Chairman Lutgert convened the Workshop meeting of the University Board of Trustees in the Sprint Room of the Whitaker Building on the Florida Gulf Coast University Campus at 8:30 a.m., September 9, 2002 with the following members present:

- Brian Cobb
- Bernard Lester
- David Lucas
- Scott Lutgert
- Gerri Moll
- Edward Morton
- Linda Taylor
- Adam Ricciardiello
- Michael Villalobos
- Peg Gray-Vickrey – Non Voting Member

Members of the staff present were:

- William C. Merwin, President
- Thomas Healy, Interim Vice President for Advancement
- Susan Evans, Special Assistant to the President
- Brad Bartel, Provost
- Curtis Bullock, Vice President, Administrative Services
- Wendy Morris, General Counsel

1. **Call to Order & Chair’s Remarks – Chair Scott Lutgert**

Chairman Lutgert announced that today’s meeting is a Workshop and the Board will not be taking any formal action, as this is an informal process to discuss the Mission Statement. Formal action will be taken at the next Board of Trustees Meeting in October. He stated the University does have a Mission Statement, however, time has passed and it is appropriate for the Board to revise that statement in accordance with the future and changes that have occurred in the past five years. Chairman Lutgert turned the Workshop over to President Merwin.
President Merwin gave a brief update regarding University matters to include student headcount at over 5,000, and we may be able to apply for growth money soon because of the increase in enrollment. He stated the other good news items include a wonderful gift from Herb and Peg Sugden of over S$5 million for the purpose of establishing a Resort Hospitality Management Program. The other opportunity for a gift is one from the Ginn Company exercising their option to purchase some land from the Alico Corporation. This action would bring about a transformational gift to include the establishment of a School of Engineering at FGCU. President Merwin stated that although the Ginn gift is controversial, he is convinced that property could be treated responsibly and all those issues can be worked through to satisfaction. He reported that he has been meeting regularly with faculty/staff in each college along with Dr. Bartel and Susan Evans.

President Merwin stated that we are at a critical juncture in our history to review our Mission Statement and the purpose today is to review the drafts and come to a consensus on a number of key components for inclusion into this document. Faculty and staff have worked on this highly participative process for the past six to nine months. From President Merwin’s view a mission statement is a set of institutional purposes. It defines the values and the characteristics of an institution. Some of the characteristics that the Southern Association suggests that institutions follow are:

- The first statement should define who we are in such a way that it could not be used to describe any other institution
- The statement should evoke pride
- The statement should capture the fact that this institution is distinctive in some way
- The statement should be short and should capture the essence of the university community
- The statement should define the population it serves
- The statement should be clear and unambiguous
- The statement should be appropriate for internal and external audiences
- The statement should involve extensive input but the statement should be written by only one or two people

President Merwin stated the Mission Statement would not stand-alone. It will have along side it our Guiding Principles established in 1996. A Mission Statement is not a tag line. “Vision, Value and You” is our tag line. A Mission Statement is not a Vision Statement—that is who we want to be in ten or twenty years.
President Merwin reviewed the timeline for the Mission Statement process. After the Board comes to a consensus of statements the Mission Task Force will meet and then Dr. Jack Crocker, a gifted writer, will be our final author on this document. Then the document will be sent to Faculty Senate, Staff Advisory Council, and Student Government Association and hopefully on October 10, 2002 we will have a statement that can be adopted into policy. The statement then goes back to Provost Bartel and the Strategic Planning group and they review our plan and see what adjustments need to be made to our Strategic Plan. The Strategic Plan should be ready for UBOT review and approval in April. Our budget process will follow in June and there should be an orderly sequence to funding the Institutional priorities derived in the Strategic Plan.

President Merwin introduced Dr. Peg Gray-Vickrey who outlined the process and timeline of the Mission Task Force.

President Merwin introduced Ms. Wendy Morris, the University’s new General Counsel to the Board Members. President Merwin welcomed Wendy’s participation in the Board of Trustees meetings and urged Board members to call upon her for advice when needed.

Board members reviewed the various options presented as Options A, B & C. After extensive review and discussion the three sentences the Board reached consensus on as a framework for the mission statement were as follows:

“Florida Gulf Coast University is a public comprehensive university meeting the educational, social, workforce and cultural needs of a diverse community. We celebrate student success, academic quality, environmental stewardship, diversity and public service at the center of all our endeavors. As a catalyst for positive change, Florida Gulf Coast University is noted for developing community partnerships that support the advancement of knowledge and values through teaching, service and research.”

The Board also agreed the consideration should be given to a stronger, more proactive word for “meeting” in the first sentence above. A suggested approach would be to replace the above sentence with something to the effect of, “We see our mission as positive change agents for our students and for the greater community.” Then a third sentence could state that FGCU makes these positive things happen through the accomplishment of our core values of…” It was agreed that consideration should be given to incorporating the concept of outstanding/excellent faculty. There is a preference for something along the lines of “public service” instead of the term “civic engagement.” There is also a preference for something along the lines of “agent of change” instead of the term “transformational force.” The three primary elements of
the mission statement were described as being (1) who we are, (2) what we do, and (3) our core values.

The University Board of Trustees gave wide ranging editorial authority to the Mission Task Force to include elements they (UBOT) may have missed. It was understood that the final document may look very different from the three sentences generated at this Workshop, but they believe they have incorporated the four essential values cited in Dr. Gray-Vickrey’s PowerPoint presentation: environmental sustainability, academic excellence, civic engagement and transformational force for Southwest Florida in those three sentences. There was concern on the part of the Trustees that the Mission Statement should be readable to the lay public with general absence of jargon and the Mission Statement should describe in a very brief format our institutional purpose.

Additionally, the Board of Trustees came to a consensus on a Vision Statement—“FGCU will become recognized among the best public universities in the country”. They assume that the Mission Task Force will devise a Core Values Statement that along with the Mission, Guiding Principles and Vision will always be displayed together. Therefore the actual Mission Statement can be a brief three-sentence paragraph.

Chairman Lutgert thanked President Merwin, Provost Bartel, and Dr. Gray-Vickrey for their participation at today’s Workshop meeting.

Meeting adjourned at 11:25 a.m.