

MINUTES  
BOARD OF GOVERNORS  
STATE UNIVERSITY SYSTEM OF FLORIDA  
STRATEGIC PLANNING & ACADEMIC & SYSTEM OVERSIGHT COMMITTEE  
UNIVERSITY OF CENTRAL FLORIDA  
LIVE OAK BALLROOM  
ORLANDO, FLORIDA  
JUNE 18, 2009

Mr. Martin convened the meeting of the Strategic Planning and Academic and System Oversight Committee of the Board of Governors at 11:00 a.m., in the Live Oak Ballroom, University of Central Florida, Orlando, Florida, June 18, 2009, with the following members present: John Dasburg; Ann Duncan; Charlie Edwards; Sheila McDevitt; Tico Perez; Carolyn K. Roberts; Dr. Judith Solano; Gus Stavros; Norman Tripp; and Dr. Zach Zachariah. Ava Parker participated by telephone.

1. Approval of Minutes of Meeting held March 25, 2009

Ms. Duncan moved that the Committee approve the Minutes of the Meeting held March 25, 2009, as presented. Mrs. Roberts seconded the motion, and members of the Committee concurred.

2. Academic Programs Project Team

Mr. Martin said the Academic Programs Project Team had met by conference call on May 13, 2009, to discuss several agenda items. He said the notes from the call were included in the materials. He said a number of items were added to the agenda. He explained that Dr. Marshall had not felt a compelling need to convene a separate conference call to discuss these. He reported that during the conference call, the Team had agreed that over the coming months some system-level academic program actions might follow parallel tracks through the university boards and this Board, or be considered outside the cycle established in this Board's work plans. He said this would help the universities respond more quickly to budget reductions as they reorganized or terminated certain programs. He said the universities would have to make a convincing argument to take advantage of this fast-track process. This would also require prior approval by the university's board of trustees before consideration by this Committee.

A. Revised Classification of Doctorate Programs in Academic Program Inventory

Mr. Perez explained that to remain eligible to participate in federal financial aid programs, universities were required to report annually to the Integrated Postsecondary Education Data System (IPEDS) completion and enrollment data for every degree program. He said the data were

reported under a nationally established Classification of Instructional Program Code, commonly referred to as a CIP Code. This allowed for national studies and comparisons.

He said that in 2007, the National Center for Educational Statistics decided to revise the IPEDS categories used for reporting doctorate program data to differentiate better between true research doctorates and those which were primarily applied professional doctorates. The new reporting data distinguished research doctorates, professionally oriented doctorates, and those which fit neither of these two categories. He said there were existing doctoral programs which might have both the research track and a professional track operating under the same CIP Code. He said staff had recommended a technical change to the degree inventory to allow the universities to split out such tracks into separate degree categories for reporting purposes without moving through the Board's formal proposal process. He said this would only be allowed for programs which would not require any new resources to make the split. He said there were fewer than a half dozen of these programs. He said the Academic Programs Team had reviewed the issue and recommended approval.

Mr. Perez moved that the Board authorize Board staff to make the technical changes to the State University System Academic Degree Program Inventory to align it with the new IPEDS reporting requirements for programs that were running discreet tracks that would not require new resources to make the split, and that would be splitting into different reporting requirements. Ms. McDevitt seconded the motion, and members of the Committee concurred.

B. New Ph.D., Nutritional Sciences, UF

Mr. Perez explained that the University of Florida sought to elevate the existing Nutritional Sciences track in the Ph.D. in Food Science and Human Nutrition program to become the Ph.D. in Nutritional Sciences. He said funding would be reallocated from the Food Science and Human Nutrition program, and expenses would be minimal as the program continued to utilize faculty and facilities currently used for the track. He noted that the UF Board had approved this program at its meeting on June 15, 2007. It was originally submitted for consideration by this Board in 2007, but the request had been withdrawn. The request had been resubmitted for consideration with reaffirmed budget numbers and signatures. He said the Academic Programs Team had reviewed this proposal and had recommended approval.

Mr. Perez moved that the Committee approve the Ph.D. in Nutritional Sciences at the University of Florida, CIP Code 30.1901, as

presented. Mr. Dasburg seconded the motion, and members of the Committee concurred.

