

## Minutes

Presidential Performance Evaluation Metrics Ad hoc Committee

UWF Board of Trustees

UWF Crosby Hall, Building 10, Room 224

February 26, 2018

Chair Dave Cleveland welcomed everyone and called the meeting to order at 2:35 p.m.

Committee Chair Dave Cleveland was in attendance. Committee members Trustees Bob Jones and Suzanne Lewis joined by phone.

Others in attendance: Dr. George Ellenberg, Provost and Senior Vice President, Dr. Joffery Gaymon, Vice President Enrollment and Student Affairs, Keith King, Director, Institutional Research, Janice Gilley, Associate Vice President for External Affairs and Becky Luntsford.

### **I. Approval of September 6, 2017 Minutes**

Chair Cleveland welcomed everyone and asked for a motion to approve the minutes from the last Committee meeting.

Motion made by: Trustee Bob Jones

Seconded by: Trustee Suzanne Lewis

Motion passed unanimously

### **II. Evaluation of the President's Mid-Year Update and Goals**

Chair Cleveland stated that the Committee has two items to discuss today. He referred to the timeline that is attached to the Presidential Evaluation Policy which explains that it is time for the committee to discuss the mid-year review of the President's goals to be provided to Chair O'Sullivan to conduct his mid-year review of the President. Chair Cleveland added that the Committee will also look over the Presidential Scorecard at the meeting.

Chair Cleveland asked the Committee to refer to two separate documents as they discuss the President's mid-year goals: The spreadsheet entitled "Presidential Goals" and "Presidential Goals/Three Year Plan."

The Committee went through each 2017-18 goal (outlined as UWF Strategic Directions). They discussed each goal and clarified and confirmed each goal with staff members present.

On Presidential Goal **Develop Block Tuition**, Trustee Suzanne Lewis asked that a note be added in the Comments section of the spreadsheet stating, Legislative Mandate.

On Presidential Goal **Recruit cluster hire faculty**, Chair Cleveland asked that a note be added in the Comments section of the spreadsheet stating, May be delayed pending research funding and Masters in Engineering Program moving toward Fall 2018 implementation.

On Presidential Goal **Next Big Thing Initiative: Initiate permanent STEAM art installation**, Trustee Suzanne Lewis asked Janice Gilley to please asked that a note be added in the Comments section of the spreadsheet stating, Tied to the Askew Institute for Multidisciplinary Studies.

On Presidential Goal **Launch UWF Global Online**, Trustee Bob Jones and Chair Cleveland asked that a note be added in the Comments section of the spreadsheet stating, This initiative is part of a larger initiative.

Chair Cleveland asked that two goals be added - that were erroneously left off – to the Presidential Goal” spreadsheet, Expand Cybersecurity Programming and Expand Supply Chain Logistics Programming.

Chair Cleveland asked Janice Gilley to please organize the Presidential Goals by the Strategic Directions and add a current revision date to the top of the spreadsheet.

Ms. Gilley agreed to make all the changes requested.

Chair Cleveland said he will work with university staff to prepare a short memo to Chair O’Sullivan with the Committee’s mid-year review of the President’s goals.

Chair Cleveland moved on to discuss the Presidential Scorecard and Key Performance Indicators (KPIs) with the Committee and university staff.

**KPI #1: Applications Received from First-Time Degree-Seeking Undergraduate Students.**

The Committee agreed to change to monitor.

**KPI #3: Yield Rate for First-Time, Degree-Seeking Undergraduate Students.**

The Committee agreed to change to monitor.

The Committee and staff discussed KPI #4 and #5 related to SAT and ACT Scores.

Chair Cleveland asked if the changes being made to these two exams will correct the data over time. Dr. Joffery Gaymon explained that she believes that will be the case. Over the next few years UWF will have solid benchmarks, but right now that is not possible.

Keith King explained for Fall 2017, UWF will have solid comparisons. He also explained that at UWF, that 70% of UWF students submit ACT Scores and less than ½ of UWF students submit SAT Scores. That is not the case across the state, but it has been at UWF for many years.

Dr. Gaymon assured the Committee that UWF still requires either the ACT or SAT scores for admission.

**KPI #3 and KPI #4:** The Committee recommended the scorecard remain the same at this time, however, the Committee will revisit these two KPIs in Summer 2019.

**KPI #11: Percent of Enrollment Undergraduates Who Are 25 or Older.**

The Committee agreed to remove the notation in parens.

**KPI #13: Annual Percent Change in the Average Cost to the Student.**

The Committee agreed to leave as is.

**KPI #16: Four-Year Graduation Rate for FTICs Entering in the Fall.**

The Committee agreed to change to green with directional arrow up.

**KPI #17: Six-Year Graduation Rate for FTICs Entering in the Fall.**

The Committee agreed to change to monitor.

Chair Cleveland asked Committee members to review weighting of the President's Five Strategic Directions. He asked Becky Luntsford to resend that handout to the Committee and this will be the primary business addressed at the next committee meeting.

Chair Cleveland thanked the Committee for their dedication and continued participation.

#### **IV. Other Committee Business**

With no further business to discuss, Chair Cleveland adjourned the meeting at 3:54 p.m.

Respectfully submitted,  
Becky Luntsford, Assistant Corporate Secretary