



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

Pre-Meeting Minutes

Virtual Meeting

February 23, 2021

Time Convened: 3:03 p.m.

Time Adjourned: 3:33 p.m.

Committee and Board members present:

Rahul Patel (Committee Chair), David L. Brandon, Richard P. Cole, Sylvain Dore, James W. Heavener, Morteza “Mori” Hosseini (Board Chair), Trevor J. Pope, Fred S. Ridley, and Anita G. Zucker

Others present:

Zina Evans, Vice President for Enrollment Management, Joseph Glover, Provost and Senior Vice President for Academic Affairs; Amy Hass, Vice President and General Counsel, Mark Kaplan, Vice President for Government and Community Relations and University Secretary, Thomas Mitchell, Vice President for Advancement, , D’Andra Mull, Vice President for Student Affairs, David Norton, Vice President for Research, Nancy Paton, Vice President for Strategic Communications and Marketing, Mark Law, Director, Honors Program, Tehquin Forbes, Recruitment and Transitions Coordinator, and members of the University of Florida community.

1.0 Call to Order and Welcome

Committee Chair Rahul Patel welcomed everyone in attendance and called the meeting to order at 3:03 p.m. He noted that this was an information meeting only and that there would be no voting.

2.0 Roll Call

Board Staff conducted a roll call of all Committee and Board members present.

3.0 Review Agenda for March Meeting

The following items were addressed by the Committee:

3.1 Review Draft Minutes

Committee Chair Patel noted that we will have minutes from the December 3, 2020 and February 23, 2021 Committee on Academic, Faculty and Student Affairs and Experience meetings to review and approve at the March BOT meeting.

3.2 Review Action Items

Committee Chair Patel asked Provost Glover to go through the Action items:

AFSSPRSC1 Tenure Upon Hire

Provost Glover indicated there are two Tenure Upon Hire cases for this meeting that have met the criteria for tenure and permanent status and have been recommended to receive tenure. The two cases are: Dr. Charles Ellis, College of Public Health and Health Professions, Professor and Chair of the Department of Speech, Language and Hearing Sciences. Dr. Frances Revere, College of Public Health and Health Professions, Professor and Chair of the Department of Health Services Research, Management and Policy.

AFSSPRSC2 Degree Program Termination

Provost Glover stated that the College of Agricultural and Life Sciences is requesting to terminate the M.S. Degree in Plant Molecular and Cellular Biology since it has only had 3 students in the last five years.

AFSSPRSC3 Degree Program Change

Provost Glover indicated that the Warrington College Business is requesting to increase the number of credits for the Master of Science in Information Systems and Operations Management degree from 36 to 42 credits so that students without an undergraduate major in business can participate in an experiential learning/internship course. Board Chair Hosseini indicated it would be cheaper to take the classes as an undergraduate. He inquired why the college was wanting to increase the credit hours for these students. He requested Dean, Saby Mitra College of Business attend the March meeting to explain this request.

3.3 Review Discussion Items

Committee Chair Patel stated that he would go through each of the discussion items and indicated what would be discussed by each one but that we would not go through any of the presentations during this meeting.

AI Update

Committee Chair Patel stated that the AI Update would be given at the full Board meeting. Provost Glover will give an update on AI Initiative; HiPerGator AI is up and running; discuss presentation made to BOG and discuss how AI will benefit the SUS and the state economy; how UF is working with SUS and other SEC schools on using the AI computer; and curricular and hiring update. Vice President for Advancement Tom Mitchell will discuss what is being done to improve our brand and rankings using the AI Initiative. VP Mitchell indicated that they have been contacted by 15 other institutions regarding the use of the AI machine. Provost Glover indicated Dean Saby Mitra, Warrington College of Business, will speak about what the College is doing with AI.

3.3.1 Honors Program Update

Mark Law, the Director of the Honors Program will give context on the Honors Program, how students are selected and the benefits of being in the program. The Honors Program recently hired Tehquin Forbes as the Recruitment and Transitions Coordinator who will discuss this new role dedicated to recruiting honors students. Board Chair Hosseini

commented that the Honors Program is a key interest of the Board and that the board has invested in the honors housing.

3.3.2 Research Enterprise Update

Vice President of Research David Norton will give an update on the year 2020 performance of research awards and expenditures as well as 2021 Q1 and Q2 performance. There has been a significant increase in research on life on mars, fighting COVID-19, AI and how UF technology transfer is benefiting the Florida economy.

3.3.3 Faculty Thought Leadership Enhancement

Vice President for Strategic Communications and Marketing Nancy Paton will give an update on integrated strategy to drive the university's reputation through advancing UF faculty members' thought influence as demonstrated by academic excellence, innovation and leadership in the academy. The focus of this strategy is to target and influence critical audiences – e.g., USNWR voters, other higher education leaders, federal/state legislators, national media, national thought leaders - with content that highlights the research and expertise of UF's elite faculty. The presentation will outline the strategic priorities of UF's thought influence initiative, how the strategy comes to life (with examples), the results the strategy has generated thus far, and the new initiatives that are underway to further increase and accelerate impact. Board Chair Hosseini stated what a great discussion for a presentation. Chair Patel indicated this initiative was derived from the Faculty Trustee, Sylvain Dore.

3.3.4 Freshman Admissions/Pell Changes Update

Vice President Zina Evans will give an update on the profile of the freshmen class and how it compares to previous years. She will review admission numbers and give an update on changes to the Pell program. Board Chair Hosseini asked about the number of applications this year. VP Evans indicated that application increased 6K from last year and decisions will be announced on Friday at 6pm.

3.3.5 Faculty Senate Update

Faculty Senate Chair Sylvain Dore will give an update on faculty matters.

3.3.6 Student Body President Update

Student Body President Trevor Pope will give an update on student matters.

3.3.7 Student Affairs Update

Vice President D'Andra Mull will give an update on what is happening in the Student Affairs area.

3.3.8 Name Changes

Provost Glover indicated that the Department, Major and Degree will change its name from Telecommunications to Media Production, Management and Technology.

4.0 New Business

There was no new business to come before the committee.

5.0 Adjournment

There being no further discussion, the meeting was adjourned at 3:33 p.m.