

The Florida State University Board of Trustees Meeting
Augustus B. Turnbull III Florida State Conference Center
Tallahassee, Florida
Monday, November 29, 2010
SUMMARY MEETING MINUTES
1:00 p.m. – 5:16 p.m.

NOTE: A complete webcast of this meeting has been archived at: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

Members Present: Trustees Derrick Brooks (via phone), Susie Busch-Transou, Dustin Daniels, June Duda, David Ford, Manny Garcia (by phone), Andy Haggard, Mark Hillis, Jim Kinsey, Leslie Pantín, Jr., Peggy Rolando, Brent Sembler and Eric Walker.

1. Call to Order and Welcome: Mr. Andy Haggard, Chairman

- Chairman Andy Haggard called the meeting to order, and Fran Conaway conducted the roll call.

2. Approval of Minutes of Meeting of September 24, 2010

Trustee Hillis noted that Action Item 16 should read: “If matches are not received, it is the responsibility of the donor to come up with the full 100 per cent of the gift.”

Trustee Pantín moved approval of the minutes of the meeting of September 24, 2010, with Trustee Hillis’ correction.

Trustee Sembler seconded, and the motion passed unanimously.

3. President’s Report: Dr. Eric Barron

- President Barron noted that the search for a new provost is under way, and the search firm indicates that it is likely that interviews will take place in late February. Because the process is taking longer than anticipated, Vice President for Planning and Programs Dr. Robert Bradley has agreed to act as interim provost until the provost search is complete.
- President Barron’s presentation focused on the six areas where the university can generate revenue—state appropriations, tuition, online education, out-of-state students, additional students, and philanthropy. He explained each area and indicated that there are limitations in each of these areas except philanthropy. He noted that the keys to making philanthropy work are: leadership, the number of people on the road, a unified effort university-wide, a vision for the university, and goals that match Florida State’s needs and capacity to raise funds.
- He listed the basic thematic goals: transform the next generation of students; lift our great university to new academic heights; promote the Big Ideas that will shape the future; strengthen our life-long connections; honor our unconquered spirit.
- President Barron also discussed the development of the synergistic, cross-disciplinary Big Ideas that are intended to attract substantial philanthropic interest and have a transformative effect on the university. Big Ideas that have been undergoing the process of test marketing include: Institute for Successful Longevity; the concept of a “World Class” university where every student has opportunities for an international experience and cross-cultural dialogue occurs campus-wide on global issues with an annual theme; development of an interdisciplinary clinical training site that would combine and optimize the university’s resources and research; transformative spaces to create a different atmosphere and approach; risk initiative; educating 21st century students; public policy institute; Fellows Society to transform the graduate student experience; Garnet and Gold Scholar Society to recognize students who excel in three of five areas: leadership, internship, service, international experience and research.

- President Barron thanked Provost Larry Abele for his service to the university.

4. Comments, Faculty Senate: Dr. Sandy Lewis, Vice Chair, Faculty Senate Steering Committee

- Dr. Lewis noted that faculty members continue to have a sense of optimism and the sense that the university's future under the administration of President Barron looks bright. The ruling by the arbitrator reversing the university's decision on tenured faculty layoffs is one reason for that optimism. The decision upheld the protection of tenured faculty's rights to academic freedom and is cause for celebration. The faculty applauds President Barron's speedy confirmation of the decision and announcement that layoffs of all tenured faculty members would be rescinded. Faculty members are also pleased that the administration and the union were able to agree on several new provisions in a pending new contract, including a process by which senior professors can apply for pay increases after being in rank for several years. The faculty was impressed by the caliber of individuals chosen to serve on the Provost Search Committee and that Dean of the College of Music Don Gibson would chair the committee.

5. Comments, Student Government Association: Mr. Bobby Seifter, Vice President

- Mr. Seifter reviewed the three tenets of the Student Government Association administration—academics, internationalism and safety—and reported on projects in each of these areas, including production and distribution of an international exchange booklet to foster international engagement. He also noted that SGA is working with the Center for the Advancement of Human Rights on an academic and research program to be offered in Rwanda. This would include participation from International Programs and the Center for Global Engagement. A major initiative has been enhancement of the Golden Tribe Lecture Series with an increased focus on academics. SGA is also working on recording all major campus lectures and posting the archives at lectures.fsu.edu so that students can gain access to these events at their convenience. SGA has recently reallocated unspent funds, including several new safety initiatives. He also reported progress on MARC—Men Advocating Responsible Conduct, a group that promotes the socialization of men and the cultural issues of sexism and gender violence. Over 75 percent of Greek men have been MARC-certified. SGA is hosting its first lobbying conference. They are also working on the expansion of service learning classes. SGA will host PeaceJam during the spring. SGA's University Technology Committee has been meeting regularly to determine how to allocate \$4 million to enhance instructional-based technology on campus.

