



COMMITTEE ON ACADEMIC, FACULTY AND STUDENT SUCCESS, PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS PRE-MEETING AGENDA

Tuesday, February 6, 2024 9:30 a.m.

Virtual Meeting: (646) 558-8656, ID#: 983 2971 7969

Committee Members:

Rahul Patel (Board Vice Chair and Committee Chair), Richard P. Cole, Olivia E. Green, James W. Heavener, Daniel T. O’Keefe, Danaya C. Wright, Anita G. Zucker

- 1.0 Call to Order and Welcome ...Rahul Patel, Chair
2.0 Roll Call ... Board Staff
3.0 Review Draft Agenda for March Meeting ...Rahul Patel, Chair
3.1 Review Draft Minutes
• December 7, 2023
3.2 Review Action Items
• AFSSPRSC1 Degree Program Terminations ... Scott Angle
• AFSSPRSC2 Self-Supporting Program ... Scott Angle
• AFSSPRSC3 Instructional Site: Jacksonville Site... Scott Angle
3.3 Review Discussion Items
• Faculty Senate Update... Danaya Wright, Faculty Senate Chair
• Student Body President Update ... Olivia Green, Student Body President
• Student Life Update... Heather White, Vice President for Student Life
• Rankings Update... Scott Angle
• Dean Search Updates ... Scott Angle
• Huron Report Update ... Scott Angle
• Centers/Institutes... Scott Angle
4.0 New Business...Rahul Patel, Chair
5.0 Adjourn...Rahul Patel, Chair



**COMMITTEE ON ACADEMIC, FACULTY
AND STUDENT SUCCESS, PUBLIC RELATIONS AND STRATEGIC
COMMUNICATIONS**

Meeting Minutes

December 7, 2023

President's Room 215B, Emerson Alumni Hall

University of Florida, Gainesville, FL

Time Convened: 9:01 a.m.

Time Adjourned: 10:20 a.m.

Committee and Board members present:

Rahul Patel (Board Vice Chair and Committee Chair), David L. Brandon, Richard P. Cole, Olivia E. Green, Morteza "Mori" Hosseini (Board Chair), Daniel T. O'Keefe, Marsha D. Powers, Fred S. Ridley, Danaya C. Wright, Patrick O. Zalupski, and Anita G. Zucker.

Others present:

Ben Sasse, President; Scott Angle, Interim Provost and Senior Vice President for Academic Affairs; Melissa Curry, Vice President for Human Resources; Kurt Dudas, Vice President/Jacksonville Lead; Elias Eldayrie, Vice President and Chief Information Officer; Robert Gilbert, Interim Vice President for Agriculture and Natural Resources; Amy Hass, Vice President and General Counsel; Taylor Jantz, Office of the Chief Financial Officer; Mark Kaplan, Vice President for Government and Community Relations and University Secretary; Jim Kelly, Interim Chief Executive Officer for UF Health Shands; David Kratzer, Senior Vice President for Construction, Facilities, and Auxiliary Operations; Maria Gutierrez Martin, Interim Vice President for Advancement; Marsha McGriff, Chief Diversity Officer and Senior Advisor to the President; David Nelson, Senior Vice President for Health Affairs and President of UF Health; David Norton, Vice President for Research; ; Mary Parker, Vice President and Chief Enrollment Strategist; Curtis Reynolds, Vice President for Business Affairs; Raymond Sass, Vice President for Innovation and Partnerships; Jim Staten, Senior Advisor to the President; Scott Stricklin, Director of Athletics; James Wegmann, Vice President for Communications; Heather White, Vice President for Student Life; members of the University of Florida community, and the public.

1.0 Call to Order and Welcome

Board Vice Chair and Committee Chair Rahul Patel welcomed everyone in attendance and called the meeting to order at 9:01 a.m.

2.0 Verification of Quorum

Interim Provost Scott Angle verified a quorum with all members present, except Trustee Heavener who had an excused absence.

3.0 Review and Approval of Minutes

Board Vice Chair and Committee Chair Patel asked for a motion to approve the minutes from the June 8, 2023, Committee Meeting and the November 14, 2023, Committee Pre-Meeting, which was made by Trustee Zucker and seconded by Trustee Cole. Board Vice Chair and Committee Chair Patel asked for further discussion, after which he asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

4.0 Action Items

AFSSPRSC1 Tenure Upon Hire

Interim Provost Angle indicated that there were four Tenure Upon Hire cases. All cases have met the criteria for tenure and have been recommended by the Interim Provost and approved by the President to receive tenure. The cases are as follows:

- Dr. Charles Vite, Professor and Chair, Small Animal Clinical Sciences, College of Veterinary Medicine who comes to us from the University of Pennsylvania.
- Dr. Janet Robishaw, Professor and Associate Dean, Comparative, Diagnostic and Population Medicine, College of Veterinary Medicine who comes to us from Florida Atlantic University.
- Dr. Simon Mears, Professor and Chief, Orthopaedic Surgery and Sports Medicine, College of Medicine who comes to us from the University of Arkansas.
- Dr. Frederick van Amstel, Associate Professor, School of Art + Art History, College of the Arts who comes to us from the Federal University of Parana in Brazil.

Board Vice Chair and Committee Chair Patel asked President Sasse for confirmation that he had reviewed and endorsed these tenure candidatess. President Sasse confirmed his approval.

Board Vice Chair and Committee Chair Patel asked for any questions or further discussion. He then asked for a motion to approve Action Item AFSSPRSC1 for recommendation to the Board for its approval on the Consent Agenda, which was made by Trustee Cole, and second which was made by Trustee Green. Board Vice Chair and Committee Chair Patel asked for further discussion, and then asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

AFSSPRSC2 Degree Program Terminations

Interim Provost Angle reviewed the four Degree Program Terminations that have been approved by the Faculty Senate. He stated that the four degrees do not have any students enrolled currently and do not plan to enroll any in the future. The Master of Education in Mathematics Education has had no students since 2018, the Master of Arts in Teaching-International Relations has had no students since 1980, the Master of Engineering in Mechanical Engineering has had no students since 2017, and the Master of Engineering in Aerospace Engineering has had no students since 2016.

Board Vice Chair and Committee Chair Patel asked for any questions or further discussion. He then asked for a motion to approve Action Item AFSSPRSC2 for recommendation to the Board

for its approval on the Consent Agenda, which was made by Trustee Cole, and second which was made by Trustee O'Keefe. Board Vice Chair and Committee Chair Patel asked for further discussion, and then asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

AFSSPRSC3 Degree Program Change

Interim Provost Angle stated the College of the Arts is requesting to offer alternative core courses in the second year for the Bachelor of Science in Music Business and Entrepreneurship, to include Commercial Music Theory I and II, Commercial Aural Skills I and II, and Commercial Keyboard Skills I and II.

Board Vice Chair and Committee Chair Patel asked for any questions or further discussion. He then asked for a motion to approve Action Item AFSSPRSC3 for recommendation to the Board for its approval on the Consent Agenda, which was made by Trustee Cole, and second which was made by Trustee O'Keefe. Board Vice Chair and Committee Chair Patel asked for further discussion, and then asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

AFSSPRSC4 Center and Institutes: Annual Reporting

Interim Provost Angle stated the university is required to provide an annual reporting of expenditures for the prior fiscal year of all university centers and institutes that have been approved by the Board to the Board of Governors (BOG). Interim Provost Angle stated the university has eliminated 3 centers and that he has asked the Deans to look at the centers in their colleges to see if any of them need to be eliminated.

Board Vice Chair and Committee Chair Patel asked for any questions or further discussion. He then asked for a motion to approve Action Item AFSSPRSC4 for recommendation to the Board for its approval on the Consent Agenda, which was made by Trustee Wright, and second which was made by Trustee Green. Board Vice Chair and Committee Chair Patel asked for further discussion, and then asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

5.0 Discussion Items

5.1 Admissions Update

Vice President Mary Parker provided updates on the recruitment for the Fall 2024 and the Strategic Enrollment Committee. She thanked the Board and the President for their support over the last several years to expand the regional travel recruiters to allow for a larger footprint. We have expanded our marketing and communications digital strategy to reach more students. She stated that two years ago they had not been doing social media and her team recently started "The Gator Tea" which refers to "spilling the tea" which the students loved. They took an orange chair around campus for the students to sit in and talk about their experiences.

She has worked with the College Board to put up targeted ads and after those ads were sent out, they had received responses from 331 students who indicated they were interested in UF. There have been increases in overall applications, honor applications, international and first-

generation applications, and a significant increase in out of state applications. Students are starting to understand who we are, the value we bring and the opportunities we have. She has been working with the colleges to make sure the messaging that is going out to prospective and admitted students is the same to help yield the class they are wanting to get.

Next, VP Parker provided an update on the Strategic Enrollment Management Committee that she has been co-chair with Vice President Raymond Sass. The work of the committee is focused on being more holistic and comprehensive to bring together a seamless navigation for the students to have a better experience. She discussed the Early Action/Admit decision that will be announced in the spring to newly prospective students which will help generate a stronger pool. These early decisions will bring the university in line with our other Top 5 competitors and allows the students to make decisions earlier. She indicated that decisions for the Fall 2025 will be sent in January 2024, which is ahead of all other institutions. The goal is to also include available scholarships as well. She stated the guidance counselors are excited about this new approach.

VP Sass discussed course delivery and that we are determining how much online delivery the university is doing. He indicated this was not an easy question to answer and the committee has been putting all the information together. He stated that the takeaway is that less than 1/3 of instruction is done in an online environment today and indicated there was an opportunity to leverage more technology across instruction and some disciplines. The committee needs to think about how different groups of people define hybrid, as it tends to mean different things to different people, and about legacy definitions. VP Parker stated that we need to think about the courses that are offered, the way they are offered, and how we provide that information back to the students. This approach will ensure students know how courses will fit into their schedules. The committee has been looking at degree planning/degree audit to focus on increasing the retention of students and reducing the time to degree. We need to provide the right courses at the right time and modernize what we are doing by integrating tools within our SIS system to be able to provide colleges information on where students are within their program and what courses they need. The information is currently in multiple systems and there is a need to modernize what we are doing to provide a holistic approach and reduce conflicts. We are looking into Coursedog software, which can potentially save over 250 hours of staff time each semester. One system will help the student experience.

President Sasse reminded the Board that at the retreat in September and while he was on his listening tour, that the number one topic of concern he heard from faculty was deferred maintenance around facilities and from students the number one topic of concern was anxiety around scheduling classes. He indicated that the 60% reduction of conflicts in scheduling does not require new expenditures, just more data visibility. VP Parker stated that the students are used to going onto Amazon; putting items in their shopping carts and determining what they want and when they want it. She indicated these new similar systems would allow the university to do that with course scheduling to help students determine their class schedule around work and lab research. The system would build the schedule for the student. VP Sass indicated that he sees opportunity for room optimization to determine how we are using our space, schedule optimization, and instructor load optimization.

Board Vice Chair and Committee Chair Patel stated that the board made significant investment in the Honors dorm and that the return on investment was mentioned by VP Parker when she indicated that there had been a 50% increase in Honors applications. He thanked VP Parker for her hard work.

5.2 Faculty Senate Update

Trustee and Faculty Senate Chair Danaya Wright stated that her goal is to get as much bureaucracy out of the way for the faculty. She has been laser focused on this issue. She highlighted each of her 4 main initiatives.

Post-tenure Review: She thanked the Board and President for ensuring the draft language emphasized that politics are not going to be involved. There is a lot of uncertainty among faculty surrounding post-tenure review because they want to know what will be required of them and what will happen once they go through the process.

Academic Excellence Initiative: We need to have resources available to faculty to assist them with providing students a life changing experience in the classroom. She stated that the Center for Teaching Excellence program has great programs, but the demand is greater than what is available to faculty. They need more resources, more technology support. We have formed a committee to provide guidance for use of generative AI. Faculty are excited and looking forward to President Sasse's big plans and implementation of them. We support the changes to the Honor Code being voted on in this meeting.

Administrative Burdens: The survey on the Faculty Senate website has received over 200 comments regarding administrative burdens faculty are experiencing. She has been working with consultants and meeting with various offices on campus to find out more about these burdens and what we can do to assist. She indicated there will be action teams meeting in the Spring semester doing deep dives into each of these categories: UFGO, Reporting, Trainings, Management of Resources, Research, and Conflict Reporting.

Bathrooms: With the new bathroom bill in effect, it is her goal to ensure there is signage identifying the gender neutral, family friendly, and single stall accessible bathrooms on campus. There needs to be adequate bathrooms on campus for faculty, staff, and students, and a map that specifies where they are located and when they can be accessed.

Trustee Wright discussed shared governance and that she hopes to keep faculty focused and involved in academic policy making, not in the details of administration. They plan to bring a resolution to the Board in March to support this.

President Sasse stated that he appreciates what Trustee Wright is doing to reduce the administrative burdens. It is incredibly important. He indicated there is a lot of alignment on post-tenure review and believes it is an important and useful tool. He believes the current annual review process is not working well, as we are not seeing accountability when there is underperformance. It is a cultural problem that we haven't held deans and department chairs accountable. There are a lot of faculty on substantial research leave who are not producing research and we do not have a process to move them from substantial research leave to full

time teaching and it needs to be fixed. Post-tenure review will be a cultural challenge. He reiterated that post-tenure review is not about politics, but about rigor and output. Board Chair Hosseini agreed with President Sasse emphasizing post-tenure review is based on merit, not political views.

Trustee Wright concluded by sharing the 2024 spring Distinguished Professor Series and the excellent faculty we have who are presenting.

5.3 Student Body President Update

Trustee and Student Body President Olivia Green provided an update on the 3 focus areas her office has been working on.

Focus #1 Community Building - Vehicular Safety On and Off Campus: On campus we have a partnership with Bird Scooters for a 20% discount. Off campus we have a partnership with UF TAPS for a 50% discount on Lyft to Gainesville Regional Airport and Rosa Parks Downtown Bus Station.

Focus #2 Student Organizations – New Student Organization Funding Model: In collaboration with UF Senate and the Budget Appropriations Committee, this model expands the number of days that student organizations can request to receive funding making it more accessible. It is intended to give more opportunities for organizations to receiving funding. She highlighted a laundry grant initiative launched for students living on campus during COVID. Continuing this laundry grant initiative could be a great opportunity to encourage students to live on campus.

Focus #3 Gator Needs: Lack of affordable housing is a concern for graduate students. Initiative for free graduate research materials provided by Student Government has been a success, but there is room for improvement. She highlighted the extension of funding for 24/7 access to Marston Library through Spring 2024. She thanked Interim Provost Angle for continuing this partnership and noted the students appreciate having access to the library to study any time they need to. She added that gathering data on usage to ensure funding this project in the future is beneficial.

She noted future plans for the Student Government office are to address mental health, wellbeing, and a collaboration with recreational sports. She shared her appreciation for the opportunity to be on the Board to provide the students a voice to feel heard and seen.

Trustee Cole asked what her thoughts are on the development of the Gator Wellness App the Board supported and invested in, and if she thinks it's helping students. Trustee Green stated it has helped students and indicated that with the increased funding from the Center for Instructional Technology and Training (CITT), the wait times are down and students can speak with a licensed therapist. She stated she agrees with President Sasse that we can improve upon is the on-campus requirement of having students living on campus for the first fall semester because that is when they are first away from home. She suggested having a Resident Assistant do monthly mental wellness checks, which students would not get if they were living off-campus, would be an opportunity to improve student mental health. The Gator Wellness App has been a tremendous improvement for students' overall wellbeing.

