# MINUTES

**Members Present** Fred Franklin, Wilfredo Gonzalez, Adam Hollingsworth, Kevin Hyde, Stephen Joost, Joy Korman, Hans Tanzler, Radha Pyati, Sharon Wamble-King

**Members Absent (Excused)** Doug Burnett, Caleb Grantham, Paul McElroy, Oscar Munoz

## Item 1 Public Comments

Chair Korman offered an opportunity for public comments. No comments were offered.

## Item 2 Approval of Minutes

Chair Korman asked for a MOTION and approval of the Minutes from the Workshop on October 25, 2016. Trustee Joost offered a MOTION and Trustee Tanzler seconded. The minutes were approved.

## Item 3 Strategic Planning Presentation

Dr. Thomas Serwatka, Vice President & Chief of Staff, introduced the UNF Strategic Plan Team:

Dr. Paul Eason, Associate Professor/Director of the Advanced Manufacturing Project
Dr. Daniel Moon, Interim Dean, Arts & Sciences
Chip Klostermeyer, Assoc. Dean/Professor, College of Computing, Engineering, & Construction
Janet Owen, Vice President of Governmental Affairs
Sharon Ashton, Vice President of Public Relations
Dr. Gordon Rakita, Professor of Anthropology & Director of Academic Technology

Vice President Serwatka gave the Board an overview of the Strategic Planning process and stated that the draft is currently on the UNF website for faculty and staff input. He

also explained that there will be open comment forums for the campus community to provide feedback.

The Board first reviewed the draft mission statement and provided feedback to the Strategic Planning Team. Comments from the trustees included that the mission statement was a bit generic. It also needs to be brief and more specific and should match student’s goals and expectations of job placement, should reflect purpose and should be easily recited by the entire university.

The Board continued the discussion by reviewing the drafted Vision statement. Comments from Trustees included that it was a good capture of UNF but could be condensed. Discussion turned to creating aggressive strategies to accelerate improvement on performance metrics scoring.

The Board ended the discussion after reviewing Goal 1 and, at Chair Korman’s request, agreed to re-evaluate the Strategic Plan draft revisions at a future meeting after feedback from the UNF community had been received.