Florida State University
2013 University Work Plan

Presented by: Eric Barron
Outline

• Update on 2012-13 Key Initiatives
• Key Initiatives of 2013-14
• Strategic Hiring
• Top 25 Proposal
• Metrics Review
• Expenditure Expectation from Preeminence
• Investment to Advance Metrics
• Student Career Readiness
• Enhancing Efficiency
Entrepreneurial University program

- Received $4.25M lead gift in support of the program
- Hired 4 entrepreneurs-in-residence

STEM Excellence

- Faculty hiring initiative in the Area of *Materials for Energy Production, Conversion, Storage and Utilization* – 4 hires this year
- Created an Institute for Successful Longevity - search for the inaugural director is underway
- 3 hires in high performance computing
Critical Needs for Student Success

• Deliberate effort to target faculty hiring to student needs

• Increased size of faculty by 81

• Started the Undergraduate Research Opportunities Program to increase 1st & 2nd year students’ involvement in faculty research

• Expanded tutoring for gateway STEM courses

• Improved FTIC graduation rate (up to 76%)

• Reduced time to degree for FTIC (down to 4.2 yrs.)
Entrepreneurial University Program

• Become a national leader in student career readiness
• Open a 4-course sequence in entrepreneurship to all majors
• Hire another 4-5 entrepreneurs-in-residence to promote jobs and create partnerships with industry

Improving Student-Faculty Ratios

• Increase the number of tenure track faculty members by 75+ from Preeminence funds
• Increase faculty in programs with high student demand
2013-14 KEY INITIATIVES

Top 25 Public University

Our national ranking is highly dependent on investment in STEM fields

• Continue hiring initiative in Energy and Material Sciences

• Recruit National Academy Members who are leaders in STEM fields

• Increase graduate and undergraduate degrees in STEM

• Target investments to take STEM fields to even higher levels of national prominence
Strategic Hiring of Faculty

- Energy and Materials
- Successful Longevity
- Coastal and Marine Ecosystem Quality and Resilience
Path to the Top 25

• Starts with a review of the USNWR metrics and their contributions to the overall ranking:
  – Student selectivity (15%)
  – Retention and Graduation Rates (20%)
  – Faculty Resources (20%)
  – Financial Resources (10%)
  – Alumni Giving (5%)

• Next few slides show how FSU compares with the public university ranked #25 on each metric — notice color coding:
  – Green = already in the Top 25
  – Blue = in striking distance
  – Red = will require significant time & investment
Top 25 Proposal
Comparison with the 45 highest ranked Publics – FSU is 42

Student Selectivity – Value 15%

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank (%)</th>
<th>Top 25 Univ. (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance Rate</td>
<td>tied 25</td>
<td></td>
</tr>
<tr>
<td>High School Top 10%</td>
<td>33 (40%)</td>
<td>Mich. State (49%)</td>
</tr>
<tr>
<td>High School Top 25%</td>
<td>32 (78%)</td>
<td>Pittsburgh (86%)</td>
</tr>
<tr>
<td>Verbal SAT</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Math SAT</td>
<td>35 (602)</td>
<td>Purdue (619)</td>
</tr>
</tbody>
</table>

Latest Ranking Submission:
Acceptance rate improved from 58% to 54%
Top 10% improved by 1% - now 41%
# Top 25 Proposal

## Graduation and Retention Rates – Value 20%

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank (%)</th>
<th>Top 25 Univ. (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Grad Rate (6 yr)</td>
<td>tied 29 (74%)</td>
<td>Pitt/Ga.Tech (79%)</td>
</tr>
<tr>
<td>Avg. Freshman Retention</td>
<td>tied 25</td>
<td></td>
</tr>
</tbody>
</table>

## Financial Resources – Value 10%

| Resources per student           | 45 (last/$17,730) | UT or TAMU ($32,680) |

## Alumni Giving – Value 5%

| % Giving                       | 12              |

**Latest Ranking Submission:**
- Graduation rate increased to 75%
- Freshman Retention Rate increased from 91 to 92% (4-year average)*
- Educational expenditures rose to $17,742 (+$11 - no impact)
## Top 25 Proposal

### Graduation Rate Performance – Value 7.5%

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank (value)</th>
<th>Top 25 Univ. (value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predicted vs. actual</td>
<td>tied 6</td>
<td></td>
</tr>
</tbody>
</table>

### Academic Reputation – Value 22.5%

<table>
<thead>
<tr>
<th>Peer assessment</th>
<th>FSU Rank (value)</th>
<th>Top 25 Univ. (value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Counselors</td>
<td>tied 39 (3.0)</td>
<td>Iowa/Mich.State (3.5)</td>
</tr>
<tr>
<td></td>
<td>tied 42 (3.6)</td>
<td>Georgia (3.9)</td>
</tr>
</tbody>
</table>

