



STRATEGIC PLANNING COMMITTEE

Minutes

Wednesday, October 24, 2007

Scott Adams, Chair of the Strategic Planning Committee, convened the meeting at 11:59 am with the following Board of Trustee members present:

Trustees Scott Adams, Bill Bryant, David Feder, Armand Grossman, Rajendra Gupta, Lalita Janke, Sherry Plymale, Eric Shaw, Robert Stilley, Tony Teixeira, and Norman Tripp.

Absent: Trustees Nancy Blosser, Robert Stilley, and George Zoley.

The following university officials participated:

Mr. Frank T. Brogan, President; Dr. John Pritchett, Provost; Mr. David Kian, General Counsel; Dr. Jennifer O'Flannery, Chief of Staff; Dr. Kristen Murtaugh, Vice President MacArthur Campus; Dr. Ken Jessell, Vice President for Financial Affairs; Mr. Tom Donaudy, Vice President for Facilities; and Dr. Joyanne Stephens, Vice President of Broward Campuses.

SP: A-M: Approval of Minutes

A motion was made and seconded to approve the Strategic Planning Committee Minutes of the September 10, 2007 meeting. **The motion passed unanimously.**

Trustee Adams stated the Strategic Planning Council (SPC) is moving forward with its review of the current Strategic Plan. In order to keep the plan fluid the SPC looking at the plan to make revisions.

SP: I-1: Strategic Plan Goal Four: Meeting Community Needs and Fulfilling Unique Intuitional Responsibilities Update

Trustee Adams asked Dr. Joyanne Stephens to give an update on the progress of Strategic Plan Goal Four: Meeting Community Needs and Fulfilling Unique Responsibilities. Dr. Stephens stated that Goal 4 was one of the original BOG goals and each university was allowed to set its own. The Goal 4 committee formed a tasked force to continue dialogue and to review and make recommendations as necessary for any updates and changes to the Strategic Plan. There were fifteen people appointed to the task force that comprised of faculty, staff, and members from the original committee. The persons who were charged with taking the lead on the task force were Randy Goin who would handle the marketing and branding aspect of the Strategic Plan and Camille Coley who would represent the Provost's office and handle the academic aspects of the Strategic Plan. Dr. Stephens introduced Camille Coley present the academic aspect of Goal 4 of the Strategic Plan.

Ms. Coley identified three areas of the goal that would make Florida Atlantic University a fully engaged university that meets community needs: community service, civic engagement, and community engagement. The goal of the taskforce is to connect the genius of the community with the genius of the University. Florida Atlantic University's keys to success are achieved by:

- Fostering a culture of engagement throughout the university on the academic side as well as the administrative side.
- Building strategic connections among the university.
- Following through to ensure resolutions.
- Build the "right" connections among community, faculty, staff and students
- Follow through to ensure resolution
- Institutionalize measurement/reward systems for faculty, staff and students who engage with the community

Ms. Coley also discussed the taskforce's recommendation for the plan which was to update Goal 4, clearly delineate the definition of experimental learning versus service learning, laying the groundwork to launch an Office of Community engagement, and beginning the process to recognize and reward faculty for community engagement. Ms. Coley introduced Mr. Randy Goin to highlight the edits to the objectives of Goal 4 and report on the progress of the task force.

The first edit highlighted by Mr. Goin is the wording for Goal 4, strategy 1-3. Prior the wording was more discipline oriented where now the wording is more action oriented focusing the university's efforts on the areas it is most strong in. Strategies 1-4 and 1-5, currently indicate the chair of the task force as the responsible role. In order to meet objective 2, the taskforce recommends an Office of the Community Engagement established in order to serve as the community point of contact. For objective 3, the taskforce recommended one edit and one addition. The edit is the in strategy 3-2, changing the wording to indicate an annual regional summit of campus community councils. The addition is strategy 3-5 to create a database that will track the different people and organization that the FAU engages. The taskforce recommended adding strategy 4-4 to objective 4 which calls for the creation of the marketing piece that highlights the university's community engagement projects. Due to the hard work of staff and faculty of Student Affairs and the Office of Undergraduate Studies much of objective 5 have been addressed. The areas have collaborated in an effort to evolve the FAU Volunteer Center into the Weppner Center for Civic Engagement. Mr. Goin stated that in the future Goal 4 will help make FAU a fully engaged university. There will be an Office of Community Engagement with more than 2,000 engagements annually, with an economic impact of more than \$20 million; FAU be classified as an engaged university in the areas of curricular engagement and outreach and partnerships by the Carnegie Foundation for the Advancement of Teaching; and awarded the United States Presidential Award for Exceptional Accomplishments in Community Service.

