

**2020-21 PRESIDENTIAL PERFORMANCE EVALUATION REPORT
PREPARED BY THE UWF BOARD OF TRUSTEES PRESIDENTIAL PERFORMANCE, EVALUATION AND
METRICS AD HOC COMMITTEE**

Per Presidential Evaluation Policy BOT-14.01-06/17; Section VI. Evaluation Period/Goal Setting/Timeline (c) Annual Performance Evaluation Timeline 4. The Committee will evaluate the President's performance using the evaluative criteria and prepare an evaluation report containing an applicable compensation recommendation for the Board by September 16, 2021;

The Presidential Performance Evaluation and Metrics Ad hoc Committee submits the following report and recommendations for President Martha Saunders' 2020-21 annual performance evaluation. The Presidential Evaluation Policy requires that the President's performance evaluation take place according to a prescribed time schedule, culminating in the completion of this report and submission of the Committee's related recommendations to be acted upon by the full Board of Trustees at their September meeting.

The totality of the recurring criteria that the Board of Trustees evaluates the President on includes 14 items:

- The BOG's Performance-Based Funding Metrics/Strategic Plan;
- Responsiveness to the BOG's strategic goals and priorities, and compliance with system-wide regulations;
- The President's self-evaluation report;
- The University's current strategic plan, university work plan, and accountability report;
- President's current goals;
- Responsible fiscal management of the University;
- Responsible supervision of key personnel;
- Positive governmental and community relations;
- Promotion of academic excellence and student success at the University;
- Promotion of ethical conduct at the University;
- Promotion of the reputation of the University;
- Promotion of advantageous relationship with University-affiliated entities;
- University Advancement & Fundraising;
- Key Performance Indicators in the Presidential Scorecard.

In July, the Committee provided the President's Self-Evaluation with additional documentation, the Presidential Scorecard 2020-21, definitions for the scorecard, the UWF 2020 Accountability Plan, and a UWF Presidential Evaluation Survey to each of the 11 Trustees, in order to complete individual feedback on the President's performance. These documents are attached to this report. A compilation of the results of the Trustee Survey and comments are also provided. The score range was 1 to 5 with 1 representing "Does Not Meet Expectations," 3 representing "Meets Expectations," and 5 representing "Exceeds Expectations."

All of these actions and documents assisted the PPEM committee in completing the evaluation of the President in this fourth full fiscal year of her Presidency.

A synopsis of the scores assigned by the Trustees and the average in each category include:

- **Strategic Direction:** Learner-Centered and Focused: 4.73 (Exceeds Expectations)
- **Strategic Direction:** Academic Programming, Scholarship & Research: 4.73 (Exceeds expectations)
- **Strategic Direction:** Personnel Investment & Engagement: 4.27 (Exceeds Expectations)
- **Strategic Direction:** Community and Economic Engagement: 4.09 (Exceeds Expectations)
- **Strategic Direction:** Infrastructure: 4.27 (Exceeds Expectations)

Total Average Score: 4.42 (Exceeds Expectations)

Progress, Improvements, Enhancements and Exceptional Leadership

The PPEM Committee met on August 13, 2021 to review all of the supporting documentation and the Trustee Survey results to make a recommendation to the Board of Trustees. After much deliberation and consideration, it was determined that the University has continued to thrive under the leadership of President Saunders. Examples of the progress, improvements, enhancements and exceptional leadership during this evaluation period include, but are not limited to the following:

- [UWF led the state in percentage of bachelor's graduates employed in Florida Board of Governors performance metrics.](#)
- [UWF ranked top 15 in U.S. News & World Report's Top Public Schools – Regional South Rankings for second consecutive year.](#)
- [UWF received its 5th national excellence in diversity award.](#)
- [UWF was named 'Great College to Work For' for the eighth year.](#)
- [U.S. News & World Report ranked UWF in best online programs.](#)
- [UWF School of Nursing topped the state and national averages for 2020, as 95.97% of its graduates passed the National Council Licensure Examination-Registered Nurses on their first attempt, surpassing the national average for first-time pass rate by over five percentage points and exceeding the state mark by nearly 10 points.](#)
- University Advancement surpassed their goal of 5% alumni engagement, with 5.25% alumni participation in 2020-21.
- The Foundation has received more than \$8 million in gifts in 2020-21.
- [UWF was named a Gold-level Military Friendly school and Military Friendly® Spouse School by MilitaryFriendly.com.](#)
- [The Center for Cybersecurity awarded a \\$6 million grant to lead a national cybersecurity workforce development program.](#)
- [UWF announced a gift from the late Dr. Herman and Valerie Rolfs, valued at more than \\$8.5 million, establishing the Dr. Grier Williams School of Music in memory of the first chair of the music department.](#)
- [UWF launched CyberSuccess sponsored by Regions Foundation to prepare veterans for cybersecurity workforce.](#)