5.5 Student Life Update

Vice President Heather White provided an update on improvements to the student experience. She discussed the challenges we need to think about to change how we are doing things differently and how can we best prepare our students for this world to work as Board Chair Hosseini mentioned earlier. She stated that Student Life has revised their mission and vision statement to be foundational and aspirational. We should be thinking about the following outcomes: Preview, Orienting students to campus for first time, Living on campus, Having programs and research available around wellness and wellbeing, and Helping students think about their future and their job.

Our Why for being here and that our work aligns strategically as we are making decisions are found in these three components in the mission statement as follows: Community Connections, Career Design, and Lifelong Wellbeing

Our How are in these four areas to make sure we are thinking strategically to move the division forward:

- Human Capital
 - Harnessing the power of our most important asset.
 - Highlights - working in partnership with the Foundation, we have hired a major gift development officer for the first time to have a holistic focus. We secured grant from the Department of Education for \$500,000 for 3 years to better serve our student veterans. We are looking at our talent management to ensure we are using our talent to the best of their ability to better serve the students.
- Services
 - Developing the outlets for creating and enhancing community.
 - Highlights - Student led community and engagement, enhancing individual and academic success, and co-curricular experiential learning.
- Spaces
 - Creating the places where co-curricular connections are made.
 - Highlights - We are looking at buildings which we know can be powerful and transformational. We appreciate the funding received from President Sasse's Strategic Fund to move forward with conducting a study on on-campus housing. The future of these buildings is exciting.
- Infrastructure
 - Equipping our community with the tools to elevate the Gator Student Experience.
 - Highlights - We want to be able to reach students wherever they are and do all that we can for them. We are leveraging AI for real-time resume critique and interview practice. We are looking at connection between alumni and students and how important it is for networking and post-graduation success.

Our Future is in these bold idea areas for the division:

- Experiential Learning: The Board of Governors (BOG) has defined 7 categories and created expectations for all state universities to measure their institutions by. We have created a policy to assist us with reporting. At the end of October, we reported to the BOG 4,215 unique offerings in experiential learning. The top 3 UF experiential learning offerings are: 1.

Internship, co-op and work-based learning, 2. Research, and 3. Leadership and involvement. We will now be measuring this offering by semester and reporting to the BOG.

- **Gator Experience Record:** A subgroup of the Strategic Enrollment Management Committee is working to bring the whole student experience to the academic transcript and prepare students for change. President Sasse stated this was an important placeholder that bridges Student Life and Academic Affairs. We need to provide a more hybridized curriculum and be more flexible with the modality and delivery, including more calendar flexibility. Not everything is inside 8 semesters, 4 courses per semester, 13 weeks per class, 3 contact hours per week/per class. We need to provide more flexibility around micro credentialing. Some of this is in academic affairs proper, but bridges into student experience and life transformational and lifelong learning preparation.
- **Recreational Facilities:** We are looking at the health and wellbeing in terms of prevention and treatment, like Trustee Cole mentioned. We've added money as an institution and that has been tremendous in decreasing wait times in the UF Health and Wellness Center. We also need to think about prevention. Students who participate in recreational sports have higher GPAs and retention rates, reduced stress, anxiety and depression, higher levels of physical health and quality of life. UF is ranked last in SEC per enrolled student in square footage in recreational facility. We rank 11 out of 14 in SEC for indoor gross square footage per enrolled students. Students are looking at this when they are deciding where to go. We are looking at overall ways to improve.
- **Expanded Wellbeing:** There is an opportunity to expand recreational sports on the east side of campus. You can easily calculate 5,000 students in this corridor, not including apartment complexes nearby. There is not a close space to a recreational facility and proximity matters. There is 1 less visit for every 2 minutes of travel time. The closer you are the more inclined you are to utilize the facilities and utilize consistently. We need to look at space and think holistically, not just recreational facility, but also counselors and student health care center individuals. The students are on board and have funded \$275,000 to the Division of Student Life study in master plan for next year. We will bring the study results to the Board at a future meeting.

6.0 New Business

There was no new business to come before the committee.

7.0 Adjourn

There being no further discussion, Committee Chair Patel adjourned the meeting at 10:20 a.m.



**COMMITTEE ON ACADEMIC, FACULTY
AND STUDENT SUCCESS, PUBLIC RELATIONS AND STRATEGIC
COMMUNICATIONS
ACTION ITEM AFSSPRSC1
March 7, 2024**

SUBJECT: Degree Program Terminations

BACKGROUND INFORMATION

The Board of Governors requires periodic reviews of all academic degree programs to determine whether they remain viable academic offerings. Degree programs that have been inactive or which are not planned to be reactivated must be closed.

The College of Agricultural and Life Sciences is requesting to terminate the Bachelor of Science in Horticultural Science (CIP 01.1103). The Bachelor of Science in Horticultural Science degree curriculum is now part of the Plant Science undergraduate degree and students can take horticultural science courses. Students enrolled as of Fall 2023 will still be able to successfully graduate in the new Plant Sciences major. The Faculty Senate approved this request at the December 14, 2023 meeting.

The College of Design, Construction and Planning is requesting to terminate the Master of International Construction Management (CIP 15.9999) online program due to low enrollment, low graduation rates and maintaining the prerecorded content. The students currently enrolled in the program will be able to complete their degree by Spring 2025 when the program will be closing. The Faculty Senate approved this request at the October 19, 2023 meeting.

The College of Liberal Arts and Sciences is requesting to terminate the Master of Arts with a major in Classical Studies (CIP 16.1200). This program has experienced low enrollment for several years and any students remaining in the program after Summer 2027 will enroll in the Master of Latin program. The Faculty Senate approved this request at the December 14 2023, meeting.

PROPOSED COMMITTEE ACTION

The Committee on Academic, Faculty and Student Success, Public Relations and Strategic Communications is asked to approve the above degree program terminations for recommendation to the Board of Trustees for approval on the Consent Agenda.

ADDITIONAL COMMITTEE CONSIDERATIONS

Board of Governors final approval will be required for termination of all doctoral and professional degree programs only.

Supporting Documentation Included: Board of Governors Academic Degree Program
Termination Forms

Submitted by: J. Scott Angle, Provost and Senior Vice President for Academic Affairs

Approved by the University of Florida Board of Trustees, March 8, 2024

Morteza "Mori" Hosseini, Chair

Ben Sasse, President and Corporate Secretary



State University System of Florida Board of Governors
ACADEMIC DEGREE PROGRAM TERMINATION FORM
 In Accordance with Board of Governors Regulation 8.012

INSTITUTION: University of Florida

PROGRAM NAME: Horticultural Science

DEGREE LEVEL(S): B **CIP CODE:** 01.1103

B, M, Ed.D., or Ph.D.

ANTICIPATED TERMINATION TERM: Spring 2024

First term when no new students will be accepted into the program

ANTICIPATED PHASE-OUT TERM: Spring 2026

First term when no student data will be reported for this program

Use this form for academic program termination. The form should be approved by the University Board of Trustees (UBOT) prior to submission to the State University System of Florida Board of Governors for consideration. Complete this form for each program to be terminated in order for the request to be processed as quickly as possible. Attach additional pages as necessary to provide a complete response. In the case of baccalaureate or master's degree programs, the UBOT may approve the termination in accordance with BOG Regulation 8.012. For doctoral level programs, submit this form with all appropriate signatures for Board of Governor's consideration. The issues outlined below should be examined by the UBOT when approving program terminations.

- 1. Does the program fall under one of the CIP codes listed below? Please skip this question if this request does not pertain to a baccalaureate program.**

Yes

No

CIP CODE	CIP TITLE	CATEGORY
11.0101	Computer and Information Sciences	STEM
11.0103	Information Technology	STEM
13.1001	Special Education and Teaching	EDUCATION
13.1202	Elementary Education and Teaching	EDUCATION
14.0801	Civil Engineering	STEM
14.0901	Computer Engineering	STEM
14.1001	Electrical and Electronics Engineering	STEM
27.0101	Mathematics	STEM
40.0801	Physics	STEM
52.0301	Accounting	GAP ANALYSIS
52.0801	Finance	GAP ANALYSIS
52.1201	Management Information Systems	STEM

2. Provide a narrative rationale for the request to terminate the program.

The Horticultural Sciences Department faculty have voted to terminate this program because the Horticultural Science curriculum has become part of the new Plant Science undergraduate degree program that was officially launched in Summer B 2023.

3. Indicate on which campus(es) the program is being offered and the extent to which the proposed termination has had or will have an impact on enrollment, enrollment planning, and/or the reallocation of resources.

This program is offered on UF main campus. Students enrolled in this program as of Fall 2023 will still be able to successfully graduate as the program is being terminated and joining the new Plant Science Major. As a result, an increased enrollment in the new Plant Sciences Major is expected, and more students may take certain courses in the Horticultural Sciences Department. There are no losses of resources as the courses and faculty involved in this program will remain. Students enrolled in the new Plant Science Major will have access to the increased resources with the Horticultural Science curriculum added to the new Plant Science degree program.

4. Explain how the university intends to accommodate any students or faculty who are currently active in the program scheduled to be terminated. State what steps have been taken to inform students and faculty of the intent to terminate the program.

Courses and faculty involved in this program will not be affected by the program termination. Faculty will continue to offer their courses as this program is integrated into the new Plant Science degree program. The Plant Science-Horticultural Science Merger Committee presented the proposal to faculty in the Horticultural Sciences Department, and discussions took place at departmental faculty meetings. Horticultural Sciences faculty voted to merge this program with the Plant Science program by joining the new Plant Science Major. The currently

enrolled students will receive an email notification from the department about the official termination, and the message will be placed on the departmental website. All current students will be allowed to finish out their degrees in this program unless they prefer to change to the new Plant Science Major or another major.

- 5. Please provide the date when the teach-out plan was submitted to the institution's accreditor. Include a copy of the notification letter with your submission.**

September 20, 2023

6. Identify the process for evaluation and mitigation on any potential negative impact of the proposed action on the current representation of faculty and students in the program.

No negative impacts on females, minorities, faculty, and students in the program are identified. This program is now part of the new Plant Science degree program, effective in Summer B 2023.

7. If this is a baccalaureate program, please explain how and when the Florida College System institutions have been notified of its termination so that students can be notified accordingly.

A memo was sent to the Director of Academic Affairs at the Florida College System to notify the system institutions of the closure so that students can be notified accordingly.


Termination Request Form – Signatures Page



Signature of Requestor/Initiator

9/22/2023

Date



Signature of Campus EO Officer

1/5/2024 | 8:34 AM EST

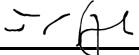
Date



Signature of College Dean

1/5/2024 | 9:19 AM EST

Date



Signature of President or Vice President
for Academic Affairs

1/5/2024 | 10:33 AM EST

Date

Signature of Chair of the
Board of Trustees

Date

Date Approved by the Board of Trustees



State University System of Florida Board of Governors
ACADEMIC DEGREE PROGRAM TERMINATION FORM
In Accordance with Board of Governors Regulation 8.012

INSTITUTION: University of Florida

PROGRAM NAME: Master of International Construction Management (M.I.C.M.)

DEGREE LEVEL(S): Master **CIP CODE:** 15.9999
B, M, Ed.D., or Ph.D.

ANTICIPATED TERMINATION TERM: Spring 2023
First term when no new students will be accepted into the program

ANTICIPATED PHASE-OUT TERM: Spring 2025
First term when no student data will be reported for this program

Use this form for academic program termination. The form should be approved by the University Board of Trustees (UBOT) prior to submission to the State University System of Florida Board of Governors for consideration. Complete this form for each program to be terminated in order for the request to be processed as quickly as possible. Attach additional pages as necessary to provide a complete response. In the case of baccalaureate or master's degree programs, the UBOT may approve the termination in accordance with BOG Regulation 8.012. For doctoral level programs, submit this form with all appropriate signatures for Board of Governor's consideration. The issues outlined below should be examined by the UBOT when approving program terminations.

1. Does the program fall under one of the CIP codes listed below? Please skip this question if this request does not pertain to a baccalaureate program.

- Yes
 No

2. Provide a narrative rationale for the request to terminate the program.

1. Low enrollment. The program has had less than twenty active studies for several consecutive years. Currently, there are nine students in the program's two majors (International Construction Management and Construction Productivity).

2. Low graduate rates. The program has graduated fewer than four students per year from 2018 to 2021. In 2017, the program graduated nine studies.

3. Maintenance of prerecorded content. The program is an asynchronous Online program that requires professors to record content for students to view when they can. Due to the time it takes to make good recordings, the courses have often gone several years without updates.

3. Indicate on which campus(es) the program is being offered and the extent to which the proposed termination has had or will have an impact on enrollment, enrollment planning, and/or the reallocation of resources.

This is an Online Program. Due to the low enrollment, terminating this program will not have an impact on enrollment planning or resources.

4. Explain how the university intends to accommodate any students or faculty who are currently active in the program scheduled to be terminated. State what steps have been taken to inform students and faculty of the intent to terminate the program.

Closing the program in Spring 2025 allows enough time for all the current students in it to finish their degrees. The faculty was informed at the Fall 2022 M.E. Rinker, Sr. School of Construction Management faculty meeting. The students will be informed via email once the closure of the program is official.

5. Please provide the date when the teach-out plan was submitted to the institution's accreditor. Include a copy of the notification letter with your submission.

The teach-out plan was submitted to SACSCOC on October 27, 2023.

- 6. Identify the process for evaluation and mitigation on any potential negative impact of the proposed action on the current representation of faculty and students in the program.**

None.

- 7. If this is a baccalaureate program, please explain how and when the Florida College System institutions have been notified of its termination so that students can be notified accordingly.**

Not applicable.

Termination Request Form – Signatures Page



Requestor/Initiator

April 5, 2023

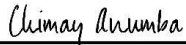
Date



Signature of Campus EO Officer

1/25/2024 | 10:44 AM EST

Date



Signature of College Dean

1/25/2024 | 11:35 AM EST

Date



Signature of President or Vice President
for Academic Affairs

1/25/2024 | 1:02 PM EST

Date

Signature of Chair of the
Board of Trustees

Date

Date Approved by the Board of Trustees



State University System of Florida Board of Governors
ACADEMIC DEGREE PROGRAM TERMINATION FORM
In Accordance with Board of Governors Regulation 8.012

INSTITUTION: University of Florida

PROGRAM NAME: Master of Arts with a major in Classical Studies

DEGREE LEVEL(S): Master **CIP CODE:** 16.1200
B, M, Ed.D., or Ph.D.

ANTICIPATED TERMINATION TERM: Fall 2024
First term when no new students will be accepted into the program

ANTICIPATED PHASE-OUT TERM: Fall 2027
First term when no student data will be reported for this program

Use this form for academic program termination. The form should be approved by the University Board of Trustees (UBOT) prior to submission to the State University System of Florida Board of Governors for consideration. Complete this form for each program to be terminated in order for the request to be processed as quickly as possible. Attach additional pages as necessary to provide a complete response. In the case of baccalaureate or master's degree programs, the UBOT may approve the termination in accordance with BOG Regulation 8.012. For doctoral level programs, submit this form with all appropriate signatures for Board of Governor's consideration. The issues outlined below should be examined by the UBOT when approving program terminations.

1. Does the program fall under one of the CIP codes listed below? Please skip this question if this request does not pertain to a baccalaureate program.