6. Legal Update: Ms. Betty Steffens

- Ms. Steffens provided a one-page summary of the arbitrator's decision. The university is moving forward and the layoff notices will be rescinded. Interim Provost Bradley will work on the impact of that decision.

7. University Relations Update: Ms. Liz Maryanski

- Ms. Maryanski noted that University Relations continues to work with the Foundation, Boosters and Alumni Association to foster constituent relations. The division continues to work on historic preservation including renovation of the Werkmeister Humanities Reading Room into a Heritage Museum. The division provides planning and logistical support for about 100 university special events each year. Recent events have included the reopening of Ruby Diamond Concert Hall, the President's pre-game tailgates, multiple events at the President's House, the Fall Faculty Meeting, DeVoe Moore recognition and graduation-related events. Seven Days of Opening Nights is preparing for its 12th season. Ms. Maryanski also provided information on Governmental Relations and activities of the WFSU Public Broadcast Center. University Communications, now under the

direction of Dr. Jeanette DeDiemar, will lead an initiative to focus on a more outcomes-based plan to manage the university's reputation while embracing advancing technologies. Initial work has included assessing campus communications, initiatives, publications, media relations and creative services. Ms. Maryanski also reported on the university's social media reach. She provided updates on FSU's mobile app, displayed a video package produced by University Communications and played a sample of University Communications "Share Your Story" programs. She also showed the new institutional message shown during nationally televised football games.

8. Athletics Update: Mr. Randy Spetman

- Mr. Spetman reported on continuing successes in athletics. The indoor tennis court will be completed by mid-February. The softball batting cage complex will be completed by mid-January. Re. the indoor multi-purpose area football field, Athletics is continuing work with an architect to determine costs.

9. Consent Items: One Motion

Trustee Sembler moved to approve these items. The motion was seconded by Trustee Pantin and passed unanimously.

- Requesting Approval to Implement Bachelor of Science in Dietetics
- Requesting Approval to Explore Master's of Science in Computer Criminology
- Requesting Approval of Amendment to Regulation 6C2R-2-02422, Special Fines, Fees, and Penalties

10. Academic Affairs: Dr. Larry Abele

- Dr. Abele provided an update on retention and graduation challenges in national and state economic terms. He spoke about the need for an educated population and especially the huge advantages of a four-year college degree economically and across generations. Nationally, the graduation rate is 54 percent. Dr. Abele said there is a huge amount the institution can do to improve retention and graduation rates and he described methods used at Florida State that have driven retention rates to the top 15 public universities and graduation rates up by 12 percent to 74 percent. He predicts that, with use of newly developed systems, FSU's graduation rate will be 80 percent. Dr. Abele recommended focusing on retention, rather than access, to improve graduation rates.
- John Barnhill, assistant vice president for enrollment management, presented an update on out-of-state recruitment, including a history of recruitment. The number of out-of-state students has been declining in the past decade, for a number of reasons, including state policies, access issues and higher tuition. Basically, however, no recruiting was being done during the period. He explained the effort to turn this around and move forward on out-of-state recruitment. Given the new procedures Mr. Barnhill expects a very good year for out-of-state recruitment in 2011.
- Dr. Ross Ellington, associate vice president for research, provided an update on activities of the Office of Research. He presented information on Florida State's oil spill research efforts and future opportunities. He outlined FSU RAPID Response grants award to Florida State by the National Science Foundation, grants awarded to Florida State through the BP-Florida Institute of Oceanography competition, and grants awarded through the Northern Gulf Institute. He noted that Florida State is very well positioned for awards and leadership for future research.
- Frank Patterson, dean of the College of Motion Picture Arts, presented an update and historic view of the Digital Domain initiative. Digital Domain is a highly regarded digital production studio that creates digital imagery for feature films, television and interactive media that has expanded into

Florida. Part of their interest in the state is Florida State's internationally recognized Film School. They have an interest in education that matches with Florida State's interests and could produce a good partnership, including research. In April 2010 Digital Domain contracted with Florida State through the Office of Research to provide consultation on the creation of the Digital Domain Institute. The firm is planning a second animation studio in Florida, aiming at West Palm Beach, with opportunities for the Film School to locate a new graduate program, the school's Torchlight Program and possibly an applied research center in the facility. Digital Domain signed a contract with the City of West Palm in November 2010 for this facility. The Film School is completing a business plan that details operation of the university's programs in West Palm, preparing to negotiate with Digital Domain, and meeting industry leaders to determine Florida State's potential research agenda. Part of this effort is looking at recommendations for potential interdisciplinary collaborations with other Florida State units. The school is also discussing Digital Domain's interest in sponsoring a new BFA program in digital animation.

