Board of Trustees
President’s Report
October 2013
Goals for the Year

PROVIDES STRONG LEADERSHIP

1. Continues progress toward the Top 25 of Public Universities and AAU readiness

2. Launches the Public Phase of our Billion dollar + Capital Campaign
Goals for the Year

ADVANCES THE UNIVERSITY’S MISSION IN EDUCATION, RESEARCH AND SERVICE

3. Continues measurable progress on the Big Ideas

4. Continues the development and implementation of effective and high quality online learning experiences

5. Ensures timely completion of the benchmarks for 2014 established in the University Quality Enhancement Plan submitted to the Southern Association of Colleges and Schools, Commission on Colleges
Goals for the Year

ADVANCES THE UNIVERSITY'S MISSION IN EDUCATION, RESEARCH AND SERVICE

6. Continues to increase the number of faculty in strategic areas and to ensure timely graduation and satisfaction of student demand

7. Increases the compensation for faculty and staff

8. Advances the comprehensive plan for job creation and student career success
Goals for the Year

SUPPORTS A STRONG PROGRAM IN ATHLETICS

9. Completes a Strategic Plan for Athletics

ADMINISTRATIVE OPERATIONS

10. Advances the operations of the Civic Center and completes a master plan for the Civic Center area
EXTERNAL CONSTITUENCIES AND PARTNERS

11. Strengthens the University relationship with the Governor, Legislature and Board of Governors
FSU Projects Under Consideration BOG

- Earth Ocean Atmospheric Sciences Building
- STEM Teaching Lab Building
- FAMU-FSU College of Engineering III – Joint Use
Earth Ocean
Atmospheric Sciences Building (EOAS)
EOAS: 3. Site Map

To be demolished
Gold buildings house EOAS departments
EOAS: OVERVIEW

- Increase the # of STEM degrees
- Merged 3 departments to save money, provide innovation in teaching, and increase research potential
- The # of undergraduate majors in EOAS has increased by 250% since 2010, making it the fastest growing program in Arts and Sciences.
- Bureau of Labor Statistics – job growth in EOAS fields will increase “faster than average” – 14-19% in geosciences and meteorology; 18% geosciences and hydrologists, more than 20% in environmental science
- Considerable demand within Florida (climate and weather forecasting; marine sciences)
- Huge research opportunities - $13.9 million in external funding expected to at least double (e.g. BP funding)
EOAS: OVERVIEW

- EOAS operates in 7 buildings – two on Southwest campus – untenable for research interaction; severely hampers integration of the departments, impacts students.
- The addition of 9 faculty through Preeminence funding puts great pressure on an already inadequate space.
- Old and obsolete instructional space for one of our fastest growing undergraduate majors.
- Existing buildings represent more than $100 million in deferred maintenance.
- EOAS building - benefit of reducing overall utility and maintenance costs.
- Most compelling – Raises the stature of a very strong program to the position of an elite program in the nation.
Existing Lab Space in Buildings that House EOAS Depts.

Carraway Building

Love Building

GFDI Building
STEM Teaching Lab Building
STEM Teaching Lab: OVERVIEW

- Increase the # of STEM degrees and external funding
- GOAL to be Top 25 public university is tied to significant investment in STEM fields.
- Preeminence funding focused on STEM faculty; this is in addition to significant investments last year
- Last year - $4 million to renovate labs – space is a major recruiting hurdle to attract faculty
- The STEM Teaching Lab building is designed to pull some of the teaching lab activities out of old, deficient science buildings (e.g., Keen, Dittmer, and Bio Unit 1) and renovate the space to house the new STEM faculty.
- Lessens demand for future new space
- Lessens need for teaching labs in every new building
- Common use creates efficiencies, enables modern teaching (SP)
- Critical to house new faculty with their colleagues in Chemistry, Physics and Biology
Engineering
Phase 3
Tom Jennings, Ph.D.
Vice President for University Advancement
and President, FSU Foundation
Total Commitments per DSO
Period Ending 9/30/2013

