

The Florida State University Board of Trustees Meeting
Augustus B. Turnbull III Florida State Conference Center
Tallahassee, Florida
Friday, February 19, 2010
SUMMARY MEETING MINUTES
9:00 a.m. – 11:45 a.m.

NOTE: A complete webcast of this meeting has been archived at:
<http://trustees.fsu.edu/meetings/archives.html>

Members Present: Trustees June Duda, David Ford (via phone), Andy Haggard, Mark Hillis, Rob Jakubik, Jim Kinsey, Leslie Pantín, Jr., Peggy Rolando, Jim Smith and Eric Walker were present. Members Absent: Trustees Derrick Brooks, Susie Busch-Transou and Manny Garcia were absent.

- 1. Call to Order and Welcome: Mr. Jim Smith, Chairman (0:00:00)**
 - Chairman Jim Smith called the meeting to order and Dawn Randle performed the roll call. Chairman Smith welcomed new trustees Mark Hillis and Peggy Rolando. He also recognized and thanked outgoing Student Government Association President Rob Jakubik, who introduced recently elected Student Government Association President Dustin Daniels, who will be joining the Board of Trustees in the student seat. Chairman Smith also thanked trustees Richard McFarlain and Harold Knowles for their services as trustees.

- 2. Approval of Minutes of Meeting of November 20, 2009 and December 8, 2009 (0:04:44)**
 - Trustee Eric Walker indicated that he would draft a memo outlining the presidential search and selection process to be entered into the files to provide historic information for future searches.

Trustee Pantín moved approval of the minutes of the meeting of November 20, 2009, and December 8, 2009. Trustee Haggard seconded, and the motion passed unanimously.

- 3. Comments, Faculty Senate: Dr. Jayne Standley (0:06:20)**
 - Dr. Standley welcomed the new trustees and noted that President Barron has spoken to the Faculty Senate and other faculty groups in the two weeks he has been on campus. She brought two critical concerns on behalf of the faculty. The first is possible legislative plans to cut the university's budget further this year and in doing so remove funds from the arts, humanities and social sciences and move those funds to the STEM areas. She said that would be disastrous at Florida State. The second is the layoff of tenured faculty. The faculty is concerned about what that says about Florida State nationally. In terms of an assault on tenure, this could be the beginning of a brain drain with implications that could take many years to recover from. The Faculty Senate urges continued consideration of this concern.
 - Chairman Smith acknowledged that concern. He hopes the Legislature will realize that universities are an integral element of rebuilding the economy, and cutting education slows potential progress. He noted that the state's economic situation is grim. The state needs to develop a new economy.

- 4. Comments, Student Government Association: Ms. Lauren Robertson, Vice President (0:11:23)**
 - Ms. Robertson welcomed new trustees and President Barron. She reported on Students First Week, during which Tallahassee Mayor John Marks and city commissioners met with students from Florida State, FAMU and TCC to discuss ways to make living in Tallahassee better for students. She noted SGA President Jakubik's leadership, along with support from the Student

Alumni Association, to create the Seminole Experience book for all students. She also reported on the SGA partnership with the Seminole Student Boosters to promote True Seminole t-shirts to fund scholarships for student athletes as well as service grants to student organizations. A campus safety walk is coming up in partnership with the Florida State Police Department to determine ways to make the campus safer. Ms. Robertson introduced Dustin Daniels, who expressed his enthusiasm for joining the Board of Trustees as the student representative. He announced that the ACC Leadership Conference would start on campus today.

5. Legal Update: Ms. Betty Steffens (0:14:51)

- Ms. Steffens reminded trustees of key points regarding board operations and communications related to the Sunshine Law, public records law, the Florida Code of Ethics and Board of Trustees ethics policy.
- Ms. Steffens introduced Deputy General Counsel Michael Cramer for a briefing on powers and duties of the Board of Trustees as well as an explanation of action required on a resolution documenting the president's powers and duties. (0:18:33)

6. Action Item (ACTION)

Resolution specifying powers and duties delegated by the Board of Trustees to the president of The Florida State University.

Trustee Kinsey moved to approve this item. The motion was seconded by Trustee Hillis and passed unanimously.

7. Legal Update: Continued (0:22:19)

- Ms. Stacey Karpinski of The Compliance Group provided an update on NCAA matters. She noted that the university has been placed on four years period of probation and is under heightened NCAA scrutiny and monitoring. In this regard she outlined the obligations of trustees in any contacts with students, Admissions and other university personnel.

