Outline for Today

- **Current Strategic Plan:** What do we want to build on?

- **2030 Plan: Steering Committee Ideas & Input**

- **2030 Plan: What did we miss?**

- **Next Steps**

Where we were in 2011 vs 2024

2011	2024
11 universities	12 universities
3 universities ranked: UF 17th FSU 47th UCF & USF 121st	6 universities ranked in Top 100 UF 6th FSU 23rd USF 45th UCF & FIU 64th FAMU 91st
Letter from the Governor about how our degrees do not align with jobs & we don't have employment outcomes	2 metrics tracked in PBF 74% of grads found employed 1yr $50k median wages Programs of Strategic Emphasis
6-year grad rates = 64.5%	4-year grad rate = 62%

Board's Strategic Plan

Current Strategic Plan runs through 2025

The plan provides the vision for the System across a range of areas

Teaching & Learning

Research & Innovation

Business & Community

Goals & metrics to support each of the areas

The Board tracks the progress of Strategic Plan goals through **accountability plans** & **Performance-Based Funding**

2025 Strategic Plan Framework
Matrix

GOALS	EXCELLENCE	PRODUCTIVITY	STRATEGIC PRIORITIES
TEACHING & LEARNING	Strengthen Quality & Reputation of Academic Programs & Universities	Increase Degree Productivity & Program Efficiency	Increase the Number of Degrees Awarded Within Programs of Strategic Emphasis
SCHOLARSHIP, RESEARCH, & INNOVATION	Strengthen Quality & Reputation of Scholarship, Research, & Innovation	Increase Research Activity & Attract More External Funding	Increase Commercialization Activity
COMMUNITY & BUSINESS ENGAGEMENT	Strengthen Quality & Recognition of Commitment to Community & Business Engagement	Increase Community & Business Engagement	Increase Community & Business Workforce

2025 Strategic Plan
Performance Indicator Results

32 **total metrics in the 2025 Strategic Plan**

11 ☑ **goals met**

18 goals not met ← **8 are close**

1 metric without a goal
- **% of undergraduates engaged in research**

2 metrics with data issues
- **Faculty awards**
- **Quality online course**

University Strategic Plans: Key Themes

Most plans include these themes

Student Success	Faculty Excellence	Research & Innovation

A few include

Brand	Partnerships	Civil Discourse	Fiscal/ Operations

Current Plan + New Plan Areas

Current Plan

Student Success

Faculty Excellence

Research & Innovation

Potential New Areas

Brand

System Coordination

Industry Strategy

Shared Data

Superpowers

Steering Committee

Group Composition

- 15 members
- University Leadership
- Faculty & student representatives
- State business & economic development groups

Committee Tasks

- Identify big ideas that Board should consider for Strategic Plan
- Review & consider data & feedback

Meetings & Input

- 5 meetings June - September
- Identified priorities & big ideas

New Areas for Consideration

Brand

System Coordination

Industry Strategy

Superpowers

Shared Data

Other Ideas mentioned

Global & international enrollment

Use of Tech

Well-rounded citizens

Regional EDO's

Micro-credentials

3-yr degrees

A Brand for the System
Current Situation

- 32% of Americans have no confidence in higher education (Gallup 2024)

- 4 in 10 don't think a degree is needed for a higher paying job (Pew November 2023)

- Florida gets included in these national media messages

- Compounding that, Florida public higher education is not currently a destination for top-tier iconic brands

- We are not #1 at communicating our value proposition/return on investment

A Brand for the System
Market ourselves as System

Where are we going?

We have a brand (for the first time) that is able to cut through a crowded communication space and drive students, industry, and others to us.

What is our Brand story?

- The System does what it says it will do
- Metrics, set goals, & create a metrics process & universities have excelled
- Students, businesses, agencies, & the state saw a higher return on investment

How do we get there?

- System Brand could be like the SEC brand
- Leveraging students & alumni for social media campaign
- Netflix documentary
- Strategic brand placement: airports, tv, other media

System Coordination
Working Together as 1

Where are we going?

The System has a repeatable, scalable, and powerful way to "coordinate the coordinated" across our universities for things like securing game-changing mega partnerships, using technology to solve problems, having operational excellence, addressing Florida/global challenges, etc.

How do we get there?

- Form an EU model to coordinate certain things

- The System is a destination of choice for mega partners such as Google, Apple, Tesla, Amazon, etc.

- Be a leader in operational excellence

- Be a leader in collaboration & will be the best in the country to address the big problems for Florida

Industry Strategy
Internships/Experiential Learning

Where are we going?

We are smarter about the key leverage points that prevent or propel students in getting high-quality jobs/careers with iconic organizations at scale. The programs we create from this help set them (and businesses) up for even more success.

How do we get there?

- The System coordinates internships & experiential learning

- Industry identifies real-world projects/problems

- Partner even closer with industry on joint research projects of major scale

- Establish an industry outreach office in the BOG office that coordinates strategic partnerships & internships

- Faculty externships with industry

Shared Data
Cloud Based Data Lake

Where are we going?

We are staying well ahead of the curve in achieving ROI by actually using our nationally recognized comprehensive unit record-level data

How do we get there?

- The System works together to become the most data-engaged educational system in the country, leading to innovation & discoveries across a broad spectrum of domains

- Florida could become the 1st state to personalize every student's educational experience, by leveraging the university data in a shared data lake

Superpowers
Each University Identifies a Superpower

Where are we going?

People around the world know to come to our universities for their distinct superpowers

How do we get there?

- We push our universities to identify something they aspire to be: Top 25, Top 10, or #1

- The Board uses this strategy to identify superpowers across the System

- Universities could develop centers of excellence in these areas that are joint-use similar to HyperGator

Other Items from Steering

System Coordination

- Chancellor's Recognition Program to incentivize collaboration

Industry Strategy

- Reduced tuition for employees of global companies that relocate to Florida
- Work with Council 100 to partner with all regional Economic Development Organizations

Student Success

- 3-year Bachelor's degrees
- 3+1 Bachelor & Master
- Micro-credentials

Other

- Recruitment of global students-broadening our reach
- Establishing a global/international tuition model

Next Steps

- **Start to build out 2030 Plan**

    - **Objectives & Key Results**

    - **Build in baseline data**

- **Feedback**

    - **Universities & External Stakeholders**

Better Together.
Together, WE ARE #1.