

**Minutes**  
**Board of Trustees Meeting**  
**University of Central Florida**  
**September 24, 2015**

Chairman Marcos Marchena called the meeting of the Board of Trustees to order at 1:00 p.m. in the *Fairwinds* Alumni Center on the UCF Orlando campus.

The following board members attended the meeting: Chairman Marcos Marchena, Trustees Clarence Brown, Alan Florez, Robert Garvy, Keith Koons, Alex Martins, Beverly Seay, John Sprouls, William Yeargin, and Cait Zona. Trustee Ray Gilley attended via teleconference.

**WELCOME**

Chairman Marchena reminded the board that the meeting was covered by the Florida Sunshine Law and that the public and press were invited to attend.

He welcomed the board members and called on Rick Schell, Associate Corporate Secretary, to call the roll. Schell determined that a quorum was present.

Marchena called for approval of the July 23, 2015, meeting minutes, which were approved.

Marchena called on President John C. Hitt for remarks and introductions.

**REMARKS**

Hitt announced two trustees were leaving the board. Hitt thanked Trustee Jim Atchison for his five years of service as a member of the board and presented him with a certificate.

Hitt welcomed new board member, Trustee Bill Yeargin, president and CEO of Correct Craft and presented him with a gold UCF Pegasus pin.

Hitt congratulated Dr. Joel Hartman, a 20-year University of Central Florida professional, on his promotion to vice president for information technologies and resources. Hitt noted that Hartman will continue to oversee UCF's library, computing, networking, telecommunications, media services, and distributed-learning activities, and he will now also supervise the Department of Space Planning, Analysis, and Administration.

Hitt announced that Amy Swinford will leave as the charter staff member to our board of trustees after 14 years of service. Hitt stated Swinford will remain a member of the of the President's office. Hitt and Marchena thanked Amy for her contributions to the board and presented her with a certificate.

Hitt introduced and welcomed Cindy Hawks, who has assumed Amy Swinford's position working with the board.

Hitt stated that UCF's success was featured in an article that appeared in the *Washington Post*. The article begins:

*A small state school launched here in the 1960s to develop employees for the space program has morphed into one of the nation's largest universities, using accessible admission policies and online instruction to fuel extraordinary growth in an era when many public universities face fiscal uncertainty.*

Hitt noted that the article was included in the trustees' FYI meeting materials.

Hitt stated that according to *U.S. News & World Report's* "Best Colleges 2016 Guide," UCF ranks with Harvard, MIT, Stanford, and Duke among the most innovative universities in the country. UCF was tied with Georgia Tech and the University of Southern California as the 13th "Most Innovative School."

Hitt announced that Valencia College president Sandy Shugart and he were named two of the ten most innovative college presidents in America, according to *Washington Monthly's* annual college guide. The guide credits UCF's DirectConnect Program, created in 2005, for keeping our two institutions in the spotlight 10 years later.

Hitt referred the board to the case study *Breaking the Iron Triangle at The University of Central Florida* included in their FYI meeting materials, and asked that they review it at their convenience.

## **INTRODUCTIONS**

Hitt congratulated the following faculty member.

### **A. Faculty**

Dr. Timothy Sellnow, a professor of Human Communications in the Nicholson School of Communication, was selected to receive the National Communication Association's 2015 Gerald M. Phillips Award for Distinguished Applied Communication Scholarship. Only one of these national awards is conferred each year.

Hitt noted the importance of the Board of Governors Trustee Summit on November 4-5 at Florida International University, and he urged the trustees to attend.

## **ADVANCEMENT COMMITTEE REPORT**

Clarence Brown, Chair of the Advancement Committee, reported the highlights from the committee meeting earlier in the day.

- Grant Heston, Vice President for Communications and Marketing, announced that UCF is launching a multi-media branding campaign entitled *Impact* that will include outdoor, radio, online, and print media. The campaign is anticipated to run three to six months and

expects to generate approximately 130 million impressions. The goals of the campaign are to increase UCF's brand awareness and loyalty, and to set the stage for the public launch of UCF's comprehensive campaign. Heston also showed three television commercials that aired during nationally televised UCF football games.

- Michael Morsberger, Vice President for Alumni Relations and Development and Foundation CEO, gave a presentation providing the committee with a comprehensive overview of alumni and development efforts over the past ten years. He also discussed where he and his team are headed as they prepare the public launch of UCF's comprehensive campaign.
- Dr. Dan Holsenbeck, Senior Vice President for University Relations, gave a legislative update, reporting that his team had started their individual meetings and conferences earlier this year due to the regular legislative session beginning in January rather than March. He stated that the top three priorities include proceeding with the plans for UCF downtown, completing the process to acquire the Partnership IV building in Research Park, and continuing to promote the Florida Advanced Manufacturing and Research Center. In addition, Holsenbeck reported on a gun bill that has been introduced into the legislature.

### **COMPENSATION AND LABOR AD HOC COMMITTEE REPORT**

John Sprouls, Chair of the Compensation and Labor Ad Hoc Committee, reported highlights from the committee meeting held earlier in the day.

- Shelia Daniels, Interim Associate Vice President and Chief Human Resources Officer, reported on the Collective Bargaining Agreement between the University of Central Florida and the Police Benevolent Association.
- Daniels and Youndy Cook, Deputy General Counsel, reported on the revision to University Regulations UCF-3.026 USPS Sick Leave Pool, and UCF-3.0261 Faculty and A&P Sick Leave Pool.

