PRESIDENT’S REPORT

Board of Trustees
October 30, 2012
GUNTER BUILDING
VIEW FACING NORTH

West Tennessee Street
Overview

- Impacting collaboration
- Maximizing ROI
- Enhancing relationships
- Strengthening the university’s reputation
$1.1 Million
367 Corporate Partners
Online Donation Form

Please note: This form is for radio only. If you would like to support WFSU television please click here.

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Donated Almost
$1 Million
$1.1 Million E & G Funding
leveraged into
$6 Million
The best in News, Education at

wfsu  PBS  npr
University Relations: Updates

- Anniversaries
  - 80\textsuperscript{th} anniversary of the Honors Program
  - 30\textsuperscript{th} anniversary of the Panama City Campus
- Summer commencement
- Convocation and President’s BBQ
- Health and Wellness Center opening
University Relations: Updates
University Relations: Updates
University Relations: Updates
University Relations: Updates
University Relations: Updates
University Relations: Updates

Tommy Wright
Professor, Composer of "FSU Fight Song"
The Florida State University
University Relations: Updates

Tommy Wright
PROFESSOR, COMPOSER OF "FSU FIGHT SONG"
THE FLORIDA STATE UNIVERSITY
University Relations: Updates
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Honors Anniversary

Florida State University

80th Anniversary of the Honors Program

Honoring the Past, Building for the Future
Health & Wellness Center
Health & Wellness Center
Health & Wellness Center
Health & Wellness Center
Health & Wellness Center
Health & Wellness Center
Health & Wellness Center
Health & Wellness Center

FSU Campus Recreation
FITNESS & MOVEMENT CLINIC

REGULAR HOURS
Monday - Friday  6:00 am - 9:00 pm
Saturday    8:00 am - 2:00 pm
Sunday      12:00 pm - 5:00 pm

Closed on Home Football Game Days
University Communications: Integrated marketing and communications strategy

Enhancing Florida State’s national reputation
Focusing on key initiatives
Preparation for comprehensive campaign
University Communications: Integrated marketing and communications strategy

Enhancing Florida State’s national reputation
Focusing on key initiatives
Preparation for comprehensive campaign
Raising the national and international profiles
Research and creative activities
Veterans initiatives
Brand update

- Research/Analysis
- Creative &/or Communications Strategy
- Channels/Platforms (Print, Web, Digital, Photography, Design)
- Content Development
- Product Development
- Launch/Distribution
- Focus Group/Testing
Impact of media relations: September 2012

Focus
- 70% research/faculty
- 20% college, unit or student focus
- 10% other features, issues management and/or editorials

Broadcast Media
- 154 Florida State mentions in major television markets across the country

Geographic Summary
- 47% national
- 37% regional and local
- 16% international

Social Media
- More than 2,433 new Facebook fans in September; a 5% average engagement rate
- 1,194 new followers on Twitter in September; 96% positive sentiment in tweets @floridastate.

CBS NEWS
The Philadelphia Inquirer
San Francisco Chronicle
The Washington Times
FOX NEWS
Raising international and national profile

Dr. Felipe Korzenny

Dr. James Gwartney

Dr. Jonathan Dennis

The Next America

The Star-Ledger

FOX NEWS

Taiwan Today

The HUFFINGTON POST

Science Newsline Medicine & Health Care

The Washington Times
Support for key initiatives:

- Marketing and Communications strategy
- Collegiate Veterans Association spots
- Student-Veteran digital stories
- Student-Veterans Film Festival
- Veterans Honors Cords
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Veterans Film Festival Football Game Spot

Ryan Taylor
President, FSU Collegiate Veterans Association
Veterans Film Festival Football Game Spot

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Veterans Film Festival Football Game Spot

Cinedigm Entertainment Group's
The Invisible War
Veterans Film Festival Football Game Spot

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The Invisible War
Veterans Film Festival Football Game Spot

Cinedigm Entertainment Group's
The Invisible War
Veterans Film Festival Football Game Spot

Winner Audience Award
Sundance Film Festival

Cinedigm Entertainment Group's
The Invisible War
FSU Collegiate Veterans Association presents
THE INVISIBLE WAR
Monday, November 12, 2012
Ruby Diamond Concert Hall
Florida State University
vetfilmfest.fsu.edu
Veterans Film Festival Football Game Spot

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Faculty Experts

TRENDING
- 2012 Presidential Race
- Hurricanes
- Economy
- Health Care
- 9/11 Anniversary
- Federal Debt Ceiling

FEATURED EXPERT
Jeanette Castillo is an expert in new media and politics, particularly the role of Facebook and Twitter in political campaigns, citizen-generated media and the role of comedy in the democratic processes.

