

# Minutes

UWF Board of Trustees  
UWF Conference Center A  
9:30 a.m., Friday, November 7, 2003

Chair Collier Merrill called the meeting of the University of West Florida Board of Trustees to order at 9:33 AM and moved to the President's greetings via telephone with Dr. Cavanaugh in Japan.

## **President's greetings**

Since our last meeting, many exciting things are happening on the campus. This report provides an update on several of the most important.

Japan

I am currently in Tokyo where I gave an invited address at the 80<sup>th</sup> anniversary celebration for Daito Bunka University. That institution is one of our strong exchange partners in Japan and it has provided important scholarship funding for students (including the daughter of Ms. Honda). I was a member of a panel of presidents from around the Pacific Rim that discussed the future of higher education globally, with particular emphasis on how we can and should address problems of poverty, environment and terrorism. Our presence at this event demonstrated that UWF is a university with a global reach. I have also now made additional contacts for additional possible partnerships in Vietnam, Australia, China and Tonga.

China

I recently was part of a 13-university delegation from the American Association of State Colleges and Universities to Beijing, China. The purpose of the trip was to establish exchange linkages between U.S. and China. The outcomes of the trip were: (1) UWF has a new exchange partner, Nanchang University (in Nanchang), and we have access to 12 other universities in China; (2) we participated in a student fair at which 35,000 prospective students attended; and (3) we had a long meeting and discussion with high-ranking officials from the U.S. embassy concerning the problems with obtaining student visas.

Community Relations

UWF has emerged as a key partner in planning the future of Pensacola. With the joint cooperation UWF senior administration, IHMC, and John Daniels' group, we created a coalition of the City of Pensacola, Escambia County, and the Greater Pensacola Chamber of Commerce to support Ray Gindroz as a facilitator for planning the future of the historic district. By all accounts this effort has been successful beyond our initial expectations. Although the final report will not be out for a few weeks, the preliminary report was met with widespread enthusiasm.

A second arena in which UWF is having an impact is in workforce preparation. Although we have been participants along with Pensacola Junior College on the Escarosa Workforce Board for several years, we have not been participants in Okaloosa and Walton Counties. That is about to change. As part of our overall strategy of expanding our presence and programs to the east, we will soon have a permanent presence on the workforce board there. This is important, especially as we look to the future with our academic program expansion efforts. As of this date, we will be the only higher education institution on that board.

## Compensation Review

At my state of the university address, I indicated that it is time we addressed the structural problems with the compensation at UWF. In many areas we are significantly behind the rest of the state university system, as well as behind the national average. Compensation that is not competitive will make it difficult for us to recruit and retain the talent we need. With the pending large turnover in the faculty and staff due to retirements, it is imperative that we address the problem. We are in the process of establishing two blue ribbon groups, one for faculty and one for staff that will recommend both the target benchmarks and a timeline for implementation. Those recommendations are due in February.

## Information Technology

We continue to move forward with the implementation of the technology plan. Some units have been reorganized and shifted (e.g., telecommunications) to improve efficiency and effectiveness. Additional moves of individuals and resources will be made as appropriate over the coming months.

We are, also, close to an agreement with Collegis for a pilot project involving the marketing of one of our online degree programs. This pilot will not impact our control of the development of courses or programs and will provide a very flexible mechanism for supporting faculty and students. Executive Vice President Hal White can provide additional details. Several people have played key roles throughout this process, especially Mike Dieckmann, Wes Little, Gina Delulio, Pam Northrup and David O'Brien. All agree that the potential deal we have is a good one for UWF.

## Community College Relations

In December I will be having a meeting with Presidents Richburg (OWCC), Delaino (PJC) and Prough (Chipola) to discuss forming a consortium of higher education institutions across the Panhandle. This would go a long way toward creating a truly seamless system. Additionally, Wes Little and I will be discussing with President Richburg and Provost White a formal MOU with Okaloosa-Walton Community College as a way to consolidate all of our agreements with them.

