Topics

- Two highly significant threats to Florida State
- Key Issues in the Legislature
- Enrollment Update
- Board of Governor’s Update
- Two new initiatives
Significant Threats

- Number of Assistant Professors
  - Highly productive group-institutions future
  - 32% fewer than 2007 (from 300+ to 200+)
  - Significant risk to our future

- Competitive salaries
  - 17% below our Carnegie classification average
  - Example from College of Business
    - 12 offers from other institutions since 2010
    - Insurance, Risk Management, Real Estate
    - Nine with offer letters - $627,000 above our pay (average raise of $70,000)
    - Many were from institutions of lower rank

- Impact – lose seed corn and pick off all-stars – ticket to mediocrity
Key Legislative Issues

- 5% ($12M), 10%, 15% budget cut exercises
  - 130 to 390 positions
  - Constraints
    - Pay as you go or defined fees (no savings)
    - Differential tuition (defined uses)
    - Collective Bargaining (untenured faculty first and whole departments)
    - Accrediting body (two year teach out – still spend dollars for two years)
- Impact is operations and academic mission
Key Legislative Issues

- **Benefits**
  - $5K cap on health insurance (Governor plan)
    - family plan is currently more than $12K
  - Defined Contribution (Governor plan)
    - employee up to 5%
  - Significant Pay Cut

- **Guns on Campus**
  - Students and faculty leadership groups oppose
  - All police chiefs oppose
  - Hand out on de-regulation and University job creation (partnership with UF)
Enrollment Updates

For 2011, 35,000 freshman applications.
December 8, accepted 10,875
March 16, admit approximately 4,000

Mid-range GPA and test scores:
Summer: 3.5-4.1 academic GPA; 1690-1890 SAT total; 25-28 ACT composite
Fall: 3.7-4.3 academic GPA; 1760-1980 SAT total; 26-30 ACT composite
Combined: Combined: 3.6-4.2 academic GPA; 1750-1970 SAT total; 26-29 ACT composite

Fall Enrolled Middle 50th 2009
3.6 - 4.1, 1710 – 1920, 25 – 29

Fall Enrolled Middle 50th 2010
3.6 - 4.1, 1720 – 1920, 25 - 29
Board of Governors Update

- Market Rate Tuition Proposal – all 5 approved
  - Master of Social Work
  - Master of Library and Information Studies
  - Master of Science in Management
  - Master in Management Information Systems
  - Master in Business Administration

- Safety and Security Fee
  - Blue Light app; Nole Cab; officers
  - BOG concerns
    - Elements don’t serve all students
    - Should this be tuition (not a fee)
  - FSU concerns
    - Had full approval of BOT and Students
    - Approved fees at other institutions cover areas where we use tuition (student life)
    - Most fees don’t serve all students
    - First time through process – expect issues
Two New Initiatives

- Veteran’s House
  - Creating a veteran’s friendly campus
  - Address issues of community; retention
  - Physical House (gathering place; services)
  - Alumni and Heritage Roles
  - Established Committee to define needs/vision
  - Started a fund-raising committee
  - Alumni Board working on committee

- Celebration of newly Tenured faculty
  - Select book/material of importance to individual
  - Purchase; use existing item and release dollars for library needs; or take item off of disciplinary need list
  - Book plate
  - Paragraph on why book is important
  - Celebration and display of all at Strozier Library
  - Seek $400,000 endowment ($300 per faculty member)
Questions or Comments
### Average Salary By Rank, 2009-10, in Category I (Doctoral) Institutions

<table>
<thead>
<tr>
<th>Rank</th>
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Sources: AAUP Annual national survey, FSU Factbook
## Average Salary and Average Salary + Benefits 2009-10, in Category I (Doctoral) Institutions

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Sources: AAUP Annual national survey, FSU Factbook
1st State of the Student Body
Annual Report

FSU Board of Trustees
March 4, 2011

Dustin Daniels
2010-2011 Student Body President
Focus on Four Distinct Areas

Academics
Supporting an enriching key areas of campus that help the university maintain academic prestige and achievement

Activism
Find and evoke ways to get student engaged and active in some of the key issues of the university, city, state etc.