In Castillo's words: "Social media has become a major force in political campaigns. With the power to spread gaffes, create memes and enlist supporters to sing in harmony with a political message, social media has finally reached a saturation point. The wonderful, the horrible and the adorable all have the power to go viral, and can make or break a politician’s image with the click of a mouse."

SEARCH THE EXPERTS DATABASE
Welcome to Florida State University’s faculty experts database. As one of the nation’s leading research and creative activity institutions, Florida State is home to hundreds of subject matter experts who stand ready to share their expertise with interested media. Search by category, keyword or a trending topic to find the expert you need. This database is continuously updated, but if you can't find a specific subject matter expert, contact a member of our News and Research Communications Office for assistance.

Browse by Category: [All]
Keyword or Name: [Search]
Faculty Experts

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Social Media
Social Media

PLAYBACK LOCATIONS

8,139 Mobile
+ 4,435 Facebook
= Social Success

"Spirit of Florida State"
by FloridaState 1 month ago

21,574 views
Institutional Message: Behind the scenes
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Zachary Johnson
FILM STUDENT
FLORIDA STATE UNIVERSITY
Institutional Message: Behind the scenes
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John Wikstrom
FILM STUDENT
FLORIDA STATE UNIVERSITY
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Dr. Jeanette DeDiemar
ASSISTANT VICE PRESIDENT
FLORIDA STATE UNIVERSITY
Institutional Message: Behind the scenes
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Thanks for your contributions:
Katie Aldworth
Cameron Bertron
Marina Conover
Peter Davis
Dominic Delgado
Allen Durham
Institutional Message: Behind the scenes

Zachary Johnson
Jed Kaleko
Haley Manrique
Ayne Markos
Idan Menin
Kyle Morgan
Victoria Nugent
Frank Patterson
Institutional Message: Behind the scenes

Nick Reinhard
Sabrina Reisinger
Daniel Ross
The Renegade Team
Dustin Waldman
Ronnie Walker
Willie Wiggins
John Wikstrom
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Institutional Message

Message furnished by Florida State University
Produced by our students in the College of Motion Picture Arts
Institutional Message

Message furnished by Florida State University
Produced by our students in the College of Motion Picture Arts
Thank you.

Questions?
SACSCOC Reaffirmation and the Quality Enhancement Plan

October 2012
FSU Board of Trustees
Reaffirmation Process

- Shared with the Board last year
- Establish Leadership Team
- June Meeting conducted by SACS in Atlanta
- Assemble Compliance Certification Team
- Training in Compliance Software
- Select QEP Development Committee
- Select Review Team
SACSCOC Reaffirmation and the Quality Enhancement Plan

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Quality Enhancement Plan

• **Definition**: Core requirement 2.12 of the reaffirmation states that the institution has developed an acceptable QEP that includes an institutional process for identifying key issues emerging from institutional assessment and focuses on learning outcomes and/or the environment supporting student learning and accomplishing the mission of the institution.
SACS Organization

- Leadership Team
  - President and SACS Accreditation Liaison co-chair
  - 10 members
- Compliance Certification Team
  - Reports to Leadership Team
  - 26 members
- Review Team
  - Reports to Leadership Team
  - 9 Members
- QEP Development Committee
  - Reports to Leadership Team
  - 17 members
Members of Phase 1 QEP Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Bradley, Chair</td>
<td>Planning and Programs</td>
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<tr>
<td>Ruth Feiodk</td>
<td>SACS</td>
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<td>Lois Hawkes</td>
<td>Arts and Sciences</td>
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<td>Bill Berry</td>
<td>Social Sciences</td>
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<td>Larry Scharman</td>
<td>Education</td>
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<td>Bruce Locke</td>
<td>Engineering</td>
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<td>Bill Frederickson</td>
<td>Music</td>
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<tr>
<td>Lisa Waxman</td>
<td>VATD</td>
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<td>Greg Beaumont</td>
<td>Undergraduate Studies</td>
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<td>Nancy Marcus</td>
<td>Graduate School</td>
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<td>Steve Leach</td>
<td>Panama City Campus</td>
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<td>Kathleen Yancey</td>
<td>Arts and Sciences</td>
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<td>Paula Moyer</td>
<td>University Relations</td>
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<td>Elizabeth Swiman</td>
<td>Finance &amp; Administration</td>
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<td>Maxine Jones</td>
<td>Arts and Sciences</td>
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<td>Ross Ellington</td>
<td>Research</td>
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<td>Dominick Ardis</td>
<td>Graduate Students</td>
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<td>Avi Assidon</td>
<td>Student Government</td>
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<tr>
<td>Rebecca Bichel</td>
<td>University Libraries</td>
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<tr>
<td>Pam Perrewe</td>
<td>Business</td>
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<td>Janet Kistner</td>
<td>Arts and Sciences</td>
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<tr>
<td>Susan Fiorito</td>
<td>Human Sciences, Faculty Senate</td>
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<tr>
<td>Eric Weldy</td>
<td>Student Affairs</td>
</tr>
<tr>
<td>Rick Burnette</td>
<td>Institutional Research</td>
</tr>
</tbody>
</table>
QEP Timeline

