Florida Gulf Coast University Board of Trustees
June 20, 2006

SUBJECT:  FGCU President’s Annual Performance Evaluation for 2005-06

PROPOSED BOARD ACTION

Conduct the annual performance evaluation of FGCU President Bill Merwin for 2005-06

BACKGROUND INFORMATION

Florida’s state university boards of trustees are statutorily responsible for evaluating the performance of their respective institutions’ presidents. The FGCU Board of Trustees will conduct the 2005-06 performance evaluation of FGCU President Bill Merwin during the Board’s June 20 meeting. President Merwin is providing a self-evaluation report that addresses outcomes for the 2005-06 president’s performance measures adopted last year by the FGCU Board of Trustees. These measures are aligned with the goals of the University’s strategic plan.

Supporting Documentation Included:  President’s Self-Evaluation Performance Report for 2005-06

Prepared by:  Associate Vice President for Planning and Institutional Performance Paul Snyder, and Special Assistant to the President Susan Evans

Legal Review by:  General Counsel Wendy Morris  (June 5, 2006)

Submitted by:  President Bill Merwin
Florida’s system of state university governance has among its many merits the responsibility for university boards of trustees to evaluate and hold accountable their respective university presidents. The Florida Gulf Coast University Board of Trustees conducts annual performance evaluations that employ a president’s self-evaluation report relative to the annual performance measures adopted by the Board and which are aligned with the goals of the University’s strategic plan. This document is my self-evaluation report for the fiscal year July 1, 2005 through June 30, 2006.

Now in its ninth year since opening in 1997, Florida Gulf Coast University (FGCU) continues to experience phenomenal growth in its student enrollment, academic degree programs, campus development, and community outreach. Since long before the first shovel of dirt was turned to begin construction of FGCU, the creation and development of a comprehensive, four-year university in Southwest Florida has been in the hearts and minds of countless individuals with vision and commitment. We have learned as a region that together we can accomplish great things for today and for generations of students to come. This successful partnership of citizens, trustees, FGCU Foundation directors, elected officials, donors, governmental bodies, and of course at the heart of it all – our pioneering students – has made FGCU what it is today – years ahead of its time.

It is my honor to serve in the chief executive officer role for this very special enterprise. As I reviewed the past year’s goals and accomplishments, it brought a renewed sense of pride and purpose for leading a team of dedicated faculty and staff that recognizes and appreciates that what we are building here will stand long after us. As stewards of FGCU, the FGCU Board of Trustees clearly is committed to delivering in Southwest Florida the highest quality education, and I look forward to our continued relationship in achieving our shared goals. I will be pleased to provide any additional information you would like on the self-evaluative responses for the past year’s performance measures.
I. GOAL: High Quality Education.  
*FGCU’s Vision: Pursue academic excellence to achieve national prominence in undergraduate education and expanding recognition for selected graduate programs*

- Implement University Lecture Series (ULS) to expand intellectual exchange of views. Bring one internationally acclaimed scholar to FGCU in 2005-06.

  **Result:** The ULS brought Nobel Prize Winner Mikhail Gorbachev to FGCU on March 28 to a capacity crowd at Alico Arena and wide public acclaim.

- Programmatic accreditation is earned for each discipline for which there is a nationally prominent and accepted accrediting body

  **Result:** (1) Initial accreditation is expected this summer for FGCU’s Athletic Training program within the College of Health Professions. (2) The Bachelor of Social Work (B.S.W.) program achieved candidacy status – the first step to pursuing full accreditation. Full accreditation will be sought after the first class graduates (estimated in 2008-09).

