

**Florida Agricultural and Mechanical University
Board of Trustees**



Governance Committee Meeting

June 7, 2018

9:30 a.m.

Location: Grand Ballroom

Committee Members: Harold Mills, Chair
Kimberly Moore, Belvin Perry, Nicole Washington

AGENDA

- I. Call to Order Trustee Mills
- II. Roll Call Linda Barge-Miles

ACTION ITEM

- III. Approval of the March 8, 2018 Minutes Trustee Mills
- IV. Approval of Legislative Budget Request Barbara Cohen-Pippin, Director
- V. Regulation 5.005 – Freedom of Expression and Assembly Rights and Responsibilities Shira Thompson, Acting General Counsel
- VI. University Communications and Media Policy Kathy Times, Director
- VII. Regulation 5.006 – No Smoking and Tobacco Use Cynthia Hughes-Harris, Dean
Mary Simmons, Director

INFORMATIONAL ITEM

- VIII. BOT Survey Trustee Mills
- IX. Timeline: Presidential Goals Setting and Evaluation Trustee Mills
- X. Adjournment

AGENDA ITEM

III



**Florida Agricultural and Mechanical University
Board of Trustees
ACTION ITEM**

**Governance Committee
Date: (Thursday, June 7, 2018)
Agenda Item: III**

Item Origination and Authorization			
Policy ____	Award of Bid ____	Budget Amendment ____	Change Order ____
Resolution ____	Contract ____	Grant ____	Other ____

Action of Board				
Approved ____	Approved w/ Conditions ____	Disapproved ____	Continued ____	Withdrawn ____

Subject: Approval of the Minutes

Rationale: Section 5.10 of the Board of Trustees Operating Procedures provides that detailed minutes should be kept for any Board or Committee meeting. Those minutes should include a record of votes cast and attendance.

Attachments: Minutes

Recommendation: Approve the March 8, 2018 minutes of the Governance Committee

**Florida Agricultural and Mechanical University
Board of Trustees**



**Governance Committee Minutes
March 7, 2018**

The Governance Committee Chair, Trustee Harold Mills, called the meeting to order. Attorney Barge-Miles called the roll. A quorum was later established. The following committee members were present: Harold Mills, Kimberly Moore and Belvin Perry.

The first item on the agenda was approval of the minutes for the meetings held on November 29, 2017 and January 11, 2018. Trustee Moore moved approval. The motion was seconded by Trustee Perry and the motion carried.

The committee then heard a recommendation to revise the Board of Trustees' Operating Procedures, Section 5.4 - Notice of Meetings, which would provide that all BOT meetings could be noticed only on the University's website. Currently the Board is required to notice all meetings in the Tallahassee Democrat Newspaper or a major newspaper in the area. Several of the universities in the State University System only notice their meetings on their websites. Notice on the website only, is a more cost effective and efficient method of providing notice to the public. Trustee Perry moved approval of the revision to Section 5.4. The motion was seconded by Trustee Moore and the motion carried.

Next, The Committee discussed the schedule for the annual self-evaluation, which will occur during its retreat in August of each year. They also stated that the committee will follow the general format used for the most recent self-evaluation, which included administering a survey to board members and holding a retreat which featured a workshop session on board development that was facilitated by a representative from Association of Governing Boards.

Vice President Edington informed the Board that SACSCOC has implemented a new Standard (4.2.g), which requires each Board of Trustees to regularly conduct a self-evaluation.

Finally, President Robinson gave an update on the status of the University's governmental relations activities. He reported that Senate Bill 4, which was passed by the Legislature and needs the Governor's signature, requires:

- the University Boards to submit a plan to the Board of Governors to improve the 4-year graduation rate.
- a revision to the Performance Standards, changing the 6-year graduation rate to a 4-year metric for full time, FTIC students.
- the Board of Governors and University Presidents look at the current Performance funding model.

AGENDA ITEM

IV



**Florida Agricultural and Mechanical University
Board of Trustees
ACTION ITEM**

**Governance Committee
Date: Thursday, June 7, 2018
Agenda Item: IV**

Item Origination and Authorization				
Policy _____	Award of Bid _____	Budget Amendment _____	Change Order _____	
Resolution _____	Contract _____	Grant _____	Other _____	

Action of Board				
Approved _____	Approved w/ Conditions _____	Disapproved _____	Continued _____	Withdrawn _____

Subject: 2019-2020 Legislative Budget Request

Rationale: Each year the University is required to submit a Legislative Budget Request (LBR) to the Florida Board of Governors. The Board of Governors will review and consider each submission with regards to conformance with each university's strategic plan and work plan.

FAMU is requesting allocation of funds for the following initiatives:

- General Operational Enhancements (Enhancing Pathways to Degree Attainment)
- Agriculture Research Education and Training in Support of Florida's Agricultural Industry

Recommendation: Approve the University's proposed 2019-2020 Legislative Budget Request.

2019-2020 Legislative Budget Request
 Education and General
 Position and Fiscal Summary
 Operating Budget Form II
 (to be completed for each issue)

University: Florida A&M University
 Issue Title: General Operational Enhancements

	RECURRING	NON- RECURRING	TOTAL
<u>Positions</u>			
Faculty	35.00	0.00	35.00
Other (A&P/USPS)	38.00	0.00	38.00
	-----	-----	-----
Total	73.00	0.00	73.00
	=====	=====	=====
<u>Salary Rate (for all positions noted above)</u>			
Faculty	\$4,219,722	\$0	\$4,219,722
Other (A&P/USPS)	\$847,328	\$0	\$847,328
	-----	-----	-----
Total	\$5,067,050	\$0	\$5,067,050
	=====	=====	=====
Salaries and Benefits	\$6,705,000	\$0	\$6,705,000
Other Personal Services	\$300,000	\$0	\$300,000
Expenses	\$0	\$0	\$0
Operating Capital Outlay	\$0	\$0	\$0
Technology	\$300,000	\$2,389,000	\$2,689,000
Special Category (Specific)	\$0	\$0	\$0
Support Packages	\$0	\$2,500,000	\$2,500,000
Laboratory Instrumentation	\$0	\$2,000,000	\$2,000,000
Faculty Training and Development	\$100,000	\$0	\$100,000
	-----	-----	-----
Total All Categories	\$7,405,000	\$6,889,000	\$14,294,000
	=====	=====	=====

**State University System
Education and General
2019-2020 Legislative Budget Request
Form I**

University(s):	Florida A&M University
Issue Title:	General Operational Enhancements (Enhancing Pathways to Degree Attainment)
Priority Number	
Recurring Funds Requested:	\$7,405,000
Non-Recurring Funds Requested:	\$6,889,000
Total Funds Requested:	\$14,294,000
Please check the issue type below:	
Shared Services/System-Wide Issue	<input type="checkbox"/>
2018-2019 Non-Recurring Issue	<input type="checkbox"/>
New Issue for 2017-2018	<input checked="" type="checkbox"/>

Description:

I. Enhancing Pathways to Degree Attainment

Increasing student success is our top priority. In support of the University's Mission to empower citizens and communities, FAMU enrolls a high percentage of low-income and first-generation students. At a minimum, 32 percent of FAMU students indicate they are first generation; the average family income for FAMU students is \$39,026. Sixty-two percent of FAMU's undergraduates are recipients of Pell Grants, compared to a State University System average of 39 percent. These students experience a multitude of unique challenges and obstacles on their way to successful degree completion. Funding is being sought to enhance the University's efforts to assist these students with excelling in their studies, graduating on time and moving on to fulfilling careers.

This past year, we improved on multiple Performance Funding Metrics, particularly with the six-year graduation rate, and we achieved an overall score of 72, up from a score of 65 the previous year. This was accomplished despite receiving no Performance Funding dollars during the 2017-18 legislative session. What could have been achieved would have been significantly greater with Performance Funding. The funds provided by the legislature will allow us to expand our capacity to address critical workforce needs for the state of Florida.

One of the University's top priorities is funding of the Center for Access and Student Success (CASS). A one-stop-shop for recruitment, admissions, financial aid and enrollment management, CASS will contribute towards improving the retention and graduation rates of students, by expanding outreach and recruitment, increasing counselling services and improving the overall customer service for students, parents and alumni.

The initiatives contained in this 2019-2020 Legislative Budget Request will enable the University to make significant progress on student success efforts already underway and solidify FAMU's ranking as the #1 public HBCU in the nation. In addition, the University's Strategic Plan will facilitate the establishment of clear and visible pathways for students to graduate and achieve their ultimate career goals. This past year, the legislature appropriated recurring funds for operational support. These funds will be part of the University's base budget for subsequent years and used for student success and faculty initiatives in alignment with the Strategic Plan, "FAMU Rising." FAMU's budget constraints remain, limiting the scale and effectiveness by which these initiatives can be deployed. Full implementation of these initiatives requires additional funding.

The funds will be used to enhance academic support services to increase retention and graduation rates. Students will be monitored by "intrusive" advisors who will be looking for risk indicators. We will strengthen and expand academic programs to increase degree production in areas of strategic emphasis and increase online offerings to provide students with additional flexibility in scheduling courses to complete degree requirements. Through these efforts, FAMU will increase student success, improve outcomes on the Performance Based Funding Metrics (and other key performance indicators), and expand its capacity to address critical workforce needs for the state of Florida.

Increasing the number of students who gain employment in their field of study directly upon graduation is a key priority. Therefore, a comprehensive approach must be deployed to ensure coordination throughout the University. A combination of non-recurring and recurring funds are being sought to enhance the efforts underway that introduce students to a myriad of pre-employment opportunities designed to increase their overall marketability after graduation. The requested funding will be used to address the following: 1) streamlined communication; 2) coordinated outreach; 3) centralized data collection; and 4) increased employment (12 months after graduation).

A. Enhance Academic Support Services to Increase Retention and Graduation Rates

(Total Recurring)

\$1,050,000

Building on FAMU's 2018 legislative budget request, the institution is requesting 15 Intrusive Advisors/Academic Coaches and 100 peer mentors/peer tutors. This funding will help FAMU make significant improvements on student outcomes by implementing national best practices that have proven to be successful in increasing retention and graduation rates of student populations similar to FAMU's.

Recurring:
Advisement

Intrusive Advisors and Academic Coaches will be employed to provide additional monitoring and support for at-risk students. This approach goes beyond traditional academic advisement approaches in that Intrusive Advisors and Academic Coaches take a proactive approach to identifying risk factors and providing students with more personalized attention. For example, students with GPAs below 2.4 will attend mandatory tutorial sessions and be required to meet with their Intrusive Advisor and Academic Coach two times per week. Advisors and Coaches also will provide students with career counseling. These approaches are proven practices in higher education that have led to significant increases in student success outcomes at institutions across the nation in recent years.

- 1) Intrusive Advisors and Academic Coaches (15 x \$50,000/ea. = \$750,000)

Recurring:
Academic Support Services

FAMU's academic support services will be enhanced by expanding the use of peer-mentoring and peer-tutoring services in STEM and related disciplines, with a focus on high-failure rate courses. Proven approaches, such as using supplemental instruction and learning assistants, will be used to provide students with additional avenues for seeking assistance.

- 1) 100 Peer Mentors/Peer Tutors (100 x \$3,000/ea. = \$300,000)
 - High achieving upper-division undergraduates and advanced graduate students will be employed to serve as Peer Mentors/Peer Tutors (\$1,500 each term as OPS employees)

B. Strengthen Academic Programs	(Total Non-Recurring)	\$4,500,000
	(Total Recurring)	\$3,360,000

FAMU has achieved distinction for its high production of graduates in several areas, including STEM and the health fields. In order for the University to continue to provide students with high quality learning experiences, and produce graduates with the requisite skills to address Florida's critical workforce needs, investments are needed to strengthen and expand academic programs in areas of strategic emphasis, particularly professional programs that have licensure pass rate requirements. Specific programs that have been targeted for enhancement include agriculture, cybersecurity, data science, health sciences (e.g. pharmacy, nursing, physical therapy), and core science and mathematics disciplines. These investments will allow the University to hire top-notch faculty and support staff, and upgrade outdated infrastructure in teaching laboratories and classrooms to provide students with relevant hands-on learning experiences and access to cutting-edge instrumentation.