8. University Relations and Advancement Update: Ms. Lee Hinkle (0:31:54)

- Ms. Hinkle noted that University Relations and Advancement is highly involved in preserving and promoting university history and tradition through projects and activities including the Heritage Protocol, campus beautification, completion of renovation of the Werkmeister Humanities Reading Room into a university heritage museum as well as renovation of Ruby Diamond Auditorium, which is scheduled to reopen in October. She noted the success of Heritage Day.
- She outlined events of Seven Days of Opening Nights, stressing the opportunities for students to meet with and learn from renowned artists. Even though Ruby Diamond Auditorium, traditional location for most Seven Days of Opening Nights events, has been unavailable, sites have been scheduled throughout the community, and ticket sales remain excellent.
- She reminded trustees of the strength of the Seminole Caucus—legislators who are alumni and friends of Florida State, including parents of current students. FSU Day at the Capitol is scheduled for April 6.
- She announced that President Barron has designated funds for the Alumni Association to support college events around the state directed at strengthening ties with alumni. She reported on the first International Arts Festival at the Ringling Museum in Sarasota, which was highly successful. Florida State students and faculty were an integral element of this festival. Dean McRorie has been working to secure funds for a second festival is being planned. Sen. John McKay has been instrumental in finding resources for the event.

- The Foundation has scheduled events around the state to introduce President Barron and promote fundraising opportunities. The Boosters have had fundraising success in January.

9. Update on Legislative Priorities: Ms. Kathleen Daly (0:44:15)

- The 2010 legislative session kicks off on March 2, but legislators have been meeting since last fall. The budget has been and will continue to be the focal point for this election-year session. The state is looking at a potential \$1.1 to 3.2 billion revenue shortfall for the next fiscal year. A recent report indicates that Florida has probably hit bottom but will languish there for another year before starting to climb out of the recession. If all goes well Florida will be out of the recession by 2015. Unemployment is just under 12 percent, a historic high for the state.
- Both the House and Senate are building their budgets around no new resources. Both houses are engaging in budget-cutting exercises. Daly indicated that preliminary budget runs will look devastating. As federal stimulus funds disappear, the situation will worsen.
- She discussed the Governor's budget proposal.
- The university's recommended budget priorities are:
 - Protection of the university's base budget by focusing on the existing productivity of programs relative to sector benchmarks
 - Support the university's anticipated receipt of the second year of stimulus funds to handle required "teach out" efforts
 - Funding for utilities and new space to insure life-cycle stewardship of state assets
 - Continuation of employee benefits such as health insurance and retirement to remain competitive for talent in national and international labor markets
 - Protect the medical school's unique mission and funding to avoid erosion of quality and maintain emphasis on primary care
 - Support the New Florida initiative with new money as a means of transforming the state's economy
 - Support matching grant programs with non-recurring funds as a means to increase private donations
 - Support PECO projects to update and provide sufficient space for students, faculty and staff and create jobs locally

10. Consent Items: One Motion (0:52:18)

Trustee Jakubik moved to approve eight consent items. The motion was seconded by Trustee Haggard and passed unanimously.

- Request for Approval of Material and Supply Fee and Use of Facilities and Equipment Fee Increase (Regulation)
- Request for Approval of the 2010-2011 Differential Tuition Fee Increase Expenditure Approval
- Request for Approval of the Proposed Rental Rates for Student Housing – Fall 2010
- Request for Approval of the Student Fee Assessments -- Local Fee Increases – Academic Year 2010-2011 (Regulation)
- Request for Approval of the Bond Issue for the Next Phase of Wildwood Housing
- Request for Approval of Student Government Association Bills and Resolutions – Fall 2009
- Request for Approval of the 2010 Affirmative Action Plan
- Request for Approval of the Revision of Regulation on Textbook Affordability

