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 9:07 a.m. and asked for a motion to approve the August 20, 2014 meeting minutes.

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

Chair Cleveland asked Dr. Brown to explain the Presidential Scorecard to the committee.

Dr. Brown provided the orientation and gave credit to Dr. Dottie Minear for putting this all together for the committee.

Dr. Brown explained that the red text on the scorecard indicates the ten BOG metrics. The notation at the bottom of the last page indicate the 2014/15 target goals that have already been approved by the BOT as part of the university’s improvement plan. The numerical part listed in 2014/15 match what has been approved earlier in the year by the Board in the Annual Work Plan.

Dr. Brown explained that she added “staff” to the goal Recruit and retain high-quality faculty and staff. She also added Dr. Stephenson’s composite financial index on the 2nd page at the committee’s direction to show the university is in good financial health. She said it is up to the committee whether to keep or remove these items.

Dr. Minear clarified that the metrics with arrows in black and white are metrics to be monitored only, not measured, and staff changed the colors on the scorecard to red, green, and yellow as the committee requested. These indicators will be notated on the scorecard.

Committee Chair Cleveland asked the committee to begin at the top of scorecard.

**PRESIDENTIAL GOAL:** Ensure appropriate access, recruitment, and affordability  
**KPI:** Applications Received from First-Time, Degree-Seeking, Undergraduate Students  
**KPI:** Acceptance Rates for FTDCU Students  
**KPI:** Yield Rates for FTDSU Students
Chair Cleveland asked the staff to designate a specific numeric goal instead of having the word “Increase” as the 2014-15 target on the scorecard for these three KPIs. Dr. Brown will look at the new Enrollment Plan and place a numeric or percentage goal on these first three KPIs.

**KPI: Average SAT Score for Newly Enrolled FTICs**  
**KPI: Average ACT Score for Newly Enrolled FTICs**  
Chair Cleveland and Trustee O’Sullivan asked that on these KPIs historical numbers, staff add one decimal place and this year for the goal put ½ point.

**KPI: Average High School GPAs at the Time of Admission for Newly Enrolled FTICs**  
Dr. Minear explained the scale depends upon the high school. Some schools have a scale of 4.0, some 5.0. Dr. Saunders said she would clarify with Dr. Jofrey Garmon as to what scale UWF admissions uses. Chair Cleveland asked that staff please report back to the committee on this clarification. The committee agreed this 2014-15 Target should be increased to 3.6.

**KPI: Total Fall Headcount Enrollment – All Levels**  
**KPI: Undergraduate Degree Seeking Headcount**  
**KPI: Graduate Degree Seeking Headcount**  
**KPI: Non Degree Seeking Headcount**  
Chair Cleveland asked staff to keep these numbers numerical.

**KPI: Total Annual FTE – All Levels**  
**KPI: Undergraduate FTE Enrollment**  
**KPI: Graduate FTE Enrollment**  
Chair Cleveland asked staff to convert these FTE numbers to percentages.

**KPI: State Fundable Florida Non Resident FTE Enrollment**  
Dr. Minear suggested adding a new “where are our students coming from” in lieu of payment status metric: “What percentage of our headcount are out of state” (headcount by origin). She asked the trustees if they have a target for this new metric. Trustee O’Sullivan said the target would be neither increase nor decrease.

**KPI: State Fundable Florida Resident FTE Enrollment**  
This KPI will be dropped and replaced by a new metric – headcount by origin.

**KPI: Student Diversity – All Levels - % Women**  
Chair Cleveland asked staff to notate these goals as “monitor”.

**KPI: Student Diversity – All Levels - % Minorities**  
Chair Cleveland asked staff to notate these UBOT-Approved Directional Targets and 2014-15 Targets as “monitor” and remove (increase diversity). He asked staff to please confirm with VP Kim LeDuff.
Partnerships with K-12

Trustee O’Sullivan asked if we are requiring department chairs to do anything differently on their faculty evaluations on these new BOG Metrics? Provost Saunders said all chairs are tuned into “retention efforts.” They each have very specific plans.

