

**USF SARASOTA-MANATEE  
ASSESSMENT PLANNING RECORD  
2012-2013**

<b>UNIT:</b>	<b>Government &amp; Community Relations</b>
<b>MISSION:</b>	To serve in support of the University of South Florida Sarasota-Manatee’s mission, vision, and strategic goals as a liaison between local, state, regional and federal government and the USF System. The office monitors the Florida legislative process to ensure the USF System's legislative priorities are implemented. The office also provides assistance to legislators and legislative staff when it comes to USF System issues, and communicates key legislative information to USF students, faculty, staff and alumni.
<b>2012-16 USFSM STRATEGIC PLAN GOALS:</b>	<p><b>ACCESS:</b> Expand access to a University education that benefits students and the local, national, and global community; and (Aligns with USF System Goals 1,2, 3, 4, 5; SUS System Goals 2,3)</p> <p><b><u>Teaching &amp; Learning</u></b></p> <p>(1a.) <b>Expand academic programs</b> in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree.</p> <p><b><u>Scholarship, Research, and Innovation</u></b></p> <p>(1b.) Promote <b>innovative scholarship</b> and <b>community-engaged research</b>.  (1c.) Seek <b>external funding</b> from public grants, private foundations, and individual donors.</p> <p><b><u>Public Service &amp; Community Engagement</u></b></p> <p>(1d.) <b>Partner</b> with a variety of organizations and stakeholders, including the USF System.  (1e.) Build a <b>University living and learning community</b>, including residence halls, academic buildings, and student life facilities.</p> <p><b>SUCCESS:</b> Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; SUS System Goals 1,2).</p> <p><b><u>Teaching &amp; Learning</u></b></p> <p>(2a.) Produce continuous improvement in <b>student outcome measures</b>, including retention and graduation rates and student career results.  (2b.) Earn <b>professional accreditation and recognition</b>, including AACSB and NCATE.</p> <p><b><u>Scholarship, Research, and Innovation</u></b></p> <p>(2c.) Track and promote <b>faculty-developed measures of scholarship</b>.  (2d.) Identify <b>student success predictors</b>.</p> <p><b><u>Public Service &amp; Community Engagement</u></b></p> <p>(2e.) Earn recognition as a <b>Carnegie Community-Engaged University</b>.  (2f.) Track and share the value of the University's and graduates' <b>economic and societal contributions</b>.</p>

Outcomes	Unit Goal	Means of Assessment	Assessment Data	Plan resulting from Analysis of Assessment	Executive Response
<b>UNIT GOALS:</b>					
		<ol style="list-style-type: none"> <li>Effectively communicate University of South Florida Sarasota-Manatee’s mission, vision, and strategic goals to government officials, policy makers, and community stakeholders. (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> <li>Develop relationships to identify and facilitate strategic partnerships and funding support. (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> <li>Support USFSM academic council, executive council, faculty senate, student government, campus board, and the community leadership council with accurate and timely information for strategic planning initiatives. (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e)</li> </ol>			
Outcomes	Unit Goal	Means of Assessment	Assessment Data	Plan resulting from Analysis of Assessment	Executive Response (Dr. Guilford)
Identification of funding support for the Science Labs at Mote Marine Laboratory.	1,2,3	Community outreach events and individual meetings with Community Stakeholders, Private Donors, and University Alumni to identify funding support.	<p>Extensive participation in the entire legislative session from November – May to support the USFSM STEM Initiative.</p> <p>Initial Mote funds secured</p>	Ongoing efforts to maintain the initial funding and secure additional funding to support the expansion of more STEM program offerings.	Great to continue to increase funding for our STEM initiatives. Great success in 2012-2013.
Identification of partners and funding support for the Speech and Language Clinic.	1,2,3	Community outreach events and individual meetings with Community Stakeholders, Private Donors, and University Alumni to identify partners and funding support.	This initiative has been reprioritized.	This initiative has been reprioritized.	Good inroads made with Sertoma Kids so as we move forward with the clinic we will re-initiate.
Promotion of the Lower Division Initiative.	1,2,3	Community outreach events and individual meetings with Community Stakeholders, Private Donors, and University Alumni to promote the awareness of USFSM’s lower division initiative.	Represented USFSM, meeting with many community stakeholders to communicate the Lower Division Initiative, cultivating awareness and support.	Planning for the 2014 Legislation session to support the USFSM Lower Division Initiative.	Please continue your efforts with the State Legislature. Funding for STEM and lower division remain priorities.

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Support of the Faculty Senate and Student Government through the dissemination of information of joint interests.	3	Faculty Senate Communications	State employee pay and retirement issues - Delivered policy information as expressed by the Governor and State Legislative leaders.	Continue providing relevant policy information in a timely manner as well as strategic recommendations in regards to advocacy. Continue targeted efforts for traffic safety.	The faculty and staff are much better educated about critical issues. Please continue to update them regularly.  Very good to continue to keep the SGA involved in these discussions as well.
			Traffic Safety – Petitioned the governor and legislature for assistance.		
		Student Government Communications	Student tuition and fees – Explained policy issue as related to the Legislature, the Governor, the Board of Governors for the State University System and the USF Board of Trustees.		
			Traffic Light – Petitioned the governor and legislature for assistance.		
Cultivation of strategic partnerships with service clubs, community foundations, and community organizations.	1,2 ,3	Community outreach events and individual meetings to facilitate strategic partnerships.	Sertoma – Continued to develop a strategic partnership on speech and hearing.	Ongoing efforts to manage relationship with Mote Marine Laboratory on joint STEM initiatives. Develop a working relationship with USF Tampa to establish a Small Business Development Center for our service area. Continue looking for additional opportunities for community outreach and development of strategic partnerships.	These are all excellent initiatives and I am delighted that you continue to work in these areas. Keep up the good work.
			Kiwanis – Presented USFSM goals and vision		
			Sarasota EDC – worked to develop a strategic relationship. USFSM was awarded the “Community Partner of the Year.”		
			Mote Marine Laboratory – Successfully developed into a strong strategic partner.		

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Effective communication with the Sarasota and Manatee Legislative Delegations	1,2,3	Relationship cultivation activities to promote and support USFSM's vision, mission, and strategic goals.	<p>Base Budget Funding – Advocated for restoration and an increase in funding. Base budget funding was restored.</p> <p>STEM Funding (Mote Marine) – Advocated for funding and strategized for a delivery mechanism. Received additional base budget funding for the initial STEM program.</p>	Ongoing efforts to maintain the initial funding and secure additional base funding to support the expansion of more STEM program offerings.	This has been highly successful this year and I hope that we can continue to push to get the \$800K converted into recurring funds.