

## Minutes

UWF Presidential Search Committee  
Open Forum Breakfast Meeting  
Crowne Plaza, Pensacola Grand Hotel  
200 E. Gregory Street, Pensacola, FL 3202

March 8, 2016

OPEN FORUM BREAKFAST MEETING WITH COMMUNITY LEADERS  
7:30 A.M.

A total of sixty-five people were in attendance.

UWF Presidential Search Committee Chair Mort O'Sullivan welcomed all guests present. He introduced UWF Board of Trustees Chair Lewis Bear, Jr.; Trustees Jay Patel and Garrett Walton; and UWF Presidential Search Committee Members Jason Crawford, Scott Keller, Rick Harper, Athena DuPre, Eric Kollar, Collier Merrill, and Steve Riggs.

Chair O'Sullivan introduced Julie Holley, Principal Consultant and Shelley Feather, Library Practice Leader and Executive Search Consultant with Greenwood/Asher & Associates. Greenwood/Asher & Associates is the search firm for the UWF Presidential Search.

Julie Holley explained that Dr. Jan Greenwood and Dr. Betty Asher are the other two members of the Greenwood/Asher team who are assisting with the UWF Presidential Search. Ms. Holley encouraged those present to be very open and free with their comments and to please provide their suggestions, thoughts and nominations to assist in the process.

Julie Holley posed four questions to the guests present.

1. Within the next 3-5 years, what do you think the next president of UWF will need to accomplish to be successful in this role?
2. What do you think the experience and skills should be of the next UWF president?
3. What do you view as the challenges & opportunities the next UWF president will face?
4. What are your points of pride? (UWF, Pensacola, Panhandle, etc)

Julie Holley opened the forum up for comments and questions.

Jerry Maygarden opened the comment session by stating that he believes student growth, philanthropy and politics are the top three critical issues for UWF's next president.

1. He has been associated with UWF for fifty years and watched the improvements from four UWF presidents. He wants to be sure UWF put emphasis on growth. Numbers still matter.
2. Philanthropy. Mr. Maygarden believes 50% of the new president's evaluation should be placed on fundraising. This is not a capital-rich region. The UWF President should be the best fundraiser for the institution.

3. Public dollars are critical. Academia is critical, but in this state the political process is paramount. He said he spent years working in Tallahassee and representing this region and he watched money go to universities all around this state, because they had aggressive presidents and UWF needs an aggressive president who can secure funding at the state and local levels.

John Hutchinson, President, Hutch-Touch Consulting and a UWF Foundation Board member said in the last five years, the UWF Foundation has raised more money than in all previous years combined and philanthropy is critical. He added that President Bense has filled the mote, put down the gate, and done things in the community that was not done before. That external focus is critical to the continued success of UWF.

Mike Juhas, with the Diocese of Pensacola/Tallahassee, explained the candidate needs to understand and articulate the steps of how UWF will get out there and how to reach out to alums. There need to be aggressive campaigns to alums. Someone who can think big. UWF has a lot to offer a candidate such as our beautiful area. We need someone who has that promoter mentality.

John Shaffer, State Farm, said as a father of two teens, he loved hearing them say "I had a great time at UWF this weekend, we look forward to going there." He stated that he would love to have a president to continue President Bense's momentum of making UWF appealing to students. A president who has passion to inspire the kids that he is interviewing for jobs who turn out to be great employees.

Bill Slayton, Escambia County School Board, stated that over the years Dr. Bense has been out in the community. He is amazed at how many high school events recognize Dr. Bense. He explained that those who work with the local schools are selfish and we want our students to go to UWF and stay here so we can employ them. He added that he wants someone who will aggressively pursue the students to make UWF their first choice. And we want to employ UWF students and grads.

John Appleyard, Appleyard Advertising Agency and Pensacola Historian, explained that he had the privilege of working with Dr. Harold Crosby, the first president of UWF. He explained there are two similarities between Dr. Crosby and Dr. Bense, they were both engaged in the community prior to their presidencies. They both made an impression physically and emotionally in the community. We need to hire a president who has an image across the community, so people are not only attracted to the university, but to the person.

