



Board of Trustees Meeting

University of North Florida

Apr 25, 2024 at 9:00 AM to 1:00 PM

Bank of England Suite @ UNF Arena

Agenda

I. Call to Order

Chair Hyde will call the meeting to order.

II. Public Comment

Chair Hyde will offer those in attendance the opportunity for public comment.

III. Student Presentation - Dorian James 9:00 AM

Dorian James, UNF Men's Basketball Student Athlete, will share his UNF experience.

IV. Athletics Update 9:10 AM

Nick Morrow, Athletic Director, will provide an update on UNF Athletics, including funding for Athletics.

V. Chair's Remarks 9:20 AM

VI. President's Remarks 9:30 AM

VII. Presentation of Brand Strategy Work 9:50 AM

Vanessa Theoharis, Asst. Vice President at SimpsonScarborough, will virtually present the firm's work with UNF developing a unified brand strategy for the university. The higher ed research and marketing firm will highlight what they have learned through research and discovery, present the brand platform, and discuss next steps working with Marketing and Communications to develop messaging and creative concepts.

Proposed Action: No Action Required

BREAK 10:20 AM

VIII. Resolution Accepting Gift Under Trust 10:30 AM

In 2005, the UNF Foundation accepted a gift of \$2 million from Mr. and Mrs. George H. Hodges, Jr. The gift was conditioned on the University naming the soccer/track stadium "Hodges Stadium" in perpetuity. The Stadium has been so named.

The University is now the beneficiary of one-third (1/3) of the remainder of the Kernan R. Hodges Estate and the Kernan R. Hodges Trust. The devise of the remainder (a sum of money) from the Estate under the Trust to the University is conditioned on the University acknowledging and agreeing: (1) that the Hodges Stadium facility will be named HODGES STADIUM in perpetuity; and (2) that the sum of money devised under



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the Trust will only be used for the specific benefit of Hodges Stadium. The University also waives the Trustee's conflict of interest in purchasing a home owned by the Trust.

Chris Wrenn, Deputy General Counsel, will present this item.

Proposed Action: Adoption of Resolution; Motion and Second Required

IX. Proposed New Major added to Existing Degree – MS in Fintech 10:35 AM

A new FinTech major will be added to the existing MS degree and major Business Analytics to be implemented Fall 2024. The FinTech major will specifically focus on finance and banking. FinTech is the application of new computing technologies, such as machine learning and AI, to traditional problems in finance, and particularly to banking. The new major directly supports UNF Strategic Plan priorities and supports multiple SUS Strategic Goals while also being under a CIP code on the updated SUS Program of Strategic Emphasis list.

Dr. John Kantner, Senior Associate Provost for Faculty and Research will present this item for information purposes.

Proposed Action: No Action Required

X. Proposed New Major – BS in Environmental Science 10:40 AM

The overall purpose of the B.S. in Environmental Science is to meet the interdisciplinary educational needs of students in environmental science, increase mission-aligned degree offerings at UNF, and contribute to the environmental science workforce in Florida. The proposed program of study will offer two concentrations: Environmental Natural Sciences; and Environmental Principles and Practice.

Dr. John Kantner, Senior Associate Provost for Faculty and Research will present this item.

Proposed Action: Approval; Motion and Second Required

XI. Accountability Plan including Review and Endorsement of the Board of Governors Statement of Free Expression 10:45 AM

A. Review and Endorsement of the Board of Governors Statement of Free Expression

The Board of Governors recommends that each university's Accountability Plan and Strategic Plan include a specific endorsement of the Board's Statement of Free Expression, as well as a clear expectation for open-minded and tolerant civil discourse throughout the campus community.



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The Board of Governors Civil Discourse Final Report, adopted in January 2022, recommends that “each university's Accountability Plan ... include a specific endorsement of the Board's Statement of Free Expression, as well as a clear expectation for open-minded and tolerant civil discourse throughout the campus community.”

Additionally, the Final Report recommends that the leadership that the university board of trustees annually review and endorse the Board's Statement of Free Expression and commit to the principles of civil discourse.

President Limayem will present this item for Board consideration.