- President Barron said he thinks this is an extraordinarily important development, a Big Idea for the university. It is important for the Board of Trustees to be aware of these activities because there is a certain amount of tension regarding service areas for members of the State University System on this topic. There is also a concern that a public institution might use state dollars to help a private corporation deliver a curriculum that might compete with another public institution's offerings. This, however, is a new area that no other institution is offering and is a tremendous opportunity. There is also a perception that, because of the size of the proposed facility, Florida State has a hidden agenda and bigger designs for this campus than Dean Patterson described in his presentation. In fact, that is a small space to cover the planned programs. This project offers huge potential in Florida for high-paying jobs. It's a great partnership, and Digital Domain selected the Film School, rather than vice versa. A Tallahassee location was not possible. Chairman Haggard noted that this is a great opportunity for the state and Florida State does not deserve accusations of bias or unfair advantage that have appeared in the media.

11. Finance and Business: Mr. John Carnaghi

- Mr. Carnaghi stated that the 2010 Legislature has allowed the university to assess new fees to cover the cost of activities that wouldn't be possible without additional revenues. This has led to a proposal to aid in providing necessary safety and security services for students.

12. Action Item (ACTION)

Approve the Student Security Support Fee

Trustee Pantín moved to approve this item. The motion was seconded by Trustee Daniels and passed unanimously.

13. Action Item (ACTION)

Approve the Final 2011-2012 Fixed Capital Outlay Budget Request

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

14. Action Item (ACTION)

Approve Revised University Debt Policy

Trustee Pantín moved to approve this item. The motion was seconded by Trustee Sembler and passed unanimously.

15. Action Item (ACTION)

Approve renaming of the Finance and Business Committee to the Finance, Business and Audit Committee

Trustee Busch-Transeau moved to approve this item. The motion was seconded by Trustee Pantín and passed unanimously.

16. Finance and Business (continued)

- Consultants from the Jones Lang LaSalle real-estate services firm provided an update on the College Town Feasibility Review and consideration of next steps. Their findings indicate that budgeted development costs are higher than comparable local market projects because of desired institutional quality; there is a concern for competitive market disadvantage; the project financial structure is very complicated for a small project; the project is not financially feasible without financial structuring and ground lease; project decision-making authority needs clarification before starting the project; Booster approvals should not be allowed to be an impediment; and financial and delivery risk should be solely borne by H&H, the for-profit developer. Areas of concern include: the project size/mix is driven by the finance strategy, not necessarily by the market; the retail occupancy and structure is not well defined; and project launch and success depend on the critical element of a complex financial structure. The best outcome for the Boosters is for the project to be very successful and after seven years buy it. If the project struggles, the Boosters can decline to purchase and collect ground rent for the term of the lease. Overall, the consultants advise that the project has a reasonable chance of success if the financial structure comes together.
- Trustee Hillis inquired about changes to the project reported in the Tallahassee Democrat. He is concerned about the vacancy rate in the market and interest in the retail component. He is also concerned about visibility and access from the campus. President Barron asked about values of university-owned land adjacent to the project. Trustee Rolando asked about the adequacy of budget calculations. The consultant could not find major flaws in the budget. She also inquired about the current retail market in Tallahassee, neighborhood safety and a connection/gateway between the campus and the project. Extensive discussion of the retail challenge ensued, including comparison with a similar project in Tampa.

17. Student Affairs: Dr. Mary Coburn

- Dr. Coburn announced that Florida State University was named the “most engaged” campus in Florida by Campus Compact. Since the Garnet and Gold Scholar Society application process opened Nov. 3 more than 75 students have filed the “intent to participate” form. Dr. Coburn also provided highlights about Campus Recreation.
- Eric Weldy, associate vice president for Student Affairs, explained proposals to increase several local fee increases to be effective in 2011, and Trustee Daniels asked that the fees be voted on in their individual categories.