II. GOAL: The Student Community.  
*Provide quality educational opportunities serving the region, underrepresented populations, the State of Florida and beyond*

- Increase Enrollment

  **Fall Term Headcount:**

  **Projected Fall 2005**
  
  7000 (13% Increase)

  **Actual Fall 2005**
  
  7254 (17% Increase)
Full-Time Equivalent (Fundable):

**Projected 2005-06**

4000 (9% Increase)

**2005-06 Actual**

4313 (17% Increase)

- Diversify Student Body

**Students of Color:**

**Projected Fall 2005**

1120 (14% Increase)

**Actual Fall 2005**

1212 (24% Increase)

---

**International Students:**

**Projected Fall 2005**

350 (3% Increase)

**Actual Fall 2005**

429 (26% Increase)

---

Retention and Degree Production

**Degree Production:**

<table>
<thead>
<tr>
<th></th>
<th>Projected 2005-06</th>
<th>Actual 2005-06*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor:</td>
<td>850 (6% Increase)</td>
<td>890 (7% Increase)</td>
</tr>
<tr>
<td>Master:</td>
<td>250 (4% Increase)</td>
<td>255 (4% Increase)</td>
</tr>
<tr>
<td>Total:</td>
<td>1100 (6% Increase)</td>
<td>1145 (6% Increase)</td>
</tr>
</tbody>
</table>

* Estimated
Retention:

**Actual Fall 2003**
70.0%

**Actual Fall 2004**
80%

**Projected Fall 2005**
80%

**Actual Fall 2005**
72.4%

*(NOTE: Retention has been subject to year-to-year fluctuations, but the overall trend is toward improvement. The 72.4% number is more in line with the benchmark goal of 73% that was included in the FGCU strategic plan.)*

---

Increase Academic Outreach:

- The University will add the following degree programs in response to needs determined by the Board of Governors, and FGCU environmental scans from 2000, 2003, and 2004:
  
  **Undergraduate Programs:** Bioengineering, Social Work, Civil and Environmental Engineering, Engineering Management, Chemistry, Anthropology, Long-term Care Administration, and Dietetics.
  
  **Graduate Programs:** Criminal Forensics, Environmental Studies, and History.

**Result:** Undergraduate engineering programs (bioengineering, civil engineering and environmental engineering) were launched, with initial enrollments exceeding expectations. Also, the social work and anthropology degree programs were launched in fall 2005. Baccalaureate programs in philosophy, sociology, chemistry, and music were approved for implementation, and a master’s degree program in criminal forensics also was approved for implementation in fall 2006. The other programs referenced above continue in development.
• Regional Centers at Naples and Charlotte County (and Cape Coral) will continue implementation of plans to expand in programming, visibility and facilities.

**Result:** The FGCU Board of Trustees at its April 18, 2006 meeting approved a supplement to the FGCU strategic plan that outlines short-term, mid-term, and long-term goals for regional satellite center development. FGCU has received offers of land in Charlotte County, purchased land in downtown Naples for a permanent home for the Naples Center, and held discussions with parties interested in satellite center presence in Cape Coral and Hendry County.

---

### III. GOAL: Co-curricular and Athletic Programming.

*Offer quality co-curricular and athletic programming that promotes and enhances student development and community engagement*

• Student-athletes’ average GPA will be comparable to or better than that for the student body as a whole (roughly 3.0).

**Result:** Goal was attained, with student-athletes’ average GPA at 3.0 for fall 2005, and 3.1 for spring 2006.

• A minimum of two teams will represent FGCU in NCAA tournament play.

**Result:** 10 of FGCU’s 11 sports were represented in this year’s NCAA tournaments.

• Complete a baseball/softball clubhouse/concession area.

**Result:** Plans and funding are being finalized for the building, which will contain coaches’ offices, storage areas, and locker rooms for officials and our teams.

• Continue to provide at least 5000 community service hours each year.
Result: Student-athletes surpassed this goal by providing more than 7,500 community service hours during the past year.

- Available athletic scholarship aid will increase in 05-06 by 20% from $500,000 to $600,000.
  
  Result: Athletic scholarship aid increased by 20% as projected.

- Complete feasibility study on new sports to be developed at FGCU.