Faculty Excellence

Funds appropriated in 2018 will be used to employ high quality faculty, which is vital to sustain FAMU's ability to provide students with exceptional learning experiences and increase student success. FAMU is requesting recurring funds for 25 new faculty lines. New faculty hires in the core sciences and mathematics will help to reduce faculty teaching overloads and decrease the reliance on adjunct instructors in key gateway courses that have high failure rates. This will enable FAMU to address critical staffing shortages and reduce heavy teaching loads in several key programs, and develop new academic program offerings for our students in areas of strategic emphasis. The additional faculty will enhance FAMU's student success initiatives in several ways. New, high-performing faculty in professional programs that have licensure pass rate requirements (pharmacy, nursing, physical therapy) will enable the programs to provide students with additional academic support, advising/mentoring, and assistance in preparing for licensure exams. Additionally, new hires in areas such as cybersecurity and data science will support the goals of the new University Strategic Plan to develop cutting-edge academic programs for students in areas of high-demand for the state and nation.

Recurring:

- 1) 25 new faculty lines (25 x \$120,000/ea. = \$3,000,000)
 - 10 faculty lines in the health sciences
 - Five faculty lines in mathematics and the basic sciences
 - Four faculty lines in cybersecurity and computer science
 - Three faculty lines in data science and business analytics
 - Three faculty lines in sustainability and environmental science

Non-Recurring:

- 1) Support packages for new and existing faculty (\$2,500,000)
 - Equipment and instrumentation are needed to support faculty instruction and research efforts

Program Enhancements

High-quality academic programs must have state-of-the art learning environments, modern technology and sufficient staff support to provide students with the types of learning experiences and training that will enable them to be competitive for employment in high demand areas. FAMU is requesting non-recurring funds for instrumentation and technology upgrades to teaching laboratories and classroom spaces, and recurring funds to hire six support staff to manage the learning facilities.

Non-Recurring:

- 1) Laboratory Instrumentation and Instructional Technology (\$2,000,000)
 - Instrumentation and equipment to outfit teaching laboratories and classroom spaces in programs of strategic emphasis

Recurring:

- 1) Support Staff (6 x \$60,000/ea. = \$360,000)
 - Staff to maintain teaching laboratories, research facilities and learning centers in the premier academic programs

C. Online Course Offerings (Total Recurring) \$2,995,000

FAMU is requesting a total of \$2,995,000 in recurring funds to develop and offer online courses in areas of strategic emphasis with a focus on the STEM disciplines, increasing access, lowering the cost of education and improving FAMU's four-year graduation rates through high quality online education. Moreover, the funds will be utilized to enhance the Online Faculty Training and Development Program by providing faculty with technology resources necessary to build high quality online courses. Eight Instructional Designers at \$100,000/ea. for \$800,000 in recurring funds to work with the Subject Matter Experts (SMEs) to convert courses by designing and developing them for online delivery and two Graphic Designers at \$100,000/ea. for \$200,000 to serve as the graphic artists to create the storyboards and edit the video and content for the online courses. These additional funds will also allow the University to provide online student support services that mirror traditional student support services to provide the greatest probability that our students will have successful outcomes.

These services include:

- Seven support staff at \$85,000/ea., consisting of four (4) functional and three (3) technical team members at \$595,000 in recurring funds who will assist with admissions, registration, financial aid;
- Ten faculty members at \$100,000/ea. for the sum \$1,000,000 to provide instruction for online delivery of general education and high demand courses;
- Faculty Training and Professional Development to allow faculty to continuously enhance their skills for delivering high quality online instruction (\$100,000 in recurring funds); and
- To maintain the online program, the sum of \$300,000 in recurring funds is needed for Technology Hardware and Software

Expansion of Online Education remains a top priority of Florida A& M University and the Florida Board of Governors as it focuses on transformative and innovative approaches to the delivery of higher education. Securing additional legislative support of Online Education will support FAMU's ongoing efforts to increase student success by increasing access to required courses and enhancing academic support services for online learners. Online Education allows FAMU to expand its portfolio of course offerings to meet the needs of its diverse student population by increasing the availability of online course offerings to provide students with additional flexibility in enrolling in courses to complete degree requirements.

FAMU needs recurring resources so that students can benefit from the flexibility of an anytime, anywhere education that provides individuals with family or work obligations with many options for completing their education in a timely fashion with reduced debt. Online Education at most State University System (SUS) institutions is funded by assessing a Distance Learning Fee of up to \$50.00 per credit hour to the students enrolled in online courses. FAMU is currently not authorized to charge these fees, which places the University at a significant disadvantage because of the lack of recurring resources necessary to increase online capacity.

In November 2015, the Board of Governors approved the State University System's 2025 Strategic Plan for Online Education to guide the future development of online education in the State University System. The SUS 2016 Annual Report for Online Education, the first such report for online education in the System, reflects the progress universities have made in online education, in addition to their opportunities for further improvement.

- The average number of years to degree for full-time, first time in college (FTIC) baccalaureate students in 120-hour programs was **4.33** for students who took no distance learning courses, and **3.92** for students who took 41%-60% of their courses via distance learning.
- Sixty-one percent (61%) of SUS students took at least one distance learning course in 2015-16.
- System-wide, 24% of undergraduate credit hours in 2015-16 were taken in distance learning courses.

The SUS 2016 Annual Report for Online Education makes it clear that student demand for online education is increasing and time to degree is decreasing for students who take 41%-60% of their courses online.

The \$1,000,000 non-recurring appropriation by the Legislature for 2017-2018 enabled us to develop our general education, high demand and barrier courses for online delivery. Additionally, the funds were utilized for faculty training and professional development, to include technology resources needed for faculty to provide high quality instruction for online education. 50 additional courses were converted to online for instructional delivery, primarily in the general education course sequence. Additionally, 50 faculty members were trained and certified to deliver instruction online. However, additional funds are still needed to allow FAMU to further increase its online course offerings to meet the demanding needs of its students by accommodating their flexible work schedules, decreasing their debt and reducing their time to degree.

Recurring:

- 1) Eight Instructional Designers (8 x \$100,000/ea. = \$800,000)
- 2) Two Graphic Designers (2 x \$100,000/ea. = \$200,000)
- 3) Seven support staff (7 x \$85,000/ea. = \$595,000)
- 4) 10 Faculty (10 x \$100,000/ea. = \$1,000,000)
- 5) Faculty Training and Professional Development (\$100,000)
- 6) Technology Hardware and Software (\$300,000)

D. Technology Upgrades (Cybersecurity and infrastructure improvements)**(Total Non-Recurring)****\$2,389,000**

Technology Information Systems are critical for every industry and imperative for learning. The funds requested are to assist with student and faculty technology needs throughout the university. They will also help with retention, learning improvements, graduation rates and job placement after graduation. Furthermore, these enhancements will provide the necessary security needed to protect students, faculty and staff data in an ever changing and cyber connected world. There has been an increase in cyber-attacks world-wide. This LBR funding request will enable FAMU to provide a healthy and secure infrastructure for all users; additionally allowing all FAMU to secure and monitor all cyber related infrastructure. FAMU will replace legacy network switches that have reached end of life and are highly susceptible to failure and cyber threats. The upgrade would include new high-speed infrastructure, CAT6 cabling throughout entire buildings, security and monitoring tools used to protect student, faculty, and administrations critical data.

Legislative funding of the upgrade technology components listed below will also provide high-speed access to classrooms, faculty offices and labs, thus improving the “University's Network Backbone” which supports wireless, internet and applications throughout the University.

The above mentioned data analytics and business Intelligence applications will directly positively affect performance funding goals and newly created technology focused STEM careers.

This LBR directly supports strategic priority #1 (Exceptional Student Experience) Goal #5 (Strategically enhance campus instructional and research facilities) and Strategic priority #2 (Excellent and Renowned Faculty) Goal #2 (Maintain and develop sustainable state-of-the art facilities that support the academic enterprise of the university).

The following technology projects are needed to improve the learning/teaching experience of students and faculty:

- Cyber Security Infrastructure
 - \$600,000
- Data Analytics and Business Intelligence
 - \$350,000
- Coleman Library Network Infrastructure Upgrade
 - \$397,000
- Frederick S. Humphries Science Research Building
 - \$422,000

- School of Business and Industry - South & West Wings
 - \$300,000
- Network Operations Center Upgrade
 - \$320,000

II. Return on Investment

The requested funding will allow FAMU to significantly increase student success outcomes, improve on key performance indicators, and expand capacity to meet Florida's workforce needs. Specifically:

- Increase in four-year and six-year graduation rates
- Increase in the percentage of degrees awarded in programs of strategic emphasis
- Increase in starting salaries of graduates
- Reduction in time to degree
- Enhanced institutional capacity to offer online courses and programs
- Reduce excess credit hours
- Reduce student debt
- Increase graduation rates by using technology in key learning environments
- Reduce the technological gap for minority students
- Increase in graduation numbers and starting salaries of graduates
- Attract technically inclined students and faculty from around the world to the State of Florida.

2019-2020 Legislative Budget Request
 Education and General
 Position and Fiscal Summary
 Operating Budget Form II
 (to be completed for each issue)

University: Florida A&M University
 Issue Title: Agriculture Research, Education, and Training

	RECURRING	NON-RECURRING	TOTAL
<u>Positions</u>			
Faculty	0.00	0.00	0.00
Other (A&P/USPS)	8.00	0.00	8.00
	-----	-----	-----
Total	8.00	0.00	8.00
	=====	=====	=====
<u>Salary Rate (for all positions noted above)</u>			
Faculty		\$0	\$0
Other (A&P/USPS)	\$408,397	\$0	\$408,397
	-----	-----	-----
Total	\$408,397	\$0	\$408,397
	=====	=====	=====
Salaries and Benefits	\$535,000	\$0	\$535,000
Other Personal Services	\$0	\$0	\$0
Expenses	\$0	\$1,184,136	\$1,184,136
Operating Capital Outlay	\$0	\$0	\$0
Technology	\$0	\$0	\$0
Special Category (Specific)	\$0	\$0	\$0
Support Packages	\$0	\$0	\$0
Laboratory Instrumentation	\$0	\$0	\$0
Faculty Training and Development	\$0	\$0	\$0
	-----	-----	-----
Total All Categories	\$535,000	\$1,184,136	\$1,719,136
	=====	=====	=====

**State University System
Education and General
2019-2020 Legislative Budget Request**

Form I

University(s):	Florida A&M University
Issue Title:	Agriculture Research, Education and Training in Support of Florida's Agricultural Industry
Priority Number	
Recurring Funds Requested:	\$ 535,000.00
Non-Recurring Funds Requested:	\$1,184,136
Total Funds Requested:	\$1,719,136
Please check the issue type below:	
Shared Services/System-Wide Issue	<input type="checkbox"/>
2019-2020 Non-Recurring Issue	<input type="checkbox"/>
New Issue for 2019-2020	<input checked="" type="checkbox"/>

2019 – 2020 Legislative Budget Request

The funds requested by the Florida A&M University Board of Trustees in its 2018-2019 Legislative Budget Request were tailored to transition the Brooksville Agricultural and Environmental Research Station (BAERS) from a developing project to a forward leaning entity of the University. Since the submission of the 2018-2019 Legislative Budget Request, Florida A&M University, as directed by the Memorandum of Understanding with the United States Department of Agriculture, has moved forward with the hiring of an executive director, a farm manager, and a farm technician. Therefore, the 2019-2020 Legislative Budget Request builds upon what was submitted in 2018-2019. The ultimate goal of the University is to have the 3,800-acre agricultural and environmental research station become fully operational and a partner in agriculture economics, teaching, research and extension.