Proposed Action: Endorsement; Motion and Second Required

B. Accountability Plan¹

As a part of the Board of Governors planning and accountability framework for the State University System (SUS), institutions are required to complete an Annual Accountability Plan that provides an institutional overview as measured by specific performance metrics within the context of BOG System Strategic Plan, and regional and statewide needs.

President Limayem and Abby Willcox, Associate Vice President of Institutional Research & Performance will present the University of North Florida’s 2024 Accountability Plan for the Board’s consideration and approval.

Proposed Action: Approval; Motion and Second Required

¹Document available upon request.

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| XII. | Consent Agenda
<i>Board of Trustees</i>
-2.26.24 Board of Trustee Meeting Minutes
<i>Finance and Facilities Committee</i>
-Athletic Funding
<i>Strategic Plan Monitoring and Implementation Committee</i>
-Approval Strategic Plan Monitoring and Implementation Committee Charter | 11:30 AM |
| | ***Prepare plates for a Working Lunch*** | 11:35 AM |
| XIII. | Identification of Risk for Institutions | 11:50 AM |



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Julia Hann, Chief Audit Officer, and Robyn Blank, Chief Compliance Officer, will update the Board on the growth of UNF's Enterprise Risk Management program and lead the Board in a discussion of identified risks and mitigation strategies. This discussion follows recommendations from AGB's Dr. Carol Cartwright about Board involvement in risk management.

Proposed Action: No Action Required

XIV. Round Table Discussion and Follow-Up 12:20 PM

XV. Adjournment 12:45 PM

Optional Tour of Athletic Facility lead by Nick Morrow, Athletic Director

RESOLUTION

The University of North Florida Board of Trustees (Acceptance of Gift, Conditions, and Sale of Property to Trustee)

WHEREAS, The University of North Florida (the "University") is a one-third (1/3) remainder beneficiary of the Kernan R. Hodges Estate and the Kernan R. Hodges Trust dated January 23, 1981, as amended, sometimes referred to as the Kernan R. Hodges Revocable Trust (collectively the "Trust"); and

WHEREAS, this remainder distribution (the "Gift") is a conditional gift as the Trust agreement requires both that the bequest be used for the specific benefit of HODGES STADIUM and that the University agree to retain the name, HODGES STADIUM, for the Stadium facility (not including the adjacent track/competition field) in perpetuity (the "Conditions"); and

WHEREAS, one of the noncash assets remaining in the Trust is the ownership interest in a home located at 1330 Mallard Drive in Franklin, Tennessee where family members of Kernan R. Hodges and the Trustee live and who currently rent the residence from the Trust (the "Home"); and

WHEREAS, the third party date of death appraisal values the Home at \$312,000.00; and

WHEREAS, the Trustee would like to purchase the Home for cash at that price, acknowledging that in order to do so, all the remainder beneficiaries must waive his conflict of interest.

NOW, THEREFORE, BE IT RESOLVED that The University of North Florida Board of Trustees, through University of North Florida Foundation, Inc., its direct-support organization, and for the benefit of the University, gratefully acknowledges and accepts the Gift, acknowledges and agrees to the Conditions, and waives the Trustee's conflict of interest.

FURTHER RESOLVED, that the Gift will only be used for the specific benefit of HODGES STADIUM.

FURTHER RESOLVED, that the name for the Stadium facility (not including the adjacent track/competition field) currently known as HODGES STADIUM shall remain HODGES STADIUM in perpetuity.

FURTHER RESOLVED, that the University waives the Trustee's conflict and authorizes the sale of the Home to himself for the cash sum of \$312,000.00.

The undersigned, as duly elected and extant Chair of The University of North Florida Board of Trustees, a public body corporate, hereby certifies that the foregoing is a true and correct copy of the Resolution duly adopted at a meeting of the Board of Trustees held in accordance with state law and the bylaws of the Board of Trustees on April 25, 2024; and that the Resolution is now in full force and effect without modification or rescission. The Secretary of the Board of Trustees has directed that the University's corporate seal be affixed hereto.

