

Minutes of the September 2010 Faculty Council Meeting
Tuesday, September 14, 2010, 5 PM
Office of Development Conference Room H108

Officers Present:

President - Frank Bova
Past President - David Kays
Treasurer - David Quillen

President Elect - Marilyn Dumont-Driscoll
Vice President - Jennifer Light

Department Representatives Present:

Kevin Brown - Biochemistry
Eric Sobel - Medicine
Jean Cibula - Neurology
Sonal Tuli - Ophthalmology
Carolyn Carter - Pediatrics

June Nogel (proxy for Caprice Knapp) - HO&P
James Resnick - MGM
Orhan Bukulmez - OBGYN
Parker Gibbs - Orthopaedics
Deborah Scheuer - Physiology

Guests:

Joseph C. Fantone, M.D. - Senior Associate Dean for Educational Affairs, College of Medicine
P. Jan Eller, Assistant Dean for Administrative Affairs, College of Medicine
Melanie Ross, Director, HSC News & Communication
Wanda English, Sr. Director, Marketing & Public Relations @ Shands HealthCare

1. President Bova called the meeting to order at approximately 5:05 pm.

2. Announcements, Reports, and Old Business:

a. Approval of the August minutes - Dr. Bova

Motion to approve minutes was made, seconded, and approved unanimously.

b. Report by COM FC President - Dr. Bova

Dr. Bova has received the Faculty Forward information from Dr. Leimacher and will send this out to the Policy Board Chairs soon.

The COM Policy Boards are up and running. Four out of five have had their first meeting with the fifth to meet on the 24th. Dr. Bova has received feedback from those that met.

The call for FEO (Faculty Enhancement Opportunity) is out. All faculty who have been employed at UF for longer than 3 years are qualified to apply. The FEO is intended to advance the academic/professional/scholarly abilities of faculty members and non-traditional/flexible types of FEO proposals are encouraged. The funding rate is about 85% and can only last one year.

c. Review of Academic Proposals - Dr. Fantone

The curriculum revision is under way. A retreat has been scheduled for October 7th from 8am -12pm (lunch will be provided) One hundred individuals have been invited; this includes students and faculty. Dr. Fantone invited anyone on the FC to attend as well – please contact Joe Drumheller for additional information. This first retreat will focus on midlevel and learning outcomes for the medical education program. They will begin with the six core competency that the school has embraced. They will divide the group into 4-5 smaller groups which will address at least 2 of the competencies and see if the current midlevel/learning outcomes need to be modified. Recommendations will be compiled and taken to the curriculum committees, clerkship and course directors, department chairs and the faculty council for additional comments. A second retreat will be

scheduled for early December to look at the principals of our education program. Following this retreat they will begin a needs assessment in January/February of 2011.

d. Review of State Life Insurance changes - P. Jan Eller

Starting January 1st the Basic State Life Insurance coverage will change. Currently it's set to 1½ times your salary with 2/3 being paid by the employer and 1/3 by the employee. On January 1st this coverage will convert to a flat \$25,000 and the employer will pay the total cost. Full-time employees will automatically be enrolled into this program. Part-time employees will have the opportunity to enroll due to them having to pay a small prorated cost. The clinical faculty are covered by a separate plan.

Open enrollment opens Monday, September 27th at 8AM and closes at 6PM on October 22nd. Any changes made during this period will take effect on January 1st. Please see UF's HR website for additional information.

e. [Review of Website Strategy](#) (link to presentation) - Wanda English & Melanie Ross

The website vision is:

- To give UF&Shands a "branded" web presence
- Customer friendly and easily navigable
- Representative of all our missions
- Serving the needs of internal and external audiences

The current state is:

- Inconsistent appearance
- No common, secure technical environment
- Lack of standards and processes

Examples of Branded Sites are:

- Rochester.edu
- Keck.usc.edu
- UPENN.edu
- Med.Stanford.edu
- UCLA.edu

A committee has been charged with the following:

- Create a recommended web strategy
- Create a branded and well-designed site, instantly recognizable as UF&Shands
- Create web policies, standards and guidelines
- Identify tools, design parameters and technical platforms for a secure web presence
- Define external vs. internal content
- Define ownership, roles, responsibilities and accountability for content

The Steering Committee Members are:

Melanie Ross, Co-Chair	Wanda English, Co-Chair
Steve Blumberg, Shands Planning	Kari Cassel, UF&Shands IT
Janet Christie, SHC	Dr. Marvin Dewar, UFP
Andy Fletcher, UF	Dr. Tim Flynn, Shands UF CMO
Dr. Bill Friedman, COM	Dr. Ann Harwood-Nuss, COM-JAX
Linda Homewood, COP	Mary Ann Kiely, UF&Shands Development
Greg Miller, SJAX COO	Lindy McCollum-Brounley, Cancer Center
Dr. Maureen Novak, COM	Karen Rhodenizer, COD
James Roberts, SHC	Dr. Steve Sugrue, COM Research
Tracy Wright, CON	Shands UF COO
Faculty Council Delegate	Ad hoc, UF&Shands

The Tentative Timeline is:

1 st Steering Committee Meeting	September 2010
Develop Project Plan	November 30, 2010

Technical/Security Environment Recommendation	December 31, 2010
Content Management Decision	December 31, 2010
Preliminary Design Concepts	December 31, 2010
Design Recommendations	January 31, 2011
Final Design Approval	February 28, 2011

Requested Actions:

- If you have pressing needs for a new or existing website, contact Communications, Marketing or IT for assistance
- Do not enter into new contracts with outside vendors for website design and/or related services
- If you have a new site already in progress, be aware that it may need to change to meet new standards

The faculty council reiterated that the COM websites are for the patients, should be easy to find (url) and easily navigable. They also noted the importance of their Google score and ad words. It was stated that this will be a key part of web design and committee discussion. The FC was encouraged to give input during this process.

UF is in the process of revamping their main website.

f. Review of Policy Board Issues - Dr. Bova

Dr. Bova has been working on identifying Associate Deans as liaisons to the appropriate policy board in order to help get them fully up and running. He has found that setting up a [doodle scheduling poll](#) (link to website) helps when trying to find a meeting time that works for the majority.

Clinical Affairs – Drs. Timothy Flynn & Marvin Dewar
 Faculty Development – P. Jan Eller & Associate Dean (once appointed)
 Academic Policy – Dr. Joseph Fantone
 Fiscal Affairs – Wayne Tharp & Dr. Marvin Dewar
 Research & Development – Drs. Steven Sugrue & David Nelson

- g. [2010 Compensation Plan](#) (link to pdf) has been posted on the faculty council's website. Concern regarding RVU assignments was voiced. Merit based raises should be paid out on September 24th. Bonus and Incentives need additional approval and could take 2-4 additional weeks.

3. Future Topics:

- a. Concern over the possible implementation of “centralized clinic scheduling” was voiced and the need to discuss was noted.
- b. EFAC Report

4. The meeting was adjourned at 6:10 pm.

The next Faculty Council meeting will be held Tuesday, October 12, 2010 @ 5PM in the Hugh Hill Conference Room

Minutes recorded by Rachel Dotson, Office Assistant
 Edited by Jean Cibula, M.D., Faculty Council - Department of Neurology Representative