Strategic Planning with USFSM’s Community Leadership Council  
February 5th, 2015

The Community Leadership Council, also known as the CLC, consists of a group of business and community leaders who have a vested interest in USFSM. The CLC was propositioned by the Strategic Planning Advisory Committee’s focus area chairs for feedback on key questions that their focus area must answer. Highlights of the discussion are summarized below:

**Student Success**

1. Evaluating student readiness for work:
   - Knowledge
   - Poise
   - Confidence
   - Willingness to learn
   - Some experience through internships
   - Intuition
   - Adaptability
   - Critical Thinking

2. Critical thinking skills:
   - Have access to the right information
   - Asking the right questions
   - Problem Solving
   - Interpersonal skills to be able to communicate complex ideas
   - Thinking on your feet
   - Comprehension skills
   - Emotional Intelligence

**Enrollment**

The restructuring of the colleges on USFSM was discussed. It was emphasized the structure must fit USFSM well in order for it to be effective and must provide an advantage for the university. In addition, the CLC expressed concern for the declining amount of students seeking a career in education.

**Course Delivery**

- Online classes align with future remote workers
- Compare success rates of online courses vs. in-class courses to garner insight on which one is more effective
Student success and learning in an online class will depend on the type of course it is to begin with.
- Deadlines will offset procrastination in any online course.
- Hybrid model may be the ideal model for building campus life and providing convenience.
- Possibly decrease the prices for online classes.
- Increase professional certifications provided by campus.

**Scholarship and Service**

- Faculty service includes research, publishing, membership in academic associations, and grant writing.
- Service is required for faculty tenure.
- For students, only certain degree programs have service requirements. Degree requirement could be that students provide a certain number of service hours in their field and are given credit hours for it.
- Civic/governmental service should be considered as it would help students become engaged in the community more.

**Partnerships**

- It was suggested that USFSM should partner with the following industry sectors to provide internships:
  - Gerontology
  - Healthcare/Healthcare Administration
  - Business
  - Education/School Systems
  - Insurance—offer course on risk management, etc.
- Mote Marine and College of Hospitality partnerships are good examples of USFSM’s partnering capabilities.
- In order to make partnerships successful, it is important that:
  - Local talent stays in area
  - Graduates have practical experience when entering workforce
  - Employers have help from university in putting together internships.
Resources

- Private resources are only a small percentage of funds running institution. In order to increase this, USFSM should:
  - Have naming rights
  - Highlight USF graduate success stories and how funding helps students achieve goals
  - Pursue more grant writing opportunities
  - Let potential donors know how their donations affect savings (i.e. taxes, etc.)