Service
Expanding and enhancing opportunities for students to learn and grow from the principles of service learning and servant leadership

Safety
Investing in new and creative ways that proactively enhance campus security and safety (Top cited concern of Students)
Academics

- Undergraduate Research
  - Co-Sponsors of 2010 Undergraduate Research Symposium
  - Student Council for Undergraduate Research (SCURC)

- Investing in New Golden Tribe Lecture Series
- Creation of the FSU College Leadership Councils

- TRUE Seminole President’s Challenge: SGA Scholarships
Academics

- International Exchange Books
- FSU Rwanda Center Project
Activism

Creation of the Office of Governmental Affairs

- 1st Annual Student Day at the Capitol
- Voter Registration and Education Programs
- City/County Level Representation for Students
- TK Wetherell Legislative Shadow Day
- Legislative Officials Banquet
Activism

Inclusive Anti-Discrimination Policy

M.A.R.C. Program

- Men Advocating Responsible Conduct
- Sexual Violence and Gender Issue Seminar
- Sustainable IFC and MARC Partnership
Service

• Creation of the Office of Servant Leadership
  – Peace Jam
  – TEDx FSU
  – Without Words
  – Campus Philanthropies

• Development Grants for Service Learning

• SOFit Fitness Program
Safety

Proposal and Endorsement of Campus Security Fee
- Mobile Bluelight System for FSU Phone App: RAVE
- Maintain and Increase FSUPD Personnel
- Create and Sustain Proactive Safety Programs
- BOG Presentation

Successful Implementation of FSU Nole Cab Program

[Image of Nole Cab logo]
Annual Updates

- Budget and Sweepings
- TRUE Seminole Program
- Legislative Session
FSU’s Unique Research and Creative Activity Portfolio

Board of Trustees Meeting- March 4, 2011

W. Ross Ellington, Associate Vice President for Research and Professor of Biological Science

THE FLORIDA STATE UNIVERSITY
FSU has a unique developmental history.

- 50 years as a liberal arts college (1897-1947); first chapter of ΦΒΚ in Florida
- Rapid growth in the “hard” sciences (the “49ers”)
- And relative latecomers.....
  - Law (1970s)
  - Engineering (1980s)
  - National High Magnetic Field Lab (1990s)
  - Medicine (2000)
The FSU of today has unique strengths in the arts, humanities and social sciences, education and family/consumer studies—reflecting our heritage.
Complemented by strong programs in the **natural, mathematical & computational sciences** and the **professions** and developing strengths in **engineering** and the **biomedical sciences**.
FSU has an unusually **balanced portfolio** of academic excellence which impacts its competitive position when compared to other public research universities.

Why?

The metrics of recognition and societal/economic contributions tend to be biased towards **science, technology, engineering and mathematics (STEM)** disciplines.
National metrics using a “gold” standard

Association of American Universities (AAU): Organization of 63 public & private graduate and very research-intensive universities

Phase I membership indicators: a) **annual R&D grant expenditures**, b) **National Academy members**, c) **NRC faculty quality rankings**, d) faculty arts & humanities awards, fellowships and memberships and e) **University Science Indicators**

Phase II membership indicators: a) **USDA, state and industrial C&G funding**, b) annual number of Ph.D. graduates and distribution by discipline, c) **number of postdoctoral fellow appointees** and d) undergraduate education (graduation rate, retention)
Recent Florida-centric metrics

**Roadmap** - (Enterprise Florida, 2010) “Align [university] degree production with industry cluster needs” ; emphasis on high tech areas (existing and emerging)

**Closing the Talent Gap** (Council of 100 of the Florida Chamber, 2010) - Incorporates elements of the FLBOG’s **New Florida** initiative (2010); “a new third pillar is needed to augment the state’s high-wage job structure: a knowledge-based economy that promotes STEM …”
The relative contribution of STEM disciplines at FSU to overall productivity is smaller than is typical for a high intensity research university.