C. New Ph.D., Sport Management, FSU

Mr. Perez explained that FSU sought to elevate the existing Sport Management track in the Ph.D. in Physical Education program to be a Ph.D. in Sport Management. He said this was the study of sport promotion, production and distribution of sports products, and sport as a participatory or spectator product. He said funding would be reallocated from the physical education program and expenses would be minimal as the program continued to utilize faculty and facilities currently used for the track. He said this request was also an example of the type of fast-track flexibility that might be needed by the universities to respond to budget reductions. He said the program had been submitted to the Academic Subcommittee of FSU's Board on May 5, 2009, and had received final approval from the FSU Board at its meeting on June 17, 2009. He reported that the Academic Programs Team had reviewed this degree proposal and had found no problem with it, but had not wanted to act ahead of the university board in recommending approval.

Mr. Perez said now that the Committee had confirmation that the FSU Board had approved this program, he moved that the Committee approve the Ph.D. in Sport Management at Florida State University, CIP Code 31.0504, as presented. Mr. Dasburg seconded the motion, and members of the Committee concurred.

D. Termination, Ph.D. and Ed.D., Educational Psychology, UF

Mr. Martin said the University of Florida had requested termination of the Ph.D. and Ed.D. degree programs in Educational Psychology due to budget cuts and low enrollment. The termination of these programs was formally approved by the UF Board of Trustees on May 26, 2009. If approved by this Board, the termination would become effective immediately.

Mr. Martin moved that the Committee approve the termination of the Ph.D. and the Ed.D. in Educational Psychology, at the University of Florida, as presented. Mr. Perez seconded the motion, and members of the Committee concurred.

E. Exception to 120 Hours to Degree, Bachelor's, Music Education, UWF

Mr. Martin said the University of West Florida sought approval for its Bachelor of Music Education to be 134 credit hours to degree in order to meet requirements for professional teaching certificate eligibility and accreditation. All other Bachelors in Music Education programs in the SUS had been approved for 134 credit hours to degree. He said the Academic Programs Team had reviewed the request and had recommended approval.

Mr. Martin moved that the Committee approve the request from UWF for its Bachelor of Music Education to be 134 credit hours to degree, as presented. Mr. Dasburg seconded the motion, and members of the Committee concurred.

F. Credit-by-Exam Equivalencies

Mr. Perez explained that the Articulation Coordinating Committee (ACC) was directed by state law to maintain, and review annually, the Credit-By-Examination Guidelines and to recommend appropriate changes to this Board and to the State Board of Education. He said BOG Regulation 6.006, Acceleration Mechanisms, specified that baccalaureate degree programs should be structured to allow students to meet 25 percent of the requirements through articulated acceleration mechanisms, including meeting the credit-by-exam equivalencies as specified in the ACC guidelines. The current revision to the guidelines was approved by the ACC at its meeting on May 27, 2009.

Mr. Perez moved that, pursuant to BOG Regulation 6.006, the Committee approve the Credit-By-Examination Guidelines, previously approved by the Articulation Coordinating Committee, as presented. Ms. McDevitt seconded the motion, and members of the Committee concurred.

G. Public Notice of Intent to Amend BOG Regulation 6.017, Criteria for Awarding the Baccalaureate Degree

Mr. Perez said the 2009 Legislature had repealed Section 1008.29, F.S., relating to the College Level Academic Skills Test (CLAST) and had eliminated funding for the test. New language in Section 1007.25, F.S., now required the State Board of Education, in conjunction with this Board, to establish minimum scores on nationally standardized examinations and college courses that could be used to demonstrate the required college level academic skills. He noted that universities were prohibited from awarding baccalaureate degrees to students who did not meet established criteria.

He said the CLAST was referenced in BOG Regulation 6.017, Criteria for Awarding the Baccalaureate Degree, which must be revised. He said the draft regulation in the agenda would serve as a starting point for developing state-level policies that ensure students were achieving college level academic skills. He said staff would be working through the summer on the regulation and to ensure that it would align with policies adopted by the State Board and by the Legislature.

Mr. Perez moved that the Committee approve the public notice of intent to amend BOG Regulation 6.017, Criteria for Awarding the Baccalaureate Degree, as presented. Ms. Duncan seconded the motion. Dr. Solano said she had no objection to the notice, but inquired whether the CLAST was used as a requirement for admission to all colleges. Staff advised that the CLAST was not an admission requirement. There were no further questions, and members of the Committee concurred.