The primary goal for BAERS is to become a premier research station for small ruminants and cattle. The research focus is on grazing without the benefit of grains, while accessing overall carcass conditions, animal nutrition, reproductive physiology, reduction in newborn and weaning mortality and animal health. The Station will also concern itself with the control of noxious weeds, and the impact of row crop on the soils of Central Florida. Additionally, the Station will provide technical assistance to farmers as approved by the Board of Trustees and as identified in the successor legislation to each Farm Bill. Moreover, the Station collects data on farmers to aggregate and use to make inferences regarding the impact of proposed policies and legislation on those similarly situated.

I. Description

In September 2015, the U.S. Department of Agriculture – Agricultural Research Service (USDA-ARS) transferred 3,800 acres of farmland, including 21 facilities, in Brooksville, Florida to Florida A&M University; one of the largest transfers of its kind. FAMU is requesting \$1.72 million for the Brooksville site to support and enhance agriculture research and technology transfer of new farming techniques to small farmers in the local community and around the state. This investment will help contribute to the State's workforce and innovation goals, and support enhancement to the agriculture industry. The land transfer includes 19 buildings, containing 2,830 square feet of laboratories, 3,600 square feet of office space, and a variety of other support structures, constructed between 1932 and 1987. From this land transfer, FAMU has created the Brooksville Agricultural and Environmental Research Station (BAERS).

This transfer did not include associated start-up/operational costs but offers an opportunity to enhance Florida's agricultural industry and strengthen its environmental preservation efforts. By accepting the land transfer, FAMU agreed to the following in the Memorandum of Understanding (MOU) with the USDA:

1. Assist beginning farmers and ranchers to meet the nation's agricultural needs for coming generations and the incorporation of new and beginning farmers and ranchers through research, education, and extension of knowledge;
2. Support the USDA's strategic goals to include (a) assisting rural communities to create prosperity so they are self-sustaining, repopulating, and economically thriving; (b) ensure our national forests and private working lands are conserved, restored, and made more resilient to climate change, while enhancing our water resources; (c) help America promote agricultural production and biotechnology exports as America works to increase food security; (d) ensure that all of America's children have access to safe, nutritious, and balanced meals; and (e) support the USDA's commitment to assist beginning farmers and ranchers; and
3. Implement a Beginning Farmers and Ranchers Program for a period of at least five (5) years.

Additionally, FAMU further agreed that the property shall be used for agricultural and natural resources research for a period of not less than twenty-five (25) years. FAMU's commitment is reflected in its institutional investment of \$193,837 for start-up funding. This investment was utilized for office furniture and equipment (\$30,000); renovations to the administration building (\$44,564); and telecommunications and security (\$119,273).

While FAMU is committed to maintaining its financial commitment, notwithstanding the limited resources available, we look forward to partnering with the state to help us successfully fulfill and execute this MOU. To accomplish this, additional resources are needed to support our efforts in Brooksville, which will benefit the state from an economic empowerment perspective, as well as help us continue our mission to enhance the lives of constituents through innovative research, engaging cooperative extension, and public service.

The activities and services that will be provided to meet the intended purpose of these funds include natural resource research, education and training activities and programs for small farmers, new and beginning farmers and ranchers, veterans, Native American Indians, women and other minorities. Areas of service and activities include precision agriculture, hay production, grazing systems research, organic farming, livestock production and management, aquaculture, aquaponics, renewable energy, bioprocessing and product development research, and entrepreneurship development.

The requested funds are needed to enhance FAMU's capacity and ability to conduct essential research that will lead to new discoveries and the development of new economic crops and livestock that will empower our stakeholders to farm more efficiently. It will be used to assist FAMU in the verification and validation of new production technologies such as precision agriculture, best management practices, and special demonstrations that will attract top national agriculturalists and researchers. Specifically, the Brooksville Agricultural and Environmental Research Station will be used to:

- Enhance agricultural and natural resource research capacity that will benefit state, local, national, and international communities;

- Create a system of support for small farmers, beginning farmers and ranchers, veterans, women, and minorities;
- Collaborate with the Florida Black Farmers and Agriculturalist Association
- Protect natural resources through conservation of the Bell Flower, the Sandhill Crane and the Osceola Turkey found uniquely at this Brooksville (BEARS) location.
- Create land-based economic opportunities that will enable the Brooksville/Hernando areas to be economically viable and self-sustaining;
- Develop training programs focused on promoting sustainable agriculture;
- Educate, train, and engage students, and provide clinical experiences to enhance the transferability of learning;
- Develop innovative solutions to the world's food production, food safety, and food security problems;
- Provide opportunities for FAMU faculty and other 1890 and 1862 land grant university faculty to participate in the Brooksville Station that will lead to enhanced research productivity and academic excellence.

The Brooksville Agricultural and Environmental Research Station is designed not only for the benefits of scientists, extension specialists, industry partners, farmers, and local communities, but also for the scientific, educational, and recreational needs of students at all levels - from K-12 and college. In addition to the research laboratories, FAMU will set up a living laboratory – a *Terrestrial and Biological Station* for the protection, conservation and management of our natural and biological resources. It will function as an arboretum and repository for economically important plants, including medicinal plants and Florida's native plants. FAMU's students, as well as all other students from the Pasco-Hernando Community College and schools, will have access to this invaluable resource for their research, educational and recreational needs. The Brooksville Agricultural and Environmental Research Station as a center of learning will continue to provide a venue for summer camps, astronomy/star-gazing nights, survey of endangered plant species such as the Brooksville Bellflower for high-school and middle-school students in the area, and annual bird watching and survey of migratory birds by members of the Hernando Audubon Society. Additionally, the forested and woodland areas of the Brooksville Agricultural and Environmental Research Station can serve as a Long Term Ecological and /or Agricultural Site where studies can be conducted by visiting scientists from throughout the nation and the world (China, India, Europe, Africa, The Caribbean and Latin America).

FAMU is therefore requesting \$535,000 in recurring funds and \$1,184,136 in non-recurring funds for the following purposes:

- Hire appropriate personnel;
- Renovate existing buildings (barns, sheds and storage areas);
- Purchase farm and landscaping machinery and equipment; and
- Contingency

Additional investment from the state is critical for FAMU to: fulfill its obligations to the USDA and assist in meeting agricultural and natural resources demands; provide support via education and training for new and beginning farmers and ranchers; and stimulate economic development.

Non-Recurring:

Farm, Research, and Landscaping Machinery and Equipment

\$942,636

Farm machinery and equipment, tools and supplies for maintenance of agricultural machinery, and equipment and landscaping maintenance equipment are needed for land preparation for crop production; hay production and harvesting; conducting agricultural and natural resources research; demonstration activities related to training beginning farmers and ranchers; and maintaining the landscape and aesthetics of the BAERS property.

The funding requested consists of \$942,636 for the following purposes:

- Eight (8) tractors for \$460,366
- Tools and equipment for hay production and crops for \$345,270
- Two small tractors with tillers for 95,000.
- Agricultural Equipment for professional personnel for \$42,000

Non-Recurring:

Small Animal Building and Sheds

\$98,500

It is imperative that animals used in research projects be secure and protected so that no external variable has any undue influence over the research results. The small ruminant barn allows for the treatment station, an appropriately secure area from dogs and coyotes. It will also serve as a shelter during adverse weather conditions. Ultimately, it is a teaching and learning laboratory.

The funding requested consists of \$98,500 for the following purposes:

- Weather Station/Equipment for \$5,000
- Feed lot trough covering for \$18,500
- Construction, Small Ruminant Barn for \$75,000

Non-Recurring:

Herds, Crops, and Demonstration Projects

\$128,000

The requested funds are for the purchase of sheep, goats, cattle and poultry. The Research Station will use these animals to study the impact of pasture grazing on carcass development, birth weights, weaning mortality, and successive cycles of live births. The climate on Chinsegut Hill varies because of elevation. The weather station allows us complete knowledge of the weather and its impact.

The funding requested consists of \$128,000 for the following purposes:

- Herds of Cattle, Goats, and Sheep for \$50,000
- Livestock Project for \$33,000
- Crop Demonstration Projects for \$45,000

Non-Recurring:

Cogongrass and Brunswick Grass Control / Eradication

\$ 15,000

Cogongrass and Brunswick grass are very aggressive non-native grass which occurs in Florida and several other Southern states. Cogongrass has been placed on the Federal list of noxious weeds and classified as one of the world's "TOP TEN WORST WEEDS." A recent report states it as the world's seventh worst weed.

At BAERS, cogongrass is very prevalent on our largest land holding (BANKHEAD JONES – 2186 acres) and has been expanding significantly. Though it is difficult to estimate the degree of infestation, it is certain that, if left unchecked, numerous pastures will be unavailable for grazing given that the time to treat and possibly eradicate can be as long as 3-4 years. It's a very important project that requires immediate attention.

Brunswick competes well with this species and can eventually dominate a pasture. Furthermore, no herbicides presently exist that will selectively remove Brunswick grass without adversely affecting the desirable pasture grass.

The funding requested consists of \$15,000 for the following purposes:

- Cogongrass Control/Eradication for \$12,000
- Brunswick Grass Control for \$3,000

Recurring:

Funding for appropriate personnel

\$535,000

Appropriate personnel are needed to successfully manage the BAERS; conduct agricultural and natural resources research; and implement educational programs. Proposed personnel and salaries include the following:

- Farm Technician 1 at \$50,000/year
- Farm Technician 1 at \$50,000/year
- Farm Technician 1 at \$50,000/year
- Farm Technician 1 at \$50,000/year
- Grant Writer 1 at \$75,000/year
- Research Data Manager 1 at \$50,000/year
- Researcher Plant Science 1 at \$105,000/year
- Researcher Animal Science 1 at \$105,000/year

II. Return on Investment

Enhanced agricultural and natural resources research and training capabilities contribute to the state's workforce and innovation goals by providing opportunities for specialized populations, such as minority farmers, small farmers, veterans, Native Americans, women, and beginning farmers and ranchers, interested in farming and agricultural sciences. Additional returns include the following:

- Natural resources research capacity that will benefit state, local, national, and international communities;

Return on Investment (continued)

- A system of support for new and beginning farmers and ranchers, veterans, minorities and women;
- Land-based economic opportunities that will enable the Brooksville/Hernando areas to be economically viable and self-sustaining;
- Farmer education and training, student engagement, and clinical experiences to enhance the transferability of learning;
- Innovative solutions to the world's food production, food safety, and food security problems;
- Smart and sustainable agriculture demonstrations where best management practices combine with next generation technologies to optimize yield and economic value in the face of environmental variability; and

Public partnerships and linkages that will enhance the quality and reach of the University

**State University System
Education and General
2019-2020 Legislative Budget Request**

Form I

University(s):	Florida A&M University
Issue Title:	Agriculture Research, Education and Training in Support of Florida's Agricultural Industry
Priority Number	
Recurring Funds Requested:	\$ 535,000.00
Non-Recurring Funds Requested:	\$1,184,136
Total Funds Requested:	\$1,719,136
Please check the issue type below:	
Shared Services/System-Wide Issue	<input type="checkbox"/>
2019-2020 Non-Recurring Issue	<input type="checkbox"/>
New Issue for 2019-2020	<input checked="" type="checkbox"/>

2019 – 2020 Legislative Budget Request

The funds requested by the Florida A&M University Board of Trustees in its 2018-2019 Legislative Budget Request were tailored to transition the Brooksville Agricultural and Environmental Research Station (BAERS) from a developing project to a forward leaning entity of the University. Since the submission of the 2018-2019 Legislative Budget Request, Florida A&M University, as directed by the Memorandum of Understanding with the United States Department of Agriculture, has moved forward with the hiring of an executive director, a farm manager, and a farm technician. Therefore, the 2019-2020 Legislative Budget Request builds upon what was submitted in 2018-2019. The ultimate goal of the University is to have the 3,800-acre agricultural and environmental research station become fully operational and a partner in agriculture economics, teaching, research and extension.

