Update from Frank T. Brogan, Chancellor
November 24, 2010

Chair Parker and I conducted a rather successful press conference on Nov. 15 in Tallahassee, in order to announce the $10 million in New Florida Initiative awards amid all 11 universities. The event video and press materials are posted at www.flboq.edu/new_florida and the majority of press clips are posted at our clips section of the web site: http://www.flboq.edu/pressroom/newsclips_index.php

Obviously, there is a lot of hard work that occurs well before and well after such an event. This press conference was a clear marker of our progress, yet the work on pushing information to national publications and elsewhere has not ceased, and some monthly magazines are working on coverage as I write this. We will be sending the Board a more detailed report in the future, but I did want to show you the prominent results of our media outreach as one example: As you may know, Sayfie Review is an aggregate-oriented news web site that collects and post highlights of print and electronic clips statewide. It is free, posts 7 days a week, and receives hundreds of thousands of hits a day in and out of Florida. Here is one example of our New Florida Initiative press conference coverage captured; see the yellow arrows highlighting just a handful of the headlines from the dozens of diverse clips statewide, resulting from the press conference and outreach …
Finally, I want to join Kelly Layman, our Executive Director of Communications & Development, in thanking the 11 communications directors she works with – they continue to assist and collaborate in efforts to continue promotion of the New Florida Initiative in the months ahead for their respective institutions.

**Leading into the January Board Meeting ...**

While a cacophony of positive activity is occurring, the most important item essential to short-term business of the Board of Governors is the continued progress of components necessary to fulfill and complete our obligations in the statutory rewrite for Board of Governors' duties, as outlined by the 2010 Legislature.

I will focus in this Update on the Board's consideration of any new fees, increases to certain existing fees, and the process to receive flexible tuition policies that are being formalized (specifically, block or flat-rate tuition, and market-rate tuition for graduate-level courses).

We recently distributed to universities the template guidance for any university
that chooses to respond and exercise the option to submit a proposal in any or all of the above categories and as laid out in the Board's regulations. Please recall:

- At the November Board meeting, a regulation was amended on second and final hearing to outline the process and proposal content for any submissions of proposals for new fees, increases to certain existing fees, and block or flat-rate tuition. At the moment, one university plans to pursue this option.
- At the January Board meeting, the language for market-rate tuition for graduate-level courses will be considered on second and final hearing. At the moment, at least four universities are looking closest at pursuing this option.

Where the Board is in this process overall was captured very well in a recent news article that I would commend to your attention, as it outlines the Board's due diligence with these multiple layers of issues. As a way to properly posture these issues moving forward, Chair Perez and I sat down with reporters after the November Board meeting. I believe this particular resulting story is solid take on a complex set of moving targets: http://www.flbog.edu/pressroom/newsclips_detail.php?id=10107

Now, what's the next step?

Proposals in the form of utilizing those consistent and completed templates are due to us Jan. 12 for any university submitting a request for a new fee, increases to certain existing fees, or to pursue block or flat-rate tuition. Of course, each proposal will need to have been approved by the respective Board of Trustees before being forwarded to the Florida Board of Governors' Budget and Finance Committee. Chair Perez's committee then meets Feb. 9 in Orlando to review these proposals.

One of the templates requested to be completed for the Budget and Finance Committee is a 4-year tuition and fee outlook. Many of our universities already complete some type of similar outlook. Chair Perez's committee has requested this tool as well. He and I have talked several times, and he has asked me to stress again that this is a non-binding forecasting tool. I thank the universities in advance for their work in helping prepare the Board members. I thank CFO Tim Jones and his team who are shepherding these new approaches for the Board as the members conduct their due diligence in the months ahead.

In a future Chancellor's Update, I will share a "primer" fact sheet on market-rate graduate-level tuition that we are generating in order to distribute to the press.

Any questions on these items above, please feel free to contact me, Tim Jones, or Kelly Layman.
**Governor-elect Scott’s First Major Speech Post-election to Florida Council of 100, Highlights Higher Ed**

I was present with Chair Parker, Vice Chair Dean Colson, and Governor Dick Beard at the annual membership meeting of the Florida Council of 100 in Orlando. It was the first major speech by Governor-elect Rick Scott since the election. Several of our University Presidents were in attendance as well – I visited with Presidents Wilson Bradshaw (FGCU), Judy Genshaft (USF), John Hitt (UCF) and Bernie Machen (UF).

I commend the speech to your attention if you have not seen it. The speech, as prepared for delivery, is available for a time here on a news site: [http://www.tampabay.com/blogs/the-buzz-florida-politics/content/rick-scott-lays-out-agenda-private-speech-business-groups](http://www.tampabay.com/blogs/the-buzz-florida-politics/content/rick-scott-lays-out-agenda-private-speech-business-groups)

Some highlights: Mr. Scott continued his theme regarding “a sustained focus on job recruitment” with the intent to be “Florida’s Chief Economic Development Officer… I believe in Florida, and I intend to go everywhere and talk to everyone who might expand or relocate here.”

Also: “… we’ve got to increase and leverage the research capacity of our world class universities. Some remarkable things are happening in technology clusters across the state. The biotechnology cluster in Orlando for example creates a 7:1 return on investment. We can expand our economy into cutting edge enterprises by working with our research facilities…. Education must be 100% about the students, not the system, and our education must prepare students for the workplace of the future, not the past.”

**UCF is Nation’s Second-largest Public University**

This just in ... More data-rich news to report, as a follow-up to my most recent Chancellor’s Update: We have learned that indeed, the University of Central Florida is the second-largest enrollment of any public university in the nation.

These are the types of data points we need the Legislature, the media, and our many stakeholders to be aware of on a continuing basis.

UCF is home to 56,235 students, the most in the university's history. That's up nearly 5 percent from last year. Further, this fall's first-year students set UCF records with an average high school GPA of 3.8 and an average SAT score of 1237. This incoming class also includes 45 National Merit Scholars, a significant data point that also ranks UCF among the top 50 universities in the nation.
UCF is the second-largest university based on preliminary enrollments reported to and collected by the Integrated Post Secondary Education Data System (IPEDS). IPEDS is related to the U.S. Dept. of Education's national statistical office and is the primary source for data on colleges, universities, and technical and vocational postsecondary institutions in the United States.

Arizona State is the largest, and Ohio State is third. UCF’s final fall 2009 enrollment was 53,644 – making the percent increase from 2009 to 2010 at 4.8.

While the growth mostly has been in the undergraduate programs, UCF’s graduate students growth also is occurring. UCF currently is in the top 20 largest graduate programs in the country.

I look forward to continuing our data-tracking overall, in order to assemble and promote the story we need to tell – it is a good one and reflects our System well to statewide leaders.

U.S. Dept. of Labor Grant Lands in Florida, Will Support State University System Data Work

Some time back, the State University System provided a letter of support with the Florida Agency for Workforce Innovation's application for a federal grant to develop an expanded workforce supply/demand model to inform policy and planning, and to develop a “Green Training Opportunities in Florida” portal for "green industries." Florida has learned it is just one of 13 states to receive funds – $1 million over three years.

This grant program is a sister initiative to the U.S. Department of Education's Statewide Longitudinal Data Systems project – a current undertaking of your System and the Florida Dept. of Education – which aids us in developing and implementing data-driven decisions to facilitate research to increase student achievement and close achievement gaps. This will be a helpful tool, as we look to nurture and cull from prominent, useful data while conducting strategic planning and economic development initiatives for the Board of Governors.

I wish you a blessed Thanksgiving celebration, and I thank you for your support and leadership of the State University System.