General Mike Ferguson said we want the perfect candidate. He added that everything that has been said is right on target, but if the process has to lean one way or another, we need someone familiar with the community, who can work the political process. Someone who is not just academic is a broad-scoped person to fit into this very unique community. He or she will need to be well rounded and ready to get out and give to the greater community. If those things are not there, the president cannot get the support needed. The new president must be able to give back to the community.

Charles Bare, President, Pensacola City Council, shared that he came to UWF as a new student in 1988 from Virginia. He got involved on campus at the age of seventeen. He explained that UWF gave him opportunities other schools would not have given him. He had relationships with his professors. He then worked for UWF President Morris Marx. He took classes with President Harold Crosby. He added that what he knows about UWF is it is important to have relationships with legislators and our community and local businesses for employability for students. He said it frustrates him to see our UWF grads going elsewhere because we do not have the jobs here to keep them here. Fundraising is very important. Relationships is the biggest. He believes one of UWF's opportunities is their online programs, UWF needs a good balance of online vs. residence opportunities. Florida Legislature is a mess but we have to get the local community involved in Tallahassee. The local government needs to work to create jobs for our UWF students.

Bo Carter, Chief Development Officer, Servis 1st Bank, said the candidate has to be embraced by the people who already work at UWF. He stated that he would hate to see us waste two to three years with a bad fit.

Make sure UWF does not lose the infrastructure President Bense has built.

Christina Doss, Managing Director, Saltmarsh, Cleveland & Gund, explained as a daughter, wife, and mother of the military, UWF is an incredible military advocate for our military and veteran community. She said we must continue that. The candidate should have a footprint of this area and attract students from other areas. We need new blood, new ideas who will be employed by our companies. We need a president to get outside this area and advocate for us.

Mike Steltenkamp, Boots Up, explained that UWF has an exceptional facility that supports the military and veterans. They could not do this without the support of the president. We must continue to support the Military and Veterans Resource Center and the programs available.

Pam Schwartz, Retired Educator, stated that she is a product of many local schools. She did not have money to go to college and received a scholarship from FSU, but it was far from home. She attended graduate school at UWF. She said she is a fan of President Bense and admires her assertiveness and ability to look for opportunities to promote what is going on locally. We must hire someone who did not necessarily come up through the academic administration ranks, but will promote our area. Ms. Schwartz explained that she is on the UWF Historic Trust Board of Directors and has come to love the local history. She wants a president with a down-to-earth-style and possesses the ability to collaborate.

Julie Sheppard, IHMC said she would like to see UWF offer world class graduate programs, particularly in STEM.

Harriett Wyer, UWF Alum, appreciates the opportunity to be involved in this process. She and her husband are from the area, moved to Tampa for the past twenty years, and now because of the renaissance of the area and the growth of UWF, decided to move back to the area. She wants more people to feel like UWF is the Harvard of the South and she actively encourages her children to consider UWF as their university of choice.

Diane Scott, Santa Rosa School Board and UWF Faculty member, stated that with the challenges of the metrics, higher education institutions will not be able to rely on the legislative piece. She stated the community is behind President Bense. She added that many of our local students still do not know that we have a university down the street and UWF and the community must continue to change that.

Jeff Bergosh, Escambia County School Board, introduced himself as a recent graduate of UWF. He said UWF's online programs are fantastic. That is an area we can leverage around the country. It is fertile territory. Dual Enrollment is another area we need to grow. Pensacola State College has had a lock on Dual Enrollment and that needs to change. He said the greatest challenge is the metrics, which are not going away. He explained that the bubble of student loan debt is something the new president must be prepared for the bubble collapsing. Fundraising is the other critical role of the new president. He thanked Chair O'Sullivan for bringing the community in to this process.

Linda Moultrie, Escambia County School Board, stated her point of pride is that her son is a UWF graduate, first at the undergraduate level and now as a graduate student. She said she is working to steer her eight grandchildren to UWF. She stated the new president must continue the inclusion momentum at UWF as it deals with diversity in all forms.