  Result: A comprehensive feasibility study resulted in a decision by the FGCU Board of Trustees to move the athletic program to NCAA Division I, as well as to add new sports. The report recommended adding the following three new sports: Women’s Soccer, Men’s Soccer, and Women’s Swimming. Job openings for a head coach for each of these three sports have been posted, and head coaches will be hired and in place this summer to prepare for the new sports that will start in fall of 2007.

IV. GOAL: Talented and Dedicated Faculty and Staff.

Build a diverse team of exceptional faculty and staff who support the mission and guiding principles of the University

- Equity Accountability Program (EAP) for Recruitment and Promotion of Women and Minority Professionals. Hold FGCU deans, directors and division heads accountable for developing and maintaining institutional practices that encourage the achievement of equity goals for faculty and staff.

The goals for 2005-2006 are as follows:

<table>
<thead>
<tr>
<th>Senior Level Administrator</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Academic Administration</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female/Executive</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>African American</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Full Professor</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Female</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>
Result: Goals were achieved or greatly exceeded in 11 of 13 instances. Of the two remaining areas, concerted efforts are already under way to meet these goals during 2006-07.

- Faculty Development:

The percentage of full-time faculty with terminal degrees will rise from 83% in 2003 to 85% in 05-06.

Result: When considering ranked full-time faculty, the above benchmark should have read 93% in 2003 to a goal of 95% in 05-06. The result for 05-06 is 94%.

Faculty peer evaluation process for instruction in 2006.

Result: The Faculty Senate revised a Faculty Performance and Evaluation Document (FPED) detailing peer evaluation, and it is expected to be approved during the 2006-07 year.

- Staff Development/Staff Advisory Council (SAC):

Feasibility study of internship or service learning opportunities within the University to provide students with work experience to be initiated.

Result: SAC concluded that a web site detailing how to employ student workers, interns, graduate assistants, and community volunteers should be established. This has been completed. Student interns have now been
• **Growth**

  Full-time faculty and staff will grow from 709 to 744.

  **Result:** Full-time faculty and staff grew to 796 or by 12%.

---

**V. GOAL: State of the Art Infrastructure.**

*Maintain a state-of-the-art campus that harmonizes with the environment and includes high quality facilities, furnishings, technology, equipment and support services*

---

• **Buildings and Infrastructure:**

  Updated Campus Master Plan by 05-06 that balances growth with campus beautification.

  **Result:** The master plan has been completed with the public hearing/agency review process currently under way. After the review process is completed, the plan will be revised and submitted to the FGCU Board of Trustees for approval and final public hearing at the Board’s September 2006 meeting.

---

Addition of 125,000 gross square feet of classroom, lab and office space by end of 05-06. Currently 53 buildings, goal completion of Academic 5 and library expansion. Break ground on Sugden Resort and Hospitality Management and WCI Green building; housing phase 7 (288 additional beds) to be completed fall 2005, parking structure.

**Result:** (1) 130,000 square feet added as of May 2006 with the Library addition, and Academic 5. (2) Herbert J. Sugden Hall for Resort and Hospitality Management is under design, and the WCI Green Building Demonstration and Learning Center is ready to go out to bid. (3) Phase VII of student housing, with 288 beds, opened in fall 2005. (4) Ground was broken on a parking structure.
Investment of $5 million in infrastructure improvements. Construct second modular office building, expansion of central energy plant, office/ lab renovations, and completion of north entrance road.

Result: A second modular office building was opened in August 2005, and all the infrastructure improvements listed above were completed. Additional lab/classroom renovations are ongoing.

- Technology:

Invest over $1.6 million in technology upgrades and replacements between 04-05 and 05-06.

Result: $705,000 of the $1.6 million goal has been invested to date. Additional expenditures are projected over the summer.

-----

Complete campus wide wireless plan. 05-06 goal will be to add wireless to 50% (from 20% currently) of the academic buildings.

