

Dear Friend of USF,

Welcome to another year's edition of the USF Government Relations Newsletter. Tuesday, March 4, 2014, marked the first day of the 2014 Legislative Session in Tallahassee. However, Governor Scott, the Legislature, and the USF System (see below), have been hard at work on important issues for several weeks. I would like to thank all the people who planned, participated in and attended the 2014 USF Day at the Capitol. It was our biggest event at the Capitol ever and a huge success.

The USF System is extremely fortunate to have many State Senators and State Representatives that care deeply about our institution, our students and our success. Chief among these staunch advocates is the Speaker of the Florida House, Will Weatherford, from just up the road from the Tampa campus in Wesley Chapel. The Speaker's commitment to providing additional funding to all higher education institutions, and especially the USF System institutions, is well documented and sincerely appreciated by all of Bulls Country. If you get the chance, please thank Speaker Weatherford and the rest of our Tampa Bay Legislative Delegation for their support for USF and all universities. Throughout session, we will provide you the opportunity to contact your elected officials by visiting the USF Bulls Advocates page and clicking on "Find Your Legislator." Please know that your voice can, and does, make a difference.

Below, and at right, you will find a list of the Top 5 Legislative Priorities for the USF System for 2014. Please take a minute to read the short brief on the Florida Center for Cybersecurity at USF that is provided below. In the coming weeks, we will provide a similar briefing on each of the other four top priorities. The cybersecurity initiative is an exciting and important one for USF and our state (just ask any of the 41 million Target shoppers who were recently affected by that company's unfortunate security breach). USF can be the leader in this emerging field, and with your help and support we can get that issue and the rest of our top priorities passed and funded this session.

Thanks, as always, for your passion and support. Go Bulls!

**Mark Walsh**

**Executive Director of University Partnerships and  
Assistant Vice President for Government Relations**

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## 2014 USF SYSTEM LEGISLATIVE PRIORITIES

- Florida Center for Cybersecurity at USF.
- USF Health Heart Institute facility.
- USF St. Petersburg College of Business facility.
- USF Sarasota-Manatee's STEM Programs.
- In-State tuition for U.S. military veterans.

## CONTACT YOUR SENATOR OR REPRESENTATIVE

Click here (<http://capwiz.com/usfalumni/directory/statedir.tt?state=FL&lvl=state>) to locate contact information for your local Florida State Senator and Representative, using your

home address.

## WHAT DO YOU THINK?

To send us your feedback or ideas, email: [govrelations@usf.edu](mailto:govrelations@usf.edu)



President Judy Genshaft, Rocky the Bull, and USF students pose with Lieutenant Governor Carlos Lopez-Cantera and USD Alumnus and Senator John Legg.

## Bulls Paint Tallahassee Green and Gold on USF Day at the Capitol

On Wednesday, Feb. 12 2014, more than 100 USF students from USF Tampa, USF St. Petersburg and USF Sarasota-Manatee left before dawn to travel to Tallahassee for the annual USF Day at the Capitol. Accompanied by President Genshaft, Rocky the Bull, and members of the USF Foundation and Alumni Association, students sat down with State Senators and Representatives to advocate for USF System legislative priorities.

Divided into more than a dozen small groups, USF students collectively met with more than 60 legislators from both the House and the Senate, including **Senate President Don Gaetz (R-Destin)**. Prepared with their legislative agenda, students highlighted the five top legislative priorities for the USF System this year:

- Establish and invest in the **Florida Center for Cybersecurity** principally located at USF (see story below for more details).
- Provide funding toward completing construction of the **USF Health Heart Institute facility**.
- Provide funding toward completing construction of the **USF St. Petersburg College of Business facility**.
- Invest in continued development of **USF Sarasota-Manatee's STEM** (Science, Technology, Engineering & Math) programs and STEM faculty hiring.
- Guarantee all **U.S. military veterans** the right to pay the in-state resident tuition rate.

USF also hosted a showcase in the Capitol displaying points of pride for the USF System. The showcase featured 10 displays from across the USF System including one from student entrepreneurs in the USF Research Student Innovation Incubator and one from members of USF's Whitehatter Computer Security Club, highlighting Cybersecurity at USF.

The day closed with a USF legislative reception where legislators, alumni and friends of USF were welcomed to candidly interact with students.



President Judy Genshaft and Rocky the Bull with USF students in front of the Florida Senate Chamber.