- Yes
 No

2. Provide a narrative rationale for the request to terminate the program.

The program has experienced low enrollment for several years which led to the faculty making the decision to terminate the program.

3. Indicate on which campus(es) the program is being offered and the extent to which the proposed termination has had or will have an impact on enrollment, enrollment planning, and/or the reallocation of resources.

The program is offered on the Gainesville campus. All the faculty teaching the courses for the MA in Classical Studies also teach courses for the Master of Latin degree program. Additionally, staff for the MA in Classical Studies will continue their efforts in the Master of Latin program. Therefore, neither faculty nor staff will be impacted by the program closure and will not require redeployment or new employment.

4. Explain how the university intends to accommodate any students or faculty who are currently active in the program scheduled to be terminated. State what steps have been taken to inform students and faculty of the intent to terminate the program.

Faculty and staff were informed on March 20, 2023, and the students in the program were informed at the Summer Latin Institute in July 2023. The last term the department will graduate students is Summer 2027. Any student remaining in the program after that time will enroll in the Master of Latin (CIP code 16.1203) program.

5. Please provide the date when the teach-out plan was submitted to the institution's accreditor. Include a copy of the notification letter with your submission.

Notification letter was submitted on April 10, 2023. No teach out plan was needed.

6. Identify the process for evaluation and mitigation on any potential negative impact of the proposed action on the current representation of faculty and students in the program.

All the faculty teaching the courses for the MA in Classical Studies also teach courses for the Master of Latin degree program. Additionally, staff for the MA in Classical Studies will continue their efforts in the Master of Latin program. Therefore, neither faculty nor staff will be impacted by the program closure and will not require redeployment or new employment.

7. If this is a baccalaureate program, please explain how and when the Florida College System institutions have been notified of its termination so that students can be notified accordingly.

Not applicable.

Termination Request Form – Signatures Page

Jennifer Rea
Requestor/Initiator

4/14/2023
Date

Messalbury
Signature of Campus EO Officer

1/26/2024 | 8:34 AM EST
Date

D E Michault
Signature of College Dean

7/6/2023
Date

S. J. L.
Signature of President or Vice President
for Academic Affairs

1/26/2024 | 8:46 AM EST
Date

Signature of Chair of the
Board of Trustees

Date

Date Approved by the Board of Trustees



**COMMITTEE ON ACADEMIC, FACULTY
AND STUDENT SUCCESS, PUBLIC RELATIONS AND STRATEGIC
COMMUNICATIONS
ACTION ITEM AFSSPRSC2
March 7, 2024**

SUBJECT: Self-Supporting Program

BACKGROUND INFORMATION

Pursuant to Board of Governors Regulation 8.011, the College of Journalism and Communications (CJC) is proposing to add a new graduate concentration in Digital Journalism and Multimedia Storytelling in the Master of Arts in Mass Communication (CIP 09.0102). The purpose of this new graduate concentration is to add additional offerings in the specific area of journalism education, a key discipline for the college (1 of 4 undergraduate departments). Graduates in this space are increasingly expected to possess data and digital skills to be successful in their jobs in a changing journalism landscape (truth, trust, bias, safety, etc.). This program aligns with the mission of the CJC, which includes educating the next generation of journalists who can rebuild the public's trust in media and act in the public's interest.

PROPOSED COMMITTEE ACTION

The Committee on Academic, Faculty and Student Success, Public Relations and Strategic Communications is asked to approve the above Self-Supporting Program for recommendation to the Board of Trustees for approval on the Consent Agenda.

ADDITIONAL COMMITTEE CONSIDERATIONS

Board of Governors approval is required.

Supporting Documentation Included: Board of Governors Request to Offer a College-credit Self-supporting or Market Tuition Rate Education Course or Program When Offered as Part of an Existing Approved Program (Short Form)

Submitted by: J. Scott Angle, Provost and Senior Vice President for Academic Affairs

Approved by the University of Florida Board of Trustees, March 8, 2024

Morteza "Mori" Hosseini, Chair

Ben Sasse, President and Corporate Secretary



State University System of Florida Board of Governors
REQUEST TO OFFER A COLLEGE-CREDIT SELF-SUPPORTING OR MARKET TUITION RATE
EDUCATION COURSE OR PROGRAM WHEN OFFERED AS PART OF AN EXISTING
APPROVED PROGRAM (SHORT FORM)

In accordance with Board of Governors Regulations 8.011 & 8.002
(Please do not revise this proposal format without prior approval from Board staff)

University of Florida
Institution Submitting Proposal

Fall 2024
Proposed Implementation Term

College of Journalism
Name of College(s) or School(s)

Graduate Division - Distance
Name of Department(s)/Division(s)

Academic Specialty or Field
09.0102
Proposed CIP Code (2020 CIP)

Master of Arts in Mass Communication
(MAMC) with a Concentration in Digital
Journalism and Multimedia Storytelling
Complete Name of Degree

- Proposed Program Type
Market Tuition Rate Program
Online
Continuing Education
Self-Supporting Program

The submission of this proposal constitutes a commitment by the university that, if the proposal is approved, the necessary financial resources and the criteria for establishing new programs have been met before the program's initiation.

Date Approved by the University
Board of Trustees

President's Signature Date

Board of Trustees Chair's
Signature Date

Provost's Signature Date
1/16/2024 | 4:05 PM EST

Projected Enrollments

Provide headcount (HC) and full-time equivalent (FTE) student estimates for Years 1 through 5. HC and FTE estimates should be identical to those in Appendix A – Table 1.

Implementation Timeframe	HC	FTE
Year 1	15	7.5
Year 2	30	15
Year 3	45	22.5
Year 4	70	35
Year 5	80	40

Introduction

I. Program Description and Relationship to System-Level Goals

A. Describe within a few paragraphs the proposed program under consideration and its overall purpose, including the following.

The purpose of this new graduate concentration is to add additional offerings in the specific area of journalism education, a key discipline for our college (1 of 4 undergraduate departments). Graduates in this space are increasingly expected to possess data and digital skills to be successful in their jobs in a changing journalism landscape (truth, trust, bias, safety, etc.). This program aligns with the mission of the College of Journalism (CJC), which includes educating the next generation of journalists who can rebuild the public’s trust in media and act in the public’s interest.

According to the 2021 Survey of Journalism and Mass Communication Enrollments (2023) published in the peer-reviewed journal *Journalism and Mass Communication Educator*, enrollment in communications-focused graduate degree programs has remained stable since 2015. However, “there has been an increase in the number of students enrolled in [graduate] journalism sequences – continuing a trend observed in the 2018 survey (p. 70).” As of 2021, the two sequences enrolling the most graduate students are Strategic Communications at 36.2% (Note: we already have an existing concentration in strategic communications) and Journalism at 31.1%. This program will be a concentration under an existing approved Master of Arts in Mass Communication (CIP 09.0102) at the University of Florida. This is a 37-credit program with the course requirements listed below:

A. JOURNALISM CORE. 16 CREDITS REQUIRED

MMC6936	Principles of Journalism	3
MMC6936	Reporting and Writing for Digital, Audio & Video	3
MMC6936	Multimedia Editing	3
MMC6936	Social Media for Journalists	3
MMC6456	Data Storytelling and Visualization	4

B. MAMC CORE. 6 CREDITS REQUIRED

MMC6421	Research Methods in Mass Communication	3
MMC6400	Mass Communication Theory	3

C. ELECTIVES. 12 CREDITS REQUIRED.

D. CAPSTONE. 3 CREDITS REQUIRED.

MMC6936	Capstone Project	3
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In this program, students will explain the role and apply principles and laws of a free press, identify key events in the history of journalism, and trends in artificial intelligence and current digital media. Students will master the latest reporting, writing, and technical skills for traditional journalism, digital media, and various genres of storytelling across a variety of multimedia platforms. They will also exhibit respectful collaboration and professional ethical principles and work in the pursuit of truth, accuracy, and fairness. Doing so includes thinking critically, independently, and creatively when creating and evaluating both their own work and that of others. Further, students will apply tools and technologies appropriate for various communications professions including social media management and digital marketing. Finally, students will conduct relevant research, find and interview sources, and present stories in a clear and concise manner.

Upon successful completion of this course, students will be able to:

1. Apply the principles of free speech and a free press.
2. Master the latest reporting, interviewing, storytelling, writing, editing, and technical skills for journalism, digital and social media.
3. Practice professional ethics and collaboration in the pursuit of truth, accuracy, fairness, diversity, and inclusion.
4. Analyze historical and current information to identify key events, trends, and potential stories.
5. Provide editing, evaluation, coaching, and helpful feedback to improve writing for publishing.
6. Relate theories of mass communication to current topics in digital journalism and storytelling.

In the past twenty years, the rise of the internet has had a profound impact on the field of journalism and the work of journalists. Many people were quick to declare the death of journalism and many communication programs reacted by removing the term “journalism” from the names of their courses and programs. However, journalism did not die. Instead, it evolved, and we aim to address the modern needs of both journalists and citizens with a modern approach that will allow graduates to succeed in a variety of environments from traditional news outlets to independent local news sources. In addition, the content-producing skills gained in this program can be applied to all areas of content creation, whether in traditional journalistic outlets or in corporate media and marketing communications.

B. If the proposed program qualifies as a Program of Strategic Emphasis, as described in the Florida Board of Governors 2025 System Strategic Plan, indicate the category.

• **Critical Workforce**

- Education
- Health
- Gap Analysis

• **Economic Development**

- Global Competitiveness
- Science, Technology, Engineering, and Math (STEM)

Does not qualify as a Program of Strategic Emphasis.

C. Indicate if the program qualifies for the Programs of Strategic Emphasis Waiver.

- Yes
- No

If yes, the provost or their designee should contact Board staff to discuss prior to requesting any changes to the program.

CIP CODE	CIP TITLE	CATEGORY
11.0101	Computer and Information Sciences	STEM
11.0103	Information Technology	STEM
14.0801	Civil Engineering	STEM
14.0901	Computer Engineering	STEM
14.1001	Electrical and Electronics Engineering	STEM
27.0101	Mathematics	STEM
40.0801	Physics	STEM
52.0301	Accounting	GAP ANALYSIS
52.0801	Finance	GAP ANALYSIS
52.1201	Management Information Systems	STEM

D. If the program qualifies as a Program of Strategic Emphasis, provide a justification for charging higher tuition for this program.

Not applicable – as the program will be charging the same tuition as published state rates for in-state students and lower tuition than published state rates for out-of-state students.

<https://www.fa.ufl.edu/directives/2022-23-academic-year-tuition-and-fees/>

Institutional and State-Level Accountability

II. Need and Demand

A. Describe the workforce need for the proposed program. The response should, at a minimum, include the following.

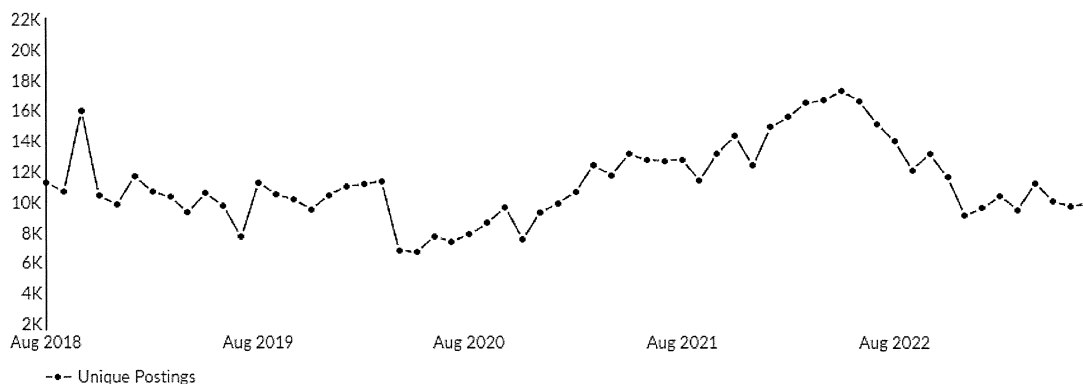
The target audience includes adults working in the field looking to upskill, adults looking to break into the field, and adults working in the field without any formal training (but in need of it). Although a master's degree in journalism is not a standard prerequisite for employment in this field, the CJC has hundreds of bachelor's level graduates, and we continually receive requests for master's level education. Journalists who entered the field prior to the rise of the internet seek additional training on topics like digital platforms, data storytelling, social media, and multimedia reporting. There are also people working as reporters who did not receive a traditional journalism undergraduate degree and these individuals seek a better understanding of new technologies and reporting practices. For individuals working in the field and hoping to advance their careers, an advanced degree from a highly reputable college like UF CJC will help bolster their credentials and help them acquire skills in areas like editing, theory, and research which are necessary for advanced jobs. An additional market is for liberal-arts undergraduates who are looking to add tangible skill sets and experience in communications and digital content creation. We will draw students from the thousands of graduates from our undergraduate journalism program. We will also attract graduates from other programs who are interested in advancing their careers, switching into this career field, or starting their own news service. Our advantages are the cutting-edge curriculum, rigor, and design of courses, reputation, history of job placement, and integration of key digital skills necessary for many roles in the field. Lightcast market analysis software (LMAS) shows that CIP code of 09.0102 (communication and media studies) is connected to 9 occupations that had more than 10,000 job openings in 2021 (see Table 1 below).

US Job Outlook

According to the US Bureau of Labor Statistics (USBL), these occupations typically require only a bachelor's degree. Given that this is a new MS concentration, the initial job posting data based upon the above occupations was filtered for jobs seeking a master's degree (Table 2). With this filter, there were 688,459 unique job postings during the past five years, although the

number of unique monthly postings has dropped 12.2% - from 11,280 to 9,904 from July 2018 to July 2023 (Figure 1).

Figure 1. Monthly Unique Job Postings related to Journalism Occupations seeking Master’s Degree July 2018 – July 2023



Source: Lightcast – 8/29/2023

There are two important things to note about this data:

1. The list of jobs from Table 2 and Table 3 highlights an issue when we include marketing occupations in this job search. Most of the jobs that come up are related to the huge demand in that occupational sector. If you remove the marketing occupations from the filter, the number of unique jobs from July 2018 to July 2023 drops 72% - from 688,000 to 193,000. From this data, although there is demand for degrees in more traditional journalism jobs, there is even greater demand in the marketing sector, which may provide support for a master’s in journalism with a specialization in digital media communication. It should be noted that an additional source of students would be individuals who pursued other undergraduate majors and have since entered the journalism/digital storytelling field and are interested in formal skills training in these areas.
2. When you remove the master’s degree filter, total unique jobs during the same five-year period exceeds 4.3 million over the past five years (Figure 2). The master’s degree filter removed 84% of unique job postings. This data supports the CJC’s assertion that there is a large population of employees that could potentially look to upskill to improve their resume within these broad occupational categories. A list of the top job postings without filtering for a master’s degree are included in table 3.