<table>
<thead>
<tr>
<th>DSO</th>
<th>Campaign Total</th>
<th>Fiscal Year to date</th>
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<td><strong>Total</strong></td>
<td><strong>$500,838,099.60</strong></td>
<td><strong>$11,642,631.93</strong></td>
</tr>
</tbody>
</table>
Version 1

RAISE THE TORCH
The CAMPAIGN for FLORIDA STATE

Version 2

RAISE THE TORCH
The CAMPAIGN for FLORIDA STATE
Brochure Drafts
Brochure Drafts
Brochure Drafts
Brochure Drafts

Veterans Legacy Complex

College of Music

College of Engineering

RAISE THE TORCH
The CAMPAIGN for FLORIDA STATE
Updates and Issues:

- University-wide Gift Acceptance and Counting Policy took effect on Oct. 1

- Bentz Whaley Flessner consultants on site, Oct. 29-31, to advise FSU on Annual Giving and Membership best practices and draft strategy.

- Faculty/Staff Campaign
Updates and Issues (cont.):

- Enhance Cross-University fund-raising capacity... staffing and funding the “Big Ideas.”

- Project to identify funds at FSU supporting Big Ideas.

- $100M goal for FY2014; including $15M required to continue receiving state preeminence funding.

- Upgrade RE donor database

- CrowdFunding → “CrowdGifting”
FSU CrowdGifting Project

- Tap into the current trend of crowdfunding
- Provide another solution for those that are currently utilizing 3rd party platforms
- Generate enthusiasm and fundraising momentum
- Raise more $
Issues with 3rd party platforms

- Identifying the donor
- Honoring donor intent
- Maintaining internal controls
- Adhering to IRS tax regulations
- Potential donor stewardship issues
- Additional middleman fees, 3-5%
- Underreporting alumni participation = effects national rankings
- PCI Compliance
- Possible fraud
Our Approach

- Integrate with University Advancement systems
- Maintain internal controls
- Incorporate as much of the social networking/media aspects as possible
Innovative American Mind: Crowd-Sourced Innovation Stories
Arts & Sciences

$490.00
pledged of $14,250.00 goal
7
days to go
1
supporters

Donate Now »

Donations will end on October 08, 2013
Next Steps?

- Incorporate feedback from Deans
- Complete development effort
- Establish communication plan
- Demo to all Foundation develop officers, deans or representatives
- Set a potential launch date
- Promote!
University Relations: Update

Board of Trustees

Liz Maryanski
Vice President

October 25, 2013
Shhh, Children hush. Cousin Nickel live over the Cherokee Plantation in Savannah. The two of them want to end a harsh life on this plantation. Enslaved Africans were not allowed to talk to each other in private; they had to find secret ways to communicate to one another. Shhh.
Secret Code

Shhhh. Children hush. Cousin Nickel live over the Cherokee Plantation in South Carolina. The two of them want to escape the harsh life on this plantation.

Enslaved Africans were not allowed to talk to each other in public. So they had to find secret ways to communicate to one another and their children. Shhhh.
Special events

Lawton Professor Recognition

Promotion and Tenure dinner
Noted food scientist selected for FSU’s highest faculty honor
Researcher Shridhar Sathe named Lawton Distinguished Professor

Shridhar K. Sathe, a food scientist in the Florida State University College of Human Sciences, has been named the 2013-2014 Robert O. Lawton Distinguished Professor, the highest honor the university faculty bestows on one of its own.

Sathe will be recognized during the university’s spring commencement ceremony at 7:30 p.m. Friday, May 3, at the Tallahassee-Leon County Civic Center, 505 W. Pensacola St.

"Dr. Sathe has spent his career identifying the components in beans and tree nuts that cause allergic reactions," said President Eric J. Barron. "His research is innovative, useful and internationally recognized, and I am extremely pleased that..."
Robert O. Lawton Distinguished Professor
Robert O. Lawton Distinguished Professor

Shridhar Sathe
PROFESSOR OF FOOD SCIENCE
FLORIDA STATE UNIVERSITY
Robert O. Lawton Distinguished Professor

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Robert O. Lawton Distinguished Professor
Robert O. Lawton Distinguished Professor
Up close and personal with Rembrandt

Get up close and personal with Rembrandt!