Mr. Perez also moved that the Committee waive the policy of waiting until the next scheduled Board meeting for final approval of agenda items 3.A. through 3.F., above, and authorize final approval of these items at this Board meeting. He noted that some of the items were time-sensitive, and could not wait until August for implementation. Ms. Duncan seconded the motion, and members of the Committee concurred.

H. Inquiry, Pharm.D., USF

Ms. Duncan inquired about the status of USF's proposed Pharm.D. program, approved by this Board in January. President Genshaft thanked the Board for approving the program. She said that USF was moving ahead with planning for the program, although the Legislature had not acted on it during the Session just passed. She said she intended to move forward and continue to seek legislative approval.

4. Public Notice of Intent to Amend BOG Regulation 12.001, Florida Solar Energy Center Operations

Mr. Martin said the Florida Solar Energy Center had been an entity within the State University System since the 1970's. Dr. LeMon explained that, while the statute creating the Center referenced this Board, it did not mention the University of Central Florida, which housed the Center. He said the former Board of Regents rule was being amended to update the regulation to reference this Board and the role of the UCF Board of Trustees with this Center. Mr. Tripp moved that the Committee approve the notice of intent to amend BOG Regulation 12.001, Florida Solar Energy Center Operations, as presented. Dr. Solano seconded the motion, and members of the Committee concurred.

5. Continuance of Focus on SUS Economic Development Capacity

Mr. Martin said the Board had hosted a session on Economic Development at its March meeting to begin to put a face on the ways in which the universities would be crucial in transforming Florida to an innovative, knowledge-driven economy. He said he intended to continue to bring relevant issues before this Committee. He said he had a brief presentation on how the SUS might frame its future Legislative Budget Requests with the message of the importance of the SUS to Florida's well-being.

Mr. Martin said President Obama had addressed the National Academy of Sciences saying that this was a new era and stating his commitment to basic science and applied research. He said the President had recommended doubling the budget for the NSF. He said Governor Crist had also stated that Florida's research universities were "the heart of our technology innovation." He noted that the Governor had addressed sustainability issues and the need to understand climate change. He said the challenge would be to determine how to work in better collaboration through partnerships to move Florida to the "new economy." He said that, out of the new collaborations arising from the universities and their research efforts, over time students were gaining valuable jobs. He said the presence of universities made these connections possible. He described the Centers of Excellence developing in the System; the Lake Nona Medical City connecting different entities within an area, anchored by the new UCF medical school; and the Corridors, connecting regions.

He introduced Mr. Randy Berridge, President, Florida High Tech Corridor Council. Mr. Berridge said the High Tech Corridor Council was now 13 years old, and connected UCF, USF, and UF with industries identified as economic priorities. He said it was a model that could be applied elsewhere to help grow Florida's economy. He said the High Tech Corridor covered 23 counties across Central Florida. He explained that the Council was the outgrowth of efforts to retain an AT&T semiconductor facility. President Hitt had reached out to President Castor to convince AT&T not to move this facility overseas. He said the Council became a partnership of the universities and AT&T to use the power of university-based research as a tool to attract, retain, and grow industry. He said three large research universities in Michigan had formed a similar research corridor.

Mr. Berridge explained the four-pronged approach of the Council: economic development partnerships; coordinated marketing programs; workforce development programs; and the matching grants research program. He commented that the matching grants research program paired industry with faculty and graduate students conducting applied research; this program had also been successful in putting students in jobs.

Mr. Berridge said the region encompassed by the Corridor had grown from 2.5 to more than seven million residents in less than 40 years. He said it was the seventh largest region in the world; the fifteenth largest economy in the world. He said there were 21,454 high tech companies in the region with 263,000 high tech workers. He said a Web site for the Florida Virtual Entrepreneur Center provided comprehensive

resources for entrepreneurs. He said there were more than 1000 jobs created in 160 companies through the Incubator Network. He said that, through partnerships with corporations, state colleges and school boards, techCAMPS could teach workers what it was like to work in a high tech job.