SP: I-2: Strategic Plan Goal Five: Build a State-of-the-Art Information Technology Environment

Trustee Scott Adams introduced Dr. Jeffrey Schilit to discuss Strategic Plan Goal Five. Dr. Schilit stated that the objective of goal 5 is to bring FAU to a state-of-the-art information technology environment, maintain that environment, and fully use that environment. There are eight objectives to goal 5. Dr. Schilit identified the objectives, discussed how much funding has been received to date, and impact on the objectives. In the legislative budget request, approximately \$18 million have requested to support goal 5 with approximately \$3 million

received to date. There have been no new funds allocated to goal 5. What progress has been achieved has been via redirect of internal funds by IRM or other units within the University. The current funds mainly maintain the current technology environment and when funds are being redirected internally for technology that is not progression. IRM is constantly redirecting and reusing funds to increase and strengthen the circle of networks that connect the FAU campuses.

Trustee Adams asked if any of the board members have questions for Dr. Schilit regarding goal 5. Trustee Adams commented that because technology changes all the time and costs money. In order to move forward on this Strategic Plan item FAU need to invest funds into information technology. If FAU is unable to invest in its information technology then the Strategic Plan goal 5 needs to be changed. Trustee Sherry Plymale asked as more online classes are developed how distance learning is supported. President Brogan commented that distance learning courses can not be taught the same way a traditional class is taught. The curriculum and the teaching strategies need to be adjusted because courses are being taught in more than one location. Satisfying access issues only risks the quality of the course. FAU is striving to develop within the Strategic Plan how the approach to distance learning can be changed. Trustee Adams added that the Strategic Planning committee needs to look at how FAU can measure its progress.

SP: I-3: Foundation Update

Trustee Adams introduced Dr. Ken Jessell to give the Florida Atlantic University Foundation Update (FAUF). Dr. Jessell reviewed the FAUF's mission statements and objectives. He also reviewed the University Advancement organization chart, the Foundation Board of Directors, and the major highlights for 2006-2007 FAUF. The major highlights for 2006-2007 include:

- Received single largest gift to FAU from Barry Kaye for the naming of the College of Business.
- Received \$3 million gift from the Toppel Family Foundation for the creation of Early Childhood Education Institute.
- Received \$1 million gift from Arthur Weiss for scholarship support.
- Received \$600,000 from Renaissance Charitable Foundation for Endowed Professorship in Biomedical Sciences.
- Received \$250,000 from Quantum Foundation for Nursing Education.
- Received \$200,000 from California Community Foundation for graduate student support in CAUPA.

Dr. Jessell reviewed a chart on new gifts to the FAUF. The FAUF brought in \$42 million for the year 2006-2007. This amount included deferred gifts, gift-in-kind, new cash (private giving), new cash (state matching), new pledges (private giving), and new pledge (state matching). Although it is not a component of the FAU budget, the FAUF makes expenditures to directly benefit FAU. Expenditures for the year 2006-2007 totaled \$14.65 million which includes salaries, general expenses, and scholarships. The FAUF have formed a committee to re-evaluate and revise the eight year old fundraising policy. In comparison with other Florida institutions FAUF is doing well in terms of total endowment value. FAUF can benchmark itself against universities nation wide. Dr. Jessell asked if there were any questions. He introduced Ms. Susan Pierce to discuss the capital campaign process.

Ms. Pierce introduced Mr. Doug Smith from John Brown Ltd. to highlight the preparation for a comprehensive campaign. The first point was to develop a compelling case for support is the crucial component of any campaign. This is based on transformational initiatives that advance

FAU's strategic plan and resonate and match with donor interests and needs. The second aspect discussed was to identify and recruit effective campaign leadership who, through their time, financial support and position in the community engage others in the campaign. The third aspect for preparing for a comprehensive campaign is to develop a deep prospect pool based on the case for support. The fourth aspect is to develop comprehensive staff and systems with the fifth aspect being to identify budget resources which is usually ten percent of the campaign goal. The final aspect is to prepare the campaign strategic plan by conducting a feasibility study, developing cultivation and solicitation strategies, preparing communication and stewardship strategies, and developing campaign a timetable. Mr. Smith asked if there were any questions. There were no questions.

President Brogan stated that the FAUF is a diligent group that have revised many of its policies and procedure to ensure that as they prepare for the comprehensive campaign the entire infrastructure is in place. He commended Dr. Jessell for his work with the University Advancement staff and with the FAUF in preparation of the new Vice President of University Advancement.