The primary goal for BAERS is to become a premier research station for small ruminants and cattle. The research focus is on grazing without the benefit of grains, while accessing overall carcass conditions, animal nutrition, reproductive physiology, reduction in newborn and weaning mortality and animal health. The Station will also concern itself with the control of noxious weeds, and the impact of row crop on the soils of Central Florida. Additionally, the Station will provide technical assistance to farmers as approved by the Board of Trustees and as identified in the successor legislation to each Farm Bill. Moreover, the Station collects data on farmers to aggregate and use to make inferences regarding the impact of proposed policies and legislation on those similarly situated.

I. Description

In September 2015, the U.S. Department of Agriculture – Agricultural Research Service (USDA-ARS) transferred 3,800 acres of farmland, including 21 facilities, in Brooksville, Florida to Florida A&M University; one of the largest transfers of its kind. FAMU is requesting \$1.72 million for the Brooksville site to support and enhance agriculture research and technology transfer of new farming techniques to small farmers in the local community and around the state. This investment will help contribute to the State's workforce and innovation goals, and support enhancement to the agriculture industry. The land transfer includes 19 buildings, containing 2,830 square feet of laboratories, 3,600 square feet of office space, and a variety of other support structures, constructed between 1932 and 1987. From this land transfer, FAMU has created the Brooksville Agricultural and Environmental Research Station (BAERS).

This transfer did not include associated start-up/operational costs but offers an opportunity to enhance Florida's agricultural industry and strengthen its environmental preservation efforts. By accepting the land transfer, FAMU agreed to the following in the Memorandum of Understanding (MOU) with the USDA:

1. Assist beginning farmers and ranchers to meet the nation's agricultural needs for coming generations and the incorporation of new and beginning farmers and ranchers through research, education, and extension of knowledge;
2. Support the USDA's strategic goals to include (a) assisting rural communities to create prosperity so they are self-sustaining, repopulating, and economically thriving; (b) ensure our national forests and private working lands are conserved, restored, and made more resilient to climate change, while enhancing our water resources; (c) help America promote agricultural production and biotechnology exports as America works to increase food security; (d) ensure that all of America's children have access to safe, nutritious, and balanced meals; and (e) support the USDA's commitment to assist beginning farmers and ranchers; and
3. Implement a Beginning Farmers and Ranchers Program for a period of at least five (5) years.

Additionally, FAMU further agreed that the property shall be used for agricultural and natural resources research for a period of not less than twenty-five (25) years. FAMU's commitment is reflected in its institutional investment of \$193,837 for start-up funding. This investment was utilized for office furniture and equipment (\$30,000); renovations to the administration building (\$44,564); and telecommunications and security (\$119,273).

While FAMU is committed to maintaining its financial commitment, notwithstanding the limited resources available, we look forward to partnering with the state to help us successfully fulfill and execute this MOU. To accomplish this, additional resources are needed to support our efforts in Brooksville, which will benefit the state from an economic empowerment perspective, as well as help us continue our mission to enhance the lives of constituents through innovative research, engaging cooperative extension, and public service.

The activities and services that will be provided to meet the intended purpose of these funds include natural resource research, education and training activities and programs for small farmers, new and beginning farmers and ranchers, veterans, Native American Indians, women and other minorities. Areas of service and activities include precision agriculture, hay production, grazing systems research, organic farming, livestock production and management, aquaculture, aquaponics, renewable energy, bioprocessing and product development research, and entrepreneurship development.

The requested funds are needed to enhance FAMU's capacity and ability to conduct essential research that will lead to new discoveries and the development of new economic crops and livestock that will empower our stakeholders to farm more efficiently. It will be used to assist FAMU in the verification and validation of new production technologies such as precision agriculture, best management practices, and special demonstrations that will attract top national agriculturalists and researchers. Specifically, the Brooksville Agricultural and Environmental Research Station will be used to:

- Enhance agricultural and natural resource research capacity that will benefit state, local, national, and international communities;

- Create a system of support for small farmers, beginning farmers and ranchers, veterans, women, and minorities;
- Collaborate with the Florida Black Farmers and Agriculturalist Association
- Protect natural resources through conservation of the Bell Flower, the Sandhill Crane and the Osceola Turkey found uniquely at this Brooksville (BEARS) location.
- Create land-based economic opportunities that will enable the Brooksville/Hernando areas to be economically viable and self-sustaining;
- Develop training programs focused on promoting sustainable agriculture;
- Educate, train, and engage students, and provide clinical experiences to enhance the transferability of learning;
- Develop innovative solutions to the world's food production, food safety, and food security problems;
- Provide opportunities for FAMU faculty and other 1890 and 1862 land grant university faculty to participate in the Brooksville Station that will lead to enhanced research productivity and academic excellence.

The Brooksville Agricultural and Environmental Research Station is designed not only for the benefits of scientists, extension specialists, industry partners, farmers, and local communities, but also for the scientific, educational, and recreational needs of students at all levels - from K-12 and college. In addition to the research laboratories, FAMU will set up a living laboratory – a *Terrestrial and Biological Station* for the protection, conservation and management of our natural and biological resources. It will function as an arboretum and repository for economically important plants, including medicinal plants and Florida's native plants. FAMU's students, as well as all other students from the Pasco-Hernando Community College and schools, will have access to this invaluable resource for their research, educational and recreational needs. The Brooksville Agricultural and Environmental Research Station as a center of learning will continue to provide a venue for summer camps, astronomy/star-gazing nights, survey of endangered plant species such as the Brooksville Bellflower for high-school and middle-school students in the area, and annual bird watching and survey of migratory birds by members of the Hernando Audubon Society. Additionally, the forested and woodland areas of the Brooksville Agricultural and Environmental Research Station can serve as a Long Term Ecological and /or Agricultural Site where studies can be conducted by visiting scientists from throughout the nation and the world (China, India, Europe, Africa, The Caribbean and Latin America).

FAMU is therefore requesting \$535,000 in recurring funds and \$1,184,136 in non-recurring funds for the following purposes:

- Hire appropriate personnel;
- Renovate existing buildings (barns, sheds and storage areas);
- Purchase farm and landscaping machinery and equipment; and
- Contingency

Additional investment from the state is critical for FAMU to: fulfill its obligations to the USDA and assist in meeting agricultural and natural resources demands; provide support via education and training for new and beginning farmers and ranchers; and stimulate economic development.

Non-Recurring:

Farm, Research, and Landscaping Machinery and Equipment

\$942,636

Farm machinery and equipment, tools and supplies for maintenance of agricultural machinery, and equipment and landscaping maintenance equipment are needed for land preparation for crop production; hay production and harvesting; conducting agricultural and natural resources research; demonstration activities related to training beginning farmers and ranchers; and maintaining the landscape and aesthetics of the BAERS property.

The funding requested consists of \$942,636 for the following purposes:

- Eight (8) tractors for \$460,366
- Tools and equipment for hay production and crops for \$345,270
- Two small tractors with tillers for 95,000.
- Agricultural Equipment for professional personnel for \$42,000

Non-Recurring:

Small Animal Building and Sheds

\$98,500

It is imperative that animals used in research projects be secure and protected so that no external variable has any undue influence over the research results. The small ruminant barn allows for the treatment station, an appropriately secure area from dogs and coyotes. It will also serve as a shelter during adverse weather conditions. Ultimately, it is a teaching and learning laboratory.

The funding requested consists of \$98,500 for the following purposes:

- Weather Station/Equipment for \$5,000
- Feed lot trough covering for \$18,500
- Construction, Small Ruminant Barn for \$75,000

Non-Recurring:

Herds, Crops, and Demonstration Projects

\$128,000

The requested funds are for the purchase of sheep, goats, cattle and poultry. The Research Station will use these animals to study the impact of pasture grazing on carcass development, birth weights, weaning mortality, and successive cycles of live births. The climate on Chinsegut Hill varies because of elevation. The weather station allows us complete knowledge of the weather and its impact.

The funding requested consists of \$128,000 for the following purposes:

- Herds of Cattle, Goats, and Sheep for \$50,000
- Livestock Project for \$33,000
- Crop Demonstration Projects for \$45,000

Non-Recurring:

Cogongrass and Brunswick Grass Control / Eradication

\$ 15,000

Cogongrass and Brunswick grass are very aggressive non-native grass which occurs in Florida and several other Southern states. Cogongrass has been placed on the Federal list of noxious weeds and classified as one of the world's "TOP TEN WORST WEEDS." A recent report states it as the world's seventh worst weed.

At BAERS, cogongrass is very prevalent on our largest land holding (BANKHEAD JONES – 2186 acres) and has been expanding significantly. Though it is difficult to estimate the degree of infestation, it is certain that, if left unchecked, numerous pastures will be unavailable for grazing given that the time to treat and possibly eradicate can be as long as 3-4 years. It's a very important project that requires immediate attention.

Brunswick competes well with this species and can eventually dominate a pasture. Furthermore, no herbicides presently exist that will selectively remove Brunswick grass without adversely affecting the desirable pasture grass.

The funding requested consists of \$15,000 for the following purposes:

- Cogongrass Control/Eradication for \$12,000
- Brunswick Grass Control for \$3,000

Recurring:

Funding for appropriate personnel

\$535,000

Appropriate personnel are needed to successfully manage the BAERS; conduct agricultural and natural resources research; and implement educational programs. Proposed personnel and salaries include the following:

- Farm Technician 1 at \$50,000/year
- Farm Technician 1 at \$50,000/year
- Farm Technician 1 at \$50,000/year
- Farm Technician 1 at \$50,000/year
- Grant Writer 1 at \$75,000/year
- Research Data Manager 1 at \$50,000/year
- Researcher Plant Science 1 at \$105,000/year
- Researcher Animal Science 1 at \$105,000/year

II. Return on Investment

Enhanced agricultural and natural resources research and training capabilities contribute to the state's workforce and innovation goals by providing opportunities for specialized populations, such as minority farmers, small farmers, veterans, Native Americans, women, and beginning farmers and ranchers, interested in farming and agricultural sciences. Additional returns include the following:

- Natural resources research capacity that will benefit state, local, national, and international communities;

Return on Investment (continued)

- A system of support for new and beginning farmers and ranchers, veterans, minorities and women;
- Land-based economic opportunities that will enable the Brooksville/Hernando areas to be economically viable and self-sustaining;
- Farmer education and training, student engagement, and clinical experiences to enhance the transferability of learning;
- Innovative solutions to the world's food production, food safety, and food security problems;
- Smart and sustainable agriculture demonstrations where best management practices combine with next generation technologies to optimize yield and economic value in the face of environmental variability; and

Public partnerships and linkages that will enhance the quality and reach of the University



Florida A&M University Efficiencies

Please describe three monetary or non-monetary operational efficiency efforts made, currently underway, or planned at your university within the past year that seeks to enhance the quality, effectiveness, and efficiency of processes that affect the students on your campus.

The efficiency efforts may include numerous approaches such as, but not limited to, cost avoidance, cost containment, eliminating duplicative efforts, or optimizing available resources.