How different is our portfolio when compared to others? There are variety of good indicators…

The number of STEM Ph.D. graduates expressed as a percentage of the total Ph.D. graduates is a good index of the depth and breadth of the STEM research enterprise at a given institution.
Selected AAU publics: Ga Tech (new, 2010), IN U, MI St U, Rutgers, Stonybrook, UCO, UNC, U TX, UVA.

AAU aspirant competitors: AZ St U, NCSU, UGA, U MA Amherst, USF, VA Tech.

Large SUS: FIU, FSU, UCF, UF, USF *
Total degree production (all levels, 09-10) by discipline is also a good indicator. [defined by Classification of Instruction Programs (CIP) codes]
Total degree production (all levels, 09-10) by discipline is also a good indicator.
[defined by Classification of Instruction Programs (CIP) codes]

- Visual & Performing Arts
- Family & Consumer Studies
- Social Sciences
- Business
Another indicator is how external C&G award dollars are partitioned between broad academic units.
Despite the differences with other high intensity research institutions, our performance is strong in a variety of areas:

- SUS: #1 in National Science Foundation awards ($75.4M in FY10)
- SUS: #3 in National Institutes of Health Awards (doubling in last 5 years)
- SUS: #3 in total external grant awards (both total and Federal), total research expenditures, licensing income and licenses and options executed
- SUS: #2 in annual Ph.D. graduates (47th in the nation, 09-10)
- U.S.: #23 in NSF funded R&D expenditures
- U.S.: #14 in federally funded R&D expenditures in the physical sciences
A final comment.....

STEM-based discoveries and inventions by university faculty have been the basis of much of this nation’s economic development.

Some FSU examples:

- diagnostic “dip sticks” based on antibodies
- carbon nanotube technology
- fuel cells
- synthesis of specialized chemicals
- cybersecurity software
- wire and magnet technology
- engineered proteins (growth factors)
However, it is the cultural, educational and business/social/health service amenities of the city, region and state that attract the “Creative Class” who invent and create and produce wealth.

FSU’s strengths in the arts, humanities, social sciences and professions are a vital asset.
Questions
DSO Update

Thomas W. Jennings Jr., Ph.D.
Vice President for University Advancement
and President, FSU Foundation
<table>
<thead>
<tr>
<th>Institution</th>
<th>FY 2010 Annual Return</th>
<th>FY 2011 YTD Return</th>
<th>Investment Consultant</th>
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<tr>
<td>FSU</td>
<td>12.80%</td>
<td>17.10%</td>
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<td>FIU</td>
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<td>UF</td>
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<td>9.97%</td>
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<td>UWF</td>
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<td>16.73%</td>
<td>Morgan Keegan &amp; Company</td>
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JOIN ADVOCATE FOR FLORIDA STATE

Welcome to Advocate for Florida State

Advocate for Florida State is a grassroots advocacy project consisting of alumni, faculty, students, staff and friends that help communicate to Florida’s elected officials, the university’s goals and the importance of supporting funding and policies that will ensure that FSU continues to be an outstanding international teaching and research institution.

Advocate for Florida State is a project of the FSU Office of Governmental Relations in partnership with the FSU Alumni Association and the FSU Foundation.

This Web site is designed to give you the information and tools you need to support Florida State University. We invite you to learn about our legislative agenda and how to get involved with your Representative and Senator. There are facts about FSU that you may not know and information on how to most effectively present our case.

Please register today to support your Florida State University

GO NOLES!
Florida State Advocacy 2011

Recipients
- Your State Senator or Senators
- Your State Representative or Representatives

Contact
- Required fields
  - Title:
  - First Name:
  - Last Name:
  - Your Email:
  - Address 1:
  - Address 2:
  - City:
  - State / Province:
  - ZIP / Postal Code:
  - Phone Number:
- Is this a test question?
- Please select response

Message
- Advocacy for Florida State!
- Dear [Name], [Decision Maker].
- Make a statement!
- Please personalize your message
- Provide default content for the main message. Advocates can only edit this content if you enable the Content Edit Option.

Sincerely,
[Your Name]
[Your Address]
[City, State ZIP]

Yes, I would like to receive periodic updates and communications from Florida State Advocacy.

Remember me. What's this?

Next Step