Miller Caldwell, Caldwell Associates, said he believes the ideas of vision and growth must continue at UWF. He stated that President Bense has done a great job visioning and designing the human experience at UWF. He believes the next president must continue the master plan and "architecture" of future goals.

Janice Kilgore, Navy Federal, stated that Navy Federal is a proud partner of UWF and considers itself a satellite campus for UWF. She explained that Navy Federal extends courses to their employees as far away as Virginia.

She said that UWF has developed management programs for Navy Federal's employees. Ms. Kilgore said she believes as Navy Federal grows as a company, their partnership with UWF – which has been so beneficial - must continue.

Doug Brown, Executive Director, Community Action, commented that there is an eclectic quality to this community. The University has a stake in our community and the arts and inclusion of all types of folks is critical. Technology. Embracing differences and forward thinking. Resources in this community are huge.

Debbie Ritchie, Student Group, expressed that the characteristics of UWF's next president should include: A good leader who can recruit and retain good people. Values-driven. Community Values. Philanthropic community. Very vested. We must find someone who is driven to teamwork and collaboration. Not to exclude, but bring people in. Someone who is innovative. Who can think outside the box. Our business community has diverse needs. We need more technology-driven students. Someone who can bridge the gap – possibly a center for philanthropy niche that other universities do not have.

John Switzer, Lamar Advertising, UWF Foundation, introduced himself as a graduate and current student of UWF. He said the university has steered its focus toward football and he believes the arts have fallen to the wayside. He wants to see a president who promotes the arts. He added that he is not a football player, but he will support UWF football.

Brooke Johnson, Chair, Black Chamber of Commerce, explained that a plan for inclusion is extremely important. The new president needs to be engaging, especially with the students.

Brian Wyer, UWF Alum, said he came to UWF as a member of the first freshman class. He thought he would only go one year and leave. But he loved it! He wants the next UWF president to reach out to new students. He explained that his family moved away to Tampa for twenty years and now they are back because they love the renaissance at UWF and Pensacola. We need a president who will be certain we get our piece of the pie, someone who can balance who UWF is with the metrics.

Becky Luntsford announced the UWF Presidential Search website address to all those present.

Chair O'Sullivan thanked all those present and explained that seeing the passion for our university is incredible. He went on to explain that Trustee Garrett Walton's Presidential Position Profile Subcommittee will be working on the job description within the next couple weeks and this is all very valuable information for that process. He said the job will be advertised throughout the summer months. The Search Committee will be meeting with search firm to identify the short list of candidates for interviews and then face-to-face interviews locally will occur with final candidates early in the Fall. The Board of Trustees will be making their decision at BOT meeting in September, 2016 and the new President will begin in 2017.

Chair O'Sullivan went on to explain that it is a different world for the universities within Florida and for UWF. The performance-based funding metrics are very tough. UWF is in its third year and about to announce our scoring for this year.

Chair O'Sullivan explained that there is no more passionate advocate for our university than BOT Chair Bear.

Chair Bear is putting together the criteria and he is asking our Board of Trustees to look at the Emerging Preeminent University criteria at our March 24<sup>th</sup> Board meeting. There are great things in store for UWF's future and the future of our community.

Chair O'Sullivan thanked all guests again for coming.

The meeting adjourned at 9:08 a.m.



OPEN FORUM MEETING WITH UWF  
University of West Florida  
Commons Auditorium, Bldg. 22

The meeting began at 9:16 a.m.

A total of fifty-five people were in attendance.

UWF Presidential Search Committee Chair Mort O'Sullivan welcomed all guests present and said he looked forward to hearing from the university community today and giving everyone the opportunity to meet members of the Presidential Search Committee and our search firm consultants.

Chair O'Sullivan introduced Julie Holley, Principal Consultant and Shelley Feather, Library Practice Leader and Executive Search Consultant with Greenwood/Asher & Associates. Greenwood/Asher & Associates is the search firm for the UWF Presidential Search.