Result: Computing Services is in the process of implementing phases one and two of a four-phase wireless plan for the campus. This includes many of the academic buildings, and completion of the first two phases is expected in August 2006.

-----

VI. GOAL: Research and Sponsored Programs.
Foster research and sponsored programs that engage faculty, challenge students, and promote public/private academic collaboration

- Sponsored Research Funds:
  2002-03 Actual: $10 Million
  2003-04 Actual: $11 Million
  2004-05 Actual: $15.3 Million (included a one-time $2 million grant)
  2005-06 Goal: $13.2 Million

Result: Funding awards are projected to reach $13.2 million by the end of the fiscal year.
• Establishment of at least one research park by 2008 that supports FGCU’s plans for bioengineering and biotechnology. Continue progress in land acquisition and site development.

**Result:** Discussions continue with landowners and others regarding the need for donated land on which to establish an FGCU research park.

---

**VII. GOAL: Community Leadership.**

*Position FGCU in a leadership role to address the educational, cultural, social, and economic interests of Southwest Florida*

- **Private Contributions & Gifts:**
  - 2002-03 Actual: $14.6 Million
  - 2003-04 Actual: $28 Million
  - 2004-05 Actual: $27 Million
  - 2005-06 Goal: $30 Million

**Result:** The goal of $30 million was attained.

- The Real Estate Development concentration in Executive MBA will be implemented in 05-06. Lucas Institute in collaboration with the College of Business enrolls first cohort of students.

**Result:** In the fall of 2005, the College of Business recruited a class of 13 to begin this Executive MBA degree program with a concentration in Real Estate Development and Finance.

- Arbitron, Neilson and Media Audit ratings data for WGCU-FM, WGCU-TV, and Expressions magazine (i.e., listenerhip, viewership, circulation).

  Ratings and membership figures will increase at a rate of at least 3% annually, current benchmarks, weekly television viewers 225,000, FM listeners 110,000, and members 13,500.

**Result:** WGCU FM achieved a market rating of #1 during the fall 2005 Arbitron rating period. WGCU TV remained among the top 5 Public
Television stations nationally, and WGCU is on track to achieve the 3% increase in membership this fiscal year.

- **Expand Project LAUNCH activities to two additional statewide regions.** (NOTE: Project LAUNCH is a state-funded initiative for teachers grades 3-8 to participate in activities that enhance content knowledge and teaching practices in the areas of science and mathematics.)

  **Result:** LAUNCH was expanded to include the Panhandle Area Educational Consortium and the Northeast Florida Educational Consortium, and was awarded two additional grants to support professional development for teachers in these two regions.

---

**VIII. GOAL: Ongoing Quality Improvement.**

*Implement and sustain an institutional effectiveness model or the University that is based on a culture of assessment, results in continuous improvement, and supports the University in effectively accomplishing its mission*

- **Southern Association of Colleges and Schools (SACS) Reaffirmation:**

  Reaffirmation of SACS accreditation in December 2005.

  **Result:** Reaffirmation for FGCU was announced at the Annual Meeting of the Commission on Colleges in Atlanta in December 2005.

---

Fulfillment of Action Plans as reported to SACS in response to SACS recommendations.

**Result:** Reaffirmation was contingent upon fulfillment of these action plans.

---

Development and implementation of unit assessment plans with appropriate metrics and progress on them reported annually in unit annual reports.

**Result:** Annual reports contain progress on unit goal achievement to foster continuous improvement in programs and services.
Systematic evaluation of the Quality Enhancement Plan (QEP) to foster improvement in student learning

Result: The QEP Joint Curriculum Task Force and the QEP Advisory Committee convened in spring 2006 and have begun to review curriculum and data from assessments. Initial baseline assessments have been conducted that will serve as comparison data following implementation of the QEP.

• End with a balanced budget June 30, 2006.

Result: FGCU will end the current fiscal year with a balanced budget.