SP: I-4: Facilities Update

Trustee Norman Tripp introduced Mr. Tom Donaudy to give the FAU Facilities update. Mr. Donaudy reviewed the Division of Facilities Master Plan and Major Projects report. The Computer center on the Boca Raton campus will be completed in November 2007. There were 250 parking spaces added to the Lee Street parking and there will be parking and roadway improvements are being updated to accommodate storm drainage on the Jupiter campus. There will be classroom lockset that will allow the classroom to lock from the inside in the event of an emergency, as well as campus sirens that will have the ability to have an audio message.

Mr. Donaudy stated that there are four adopted master plans; two of the master plans are in the amendment process. Mr. Donaudy discussed the HBOI plan. Trustee Tripp asked how much property FAU will have of Harbor Branch Oceanographic Institutes' 513 acres. Mr. Donaudy stated that FAU will have approximately 135 to 140 acres. Trustee Sherry Plymale asked about the status of the dormitory at HBOI. Mr. Donaudy stated that FAU is holding off on doing renovations until the property transfer is complete, but they are still doing some due diligence by completing a site assessment and renovations of the dorms is included in that assessment. There is a general classroom building slated to be added to the Treasure Coast campus. The project is fully funded and scheduled for completion in 2008. Mr. Donaudy added that all new facilities are included in the PECO cost, the issue with technology funding is with reoccurring funding.

The Treasure Coast campus project of Tradition K-8 Lab School is under construction. FAU is in negotiations with a risk management firm to determine how much risk can be taken. This will save more money on insurance that can be used towards bricks and mortar. The project is \$30 million project; \$15 million is FAU's contribution.

The Jupiter Campus Plan Amendment is in the public review process. The Scripps permanent facilities project is on schedule to be completed fall of 2008. Trustee Tripp asked how long before the Max Planck Institute will be able to move into the Scripps temporary facilities. President Brogan stated that if the deal goes through with the Max Planck Institute as soon as Scripps moves out FAU will begin to move in programs and scientists sharing the space with the Max Planck Institute.

The Pine Jog Environmental Education Center is currently under construction. President Brogan signed a commitment letter. Trustee Tripp asked what would be needed to certify the school from silver to gold certification. Mr. Donaudy responded that it is based on point strategy. The FAU/Broward Community College (BCC) multi-level street plaza is completed. Trustee Tripp stated that BCC's signs are much nicer than FAU's. President Brogan stated that FAU's sign will be in the process of being brought up to date. Trustee Tripp stated that FAU and BCC should combine signage. Mr. Donaudy stated that FAU will look into it. The board adopted Davie Master Plan is in campus development renegotiations. FAU is working with the Town of Davie and the University of Florida IFAS. The student activity center on the Davie campus is in budget and on schedule to be completed in 2008.

The Boca Raton Master Plan is in the public review process. FAU has received comments from all of the agencies particularly the City of Boca Raton. FAU drafted an initial response and once it is finalized there will be a meeting to take the amendment through the process. The arena renovation project on the Boca Raton campus is substantially completed. The renovation is a continuous process and during the next funding cycle areas that have not been upgraded will be addressed. The recreation and wellness center is currently on budget and on schedule for completion in fall of 2008. The Marlene and Harold Forkas Alumni Center is on budget and on schedule for completion in the fall of 2008. This area will be on the end of the breezeway and the area will be blocked off so faculty, students, and staff will have to be rerouted. The College of Business Office Depot Center for Executive Development is currently under construction. This project will be a new state of the art facility with a wealth of technology.

Mr. Donaudy reviewed projects that were in planning for the Boca Raton campus. FAU received partial funding of \$10 million for the 90,000 square feet general classroom building. The projected cost of construction is \$36 million; FAU revised its Capital Improvement Plan (CIP) with a higher request. Currently the Board of Governors is not funding at the higher requested amount, so FAU's priority is to get additional funding to build the facility. The College of Engineering and Computer Science building is partially funded and on the 3-year PECO list. This facility seeking to achieve platinum leed certified building in South Florida. Mr. Donaudy showed the artist rendering of the Charles E. Schmidt Medical Center at FAU. Initially in the master plan process there was 700 beds, it will be lowered to approximately 400 beds. Mr. David Kian stated that a part of the reduction is due to the hospital striving to be the safest hospital in America focusing on individualized treatment. Trustee Tripp asked if there were any questions. There were none.

The Strategic Planning Committee meeting adjourned at 1:53 p.m.