

Florida State University
President's Report
Board of Trustees

September 13, 2013



THE FLORIDA STATE UNIVERSITY

Topics

- Two Aspects of Preeminence
 - Advancing the University (Path to Top 25)
 - Job Creation and Student Career Success



Advancing the University (Update only)

US News and World Report (September 10, 2013)

Overall – tied for 91 (97 last year)

Publics – tied for 40 (42 last year)

Passed 7 publics since 2010 and 13 overall

Improvements:

Acceptance rate

4-year average retention rate

Average graduation rate

Graduation performance rate (+11)



Job Creation and Student Career Success

Promise to Governor and Legislature:

Not just rankings but jobs and career success

Comprehensive 7-Point Plan for FSU

Draft text for BOT review and comment

Plan presentations to BOG, Legislature and
Governor as part of Preeminence reporting



1. Entrepreneurial University

1.1 Open the doors of the College of Business

New minor (faculty hired)

1.2 Entrepreneurs-in-residence

Funded Preeminence – first 10 requests

1.3 Partnerships (e.g. Chempreneurs)

Expand from current success

1.4 Competitions

GAP; Digitech; IT incubator; COB shark tank, \$

1.5 Attracting investors

FSU branding for angel and venture capital

1.6 Student Innovation Foundation

BOT approved; not yet staffed

Double impact – jobs and student career success



2. Patents, Licenses, Startups

“Funnel”

Invention and creative works disclosure

Patent applications

Patents

Four-prong approach to marketplace

Sneak Peek

FSU enabled startup (typically with GAP funding)

License directly to company

S-Bridge – private sector marketing; resources (NEW)

3-year average:

Highest disclosure rate than any other 3-year period

Filed a record number of patents

Satisfied 12th preeminence metric (43; 100+) for patents

Record number of new licenses (15; 5 pending)

Record number of new startups (4)

New study team to examine top 150 universities



3. Investing in Innovation

- A. Enhancing Career Opportunities – focus on high-paying jobs
- Institutional rank matters on salaries and employment
 - Subject correlated with starting salaries
 - Lowest (agriculture; education, library sciences, fine arts, theology and religious studies)
 - Highest (petroleum and natural gas engineering, material sciences, electrical and mechanical engineering, military technologies)
 - Substantial variation with market forces (e.g. nuclear industry, oil and gas prices)
 - University mix of degrees – small college may be as highly ranked as large universities
 - Care on incomplete data sets (urban and regional versus major research universities)

Problem: Can't Predict 4-years out what the market will be



3. Investing in Innovation

B. Focus on Quality (rank) and Innovation Potential

C. New materials, energy, environment & human health are enduring issues

- Materials – innovation across every sector of society
- Energy – materials key to cost-effective renewables
- Human Health – Successful Longevity

D. Use of Preeminence Funding (targeted)

- Coastal Marine Sciences
- Brain Initiative (successful longevity)
- Phase II – energy and materials



4. Economic Development - Tallahassee

- A. Economic Development Council; Chamber of Commerce; Imagine Tallahassee

- A. Incubation of startup companies (1/3 of GAP awards)

- A. Revitalized Civic Center; Hotel and Retail; College Town, Madison Mile



5. Power of FSU, FAMU, TCC

Two Examples of Collaboration:

A. “Educate Your Business”

1. Workforce promise
2. Recruiting companies

B. Student Veterans

1. Retention and graduation
2. Access to jobs



6. Embedding Student Success in the Curriculum

- A. Academic Program Guide
 - 1. Academic Map
 - 2. Likely job titles and potential employers
 - 3. Salary data

- B. Faculty-led experiential learning/career success

- C. Survey of employer opinion

- D. Broader use of internships



7. Advancing Career Readiness

A. Career Center

1. Career advising, counseling, programming, college liaisons
2. Internships, career shadowing, mentoring
3. Data base of career opportunities
4. Expanding employer opportunities
5. Career fairs, networking events, employer recruiting visits
6. Employability skills

B. Alumni Association – networking, advising, internships and employment opportunities



END NOTE

A. Preeminence – two parts

1. Academic Excellence (Path to the Top 25)

a. Good News – Reached Top 40

2. Career Success and Job Creation

a. Comprehensive approach – 7 point plan

b. Job creation and career readiness – many links

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Questions or Comments



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