- [A UWF cybersecurity student team ranked among the best in the world in the annual Global Collegiate Penetration Testing Competition.](#)
- [Day of Giving 2021 raised more than \\$125,000 with over 1,170 donors, surpassing the goal for 2021.](#)
- [UWF S-STEM Scholars program celebrated the success of 25 students, thanks to the completion of a five-year grant from the National Science Foundation.](#)
- [In only its second year of existence, UWF's nationally designated Master of Science in Cybersecurity online program has been ranked as one of the best values in the nation, according to the 2020 Cybersecurity Guide rankings.](#)
- [A new Bachelor of Arts in Music and an Outside Field program paves a multitude of career paths for music majors.](#)
- [UWF was re-designated as the Cybersecurity Regional Hub for the Southeast US with expanded mission, region and partnerships.](#)
- [Research Administration and Engagement is distributing \\$10 million in funding to businesses creating jobs in Northwest Florida.](#)
- [Donations from community partners provided over \\$1.2 million to small businesses through Small Business COVID-19 Recovery Grant Programs facilitated by UWF.](#)
- [Haas Center developed an online dashboard with economic indicators in Escambia and surrounding counties.](#)
- [Best Value Schools ranked UWF's Bachelor of Arts in Legal Studies program No. 1.](#)
- [UWF provided virtual peer support for students in isolation or quarantine.](#)

Committee Recommendation

President Saunders continues to provide exceptional leadership, action and vision for the University, students, staff, faculty, the community and the state. The President's progress and results to-date merit payment of a Performance Incentive Payment contemplated in her Employment Agreement, particularly given the University's proactive response to the COVID-19 pandemic.

In regard to Section 4.2 of the President's Employment Agreement, the Board of Trustees is obligated to review the President's Base Salary on an annual basis. The committee is not recommending a change to the President's base salary at this time.

After careful consideration of all these factors and deliberation, the PPEM Committee made the following recommendations relative to the Performance Incentive Payment plan provided in President Saunders' Employment Agreement with the University:

- Pursuant to Presidential Compensation proposal and Section 5.1 of the Employment Agreement, President Saunders is eligible for a one-time Performance Incentive Payment up to and including twenty percent (20%) of her base salary.
- Whereas the Trustee Survey results reflect a composite score of 4.42 (on a scale of 5.0) across all five strategic directions of the University and reflect positive comments and lists of accomplishments as presented herein and attached hereto, the Committee recognizes that the

President's performance has clearly exceeded expectations. Based on these results, the committee recommends a 18% one-time performance incentive payment, recognizing President Saunders' outstanding performance during 2020-21.

The Committee makes these recommendations with the full confidence and substantiated knowledge that the total compensation package, as improved and adjusted, is in keeping with previous market assessments, and is consistent with the Board's mission to compensate the President in a manner that is competitive, supports the accomplishment of the University's goals and strategic directives, and fairly rewards and incentivizes exemplary performance.

President Saunders achieved many high impact accomplishments, including record enrollment, record fundraising and record Alumni Giving, the highest in the history of the University of West Florida, all during the COVID-19 crisis. The Board of Trustees looks forward to working with President Saunders and her entire leadership team to achieve her 2021-2022 goals. Four major planning efforts; Strategic Plan, Campus Master Plan, Enrollment Plan and Diversity Plan will be underway, offering a significant opportunity to integrate many aspects of the University's goals, projects and agenda's for the next five years. President Saunders' strength, commitment and passion as a leader, makes her ideal for leading this effort, as well as meeting the on-going challenges to identify and achieve high scores on the Board of Governors performance-based funding metrics.

The Committee will present this report to the full Board of Trustees at the September 16, 2021 meeting.