

**University of South Florida**  
**Board of Trustees' Workgroup on Academics and Campus Environment**  
January 23, 2004

**Issue:** Proposed Revisions to the *USF Strategic Plan, 2002-2007*

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**Proposed Action:** For information

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**Background Information:**

Recognizing that a University's strategic plan is a dynamic, living document inextricably linked to the institution's budget, it is expected that annual adjustments will be made based upon changes in the related internal and external environments. Proposed revisions to the *USF Strategic Plan, 2002-2007* fall into the following categories:

1. The changing scope of institutional goals, strategies, and performance measures/indicators,
2. Refined, clear and consistent definitions for each performance measure/indicator; the means of calculation; and reporting periods, will be made available on the USF Strategic Planning website,
3. Prioritization of strategies and/or performance measures/indicators,
4. Discontinuation of existing strategies and/or performance measures/indicators,
5. Addition of new strategies and/or performance measures/indicators,
6. Adjustments (up and/or down) to performance goals based upon prior year performance and/or changing conditions, and
7. Allocation of fiscal resources by strategy and/or performance measure/indicator.

The changing scope of institutional goals, strategies, and performance measures/indicators

No new goals or strategies are proposed. While data will be collected by campus (for USF Tampa, USF Health Sciences Center, USF St. Petersburg, USF Sarasota/Manatee, and USF Lakeland), it will be reported as one USF measure unless stated otherwise. Selected measures will also reported by college, race and/or gender.

To date, the *USF Strategic Plan, 2002-2007* has been guided, in part, by criteria considered in the assessment of *The Top American Research Universities* by *TheCenter* at the University of Florida. This year, USF has chosen to "raise the bar" by also embracing those performance measures considered by the Association of American Universities (AAU) which, founded in 1900, is generally considered to comprise the top 62 public and private universities in the United States and Canada. Presently, the University of Florida is the only statewide member of the AAU.

Refined, clear and consistent definitions for each performance measure/indicator; the means of calculation; and reporting periods, will be made available on the USF Strategic Planning website

Please refer to the USF Strategic Planning website.

### Prioritization of strategies and/or performance measures/indicators

Following extensive discussion within Academic Affairs and Student Affairs, 50 top tier performance measures are being proposed as a way to bring added strategic focus to the planning and budgeting processes at the University of South Florida. These measures/indicators have been selected as those most important to USF realizing its vision “*as a premier national research university that serves the metropolitan Tampa Bay Region, Florida, and the nation*”.

### Discontinuation of existing strategies and/or performance measures/indicators

As a way to bring added strategic focus to the planning and budgeting processes at the University of South Florida, it is recommended that seven performance measures (#16, 17, 18, 43, 44, 54, and 55) be subsumed by other Tier 1 measures and reported by college, campus, race and/or gender.

Furthermore, it is recommended that measure #39 *Research I average weighted faculty salary* be deleted inasmuch as it is referential and is not reflective of USF performance.

### Addition of new strategies and/or performance measures/indicators

In addition to the identification of 44 existing indicators as Tier I measures (including the elevation of #14 *Number of undergraduate nursing degree awarded* and #90 *Number of K-12 personnel graduates* which are statewide priorities), six new top tier measures are being proposed:

Strategy 1: *Promote nationally and internationally distinctive research and graduate programs*

- Number of refereed publications/juried exhibits per faculty FTE
- National Research Council faculty quality ratings
- Faculty arts and humanities awards, fellowships, and memberships
- Number of doctoral degree programs

Strategy 4: *Provide high quality academic programs and support services*

- Pass rate on licensure/certification examinations
- Percentage of creditable programs holding national accreditation

### Adjustments (up and/or down) to performance goals based upon prior year performance and/or changing conditions

Please refer to *USF Strategic Plan, 2002-2007, Draft Update* (January 18, 2004) for 2003-2004 adjusted goals proposed by the Vice Presidents.

### Allocation of fiscal resources by strategy and/or performance measure/indicator

This represents the next and critically important phase of institution-wide planning as part of the budgeting process for FY 2004-05.

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**Supporting documentation:** *USF Strategic Plan, 2002-2007, Draft Update* (January 18, 2004)

**Prepared by:** Ralph C. Wilcox, Vice Provost, 813-974-5543