Table 1. US Outlook for Journalism Related Occupations 2021-2031

Occupation	2021 Jobs	2031 Jobs	% Change
Market Research Analysts and Marketing Specialists	766,759	1,022,432	33%
Marketing Managers	289,602	386,975	34%
Public Relations Specialists	267,387	326,131	22%
Producers and Directors	151,541	188,938	25%
Editors	95,227	114,474	20%
Public Relations Managers	65,287	78,994	21%
Writers and Authors	52,578	64,712	23%
Technical Writers	47,917	55,144	15%
News Analysts, Reporters, and Journalists	40,691	43,335	6%
Total	1,776,989	2,281,136	28%

Source: Lightcast – 8/29/2023

Table 2. Total Job Posting Data for Top 20 Job Titles Seeking a master's degree Related to CIP code 09.0102 – Unique Postings Only – July 2018 – July 2023

Job Title (including marketing occupation)	Unique Job Postings	Job Title (not including market occupations)	Unique Job Postings
Product Managers	43,197	Technical Writers	7,086
Marketing Product Managers	14,790	Directors of Development	5,613
Marketing Managers	12,845	Medical Writers	4,732
Directors of Product Management	12,553	Communications Specialists	3,242
Directors of Marketing	7,157	Communications Managers	2,828
Technical Writers	7,086	Directors of Communications	2,087
Directors of Development	5,613	Proposal Writers	2,030
Technical Product Managers	5,593	Order Writers	1,754
Digital Product Managers	5,361	Communications Directors	1,606
Category Managers	4,791	Major Gifts Officers	1,513
Medical Writers	4,732	Principals	1,489
Directors of Product Marketing	4,135	Marketing and Communications Managers	1,362
Digital Marketing Managers	4,050	Directors of Marketing and Communications	1,217
Vice Presidents of Marketing	3,769	Outreach Coordinators	1,136
Global Product Managers	3,298	Marketing Communications Specialists	1,071
Communications Specialists	3,243	Public Affairs Specialists	1,061
Global Marketing Directors	3,117	Grants Managers	971
Principle Product Managers	2,860	Associate Directors of Development	959
Associate Brand Managers	2,843	Copywriters	956
Communications Managers	2,830	Technical Writers/Editors	944

Source: Lightcast – 8/29/2023

Table 3. Total Job Posting Data for Top 20 Job Titles Seeking Related to CIP code 09.0102 – Unique Postings Only – July 2018 – July 2023

Job Title (including market research analysts as occupation)	Unique Job Postings	Job Title (not including market research analysts as occupation)	Unique Job Postings
Product Manager	154,031	Technical Writers	90,404
Marketing Managers	91,233	Copywriters	42,614
Technical Writers	90,054	Communications Specialists	34,502
Marketing Coordinators	82,727	Directors of Development	23,262
Marketing Specialists	51,891	Communications Managers	21,489
Marketing Product Managers	47,227	Proposal Writers	14,506
Copywriters	42,692	Communications Coordinators	14,062
Marketing Assistants	40,595	Content Writers	12,604
Digital Marketing Managers	35,380	Producers	12,131
Communications Specialists	34,510	Outreach Coordinators	10,622
Digital Marketing Specialists	33,317	Content Strategists	9,842
Social Media Managers	29,124	Reporters	9,743
Marketing Associates	26,665	Marketing Communications Specialists	9,566
Directors of Product Management	25,917	Multimedia Journalists	9,541
Directors of Marketing	24,405	Medical Writers	9,463
Directors of Development	23,265	Editors	9,255
Communications Managers	21,495	Public Relations Managers	9,130
Technical Product Managers	20,759	News Producers	8,997
Social Media Specialists	19,956	Community Managers	8,412
Digital Product Managers	18,970	Directors of Communications	8,123

Source: Lightcast – 8/29/2023

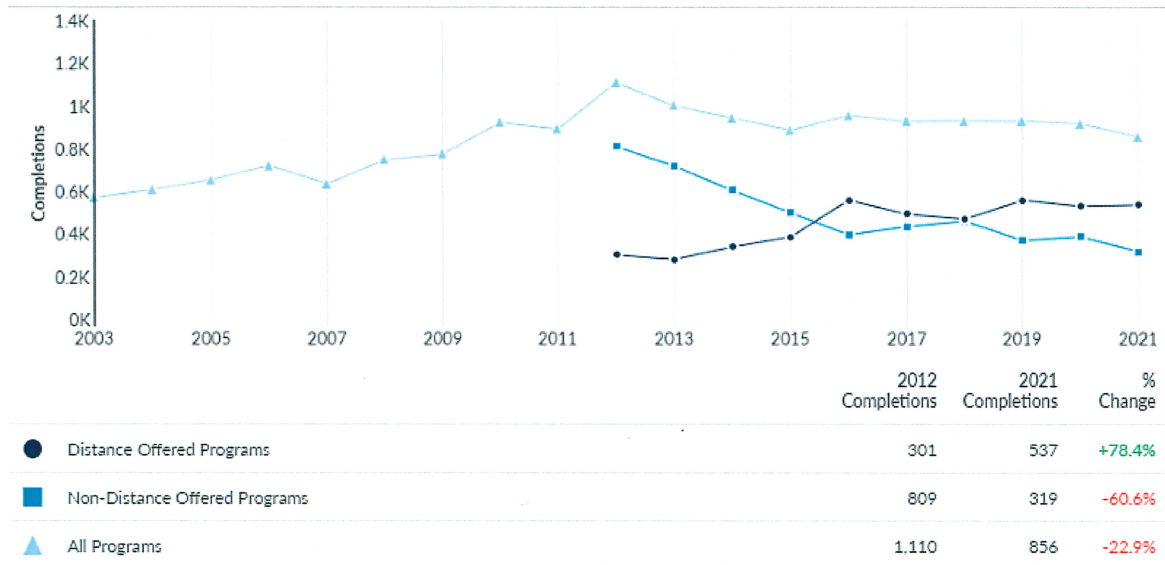
Academic Outlook

We used integrated postsecondary education data system (IPEDS) data for all journalism master's degrees within CIP code 09.0102, Mass Communication/Media Studies. The number of total degree completions in 2021 was 856 (Table 4). Sixty-three percent of these completions were done online. Although there has been a significant decline in on-campus completions, online programs completions have grown 78.4% since 2012 (Figure 4). In 2021, the UF CJC graduated 129 students, and currently controls the greatest share of this market (15%). Further, the ratio of annual degree completions to annual job postings for positions seeking a master's degree is highly favorable – 162,379 unique postings in 2021 to 856 graduates – suggesting that continuing to offer specialized degrees in this area is appropriate to meet demand of both potential students and employers. Even when eliminating marketing occupations from the analysis, the ratio is still favorable – 41,915 unique postings in 2021 to 856 graduates. Given the job data above, and the available degree completion data, we feel that with appropriate marketing by the college, the program will serve an important workforce need and should be able to enroll a sufficient number of students to meet cost recovery requirements of self-supporting status.

Table 4. Master’s Degree Program Completions in CIP Code 09.0102 – Academic Year 2021

Program Type	Completions 2020	% Completions	Institutions 2020	% Institutions
All Programs	856		57	
Distance	537	63%	14	25%
Non-Distance	319	37%	43	75%

Figure 4. Academic Program Annual Completions In CIP Code 09.0102 Communication and Media Studies by Modality 2003 – 2021



National and Florida Workforce Demand

In the table below, provide occupational linkages or jobs graduates will be qualified to perform based on the training provided for the proposed program that does not currently appear in the most recent version of the Search by CIP or SOC Employment Projections Data Tool provided periodically by Board staff.

Table 5. Occupational Linkages for the Proposed Program

SOC Code (XX-XXXX)	Occupation Title	Source / Reason for Inclusion
27-2012	Producers and Directors	Identified by Lightcast market analysis software as a potential link to CIP code 09.0102 and confirmed as accurate by content experts at the College of Journalism
13-1161	Market Research Analysts and Marketing Specialists	Identified by Lightcast market analysis software as a potential link to CIP code 09.0102 and confirmed as accurate by content experts at the College of Journalism
27-3042	Technical Writers	Identified by Lightcast market analysis software as a potential link to CIP code 09.0102 and confirmed as accurate by content experts at the College of Journalism
11-2021	Marketing Managers	Identified by Lightcast market analysis software as a potential link to CIP code 09.0102 and confirmed as accurate by content experts at the College of Journalism
27-3031	Public Relations Specialists	Identified by Lightcast market analysis software as a potential link to CIP code 09.0102 and confirmed as accurate by content experts at the College of Journalism

Data collected from Lightcast market analysis software, US Bureau of Labor Statistics
Date Retrieved: 08/29/2023

Complete the table below and summarize its contents in narrative form. Include data for all linked occupations, including those in the table above. Use data from the Search by CIP or SOC Employment Projections Data Tool provided periodically by Board staff.

Table 6. Labor Market Demand, CIP Code 09.0102

Occupations	Percent Change in Job Openings		Annual Average Job Openings		Total # of New Jobs		Education Level Needed for Entry
	FL 2021-31	U.S. 2021-31	FL 2021-31	U.S. 2021-31	FL 2021-31	U.S. 2021-31	
11-2032 - Public Relations Managers*	19%	21%	355	7,569	607	13,707	At least Bachelors
25-1122 - Communications Teachers, Postsecondary	12%	7%	858	3,200	118	2,500	Doctoral or Prof. degree
27-3023 - News Analysts, Reporters, and Journalists	5%	6%	375	6,436	128	2,644	At least Bachelors
27-3041 - Editors	27%	20%	487	13,814	841	19,247	At least Bachelors
27-3043 - Writers and Authors	43%	23%	368	7,464	891	12,134	At least Bachelors
27-2012 - Producers and Directors	14%	25%	812	20,554	956	37,397	At least Bachelors
13-1161 - Market Research Analysts and Marketing Specialists	41%	33%	7,903	115,607	19,591	255,673	At least Bachelors
27-3042 - Technical Writers	16%	15%	306	5,746	405	7,227	At least Bachelors
11-2021 - Marketing Managers	39%	34%	1,950	41,082	5,035	97,373	At least Bachelors
27-3031 - Public Relations Specialists	19%	22%	2,279	32,639	3,712	58,744	At least Bachelors

Data collected from Lightcast market analysis software, US Bureau of Labor Statistics
Date Retrieved: 08/29/2023

Labor Market Demand Narrative:

The CIP-SOC crosswalk includes five occupations linked to CIP code 09-0102 (see the first 5 occupations in Table 6). Five additional occupations were identified as occupations of interest based on faculty feedback and analysis using Lightcast market analysis software (see Table 6). The data from Lightcast pulls from several federal sources, including the US Bureau of Labor Statistics, and we consider this a premium tool for determining the nature and size of the market. Unique job postings in the state of Florida from the past five years are available in table seven below.

Table 7. *Florida Job Posting Data for Top 20 Journalism Related Occupations Seeking a master's degree – Unique Postings Only – July 2018 – July 2023*

Job Title (including market research analysts as occupation)	Unique Job Postings	Job Title (not including market research analysts as occupation)	Unique Job Postings
Product Managers	1,207	Directors of Development	310
Marketing Managers	643	Technical Writers	260
Directors of Product Management	430	Communications Managers	132
Directors of Marketing	368	Medical Writers	127
Marketing Product Managers	331	Order Writers	126
Directors of Development	310	Communications Specialists	108
Digital Marketing Managers	265	Directors of Communications	103
Technical Writers	260	Proposal Writers	92
Category Managers	248	Public Relations Managers	73
Vice Presidents of Marketing	229	Marketing and Communications Managers	68
Marketing Coordinators	217	Technical Writers/Editors	63
Digital Product Managers	212	Marketing Communications Specialists	57
Marketing Directors	144	Associate Directors of Development	55
Technical Product Managers	137	Assistant Directors of Annual Giving	52
Communications Managers	131	Community Relations Coordinators	51
Order Writers	121	Major Gifts Officers	45
Medical Writers	121	Public Information Specialists	45
Directors of Product Marketing	114	Marketing Communications Managers	43
Directors of Product Development	113	Directors of Philanthropy	43
Marketing Analysts	109	Directors of Marketing and Communications	41

III. Self-Supporting and Market Tuition Rate Programs

A. Provide supporting documentation in a separate attachment that serves as evidence that the proposed program will not supplant any existing similar or equivalent E&G degree offering. Describe the evidence in narrative form below. *Note that Board Regulation 8.002 considers a program similar if it is offered under the same CIP code as one funded under the E&G budget entity.*

The CJC does not offer equivalent E&G programs under CIP code 09.0201. However, despite the growth of online self-supporting programs at the CJC, overall enrollment in traditional face-to-face, E&G graduate programs has not significantly changed (see Table 8).

Table 8. Enrollment in CJC E&G and Self-Supporting Programs, 2016-2022

Program Type	Fall 2016	Fall 2022
E&G Programs	98	91
Self-Supporting Programs	153	805

B. If the proposed self-supporting or market tuition rate program will be a track under an existing E&G program or has a similar existing E&G program, provide a side-by-side tuition and fee comparison in the table below. Provide a link to the university's website that provides students with information about financial assistance and obligations for repayment of loans for these programs.

Not applicable because the program will not be a track under an existing E&G program or is not similar to an existing E&G program.

C. Explain whether the program leads to initial licensing or certification in occupational areas identified as a state critical workforce need. If so, which licenses and certifications will graduates receive upon completion, and explain why implementing the program as self-supporting or market tuition rate is the best strategy to increase the number of graduates in the state.

This program does not lead to initial licensing or certification in occupational areas identified as a state critical workforce need.

IV. Estimate of Investment

Use Appendix A – Table 3B to provide projected costs and associated funding sources for Year 1 and Year 5 of program operation. In narrative form, describe all projected costs and funding sources for the proposed program(s). Data for Year 1 and Year 5 should reflect snapshots in time rather than cumulative costs.

V. Required Appendices

The appendices listed in tables 1 & 2 below are required for all proposed degree programs except where specifically noted. Institutions should check the appropriate box to indicate if a particular appendix is included to ensure all program-specific requirements are met. Institutions may provide additional appendices to supplement the information provided in the proposal and list them in Table 2 below.

Table 1. Required Appendices by Degree Level

Appendix	Appendix Title	Supplemental Instructions	Included Yes/No	Required for Degree Program Level		
				Bachelors	Masters/ Specialist	Doctoral/ Professional
A	Tables 1B & 3B	Complete only tables 1B & 3B of the file	Yes		X	X
D	Letters of Support or MOU from Other Academic Units	Required only for programs offered in collaboration with multiple academic units within the institution	Yes		X	X
H	Attestations for Self-Supporting and Market Tuition Rate Programs	Required only for self-supporting or market tuition rate programs	Yes		X	X

Table 2. Additional Appendices

Appendix	Appendix Title	Description
A	Budget and Headcount Projections	Sheet 1b and 3b
D	Approval of residual self-supporting revenue	Internal Memo
H	Attestations for self-supporting programs	

APPENDIX A
TABLE 1-B
PROJECTED HEADCOUNT FROM POTENTIAL SOURCES
(Graduate Degree Program)

Source of Students (Non-duplicated headcount in any given year)*	Year 1 HC	Year 1 FTE	Year 2 HC	Year 2 FTE	Year 3 HC	Year 3 FTE	Year 4 HC	Year 4 FTE	Year 5 HC	Year 5 FTE
Individuals drawn from agencies/industries in your service area (e.g., older returning students)	9	4.5	18	9	30	15	49	24.5	50	25
Students who transfer from other graduate programs within the university**	0	0	0	0	0	0	0	0	0	0
Individuals who have recently graduated from preceding degree programs at this university	2	1	4	2	5	2.5	7	3.5	10	5
Individuals who graduated from preceding degree programs at other Florida public universities	2	1	4	2	5	2.5	7	3.5	10	5
Individuals who graduated from preceding degree programs at non-public Florida institutions	0	0	0	0	0	0	0	0	0	0
Additional in-state residents***	0	0	0	0	0	0	0	0	0	0
Additional out-of-state residents***	2	1	4	2	5	2.5	7	3.5	10	5
Additional foreign residents***	0	0	0	0	0	0	0	0	0	0
Other (Explain)***	0	0	0	0	0	0	0	0	0	0
Totals	15	7.5	30	15	45	22.5	70	35	80	40

* List projected annual headcount of students enrolled in the degree program. List projected yearly cumulative ENROLLMENTS instead of admissions.