**Latest Ranking Submission:**
Maintained Graduation Rate Performance as 9 points above prediction
Top 25 Proposal

Faculty Resources – Value 20%

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank (value)</th>
<th>Top 25 Univ. (value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Compensation (Prof)</td>
<td>40 ($109K)</td>
<td>Indiana ($128K)</td>
</tr>
<tr>
<td>% faculty terminal deg.</td>
<td>tied 22</td>
<td></td>
</tr>
<tr>
<td>% faculty full time</td>
<td>31 (90.9%)</td>
<td>Georgia (92.8%)</td>
</tr>
<tr>
<td>Student/faculty ratio</td>
<td>45 (last at 26:1)</td>
<td>Clemson (18:1)</td>
</tr>
<tr>
<td>Class size less than 20</td>
<td>tied 34 (34%)</td>
<td>UT or TAMU (39%)</td>
</tr>
<tr>
<td>Class size more than 50</td>
<td>tied 15</td>
<td></td>
</tr>
</tbody>
</table>

Latest Ranking Submission:
Remained the same except classes above 50 improved from 16% to 14%
## Preeminence Funding

<table>
<thead>
<tr>
<th>Program</th>
<th>5YR</th>
<th>Year 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Hires (STEM)</td>
<td>$26M</td>
<td>$6M*</td>
</tr>
<tr>
<td>National Academy Members</td>
<td>3M</td>
<td>1M</td>
</tr>
<tr>
<td>Scholarships – STEM Ready Students</td>
<td>16M</td>
<td>3M*</td>
</tr>
<tr>
<td>Entrepreneurial University</td>
<td>23M</td>
<td>4M</td>
</tr>
<tr>
<td>Critical Thinking/Career Placement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retention and Graduation</td>
<td>7M</td>
<td>1M</td>
</tr>
</tbody>
</table>

*Faculty and student recruitment take time (e.g., financial aid packaged in March); nonrecurring funds will be used for start-up costs.
Focused Scholarship Dollars will:

- increase % of students in top 10% and top 25%
  goal is 8% - about 560 more students

- improve acceptance rates

- increase SAT or ACT math scores
  goal is increase of 17 points on avg. math SAT

Difficult to quantify the impact of the scholarships
Impact on Metrics

Faculty Hires will:

Increase number of full-time faculty as a percent of the total
  90.9% fall 2012 – goal 92.8%
  Fall 2014 report – project 91.8%

Increase faculty with terminal degrees

Decrease the faculty/student ratio
  26:1 fall 2012 – goal is 18:1
  Fall 2014 report – projected 23.5:1

Decrease class sizes
  Difficult to predict without knowing hires

Add to student expenditures
  will have little impact compared to Top 45  ($15M = increase of $408 per student spending – the university ranked 25th on this metric is $14,000 above us)
Investment in Retention and Graduation:

Retention Rate
92% fall 2012 – +1% is significant
1-yr dropped slightly this year (but 4-year average increased)

Graduation Rate
75% fall 2012 – 3 year goal is 78% increasing as a function of retention
expect increase next year (76%) – takes several years!

Graduation Performance
already tied for 6th among top 45 publics
improved graduation rates will improve performance
Metrics With Little Impact

Faculty Compensation

Financial Resources per student

Alumni Giving

Academic Reputation

Peer assessment

High School Counselors
Enhancing Student Career Readiness

A high national ranking is highly correlated with career success, yet the typical metrics associated with national rankings do not include career enhancement or job placement.

A high national ranking without substantially increasing job opportunities for the citizens of Florida and commercialization potential to advance Florida’s economy is not sufficient.

FSU proposes to become a State and National leader in Student Career Readiness and Job Placement

• Entrepreneurial University
• Career Readiness within the Curriculum, with additions to a coordinated program between Academic Affairs, Student Affairs and the Alumni Association
• Critical Thinking
Enhancing Efficiency

Ranked the most efficient public university by USNWR but there’s always room for improvement

Efficiency Committee – source for faculty salary increases

Improving retention and graduation rates saves families and taxpayers money and is important to our goal of becoming a Top 25 public university

Graduation Rates are at an all time high (76%) & time to degree is 4.2 years and dropping

Investments in student support and enrichment programs are paying off

• Advising that’s tailored to students’ needs
• Tutoring for STEM gateway courses
• Academic “Maps” for all majors
Summary

FSU has a unique and narrow window of opportunity to invest in the strategic hiring of faculty that will allow us to ascend the ranks of the preeminent universities in North America.
Thank You