

**UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE
UNIT ASSESSMENT REPORT
2013-2014**

UNIT:	Government & Community Relations (Casey Welch)
MISSION:	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.
2012-16 USFSM STRATEGIC PLAN GOALS:	<p>GOAL 1 ACCESS: Expand access to a University education that benefits students and the local, national, and global community. (Aligns with USF System Goals 1,2,3,4,5; State University System of Florida Goals 2,3)</p> <p>Teaching & Learning</p> <p>(1a.) Expand academic programs 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>Scholarship, Research, and Innovation</p> <p>(1b.) Promote innovative scholarship and community-engaged research.</p> <p>(1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p>Public Service & Community Engagement</p> <p>(1d.) Partner with a variety of organizations and stakeholders, including the USF System.</p> <p>(1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>GOAL 2 SUCCESS: Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; State University System of Florida Goals 1,2).</p> <p>Teaching & Learning</p> <p>(2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results.</p> <p>(2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p>Scholarship, Research, and Innovation</p> <p>(2c.) Track and promote faculty-developed measures of scholarship.</p> <p>(2d.) Identify student success predictors.</p> <p>Public Service & Community Engagement</p> <p>(2e.) Earn recognition as a Carnegie Community-Engaged University.</p> <p>(2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p>

UNIT GOALS:	<ol style="list-style-type: none"> 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) Develop relationships to identify and facilitate strategic partnerships and funding support. (Aligns with USFSM Goal 1a, 1b, 1c, 1d, 1e) 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) 				
OUTCOMES	Unit Goal	Means of Assessing Outcome	Assessment Data	Plan Resulting from Analysis of Assessment	Chancellor’s Response (Dr. Arthur Guilford)
Outcome 1: Promotion and funding support for USFSM Initiatives.	1,2, 3	Legislative activities to support and promote the USFSM STEM Initiative.	Identified the need for USFSM STEM Initiative. Developed budget and plan. Florida Legislature allocated \$1.4 million in new recurring funds was allocated to USFSM to hire additional STEM faculty and to expand the campus' STEM programs in partnership with Mote Marine Laboratory. This funding represents a more than 10% increase in state funds for USFSM next year.	Ongoing efforts to maintain the initial funding and secure additional funding to support the expansion of more STEM program offerings.	The additional funding for STEM has already proved to be highly important to our development of the sciences. Let’s try for more next year.
		Advocacy and strategic planning for property sales and acquisitions in support of the Campus Master Plan.	Met with various internal and external stakeholders.	Ongoing efforts to support the Campus Master Plan.	Efforts have been highly successful to support the Campus Master Plan.
		Secure matching state funding with other philanthropy for the Center for PAInT.	Legislature allocated \$100,000 for PAInT. In addition, \$100,000 secured for Small Business Center in North Port.	Ongoing efforts to support the center.	Efforts have been successful and the matching money was obtained.
Outcome 2: Support of Faculty Senate and Student Government through dissemination of information of joint interests.	3	Faculty Senate Communications	SUS-BOG performance funding issues. Delivered policy information as expressed by the BOG, Governor and State Legislative leaders.	Continue providing relevant policy information to faculty in a timely manner as well as strategic recommendations in regards to advocacy. Continue targeted efforts for traffic safety.	The E-News and Legislative updates have been highly effective. Please continue them.

OUTCOMES	Unit Goal	Means of Assessing Outcome	Assessment Data	Plan Resulting from Analysis of Assessment	Chancellor's Response (Dr. Arthur Guilford)
		Student Government Communications	Student tuition and fees – Explained policy issue as related to the Legislature, the Governor, and the BOG for the State University System and the USF Board of Trustees.	Continue providing relevant policy information to students in a timely manner, as well as strategic recommendations in regards to advocacy.	Information is always valuable for everyone. Let's keep it coming.
Outcome 3: 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.	Served on the legislative committees for the Greater Sarasota Chamber of Commerce and the Manatee Chamber of Commerce.	Ongoing efforts to manage relationship with stakeholder in joint initiatives. Develop a working relationship with USF Tampa to support the Small Business Development Center for our service area. Continue looking for additional opportunities for community outreach and development of strategic partnerships.	All these efforts are paying off. I was pleased with the support for PAInT Center and with the small business development center. It would be good to find a continuous funding stream for both of these activities
			Presented at the North Port Chamber of Commerce and the Venice Chamber of Commerce.		
			Coordinated the relocation of the Small Business Development Center from SCF to USFSM.		
			Assisted in acquiring the PAInT MOU with Venice Symphony. Assisted in acquiring the PAInT MOU with South Florida Museum.		
Outcome 4: 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.	Hosted the Manatee Legislative Delegation meeting. Met individually with legislators.	Ongoing efforts to maintain the initial funding and secure additional base funding to support the expansion of more STEM program offerings.	You have been successful in this regard and in the future, we will continue to try for more.
			Presented at the Sarasota Legislative Delegation meeting. Met individually with legislators.		