• September 2011 begin
• Spring semester 2012 – complete phase 1
• Spring semester 2013 – complete most of phase 2
• Summer and fall semester 2013 – write plan and develop budget
• December 2013 – submit to SACS
• March 2014 – host on-site committee
QEP Development Phases

- QEP Planning Committee
  - Phase 1: pre-planning and topic identification
  - Ensure broad input into identification and selection of topic
- QEP Development Team
  - Phase 2: conduct research and develop the plan
  - Engage experts and develop “champion”
- QEP Implementation Team
  - Phase 3: write and submit the QEP and
  - Phase 4: implementation
Phase 1 Committee Products

- Set of viable QEP topics to Leadership Team
- Must be supported by research on need
- Must be important for students
- Must be important for the university
- Must clearly address student learning
- Must be implementable within reasonable resources
- Must have broad agreement that this is important and valuable (faculty, students, staff)
Generating Potential Topics

- Committee deliberations
- Linked to university mission and strategic plan
- Reviewed National Survey of Student Engagement (NSSE) results
- Analyzed at institutional survey results
- Evaluated program review results
- Examined what other universities are doing
- Assessed results of institutional effectiveness efforts
Key Sources of Institutional Assessment

- Collegiate Learning Assessment Results
- NSSE results
- Satisfaction Survey results
- Student performance on national examinations
- Advisory Council opinions of student performance
- Outcome Assessment review
- Quality Enhancement Review Results
- Faculty input
### Key Issues Arising from Assessments

- **User surveys**: Difficulties in electronic materials use
- **Exam results**: Relatively poor performance of FSU students on national examinations
- **NSSE**: Relatively low collaborations with other students
- **Surveys**: Troublesome employment performance

### NSSE

- Student-Faculty interaction in comparison with top universities
- Below average in writing longer papers
- Poor performance in make an argument, break an argument
- **IR**: Retention issues when opportunities not available

### NSSE

- Poor collaboration benchmark results
- Low academic challenge
- Low frequency of students working together
- Low frequency of student presentations

### CLA

- Poor performance in make an argument, break an argument
- Selected IE assessment results
- **Exams**: Poor performance of FSU student on national examinations

### NSSE

- Comparatively poor on writing longer papers
- Post University Employer surveys
- Selected IE assessment results
- How much writing is expected
- Students have done independent study

### NSSE

- Number of problem sets > hour
- Comparatively poor on synthesizing and organizing ideas
- Less time spend studying
Potential Themes

- Promoting a culture of discovery and creativity
- Multi-disciplinary solutions to real world problems
- Enhancing critical thinking through writing
- Integrating programs offered by Student Affairs with those of Academic Affairs
- Bringing learning to life
- Focus on research skills
- Developing an Entrepreneurial focus in the curriculum
- Critical thinking and problem solving
- Sustainability
- Technology Driven Creative Inquiry and research
- Developing a culture of collaboration
- Incorporating ethics in the curriculum
- Internationalization experience
- Improving student outcomes with library electronic resources
University Input

- Administered survey
- Requested comment on a range of potentially viable themes
  - Not a “vote” on a topic
- Sent to faculty, staff, students
- Used email and web
- Provided an opportunity to suggest another topic
- Allowed opportunity to express interest
Surveyed 6 Themes

1. Advance the Use of Information Technology in all Disciplines
2. Create more extensive research opportunities for undergraduate and graduate students
3. Promote research, innovation and entrepreneurial applications of learning to “real world” problems
4. Improve critical thinking skills
5. Improve writing skills
6. Create a multipronged approach regarding undergraduate STEM fields
Survey Results

- Total n = 2,841
- Faculty n = 542
- Staff n = 573
- Undergraduates n = 1,150
- Graduate students n = 541
- Professional students n = 35
Survey Results

• In the survey, both the Borda count and the raw frequency count provided approximately the same results.

• Items 4 (critical thinking) and 3 (entrepreneurial thinking in research and fostering innovation) received the high number of votes.

