Those in attendance included: BOT Chair Lewis Bear, Jr., Trustee Dave Cleveland, Trustee Susan O’Connor, Trustee Mort O’Sullivan, President Judy Bense, Provost Martha Saunders, Dr. Dottie Minear, Dr. Kim Brown, and Ms. Becky Luntsford.

Chair Dave Cleveland called the meeting to order at 8:11 a.m. and asked for a motion to approve the August 6, 2014 meeting minutes.

Motion by: Trustee Susan O’Connor  
Seconded by: Trustee Mort O’Sullivan  
Motion passed unanimously.

Finalization of Categorized Master List of Metrics

Chair Cleveland asked Dr. Brown to report on the metrics consolidation.

Dr. Brown reviewed the metrics handout with committee members explaining the collapsed grouping method used to formulate the total of 27 metrics on the dashboard.

Dr. Brown explained that once the SACS Accreditation process is complete, Dr. Dottie Minear will work on blending the metrics the committee has identified.

Dr. Brown shared Dr. Susan Stephenson’s suggestion for using the Composite Financial Index using various ratios for the financial metrics. Trustee O’Sullivan stated he understands the suggested concept and the committee should wait to see how this looks once numbers are in place to decide if this is the design we want to use. Chair Cleveland agreed.

Dr. Minear asked the committee if a two-year construction of comparison data would suffice. Chair Cleveland said that would be fine.

Dr. Brown asked the committee to look over the dashboard and ensure everything listed is what the trustees want to see on the dashboard.

Dr. Minear said Metrics 8 & 9 could be combined.

Chairman Cleveland asked about the BEI initiative. Dr. Brown said at the beginning it will be a narrative response, but the staff’s goals will move toward making it a dashboard initiative.
Chairman Cleveland said the committee will not know the actual number of metrics until Dr. Brown consolidates the list.

Trustees agreed there are no omissions on the presented dashboard and they were pleased with being able to condense the original 118 metrics to 27.

Trustee O’Connor suggested the “At a Glance” design be used on the dashboard. Chair Cleveland agreed and said he would provide a sample to Dr. Brown. This design could prove to be extremely helpful for ongoing assessment.

Chair Cleveland asked Dr. Brown to please boldface the BOG Metrics on the document. Trustee O’Sullivan asked if there is another way to view the BOG Metrics on the electronic document, that would be very helpful.

Chair Cleveland commended Dr. Brown and asked her and Dr. Minear to please let the committee know when the blended metrics are ready for the committee to review. Dr. Minear explained that she and her team will strive to have the information ready by December, 2014.

Discussion of Presidential Goals 2014-2015

Dr. Brown explained the scorecard was developed to have a more quantitative method when Chairman Bear came on board. She stated the metrics have been added to the scorecard. She then explained the Presidential Evaluation was sent to each Trustee on Monday, August 18, 2014 along with additional documents and reports. To simplify the process and forms for the trustees, the Presidential Goals are less qualitative (narrative) and more quantitative. These are broad goals that the President and the institution should be working on. Each year targets will be identified. On the new scorecard, Dr. Brown took the 27 metrics and placed them under (4) Strategic Directions of the University and added a column “Presidential Goals” matched up to the specific metrics as a starting point.

Dr. Brown suggested the trustees use the presented draft one to two-page document as a starting place. This form will replace the numerous documents used currently.

Chair Cleveland suggested we add a narrative as a hyperlink for each strategic direction with quantitative successes.
Dr. Bense asked if there is a way to weight the indicator arrows.

Chairman Cleveland suggested assigning the indicator arrows colors: green, yellow, red. That will be easy to understand when viewing at a glance.

Trustee O’Sullivan suggested *Average Cost per Bachelor’s Degree and Cost of Attendance* be moved up to the *Ensure Appropriate Access, Recruitment and Affordability* on the new form. Everyone agreed.

**Next Steps**

Chair Cleveland announced the next committee meeting will be held Thursday, August 28, 2014 @ 9:00 a.m.

Dr. Brown gave an update on the UWF/Community Maritime Park Association Agreement. The General Counsels for UWF, the CMPA, and the City of Pensacola will be meeting on Friday, August 22, 2014 and they are hoping to work out the remaining details of the contract.

Meeting adjourned at 9:16 a.m.

Respectfully submitted,
Rebecca Luntsford, recording secretary