## Key Reports Released

UWF has recently released three major economic reports. A team effort in the Haas Center produced a major report on the economic impact of the military in Florida. This report was made difficult due to the reluctance of some installations to provide the data. Second, Dr. Rick Harper and Melissa Neal completed a report on the impact of tourism on the Northwest Florida economy. Finally, Dr. Chris Pierce and Dr. Becky Spence completed a major study of the Northwest Florida labor market. All of these reports keep UWF at the forefront of economic forecasting not only in the region but in the state.

## Development Efforts

Vice President for Development Dean Van Galen has been hard at work building the foundation for our increased fund raising efforts. We have been holding a series of donor and key constituent breakfasts and lunches to provide us the chance to hear from our major supporters. Additionally, we recently held an alumni event in Washington, DC, where we have over 700 alumni. We are looking at a few opportunities for creating additional alumni chapters, especially in the Fort Walton Beach/Destin and Washington, DC areas. Dean has also been making numerous visits to key business leaders and donors across the Panhandle, with special attention to the Fort Walton Beach and Destin areas, where we need to strengthen our ties. All of these efforts will pay off by the time we launch a campaign.

## Online Programs

We are moving rapidly to market existing online programs more broadly and to develop additional capacity with new online programs. In particular, we will be moving to market the Master's program in Human Performance Technology globally, and have completed development of the first phases of our Maritime Studies and Oceanography programs. The alternative teacher certification program is also ready for deployment.

To support the faculty in these efforts we are creating a new technology support service to be headed by Pam Northrup. Pam has already established herself as one of the nation's leading experts in online learning. This new support service will complement the Center for University Teaching and Learning, which will continue to provide a full range of services relating to pedagogy and individual consultation in non-technology areas of teaching. Thus, we will be creating a state-of-the-art faculty support program that will be one of the best in the country.

We have ongoing discussions with the military, particularly at the present time the Navy, in terms of how UWF can provide high quality online learning opportunities. We will be meeting with Vice Admiral Harms and his staff in the near future on this issue. I have had and will continue to have meetings with the command structure at Eglin AFB, and UWF will continue to look for ways to expand our presence there as well as at Hurlburt AFB.

## Quality Improvement Program

UWF has become the first higher education partner for the Baptist Health Care quality improvement program. This national leader will be working with us primarily through Administrative Affairs to help us design and implement a quality assurance and improvement program. In turn, we will help them create training materials for their use in future partnerships with higher education institutions.

## Trustees present were:

K.C. Clark  
Lornetta Epps  
Marny Gilluly  
Sharon Hess Herrick  
Chuck Horner  
Collier Merrill  
JoAnn Morgan  
Erin Sandonato  
Roy Smith  
Pat Wentz

## Others attend:

President John Cavanaugh (via telephone)  
Dr. Deborah Ford  
Dr. Dean Van Galen  
Dr. Wes Little  
Dr. Hal White  
Dr. Cornelius Wooten

## Chair's greetings

Chair Merrill informed the board that Trustees Honor Bell and Eddie Phillips were unable to attend the meeting due to conflicting schedules.

## Student recognition

Dr. Deb Ford introduced Shenique Darling , who is a journalism student, from the Bahamas. Ms. Darling's desire, upon completion of college, is to start her own magazine in the Bahamas. She complimented UWF on the friendliness and how the staff and faculty cater to each individual student.

## Approval of minutes for August 22, 2003

Motion by Trustee Clark  
Seconded by Trustee Morgan  
It passed unanimously.

## Action items

- 1) Approval of UWF legislative agenda as presented by Janice Perkins-Gilley, Director of UWF Governmental Relations.

## University of West Florida

### 2004 state legislative priorities

- Establish a funding formula that provides adequate state funding for UWF to maintain quality academic programs and student access.
- Management flexibility through continued devolution of authority to the university trustees, i.e. tuition policies, naming of buildings and fee flexibility
- Performance standards and accountability measures that take into account the institutional mission for each university
- Provide access for baccalaureate, graduate and professional degrees through public universities
- Establish a technology fee to fund each university's technology plan
- Finalize the transfer of ownership of the downtown historic properties to UWF
- Development of the Florida Network of Public Archaeology Centers with the principal center at UWF
- Provide appropriate funding and flexibility for fixed capital outlay projects
- Reduction of the \$160 million backlog in the Matching Gifts Trust Fund state matching-grant program
- IHMC Public Records legislation

Motion by Trustee Morgan  
Seconded by Trustee Gilluly  
It passed unanimously.