18. Action Item (ACTION)

Approve no increase to the Activity and Service Fee at the main campus and Sarasota campus
Trustee Pantín moved to approve this item. The motion was seconded by Trustee Walker and passed unanimously.

19. Action Item (ACTION)

Approve an increase of \$.45 per credit hour to the Activity and Service fee at the Panama City campus effective Fall term 2011.
Trustee Daniels moved to approve this item. The motion was seconded by Trustee Rolando and passed unanimously.

20. Action Item (ACTION)

Approve an increase of \$.52 per credit hour to the health fee on the main campus effective Fall term 2011 and eliminate the health fee at the Sarasota campus effective Spring term 2011
Trustee Daniels moved to approve this item. The motion was seconded by Trustee Walker and passed unanimously.

21. Action Item (ACTION)

Approve an increase of \$.15 per credit hour to the athletic fee on the main campus effective Fall term 2011

Trustee Rolando moved to approve this item. The motion was seconded by Trustee Brooks and passed by a majority on a roll call vote.

22. University Advancement: Dr. Tom Jennings

- Dr. Jennings noted his warm welcome to the Florida State University community. He is excited about the possibilities for Florida State becoming a state, national and world leader in a number of areas of excellence. He announced that higher education consulting firm Bentz Whaley Flessner had examined the three Direct Service Organizations and made recommendations on how they could be improved. They recommended a more integrated and collaborative approach in the planning model in and among the DSOs; revitalizing the local Seminole Clubs by expanding their focus to showcase the entire university; build Annual Fund resources; improve development officer training; increase communication among the Foundation and Boosters staffs to maximize major gift solicitations; and restructure the Foundation, including hiring some more seasoned fundraisers. The consultants also benchmarked Florida State against peer institutions in terms of spending on fundraising and alumni relations resources and found that the university is understaffed and under-spending in comparison to peers. There is also a lot of strength in the organizations. Despite national state and national economic problems and downward higher education philanthropy trends, however, giving to Florida State has increased in many major indicators. A significant effort is under way to integrate the DSOs, working as one FSU. Mr. Jennings also reported on current activities and financial data of the DSOs. He also discussed the impact of philanthropy at the university. He reported on campaign planning.

23. Action Item (ACTION)

Approve request to rename Ruby Diamond Auditorium as Ruby Diamond Concert Hall

Trustee Pantín moved to approve this item. The motion was seconded by Trustee Sembler and passed unanimously.

24. Action Item (ACTION)

Approve request to name the conference room in the Office of Academic Services and Intern Support in the College of Education in memory of Mr. J. Neill Franks.

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

25. Upcoming Meeting Dates

January 7, 2011, 10 a.m., conference call

March 3 & 4, 2011

June 2 & 3, 2011

26. Chairman's Report: Mr. Andy Haggard

- Chairman Haggard noted that this meeting marks the end of several eras at Florida State University, including Larry Abele's final meeting as provost. Chairman Haggard called for a motion to honor Dr. Abele.

27. Action Item (ACTION)

Honoring Dr. Lawrence G. Abele for his years as provost, administrator and faculty member and wishing him the best as he leaves the position he has held for so long and devotes his full attention to the Institute for Academic Leadership.

Trustee Pantín moved to approve this item. The motion was seconded by Trustee Ford and passed unanimously.

28. Chairman's Report (continued)

- Chairman Haggard also noted that this is the final meeting for Trustees David Ford and Manny Garcia and thanked them for their leadership and guidance. He recognized Trustee Ford for envisioning and funding the establishment of the Office of National Fellowships.
- Trustee Ford responded with several suggestions for the future. He is a big believer in quality over quantity. He says the focus for the future, even as growth occurs, must be on quality at the student level, the facility level, the administration level and at the faculty level. He is a big believer in student athletes. It is important to provide outlets for those who want to focus on more than simply athletics or simply academics. Technology—online teaching and classes—must be the focus for the future. He also encouraged global education—international students at Florida State and Florida State students studying abroad. He also noted that enough cannot be said about the importance of ethics in terms of the environment, personal ethics, handling money, etc. In terms of fundraising he said Florida State cannot underestimate the importance of the annual fund. A push is needed for annual fund giving from trustees. He also encouraged trustees to use their time wisely. Use committees for more in-depth study and analysis. Trustees should be spending more time on strategic issues, offering their expertise to the president and the university.

29. Adjournment

The meeting adjourned at 5:06 p.m.

Submitted by Frances Aidman Conaway, 1/21/11