1. FAMU implemented ePayables with Bank of America during the 2017 fiscal year, resulting in a \$20,000 savings. Bank of America ePayables virtual card solution I converted our paper checks to a more efficient and cost effective electronic payments process. Below are additional benefits:

- Reduced materials, labor, and overall cost associated with disbursing payments
- Provided a stronger relationship with key suppliers
- Improved visibility in payment stream with robust reporting capabilities
- Increased rebate returns without increasing card holders

2. FAMU entered into a \$12.24 million energy savings contract with Siemens Industry, Inc. to institute the following measures:

- Significantly improve reliability of the campus heating, ventilating, and air conditioning (HVAC) system,
- Improve temperature control and comfort for building occupants,
- Replace aging and obsolete HVAC equipment,
- Improve opportunities for preventive maintenance, and
- Promote the University's sustainability efforts.

This project is ongoing. An example of the savings include cost reduction of over \$383,000 annually

3. Over \$600k in savings was generated as a result of the University's participation in the SUS Shared Initiatives. The purpose of the program is to allow the SUS to leverage its collective procurement power to establish shared contracts which deliver significant cost savings for its member institutions. This figure also includes shared contracts and agreements with other entities outside of the SUS shared Initiatives Programs.

4. Initiated the passage of legislation which amended section Statute 1010.62, Florida to allow the University to participate in the HBCU Capital Financing Program. This program is funded by the US Department of Education and provides capital to Historically Black Colleges and Universities (HBCUs) to address infrastructure needs. The passage of the bill enables the University to access to over \$100m for the financing of a new 700-bed housing facility and the re-financing of existing debt which will provide the capital needed to address deferred maintenance on our existing housing facilities.

AGENDA ITEM

V



**Florida Agricultural and Mechanical University
Board of Trustees
ACTION ITEM**

Governance Committee

Date: June 6, 2018

Agenda Item: Amendment to University Regulation 5.005 Freedom of Expression and Assembly Rights and Responsibilities, Open Platform Areas

Item Origination and Authorization				
Policy <u> X </u>	Award of Bid <u> </u>	Budget Amendment <u> </u>	Change Order <u> </u>	
Resolution <u> </u>	Contract <u> </u>	Grant <u> </u>	Other <u> </u>	

Action of Board				
Approved <u> </u>	Approved w/ Conditions <u> </u>	Disapproved <u> </u>	Continued <u> </u>	Withdrawn <u> </u>

Subject: Freedom of Expression and Assembly Rights and Responsibilities, Open Platform Areas

Rationale: The legislature enacted Florida Statute 1004.097 with an effective date of July 1, 2018. As a result of the passage of this law, portions of Regulation 5.005 are in conflict, and will be superseded by the Statute and no longer in effect. Therefore, this amendment reflects the new law that requires the removal of designated free speech zones.

The proposed amended Regulation continues to outline the authority of the President as it relates to Freedom of Expression and Assembly; and it provides guidelines, requirements, and proscriptions.

Attachments: Proposed Regulation 5.005

Recommendation: It is recommended that the Board of Trustees approve the Proposed Amended Regulation 5.005 for notice and adoption after the expiration of the thirty (30) day notice period, provided there are no public comments, in accordance with the Florida Board of Governors' Regulation Development Procedure.

Florida A&M University Regulation



5.005 Freedom of Expression and Assembly Rights and Responsibilities, Open Platform Areas

Freedom of expression at Florida A&M University ("FAMU") includes the right to present and advocate ideas in the spirit and development of knowledge. Freedom of expression and assembly includes demonstrations, picketing, protests, petitioning, information dissemination, the formation of groups, gatherings, and participation in group activities. FAMU, as a public university, protects the First Amendment rights of all, including those constitutionally protected views and values contrary to FAMU's mission and fundamental principles. While the University upholds these freedoms, the University will not permit speech, expression, or assembly that advocates lawlessness and/or violence, or restrains, disrupts, or interferes with activities of members of the University community, whether by physical force or intimidation. The positions, expressions, or views, belong to those students, protestors, demonstrators, or speakers themselves, and do not necessarily reflect the views of the University. This Regulation is not intended to inhibit or interfere with academic freedom of expression, and it is understood that faculty exercising their rights under academic freedom will accept responsibility for both the substance and the manner of their messages.

As with all public universities, the word "public" does not mean that all areas on University property are open to the general public. There are areas that are not open to the public such as, but not limited to, classrooms, laboratories, offices, and research and field sites. The regulation of certain activity on the University's campuses is necessary to preserve the educational mission, vision, and fundamental principles of the University; to prevent unnecessary disruption of classes, study periods and/or administrative functions; to provide for the safety of University students, faculty, staff, and the public; and to protect the property of students, faculty, staff, and the University. Therefore, reasonable restrictions on the time, manner, and place of the expression are appropriate and necessary to maintain and protect the rights of its students, faculty, staff, and the public.

(1) University Guidelines.

Florida A&M University prescribes the following guidelines:

- (a) Demonstrations, picketing, and speeches must not be in violation of the federal, state, or local statutes, FAMU Board of Trustees, University, or Florida Board of Governors' ("BOG") regulations or policies governing unlawful assemblies.
- (b) Demonstrations, picketing, and speeches may be held on campus as long as they do not impede or disrupt the normal operation of the University or infringe on the rights of other members of the University community in accordance with this Regulation. Demonstrations, picketing, and speeches are not permitted: inside of University buildings; to blocking the ingress or egress to University buildings, streets, or sidewalks; or on the grounds surrounding the Educational Research Center for Child Development, the Student Health Services' primary care clinic, and dormitories/housing facilities.

- (c) For demonstrators not to [disrupt or](#) interfere with the operation of the University or the rights of others, they shall not:
- Obstruct entrances or exits to buildings or driveways;
 - Obstruct vehicular, bicycle, pedestrian, or other traffic;
 - Interfere with educational activities inside or outside any building;
 - Interfere with scheduled University classes, ceremonies, or events;
 - Disrupt normal activities to include breach of peace;
 - Damage property, such as but not limited to buildings, landscapes, or vehicles;
 - Harass, intimidate, or threaten passersby, or use fighting words, which are those words that by their mere utterance inflict violence or would tend to incite a reasonable person/individual to violence or other breach of the peace; or
 - Obstruct, disrupt, or attempt to physically force the cancellation or continuance of a speaker; or interfere with or impede a scheduled speaker from being heard.
- (d) Any use of sound amplification equipment on the outdoor areas of campus is prohibited without prior clearance through the Office of Student Activities. Such use will be permitted only if there is no interference or disruption of any academic or other University activities. Use of outdoor areas must also be consistent with all other University [R](#)egulations [and](#) [P](#)olicies, and state, federal and local laws.
- (e) Outside Speakers.
1. **University Sponsored.** Academic units, departments, alumni groups, recognized student organizations and other University affiliated groups, who sponsor outside speakers, are responsible for informing the speaker that the University is not to be used as a platform for the organization or the incitement of lawlessness or violence, and for obtaining the speaker's agreement not to use the event for such purposes. Please refer to University [Regulation 2.030, Student Activities](#) for additional information.
 2. **Non-University Sponsored.** Entities, individuals, or public speakers who wish to lease or rent a University facility for an event must adhere to this Regulation and University [Regulation 10.124, Use of University Facilities and Services](#). Priority will be given to those groups and/or individuals whose activities are related to, and/or further the mission of the University.
- (f) Signs may be posted on bulletin boards designated for public announcements. FAMU maintains a General Information Center and bulletin boards throughout the campus. Listings on the boards include information regarding campus events and activities, general information, and classified advertisements. Such listings are limited to the Quadrangle Information Center and bulletin boards and will not be displayed, for example, on trees, buildings, or road signs. Pre-approval for the posting of signs, to include posting for the purpose of solicitation, is required in accordance with [Regulations 3.011, Commercial Solicitation](#) and [2.030, Student Activities](#). In addition, the deans of the colleges and/or schools located at the satellite campuses can designate a posting area.
- (g) Infringement of Copyrighted Materials and Individuals' Expectations of Privacy. Recording of speeches, gatherings, rallies, events, and/or other activities may be restricted by copyright protection, and/or laws governing privacy. There are civil and criminal penalties with the recording of copyright protected events and in situations where there is an expectation of privacy.

- (h) To maintain the orderly operation of the University, demonstrations may ~~can~~ occur ~~in designated areas located at but is not limited or restricted to:~~ the University Quadrangle, parking lot south of the Student Union Building, Stadium parking lot, gymnasium parking lot, and west of the Student Union Building between the Student Union and Foster-Tanner Fine Arts Building on a space available basis. However, demonstrations must not disrupt, interfere with, or obstruct, normal operational processes of the University. In addition, ~~the deans of the colleges and/or schools located at the satellite campuses can may designate but not limit or restrict a demonstration areas best suited for demonstrations that are least likely to obstruct University operations.~~
- (i) Symbolic speech, such as silent protest, wearing expressive clothing that is not obscene or a safety hazard, gesturing, or standing, may be conducted anywhere as long as the symbolic speech does not violate this Regulation, BOG or University Regulations and Policies, and/or federal, state or local laws. However, silent protests must not disrupt, interfere with, or obstruct, normal operational processes of the University.

(2) Prohibited Items during Protests/Demonstrations/Speaker Events

To maintain the orderly operations of the University and the safety of all members of the University community and the public, the following items are prohibited during protests, demonstrations, and/or speaker events:

- Weapons of any kind to include toy weapons, weapon lookalikes, or fake weapons;
- Sharp objects;
- Lighters, matches, torches or open flame;
- Any athletic equipment or other items which could be used as a weapon;
- Masks of any kind; goggles; bandanas/scarfs; neck gaiters; shields;
- Flag poles, bats, clubs, sticks (**including sticks for signs**); umbrellas;
- Aerosol/pressurized cans; mace; pepper spray;
- Chains, padlocks, bicycle locks;
- Fireworks;
- Backpacks, bags, purses, clutches;
- Signs made of anything other than cloth, paper, foam core, cardboard;
- Cans, metal, or glass containers, beverages or alcoholic beverages;
- No water bottles of any kind (can be used as weapons);
- Pop-up tents, canopies or hammocks;
- Wagons or pull carts; coolers; grills, propane tanks;
- Drones or other unmanned aircraft systems;
- Pets (excluding ADA service animals);
- Bicycles, scooters, skateboards;
- Tobacco products of any kind;
- Illegal drugs;
- Laser pointers;
- Water balloons;
- Megaphones or other amplified sound devices;
- Any other items that Campus Police determine pose a risk to safety, disruption of classes, or vehicular or pedestrian traffic.

(3) Authority of the President

- ~~(a) The President has authority to determine whether reasonable grounds exist to believe that a planned speech, demonstration, or other event is likely to:~~
- ~~1. Draw a large number of individuals (whether demonstrators for or against), who are not FAMU students, faculty, or staff;~~
 - ~~2. Obstruct ingress or egress to or from University classrooms or other facilities or travel across campus; or~~
 - ~~3. Interfere with the ability of students or faculty to study and enjoy a secure and peaceful academic atmosphere.~~
- ~~(b) In cases where the President makes the determination that a planned speech, demonstration or other event will likely cause any of the above issues, the President is authorized to designate an area on University property¹ that would mitigate such effects and is reasonably accessible to University students, faculty and employees, and to limit the event to such location. This authority is intended for the President to maintain the safety, welfare, and health of our students, faculty, staff, and the public; and to maintain the orderly operations of the University. Nothing in this section is intended to, nor shall be read to, imply an obligation on the part of the President or the University to secure or rent property for any speech, demonstration, or other event, nor is it intended to indicate that any and all speeches, demonstrations, or events can be accommodated.~~

(3) Disruptive Action

- (a) In the event of disruptive action, University employees and students involved in demonstrations shall identify themselves by presenting appropriate documents such as ID cards when requested to do so by the President or President's designee, and such designee shall identify him/herself when making this request.
- (b) Demonstrators not officially related to FAMU may be directed to leave the campus immediately or be subject to arrest for a violation of the law forbidding the disruption or interference with the administration or functions of an educational institution.
- (c) If the President or his/her designee determines that a demonstration is disrupting normal University operations, or infringing on the rights of other members of the University community, the President or President's designee may:
1. Inform the demonstrators that they are in violation of the University policy and/or in violation of the law and specify the nature of the violation;
 2. Request that the violation cease; and/or
 3. In the event of non-compliance with this request, enlist the assistance of the Campus Police in restoring order and enforcing the law.
- (d) The University's Department of Campus Safety and Security ("Campus Police") has the primary mission of providing safety and security for all members of the University community including students, faculty, staff, and guests. Campus Police has full law enforcement authority to arrest individuals who violate the law on University property. In addition, the Campus Police maintains mutual aid agreements with city and county authorities, and host cities of the University campuses.