** If numbers appear in this category, they should go DOWN in later years.

*** Do not include individuals counted in any PRIOR category in a given COLUMN.

**APPENDIX A
TABLE 3B
CONTINUING EDUCATION, SELF-SUPPORTING
AND MARKET RATE PROGRAM BUDGET**

Institutions may edit the table below as applicable to their specific program and circumstances. The general headings (in bold) should serve as a guide, but institutions may edit the information below the headings as needed or desired. Detailed definitions are located at the bottom of the table. The Description or Explanation column is optional and should not replace the narratives required in the new degree program proposal.

Category	Year 1	Year 5	Description or Explanation - If Needed
Tuition			
Program Tuition (Full Cost to the Student)	\$5,384.76	\$5,384.76	0.5 FTE per head count, 12 credits per year
Program Tuition (Per Credit Hour)	\$448.73	\$448.73	
Headcount	15.00	80.00	
Total Tuition Revenue	\$80,771.40	\$430,780.80	Note that the college has approved 175,000 of self-supporting residual start up funds for this program, which we expect will be revenue neutral by year 2 and the start up funds to have been repaid by year 4
Faculty Salaries and Benefits			
Faculty Salaries	\$24,000.00	\$74,000.00	Faculty will be compensated \$2,000 per credit (so for example, 3 credit courses = \$6,000) 4 3-credit courses year 1, 11 3-credit, 1 4-credit courses by year 5
Program Director/Department Chair	\$5,000.00	\$25,000.00	Director oversees 8 concentrations, so we will calculate effort based on a year five max effort towards this program of 12.5% (1/8). We expect effort will be less in year 1 (2.5%) and will grow to a max of 12.5% in year 5
Total Faculty Salaries	\$29,000.00	\$99,000.00	
Staff and Administrative Support			
USPS Staff	\$8,400.00	\$50,000.00	The CJC self-supporting programs have several support staff that help administer the 8 CJC concentrations. We calculate their effort based on a year five max effort towards this program of 12.5% (1/8). We expect effort will be less in year 1 (2.5%) and will grow to a max of 12.5% in year 5
A&P Staff	\$0.00	\$0.00	
OPS Staff	\$0.00	\$0.00	
Assistantships and Fellowships	\$0.00	\$0.00	
Total Staff and Administrative Support Costs	\$8,400.00	\$50,000.00	
Programmatic Expenses			
Marketing & Promotions	\$18,750.00	\$18,750.00	This is the CJC total annual marketing budget divided by the number of concentrations at CJC (8)
Course Development	\$38,000.00	\$10,000.00	Cost is to develop new courses in Year 1 and maintenance of courses in Year 5
Other Programmatic Expenses - Please Explain	\$25,000.00	\$35,000.00	program-specific marketing & sponsorships, special events, and other misc. operating expenses
Total Programmatic Expenses	\$81,750.00	\$63,750.00	
Overhead Costs			
Taxes	\$15,489.50	\$27,657.50	RCM tax at 13% - no college tax
			Note that the college has approved 175,000 of self-supporting residual start up funds for this program, which we expect will be revenue neutral by year 2 and the start up funds to have been repaid by year 4
Total Overhead Costs	\$15,489.50	\$27,657.50	
Total Program Costs	\$134,639.50	\$240,407.50	

Definitions	
Faculty Salaries and Benefits	The total amount of faculty salaries and benefits that will be attributed to this program. Because the program is funded through an auxiliary budget source. A separate line was added to reflect the portion of the Program Director/Department Chair's salary and benefits that are funded through this program. Institutions may further edit the expenses as needed to reflect the unique nature of their program.
Staff and Administrative Support Costs	Includes all non-faculty personnel costs, including benefits, that will be directly and indirectly attributed to this program. Not all categories may be applicable to every program.
Programmatic Expenses	Includes all non-personnel costs that will be directly and indirectly attributed to this program. Institutions may edit the categories in the template to best reflect the programmatic expenses for each program.
Overhead Costs	Any institutional overhead costs associated with the program should be reflected in the table. This can include startup costs, program administration fees, or other fees not represented elsewhere in the table that are attributed to the program from other units within the institution.



DIVISION OF GRADUATE STUDIES

PO BOX 118400 - WEIMER HALL
Gainesville FL 32611-8400
Phone: (352) 273-1486

INTERNAL MEMO

January 3, 2023

Colleagues,

As you know, a new master's concentration in Digital Journalism and Multimedia Storytelling has been proposed for the online self-funded graduate program (Academic Approvals Request #17594). This memo is to notify all key stakeholders that the college approves the use of residual self-funded revenue as startup funds for this new concentration. These startup funds are anticipated to be approximately \$175,000. These funds are on-hand (Distance OH Account 52S4442) and available for use. Your signature on this memo acknowledges your understanding that the college will use existing residuals from our self-funded program as startup funds for this new concentration. These funds are being made available as a "loan" and will be repaid from future residual tuition income generated by the new concentration.

Evan Kropp, Ph.D.
Executive Director, Distance Education
College of Journalism and Communications

Hub Brown 1/3/2023 | 3:48 PM EST
Hub Brown
Dean

Spiro Kioussis 1/3/2023 | 2:44 PM EST
Spiro Kioussis, Ph.D.
Executive Dean

Robyn Goodman 1/3/2023 | 2:29 PM EST
J. Robyn Goodman, Ph.D.
Associate Dean of Graduate Studies

Cc: Ted Spiker, Professor and Chair – Department of Journalism.

TS



Appendix H – Attestations for Self-Supporting or Market Tuition Rate Programs

Instructions: *Please attest to the items below for the proposed self-supporting or market tuition rate programs.*

Please check one of the options below.

- The proposed program will be similar to or a track under an existing E&G program.
- The proposed program is not intended to be a track under an existing E&G program or similar to an existing E&G program.

For a program that will be a track under an existing E&G program or similar to an existing E&G program, the institution attests to the following:

- The institution will provide students with a side-by-side tuition and fee comparison and publicize this information on the institution's public-facing website and any non-public websites or applications that provide information about the program.
- The institution will provide students with information about financial assistance and obligations for repayment of loans for these programs.
- Admissions, graduation criteria, and academic standards for the proposed self-supporting or market tuition rate program align with the criteria and standards for similar or equivalent existing E&G programs.
- Similar or equivalent existing E&G programs will not be closed as a result of the new program unless prior approval is obtained from the Board of Governors.

For a proposed self-supporting program, the institution attests to the following:

- Tuition and fees charged for the proposed self-supporting program will be sufficient to offset the full instructional cost of serving the student and shall not exceed the existing approved tuition and out-of-state fees for similar-level courses.

For a proposed market tuition rate program, the institution attests to the following:

- Offering the proposed program at a market tuition rate will not increase the state's fiscal liability or obligation.



**COMMITTEE ON ACADEMIC, FACULTY
AND STUDENT SUCCESS, PUBLIC RELATIONS AND STRATEGIC
COMMUNICATIONS
ACTION ITEM AFSSPRSC3
March 7, 2024**

SUBJECT: Instructional Site – Jacksonville Site

BACKGROUND INFORMATION

The University of Florida plans to operate Jacksonville Site as an Instructional Site that will provide clearly defined programs and services, such as research and public service, and reflects a permanent commitment by the university for the foreseeable future. The Jacksonville site will offer courses from the Colleges of Business and Engineering that will lead to graduate degrees.

PROPOSED COMMITTEE ACTION

The Committee on Academic, Faculty and Student Success, Public Relations and Strategic Communications is asked to approve the Instructional Site for Jacksonville as indicated on the attached proposal for recommendation to the Board of Trustees for approval on the Consent Agenda.

ADDITIONAL COMMITTEE CONSIDERATIONS

Board of Governors approval is required.

Supporting Documentation Included: To be provided.

Submitted by: J. Scott Angle, Provost and Senior Vice President for Academic Affairs

Approved by the University of Florida Board of Trustees, March 8, 2024

Morteza “Mori” Hosseini, Chair

Ben Sasse, President and Corporate Secretary

Request to Change the Name of a Center/Institute

Over the life of a Center or Institute the need or interest in changing the name may occur. To request such a name change, complete the information below and forward to the Provost's Office, PO Box 113175. The name change is contingent upon approval from the Provost.

Center/Institute Original Name:

UF Informatics Institute

Proposed New Center/Institute Name:

UF Interdisciplinary Informatics and Artificial Intelligence Research Institute

Brief Explanation for the Name Change:

The UF Informatics Institute was created by the UF Office of Research to facilitate cross-college research activities in the areas of data science, data analytics, and computational science, all described within the banner of "Informatics." In recent years, the prominence of artificial intelligence has greatly accelerated, particularly at UF within the AI Initiative. Within this context, the Informatics Institute took on much of the activities centered around interdisciplinary AI research. This name change simply recognizes this significant shift in emphasis and assists in efforts to recruit faculty and students with interests in this area.

Director Date

Dean Date

David Norton 11/13/2023 | 12:35 PM EST

Vice President (as appropriate) Date

[Signature] 11/16/2023 | 9:27 AM EST

Provost Date

Approved Disapproved

For Provost's Office Use Only

Copy to requesting Center: (date) 11-16-23



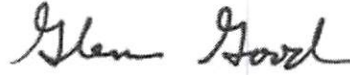
Copy to Institutional Research: (date) 11-16-23

Form 1

CSEveryone

Proposed Implementation Date July 1, 2024

The submission and signing of a proposal to initiate a State of Florida institute/center or the establishment of a University institute/center constitutes a commitment by the university(ies) to ensure that the institute/center's activities support the stated mission(s) and goals of the institution(s).

<u>University of Florida</u> University Submitting Proposal	 President	 Date
	 Provost	<u>1/4/2024</u> 2:37 PM EST Date
<u>University</u> Type of Institute/Center	 Senior Vice President	 Date
<u>7/1/2024</u> Proposed Implementation Date	<u>David Norton</u> Vice President for Research	<u>12/20/2023</u> 2:52 PM EST Date
<u>13</u> Associated Discipline (2-digit CIP)	 Dean of School or College	<u>12/20/2023</u> Date
<u>Maya Israel</u> Proposed Institute/Center Director (if known)	<u>9/1/23</u> Date	<u>George C Kolby Jr.</u> Vice President and Chief Financial Officer (as appropriate)
		<u>1/4/2024</u> 2:33 PM EST Date
	 Other President(s)/ Administrator(s)	 Date (as appropriate)

Form 2

Institute/Center Data

Directory Information			
I/C Name:		The CSEveryone Center for Computer Science Education	
I/C Code:	University:	University of Florida	I/C Type:
I/C Director:			Discipline(s) (2-Digit CIPs):
Dr. Maya Israel			
I/C Address: 2403 Norman Hall PO Box 117048 University of Florida Gainesville, FL 32611			
I/C Telephone:		I/C E-Mail Address:	
(352) 273-4240			
I/C SUNCOM:	N/A	I/C Web Site Address:	https://cseveryone.org/
I/C FAX:	N/A	Affiliated Universities:	N/A

Mission and Areas of Focus

<p>Mission Statement: (No more than 120 words)</p>	<p>The CSEveryone Center is an interdisciplinary center founded upon the belief that all K-12 students deserve access to Computer Science (CS)/Artificial Intelligence (AI) education. CSEveryone focuses on three broad areas: 1. Availability of CS/AI Education: Multiple entry points to CS/AI education including teacher preparation courses, CS certification teacher exam preparation, microcredentials, and integration of CS/AI education into teacher preparation courses; 2. Expansion of CS/AI Education: National engagement and collaboration to support scalability of CS/AI education including development of online communities of practice and state and school district support, professional development, and engagement of a broad range of stakeholders for K-12 CS/AI implementation; and 3. Research and Development in CS/AI Education: Develop technological innovations and advance understanding of research-based practices that promote access and inclusion of all learners in K-12 CS/AI education.</p>
Key Terms:	Computer Science, Artificial Intelligence, Teacher Preparation, Microcredentials

New Center MOU

CSEveryone Center for Computer Science Education (“CSEveryone Center”)

Proposed New Center

The proposed new university center is the **CSEveryone Center for Computer Science Education** (“CSEveryone Center”) will be housed at the University of Florida under the School of Teaching and Learning (STL) in the College of Education (COE).

Mission

The CSEveryone Center is an interdisciplinary center founded upon the belief that all K-12 students deserve access to Computer Science (CS)/Artificial Intelligence (AI) education.

CSEveryone focuses on three broad areas:

1. **Availability of CS/AI Education:** Multiple entry points to CS/AI education including teacher preparation courses, CS certification teacher exam preparation, microcredentials, and integration of CS/AI education into teacher preparation courses;
2. **Expansion of CS/AI Education:** National engagement and collaboration to support scalability of CS/AI education including development of online communities of practice and state and school district support, professional development, and engagement of a broad range of stakeholders for K-12 CS/AI implementation; and
3. **Research and Development in CS/AI Education:** Develop technological innovations and advance understanding of research-based practices that promote access and inclusion of all learners in K-12 CS/AI education.

Leadership

The dean of the COE shall appoint and evaluate the inaugural director of the center. Thereafter, the COE dean and/or their designee shall evaluate the director on an annual basis to determine if continuation of the director in the role is supported by the productivity and stature of the center. The leadership of the center may include a co-director, appointed by the director and in consultation with the COE dean and/or their designee. Center leadership will develop necessary protocols (e.g., approval of affiliate faculty) needed by the center.

Center Advisory Board

The director of the center will establish an advisory board with the following roles, terms, and authority: The center’s advisory board will include 7-8 members for terms of two or more years. Advisory board members will be recruited to represent expertise needed to guide the vision and direction of the center, including K-12 teachers, teacher educators in institutions of higher education, philanthropic organizations, industry partners, school district administrators, and policy makers. The board will serve in an advisory role providing feedback, guidance, and sponsorship to the center leadership.

Administrative & Logistical Support for the Center

The initial administrative and logistical support for the center will be provided by the staff of the UF College of Education. Center leadership can submit a start-up funding budget for initial expenses that cannot be covered by existing center resources. Center leadership anticipates that

at the appropriate time (e.g., 4-7 years), the center will become self-sustaining and positioned to cover all center expenses.

Processing of Contracts & Grants and Overhead Funds

Pre- and post-award fiscal and administrative services as well as gift acquisition and management services will be provided by the appropriate COE unit (e.g., Office of Educational Research, Business Office, Advancement Office) without direct cost to the center until the center is positioned to generate fiscal resources at appropriate and consistent levels and has other funding sources to be self-sustaining. The COE dean will determine when the center is approved for IDC-generating status.

Review of the Center

The COE dean expects the center director to meet with the dean and/or their designee upon request to discuss the status of the center. The COE dean and/or their designee will facilitate review of the center as required by the college and the university.