Sept. 20 - Oct. 6
FSU Museum of Fine Arts, Lower Gallery

mofa.fsu.edu/rembrandt

Sponsored by the Office of the Vice President for Student Affairs
Up close and personal with Rembrandt

**FLORIDA STATE 24/7**
THE NEWS SITE OF FLORIDA STATE UNIVERSITY

**THURSDAY, OCTOBER 10, 2013**

Rembrandt exhibition at FSU Museum of Fine Arts an abundance of riches

Nicole Brooks
10/26/2013 3:53 pm

A singular opportunity awaits art and history lovers at Florida State University's Museum of Fine Arts.

Thousands of people have already visited the museum to view artwork from the largest privately owned collection of Rembrandt etchings in the world.

Florida State University President Eric J. Barron and Vice President for Research Gary K. Ostrander hosted the recent opening of "A Fortnight of Rembrandt: Selected Etchings from the Mower Collection."

The special two-week exhibition of the Dutch master's works is free and open to the public. The Office of the Vice President for Research is sponsoring the exhibition.

"It's usually one or two at a time," Barron said of the exquisitely detailed Rembrandt van Rijn etchings on loan from philanthropists Drs. Tobia and Morton Mower of Baltimore.

The Movers attended the opening ceremony to talk about art collecting and cut the ribbon that formally opened the display of more than 60 original Rembrandts.

The exhibition is the caliber of what one would expect to see in Paris or London, Ostrander said.

The prestigious display is a perfect fit for Tallahassee, Barron noted at the exhibition opening on Sept. 20.

"We have a community that truly appreciates the arts," he said.
Up close and personal with Rembrandt

Get up close and personal with Rembrandt!

Sept. 20 - Oct. 6
FSU Museum of Fine Arts, Lower Gallery

mofa.fsu.edu/rembrandt

FLORIDA STATE 24/7

Susan Rife
Arts and Books Editor, Sarasota Herald-Tribune
Sarasota, Florida - Website

Susan Rife tweeted...

See #Rembrandt etchings at FSU.
artsheraldtribune.com/2013-09-13/sec...

Toby and Morton Mower of Baltimore.

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#Rembrandt etchings at FSU.
arts.heraldtribune.com/2013-09-13/sec...

Susan Rife tweeted...

Rembrandt's Self Portrait
Wearing a Soft Cap.

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The museum is an abundance of riches bit.ly/1fJHtzJ
Up close and personal with Rembrandt
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Gary Ostrander
VICE PRESIDENT FOR RESEARCH
FLORIDA STATE UNIVERSITY
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Eric Barron
PRESIDENT
FLORIDA STATE UNIVERSITY
Up close and personal with Rembrandt
Up close and personal with Rembrandt
Up close and personal with Rembrandt

Morton Mower
REMBRANDT COLLECTOR
FLORIDA STATE UNIVERSITY
Up close and personal with Rembrandt
University Communications: Integrated marketing and communications strategy

Enhancing Florida State’s national reputation

Focusing on key initiatives and alignment with campaign

Developing a comprehensive brand platform

Creating a culture of collaboration
LOOK AT HOW MANY STUDENTS A UNIVERSITY SHOULD GRADUATE. THEN LOOK AT HOW MANY IT ACTUALLY GRADUATES. THAT'S WHAT U.S. NEWS & WORLD REPORT DOES AND GUESS WHAT?

FLORIDA STATE UNIVERSITY'S GRADUATION RATE PERFORMANCE* IS SIMPLY OUTSTANDING.

* Florida State University for amended the graduation rate predicted by U.S. News & World Report for students entering in 2004. The prediction was based on several factors such as high school class standing, standardized test scores, financial need, percentage of students receiving Pell Grants and whether the institution is public or private.

WHEN IT COMES TO RETAINING FRESHMEN CAN CONTINUE THEIR STUDIES AND GRADUATE, FLORIDA STATE IS A LEADER.

STUDENT RETENTION IS A SIGNIFICANT INDICATOR OF HOW A UNIVERSITY IS SAVING TAXPAYERS AND FAMILIES ON THE COST OF EARNING A DEGREE, ENSURING THAT OUR STUDENTS STAY IN COLLEGE.

