

**USF SARASOTA-MANATEE
ASSESSMENT PLANNING RECORD
2014-2015**

UNIT:	External and Governmental Affairs (Casey Welch, Assistant Vice President)
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>ACCESS: 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><u>Teaching & Learning</u></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><u>Scholarship, Research, and Innovation</u></p> <p>(1b.) Promote innovative scholarship and community-engaged research. (1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(1d.) Partner with a variety of organizations and stakeholders, including the USF System. (1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>SUCCESS: 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><u>Teaching & Learning</u></p> <p>(2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results. (2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(2c.) Track and promote faculty-developed measures of scholarship. (2d.) Identify student success predictors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(2e.) Earn recognition as a Carnegie Community-Engaged University. (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 Assessment	Assessment Data	Plan resulting from Analysis of Assessment	Chancellor’s Response (Dr. Sandra Stone)
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 a budget and a plan. USFSM Campus Board approval. University Board of Trustees approval. BOG approval. Under consideration by the Legislature.	Identified the need for USFSM STEM Initiative. Developed a budget and a plan. USFSM Campus Board approval. University Board of Trustees approval. BOG approval. Under consideration by the Legislature.	Efforts to secure resources in strategic areas of need for the University are commendable and appreciated.
		Advocacy and strategic planning for property sales and acquisitions in support of the Campus Master Plan.	Met with various internal and external stakeholders. Under consideration by the Legislature and Cabinet.	Ongoing efforts to support the Campus Master Plan.	
		Secure matching state funding with other philanthropy for the Center for PAInT.	CLC and Campus Board approval. Under consideration by the Legislature.	Ongoing efforts to support the Center.	
		Secure matching state funding for the Small Business Development Center.	CLC and Campus Board approval. Under consideration by the Legislature.	Ongoing efforts to support the SBDC.	
		Legislative activities to support and promote the joint request with New College of Florida for shared campus police service.	Identified the need and developed a strategy. USFSM Campus Board approval. University Board of Trustees approval. BOG approval. Under consideration by the Legislature.	Identified the need and developed a strategy. USFSM Campus Board approval. University Board of Trustees approval. BOG approval. Under consideration by the Legislature.	

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<p>Outcome 2. Support of the Faculty Senate and Student Government through the dissemination of information of joint interests.</p>	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 in a timely manner as well as strategic recommendations in regards to advocacy. Explain Special Session of the Legislature.	Work with Student Government and Faculty Senate is helpful. More emphasis in this area would assist in greater advocacy for the University; prioritize by these groups.
		Student Government Communications	Student tuition, fees and buildings – Explained policy issue as related to the Legislature, the Governor, and the BOG for the State University System and the USF Board of Trustees.		
<p>Outcome 3. Cultivation of strategic partnerships with service clubs, community foundations, and community organizations.</p>	1,2,3	Community outreach events and individual meetings to facilitate strategic partnerships.	Chaired the Manatee Chamber of Commerce legislative committee and served on the legislative committees for the Greater Sarasota Chamber of Commerce.	Ongoing efforts to manage relationship with stakeholder in joint initiatives. Develop a working relationship with USF College of Business in 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.	Connections in the community are excellent and beneficial to the University. Internally, we need further clarification of roles in regard to work with community organizations.
			Continued outreach to the North Port Chamber of Commerce, Venice Chamber of Commerce and the Lakewood Ranch Business Alliance.		
			Coordinated Letters of Support for USFSM Lower Level expansion to the Board of Governors from local Chambers/EDCs.		
			Assisted facilitation of meetings on acquisition of Little Salt Springs and potential partnership with the Sarasota County Government.		

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<p>Outcome 4. Effective communication with the Sarasota and Manatee Legislative Delegations</p>	<p>1,2,3</p>	<p>Relationship cultivation activities to promote and support USFSM's vision, mission, and strategic goals.</p>	<p>Hosted the Manatee Legislative Delegation meeting. Met individually with legislators.</p> <p>Presented at the Sarasota Legislative Delegation meeting. Met individually with legislators.</p>	<p>Ongoing efforts to maintain the initial funding and secure additional base funding to support the expansion of more STEM program offerings.</p>	<p>Work with elected officials is commendable, especially in the current challenging political environment.</p>

6/19/2015