He said that this fiscal year, 2008-09, marked the funding of the 1,000<sup>th</sup> project funded through the matching grants research program. More than 300 companies and institutions had been funded. He said the grants ranged from \$10,000 to \$100,000. He explained the results of this program: 90 patents awarded; 135 patent applications; 150+ direct graduate students hired by MGRP partner companies; and 2000 part-time jobs for graduate students. He noted that the more than \$50 million in funds that had been invested by the Council had been matched by corporate cash and in-kind investments of nearly \$140 million, generating an additional \$465 million in quantifiable downstream impacts, resulting in a return of more than \$600 million and total project value of more than \$650 million. He said the end result was that all these partnerships created jobs.

President Hitt said that, in the early days, the idea of the corridor was critical. He thanked Mr. Berridge for his work in making the High Tech Council a success. He said the Corridor was critical to the growth of UCF's research programs and critical to the success of UCF. He said his challenge was for UCF to become a top partnership university. He noted that the Corridor was the cornerstone for UCF's engagement in the region. He said that, over the years, UCF had supported more than 200 patent applications and had provided matching dollars to support local economic development. He said these business partnerships created jobs for UCF graduates and provided career opportunities for faculty members.

President Genshaft thanked Mr. Martin for his interest. She said the High Tech Corridor was very important to the universities and to the economic development of the region. She echoed President Hitt as to the research opportunities for faculty and jobs for USF graduates. She noted that graduates were often hired after working on projects with businesses. She said the previous day she had signed a Memorandum of Understanding with Mote Marine in Sarasota for a partnership joining USF, SRI, and Draper. She commented that without the High Tech Corridor, many of these partnerships could not have happened.

President Machen said UF had joined the High Tech Corridor in 2005. He emphasized that the real genius behind it came from UCF and USF and their scientists. He said his Dean from the College of Engineering had urged that UF should become a part of the Corridor. He said the Corridor was effective because of the partnerships. He noted that the traditional model for taking research to development was a long road; it was difficult finding the venture capital. He said this was a different model, as it started with a collaboration which wanted to take a product to the marketplace. He said that this would not be as successful without the \$50 million expended by the state. He said they should be looking at ways to expand this model.

Ms. McDevitt inquired about the number of new jobs created on an annual basis. Mr. Berridge estimated about 500 new jobs were created in a year, with an average annual salary of \$60,000. President Hitt commented that the matching grant program was extremely valuable. He said if one spoke with the Vice Presidents for Research and the deans of engineering, they would note the value of getting the faculty to work with business and industry and the community. He said the matching grant could pull all these entities together with the dollars to advance a research cause.

Mr. Tripp said this was evidence of a “best practice” which could be taken to other parts of the state. He wondered whether this Board should be assembling other “corridors,” e.g., FIU, FAU, and Indian River State College. Mr. Martin concurred, noting that other universities could form similar collaborations.

Ms. McDevitt challenged all the universities to be thinking of these partnerships that would fit with their research activities. She said they should also be including the private institutions in the mix. She said this was key to success as a System.

6. Information, Distance Learning Update

Mr. Martin said that at the Committee’s March meeting, members had learned that the Legislature was considering legislation that focused on distance learning and would affect the System. He said they had asked for an update and for some additional information.

He said the agenda materials included a summary. He commented that the legislation had passed and the Florida Distance Learning Consortium was now established in statute with funding provided by the Legislature. The Consortium now had more weight, making it important that each university should participate in the activities of the Consortium.

He said the legislation included two studies that would affect the SUS. He said one was a plan to implement a streamlined online registration process for students who had been admitted to a public postsecondary institution who wished to enroll in a course listed in the Florida Higher Education Distance Learning Catalog. This plan would be submitted to this Board, as well as to the State Board of Education, the Legislature and the Governor. He said the second study was the development of a plan to promote and increase the usage of open access textbooks, which was also to be submitted to this Board, the State Board, the Legislature and the Governor. He said both studies were due March 1, 2010, and were to be developed by the Consortium in consultation with the Florida College System and the State University System. He said he had asked staff to monitor both studies and to keep this Board informed.

7. Adjournment



Meeting adjourned at 12:45 p.m., June 18, 2009.

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Frank T. Martin, Chair

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Mary-Anne Bestebreurtje,  
Corporate Secretary