CS FOR ALL								GRAND TOTAL
REVENUES	YEAR 1 - FY2025 - Administratively - Mature Status	YEAR 2	YEAR 3	YEAR 4	YEAR 5 STEADY STATE	YEAR 6		
Student/Module Participant Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Contract Grant Direct Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Indirect Cost Return Revenue (Center formula)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Indirect Cost Return Revenue (PI Formula)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Targeted Donor	\$ 1,547,929	\$ 2,069,870	\$ 2,107,997	\$ 2,161,196	\$ 2,277,080	\$ 2,332,868		
New Gift/Endowment	\$ 100,000	\$ 190,000	\$ 240,000	\$ 290,000	\$ 290,000	\$ 290,000		
Gift/Endowment Existing	\$ 20,000	\$ 20,600	\$ 21,218	\$ 21,855	\$ 22,510	\$ 23,185		
COE Seed Funding	\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ -		
Other (auxiliary, microcredentials, etc)	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000		
PROJECTED REVENUES	\$ 1,707,929	\$ 2,300,470	\$ 2,389,215	\$ 2,493,050	\$ 2,609,591	\$ 2,666,053		\$ 14,166,308
Expenditures								
	YEAR 1 - FY2025 -	YEAR 2	YEAR 3	YEAR 4	YEAR 5 STEADY STATE	YEAR 6		
Personnel								
Administration	\$ 157,333	\$ 162,053	\$ 166,914	\$ 171,922	\$ 177,079	\$ 182,392		
Teaching Resources	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Support	\$ 55,332	\$ 56,992	\$ 58,702	\$ 60,463	\$ 62,277	\$ 64,145		
Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Other Programmatic/Technical	\$ 810,102	\$ 1,198,125	\$ 1,245,900	\$ 1,295,489	\$ 1,346,960	\$ 1,400,380		
College Overhead Assessment (ETC)	\$ 18,783	\$ 38,693	\$ 39,854	\$ 41,049	\$ 42,281	\$ 43,549		
Benefits	\$ 323,631	\$ 435,283	\$ 448,839	\$ 462,817	\$ 477,231	\$ 492,094		
Non - Personnel								
Operating Expense	\$ 319,056	\$ 350,184	\$ 341,802	\$ 345,439	\$ 361,094	\$ 340,769		
College Overhead (ETC and Auxiliary Accountant Support)								
UF CORE Overhead Assessment	\$ 93,462	\$ 124,100	\$ 125,342	\$ 126,715	\$ 128,169	\$ 128,224		
Proposed College Subsidy for UF CORE Overhead	\$ (74,770)	\$ (74,460)	\$ (50,137)	\$ (25,343)	\$ -	\$ -		
PROJECTED EXPENDITURES	\$ 1,702,929	\$ 2,290,970	\$ 2,377,215	\$ 2,478,550	\$ 2,595,091	\$ 2,651,553		\$ 14,096,308
PROJECTED GIFT TAX	\$ 5,000	\$ 9,500	\$ 12,000	\$ 14,500	\$ 14,500	\$ 14,500		\$ 70,000
PROJECTED BALANCE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -
START CARRYFORWARD	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -
END CARRYFORWARD	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -
This is a scenario where "current use gift" is requested instead of an endowment								
TARGETED DONOR					OTHER NON TARGETED DONOR GIFTS			
\$	12,426,940	Size of current use gift across six years			\$	1,400,000	Size of current use gift across six years	
\$	434,943	Foundation Fee of 0.035			\$	70,000	Foundation Fee of 0.05	
\$	12,861,883	Total Ask of Donor			\$	1,470,000	Total	

0% Extramurally Funded - Sponsored Projects

Form 1a
Indirect Cost Return for Proposed Center

For UF Internal Use Only

The indirect cost return for a center in a college is subtracted from that received by the college. This is because all indirect costs are now returned to the colleges, minus costs of running central programs. This form is to establish what percentage (7.5% maximum), if any, the proposed center or institute will receive in indirect cost return.

INDIRECT COST ASSIGNMENT

Date: December 22, 2023

Institute or Center Name: CSEveryone

College: College of Education

Indirect Cost Return: YES _____% Return (max 7.5%) _____%
NO: X

Dean's Agreement:
(Use separate form for each college)



Dean's signature

EDC/cl

Projected Space Requirements (in square feet)


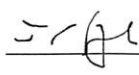
Projected Space Required by Source	Office	Laboratory	Conference Rooms	Other
From Existing Inventory	1794			
Rented				
New Construction				

The number shown above is net assignable (not gross)

Form 1

A Proposal for a
FINTECH RESEARCH CENTER
in the
Warrington College of Business

Proposed Implementation Date: February 1, 2024

<u>University of Florida</u> University Submitting Proposal	 _____ President	_____ Date
	 _____ Provost	<u>12/18/2023 11:24 AM EST</u> Date
<u>University Center</u> Type of Institute/Center	_____ Senior Vice President	_____ Date
<u>February 1, 2024</u> Proposed Implementation Date	<u>David Norton</u> _____ Vice President for Research	<u>12/13/2023 1:00 PM EST</u> Date
<u>Associated Discipline (2-digit CIP)</u>	<u>Saby Mitra</u> _____ Dean of School or College	<u>12/4/2023 2:55 PM EST</u> Date
<u>Andy Narayo</u> Proposed Institute/Center Director (if known)	<u>12/4/2023 2:53 PM EST</u> Date	<u>George C Kolby Jr.</u> _____ Vice President and Chief Financial Officer (as appropriate)
	_____ Other President(s)/ Administrator(s)	_____ Date (as appropriate)

Form Ia
Indirect Cost Return for Proposed Center

For UF Internal Use Only

The indirect cost return for a center in a college is subtracted from that received by the college. This is because all indirect costs are now returned to the colleges, minus costs of running central programs. This form is to establish what percentage (7.5% maximum), if any, the proposed center or institute will receive in indirect cost return.

INDIRECT COST ASSIGNMENT

Date: November 30, 2023

Institute or Center Name: FINTECH CENTER

College: Warrington College of Business

Indirect Cost Return: YES X % Return (max 7.5%) 7.5 %
NO _____

Dean's Agreement:
(Use separate form for each college)

Saby Mitra
Dean's signature

EDC/cl

Form 2

Institute/Center Data

Directory Information			
I/C Name:		FINTECH RESEARCH CENTER	
I/C Code:	University:	University of Florida	I/C Type:
I/C Director:			Discipline(s) (2-Digit CIPs):
Andy Naranjo			
Eugene F. Brigham Finance, Insurance & Real Estate Department			
I/C Address: Warrington College of Business			
P.O. Box 117168, University of Florida, Gainesville, FL 32611-7168			
I/C Telephone:	352.392.3781	I/C E-Mail Address:	
I/C SUNCOM:	None	I/C Web Site Address:	None
I/C FAX:	352.392.0301	Affiliated Universities:	None

Mission and Areas of Focus

<p>Mission Statement: (No more than 120 words)</p>	<p>The primary mission of the FinTech Research Center is to significantly expand WCB's capacity to: (1) conduct scientific research centered on FinTech and AI, (2) facilitate industry collaborations, (3) support educational programming, (4) develop cutting-edge tools and techniques, and (5) inform business and policy decision-making. This will be accomplished by championing research, education, and training opportunities, catalyzing faculty growth, and building relationships with industry, government, and the community at large.</p>
<p>Key Terms:</p>	<p>Financial Technology</p>

Form 3

I/C Code:		I/C Name: FINTECH RESEARCH CENTER				
Prepared By: Andy Naranjo and Mo Wang		Date: 30-Nov-23	Telephone: 352.392.3781			
Estimated Expenditures for the Institute/Center		FISCAL YEAR: 2023-2024				
		Budgetary Unit:* E&G				
		SUS Appropriated Funds	Contracts and Grants	Fees for Services	Private & Other (Specify)	Total
Salaries & Benefits	Faculty, TEAMS, & USPS				\$ 239,205.00	
Other	Housestaff				\$ -	
Personal	Graduate Assistants				\$ -	
Services	Other				\$ -	
Expenses					\$ 10,000.00	
Operating Capital Outlay						
Total Expenditures					\$ 249,205.00	
Positions and Rate		SUS Appropriated Funds	Contracts and Grants	Fees for Services	Private & Other (Specify)	Total
Faculty Positions (FTE in Personyears)						\$ -
TEAMS and USPS Positions (FTE in Personyears)						\$ -
Total Positions (FTE in Personyears)						\$ -
Sum of Salary Rates for These Faculty Positions						\$ 185,000.00
Sum of Salary Rates for These TEAMS and USPS Positions						\$ -
Sum of Salary Rates for Faculty, TEAMS, and USPS Positions						\$ 185,000.00

* Budgetary Unit: Specify E&G, IFAS, or UF-HSC

A Proposal for the
FINTECH RESEARCH CENTER

in the
Warrington College of Business

By

Andy Naranjo and Mo Wang

Eugene F. Brigham Finance, Insurance & Real Estate Department
Warrington College of Business
University of Florida Gainesville, FL 32611-7168

andy.naranjo@warrington.ufl.edu
mo.wang@warrington.ufl.edu

November 2023

Background

Financial technology (FinTech) is a major and rapidly growing factor in the global economy, business landscape, and fabric of modern society. FinTech covers the evolving intersection of financial services and technology. It is a catch-all term for any technology that is used to augment, streamline, digitize or transform the broad umbrella of financial services. These technologies include blockchain (crypto payments and currencies), mobile applications, artificial intelligence (AI), machine learning, and cloud-based data management. FinTech improves speed, security, customization, and mobile access to services and transactions. The breadth of tools, platforms, and services are used across nearly every business model.

FinTech plays an increasingly important role in personal and business day-to-day activities. Individuals use FinTech for everything from personal retail banking, mobile payments (e.g., Venmo, PayPal, and Zelle), wealth management (wealth-tech and invest-tech), insurance (insure-techs), to borrowing (lend-techs and peer-to-peer lending). Importantly, for an estimated nearly 2 billion people worldwide without bank accounts, FinTech has provided a unique opportunity to gain access to financial services without the need for a traditional brick-and-mortar bank, thereby improving equity, inclusion and access, and providing financial services access to the unbanked.

On the business side, banks are using FinTech for both back-end processes (e.g., behind-the-scenes monitoring of account activity) and consumer-facing solutions (e.g., apps used to check your balance or deposit a check electronically from your phone). Beyond well-established financial institutions and start-ups, big tech companies such as Apple, Google, and Facebook are also active in this financial services space -- providing infrastructure and technology that facilitates financial service transactions. Businesses rely on FinTech for payment processing, e-commerce transactions, and accounting.

Many new FinTech market entrants have focused on the business-to-consumer (B2C) space, while the next wave will provide significant innovations in the business-to-business (B2B) space – significantly altering business processes that will enhance efficiency, reduce costs, and create more resilient and secure processes and systems with the use of innovative encryption, AI, and machine learning technologies. Similarly, as regulations become more complex, a new class of services known as reg-techs is emerging that will utilize AI to analyze large volumes of regulatory data.

FinTech is a rapidly growing and highly important sector in Florida. Florida's diversified economic structure has enabled it to become a global player in the financial services and insurance industries. More than 370,000 professionals work in Florida's finance and insurance industries. This sector is also essential to Florida's economy, with the financial services industry being one of the State's fastest-growing sectors. Florida is home to more than 120 commercial banks representing nearly \$157 billion in assets under management. Miami, an international banking hub with more than 30 international banking regional headquarters and known as "Wall Street South," is Florida's largest FinTech cluster. The impact on Florida and beyond through being an international banking hub makes the Miami FinTech cluster especially important. Another highly important growth market is Jacksonville's investment-banking and financial services sector, which attracts financial

institutions to locate their investment banking hubs there for continuity and efficiency purposes.

In collaboration with business industry partners, our charge is to be an impactful hub for FinTech research and innovation that both helps to solve business FinTech needs and advances the industry. The proposed *FinTech Research Center* will coordinate and drive the efforts of the Warrington College of Business to cater to the burgeoning demand for such expertise in the business domain. To meet this important and growing business need, UF President Sasse recently provided 1st round strategic funding (i.e., \$200,000 per year for 3 years) to help establish a WCB FinTech Research Center. We also applied for an NSF IUCRC grant to become a site addition as a Center for Research toward Advancing Financial Technologies (CRAFT), which also included having signatory research funding from collaborating industry partners.

In terms of the reporting structure, the Center Director will report to the AUH (i.e., the Chair of the Finance Department).

Mission

The strategic goals of the Center within the Warrington College of Business (WCB) align well with university-wide AI efforts, which make AI the centerpiece of a major, long-term initiative that is combining world-class research infrastructure, cutting-edge research, and a transformational approach to curriculum. As the WCB continues to maintain and expand its leadership in training the next-generation business executives, the Center will be uniquely positioned to identify and anticipate the pedagogical trends that shape the learning of these business professionals and make them adept in utilizing business data and AI techniques to enhance business effectiveness and innovation.

More specifically, the operational mission of the Center is to significantly expand WCB's capacity to: (1) conduct scientific research centered on FinTech and AI, (2) facilitate industry collaborations, (3) support educational programming, (4) develop cutting-edge tools and techniques, and (5) inform business and policy decision-making. This will be accomplished by championing research, education, and training opportunities, catalyzing faculty growth, and building relationships with industry, government, and the community at large.

Goals

The Center will help coordinate research and teaching activities across different disciplines. Whether it is assisting in developing new cross-field specializations, modifying the existing curricula, attracting external research grants, or engaging with industry partners, the Center will serve as a focal point that helps to synergize the vast reservoir of talent and expertise within the College as it relates to FinTech and AI, as well as all the changes these technologies bring to the world of business. The broader goal is to establish a research/education agenda around FinTech and AI that is in collaboration with industry and industry needs.

Over the next few years, the Center will drive and implement that vision and establish itself as one of the premier institutes that firms look to when they need state-of-the-art research and education resources. Established early, its name and brand should be highly recognizable, with a strong regional, national, and global reputation as the goal.

Proposed Activities

The following is the list of proposed activities of the Center. These activities reflect the core competencies of the WCB that the Center can harness or have the capability to develop within a relatively short timeframe.

- **RESEARCH:** The Center will facilitate and incentivize cutting-edge and business - relevant research in our areas of concentration within and beyond the College focused on FinTech and AI.
- **EDUCATE:** The Center will facilitate long-term development and modification of curricula across disciplines within the Warrington College of Business. The cutting-edge research will guide the College to develop new programs and modify existing ones to better serve the needs of the business community.
- **BUILD:** The Center will invest in capacity-building platforms to facilitate innovative research and education in FinTech and AI. For example, real-world business datasets will be curated for research and teaching; tutorials on using state-of-the-art AI/ML tools and technologies will be developed for faculty and students.
- **FUND:** The Center will invest in a portfolio of faculty-led projects that includes early-stage scientific research, proof-of-concept implementation, and projects ready for utilization by our stakeholders for maximum impact.
- **ENGAGE:** Partnership and collaboration with businesses and the financial services industry will be at the core of the Center's activities to integrate academic research with industry practice.
- **CONVENE:** The Center will identify industry priorities and work collaboratively with faculty to develop deliverables for dissemination among a wide range of industry experts. Issue-focused events will be hosted regularly for interested faculty to discuss how to translate research insights into business efficiency, product innovation, and solution-oriented recommendations.