FLORIDA STATE UNIVERSITY
Inspiring the Extraordinary

For more information on Florida State University leading the nation and state of Florida, visit news.fsu.edu and fsu.edu/highlights/rankings.html
MARCUS ROBERTS
and the
Modern Jazz Generation

THURSDAY, AUGUST 29
7:30 PM | RUBY DIAMOND CONCERT HALL

FREE TICKETS FROM THE COLLEGE OF MUSIC BOX OFFICE
AUGUST 26 - AUGUST 28 | 11 AM - 2 PM
AUGUST 29 | 5:30 - 7:30 PM

BE A PART OF IT!
CBS' 60 MINUTES WILL FILM A SEGMENT OF THIS CONCERT
CULTURAL CORRESPONDENT WYNTON MARSALIS WILL SPOTLIGHT MARCUS ROBERTS TO BE AIRED THIS FALL
*TIcket REQUIRED TO ENTER

FLORIDA STATE UNIVERSITY
Milestone 2013-2014
Sponsored by FloridaState University Business Services
Welcome

Florida State University was reaffirmed by the Southern Association of Colleges and Schools, Commission on Colleges (SACSCOC), in 2004 and is now preparing for its next decennial reaffirmation. SACSCOC accreditation is essential to the university. In addition to approval for the receipt of federal funding, accreditation demonstrates our commitment to higher education and our desire to continuously improve the quality of the institution. The entire university community shares a critical role in this important process. I ask that you take a few minutes to familiarize yourself with the accreditation information found on this website.

I know we will continue to demonstrate the quality of our instruction, commitment to student learning, and the success of the support services that further our mission. Thank you for being a part of this effort.

Eric Barron, President
Communications support for divisions & units
Communications support for divisions & units
Communications support for divisions & units
Communications support for divisions & units
Communications support for divisions & units
Communications support for divisions & units
Communications support for divisions & units
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Communications support for divisions & units
Digital Story: Advising First
Digital Story: Advising First

CENTERS FOR
EXPLORATORY STUDENT
AND
SUCCESS COACHING
Digital Story: Advising First

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Digital Story: Advising First
New Student Checklist


FSU Season Opener with the VFW

Members of the Collegiate Veterans Association of Florida State

Quicklinks

- Application Checklist
- Collegiate Veterans Association
- Frequently Asked Questions

Upcoming Events

- November 11: Veterans Day Parade
- November 11: Student Veteran Film Festival

Full Events Listing

YELLOW RIBBON PROGRAM:
Working towards the well-being of those of the military during deployments, while also providing resources for before, during, and after deployment.

COLLEGE OF BUSINESS IS #1 VETERAN-FRIENDLY:
Florida State University is named #1 public business veteran-friendly college in the nation in 2012.

VETSUCCESS ON CAMPUS:
Striving to provide help with transition through employment listings and opportunities.

GI JOBS: Online and print publication assisting with employment listings and opportunities.
"Which Way is the Front Line From Here?  
The Life and Time of Tim Hetherington"  

Monday, November 11, 2013  
Ruby Diamond Concert Hall  
vetfilmfest.fsu.edu

About the Festival
The FSU Student Veteran Film Festival will be a one-of-a-kind event involving students, faculty, staff, alumni, donors and community members in an effort to raise awareness, educate and garner support for Florida State's Veteran initiatives.

Buy Tickets

Quicklinks
- Application Checklist  
- Collegiate Veterans Association  
- Frequently Asked Questions

Upcoming Events
- November 11
  Veterans Day Parade  
- November 11
  Student Veteran Film Festival  
  Full Events Listing

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GI Jobs: Online and print publication assisting with employment listings and opportunities.
2013 Student Veteran Film Fest
2013 Student Veteran Film Fest

Ryan Taylor
COLLEGIATE VETERANS
2013 Student Veteran Film Fest
2013 Student Veteran Film Fest

Blake Kurleman
STUDENT GOVERNMENT
2013 Student Veteran Film Fest

WHICH WAY IS THE FRONT LINE FROM HERE?
The Life and Time of Tim Hetherington

Monday, November 11, 2013
Ruby Diamond Concert Hall
vetfilmfest.fsu.edu
2013 Student Veteran Film Fest

Connor Gray
INTERFRaternity CouncIL
2013 Student Veteran Film Fest
2013 Student Veteran Film Fest

Tricia Finney
Panhellenic Assoc.
2013 Student Veteran Film Fest

WHICH WAY IS THE FRONT LINE FROM HERE?
The Life and Time of Tim Hetherington

Monday, November 11, 2013
Ruby Diamond Concert Hall
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2013 Student Veteran Film Fest
What is a postdoc?
What is a postdoc?