## Committee reports

### Finance, Administration and Audit Committee

- 1) Approve UWF/IHMC affiliation agreement contingent upon addendum with Status Report by Dr. Hal White to BOT Conference Call on January 9, 2004 and for approval at the February 20, 2004 BOT Meeting. Trustee Clark advised the BOT that he would be available as arbitrator if needed.

Motion by Trustee Clark  
Seconded by Trustee Hess Herrick

It passed unanimously.

- 2) Approve Student Activity and Service Fee, Health Fee and Athletic Fee.

Motion by Trustee Clark

Seconded by Trustees Hess Herrick & Gilluly

It passed unanimously.

- 3) Approve University housing rental rates effective July 1, 2004.

Motion by Trustee Clark

Seconded by Trustee Gilluly

It passed unanimously.

- 4) Approve Fees for the Educational Research Center for Child Development for 2004-2005.

Motion by Trustee Clark

Seconded by Trustee Epps

It passed unanimously.

- 5) Information ONLY on new student orientation fees which are to be approved in January 2004.

- 6) Approve West Florida Historic Preservation, Inc. certification as presented.

Motion by Trustee Clark

Seconded by Trustee Morgan

It passed unanimously.

- 7) Approved naming of Miko Howsmon Japanese Garden.

Fumiko "Miko" Howsmon was accomplished in Japanese dance and devoted much of her life to bring Japanese dance to the northwest Florida community. She often taught dance at secondary schools, nursing homes, and the University of West Florida. She mentored many UWF students in dance and was actively involved in promoting Japanese culture at UWF.

Ms. Howsmon passed away at the age of 73 in November 2002. Memorial gifts of \$8,235 were made to the UWF Foundation, Inc. Also, a family member has pledged \$40,000 to the Japan House project contingent upon UWF memorializing Ms. Howsmon by naming the Japanese Garden in her honor.

The Japan House, including the Japanese garden, is slated for completion in May 2004.

The naming would be contingent upon fulfillment of the family member's pledge, which is anticipated in November 2003. The final decision on the name of the garden is yet to be finalized with the major donor, but the "Miko Howsmon Japanese Garden" has been proposed.

The UWF Honorary Awards and Recognition Committee approved the naming on October 13, 2003. The gift meets the guidelines for naming opportunities as outlined in the President's Memorandum of February 10, 1995.

Motion by Trustee Clark  
Seconded by Trustee Gilluly  
It passed unanimously.

- 8) Discussion of naming opportunities guidelines at the committee level with Trustees Epps and Hess Herrick working with the Foundation for review and comment before recommending full BOT action by the February 20, 2004 meeting.
- 9) Information ONLY on Division of Development Internal Audit Report and Pre-Campaign Planning

#### **Academic and Student Affairs Committee**

- 1) Approved modified procedure to approve academic programs as presented.

Motion by Trustee Smith  
Seconded by Trustee Epps  
It passed unanimously.

- 2) Exploration and planning Master of Science in Administration degree program desiring approval in February 2004.

- 3) Approve honorary Doctorate in Public Service for Admiral Jack Fetterman.

Motion by Trustee Smith  
Seconded by Trustee Clark  
It passed unanimously.

#### **Information items**

- 1) Discussion led by Dr. Carl Backman, Rosemary Hays-Thomas and Scott Marzilli for SACS reaffirmation of accreditation
- 2) Discussion of The Q&A Campaign

**Other business**

- 1) Adopt Resolution endorsing UWF/Auburn Doctor of Pharmacy program.  
Motion by Trustee Epps  
Seconded by Trustee Smith  
It passed unanimously.

**Adjournment occurred at 11:25 AM** at which time the board entered into closed session.