Infrastructural Requirements

For the Center to fulfill its mission and objectives within the Warrington College of Business at the University of Florida, several of the necessary infrastructural requirements are already in place. These are described below:

- **Industry Engagement:** The College has an excellent development team which has dedicated resources for industry engagement. The Center will be able to draw upon these existing resources to develop new industry partnerships. Further, the Eugene F. Brigham Finance, Insurance & Real Estate Department has an established infrastructure for organizing both academia- and practitioner-facing events, which will also be an invaluable asset for the Center.
- **Faculty:** The faculty at the Warrington College of Business are internationally known scholars and educators with established research portfolio in FinTech and AI. The Center will have ready access to this pool of distinguished experts. The Center will actively work with other colleges (e.g., Engineering) to participate in the research activities of the Center.
- **GatorCloud and the University's AI Initiative:** The Center will also draw upon the resources and expertise within GatorCloud, the cloud services division of the University, and the university-wide AI initiative to build the data hosting and research facilities of the Center.

The creation of the *FinTech Research Center* will provide a focal point for coordination across the University, College and with donors. The Executive Director of Development and Alumni Affairs in the Warrington College of Business has been approached by multiple donors expressing the desire to participate in the expansion of student scholarship and academic research in Business at the University of Florida. The creation of the *FinTech Research Center* will permit donors to participate in the expansion of FinTech research with a menu of cutting-edge business research and professional development funding opportunities that enhance business efficiency and innovation as well as enhance FinTech-related education for students, faculty, and the business community.

Funding & Sustainability Plan

Part of the initial seed funding for establishing the FinTech Research Center has recently been awarded by UF President Sasse as one of the 1st round Strategic Funding items (i.e., \$200,000 per year for 3 years). We also applied for a NSF IUCRC grant to become a Phase 1 site addition as a Center for Research toward Advancing Financial Technologies (CRAFT), which also included having signatory research funding with financial commitment letters from collaborating industry partners. This NSF grant provides funding of \$450,000 plus external funding from industry partners. Industry Full members contribute (\$50,000/year each) and Associate members (\$25,000/year each).

Going beyond 3 years as an established and well-positioned Center, the Center will continue to grow its industry partner base and related membership fees to provide a sustainable, longer-term revenue stream. The Center will also continue to actively seek additional external funding sources such as Phase II+ IUCRC NSF grants as well as endowment gifts.

Projected Space Requirements (in square feet)

Projected Space Required by Source	Office	Laboratory	Conference Rooms	Other
From Existing Inventory	169 sq ft			
Rented				
New Construction				

Existing Inventory: Stuzin Hall 309B


Form 1

Institute for Advanced Learning Technologies (IALT)

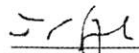
Proposed Implementation Date
January 1, 2024

The submission and signing of a proposal to initiate a State of Florida institute/center or the establishment of a University institute/center constitutes a commitment by the university(ies) to ensure that the institute/center’s activities support the stated mission(s) and goals of the institution(s).

University of Florida
University Submitting Proposal



President Date



Provost Date

1/5/2024 | 3:04 PM EST

University
Type of Institute/Center

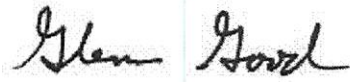
Senior Vice President Date

January 1, 2024
Proposed Implementation Date

David Norton 12/20/2023 | 2:52 PM EST

Vice President for Research Date

13
Associated Discipline (2-digit CIP)



Dean of School or College Date

12/20/2023

Pavlo (“Pasha”) Antonenko &
Thomas Dana 12/14/23
Proposed Institute/Center Dir Date

George C Kolby, Jr. 1/5/2024 | 8:28 AM EST

Vice President and Chief Date
Financial Officer (as appropriate)

Form 2

Institute/Center Data

Directory Information		
I/C Name:	Institute for Advanced Learning Technologies (IALT)	
I/C Code:	University: University of Florida	I/C Type:
I/C Director:	Drs. Pavlo ("Pasha") Antonenko and Thomas Dana	Discipline(s) (2-Digit CIPs): 13
I/C Address:	University of Florida College of Education, P.O. Box 117048 Gainesville, FL 32611	
I/C Telephone:	352-273-4240	I/C E-Mail Address: ialt@coe.ufl.edu
I/C SUNCOM:		I/C Web Site Address: https://ialt.education.ufl.edu/
I/C FAX:	352-392-9193	Affiliated Universities:

Mission and Areas of Focus	
<p>Mission Statement: (No more than 120 words)</p>	<p>The mission of this multidisciplinary center is to advance transformational education research to respond to rapid advances in emerging and advanced learning technologies such as AI and XR/VR/AR proliferating at unprecedented rates. The center focuses on endeavors such as the development and evaluation of innovative new learning technologies: predictive analytics in immersive, online, and physical learning environments; neurotechnologies in educational research and practice; investigating new dimensions of educational technologies facing neurodiverse communities; and development of fair assessment practices in AI. Further, our research activities engage undergraduate and graduate learners in UF classrooms and labs in understanding pressing issues within environments rich with emerging and advanced technologies. We are committed to translating research and building new learning environments to enrich personalized practices for PreK-adulthood through partnerships with schools and community agencies.</p>
Key Terms:	emerging technology, artificial intelligence, research, neurotechnology, learning technology

Form 3

I/C Code:		I/C Name: Institute for Advanced Learning Technologies (IALT)				
Prepared By: Alyson Adams		Date: 12/1/2023	Telephone: 352-273-4240			
Estimated Expenditures for the Institute/Center		FISCAL YEAR:				
		Budgetary Unit:*				
		SUS Appropriated Funds	Contracts and Grants	Fees for Services	Private & Other (Specify)	Total
Salaries & Benefits	Faculty, TEAMS, & USPS	32,214			32,214	64,428
Other	Housestaff					
Personal	Graduate Assistants					
Services	Other	40,000				40,000
Expenses						
Operating Capital Outlay						
Total Expenditures		72,214			32,214	104,428
Positions and Rate		SUS Appropriated Funds	Contracts and Grants	Fees for Services	Private & Other (Specify)	Total
Faculty Positions (FTE in Personyears)						
TEAMS and USPS Positions (FTE in Personyears)		0.50			0.50	1.00
Total Positions (FTE in Personyears)		0.50			0.50	1.00
Sum of Salary Rates for These Faculty Positions						
Sum of Salary Rates for These TEAMS and USPS Positions		42,000				42,000
Sum of Salary Rates for Faculty, TEAMS, and USPS Positions		42,000				42,000

* Budgetary Unit: Specify E&G, IFAS, or UF-HSC

Private & Other is the School fund 211 (IDC return)

New Center MOU Institute for Advanced Learning Technologies (IALT)

Proposed New Center

The proposed new university center is the Institute for Advanced Learning Technologies (IALT). IALT will be housed at the University of Florida under the School of Teaching and Learning (STL) in the College of Education (COE).

Mission

The mission of this multidisciplinary center is to *advance transformational education research* to respond to rapid advances in emerging and advanced learning technologies such as AI and XR/VR/AR proliferating at unprecedented rates. The center focuses on endeavors such as development and evaluation of innovative new learning technologies; predictive analytics in immersive, online, and physical learning environments; neurotechnologies in educational research and practice; investigating new dimensions of educational technologies facing neurodiverse communities; and development of fair assessment practices in AI. Further, our research activities *engage undergraduate and graduate learners* in UF classrooms and labs in understanding pressing issues within environments rich with emerging and advanced technologies. We are committed to *translating research and building new learning environments* to enrich personalized practices for PreK- adulthood through partnerships with schools and community agencies.

Leadership

The COE Dean shall appoint and evaluate the inaugural director(s) of the center. Thereafter, the COE Dean and/or their designee shall evaluate the director on an annual basis to determine if continuation of the director in the role is supported by the productivity and stature of the center. The leadership of the center may include a co-director, appointed by the director(s) in consultation with the COE Dean and/or their designee. Center leadership will develop necessary protocols (e.g., approval of affiliate faculty) needed by the center.

Advisory Board

The center director may establish an advisory board with the following roles, terms, and authority. The center's advisory board may include 5-7 members for terms of two or more years. Advisory board members would be recruited to represent expertise needed to guide the vision and direction of the center, including educational research, emerging technologies, learning with technology, and community engagement and impact. The board would have an advisory role providing feedback, guidance, and sponsorship to the center leadership.

Administrative & Logistical Support for the Center

The initial administrative and logistical support for the center will be provided by STL staff with two years of shared support from the COE. Start-up funding for the center will be provided by COE in the amount of \$40,000 as a one-time contribution. At the appropriate time (e.g., within 2-5 years), the center will be responsible for its own operating expenses, administrative and logistical support, and other expenditures required of the college's centers.

Processing of Contracts & Grants and Overhead Funds

The pre- and post-award activity of the center will be facilitated by the COE Office of Educational Research and the COE Post Award Office, respectively. When the center approaches financial self-sustainability, COE and IALT leadership will discuss the possibility of seeking status as an IDC-generating center.

Review of the Center

The COE Dean expects the center director to meet with the Dean and/or their designee upon request to discuss the status of the center. The COE Dean and/or their designee will facilitate review of the center as required by the college and university.

Projected Space Requirements (in square feet)

Projected Space Required by Source	Office	Laboratory	Conference Rooms	Other
From Existing Inventory	12,000		2,110	
Rented				
New Construction				

The current space is adequate and modern. With 21 faculty and post-doc offices, 5 research labs, 4 video-conference enabled collaboration spaces, multiple informal huddle spaces, desks, and stations for approximately 40 graduate students, a professional video production studio, a video analysis laboratory, 3 technology-rich active-learning classrooms, flexible demonstration, and student study spaces, the approximately 12,000 sq. foot physical space aligns well with IALT intellectual and creative pursuits.

Although a thorough renovation of the area with the expectation of occupancy by IALT occurred in 2020-2021, minor renovations will be needed in the coming three years to better meet the emerging research lab needs that align with the rapidly advancing fields within IALT. Also, two searches for additional faculty are currently underway. The proposed IALT leadership envisions space as one of the tools necessary to catalyze research, teaching, and outreach, as well as support for faculty recruitment and retention.

In addition, IALT is adjacent to the newly constructed Norman Conference Center. The Norman Conference Center meets the need for a space to host guest speakers, special class meetings, research seminars, receptions, and professional development events for up to 140 individuals. The Norman Conference Center is 2,110 square feet and is equipped with telecommunications and presentation technologies, a catering kitchen, and tables and chairs to reconfigure the room from a lecture setting for 140 people with chairs only, to a classroom setting for 80 with rectangular tables, or to a small banquet for 60 with round tables.

Form Ia
Indirect Cost Return for Proposed Center

For UF Internal Use Only

The indirect cost return for a center in a college is subtracted from that received by the college. This is because all indirect costs are now returned to the colleges, minus costs of running central programs. This form is to establish what percentage (7.5% maximum), if any, the proposed center or institute will receive in indirect cost return.

INDIRECT COST ASSIGNMENT

Date: December 22, 2023

Institute or Center Name: Institute for Advanced Learning Technologies (IALT)

College: College of Education

Indirect Cost Return: YES _____% Return (max 7.5%) _____%
NO: X

Dean's Agreement:
(Use separate form for each college)



Dean's signature

EDC/cl


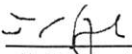
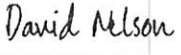
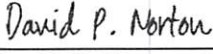
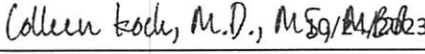
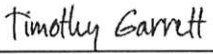
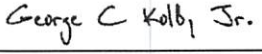
Form 1

Format and Guidelines for Institutes/Centers

Southeast Center for Integrated Metabolomics

September 20, 2023

The submission and signing of a proposal to initiate a State of Florida institute/center or the establishment of a University institute/center constitutes a commitment by the university(ies) to ensure that the institute/center's activities support the stated mission(s) and goals of the institution(s).

University of Florida		12/4/2023.
University Submitting Proposal	Ben Sasse, PhD President	Date
		11/1/2023 11:34 AM EDT
	J. Scott Angle, PhD Interim Provost	Date
University of Florida (UF) Institute/Center		10/24/2023 3:22 PM EDT
Type of Institute/Center	David R. Nelson, MD Senior Vice President, Health Affairs	Date
September 20, 2023		10/25/2023 12:08 PM EDT
Proposed Implementation Date	David P. Norton, PhD Vice President for Research	Date
51		10/24/2023 11:33 AM EDT
Associated Discipline (2-digit CIP)	Colleen G. Koch, MD Dean, College of Medicine	Date
		11/1/2023 9:27 AM EDT
Proposed Institute/Center Director	George C. Kolby Jr. Vice President and Chief Financial Officer (as appropriate)	Date
Timothy J. Garrett, PhD		
	Other President(s)/Administrator(s) (as appropriate)	Date

Form la
Indirect Cost Return for Proposed Center

For UF Internal Use Only

The indirect cost return for a center in a college is subtracted from that received by the college. This is because all indirect costs are now returned to the colleges, minus costs of running central programs. This form is to establish what percentage (7.5% maximum), if any, the proposed center or institute will receive in indirect cost return.

INDIRECT COST ASSIGNMENT

Date:

Institute or Center Name:

College:

Indirect Cost Return: YES % Return (max 7.5%) %
NO

Dean's Agreement:
(Use separate form for each college)

Colleen Koch, M.D., MS, MBA
Dean's signature

EDC/cl

Form 2

Institute/Center Data

Directory Information

I/C Name:		Southeast Center for Integrated Metabolomics	
I/C Code:	University:	University of Florida	I/C Type:
I/C Director:		Timothy Garrett	Discipline(s) (2-Digit CIPs): 51
I/C Address:		2004 Mowry Road Gainesville, FL 32610	
I/C Telephone:	352-273-8700	I/C E-Mail Address:	info@secim.ufl.edu
I/C SUNCOM:		I/C Web Site Address:	https://secim.ufl.edu
I/C FAX:	352-273-8703	Affiliated Universities:	

Mission and Areas of Focus

<p>Mission Statement: (No more than 120 words)</p> <p>To provide world class metabolomics and lipidomics services - using state-of-the-art technology while providing superior customer service, education, and support - and advance the science of metabolomics through developing new methods, techniques, and research collaborations.</p>	
<p>Key Terms:</p> <p>Metabolomics Mass Spectrometry</p>	

Form 3

I/C Code:		I/C Name: Southeast Center for Integrated Metabolomics				
Prepared By: Alisha Mitchell-Roberts		Date: 9/20/23	Telephone: 352-273-8700			
Estimated Expenditures for the Institute/Center		FISCAL YEAR:		2023-2024		
		Budgetary Unit:*		29680400 UF-HSC		
		SUS Appropriated Funds	Contracts and Grants	Fees for Services	Private & Other (Specify)	Total
Salaries & Benefits	Faculty, TEAMS, & USPS	0	0	428,505	0	0
Other	Housestaff	0	0	0	0	0
Personal	Graduate Assistants	0	0	0	0	0
Services	Other	0	0	0	0	0
Expenses		0	0	308,150	0	0
Operating Capital Outlay		0	0	0	0	0
Total Expenditures		0	0	736,655	0	0

Positions and Rate	SUS Appropriated Funds	Contracts and Grants	Fees for Services	Private & Other (Specify)	Total
Faculty Positions (FTE in Personyears)	0.00	0.00	0.25	0.00	0.00
TEAMS and USPS Positions (FTE in Personyears)	0.00	0.00	3.00	0.00	0.00
Total Positions (FTE in Personyears)	0.00	0.00	3.25	0.00	0.00
Sum of Salary Rates for These Faculty Positions	0	0	50,287	0	0
Sum of Salary Rates for These TEAMS and USPS Positions	0	0	378,218	0	0
Sum of Salary Rates for Faculty, TEAMS, and USPS Positions	0	0	428,505	0	0

* Budgetary Unit: Specify E&G, IFAS, or UF-HSC

Projected Space Requirements (in square feet)

Projected Space Required by Source	Office	Laboratory	Conference Rooms	Other
From Existing Inventory	1860	1770		
Rented				
New Construction				

**Proposal to Establish
the Southeast Center for Integrated Metabolomics (SECIM)
as a UF Center
September 20, 2023**

Southeast Center for Integrated Metabolomics (SECIM) - Overview

SECIM is intimately related to the research and educational mission of UF, and will help achieve that mission by facilitating interdisciplinary cooperation, enhancing UF's teaching and research functions, and fostering external funding. These activities will be facilitated in ways that current departments, colleges, and existing centers cannot. SECIM is the only core facility in the State of Florida that offers comprehensive metabolomics and lipidomics services to all disciplines of science (agricultural, medicine, chemistry, biochemistry, microbiology, environmental, engineering). As a UF Center, SECIM will continue to enhance UF's mission in a manner not being accomplished by any existing programs or institutes.