11. President's Report (0:53:00)

- President Barron introduced the students who created “Hey, Cupcake,” a business launched in January 2010 from the College of Business Entrepreneurship program. He noted that this, as well as the student opportunities generated through Seven Days of Opening Nights, is a prime example of the student-centered opportunities that Florida State offers.
- President Barron offered his perspective on the legislative session and on a coherent plan and strategy that crosses strategic planning, fundraising and public relations to attract resources to enable faculty and student success. Analyzing several priorities from the strategic plan, he posed the following questions about each: Do the objectives in the strategic plan capture the full sense of the university’s vision to be the national and state leader and our aspirations? Do the objectives distinguish Florida State from competitors? What actions, if they are completed, allow the university to claim success in achieving the objective? Do the actions guide the university’s fundraising goals? He noted that these concerns are not laid out in the strategic plan, and they need to be.
- President Barron noted that he wants to claim a territory that other universities cannot claim.
- He noted that there is already a great deal to be proud of at Florida State University. He will be visiting each dean and college to receive briefings on their student-centered activities to gather a full view. He believes the full picture has not been recognized and will be remarkable.
- He offered ideas about capturing the fundraising potential of claiming the title of “most student-centered university.” He noted that public relations must connect the strategic and fund-raising vision to a tag line for all university promotions and must imply an action.
- He said one of the few options available to create a coherent plan to carry out the university’s strategic plan for faculty and students is to ramp up the fundraising process. He offered a set of facts about fundraising among all universities and concluded that Florida State’s fundraising efforts must be improved. The university is severely understaffed in terms of development officers who are on the road raising funds. Effective fundraising requires that alumni be connected to their undergraduate programs through their colleges. The Alumni Association also needs additional support, and the president announced a plan for providing additional funds to support alumni events. He concluded that it is impossible for the university to have the necessary contact with alumni without increasing staff levels in colleges and building connectivity between the Alumni Association and colleges, and this must be done in a budget-constrained environment. The goal is to triple the number of fundraisers.
- Several trustees commented on the presentation, and Trustee Kinsey asked if there is some way to take advantage of resources like call centers and build student engagement within colleges and if there is a way to offer credits to develop students’ skills in sales and resource development. President Barron noted that he has been thinking about how to showcase our students’ competitiveness in the job market with a special “Garnet and Gold” or presidential scholar status to designate graduates who have participated in at least three of five activities, including undergraduate research, study abroad, volunteer service, internships and leadership training and experience.

12. Academic Affairs: Dr. Lawrence Abele (1:32:08)

- Dr. Abele presented Florida State University’s 2009 Annual Report to the Board of Governors. He particularly emphasized the university’s first-year retention rate of 91 per cent, the result of efforts of at least 250 people on campus, which puts the university within the top 20 in the nation. The report shows significant progress across campus. He noted that tough economic times are ahead and encouraged recognizing the efforts of those across campus who have picked up additional

assignments. He said that this year's promotion and tenure process is the best he has seen. Dr. Abele observed that those faculty members who received a non-renewal notice were offered two years of salary and benefits.

13. Action Item (ACTION) (1:39:30)

Approval of Florida State University's 2009 Annual Report to the Board of Governors

Trustee Walker moved to approve this item. The motion was seconded by Trustee Pantin and passed unanimously.

14. Academic Affairs (continued) (1:39:45)

- Dr. Kirby Kemper provided an update on Office of Research activities and referred to this year's Annual Report. In the face of tremendous external pressures Florida State reached a record \$200 million in research dollars last year, put forth the most patents ever and published the most papers ever. Dr. Kemper said these accomplishments are a testament to the energy of the faculty, staff and students. The National High Magnetic Field Laboratory has just received the largest grant ever from the chemistry division of the National Science Foundation to build a new ion cyclotron resonance magnet. Dr. Kemper also talked about entrepreneurial efforts in conjunction with the College of Business to bring new products to market.
- Dr. Joe McElrath provided an update on preparation for the university's SACS 10-year report, to be submitted in 2013. An abbreviated fifth year report has been submitted.
- Dr. Bob Bradley reported on the Board of Governors' New Florida initiative. The Board of Governors' vision is to create a new, more productive Florida economy based on knowledge and innovation. To do this, in conjunction with the business community the Board of Governors has developed the New Florida initiative to improve the state's economy and the state's public universities. The Board of Governors has focused on each university's distinct vision and has created a specific research agenda for each university that focuses on STEM-related fields (science, technology, engineering, math [including medicine]). This is a focus on funding for graduates in high-skill, high-wage jobs. The Board of Governors is calling for doubling the state investment in higher education. Part of that includes a strong accountability system and a return to state matching programs, coupled with use of differential tuition to double tuition rates. Under this initiative, the Board of Governors project that by 2015 undergraduate degree production can be increased by 25,000; faculty numbers can be increased by 2500, bringing in an additional \$500 million annually in research funding. The Board of Governors will work with university leadership on distribution of funding, which will affect funding on the Florida State campus, based on the number of degrees awarded and how the degrees are counted to meet regional workforce needs and strategic emphasis.

15. Finance and Business: Mr. John Carnaghi

- Mr. Carnaghi addressed the issue of direct deposit of payroll checks. A small number of employees have refused to move to direct deposit, and this is costly.

16. Action Item (ACTION)

Approval of the Payroll Direct Deposit Regulation

Trustee Pantin moved to approve this item. The motion was seconded by Trustee Walker and passed unanimously.