¹~~To include "Use Days" at the Civic Center.~~

Campus Police has the authority and responsibility to:

1. Declare a demonstration to be in violation of law and request all demonstrators to cease and desist, and to disperse and clear the area, or be subject to arrest and/or University disciplinary action.
 2. Arrest any demonstrators observed to be in violation of the law; and
 3. Enlist the assistance of outside law enforcement agencies, if necessary.
- (e) If a demonstration or a protest is **disrupting**, impeding or obstructing normal University operations, and after the demonstrators have been officially notified of the impediment or obstruction, the act will be considered in violation of University policy and can be considered disturbance (breach) of the peace, which is a violation of the law. Within a reasonable length of time, those who fail to disperse may be subject to criminal, civil, as well as University disciplinary action as appropriate. Refer to University [Regulation 2.012](#), [Student Code of Conduct](#), [Regulation 10.111](#), [Disruptive Conduct](#), and [Regulation 1.019](#), [University Code of Conduct](#); and applicable federal, state and local laws for further information.

(4) Students and Employees (Faculty, Staff and Personnel)

- (a) Students, faculty, staff, and all other personnel who intentionally act to impair, **disrupt**, interfere with, or obstruct the orderly conduct, processes, and functions of the University shall be subject to appropriate disciplinary action by the University authorities. Refer to University [Regulation 2.012](#), [Student Code of Conduct](#), [Regulation 10.111](#), [Disruptive Conduct](#), and [Regulation 1.019](#), [University Code of Conduct](#) for further information.
- ~~(b) Recognized student organizations, individual students, or student groups within the University may hold or conduct demonstrations and protests on designated University property provided that the Dean of Students is notified, in writing, at least 24 hours before the demonstration or protest, and that the meeting does not interfere or obstruct with the orderly processes of the University.~~
- (b) [Students, faculty, staff, and all other personnel](#) who participate in marches, protests, picketing, and demonstrations are hereby notified that [they will be held accountable individually](#) for any actions that violate the BOG and/or University [R](#)egulations and [P](#)olicies as well as federal, state and local laws. [Faculty, staff, and all other personnel shall not participate while on work time.](#)
- ~~(c) [Students, faculty, or staff of the University may not materially disrupt previously scheduled or reserved activities on campus occurring at the same time.](#)~~

(5) Public and Guests

- (a) Members of the public and guests are responsible for their actions on [any and all](#) University property and will be held accountable for any violations of law, [University Regulations](#), or [Policies](#), which may include a trespass warning.

(6) Security

- (a) It is the responsibility of the sponsor, individual, and/or group, including University sponsors, to coordinate security plans with Campus Police prior to the event, and to arrange for and cover costs of security as permitted by law.
- (b) Additional duly appointed security officers may also be required depending upon the type of event, facility, and the expected number of individuals to attend. Security officers employed or secured must be approved by Campus Police.
- (c) Two weeks prior to the scheduled outside speaker or other event, notice shall be given to Campus Police in order to plan and coordinate for security and safety concerns.
- ~~(d) 48 hours prior to a demonstration/protest, notice shall be given to Campus Police in order to plan and coordinate for security and safety concerns.~~

(7) Definitions

- (a) Breach of the peace; disorderly conduct. Section 877.03, of the Florida Statutes, provides "[w]hoever commits such acts as are of a nature to corrupt the public morals, or outrage the sense of public decency, or affect the peace and quiet of individuals who may witness them, or engages in brawling or fighting, or engages in such conduct as to constitute a breach of the peace or disorderly conduct, shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 or s. 775.083."
- (b) Campuses (main and satellite campuses) are defined to include all properties and facilities under the guidance, supervision, regulation, or control of the University, or any of its direct support organizations.
- (c) Fireworks are defined as, and includes, any combustible or explosive composition or substance or combination of substances, or except as hereinafter provided, any article prepared for the purpose of producing a visible or audible effect by combustion, explosion, deflagration, or detonation.
- (d) Hate Crimes are criminal offenses that manifest evidence of prejudice based on race, religion, sexual orientation, or ethnicity. Larceny-theft, simple assault, intimidation, and the destruction, damage, or vandalism of property can also be considered hate crimes.
- (e) Solicitation is defined to be any act or event conducted for the purpose of financial or commercial gain to the vendor, individual(s), or organization(s), e.g. handing out promotional leaflets and placing signs on University property. Please refer to University [Regulation 3.011, Commercial Solicitation](#) for further information.
- (f) Weapon is defined as any item, including, but not limited to metallic knuckles, swords, any dangerous chemical or biological agents, firearms, machine guns, starter guns, BB guns, stun guns, paintball guns, stun guns (Tasers), archery equipment, or any other object which will, is designed to, or may readily be converted to, expel a projectile by the action of an explosive; the frame or receiver of any such weapon; any firearm muffler or firearm silencer; any destructive device.

Specific Authority: Article IX, Section 7, Florida Constitution, Board of Governors Regulation 1.001. History—New 1-2-2018, Amended 7- -18.

AGENDA ITEM

VI



**Florida Agricultural and Mechanical University
Board of Trustees
ACTION ITEM**

**Governance Committee
June 7, 2018
Agenda Item: VI**

Item Origination and Authorization				
Policy ____	Award of Bid ____	Budget Amendment ____	Change Order ____	
Resolution ____	Contract ____	Grant ____	Other ____	

Action of Board				
Approved ____	Approved w/ Conditions ____	Disapproved ____	Continued ____	Withdrawn ____

Subject: Updated University Communication/Media Policy and Style Guide

Rationale: The Office of Communications worked with the General Counsel’s Office and Information Technology Services to update the University’s Communications Policy and the Style, Publication and Media Guide, to include best practices for social media, events and web site management. Changes reflect industry standards for brand identity (including updated colors and logos) and the need to align the policy and guide with the University’s vision and strategic priorities. The new and modernized language reflects changes in the media and marketing landscape and the communications structure at the University. Therefore, adopting the new brand identity would allow the full execution of the University’s rebranding efforts and bring uniformity to all University merchandise and marketing materials.

Attachments: Updated 2018 Communication/Media Policy and Style, Publication and Media Guide

Recommendation: Approval of revised Communication/Media Policy and appended Style, Publication and Media Guide

**Florida Agricultural and Mechanical University
Board of Trustees**

**PROPOSED REVISIONS TO UNIVERSITY COMMUNICATIONS/MEDIA
POLICY**

RE: Board of Trustees Policy Number: 2008-01
Date of Adoption/Revision: February 12, 2008

PURPOSE: To articulate proposed updates/changes to the University's Communications/Media Policy

Authority

I. Policy Statement and Purpose

As a public university supported with tax dollars, Florida A&M University (FAMU) ~~has a responsibility~~ strives to be open and responsive to requests for information. ~~from the public and the news media.~~

Faculty and staff ~~may be encouraged to give interviews to the media when asked, and to provide information on matters within their field of expertise as University affiliates upon in a timely and courteous manner notifying and receiving instruction from the Office of Communications.~~

~~Office of Public Relations serves as a tool to help reporters find the right person to interview for a topic. As a courtesy, however, if faculty/staff agree to participate in an interview, please contact the Office of Public Relations so we may obtain a copy of the article and keep it in our files.~~

~~If you are not experienced in handling questions from the media, or have not established a relationship with the journalist requesting information, please feel free to contact the Office of Public Relations for tips on interviewing (i.e. answering questions for print media versus broadcast) or to address any concerns.~~

~~Administrators, faculty and staff should consult with the Office of Public Relations or the Office of the General Counsel if they have questions about releasing information that may be of a sensitive nature, (for example the firing of an employee, murder investigation or sexual harassment).~~

~~If you are faced with a potentially controversial situation, it is crucial that you discuss the matter with the communications staff in the Office of Public Relations before it becomes public. In instances where there is a question about the legality of releasing information, the Office of Public Relations and any other campus units receiving information requests should consult with the University's General Counsel.~~

The Office of Communications is responsible for generating, distributing and monitoring FAMU's news coverage and promoting its outstanding academic programs, initiatives, important events and the key achievements of its students, faculty and staff.

The Office of Communications is the official University voice to the media and is tasked with establishing and cultivating relationships with journalists, publications and broadcast networks/channels, as well as responding to media inquiries, issuing official statements and announcements and providing guidance and leadership to the FAMU community about relevant media guidelines and best practices.

All University leaders, faculty, staff, partners, vendors and contractors must coordinate with the Office of Communications to develop and distribute news and information about the University and to participate in solicited and unsolicited media interviews or media events.

The Office of Communications must serve as facilitators and approvers of all media interviews and outreach in connection with the University in any form. It is responsible for helping reporters find the best possible source for experts and information about stories.

The Office of Communications also develops key messages for the University, and through media training, can assist University personnel and stakeholders with anticipating reporters' questions and properly preparing information for the media and public.

The Office of Communications manages the University's official Communicators Network. Each University entity must appoint a representative to this network, in which individuals are trained on best practices, policies, procedures and guidelines for promoting their units and sharing news and information. The network members are responsible for applying their training and sharing information with their unit leaders and colleagues.

Journalists occasionally request interviews with FAMU leaders, faculty, staff and students related to specific news developments. If the request is in response to the Office of Communications contacting the media, it has already identified a University representative to speak and will arrange the interview for the journalist with that individual. However, if a request for an interview is unsolicited, the Office of Communications will need to research the issue and determine who is best to speak effectively about the issue.

When contacted by media, University employees are directed to contact the Office of Communications at 850-599-3413 or at public.relations@famuedu prior to further communication with a media representative. Public records requests should be directed to publicrecords@famuedu.

News Conferences/Media Briefings

As a rule and best practice, news conferences and media briefings are reserved for announcing news concerning the University that will have a significant impact on the constituents, external community and future direction of FAMU. It is important that these types of events not be overused or used to announce news that is not significant or approved by the Office of Communications. The Office of Communications must approve all news conferences and media briefings prior to these events being scheduled. The Office must also approve any media actions stemming from any external partnerships, activities, projects or programs that involve the University and/or use the University's name or likeness.

Prior to releasing sensitive information (for example: the termination of an employee, an ongoing investigation, verifying student information, a legal matter or an allegation of sexual harassment), administrators, faculty, staff, students, affiliates, vendors and volunteers are required to contact the Office of Communications and/or the Office of the General Counsel.

Note: The University does not comment on ongoing investigations, legal or personnel matters.

Occasionally, potentially controversial situations or crises may occur at FAMU. During these times, it is important to take a proactive approach by contacting or meeting with the Office of Communications immediately upon learning of the crisis. It is best to prepare for such instances as early as possible. In instances where there is a question about the legality of releasing information, the Office of Communications and all other campus

units receiving media and public information requests must consult with the Office of the General Counsel.

