FLORIDA GULF COAST UNIVERSITY BOARD OF TRUSTEES

Ad Hoc Committee on FGCU Strategic Plan 2015-2020
Tuesday, May 12, 2015               2 to 4 p.m.
Cohen Center Ballroom, Room #203-B
Florida Gulf Coast University

Minutes

Members:
Present: Trustee Tom Grady – Chair; Trustee Shawn Felton; Trustee Blake Gable; Trustee Kevin Price; Trustee Robbie Roepstorff, and Trustee Ken Smith.

Not Present: None

Others:
Trustees: Trustee Thieldens Elneus and Trustee Dudley Goodlette
Staff: President Wilson Bradshaw; Provost and Vice President for Academic Affairs Ron Toll; Vice President for Student Affairs Mike Rollo; Vice President for University Advancement and Executive Director of FGCU Foundation Chris Simoneau; Vice President and Chief of Staff Susan Evans; Vice President and General Counsel Vee Leonard; Director of Internal Audit Carol Slade; Director of Board Operations, and Special Projects Amber Pacheco; Director of Media Relations Lillian Pagan; and Executive Assistant to the Vice President and Chief of Staff Valerie Whitaker.

Item 1: Call to Order, Roll Call, and Opening Remarks
Chair Grady called the meeting to order at 1:50 p.m., following the conclusion of the Ad Hoc Committee on Presidential Evaluation Meeting. Roll call was taken, with six Trustees participating, thus meeting Committee quorum requirements. Chair Grady made opening remarks, including his sense that the Ad Hoc Committee was in agreement that the vision and mission statements should be modified to be more specific to FGCU.

Item 2: Historical Minutes of Committee’s Meetings (Tab #1)
Chair Grady indicated that the Committee members have copies of the April 15, 2015 meeting minutes in their packets, and that the materials also are available online.

Item 3: Draft Vision and Mission Statements (Tab #2)
Chair Grady said discussions at recent Board meetings and previous Ad Hoc Committee meetings have emphasized the importance of the Work Plan and that
the Plan will be used as a point of reference when further developing the mission and vision statements. Chair Grady thanked Trustee Price, Trustee Smith and Trustee Felton for the materials and suggestions they submitted for the Committee’s review. Chair Grady said Trustee Price’s draft helped him key in on the Work Plan and added strategy to the mission and vision statements. Chair Grady said he agreed with Trustee Felton’s letter which suggested the Committee voice its further thoughts and delegate the task to management who has to live with the Work Plan, and the vision and mission statements. He acknowledged the Administration’s ongoing collaboration with faculty, staff and students in developing the vision and mission statements, and indicated that Administration would be responsible for carrying out the vision and mission statements once finalized.

Item 4: Committee Discussion Continuation from Last Meeting

Chair Grady said he would like the Committee to brainstorm ideas to be put forth to the Administration that would be different or in addition to what is currently in the vision and missions statements. He suggested emphasis be on programs that can be described as “centers of excellence” such as environmental studies, business and health care. He said page 5 of the Work Plan includes a section focused on “Return on Investment” which lists areas of focus that could support the needs of our employers and benefit the region, including: health care; education; management, finance and real estate; information technology; the resort and hospitality industry; life sciences; environmental sciences, and engineering.

Chair Grady asked the Committee members if they would like to continue to develop ideas for revisions today, or if they would prefer to review the provided documents more thoroughly, including the Administration’s recent draft, and reconvene at a later date. He suggested the Committee meet briefly on June 10 following the meeting of the full Board to provide specific guidance to the Administration and discuss additional ideas at that time.

Trustee Smith recommended the Administration have an opportunity to revise the mission and vision statements and bring them back to the group at a subsequent meeting. He suggested “entrepreneurship” be added to the vision and mission statements.

Trustee Price proposed that the mission and vision statements remain concise and compelling. He said the statements should be more like a mantra that would assist faculty, staff and students with a consistent “sound bite” about the University, something that inspires.

President Bradshaw indicated the revised vision and mission statements endorsed by the University Planning and Budget Council were the Administration’s attempt at a revised draft. He said it now includes centers of excellence, developing engaged leaders, and other modified verbiage. He said
that although entrepreneurship and environmental sciences are not stated explicitly, the revision does refer to STEM (Science, Technology, Engineering and Math) disciplines. He asked if the Committee might be willing to make suggested modifications to that proposed draft.

Chair Grady asked for feedback from the Committee. Trustee Smith said it captured much of what has been talked about. He said he meant to refer to entrepreneurship as “entrepreneurial spirit” instead. He said the vision statement was o.k. as it is.

Chair Grady asked for feedback on the mission statement. Trustee Smith said the comments from today’s meeting could be incorporated in a revised draft.

Chair Grady said he would like to see included something that captures the impact the Internet or the availability of data will have on the University within the next 5-10 years. He stated that he would like to see that technology theme incorporated into the mission and possibly the vision statement by looking at it from the consumer’s standpoint. He explained that it’s important to respond to Google and technology in education to remain relevant. Chair Grady said much has been accomplished over the course of the 20 years the University has been in operation, and that the world will be much different in another 20 years. Chair Grady asked President Bradshaw to include something in the revised vision statement that reflects the challenges of a changing marketplace and big data. He suggested that the mission more specifically address the demands of the local workforce.

Chair Grady indicated that there is no rush to finalize the vision and mission statements, but he said the sooner the better. He suggested that the group come back at a subsequent meeting to discuss the drafts in more detail, including an updated draft from the Administration which incorporates the thoughts shared today.

Item 5: Public Comment
Public Comment included Dr. Roy McTarnaghan, Bonita Springs.

Item 6: Old Business
There was no old business for discussion.

Item 7: New Business
There was no new business for discussion.

Item 8: Closing Remarks, and Adjournment
Chair Grady thanked the Committee and adjourned the meeting at 2:08 p.m.
Minutes submitted by Secretary Amber Pacheco

Agenda Items:
A. See Tab # 1
   b. http://www.fgcu.edu/Trustees/AgendaFile/2015/05-12-2015(STRATEGIC%20PLAN)/REVISED_2_TAB_2.pdf