### **EDUCATIONAL PROGRAMS COMMITTEE REPORT**

Robert Garvy, Chair of the Educational Programs Committee, reported the highlights from the committee meeting held earlier in the day.

- Dr. Dale Whittaker, Provost and Executive Vice President, gave a report on the 2015 Equity Accountability Program. He provided an update on the Type I Campus proposal for UCF Downtown. Whittaker gave the State University System Annual Status Report on Market Tuition.
- Whittaker reported that UCF set a new record in its fall enrollment with 63,370 students. The average SAT score is 1261 and the average freshman GPA is 4.0. Whittaker stated that Burnett Honors College students have an average SAT score of 1400 and 4.4 GPA. He stated 43% of the UCF student body is minority and 24% is Hispanic.
- Youndy Cook, Deputy General Counsel, reviewed the amendments to Chapter 5 of the university regulations which relate to the student conduct and conduct review processes. They were amended to update the procedures for handling of sexual misconduct cases,

update definitions of bullying and sexual misconduct, and outlined the community reengagement and education development program. Other amendments included changes to the regulations on academic misconduct and academic appeals.

Garvy presented the following item for board approval.

- EP-3 Update to Type I Campus Proposal—A motion was made and unanimously passed by the board approving the update to Type I Proposal to the Board of Governors, State University System of Florida.

### **FINANCE AND FACILITIES COMMITTEE REPORT**

Alex Martins, Chair of the Finance and Facilities Committee, reported highlights from the committee meeting held earlier in the day and presented the following items for board approval.

- FF-1 Market Tuition Rate Proposals—A motion was made and unanimously passed by the board approving the request to establish market tuition rates.
- FF-2 Refinancing of UCF Stadium Corporation Certificates of Participation Series 2006A and B—A motion was made and unanimously passed by the board approving the UCF Stadium Corporation, formerly known as Golden Knights Corporation's, requesting approval to refinance the outstanding certificates of participation Series 2006A and 2006B.
- FF-3 Acquisition of Partnership IV Facilities from Leidos and Cowperwood—A motion was made and unanimously passed by the board approving the purchase and sale agreements and subsequent acquisition of the property located at 12809 Science Drive, Orlando, Florida, for the Partnership IV facility to further enhance the government modeling and simulation technology expansion, subject to satisfactory due diligence investigation and completed conditions contained within the agreements.

### **STRATEGIC PLANNING COMMITTEE REPORT**

Alan Florez, Chair of the Strategic Planning Committee, commented that earlier in the year the board approved a strategic planning process to set the university's trajectory for the next 20 years. He restated that the dimensions are value, philosophy, and distinctive impact. Florez noted that between October 26, 2015, and January 12, 2016, a series of meetings and five stakeholders' sessions will occur.

## **INFORMATION**

Marchena noted the following informational item.

- INFO-1 Revised Board Committee and Direct Support Organization Assignments
- INFO-2 2016 Revised Finance and Facilities Committee Meeting Dates

## **CONSENT AGENDA**

A motion was made to accept the consent agenda, and members of the board unanimously approved the following actions.

- CL-1 Collective Bargaining Agreement between the University of Central Florida Board of Trustees and the Police Benevolent Association—Ratification of a three-year collective bargaining agreement between the University of Central Florida Board of Trustees and the Police Benevolent Association.
- CL-2 Revision to University Regulations UCF-3.026 USPS Sick Leave Pool and UCF-3.0261 Faculty and A&P Sick Leave Pool—Approval of amendments to existing university regulations UCF-3.026 and UCF-3.0261.
- EP-1 2015 Equity Accountability Program—Approval of the 2015 Florida Equity Report.
- EP-2 Amendment to Chapter 5 University Regulations—Approval to amend Chapter university regulations.
- FF-4 Revision to University Regulation UCF-7.130 Administration and Finance; Purchasing—Approval of amendments to existing university regulation UCF 7.130 Administration and Finance; Purchasing.
- FF-5 Minor Amendment to 2015 Campus Master Plan—Laboratory and Environmental Support Facility Expansion—Approval of a minor amendment to the University of Central Florida Campus Master Plan for an expansion of Building 48, the Laboratory and Environmental Support Facility.

## **NEW BUSINESS**

Grant Heston, Vice President for Communications and Marketing, reported that the Federal Communications Commission (FCC) allows WUCF to broadcast PBS because our license allows us to own broadband spectrum. He reported that next spring, the FCC is conducting the broadband spectrum auction that is designed to move spectrum from television broadcasters to wireless companies. He showed a video on the broadcast television process incentive auction.

**ANNOUNCEMENTS AND ADJOURNMENT**

Chair Marchena announced the following upcoming meetings:

State of the University Address	September 30 (3:00 p.m. Pegasus Ballroom)
Diversity Breakfast	October 12 (Pegasus Ballroom)
Board of Governors meeting and Trustee Summit	November 4-5 (Florida International University)
Board of Trustees meeting	November 19 (NorthView)

Marchena introduced his assistant, Martha Spradley.

Marchena invited the trustees to join him at the Victory Knight for the trustees' annual photo.

He adjourned the board meeting at 2:21 p.m.

Respectfully submitted: \_\_\_\_\_ Date: \_\_\_\_\_

John C. Hitt  
Corporate Secretary