~~Faculty and staff are encouraged to give interviews to the media when requested, and to provide information on matters within their field of expertise in a timely and courteous manner. However,~~

Contact the Office of Communications at 850-599-3413 or public.relations@famuedu for additional media-related questions or to request message development and training.

a. UNIVERSITY SPOKESPERSON

~~President is the official spokesperson of the university. The President has designated the executive assistant to the president for Public Relations and Chief Communications Officer as the official spokesperson in matters of weather emergencies, crisis situations and other occasions. This individual also provides the point of contact between media and university resources and provides referrals to proper sources of information within the university community.~~

The Board of Trustees recognizes that the President is the primary spokesperson for the University, and the chair of the Board of Trustees is the only person authorized to speak for the Board of Trustees.

While the President is the primary spokesperson of the University, the President has designated the chief communicators officer (Office of Communications lead) as the official spokesperson in external matters including weather, safety and health emergencies, legal matters and other crisis situations. This individual also provides a point of contact between media and University resources.

b. NEWS RELEASES

~~The Office of Public Relations prepares and distributes all press releases to local, regional, and national media except releases regarding sports-related activities. The press releases range from major stories about achievements by faculty, administrators and students to public service announcements. Some stories may be distributed only to the local media depending on the subject and relevance.~~

The Office of Communications approves all news releases to local, regional, national and international media, with the exception of sports-related releases (unless requested by the President), prior to distribution. However, the Department of Athletics should work with the Office of Communications to ensure consistency with the University's messaging and style guidelines prior to releasing pertinent information to the public and media.

The Office of Communications prepares and approves news releases that range from major stories about achievements by faculty, staff, administrators, students and alumni to unique programs and offerings, in alignment with the University's mission and strategic priorities and goals. News releases from all University colleges, schools, centers, institutes, departments, offices **and the Board of Trustees** must be submitted to the Office of Communications for approval before releasing and must align with the University's policies, strategic plan, presidential priorities, mission and style guidelines. News releases and other items for dissemination to the media or public are approved and distributed by the Office of Communications based on subject and relevance to the University's brand, mission, strategic goals and priorities.

c. Office of Sports Information

The Office of Sports Information is responsible for publicizing information regarding FAMU's intercollegiate varsity athletic teams. On behalf of University Athletics, the Office of Sports Information is responsible for maintaining and distributing all publications, news releases, web pages, social media, photography, videography, and statistical data about the University's athletic teams and programs. The Office of Sports Information also serves as the department's contact for the NCAA and the Mid-Eastern Athletic Conference. The Sports Information Director will ensure compliance with FAMU's communications policy, style guide and strategic priorities and goals, including athletic marketing and publications.

d. Public Records

~~As a public university supported by tax dollars, Florida A&M University has a responsibility to be open and responsive to requests for information from the public and the news media~~

Under the Freedom of Information Act and Florida Statute 119.01, the University, as a state entity, abides by the following statement as indicated in Florida law.

“It is the policy of this state that all state, county and municipal records shall be open for personal inspection by any person.”

When University employees are asked to provide documents or information in response to a public records request or Freedom of Information Act request, they must respond quickly and efficiently by first providing the requested files to the Office of Communications or Office of the General Counsel for review and handling in accordance with state and federal law.

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. Employees must consult with the Office of Communications and/or the Office of General Counsel before releasing any information or documents that contain student details or private information.

~~Forward any request for information you received from external entities to the Office of Communications or Office of the General Counsel immediately~~

Employees must collect all information and documents that contain what is being requested and submit it to the Office of Communications or the Office of the General Counsel expeditiously for review and processing within three to five (3-5) business days. If more time is needed, please contact the Office of Communications or the Office of the General Counsel for consultation. Failure to respond to such requests within a reasonable time can result in legal repercussions for the University.

Please record and inform the Office of Communications of an estimate of labor (at the lowest hourly rate in your unit), resources (i.e. copies made) and time required to complete the request. ~~and record it upon completion as well. how long it took to process the request and how many copies were made, as well as the lowest hourly pay rate in the office processing the request. Florida law allows for the charging of fees for such requests.~~ A template for fee estimates is available upon request by contacting publicrecords@famuedu.edu.

All University business conducted by electronic correspondence must be conducted via ~~by FAMU.edu email must be done via the~~ FAMU.edu domain to ensure documents and correspondences can

easily be accessed when requested. All emails sent to or from employees' FAMU.edu accounts are subject to the Sunshine Laws. Information must also be collected, posted and distributed via University servers such as using Qualtrics for surveys, polls and assessments and Blackboard, FAMUInfo, FAMUNews.com, FAMU.edu, iStrike or approved University platforms for internal announcements so that they can be accessed. Use of a private device such as a personal smart phone, laptop or home computer to conduct University-related business could subject that device to inspection in search of the University-related records.

University-affiliated social media accounts are also subject to public records requests. Usernames and passwords to these accounts must be provided to the Office of Communications.

Please note that social media accounts connected to the University must also be archived to ensure they can be retrieved for information requests or legal matters. Deleted social media content must also be stored in an accessible manner. Contact the Office of Communications at 850-599-3413 for tips on how to archive social media accounts as well as University social media guidelines.

Additional information about public records and the Freedom of Information Act requests can be obtained at <http://myfloridalegal.com/>.

e. ADVERTISING

~~The Executive Assistant to the President for Public Relations and Communications or the designee must approve in advance all paid advertising (print, broadcast, billboard and radio) and student recruitment, marketing and fund-raising videos. This does not include paid ads for hiring personnel~~

~~e. ADVERTISEMENTS BY EXTERNAL AGENCIES, BUSINESSES, ORGANIZATION~~

~~External agencies, businesses, organizations, etc. must submit a copy of the advertisement to the Office of Public Relations for approval. Authorized advertisement must display the Public Relations stamp of approval before being posted on campus or appearing in University Publications.~~

The Office of Communications must approve, in advance, all advertising from all campus units, which includes but is not limited to print, broadcast, billboard, digital, social media and radio ads, as well as student-recruitment, marketing, informational and fund-raising videos.

This also includes banners and promotional items (T-shirts, pens, bags, etc.) and social media and digital ads and videos (i.e. YouTube, Pandora, Spotify, Captiveeyes, etc.). This does not include paid ads for hiring personnel. However, personnel ads should be reviewed for style and grammar before publication within the Human Resources division.

All advertisements, publications, digital and visual marketing must only use University-issued phone numbers, email addresses and Office of Communications/Information Technology Services-approved website links. Websites must be approved by the University's web council in conjunction with the University webmaster and the Office of Communications.

All campus units and special committees should establish a marketing budget to cover the cost of advertising, marketing and associated printing.

All marketing material must be developed in compliance with the University's mission, strategic plan, style guide and SACSCOC accreditation standards.

f. External Agencies, Businesses and Organizations

External agencies, businesses, organizations, groups, events, etc., who would like to use or produce an item that contains the University's name or likeness must submit a copy of the advertisement to the Office of Communications for approval. University names, logos and images are the property of the University and may not be altered in any way. Use of a font or art similar to official University marks in order to circumvent the requirements is not allowed.

Advertisements must display the office's expressed approval before being posted on campus or appearing in University or external/community publications, etc.

Prior to an employee, contractor/vendor, student, volunteer or affiliate shooting video presented on behalf of the University (except for journalism school productions), a script and production timeline must be approved by the Office of Communications before scheduling the shoot. All edited or any raw video must be submitted to and approved by the office before it is disseminated or posted online.

Office of Communications approval must be provided to the University's procurement, controller and foundation offices if a unit or individual seeks to pay a vendor or individual for communications, media or marketing related work. Violation of these guidelines will result in non-approval by the University to pay or credit these individuals. A form and additional documentation may be required to receive this approval. Employees and others who violate these guidelines may be subject to corrective or cease and desist actions.

Individuals, groups and agencies producing marketing or media-related content or hosting marketing or media-related events on behalf of the University or using the University's name must first obtain the expressed written approval of the Office of Communications.

Requests for review and approval of advertisements, videos, and media content or events should be submitted via the Office of Communications Service Request Form, which is available on the "Communications" page at www.famu.edu.

g. PHOTOGRAPHIC SERVICES

The University has a full-time photographer and provides photographic services for the campus. Photographic assignments for the University's programs and activities are also the responsibility of the ~~Public Relations Office~~ Office of Communications. University officials and students who desire photographs for University-related activities must receive approval from the ~~Public Relations Office~~ Office of Communications. A request for photographic services form must be completed and returned to the ~~Public Relations Office~~ Office of Communications at least three business days before the planned activity.

PUBLICATIONS & STYLE POLICY

II. Policy Statement and Purpose

Publications that will be disseminated throughout FAMU's campuses and externally as well as promotional documents must be reviewed by the Office of ~~Publications~~ Communications to guarantee that all publications representing Florida A&M University demonstrate a consistent message and image. The ~~publications office~~ Office of Communications will review materials based upon the established printing guidelines. ~~In general~~ These guidelines also apply to official University websites and social media channels.

All internal and external communications must adhere to the University's Style, Publication and Media Guide.

Exceptions include publications edited and produced by students, flyers or posters for events funded by student activities fees, internal office correspondence, faculty works, textbooks and materials for classroom use.

Direct Support Organizations using the University's image, likeness and brand identity must also comply with these guidelines.

A successful identity program is dependent on the cooperation of all members of the University community, therefore, resulting in improved communications. Official publications that offer pertinent information about Florida A&M University, its purpose, objectives, programs of instruction, public services and information for prospective students, faculty and staff are published through the Publications Office in the Office of Communications. These publications include: catalogs, schedules, reports, handbooks, manuals, brochures, recruitment materials, directories and other general information documents.

The Office of ~~Publications~~ Communications is the starting point for all projects produced in the University print shop for an external audience. University Communications is charged with interpretation and control of all institutional publications involving the use of the name, seal and/or logos of the University. This responsibility is carried out primarily through a University Identity Program, which sets editorial style, typography and graphic standards, including the use of the FAMU shield and seal for all publications.

h. USE OF SEAL

~~The official seal of Florida A&M University is used only for formal usage, i.e., for diplomas, invitations to University functions or official University statements. The presence of the seal authenticates publications as an official document from Florida A&M University. The use of the university shield or logo, must be approved by the Office of Publications.~~

The official University seal is not to be used for general branding, marketing, communications and promotional purposes. It is restricted for use on official documents, such as diplomas, transcripts, legal documents, Board of Trustees reports, resolutions and proclamations, commencement and convocation documents, and official University stationery (i.e. letterhead, business cards). The seal is only released by the Office of Communications and should not be downloaded or copied from the web. The presence of the seal authenticates publications as an official document from Florida A&M University. The Office of Communications must approve the use of the University's logos and seal.

i. USE OF OTHER UNIVERSITY LOGOS

The University shield, "**Excellence With Caring**" motto, institutional logos, "**Rattler**" and "**FAMU**" may be used in publications requiring a symbol of identity, such as catalogs, handbooks, brochures, programs, flyers, invitations, bookmarks, posters and paraphernalia. Generally, one logo per publication is sufficient. The Office of Communications must be consulted when a University entity decides to design a publication for a particular unit.

j. REQUEST FOR UNIVERSITY LOGOS

~~Requests for camera-ready copies of access or use of the official and other university logos should be made through the Office of Communications. Scanned or modified versions of Florida A&M University logos are in direct violation of University publications policy.~~

k. OFFICIAL FAMU COLORS

~~The official colors of Florida A&M University are orange and green. More specifically, the correct orange to use on any printed material is Pantone Matching System number 151 (PMS 151). The university uses Pantone Matching System number 348 (PMS 348) as its official green. Using the above specifications will insure that the University's colors are consistent.~~

The official colors of Florida A&M University are orange and green. More specifically, the official orange to use on any material is Pantone Matching System number 158 (PMS 158C). The University uses Pantone Matching System number 357 (PMS 357 C) as its official green.

The specifications above are the standards for all print, video and electronic materials and media. Please see the design and brand guidelines for instructions on the updated official colors and other styles for use on the University's websites.

