

July 26, 2011

Dear Chair Parker,

As leaders and stakeholders in our community, we wish to commend you and your colleagues on your work in establishing the applied science and technology university model at the University of South Florida Polytechnic ("USFP"). Your vision will not only supply higher-skilled graduates for our local businesses, but also graduates that will matriculate along the I-4 High Tech Corridor, to the research centers in Tampa and Orlando, and throughout the state of Florida and beyond.

Due to the current budget constraints in Florida and nationwide, it is imperative that we deliver education with focus and cost efficiency in mind. We applaud the Board of Governors' recent decision to study the existing structure of the State University System (SUS). There is not a more critical time for Florida to make strategic decisions in providing access to its citizens for college degrees that are needed to compete at a global level. It has been recognized by you and many others that Florida needs to put in place a new, highly-diversified economy. We believe that USFP is a critical piece of this emerging new algorithm. For these and reasons outlined below, we strongly urge you to consider supporting USFP as a separate, independent university.

The stated reasons for polytechnic education are many. Consider the following:

China is graduating more than four times as many engineers as the U.S.

Florida is 40th in the U.S. in educating scientists and engineers as a percentage of the population.

It is estimated that Florida will have a shortfall of 100,000 science and technology professionals by 2015.

Every comprehensive study of the U.S education system notes that far greater investment in Science, Technology, Engineering, and Math (STEM) is needed at all levels, especially if the U.S. wishes to remain competitive for 21st century career opportunities and industry growth.

We strongly believe that the Polytechnic Model is a direct and cost-effective method of applied technical degrees in this time of need. It has a highly-focused curriculum in key industry drivers such as engineering, information technology, and applied health professions, versus the myriad of offerings at more traditional universities that cover everything from anthropology to zoology.

The polytechnic and technology universities that currently exist in the U.S. and abroad have been highly successful due to this concentrated focus, as well as the freedom they have had to quickly innovate and respond to industry needs. High quality polytechnic education cannot be delivered if it is immersed in highly-layered bureaucracies that are wedded to protecting traditional cultures and programs.

As a result, the current USF "system" model does not work as effectively as it needs to for a university model as unique as USFP. Given the sizable investments that the state and our region have already made in this university, it is our strong belief it should now be structured in a way to maximize its future success.

We have concerns that the present structure will impede not foster growth. Specifically, this is due to a mismatch of cultures: basic versus applied research; traditional versus emerging disciplines; protection of disciplinary and programmatic turf versus the need to quickly develop new curriculum.

We are also concerned that the present structure will make the recruitment of superior faculty extremely difficult and challenging. Potential faculty members have a sense that USF is the only, and will be the only, doctoral-granting institution in the USF system. As a result, it leads to a second-class mentality that is not conducive to recruiting faculty stars.

In addition, we are concerned that regional needs and priorities will be overlooked given the current structure. While we recognize USF calls itself a "system", that system has never been formally recognized or approved in Florida Statute to our knowledge. As a result, we have concerns that

representation and decision-making bodies and the administrative structure of the system will change frequently and will be so concentrated in Tampa that the needs of this campus in terms of personnel, fundraising, athletics, research, and future capital projects will be overlooked. As a result, this has the potential to be a restrictive, combative, and turf-oriented environment. Independence gives local control and a streamlined approach to administration and solutions that specifically impact USFP.

For these and many other reasons, we feel that USFP's independence is paramount. Common sense dictates that a campus with a distinct mission should control its own destiny. This local control will allow for higher quality, faster growth, better brand identity, and more potential for fundraising. We respectfully request that you allow us to present our views concerning this issue to the Board of Governors.

Again, we are extremely thankful for your support of this exciting institution. In addition, we respectfully request that you consider USFP's independence, so that it can more quickly meet the needs of our community and Florida.

Sincerely,



Barney Barnett, Vice Chairman
Publix Super Markets



Mark Bostick, President
Comcar Industries, Inc.



Douglas A. Lockwood, III
Peterson & Myers, P.A.



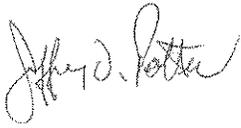
George Wm. Tinsley, Sr.
President & CEO, PenGeo, Inc.



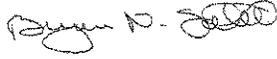
Richard E. Straughn
Straughn & Turner, P.A.



