



**Address at the 2012 Community Leadership Summit at FIU**

**Given by Mark B. Rosenberg  
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Good morning! Thank you for joining us for what promises to be another successful Community Leaders Summit. For those of you who have attended previous summits, thank you for coming back. For those of you who are here for the first time, thank you for committing yourselves to helping FIU become a better university. The contributions of all of you, our participants, will ensure that we will educate the kind of global citizens that our community and our world needs.

Among the takeaways from last year's Community Leaders Summit: FIU is vitally important to the local economy (ongoing hiring, training new leaders, construction and expansion). Telling the FIU story is important for the future and that must be done at a grassroots level, each person telling the story. FIU must begin to operate more like a business with less dependence on public dollars. Before we break up into groups, I would like to share with you what's going on with FIU, particularly in the areas we are here to discuss: Academic Readiness and Success, Master Plan and Infrastructure, Entrepreneurship and Job Creation and Globalization.

### **Academic Readiness and Success**

We are proud of the achievements of our students, in and outside of the classroom. Some of our exceptional students include: Alexandre Lopes, a

special education teacher in Miami-Dade County Public Schools and an FIU doctoral student is Florida's Teacher of the Year. Graduate student, Pamela Pimentel was awarded a prestigious NSF Fellowship. Graduate student and swimmer, Arlene Semeco represented her home country of Venezuela at the London Olympics. Daniel J. Tapanes was the 2011-2012 National Collegiate Honors Council Student of the Year and is also the recipient of FIU's Presidential Award. Students from the College of Business Future Business Leaders of America – Phi Beta Lambda broke their 2011 record-breaking performance by walking away with 15 awards at the 2012 National Leadership Conference. And our students are being taught and mentored by first-rate faculty.

Several members of our faculty have recently been recognized for their work. They include: The recipient of our President's Council Worlds Ahead Faculty Award, Arindam Chowdhury; Sherry Johnson, who was awarded the prestigious Gordon K. and Sybil Lewis Prize by the Caribbean Studies Association; Dr. Yogi Hernandez Suarez from the Herbert Wertheim College of Medicine, named one of South Florida Business Journal's most Influential Business Women of 2012; Academic leader, entrepreneur, philanthropist and visionary David R. Klock has joined our College of Business as dean. And the faculty at our College of Engineering and Computing is among the most productive in the country, according to the 2011 edition of the American Society for Engineering Education Profiles of Engineering and Engineering Technology Colleges.

We are committed to giving our students the support they need to succeed. An example of this is our new Mastery Math Lab. I would like to share with you a video about this [“high tech/high touch” lab](#).

## **Master Plan and Infrastructure**

We are in the process of developing an enhanced vision for our campus master plan for the next decade. We have a Campus Master Plan 2020 Steering Committee comprised of senior university leadership that is working with a specialized team of consultants led by the design firm of Perkins + Will. The development of the Master Plan will include input from focus groups that will include students, faculty, staff, alumni, and local government representatives.

Funding is an important part of our master plan and infrastructure.

For the past few years we have had successful campaigns for the First Generation Scholarships at FIU, in support of students who are the first generation in their family to receive a college degree. Here is a video about this important [scholarship program](#).

## **Entrepreneurship and Job Creation**

We made national news in August when we unveiled our new 12-fan Wall of Wind. You might have seen the news reports on the “Today” show, the Weather Channel, CNN, MSNBC, FOX news, as well as the evening news on NBC and ABC. We also held a community event to commemorate the 20<sup>th</sup> anniversary of Hurricane Andrew, to remember and reflect on the devastation

the storm brought to our community and how we have been able to rebuild and make our community more resistant to hurricanes and other natural disasters.

The research being carried out with our Wall of Wind s helping businesses create storm-resistant materials and build better structures. As a result, our research can minimize the economic damage that we know, from personal experience, hurricanes can inflict on a community. And another of our researchers is being recognized for groundbreaking work that has entrepreneurial implications. Naphtali Rische is leading AIR – Accelerating Innovation Research. This is an NSF-funded initiative that brings together the research strength of our faculty with industry know-how with the goal of taking research and translating it into innovative commercial applications. It is funded with \$800,000 from the National Science Foundation with a \$1.2 million matching commitment so far from the industry, including companies such as IBM, Sanofi Pasteur, Corelogic Spatial Solutions, Neuroscience Centers of Florida, Vcom 3D, Soliton Enterprises and others.

We celebrated many milestones this year in colleges that are educating graduates and preparing them for health care and law careers: We welcomed our largest class of medical students ever – 120 – at the fourth White Coat Ceremony for the Herbert Wertheim College of Medicine. The College of Law celebrated its 10th anniversary at a gala at the Four Seasons Hotel. And we celebrated the 30th anniversary of the College of Nursing and Health Sciences with a symposium and luncheon.

## **Globalization/FIU Online**

We've had an exciting fall semester with remarkable speakers who came to campus to share their insight on important issues in our world. We were proud to play host to former U.S. Secretary of State Madeleine K. Albright, U.S. Agency for International Development (USAID) Administrator Dr. Rajiv Shah, and former President of Spain Jose Maria Aznar. We are strengthening our partnerships in China. In the past month we hosted delegations from Shandong University of Finance and Economics and Tianjin University of Commerce. The delegation from Tianjin – made up of educators and administrators from the university – completed a two-week program in Higher Education Administration through our College of Business' Office of Executive and Professional Education.

The number of credit online courses we offer through FIU Online has grown in just the last few years from 330 in 2007-2008 to 1,122 in 2012-2013. About 16,000 students take online courses, many of them taking more than one course. This means that, thanks to technology and the Internet, we are offering our 50,000 students more options than ever to complete their degrees.