I. UNIVERSITY LISTING

The acceptable listings for Florida A&M University are in keeping with the national trend of reference to entities or institutions by acronym, which should not be confused with abbreviations.

Acceptable listings:

1. Florida Agricultural and Mechanical University (formal, used for invitations, letterhead, etc.)
2. Florida A&M University (used with no spaces between A&M)
3. FAMU
4. ~~A&M (with no space between characters)~~

Listings to avoid:

Unacceptable listings:

1. Florida A and M University
2. Florida Agricultural & Mechanical University
3. Florida A. and M. University
4. F.A.M.U.
5. A. & M.
6. A & M

(Additional University Style Guidelines found online at FAMU.edu)

m. OFF-CAMPUS PRINTING JOBS

Some larger jobs require that printing be done off-campus. The Office of ~~Publications~~ Communications is ultimately responsible for ensuring that all publications are in line with the guidelines. Therefore, it is wise to consult with the Office of Communications before seeking outside printing advice.

Outside printing jobs require a completed publication request form, specifications form, cost computation worksheet and required statement of cost and purpose — and other supporting documents from the Office of Publications Communications.

These forms must be submitted prior to clearance for printing/production. It is suggested that a minimum of three price quotes from selected vendors be requested. The vendor with the lowest bid for the job is normally selected for the contract. To proceed with printing/production, a completed and signed requisition should be submitted to the Office of Publications Communications for clearance and approval.

n. LETTERHEAD, ENVELOPES AND BUSINESS CARDS

All Florida A&M University letterhead, envelopes and business cards are standardized to provide consistent institutional identity. Once that identity has been established, the Office of Communications is responsible for enforcing the visual identity. A standard format has been established for University letterhead and envelopes. All units of the University must use only the standard format. The Office of Communications will help prepare specifications upon request.

i. LETTERHEAD

Letterhead is not to be personalized. Business cards are the appropriate place for such personalized information. The names of departments as they appear on stationery are strictly controlled by the University. Prior approval for changes or additions must be requested through the Office of ~~University Publications~~ Communications.

ii. BUSINESS CARDS

The card includes the individual's name, title, position, business address, telephone and fax numbers and e-mail address. University personnel who would like to purchase business cards should consult with staff in the Office of ~~Publications-Communications~~ for assistance.

o. REQUIRED STATEMENTS

All publications produced by FAMU, costing in excess of \$15,000, which are not working documents (documents used in the normal routine of work including test papers, office forms, general correspondence, etc.) must contain the following statement of cost and purpose:

This public document was promulgated at a total cost of \$_____, or \$_____ per copy, to (state purpose of the document).

This statement should be displayed in a conspicuous manner, enclosed in a two-point box and should be the same size as the body type of the publication. Suggestions: inside front cover, inside back cover, first page. Also the document should display on either the inside front cover, the first page, the inside back cover or the outside back cover the following: "FAMU is an Equal Opportunity/Equal Access University."

p. RESTRICTIVE PRINTING

Devices for use in lotteries, raffles or other regulated games of chance will be produced only after appropriate written authorization has been granted and presented. Copyrighted materials need permission from the copyright holder. Clearance is granted through the ~~Office of Publications~~ Office of Communications.

q. EVENT PLANNING AND ANNOUNCEMENT GUIDELINES *(Please refer to complete guidelines online at famu.edu)*

r. WEB STYLE GUIDE/POLICY *(Please refer to complete guidelines online at famu.edu)*

s. EDITORIAL STYLE GUIDE *(Please refer to complete guidelines online at famu.edu)*

t. LICENSING AND SALES GUIDE *(Please refer to complete guidelines online at famu.edu)*

u. PUBLICATIONS *(Please refer to complete guidelines online at famu.edu)*

v. SOCIAL MEDIA *(Please refer to complete guidelines online at famu.edu)*

w. BRAND AND STYLE GUIDE *(Please refer to complete guidelines online at famu.edu)*

x. **PHOTOGRAPHY/IMAGERY GUIDE** (*Please refer to complete guidelines online at famu.edu*)

The President shall establish all necessary policies and procedures to implement this policy in an efficient and effective manner.

AGENDA ITEM

VII

Florida A&M University Regulation



5.006 No Smoking and Tobacco Use.

(1) Introduction.

Florida A&M University desires to provide a safe and healthy campus environment for its students, faculty, staff, and all visitors. Exposure to environmental tobacco smoke also known as second hand smoke is a significant health risk for non-smokers. On August 1, 2018, Florida A&M University will become a smoke and tobacco-free campus.

(2) Rationale.

The following was obtained from the U.S. Department of Health and Human Services, Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General, Atlanta, GA; U.S. Department of Health and Human Services; Centers for Disease Control and Prevention; Coordinating Center for Health Promotion; and the National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking:

- Tobacco use remains the leading preventable cause of death in the U.S.
- Each year in the U.S., approximately 440,000 people die of an illness caused by smoking cigarettes.
- More than 8.6 million Americans currently suffer from at least one serious illness caused by smoking. In 2006, about one in five (45.3 million) adult Americans smoked cigarettes.

- By 12th grade, about half of all students have tried smoking and one in five (20.0%) are current smokers.
- Florida A&M University has an interest in protecting the health and wellbeing of its employees, students, and visitors.
- A tobacco-free environment helps create a safer, healthier workplace.
- Through the Florida Clean Indoor Air Act, the State of Florida acknowledges that lighted tobacco products constitute significant health hazards to users and non-users.
- All tobacco products are harmful. Smokeless tobacco (chewing tobacco, snus, and snuff) is addictive, contains dozens of cancer-causing agents, and may cause oral cancer and other diseases.

(3) Definitions.

(a) “University campus” or “campus” shall include, but is not limited to: all lands, buildings, parking garages, parking lots, athletic fields, and all stadium seating occupied or controlled by Florida A&M University. "Campus" also includes all satellite campuses in Brooksville, Crestview, Jacksonville, Davie, Tampa, and Orlando, Florida, and any additional properties Florida A&M University occupies or controls.

(b) “Smoking” means possession of a lighted cigarette, cigar, pipe, bidi, cigarillos, any other smoking product, water-pipe or hookah or any product consumed in a similar manner; and the use of an unlit cigarette, cigar, pipe, water-pipe or hookah, or the use of an electronic cigarette, vape pens, advanced personal vaporizers, cigar, pipe or any other device intended to simulate smoked tobacco.

(c) "Tobacco products" mean cigarettes, cigars, pipes, smokeless tobacco, snuff, chewing tobacco, smokeless pouches, and any other form of loose-leaf, smokeless tobacco.

(4) Florida Clean Indoor Air Act of 1992.

To establish compliance with Chapter 386, of the Florida Statutes, known as the "Florida Clean Indoor Air Act of 1992," Florida A&M University prohibited smoking in all University facilities, including but not limited to: classrooms, faculty offices, administrative offices, dining facilities, break rooms, press boxes, restrooms and student residential facilities. There shall be no indoor area within any university building designated as a "smoking area."

(5) University-Wide Tobacco Free Campus.

(a) Since the Florida Clean Indoor Air Act of 1992 passed, it is inevitable that the University move forward with 100% tobacco free/smoke free regulation for a healthier environment for the University Community.

(b) Smoking and/or the use of tobacco products is prohibited in all areas of the University campus.

(6) Effective Date.

The effective date is August 1, 2018, for the University main campus and all satellites campuses to be 100% Tobacco-Free/Smoke-Free.

(7) Applicability.

This policy applies to all individuals on University property, and is not limited to: students, faculty, staff, employees, consultants, contractors, vendors, and visitors.

(8) Designated Areas for Clinical Therapy/Research Related Purposes.

The President or designee may authorize smoking in specific designated areas of campus for clinical treatment and/or for research related purposes.

(9) Enforcement.

(a) Enforcement of this regulation is the responsibility of the person in charge of the facility or area in use. If a student refuses to comply with the policy, Office of Student Conduct & Conflict Resolution will be notified.

(b) If a staff or faculty member refuses to comply with this policy, the immediate supervisor must be notified.

(10) Smoking Cessation Program.

(a) A smoking cessation program is available to students, faculty, and staff at the Student Health Services.

(b) Florida A&M University will foster educational programming, distribute policy notifications, and encourage participation in smoking cessation programs on campus.

Specific Authority: Article IX, Section 7, Florida Constitution, Board of Governors Regulation 1.001, Chapter 386, Florida Statutes. History- New - - 2018.

AGENDA ITEM

VIII



**Florida Agricultural and Mechanical University
Board of Trustees
INFORMATION ITEM**

**Governance Committee
Date: Thursday, June 7, 2018
Agenda Item: VIII**

Subject: Board of Trustees Member Survey

Summary: The Board of Trustees conducts an annual survey/self-assessment during its annual retreat. The timeline for the assessment indicates that the Board will initiate the survey on June 1, 2018 and complete it by June 30, 2018. The Office of Assessment will provide a report, which will be discussed with the Board at its August 8-9, 2018 retreat.

FAMU Board of Trustees
2017/2018 Self-Assessment Process

Due Date	Action
June 1, 2018	The BOT Liaison will send the self-assessment survey link to the Board of Trustees.
June 30, 2018	Board members will complete the self-assessment survey.
July 23, 2018	The University's Office of Assessment will analyze the assessment and draft a report, which will be disseminated to the BOT. The report will include a comparison between the 2016/2017 and 2017/2018 survey results.
August 1, 2018	The self-assessment report will be provided to Trustees. – (7 days before retreat)
August 8-9, 2018	The Board of Trustees will discuss the self-assessment report at its annual retreat.
October 4, 2018	The Governance Committee will recommend next steps that should be addressed, as a result of the self-assessment survey.

AGENDA ITEM

IX



**Florida Agricultural and Mechanical University
Board of Trustees
INFORMATION ITEM**

**Governance Committee
Date: Thursday, June 7, 2018
Agenda Item: IX**

Subject: Presidential Goals Setting and Evaluation Timeline

Summary: The Board of Trustees conducts an annual evaluation of the president's performance for the prior year. The attached document provides the timeline for setting the president's goals, as well as a separate timeline for conducting the president's evaluation.

2018/2019 Presidential Goal Setting Timeline

06/01/18 – 06/30/18	President Robinson will work on proposed goals for 2018/2019.
07/01/18	Chair Lawson will provide to the Governance Committee the proposed 2018/2019 performance goals and objectives produced by President Robinson. Note: The Committee will work collaboratively to reach mutual agreement with President Robinson regarding the annual goals and objective for the succeeding year.
07/16/18	The Governance Committee will meet to approve the proposed 2018/2019 goals and objectives presented by President Robinson.
08/09/18	The Board will meet to approve the 2018/2019 performance goals and objectives and other such criteria as deemed appropriate by the Board.

2017/2018 Presidential Evaluation Timeline

05/31/18	The Governance Committee Chair will meet with President Robinson to discuss the following: <ol style="list-style-type: none"> 1. The evaluation process 2. Any feedback/suggestions that he would like to contribute related to the aforementioned items.
06/01/18 – 06/29/18	President Robinson will initiate a self-appraisal/assessment of his performance as it pertains to the Board approved goals and objectives for the 2017/2018 performance review period and other such criteria as deemed appropriate by the Board.
07/02/18 – 07/30/18	Each Board member will evaluate President Robinson's performance for 2017/2018. Each Board member will be provided the following: President Robinson's self-appraisal and the approved evaluation tool for the 2017/2018 performance review period. The SUS Chancellor will provide feedback regarding President Robinson's performance. Note: The Governance Committee in collaboration with the Office of the General Counsel will compile the feedback received from the individual board members.
08/3/18	The Governance Committee will provide President Robinson with a draft summary of the evaluation report.
08/09/18	The Governance Committee will meet and approve its final draft of the evaluation report.
08/09/18	The Governance Committee will present to the Board the evaluation report.