Victor B. Story, Jr., President
The Story Companies



Jeffrey D. Potter, Mayor
City of Winter Haven



Bryan N. Saterbo, Co-Chairman
Colorado Boxed Beef Company



Albert B. Cassidy, President
Cassidy Holdings



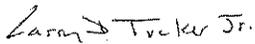
H. Paul Senft, Jr., Director
Haines City Economic Dev. Council



R. Todd Dantzler, CCIM
Choice-Dantzler Properties, Inc.



Lance Anastasio, President/CEO
Winter Haven Hospital



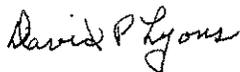
Larry Tucker, Jr.,
Tucker Construction & Engineering, Inc.



Ingram Leedy
Elephant Outlook

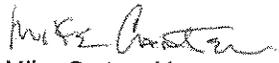


Rick Dantzler
Frost Van den Boom & Smith, P.A.



David P. Lyons, Chairman

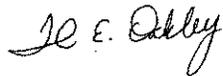
Saddle Creek Corporation



Mike Carter, Mayor
City of Lake Wales



Jesse Jackson, Superintendent
Lake Wales Charter School System



Thomas E. Oakley, President
Oakley Transport, Inc.



Wesley Beck, President
Aspyre Properties



Brian G. Philpot
Land South Group



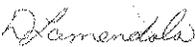
Sam Nimah, President of Operations
Southern Wine & Spirits



H. William Mutz, President
Lakeland Auto Mall



David D. Hallock, Jr.
Gray-Robinson, P.A.



Damien Lamendola, President & CEO

WellDyne, Inc.


Michael Tolentino, M.D.
Center for Retina & Macular Disease


Steve Scruggs, Executive Director
Lakeland Economic Development Council


Carl J. "Bud" Strang III
Six/Ten Corporation


S. Steve Mosely, CFO
Mid-Florida Credit Union

cc: Board of Governors



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August 2, 2011

Dr. Judy Genshaft
President
University of South Florida
4202 E. Fowler Avenue
Tampa, Florida 33620

Dear President Genshaft:

Demand for higher education in Florida is growing. In keeping with its constitutional obligations, the Board of Governors has been having strategic planning discussions since last year that include a dialogue about how the State University System will organize itself for the future in order to meet Florida's growing student and economic development demands.

Working alongside our partners in government, education, and the private sector, the Board continues its commitment to finding ways to address the need for students to have access to degree programs that are critical to the sustainability of a knowledge-based economy. As this dialogue unfolds across all higher educational delivery systems — both public and private — we must consider the significant investment made to-date by the State of Florida in faculty and staff, curricula development and construction, all with an eye toward maximizing return on investment while maintaining quality.

Over the past decade, the USF Polytechnic campus has matured and grown into an institution that plays an important role in addressing student demand for access to degree programs. As such, I ask that a representative be sent to make a presentation to the Board of Governors regarding the potential future of the USF Polytechnic campus within the State University System. While I anticipate that no action will be taken at the September meeting relative to the reorganizational needs of the future, my goal is simply to ensure that the Board has details about how the USF Polytechnic campus offers a unique approach to higher education.

The Board will meet on September 14-15, 2011, at Florida International University in Miami, so please contact our office to confirm time on the agenda.

Best regards,

A handwritten signature in black ink, appearing to read "Ava L. Parker".

Ava L. Parker
Chair

c: Frank T. Brogan, Chancellor, State University System of Florida
Marshall Goodman, Regional Chancellor, USF Polytechnic



August 12, 2011

Ms. Ava L. Parker, Chair
Lawrence, Parker & Neighbors, LLC
101 East Union St., Suite 200
Jacksonville, FL 32202

Dear Governor Parker:

I received your letter of August 2, 2011. As you know, we have expressed our intention to remain a constructive part of any discussions bearing on the future of USF Polytechnic.

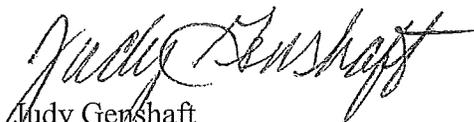
The current and future success of this part of the USF family is important to us, because of efforts and resources already expended, and because it fits our commitment to deliver excellence to our students, communities and state.

Yet realizing USF Polytechnic has, and continues to have, a unique mission separate and apart from the other campuses in the USF system, we are willing to consider options there, which we would **not** entertain elsewhere.

To that end, I would like to make USF Polytechnic's Regional Chancellor, Marshall Goodman, present and available to you and other Board of Governor members at September's meeting in Miami.

One of the great privileges this country offers the world is a premier higher education opportunity. We intend to continue to make the University of South Florida system one of the state's, and nation's, true pillars of that reality.

Sincerely,


Judy Genshaft
USF System President