• Item 4 was selected most often by faculty, staff and graduate students. Item 3 was selected by undergraduates.
Recommmendation

The QEP Committee offered a recommendation that the QEP aim to:

“improve critical thinking skills among undergraduate (especially 3rd and 4th year students) and graduate students by promoting and assessing the use of creative thinking and research as key skills in the solution of real-world problems.”
A Definition

- "Critical thinking is the intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reflection, reasoning, or communication, as a guide to belief and action." [Paul and Scriven, 1987]

- It draws upon values that transcend subject matter divisions: clarity, accuracy, precision, consistency, relevance, sound evidence, good reasons, depth, breadth, and fairness.
Focus

- What knowledge skills and attitudes are so important to the development of understanding in a discipline that we absolutely must encourage them in our students?

- What are the criteria by which a reasonable person should evaluate reasoning in a discipline that must be learned by our students?
Discussions Underway
## Quality Enhancement Plan Guidelines

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Constitutes an Exceptional Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>An institutional process</td>
<td>Plan is directly related to the institutional planning efforts. Topic selection involved process that generated information and specific ideas from a wide range of constituencies. Selection of topic determined by representative process that considered institutional needs and viability of plan.</td>
</tr>
<tr>
<td>Key issues identified that emerge from institutional assessment</td>
<td>A direct and strong relationship of QEP topic to institutional needs; clear how accomplishments of QEP would directly improve institutional/student performance</td>
</tr>
<tr>
<td>Focus on learning outcomes and accomplishing the mission of the institution</td>
<td>Detailed student learning outcomes tied directly to institutional needs</td>
</tr>
<tr>
<td>Focus on the environment supporting student learning and accomplishing the mission of the institution</td>
<td>A clear relationship to between activities of QEP and the improvement of student learning, all tied to established institutional needs.</td>
</tr>
<tr>
<td>Capability to initiate the plan</td>
<td>Very detailed budget information, institutional committee of funds clearly indicated. If individuals are not yet identified, detailed job descriptions provided that indicated the specific skills and abilities needed for key personnel. Organizational structure shows clear reporting responsibilities and oversight structures</td>
</tr>
<tr>
<td>Capability to implement and complete the plan</td>
<td>Very detailed timetable is provided for year by year activities including specific actions, budgetary expenditures and assessment processes. Timetable indicates clearly that QEP can be realistically implemented and completed in five years.</td>
</tr>
<tr>
<td>Broad-based involvement of institutional constituencies in the development of the plan</td>
<td>Process used ensured input from all relevant constituencies in developing the plan</td>
</tr>
<tr>
<td>Broad-based involvement in institutional constituencies in the proposed implementation of the plan</td>
<td>All relevant constituencies have direct involvement in implementation</td>
</tr>
<tr>
<td>Identified goals for the quality enhancement plan</td>
<td>Goals are clearly stated, lead to specific, measurable outcomes</td>
</tr>
<tr>
<td>A plan to assess the achievement of the goals of the QEP</td>
<td>Assessment is based on clear outcomes, assessment methods related to outcomes and are direct measures of those outcomes</td>
</tr>
<tr>
<td>Overall Evaluation of Acceptability of the QEP</td>
<td>All components of the plan are acceptable or exceptional; no weaknesses</td>
</tr>
</tbody>
</table>
2nd Phase Committee Members

- David Van Winkle, Physics Chair
- Dominick Ard’is, Speaker, Congress of Graduate Students
- Robert Bradley, Vice President for Planning & Programs – Ex-officio
- Helen Burke, Professor of English & Director of Graduate Studies
- Perry Crowell, Associate Vice President, Finance & Administration
- Ike Eberstein, Chair, Dept. of Sociology
- Ross Ellington, Associate Vice President for Research
- Lois Hawkes, Senior Associate Dean, College of Arts & Sciences
- Alec N. Kercheval, Professor, Dept. of Mathematics
- Karen Laughlin, Dean, Undergraduate Studies
- Ivan Marchena, Student Body Chief of Staff
- Nancy Marcus, Dean, Graduate School
- Beth Osborne, Associate Professor, Theatre Studies
- David Paradice, Senior Associate Dean, College of Business
- Jose E. Rodriguez, M.D., Associate Professor, Family Medicine & Rural Health, College of Medicine
- Victor Sampson, Assistant Professor, School of Teacher Education
- Ken Shaw, Dean, Panama City Campus
- Eric Weldy, Associate Vice President, Student Affairs
Points to Remember

- Phase 2 requires more specificity.
- Beware of excessive breadth.
- Broad participation is a must
- Don’t lose sight of outcomes requirement
- FSU must show it has the capability to execute the plan
- Produce fiscally scalable alternatives
End of slide show, click to exit.