Kevin Hyde
Chair, Board of Trustees

(CORPORATE SEAL)

Proposed New Major added to Existing Degree – MS in Fintech

A new FinTech major will be added to the existing MS degree and major Business Analytics under CIP code 30.7102 to be implemented Fall 2024. Whereas the Business Analytics major is designed to provide students the tools they need to do analytics in any type of company, the FinTech major will specifically focus on finance and banking. FinTech is the application of new computing technologies, such as machine learning and AI, to traditional problems in finance, and particularly to banking, both consumer and commercial. The new FinTech major will directly draw upon optimization methods, computer algorithms, probability and stochastic models, information economics, logistics, strategy, consumer behavior, marketing, and visual analytics. The new major directly supports Priorities 1, 2, and 3 of the UNF Strategic Plan. Furthermore, the proposed FinTech major supports multiple SUS Strategic Goals while also being under a CIP code on the updated SUS Program of Strategic Emphasis list.

There is significant demand for appropriately trained FinTech workers in Jacksonville, Florida, and the United States. The northeast Florida regional saw an increase of 78.3% in available FinTech jobs compared to a 57.4% increase in the US. Additionally, 20 major banks, insurance and investment firms on the Fortune Global 500 list have operations centers in the region. The statewide projection is for an increase of about 10,348 jobs in fintech and related fields from 2022- 2030, which represents a 14.8% increase. Nationally, according to the US Bureau of Labor Statistics, 108,000 new management analysts (a common title for management-level fintech jobs) jobs will be created between 2021 and 2031. In particular, jobs for management analysts are expected by the U.S. Bureau of Labor Statistics to grow by 11.4% from 2021 to 2031. The US currently has the world's largest financial-services industry and is projected to grow fourfold by 2030 and account for 32% of global revenue growth as predicted in a Boston Consulting Group report. UNF students that obtain an MS in Fintech are poised to have successful careers while meeting the needs and demands of the local business community, business needs in the state of Florida, as well as business needs nationally.

Proposed New Academic Program – B.S. in Environmental Science

The overall purpose of the B.S. in Environmental Science is to meet the interdisciplinary educational needs of students in environmental science, increase mission-aligned degree offerings at UNF, and contribute to the environmental science workforce in Florida. The proposed program of study will offer two concentrations: Environmental Natural Sciences; and Environmental Principles and Practice. Both concentrations are designed with the aim of preparing the next generation of environmental leaders who can seamlessly transition to careers post-graduation, with extensive opportunities for professional preparation, networking, an internship, and community-based learning and outreach, in addition to rigorous technical training. In addition to the traditional and well-established research methods, the program will encourage multidisciplinary research approaches and prioritize research problems with direct economic and community impacts. The interdisciplinary training students receive in the Environmental Science B.S. program will prepare them for careers in environmental science, environmental policy, and environmental management across industry, government, and academia.

Currently, UNF is the only non-technical university in the State University System (SUS) without an Environmental Science or Environmental Studies degree program at the undergraduate or graduate level and student demand and workforce needs data show a clear need for this program at UNF. Specifically, there are currently 2,653 natural science managers positions in the state, with 12.3% projected growth and 1,874 total job openings by 2030. Additionally, compliance officers currently hold 27,023 positions in the state, with 9.2% growth anticipated, resulting in 19,989 total job openings by 2030. Conservation scientists currently hold 603 jobs in the state, with an expected 8.1% growth by 2030, resulting in 504 total job openings. Environmental engineering technicians currently hold 1,000 jobs in the state, with anticipated 15.7% growth and a total of 947 job openings by 2030. Graduates of the program will be prepared to pursue careers as conservation professionals, environmental and natural science management and programming, urban planning professionals, environmental health specialists, and field and laboratory scientists. In addition, local Northeast Florida community and industry leaders and employers have expressed the need for such a program at UNF, stating they prefer to hire candidates with 1) an environmental science degree (focused on laboratory and field work) over a natural science degree, or 2) specialized training in the communication and research dimensions of environmental studies and sustainability over generalized interdisciplinary or social science degrees. Graduates of the program will be particularly well prepared for in-demand STEM careers at major local and national employers (e.g. Advanced Environmental Laboratories, Timucuan Foundation, Department of Environmental Protection, North Florida Land Trust, PGA Tour, EverBank, Vulcan Materials Company, City of Jacksonville) and for matriculation into interdisciplinary graduate programs (e.g. Ph.D. Environmental Science, Environmental Policy, Public Health, and Biology).