17. Student Affairs: Dr. Mary Coburn

- Dr. Coburn welcomed Dustin Daniels, new student body president, and thanked Rob Jakubik for his service. Bobby Seifter is the new vice president, and both he and Daniels are Truman

Scholarship nominees. Seifter is leading an initiative to create a student foundation. Sophia Khawly, a nursing student, was named the Florida Campus Compact student for the state. Students went beyond their goal at Dance Marathon, raising \$450,000. Students, faculty and staff have contributed almost \$1 million to this community and region through a wide variety of charities. Students have been generous in the Haiti relief effort, and their efforts continue. Upcoming events include Peace Jam, the Big Event and an open house celebrating opening of “The Globe,” also known as the Center for Global and Multicultural Engagement. She also noted that ground is being broken on Wildwood II and the new health facility.

- Director of Athletics Randy Spetman reported on the academic accomplishments of athletes. Last semester 11 of 19 teams had a 3.0 or above grade point average; 14 student athletes were on the President’s List with a 4.0; and 49 per cent of student athletes had over a 3.0 GPA. The goal is to have a cumulative 3.0 average across the department; the figure is now 2.9. Florida State has its highest position in history in the Director’s Cup competition. Transition of football coaches has gone well. The football recruiting class is ranked sixth in the nation. In response, football ticket sales are going very well. The women’s basketball team will go to the NCAA tournament, and Florida State will host the first and second rounds. He reported on implementation of NCAA penalties. He also noted that Myron Rolle would be featured on an upcoming “Outside the Lines” ESPN program.

18. Fundraising Updates: Mr. Andy Miller and Mr. Steve Evans

- Mr. Miller reported that the Boosters are poised to take advantage of new strategies and new coaches. In conjunction with the Alumni Association and Foundation, the Boosters will work to increase fundraising/friendraising activities four to eight hours from Tallahassee. Currently the best opportunities to raise resources are deferred gifts and grassroots fundraising. To date, the Boosters have raised \$19,861,643 in 2009-10 toward a goal of \$23,000,000. Mr. Miller expressed confidence that the goal would be exceeded and funds raised for the year would total \$25,000,000. He outlined other forms of revenue and costs of fundraising. Trustee Haggard noted the exceptional enthusiasm of fans over the past several months.
- Mr. Evans reminded trustees of the fundraising structure he outlined at the last meeting. He noted that, whether in the public or private sector, you can’t cut your way to prosperity. He expressed excitement about the arrival of President Barron. Funds raised in the first half of 2010 total \$22,049,263 toward a goal of \$40,000,000. By comparison, for the first half of 2009, \$24,054,807 was raised, and the final annual total was \$39.3 million. He offered the prospects for the rest of the year. Change has brought tremendous enthusiasm and positive energy. The university endowment as of December 31, 2009, was \$458,660,673. Trustee Hillis asked about how expansion of development staff would proceed. President Barron said that there needs to be another development person in each college and he envisioned a pipeline for building development staff, including experienced officers who can serve as mentors to young, enthusiastic new graduates. Mr. Evans noted the success of the new call center as well as a new direct-mail campaign to refine outreach to existing and potential contributors.

19. Action Item (ACTION)

Proposed meeting dates

June 24 & 25, 2010

September 30 & October 1, 2010

November 29 & 30, 2010

Following a request by Trustee Pantín to explore adding an April meeting, President Barron mentioned the possibility of holding a study session or retreat. Pantín noted that such a meeting could be held

outside of Tallahassee. President Barron said that he would take advantage of any event held outside of Tallahassee to meet more alumni and contributors. President Barron will decide about scheduling an April meeting.

Trustee Pantín moved to approve the proposed meeting dates. The motion was seconded by Trustee Duda and passed unanimously.

20. Chairman's Report: Mr. Jim Smith

- Chairman Smith invited trustees to contact him in the next few weeks with ideas to include in a retreat agenda. His thoughts for this agenda would include the possibility of a two-year term of office for the chairman and vice chairman of the board. He said there should be a model for the president's separation agreement. He offered the idea that the Board of Trustees might be the selection committee in the presidential selection process. He also mentioned decisions on presidential statues and whether the trustees should be involved in those determinations.

21. Action Item (ACTION)

Election of Vice Chairman

Trustee Pantín nominated Trustee Haggard to serve as vice chairman. The motion was seconded by Trustee Jakubik and passed unanimously. Trustee Kinsey moved to close the nominations. The motion was seconded by Trustee Jakubik and passed unanimously.

22. Action Item (ACTION)

Trustee Jakubik moved to grant the status of President Emeritus to President T.K. Wetherell. The motion passed unanimously.

23. Open Forum for Board Members

- Trustee Pantín introduced the idea of naming the President's House in honor of Virginia Wetherell. Chairman Smith said that a committee would be named to investigate this possibility.

24. Adjournment

The meeting adjourned at 11:45 a.m.