$1 million grant could help put brakes on cancer
Yanchang Wang received a four-year, $1 million grant from the National Institutes of Health to... Read Story

MORE FSU NEWS
Florida State, Clemson work together to prevent joint disorders
Florida State and Clemson University will be competing on the football field this weekend, but researchers from these two institutions are working together off the field to prevent widespread joint disorders... Read Story

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Coastal Marine Lab “Whatever Floats Your Boat”
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Coastal Marine Lab “Whatever Floats Your Boat”
Thank you.

Questions?
Governmental Relations: Update

Board of Trustees

Kathleen Daly
Assistant Vice President

October 25, 2013
Advocacy Efforts

- Local Legislative Delegation Initiative
- Seminole Caucus
- Internship Program
- Seminole Evening Reception – March 31, 2014
- FSU Day at the Capitol – April 1, 2014
- Legisletter
- Advocate for Florida State
Advocacy Efforts

- Local Legislative Delegation Initiative
- Seminole Caucus
- Internship Program
- Seminole Evening Reception – March 31, 2014
- FSU Day at the Capitol – April 1, 2014
- Legisletter
- Advocate for Florida State
Preview: Advocate for Florida State

advocateforfloridastate.fsu.edu
Thank you.

Questions?
### Significant Uptick in Proposals and Award Dollars

<table>
<thead>
<tr>
<th>Number of External Proposals Submitted and Awards Received</th>
<th>1st Quarter FY13</th>
<th>1st Quarter FY14</th>
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<td>303*</td>
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<tr>
<td>Awards</td>
<td>362</td>
<td>324</td>
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<tr>
<td>Award Dollars</td>
<td>$62.6M</td>
<td>$71.1M</td>
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</table>
Impact of Federal Shutdown

1. Proposals could not be submitted.
2. Peer-review panels were suspended.
3. Nearly all Federal agency staff were furloughed.
4. Agency budgets are uncertain given negotiations that will be taking place over the next few months.
5. We anticipate 2nd quarter numbers will be down but will recover in the 3rd quarter.
Impact of Faculty Hiring Initiatives On Research

Current Status of FSU strategic faculty hiring initiatives

- Energy & Materials
- Brain Health & Disease
- Coastal & Marine Ecosystem Research

Additional investments in college-centered faculty hires

All recruiting efforts will grow our research base considerably thereby impacting external funding, generation of IP and training of graduate students and postdoctoral fellows (all key metrics for which we are being held accountable for).
Office of Proposal Development Goes Live

This week:

- Workshop on grant proposal writing (120+ attendees)
- Workshop on NIH proposals (80+ attendees)
Thank You

Questions?
Florida State University Board of Trustees Meeting

Athletics Update

Presented by: Stan Wilcox
Director of Athletics
ATHLETICS UPDATE

1) NCAA Governance Structure
2) College Football Playoff
3) BCS Ranking – “The Road to the Rose Bowl”
4) National TV Exposure – ESPN & GameDay
5) Graduation Success Rate (GSR)
6) Student-Athlete Stipend
7) Sports Update
NCAA GOVERNANCE STRUCTURE

• History

• Current Structure

• Future Structure
  - Board Similar to Corporate Board
  - Greater AD Participation on Board
  - Greater Autonomy for Institutions that invest in Athletics
  - Additional Federation with DI
COLLEGE FOOTBALL PLAYOFF COMMITTEE

STAFF
- Executive Director: Bill Hancock
- Chief Operating Officer: Michael Kelly

