



Board of Trustees Retreat Meeting Minutes

Wednesday, November 15, 2023
8:30 AM – 11:30 AM

Minutes Approved 02/13/24

Florida Polytechnic University Applied Research Center (ARC) and Virtual via Microsoft Teams

I. Call to Order

Chair Cliff Otto called the meeting to order at 8:30 a.m.

II. Roll Call

Kristen Wharton called the roll: Chair Cliff Otto, Vice Chair Beth Kigel, Trustee Dorian Abbot, Trustee Melia Rodriguez, Trustee Mark Bostick, Trustee Lyn Stanfield, Trustee Ajeet Kaushik, Trustee Laine Powell, Trustee David Williams, Trustee Jesse Panuccio, Trust Patrick Hagen, Trustee Sidney Theis, and Trustee Ilya Shapiro were present (Quorum).

Trustees not present: N/A

Staff present: President Randy Avent, Provost Terry Parker, Dr. Allen Bottorff, Kathy Bowman, David Blanton, Mike Dieckmann, David Fugett, Melaine Schmiz, Sherri Pavlik, Maggie Mariucci, and Kristen Wharton were present.

III. Public Comment

There were no requests received for public comment.

IV. Introduction of New Board Trustees

Board Chair Cliff Otto asked each of the new trustees to briefly introduce themselves. Trustees Sidney Theis, Ilya Shapiro, Jesse Panuccio, Patrick Hagen, and Dorian Abbot shared about their background, education, and current work.

V. Board of Trustees Assessment 2023: Review and Discussion

David Fugett, Vice President and General Counsel reviewed the results of the 2023 Board of Trustees self-assessment survey. One hundred percent of the Trustees seated on the Board at the time of the survey participated. Eighty-seven percent of responses to the 25 questions were positive. Trustees remarked that the Board is well led and managed with competence and that the Board has a positive relationship with University leadership and the University as a whole.

While there were no glaring deficiencies, a desire for more engagement was clearly evident. Trustees stated a desire for increased engagement with risk assessment, philanthropic support initiatives, understanding of campus community viewpoints on key issues, as well as with faculty, staff, students, and industry.

Many trustees shared both general and specific ideas on how they can or would like to

engage. Trustee Lyn Stanfield agreed on increased engagement in Tallahassee, especially during the legislative session. She also recommended trustee involvement in Family Day in the fall as a way to meet families and students. Trustee Melia Rodriguez invited trustees to campus events. Trustee Dorian Abbot offered to give a seminar or speak in an engineering physics or applied mathematics class. Vice Chair Beth Kigel desires assistance from the Advancement team in prioritizing fundraising events to ensure trustee representation and participation. Trustees could also speak on leadership topics to students.

Trustee Laine Powell stated she attended the Corporate Impact Network event that coincided with the November 2022 Board meeting and that it provided an excellent opportunity to interact with Industry. Trustee Dave Williams toured SunTrax the last time he was on campus for a Board meeting. Offering optional opportunities like this the day before or the afternoon after Board meetings would be welcome.

President Randy Avent suggested polling both trustees and Cabinet members on strategic issues facing the University and coordinating deeper discussions around those items.

Chair Otto thanked trustees for their comments, noting that these efforts will require coordination among trustees, staff, and various constituents. He encouraged trustees to seek engagement opportunities whenever possible to further the mission and growth of the University.

VI. University Relations: Communications and Marketing

Maggie Mariucci, AVP University Relations, provided an overview of the University Relations (UR) department before introducing Lydia Guzmán, Director of Communications. Guzmán provided historical data on the University's media exposure. She also shared specific goals to raise awareness about Florida Poly across the state and reviewed a list of targeted audiences and the types of content created to reach those audiences. Guzmán concluded by reviewing how success is measured in each of these areas, and how the data is then communicated back to the Board each month via an emailed report.

Chair Otto inquired if the University could leverage the brand awareness work that is being done to increase recognition for U.S. News & World Report (USNWR) rankings. Samantha Lane, Director of Marketing, Branding, and Creative Services, answered in the affirmative. Time was spent discussing how the UR department builds awareness for the rankings each year. Trustee Laine Powell requested a QR code that trustees can use when talking with people about the University. Trustee Dorian Abbot shared that the Wall Street Journal rankings look at different criteria than USNWR and recommended staff consider exploring this outlet for further awareness and recognition.

Lane presented an extensive overview of the marketing campaign that will launch in 2024. Two specific audiences, high-tech businesses and parents in key markets, will be the target focus for the campaign. She reviewed multiple methods for reaching these target markets. Quantitative surveys pre- and post-campaign will measure the effectiveness of the campaign. Trustees engaged in discussion about marketing efforts with parents, high school and college counselors, and the competition that exists within the state of Florida and throughout the United States.

VII. Enrollment Management

Dee Voss, Interim Vice Provost, Enrollment Management, presented information on Florida Poly's enrollment strategies as well as national enrollment trends. She covered the enrollment process from recruiting students to confirmed admits, Florida Poly's historical and current enrollment data, SAT and ACT scores within the state, and Florida's demographic outlook. Voss also shared trends on international, transfer, and graduate students. She

concluded her presentation by reviewing the future landscape of higher education enrollment. Trustees engaged in asking questions throughout Voss's thorough presentation.

VIII. Closing Remarks and Adjournment

With no further business to discuss the meeting adjourned at 11:30 a.m.

Respectfully submitted:
Kristen J. Wharton
Corporate Secretary