Harold Knowles, Richard McFarlain, Leslie Pantín, Jim Smith, and Jayne Stanley were present. Trustees Garcia and Kinsey participated by phone. Trustee Derrick Brooks had an excused absence.

1. Call to Order and Welcome: Mr. Jim Smith, Chair

- Chairman Smith welcomed everyone to the Board of Trustees' Meeting.

2. Approval of Minutes

- Trustee Stanley made a motion to approve the minutes of the September 19, 2008, meeting. The motion was seconded by Trustee Haggard and passed unanimously.

3. Comments, Faculty Senate: Dr. Eric Walker

- Dr. Eric Walker expressed his appreciation to Dr. Wetherell for his remarks in his state-of-the-university address to the faculty. The faculty very well received his remarks. He also expressed his appreciation to the administration's goal of openness and transparency throughout this tough process.

4. Comments, Student Government Association: Mr. Ryan Powers

- Mr. Ryan Powers began by thanking President Wetherell for his support. He stated the SGA's main focus has been encouraging students to register to vote. With the help of SGA, over 8,000 students registered to vote.

5. Consent Items – One Motion

Trustee Knowles made a motion to approve these four consent items. The motion was seconded by Trustee Hicks and passed unanimously.

- Approval of the FSU Educational Plant Survey
- Approval of the Capital Improvements Trust Fund (CITF) – Reallocation of Funds
- Termination of the Family and Consumer Services Education Degree Program
- Special Education Degree Program Realignment

6. Legal Update: Ms. Betty Steffens

- Ms. Steffens was not present, therefore resulting in no legal update.

7. University Relations Update: Ms. Lee Hinkle

- Ms. Hinkle began by commenting on the branding and identity project. This campaign is based on strength, skill and character. The final version of this project will be introduced in the beginning of 2009.
- Ms. Hinkle commented on FSU hosting an election night party. CBS contacted FSU, looking for a “swing state” to host an election night party. This event was located in the President’s Box, and was a tremendous success.
- The Nobel Laureate busts were unveiled at the Fall General Meeting of the Faculty. The walkway between the King and Thrasher buildings is where these busts are featured.
- The McIntosh track-and-field building, along with the Morcom Aquatic Center, were dedicated.
- The psychology building is complete.
- The Knight Foundation announced a major gift to help fund the renovation of Ruby Diamond Auditorium.
- In February 2009, FSU will celebrate Heritage Day.
- Myron Rolle, a Rhodes Scholar applicant, has been working with the Seminole Tribe of Florida, focusing on wellness and health education to students in the tribe. The program had positive health results.
- Seven Days of Opening Nights’ schedule has been announced.
- 2009 marks the 100th anniversary of the Alumni Association. Scott Atwell, Alumni President, is planning a \$100,000 campaign to fund this event.
- Governmental Relations: FSU has 23 alumni in the Florida Legislature this year.
- FSU Foundation is engaged in the Women in Philanthropy program, the kick-off reception, which will take place at the President’s house.
- Seminole Boosters is at \$96.5 million in their \$110 million Legacy Campaign.

8. Siegel+Gale Report

- Vice President Hinkle introduced Peter Cohl, lead consultant from Siegel+Gale, the firm that is responsible for Florida State’s new branding initiative.
- Mr. Cohl noted that the reduced size of the freshman class required by budget cuts has allowed the university to raise admissions standards. Florida State now ranks in the top five most-selective public universities in the country.
- Mr. Cohl reported that his firm had made about 30 presentations on the branding initiative to groups around campus. The intention is to allow faculty, staff and students to understand Florida State’s competitive advantages and to bring the values of the university to life through emphasizing Strength, Skill and Character.
- The Siegel+Gale project includes adaptation of a new visual system that includes revising the university’s colors to ensure uniformity and strengthened image. The official seal and wordmark have been modernized and a more accessible font has been selected. The visual system provides guidance for publications, web sites and other media to ensure consistency in the university’s image across platforms. They are encouraging use of the words Strength, Skill and Character as a

“values” thread in publications and on web sites. Mr. Cohl also encouraged hanging banners around campus to unify the university’s image.

- Trustee Pantin moved to adopt this program and use the new Florida State seal, colors and values on all stationery. Trustee Busch-Transou seconded the motion, which passed unanimously

9. FSU Foundation Fundraising Report: Mr. Charles Rasberry

- Mr. Rasberry gave an update on an 8-year \$1 billion campaign, introduced by President Wetherell. FSU has raised \$35.6 million this fiscal year thus far. Adding this amount to the starting amount, FSU has raised a little under \$240 million. This campaign will end June 30, 2015.
- In this campaign, Mr. Rasberry emphasized the importance of annual giving from donors, parents, and other friends of the University.
- The Foundation will try to raise \$2 million in unrestricted money for the President and Provost to help promote giving to the university.