Ms. Holley posed 4 questions to those present:

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Ms. Holley then opened the forum up for comments and questions.

Sarah Schoch, Assistant Professor, Director of Musical Theatre, introduced herself as a new UWF employee of only six months. She began by stating that in her department's recruiting, they refer to UWF as a hidden gem on the Emerald Coast. She would like someone who believes that as well and believes in what we are doing at UWF.

Dr. Ermalynn Kiehl, Dean, College of Health, stated the College of Health, is the newest UWF college that started in August 2015. This college creates stronger ties with the healthcare community. She is looking for a person with a skill set that reaches out externally as well as internally. The individual needs to have a vision that includes strengthening the health programs and adding additional programs.

Dr. Andy Holdnak, Chair, Hospitality, Recreation & Resort Management, at Fort Walton Beach Campus said we need to have a President with a Regional Vision who understands UWF serves the areas from Pensacola to Panama City.

Ms. Martha Lee Blodgett, Associate Vice President of Advancement, said UWF needs a president who will reach out and continue to build relationships with our Governors and friends in the community. Someone who will not be afraid to go raise money for UWF's great programs.

Dr. Nick Power, Associate Professor, Philosophy, said he hopes the new president possess a PhD., a background in classroom instruction, an even temperament, and ideally has a vision that extends

outwards. UWF does not need a top-down micromanager of Academic Affairs. The president needs to let Academic Affairs run the academic show.

Dr. Jim Hurd, Senior Associate Vice President, Division of Student Affairs, explained UWF has a lot of external drivers now. We need a leader who can coalesce all those drivers into a vision that can be articulated to faculty and staff. We need to honor our history of students we serve. We need a president who can take all those pieces from outside and inside and form a vision.

Dr. Rodney Guttman, Director, Center on Aging, Public Health, Clinical & Health Sciences, said he hopes our new president will expand UWF's PhD programs. Support research. He added that UWF has some really strong programs on campus. We need to focus on UWF's growth and reach out to the downtown area. Offer more student activities and community activities on campus. He said UWF should look at their beach property. Make it clearer across the entire state that UWF wants to compete with FSU, UF, etc. and all our colleagues in the state.

Dr. Kris Behan, Director, Clinical Lab Sciences said he would like for the new president to maintain a five to ten year plan. We need to be consistent with our plan.

Ms. Julie Holley asked, "What keeps you here?"

The audience replies included:

- ☑ Collegiality
- ☑ Our student population – most of our students work (at least part time).
- ☑ Our mission – which is very unique to us.
- ☑ Our students
- ☑ Our students have a unique talent to stay in school while studying.
- ☑ Our students are really special. They have families and work.
- ☑ Our students are not kids who just go to school.
- ☑ Our students have a lot of pride.
- ☑ A lot of our students live on campus up to students. They love it here. The faculty love it here. Our president loves it here.
- ☑ As a prospective faculty member, when I came here, I knew there was something special happening here. I came from Buffalo, Boston – this is FABULOUS! The students are incredible.
- ☑ Commitment to shared governance. Faculty and Administration working together to solve problems. That's unique. Good relations between President's office, Faculty Senate, Faculty.
- ☑ Our alumni of the 80's are starting to bring their children here to UWF. "Take a look at UWF". The environment, faculty, programs.

Dr. Tim O'Keefe Dean, College of Business, stated that he has pride in all of his colleagues. The way students are uppermost in their minds. The innovative ways in which develop content to reach across to all students. Taking students into the community and participating in live cases. In each of our colleges, those types of events are going on. Fabulous trips are planned for our students. Getting students engaged in the community.

Dr. Matthew Crow, Chair, Criminology and Criminal Justice, said, "Our faculty are "teacher" scholars. They are dedicated all across the campus." He added that he is proud of UWF's relationship with community colleges within our region. He believes we are one of the stronger ones in the state.

Ms. Karli Sherman, Coordinator, Student Activities, stated that she deals with and advises UWF students every single day. Our students are our greatest point of pride. The campus culture our students create. Our students choose to be here much of the time. Our students are not "entitled" students, they are "excited" students. Our students are ready, willing, and excited to get involved.