### The USF System's Legislative Priorities: The Florida Center for Cybersecurity

In each issue of the newsletter throughout the Legislative Session, we plan to highlight one of USF's top legislative priorities for 2014. In this issue, we will detail the priority to create the Florida Center for Cybersecurity, housed at USF.

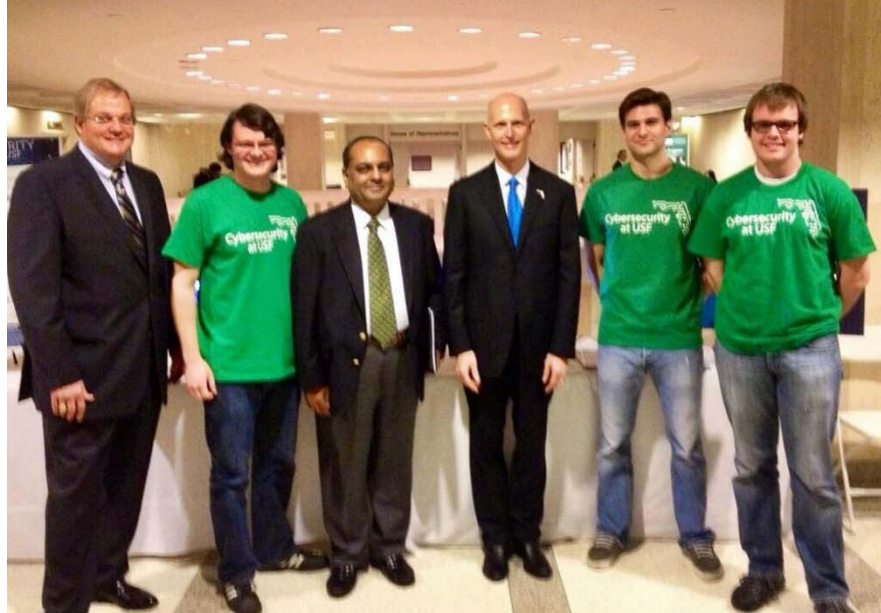
Right now, Florida faces a tight window of opportunity to capitalize on one of the most in-demand, highest-paying and rapidly growing fields of our time— cybersecurity. Cybersecurity is the perfect industry for Tampa Bay to cultivate, for USF to be the leader in and for our students to acquire good, high-paying jobs in. Consider that in the last five years, the number of job postings for all jobs grew by 6 percent, while postings for cybersecurity-related jobs grew by more than 70 percent. Cybersecurity jobs are also some of the highest paying jobs in the workplace. The 2012 median salary for Information Security Analysts in Florida was \$72,200, with salaries rising to \$117,800 at the 90th percentile in this emerging industry.

USF also supports the establishment of this program for another important reason: to support our returning heroes. Over the next several years, thousands of veterans will be returning home from active duty and many of these service men and women are uniquely qualified for the cybersecurity field because of their training, and often, their security clearances. USF's cybersecurity programs will provide skills that will not only capitalize on veterans' strengths but will also provide nearly immediate access to the kinds of high-paying jobs that will enable them to remain in the state and contribute toward economic growth.

Recognizing this need and opportunity, proviso language was included in the 2013 General Appropriations Act asking the Board of Governors to provide a plan to create and fund the Florida Center for Cybersecurity (FCC), to be housed under the leadership of USF with the charge of securing Florida's place as a national leader in this field. With U.S. CENTCOM and SOCOM headquartered at MacDill Air Force Base and the many financial and health care leaders in Tampa Bay, USF is the perfect location for such a center to be housed.

In accordance with the Florida Center for Cybersecurity report, delivered to Governor Rick Scott, Senate President Don Gaetz and House Speaker Will Weatherford by the Board of Governors of the State University of Florida in December of 2013, USF is asking that an initial investment of **\$7.1 million** be made in 2014 for Phase I of the FCC's establishment and development.

Please consider contacting your local State Senator and State Representative by visiting the USF Bulls Advocates page and clicking on "Find Your Legislator" to ask them to support **USF's request to establish and fund the Florida Center for Cybersecurity** as a critical economic development initiative for USF, our students, our nation's returning veterans and our state as a whole.



From left to right: SUS Chancellor Marshall Criser III, Bradley Trotter, Sri Sridharan, Governor Rick Scott, Todd Kniernien, and William Seed in front of the Cybersecurity at USF display in the Capitol Rotunda.