Minutes
The University of West Florida Board of Trustees
Joint Boards Strategic Planning Workshop
June 8, 2011

The UWF Joint Boards Strategic Planning Workshop convened in the UWF Conference Center at 8:30am with the following trustees present:

Trustees attending:
Gen. Chuck Horner, Chair
Mr. Lewis Bear, Jr.
Mr. Robert Jones
Mr. Collier Merrill
Ms. Susan O’Connor
Mr. Mort O’Sullivan
Mr. Jay Patel
Dr. Richie Platt

Others Attending:
Dr. Judy Bense, President
Dr. Chula King, Provost & Vice President for Academic Affairs
Dr. Kevin Bailey, Vice President for Student Affairs
Dr. Kyle Marrero, Vice President for University Advancement
Mr. Mike Dieckmann, Interim Vice President for Administrative Services
Dr. Kimberly Brown, Chief of Staff & Assistant Corporate Secretary for BOT
Mrs. Janice Gilley, Director of Governmental relations
Mrs. Pat Lott, General Counsel
Dr. Susan Stephenson, Chief Budget Officer
Mr. Rick Staisloff, Consultant, rpk Consulting
Ms. Lisa Clarke, rpk Consulting

The agenda included the following topics:

1. Strategic Finance Framework
2. Background Information on Metrics & Setting Key Performance Indicators
3. Draft Key performance indicators List
4. Benchmark Institutions – Findings and Recommendations
5. Next Steps for KPI’s
6. Academic Visioning Carousel Process
General Charles Horner, Chair, UWF Board of Trustees, welcomed everyone and introduced President Judy Bense.

President Bense then described the goals of the workshop to the group.

Dr. Bense introduced Mr. Rick Staisloff, meeting facilitator, who provided a PowerPoint presentation on the Elements of Strategic Finance. Then, he discussed the importance of developing Key Performance Indicators.

Following Mr. Staisloff’s presentation the participants worked together to define key issues facing UWF. This was done as a group activity from which following items emerged:

1. **Key Issues Facing UWF**
   - Maintaining and Enhancing Quality
   - Managing Purposeful Growth
   - Funding and Resource Allocation
   - Identity
     - Clarifying mission
     - Marketing – “Telling our story”
     - Competition – Differentiating UWF
     - Creating pride

Next, Mr. Staisloff distributed a ‘draft; list of Key Performance Indicators for consideration. The participants discussed the list and in a group exercise identified the following list as important to them.

- **Top Key Performance Indicators (as identified in small group reports)**
  - Staff and faculty salaries
  - Student/Faculty ratio
  - Student retention
  - Student graduation
  - Student engagement
  - Student quality
  - Revenue by FTE
  - Percentage of graduates working in their field or in graduate school
  - Degrees awarded in areas of workforce shortage
  - Percentage of SCH taught by full time faculty
  - Percentage of faculty with terminal degree
  - Expense by function
• **Proposed Additions by the Small Groups**
  - Brand awareness
  - Staff and faculty satisfaction
  - Additional student demographics – in-state/out-of-state, by zip code, military
  - Operating margin
  - Faculty and staff retention
  - SCH per semester average
  - Annual giving obtained per FTE staff in Development Office
  - Academic program quality
  - Employer satisfaction with UWF graduates

• **Proposed Removals**
  - Licensed exams – does not apply to all disciplines
  - Research – does not apply to all disciplines

Mr. Staisloff expressed that he was reviewing our Benchmark and Aspirant list and would make any appropriate suggestions for modifications. He, also, said that the finalized KPI list would be brought forward at the September BOT meeting.

Then the Academic Visioning carousel process began; focusing on growth, quality, resources, and brand.

At the conclusion of this process the group proceeded to lunch and adjournment followed at 1:00pm.

Potential Lunch Guest List

- Dr. Kevin Bailey
- Mr. Lewis Bear, Jr.
- Dr. Judy Bense
- Dr. Kim Brown
- Mr. David Cleveland
- Mr. Michael Dieckmann
- Dr. George Ellenberg
- Ms. Katherine Etheredge
- Ms. Janice Gilley
- Mr. John Gormley
- Mrs. Missy Grace
- Mr. Timothy Haag
- Dr. Ed Ranelli
- Mr. John Reeves
- Mrs. Lucy Rentz
- Mr. Kismet Rideau
- Ms. Alesia Ross
- Dr. Susan E. Stephenson
- Dr. Stacie Whinnery
- Mr. Wayne Williams, Jr.
- Ms. Pola Young
- Ms. Debbie Richie
- Mr. Roderick Averhart
- Dr. Laura Koppes
Ms. Caroline Hartnett
General Chuck Horner, RET
Mr. John Hutchinson
Mr. C. Ray Jones
Mr. Robert Jones
Dr. Chula King
Ms. Michele Lockhart
Ms. Pat Lott
Dr. Kyle Marrero
Dr. Morris Marx
Dr. Sue McKinnon
Mr. J. Collier Merrill

Dr. Carl Backman
Ms. Shelley Blake
Ms. Cora Merritt, SGA
Dr. Richard Podemski
Dr. Chris Pomory
Mr. Carter Quina
Ms. Karen Mims
Mr. Timothy Moore
Ms. Susan O'Connor
Mr. Mort O'Sullivan
Dr. Jay Patel
Dr. Richie Platt

Respectfully submitted,

Faye H. Bowers, recording secretary