Dr. Randy Johnson, Chair, Nursing, commented that UWF has a large online population of students and we need to try to expand that student culture to those online students.

UWF Student, Kishane Patel said UWF faculty members truly care about the students. Some of his friends at other universities have to wait two weeks for an advising appointment, here, he says he can get an appointment within one to two days. He added that two of his advisors were in the Open Forum Meeting.

Unidentified Audience Member stated she is an alumni and now able to come back and teach. She said her point of pride is the opportunities UWF gives to local students to improve the outcome of their lives. She added that it has been an opportunity to me and I love being able to give back that way.

Unidentified Audience Member said the next President should consider UWF having more of a physical expansion and influence in the city. UWF can be the center of academia, arts and sports and we must want to reinforce the notion.

Ms. Karli Sherman said that she coordinates many events for UWF's Homecoming and Homecoming is moving downtown since football will be here this year. It would be wonderful to have someone at the very top working on the same issues.

Dr. Justice Mbizo, Assistant Professor, Public Health, Clinical and Health Sciences said he is here because he drove through the area in 1994, found it to be beautiful and knew he wanted to come here. So he pursued a position and succeeded and now teaches Public Health for UWF. He stated that he believes UWF has done better promoting women in higher administrative roles. He also believes since UWF's online presence reaches the entire world, we need to build on that.

Dr. Ed Ranelli stated that UWF's mission is to prepare students for successful careers and lives. He said our faculty really buys in to this mission and the buy in of faculty is a driving factor. This university is located here in Northwest Florida to enhance and advance the educational, economic and cultural mission of this area. The next president needs to buy in to that culture.

Dr. Steve Brown, Dean College of Professional Studies said he has only been at UWF for one and one half years. He came because of the reasons expressed in the open forum. No one reason is independent or unique. All of these qualities make up a mutually collaborative and supportive community. He said the next president is going to have a tough job. He explained that an administrator could make his or her route fairly easy, simply by following the path of the political leaders. He added that we have gotten to the point where higher education is expected to "train" not "educate" and he hopes the next president



comes in and finds the job challenging. Education has to be more than training as a whole. It is sad that society does not recognize that, but Dr. Brown hopes our next president does.

An unidentified audience member explained that the skill set of the next president should include: Change Management. Performance Based Metrics. Unique challenges of College of Health compared to traditional colleges on campus. UWF is growing very quickly in the online environment and we need to be sure this person understands how to completely support those students. Pressures from accreditation organizations. We need someone to help us define our culture – holistically - in everything we do.

An unidentified audience member said the next president should be able to understand the translation of research (i.e. IT, Exercise Science, public health).

Meeting adjourned at 10:00 a.m.

## OPEN FORUM MEETING WITH FACULTY SENATE & UWF FACULTY

The meeting convened at 10:16 a.m.

A total of nine people were in attendance, three being faculty members.

UWF Presidential Search Committee Chair Mort O'Sullivan welcomed all guests present and said he looked forward to hearing from the university community today and giving everyone the opportunity to meet members of the Presidential Search Committee and our search firm consultants.

Chair O'Sullivan introduced Julie Holley, Principal Consultant and Shelley Feather, Library Practice Leader and Executive Search Consultant with Greenwood/Asher & Associates. Greenwood/Asher & Associates is the search firm for the UWF Presidential Search.

Ms. Holley posed 4 questions to those present:

1. Within the next 3-5 years, what do you think the next president of UWF will need to accomplish to be successful in this role?
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4. What are your points of pride about UWF or the area? What would you not necessarily find on the UWF website?

Ms. Holley then opened the forum up for comments and questions.