Trustee Busch-Transou has been appointed by the President to facilitate the Trustees in donations:

- Trustee Busch emphasized the importance in this annual fund initiative. Small gifts can add up and make a tremendous difference.
- Trustee Busch asked the Board for support by annually giving to FSU.

10. FSU Research Foundation Report: Dr. Kirby Kemper

- Dr. Kemper mentioned how 35 engineering students volunteered to build President Wetherell a car made of composite material. He will be riding in this car during the homecoming parade.
- Dr. Kemper discussed the OGZEB and the problems they have faced. People will be living in this house for a year.

President Wetherell proposed that FSU accepts Harmony’s offer to develop a partnership in the central Florida area. President Wetherell also proposed that the Off-Grid Zero Emissions building be named after Dr. Kirby Kemper. Trustee Knowles made a motion to approve this dedication. Trustee Busch-Transou seconded this motion, which passed unanimously.

11. Investment Status/Finance/Budget Report by FSU Foundation, Seminole Boosters & Research Foundation: Mr. John Carnaghi

- Mr. Carnaghi explained a handout that was presented to the board regarding the investment status of FSU.
- Based on investment earning performance, FSU lost:
 - 25% in 10 months in the Foundation
 - 22% in the Boosters
 - 17.5% in the Research Foundation

12. Academic Affairs: Dr. Lawrence Abele

- Dr. Abele said FSU is still on schedule in the 2-year budget plan proposed by President Wetherell.
- In retention studies, FSU hit 90% this year.
- FSU started at 62% in graduation rate; we are now at 69%.
- Dr. Abele explained a study he is doing regarding advising students. This past semester, 800 students took part in this study where 400 students received traditional advising and the other 400 received coaching through the semester. The results were significant, putting FSU in the top 1% in the country. This study is going to be repeated again next semester, in which 1000 students will take part.

13. Student Affairs: Dr. Mary Coburn

- Dr. Coburn explained an energy reduction competition between Degraff Hall and Wildwood Hall.
- Students love the new Dunlap Success Building.
- The Seminole Reservation is in the process of being renovated.
- FSU is experiencing growth in the leadership certificate academic program. There is a new staff member involved in this program.
- FSU's 2nd annual "going global showcase" will occur on 11/21/08. This showcase allows students to feature their experiences abroad.
- FSU's Pow-Wow will feature Jimmy Fallon.

Agenda Items (ACTION):

- Approval of Local Fees 2009-2010 (Activity and Service Fees, Athletic Fees, Health Fees)

Trustee Pantin made a motion to approve local fees for 2009-2010. Trustee Ford seconded the motion, which passed unanimously.

Information Items:

14. Finance & Business: Mr. John Carnaghi

- Mark Bertolami explained the development agreement and its progression with the city.
 - Bertolami brought to the board the FSU Campus Development Agreement.
 - This agreement would give the city \$6 million to aid in improving FSU Campus (utility improvements, road improvements, etc)

Agenda Items (ACTION):

- Approval of the FSU Campus Development Agreement

Trustee Pantin made a motion to approve this agreement. Trustee Busch-Transou seconded this motion, which passed unanimously.

15. President Wetherell's Evaluation Report: Mr. Jim Smith, Chair

- The Board is very happy with President Wetherell's performance through these tough times.
- There was a motion to continue President Wetherell's contract.

Trustee Haggard made a motion to continue the President's contract. Trustee Duda seconded the motion, which passed unanimously.

16. Open Forum for Board Members Discussion

- Trustee Hicks explained a program, which is a 1-day community service effort. This idea was adopted from Texas A&M. Hicks is looking for any contributions to help aid in this service.

17. President's Report: Dr. T.K. Wetherell, President

- President Wetherell, along with Mr. Smith, discussed the discipline problem with our football team. FSU's Athletic Director is currently in contact with NCAA to determine a resolution. They both stressed that everyone needs to combat the damage to the University's reputation very seriously. The President along with Mrs. Steffens and the Athletic Department are working hard to get this resolved as quickly as possible.
- The President commented on the upcoming legislative session and the expected budget cuts. In the face of the projected budget cuts, he and the senior staff will protect the integrity of the University.
- Along with University of Florida's President Bernie Machen, Wetherell will showcase the importance of funding a higher education system at the UF/FSU game.
- President Wetherell touched again on election night. The last he heard, they had served 8,000 hot dogs and 4,000 pizzas.
- FSU has done a great job on admissions. It will only get tougher to get into this university.
- President Wetherell feels FSU's involvement with Harmony will be a great thing in building a research park at the I-4 corridor. He feels that Dr. Kemper's hard work on this project provides a great opportunity for FSU.
- Dr. Wetherell thanked for the board for their continued support.

18. Adjournment

The meeting adjourned at 10:05 AM.