## **Homecoming**

Two weeks ago, we had the best Homecoming to date! We had the biggest Homecoming parade ever and the children of FIU, our future Panthers, were there to lead the way. Thanks to all of you who were able to join us for this special day. [Here's a video about that wonderful week.](#)

## **The Transformation of Higher Education**

In this century, technology and our increasingly interconnected world are presenting us with incredible opportunities to educate our students. At the same time, we also are facing tremendous challenges to our mission of providing an accessible, high quality education to students who have the academic preparation, drive and desire to pursue a university degree. At the state level, universities such as FIU have been operating for years under a new reality: Dwindling state funding means that we are no longer state-supported. We are now simply state-assisted. As a result, our students' dollars are more important than ever and we are making sure to maximize those dollars to enhance their university experience. We welcomed 147 new faculty members this semester, 85 of them filling new positions. As I mentioned earlier, at the beginning of the fall semester, with funding from the technology fee, the College of Arts & Sciences opened the state-of-the-art Mastery Math Lab. This lab is giving our students the support they need to improve their performance in college algebra courses. And our students' academic performance is also a key component in another area in which we are seeing changes, particularly for public education: performance-based funding.

Last month, the Board of Governors indicated they will be seeking \$118 million from the state Legislature specifically tied to university work plans, focusing on performance in key student-success areas. What does this mean for us? Although the Board of Governors has not finalized the metrics that

would be used to determine funding, we can expect that graduation rates will be a factor, as will be the graduation of students with STEM degrees. We are already working on ways to support our students so that they graduate in a timely manner. Our newly-launched Graduation Success Initiative is off to a great start with 95 percent of the entering freshman class declaring a major.

As part of our efforts to encourage and support our students to complete their degrees in a timely fashion, our students are using Major Maps and e-Advisors for semester-by-semester tracking and feedback on progress to degree. Twelve additional advisors were also hired last year. I am also happy to say that FIU has already taken a leadership role in STEM education, particularly in graduating minority STEM graduates. We manage more than \$20 million in active STEM education grants and we have 7,500 undergraduate students majoring in STEM fields. We are the largest producer of STEM degrees for Hispanics and one of the top producers of STEM degrees for all minorities. Minority STEM graduates are important in creating a diverse STEM workforce that fosters different perspectives, which are crucial to finding solutions and advancing our knowledge. This semester we solidified our commitment to STEM education by launching the STEM Transformation Institute. This is a multidisciplinary partnership that will pave the way for student success, as well as develop and implement research-driven, replicable models for multicultural urban communities.

The STEM Transformation Institute brings together faculty from

FIU's College of Arts & Sciences, College of Education, and College of Engineering and Computing to build a nationally recognized STEM education research group that will capitalize on these efforts and develop effective instructional techniques for the classroom. The STEM Transformation Institute responds to several key recommendations made by the President's Council of Advisers on Science and Technology to meet the national imperative for more and diverse scientists and engineers. The institute's approach will focus on research, as well as university-industry partnerships. In addition, the STEM Transformation Institute will lead FIU's commitment to the 100Kin10 movement, an initiative to train 100,000 excellent STEM teachers over the next 10 years. We are working with Miami-Dade County Public Schools to recruit, prepare and retain 200 local STEM teachers in 26 low-performing schools. Dubbed "Teach STEM Miami," the program provides high-quality science and mathematics teacher preparation for future elementary and secondary school teachers. STEM education is one of the areas in which we are high tech, without losing high touch. Technology has transformed higher education and FIU is no exception.

Earlier, I discussed the growth of FIU Online. With so many of our students with work and family responsibilities, online education offers flexibility without sacrificing quality. This high tech approach still allows our professors to make connections with their students and impact their lives and their futures. I would like to share with you a story about a student who had just such an experience. His name is Andrew Hofmeyer. Andrew grew up in

South Africa but came to FIU to pursue a degree in Economics. While working on his undergraduate degree, like many of our students, he also had to work full time. As part of his studies, Andrew took a couple of online courses with Professor Irma Alonso, including one course on Women, Culture and Economic Development, part of our Global Learning curriculum. Sometime after taking this class, Andrew wrote to Dr. Alonso about the impact it had on his life. Let me read to you from Andrew's email to Dr. Alonso:

*"My name is Andrew Hofmeyer and I have been a student of yours online, for Women and Men Working and Women and Development. The latter ... ended up having one of the greatest impacts on me during my time at FIU.*

*It was for this class, for an assignment, that I learned about the Grameen Bank (the microfinance organization and community development bank started in Bangladesh by Nobel Laureate Dr. Muhammad Yunus). I was inspired by the work the bank did and applied for an internship with them, and was accepted. I completed a six-week internship with them in Bangladesh over winter break and had an overwhelming life-changing experience, and even had the pleasure of meeting Muhammad Yunus on several different occasions.*

*I never would have come across Grameen and the work they do had it not been for your class, and for that, I thank you. I had no real plans of attending grad school, but was inspired by the work of Grameen and I can't imagine not continuing my studies so that I can make a career out of micro finance or development banking ... Thank you ... for helping me find something to pursue that is bigger than me."*

Andrew's experience is the kind of Worlds Ahead experience that we want for all of our students. We want them to go beyond the world they know. We want them to confront challenges, overcome them and make a difference in this world. Thanks to technology, we are in a better position than ever to transform the lives of our students, to make a high quality education accessible and to make a brighter future accessible. This is where you play a part. We need your feedback, your ideas and your solutions to help FIU reach the next level. I look forward to hearing the reports from your workgroups in a few hours. Together we can build the university our community deserves.

Thank you.