Dr. David Ramsey, Assistant Professor, Governmental Social Sciences and Faculty Senate member had a round-table discussion with members of the Board of Trustees, UWF Presidential Search Committee and the Greenwood/Asher team. His comments included the following:

- ☒ Banner implementation needs to be finished and worked on. Resources need to be kept in place. A lot of our departmental secretaries will be leaving and we need to know who on campus will be doing it. Banner is a good resource. It's not accurate and it's not accessible to all faculty, so we can look at students and their needs.
- ☒ The metrics had everybody freaked out but we need to make sure we know how to put our best foot forward and how to properly present our numbers.
- ☒ The move toward football will pose some challenges but there will also be academic challenges. We need to place responsible adults in charge of what we do with our athletes and our programs. Football will bring in more four-year students, which I love. We need a president who says "We have football, but we are maintaining our academic standards."
- ☒ We have alumni out there. We need to set up meetings and set our goals high.
- ☒ We truly care about our students.

Dr. Ted Fox, President, Faculty Senate and UWF BOT, explained that we are figuring out what Banner can do as we are using it. There has not been adequate training to faculty on Banner.

Dr. Ramsey explained that as a tenure track faculty, it has been difficult to knowing what his administrators need from him. His college and department has been split up since he started at UWF.

He said he has had three student advisors in his department since he began. He added that he was advising student up until August of 2015.

When UWF moved away from CICS, he now has no way to see what students are taking.

He explained that UWF senior administration has been focusing on figuring out the metrics the last year and one half. Now the focus is on how to achieve the best data and present it in the best light. He said we need to be innovative in how we respond to the requests from the BOG and State.

Dr. Fox explained the interpretation is the key. How we place the numbers in specific categories.

BOT Chair Bear commented that by improving UWF's records and recordkeeping it will be easier. He added that we have learned how to define our data better and more accurately.

Dr. Athena DuPre asked "Will we keep the model of Provost/Executive Vice President to manage internally and the President to handle external affairs?".

BOT Chair Bear said that certain presidents have certain strengths. No one will be the perfect all around person. He believes our next president needs to be a much stronger administrator, a community leader, and able to work effectively outside the UWF campus.

Dr. DuPre said she is hearing a concern from campus. What happens if we bring someone in who says "My role is not academic," and we do not have a provost as capable as our Provost now"? She added that sometimes our current president has been criticized for not being as concerned with academics.

Dr. Fox said the Board of Trustsees must decide what kind of a mix do we want in our next president as to how much time will the president spend on the inside vs outside game.

Dr. DuPre said, "Martha is such an extraordinary person in her role."

Dr. DuPre added that one of her greatest points of pride is the longevity of our faculty's relationships with their students.

Meeting adjourned at 11:00 a.m.

## OPEN FORUM MEETING WITH STAFF SENATE & UWF STAFF

The meeting convened at 2:00 p.m.

A total of 24 people were in attendance.

UWF Presidential Search Committee Chair Mort O'Sullivan welcomed all guests present and said he looked forward to hearing from the university community today and giving everyone the opportunity to meet members of the Presidential Search Committee and our search firm consultants.

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Ms. Holley then opened the forum up for comments and questions.

Ms. Della Scott-Ireton, Associate Director, Archaeology, said she learned archaeology at the knee of Judy Bense. She added that Dr. Bense has encouraged archaeology and we want to make sure the new president appreciates the esoteric fields at UWF.

Mr. Michael Cochran, Laboratory Manager, Chemistry, Staff Senate and Alum, stated that from when he was a student until now, he has always appreciated the natural beauty of the UWF campus and he hopes the candidate's vision will be to maintain our campus' natural beauty.

Ms. Eugenia Taylor, Academic Advisor and Senior Administrative Assistant, College of Health, said she believes it is important the new president continues undergraduate research and high practices and build the abilities in the healthcare real world experience for our students in the College of Health.

Academic Advisor for Doctoral Programs said UWF's new president must possess an understanding of the concept of and the necessity of change, the sense of community felt at UWF, and that UWF is a very beautiful campus.

Chair O'Sullivan said, "We have heard that staff have been put through it with the metrics, can you share your thoughts on that with us?"