COMMITTEE
- 13 Members (Ties with 7 Members)
  1) Jeff Long - Chair
  2) Tom Jernstedt
  3) Michael Tranghese
  4) Tyrone Willingham
  5) Dan Radakovich
  6) Archie Manning
  7) Oliver Luck
BCS RANKINGS

- Win Each Game in Regular Season
- Strength of Schedule
- First Week of BCS Ranking: FSU #2
  - Possibly 2 Future Ranked Opponents: Miami & ACC Championship Game Team
- Oregon #3
  - Possibly 4 Future Ranked Opponents: UCLA, Stanford, Oregon State, Pac-12 Championship Game Team
NATIONAL TV EXPOSURE - ESPN

- Clemson Week
- ESPN College GameDay
- Potential Miami Game College GameDay
- Communication with ESPN regarding appropriate use of Seminole Tribe likeness
GRADUATION SUCCESS RATE (GSR)

• GSR Released This Week

• Definition:
  - GSR is calculated for each athletics team and measures the proportion of student-athletes who graduated within six years versus the total number of student-athletes who entered into the institution in a particular cohort year.
  - Encompasses the four most recent years of graduation data

• FSU’s GSR: 81

• Goal to Increase Annually
STUDENT-ATHLETE STIPEND

• O’Bannon Case
• Athletics Administrators Oppose Stipend
• Administration of Stipend
  ➢ Revenue Generating Sports Only
  ➢ Max Amount? $2,000
  ➢ $2,000 to Cause Pell Grant to be Reduced?
  ➢ How Would it Affect Title IX?
• Support Enhancing Academic Opportunities
SPORTS UPDATES
QUESTIONS??
# Operating Budget Comparisons

## 2013 – 2014 State Institution (Excluding Hospital Budgets)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Total Operating Budget (in billions)</th>
<th>Percentage of SUS Budget</th>
<th>Total Revenues / FTE*</th>
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<td>1.73</td>
<td>17.21%</td>
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<td>University of Central Florida</td>
<td>1.45</td>
<td>14.46%</td>
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<tr>
<td>Florida State University</td>
<td>1.25</td>
<td>12.45%</td>
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<td>Florida International University</td>
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<td>Florida Atlantic University</td>
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<td>6.88%</td>
<td>31,864</td>
</tr>
<tr>
<td>Florida Agricultural &amp; Mechanical University</td>
<td>0.35</td>
<td>3.45%</td>
<td>30,843</td>
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<tr>
<td>University of West Florida</td>
<td>0.26</td>
<td>2.63%</td>
<td>27,462</td>
</tr>
<tr>
<td>University of North Florida</td>
<td>0.26</td>
<td>2.62%</td>
<td>20,579</td>
</tr>
<tr>
<td>Florida Gulf Coast University</td>
<td>0.19</td>
<td>1.87%</td>
<td>16,678</td>
</tr>
<tr>
<td>New College</td>
<td>0.04</td>
<td>0.36%</td>
<td>44,783</td>
</tr>
<tr>
<td>Florida Polytechnic University</td>
<td>0.02</td>
<td>0.24%</td>
<td>42,723</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$10.03</strong></td>
<td><strong>100.00%</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Based on 2012-13 Common Data Set (Student FTE Fall 2012)

THE FLORIDA STATE UNIVERSITY
## Operating Budget Comparisons
### 2013 – 2014 Peer Institutions
(Excluding Hospital Budgets)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Total Operating Budget (in billions)</th>
<th>Total Revenues / FTE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio State University</td>
<td>$2.70</td>
<td>$52,465</td>
</tr>
<tr>
<td>University of Maryland</td>
<td>1.80</td>
<td>53,115</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>1.50</td>
<td>46,510</td>
</tr>
<tr>
<td>University of Missouri</td>
<td>1.40</td>
<td>44,045</td>
</tr>
<tr>
<td>Florida State University</td>
<td>1.25</td>
<td>34,062</td>
</tr>
<tr>
<td>University of Kansas</td>
<td>1.00</td>
<td>40,955</td>
</tr>
</tbody>
</table>

*Based on 2012-13 Common Data Set (Student FTE Fall 2012)
Board of Trustees