SECIM Mission

To provide world-class metabolomics and lipidomics services - using state-of-the-art technology while providing superior customer service, education, and support – and advance the science of metabolomics through developing new methods, techniques, and research collaborations.

SECIM History

SECIM was formed at UF in 2013 after the award of a \$9M grant over 5 years from the NIH Common Fund to establish the "Southeast Center for Integrated Metabolomics", one of 6 nationwide metabolomics centers, as part of a new metabolomics consortium. UF contributed \$625,000 in matching funds. SECIM has been a component of the CTSI since 2013.

In 2018 the NIH Common Fund selected SECIM to lead the second phase of the nationwide metabolomics consortium, with funding to form the "Metabolomics Consortium Coordinating Center: M3C". NIH funding was \$2.5M over 4 years, with UF Matching of \$200,000.

SECIM has now championed metabolomics research at UF for 9 years. And even though NIH funding for the M3C will end in the summer of 2023, we feel that it is critical that SECIM continue to provide leadership to the metabolism/metabolomics community at UF, with a continued focus on interdisciplinary research, education, plus collaboration and service for UF researchers as well as external constituencies.

SECIM's research and service facilities include 1200 SF of office and laboratory space for sample preparation, nearly 2,000 square feet of laboratory space for instrumentation, and almost 500 SF of office space for staff, all in the Medical Sciences Building (COM). Instrumentation includes 10 mass spectrometers, ranging from GC/MS to LC/MS to imaging mass specs; those instruments have been obtained through NIH funding, UF matching funding, grants, and gifts from instrument companies. We also use NMR instrumentation in AMRIS.

SECIM has completed over 400 service projects (including 70 projects funded by our pilot and feasibility seed grants) with samples totaling over 30,000. SECIM has supported over 150 grant applications, and our collaborations have resulted in over 175 key publications. 75% of SECIM's users are UF investigators. Revenues for SECIM's service component has been \$4.5M from 2014-2023.

SECIM Goals

In research, SECIM's goal is to continue to advance the science of metabolomics, including innovation in methodology and instrumentation as well as in applications, both within our core biomedical research space and in other research areas, from basic sciences to IFAS. As the national coordinating center for NIH's metabolomics efforts for the past several years, SECIM has achieved national and international visibility for UF in this emerging and fast-growing discipline.

In service, SECIM's goal is to provide world-class metabolomics and lipidomics services, using state-of-the-art technology. We are also committed to providing superior customer service, education and support for the biomedical and more broadly the whole UF community. One way that SECIM has been able to support UF research over the past 8 years is by funding pilot and feasibility seed grants totaling \$ 1,008,000 in SECIM services, funded by NIH and by UF Matching funds. To enhance that support for UF research, our goal is to cut our service rates for UF projects to half our current outside rates by securing UF funds to help cover some of our personnel costs for service. We hear from potential UF customers that a major impediment to their use of metabolomics in their research is that our current service rates are too high. The "sticker shock" prevents many pilot studies that would otherwise result in full-blown projects.

In education, SECIM's goal is to continue to be a significant player in metabolomics and lipidomics education, at UF, across the southeast, and at the national and international levels. We will continue to host lecture series, conferences, and workshops. We would also like to explore the options for creating an interdisciplinary graduate program or certificate, taking advantage of existing graduate courses in Chemistry, the College of Medicine, and elsewhere on campus plus new courses that could be shared across departments.

SECIM Users

We have served users across multiple academic centers at UF including COM, IFAS (nutrition and agriculture), CLAS (Chemistry), Veterinary School and microbiology. Our current queue user list as of 8/4/2023 includes 14 investigators. Seven of the 14 are external clients (Nestle, Florida FWC, USDA, Erivan Bio, Johns Hopkins, LSU and University of Tennessee) and the UF users include investigators from microbiology, engineering, IFAS, and medicine. A subset of recent SECIM users shows that 60% were internal to UF, 33% were external academic investigators and 7% were from industry and government agencies (see Appendix 1)

Academic Accomplishments

We have many academic accomplishments that were described in the section above detailing publications, grants supported and training. I would like to highlight a few of those below. In collaboration with Dr. Jamie Foster, a UF investigator, we collaborated on the analysis of the

light organ from squid that traveled to space under a NASA funded research project. This was a very exciting and challenging project for several reasons: 1) the light organ is extremely small (less than 1mg in weight) and 2) we had one shot to succeed as a repeat experiment is not possible given the expense of space flight. We collaborated with Dr. Foster's lab to establish methods to extract lipids and metabolites from test light organ samples and optimized all procedures including bioinformatics. Once optimized, we analyzed over 80 samples for metabolomics and lipidomics. After data collection, we spent time educating a graduate student on data analysis and interpretation of the results. We are now in the process of writing a manuscript for publication.

Questions were raised about stability from a report that had been published in 2017 causing nation and worldwide panic about insulin in the marketplace. Our center along with Mark Atkinson in the UF Diabetes center was funded by the JDRF, Helmsley Foundation and the ADA as a follow up to this study to provide definitive proof of marketplace stability. We designed a comprehensive study to assess nine different insulins, purchased from four pharmacies per region (representing both rural and urban areas) in five regions across the U.S., on four different occasions (Spring, Summer, Fall, Winter) (4). The regions included: 1) Seattle, WA – Northwest; 2) Houston, TX – Southwest; 3) Gainesville, FL – Southeast; 4) Boston, MA – Northwest; and 5) Ann Arbor, MI – Midwest. Insulins obtained at each site included Humalog, Novolog, Humulin R, Humulin N, Novolin R, Novolin N, Humulin 70/30, Lantus, and Basaglar (rapid-, short-, intermediate-, long-acting, and pre-mixed formulations produced by three major manufacturers - Eli Lilly, Novo Nordisk, and Sanofi). We noted that the methods used by that 2017 manuscript were not optimal for the measurement of commercial insulin and subsequently demonstrated that using such methods generates lower than expected international units (IUs) due to incorrect assumption of extraction recovery. Importantly, we also demonstrated that two complementary methods (USP monographs and LC-MS/MS) indicated all insulins analyzed were stable across the U.S. without exception, indicating that insulin purchased from U.S. pharmacies was, in fact, consistent with product labeling. The results of our study were published in 2 separate manuscripts. The two manuscripts were published in Diabetes Care (impact factor 17.155) in 2020, PMID: 32273273 and 2022, PMID:36102751.

SECIM has collaborated with Dr John Koethe in the Department of Radiology and Radiological Sciences at Vanderbilt University on several research studies. The most recent one involved our center developing a quantitative method for the analysis of alpha-amino adipic acid (2-AAA). Plasma levels of the metabolite 2-AAA have been associated with risk of type 2 diabetes (T2D) and atherosclerosis. However, little is known about the relationship of 2-AAA to other cardiometabolic risk markers in pre-disease states, or in the setting of comorbid disease. We measured circulating 2-AAA using two methods in 1) a sample of 261 healthy individuals (2-AAA Study), and 2) in a sample of 134 persons comprising 110 individuals with treated HIV, with or without T2D, a population at high risk of metabolic disease and cardiovascular events despite suppression of circulating virus, and 24 individuals with T2D without HIV (HATIM Study). We examined associations between plasma 2-AAA and markers of cardiometabolic health within each cohort. We observed differences in 2-AAA by sex and race in both cohorts, with higher levels observed in men compared with women, and in Asian compared with Black or white individuals ($P < 0.05$). There was no significant difference in 2-AAA by HIV status within

individuals with T2D in the HATIM Study. We confirmed associations between 2-AAA and dyslipidemia in both cohorts where high 2-AAA associated with low HDL cholesterol ($P<0.001$) and high triglycerides ($P<0.05$). As expected, within the cohort of people with HIV, 2-AAA was higher in the setting of T2D compared to pre-diabetes or normoglycemia ($P<0.001$). 2-AAA was positively associated with body mass index (BMI) in the 2-AAA Study, and with waist circumference and measures of visceral fat volume in HATIM (all $P<0.05$). Further, 2-AAA associated with increased liver fat in persons with HIV ($P<0.001$). Our study confirms 2-AAA as a marker of cardiometabolic risk in both healthy individuals and those at high cardiometabolic risk, reveals relationships with adiposity and hepatic steatosis, and highlights important differences by sex and race. Further studies are warranted to establish molecular mechanisms linking 2-AAA to disease in other high-risk populations. The results of this work have been submitted for publication and the preprint is available on medRxiv (doi: 10.1101/2023.06.05.23290990)

Proposed SECIM Activities

The goals above describe the activities SECIM will perform as a UF Center related to research, service, and education. We plan to continue to support interdisciplinary research across campus with our resources, including an outstanding core service facility, and to serve as a focal point for the expanding areas of research related to metabolomics across campus.

How SECIM supports biomedical and other research at UF – We support biomedical research through offering state-of-the-art mass spectrometry services centered around measuring metabolites and lipids while also providing necessary bioinformatics support. We collaborate with investigators to push the envelope of measurement including the development of techniques that enable very small sample sizes such as 5,000-10,000 T-cells, 1 μ g sample types and rapid techniques. We aid in grant submission by meeting with PIs to help define services and build upon preliminary data. Typically, we work on the submission of 20-30 grants each year. We also continue to work with investigators on data analysis since expertise at UF in bioinformatics related to metabolomics is lacking.

How establishing UF as a formal university center will benefit UF – Establishing SECIM as a formal University center will provide a framework to continue our research, service, and education missions. SECIM will be able to provide a training program designed for graduate students and post-docs to learn metabolomics science that would include laboratory work as well as typical course work. We can continue to build on techniques, instrumentation, and methods that keep UF at the forefront in research and discovery in this field. As a center, we can receive designation to receive overhead funds, which we will use to maintain lower costs per sample or to further develop new methods.

Integration with ICBR

UF ICBR offers does not currently offer metabolomics services. Integration with the center will therefore provide complementary services and a new space for ICBR. We could discuss this in more detail if there is interest.

Key issues to meet those goals and benefits – UF funds to help cover some of our personnel costs for service, with the goal of maintaining and eventually reducing rates for UF projects.. Lower rates will enable large-scale population studies to tackle key initiatives in personalized healthcare across multiple disciplines including Diabetes, Cancer, Post-Covid sequelae.

Reporting Structure

As a campus-wide center, SECIM will report to the Vice President of Research, Dr. David Norton.

Administrative Structure

Director

Dr. Tim Garrett, Associate Professor in the Department of Pathology and SECIM Director with continue to serve as Director of the center. Tim will provide leadership and guidance for direction of research services and introduction of new service lines, oversee interaction with center members and principal investigators, faculty, staff and students. Together with the Program Manager, the Director will work to identify funding sources to sustain and expand upon the center's activities. He will be the primary contact between the center and the Vice President for Research.

Program Manager

Dr. Alisha Mitchell-Roberts will continue to serve as the center's Program Manager. She was instrumental in SECIM's initial and developmental stages, implementing operational processes which the center still uses today. She will be the primary contact between the center's clients, members, faculty and staff, and the scientific core, and will continue to handle all administrative and operational functions.

Advisory Board

The advisory board members include:

Dr Matthew Merritt, Associate Professor, Department of Biochemistry and Microbiology

Dr. Chris Barnes, Director, UF-IT

Dr. Dominick Lemas, Assistant Professor, HOBI

Dr. Jatinder Lamba, Associate Dean for Research and Graduate Education, College of Pharmacy

Center membership

Appendix 1 lists members of SECIM. Members are defined as principal investigators who use SECIM exclusively for their metabolomics services.

Budget Plan

See forms that follow

Space and Facilities

See forms that follow

Appendix 1

Client		Affiliation	Industry/Government
Aggarwal	Monica	UF	Nestle
Akgul	Ali	UF	United Therapeutics
Akki	Ashwin	UF	Gryphon
Binelli	Mario	UF	FDA
Bose	Jeff	KUMC	USDA
Buford	Thomas	UABMC	
Carter	Christy	UABMC	
Chheda	Milan	WUSTL	
Chukkapalli	Sasankar	UF	
Ciorba	Matthew	WUSTL	
Cusi	Ken	UF	
Davey	Mary Ellen	UF	
Diaz	Patricia	UBUFFALO	
Dinglasan	Rhoel	UF	
Duffy	Lisa	UF	
Elam	Barney	UTHSC	
Elder	Craig	UF	
Esser	Karyn	UF	
Farhadfar	Nosha	UF	
Farrer	Matthew	UF	
Gabriel	Curtis	Vanderbilt	
Galvan	Adriana	UCF	
Ghayee	Hans	UF	
Gong	Yan	UF	
Gonzales	Claudio	UF	
Gorbatyuk	Marina	UAB	
Guijarro	Maria	UF	
Hamrick	Mark	Augusta University	
Hindrichs	Katrin	TAMU	
Ho	Thao	USF	
Husnain	Ali	UF	
Jones	Melissa	UF	
Kannan	Muthukumar	UNL	
Keeley	Ellen	UF	
Kelly	Debra	UF	
Kesolowsky	Ben	UF	
Kilberg	Michael	UF	
Lamba	Jatinder	UF	
Lanehart	Rheta	UF	
Licht	Jonathan	UF	
Lorca	Gabriella	UF	
Luszczek	Beth	UMN	
Lyon	Debra	UF	
Martyniuk	Chris	UF	

McDermott	Mary	Northwestern		
Mobley	Jim	UAB		
Morel	Laurence	UF		
Mulligan	Jennifer	UF		
Nascimento	Marcelle	UF		
Neu	Joseph	UF		
Nieto	Natalia	UIC		
Park	Edwards	UTHSC		
Parks	Elizabeth	Missouri		
Pierre	Joseph	UTHSC		
Rice	Kelly	UF		
Rody	Wellington	PITT		
Sunny	Nishanth	UMD		
Taylor	Eric	UIOWA		
Triplett	Eric	UF		
Upchurch	Gilbert	UF		
Vander Meer	Robert	USDA		
Vernon	Hilary	JHU		
Wang	Nian	UF		
Wang	Kevin	UF		
Wang	Gary	UF		
Wang	Jianping	UF		
Westbrook	Reyhan	JHU		
Yadav	Hariom	USF		
Zadeh	Mansour	UTHSC		
Zervos	Antonis	UCF		
Zhang	Weizhou	UF		
Zhou	Liang	UF		
Zubcevic	Jasenska	UF		
Zwesdaryk	Kevin	UF		