Ms. Karli Sherman, Student Activities Coordinator, explained, yes, the metrics conversation is important, but you need to know that you are looking at some of us here are graduate students starting our career process and the morale problem is real. Because of performance based metrics, we are not offered salary increases and so good talent will leave UWF. She continued by saying her job elsewhere at other

universities within the SUS is paid so much more at the other universities. She said staff appreciates the perks like our students, great holidays, beautiful campus, but how does an employee follow the charge of doing bigger and better while watching their jobs change and never being compensated. She added that UWF's fees are down because we have fewer students and less credit hours which means more work for each of us staff members because there is no new money.

Comment on Staff Morale from an Unidentified Audience Member: A lot of the staff here at UWF treat this as more than just a job. We have very close relationships. Student mixers and student programs are on the rise, but there is a decrease in funding of staff morale events. We want the BOT and the new president to seize the importance of the staff. Greek life is a very important way for students to be involved in the community. Having a president who sees the value of Greek life on campus is important as well..

Ms. Lenora Motley, Office Administrator, Instructional Workforce and Applied Technology, an employee of UWF for twenty-eight years remarked that for the first time she is feeling a morale problem. With the economy, UWF staff have not received cost-of-living raises for years. None of the staff think of this as a job. We are self motivated. We are not motivated by outlying sources because there are none. It would be wonderful to know that I could receive at least a cost of living raise annually to support my family. It would be nice to feel motivated and appreciated.

Ms. Deborah Cluff, Fort Walton Beach Campus Coordinator, stated our next president need to focus on the branch campuses.

Ms. Tara Kermitt, Assistant Director, University Commons said UWF is an institution where students who could not get in other places could get in here. The metrics have taken away that opportunity. She wants a president who will focus on the importance of student involvement.

Mr. Anthony Franklin, Network Engineer, ITS, and member of Staff Senate, commented that some of his constituents would like to see someone who knows the university's strengths and weaknesses and has a proven track record of working under pressure, like the metrics and funding issues. He then asked if there will be break out points for a local candidate.

Ms. Holley explained If it comes down to a couple of final candidates, that will be the Board of Trustees' decision.

Ms. Angie Shiller, Coordinator, SGA, asked Ms. Holley, "What does this company do with the information? What is your role?"

Ms. Holley explained Greenwood/Asher's role in the search and the process for comments and suggestions to be made by anyone who wishes to do so being made available on the [uwf.edu/presidentialsearch](http://uwf.edu/presidentialsearch) website.

Question posed by an Unidentified Audience Member: "Since all the Florida Universities are part of the metrics, has their hiring been strained because of the PBF metrics?"

Ms. Holley replied, "Not really, UWF is the first presidential search since the metrics."

BOT Chair Bear explained that he has asked the UWF administration to make a presentation at the next BOT meeting, whereby, he will ask the trustees to vote on UWF becoming an emerging preeminent university which will probably be a ten-year-long goal. He went on to say it is going to require work, but the work will be no different than the work we are doing right now. Metrics are the fundamental basis for what UWF is doing now and will be in the future. He said there are twelve goals and UWF chose six to focus on. Research is one of the goals and there are others that will be posted within the next couple weeks. He added that this is the direction the university has to take. UWF has to do this and be concerned with our individuality within the state system. We must continue to work on diversity. We must get creative on how we will attract 4.0 students from in the outside the region. We need to change our recruiting efforts to find those types of students. Chair Bear stated that being a regional comprehensive university is possibly something only we here at UWF understand. The metrics are not designed for that type of university. He remarked that UWF can continue our mission and remain high on the totem pole. He went on to say "We appreciate everything you folks do. You are the backbone of this university and we want to help you." He stated that last year the negotiations with the Faculty Union resulted in pay increases for them and he is hopeful that the funding from the emerging preeminent university incentives will allow the university to help the staff.

Jackie Pinckard, Assistant Director, Office of University Budgets, thanked the Board of Trustees and Greenwood/Asher for these open forums. She thanked Chairman Bear for going into the issue of diversity. She said when she started at UWF seventeen years ago, President Marx implemented diversity programs and President Bense has taken UWF to the next level. She explained if UWF had more color at the middle management level, that would influence our students in a positive way.

Meeting adjourned at 2:47 p.m.