**PRESIDENTIAL GOAL:** Positive trends in recruitment and retention of diverse student body, faculty, and staff.
- **KPI:** Average Cost per Bachelor’s Degree
- Put a note (percentage change)

**KPI:** Cost of Attendance
Committee members asked staff to decrease rate of growth, show percentage of change, use a numerical goal in 2014-15 Targets, Cut 1/3 of percentage of change from previous two years.

**PRESIDENTIAL GOAL:** Positive trends in student completion.
- **KPI:** Percent of Bachelor’s Degrees without Excess Hours
- **KPI:** Distance Learning Undergraduate FTE Enrollment as Percentage of Total Undergraduate FTE
- **KPI:** Distance Learning Graduate Student FTE Enrollment as Percentage of Total Graduate FTE
Chair Cleveland asked staff to add decimal points to these three KPI 2014-15 Targets.

**PRESIDENTIAL GOAL:** Maintain niche of small class sizes.
- **KPI:** UWF Undergraduate Class Size
Chair Cleveland asked staff to use a directional arrow in UBOT-Approved Directional Targets and add 89% for 2014-15 Targets

**PRESIDENTIAL GOAL:** Improve degrees awarded in areas of strategic emphasis.
- **KPI:** Graduate Degrees Awarded in Programs of Strategic Emphasis
Chair Cleveland asked staff to add decimal point to 2014-15 Targets

**PRESIDENTIAL GOAL:** Recruit and retain high quality faculty.
- **KPI:** Percentage of Faculty and Staff Who Are Women
Committee members asked staff to remove (increase diversity).

- **KPI:** Percentage of Faculty and Staff Who Are Minorities
Committee members asked staff to replace “Increase” with “Monitor” in 2014-15 Targets.

- **KPI:** Percentage of Undergraduate Credit Hours Taught by Full-time Faculty
Committee members asked staff to replace “Monitor” with directional arrow in UBOT-Approved Directional Targets and add 62% under 2014-15 Targets.

**PRESIDENTIAL GOAL:** Recruit/Retain high quality staff.
- **KPI:** Staff salaries compared to benchmarks and aspirants
Trustee O’Sullivan noted that UWF is significantly lower than aspirant and peer institutions. Dr. Minear stated UWF is right in the middle of our peers on salaries and at the bottom of our aspirants. Trustee O’Sullivan suggested the committee use a consistent approach and information.

Committee asked staff to use a directional arrow in UBOT-Approved Directional Targets instead of the word “monitor”. Put “Increase” as 2014-15 Targets and only indicate UWF staff salaries. Peers and aspirants’ salary numbers to be removed from scorecard.

**PRESIDENTIAL GOAL: Recruit/Retain high quality staff.**
*KPI: Percentage of Faculty and Staff who are Women*
*KPI: Percentage of Faculty and Staff who are Minorities*

Will only use the words “Monitor, Increase, Decrease” in all columns – no numbers.

**PRESIDENTIAL GOAL: Increase fundraising and ensure financial stability of the institution.**
*KPI: Composite Financial Index*
*KPI: Endowment*
*KPI: Percent of Alumni Donors*

Use Directional arrows in UBOT-Approved Directional Targets and Numbers in 2014-15 Targets. Trustee O’Sullivan asked staff to put a raw number in 4 or 5 Year Change column. Ask DR. S the calculation of how she arrives at this number. Chair Cleveland said the target should certainly be slightly higher than indicated on the scorecard. Put a slight growth number on the Endowment 2014-15 Targets.

**Next Steps**
Chair Cleveland asked the staff to make the changes to the scorecard as discussed today and also please compile and provide the narratives requested by the committee.

Dr. Brown explained a Metrics Update is listed as an agenda item on the Board of Trustees meeting on September 9, 2014. Chairman Cleveland will make the report and explain to the board that refinement will be made by the Metrics committee prior to final approval at the December BOT meeting.

Meeting adjourned at 10:59 a.m.

Respectfully submitted,
Rebecca Luntsford, recording secretary