

**FLORIDA POLYTECHNIC UNIVERSITY
STRATEGIC PLANNING COMMITTEE
MEETING MINUTES
ONE POLY PLACE
439 S. Florida Avenue, Suite 300
Lakeland, FL 33801
March 5, 2013 at 9:00 a.m.**

1. Start Time: 9:05 a.m.- Chair Stork called the meeting to order. Members present included: Trustee Bill Brown, and Trustee Frank Martin- (quorum); additional Board members present: Chair Rob Gidel, Vice Chair Mark Bostick, Trustee Sandra Featherman, Trustee Dick Hallion, Trustee Kevin Hyman, Trustee Don Wilson.

Others present: Ava Parker, Dr. Ghazi Darkazalli, Gina DeJulio, The Parthenon Group- Haven Ladd and Kaisa Lundy.

2. The Parthenon Group provided a presentation on the report “Demand Analysis and Partnership Models”; a full copy of the report is included with the minutes. Highlights from the presentation included:

Haven Ladd presented Part I of the presentation (pages 1-27) on reviewing findings from demand analysis (STEM landscape nationally, in the Southeast, and in Florida).

Issues to be discussed in the analysis: How to make this sustainable going forward? How to make sure as a new university we’ll stay tightly connected to ongoing industry needs of Florida? How to articulate the demand for this team going down the path of development?

National STEM Landscape. There is a broader need for technical skills found in STEM fields. STEM industry and occupations are the highest growth industries nationally and are projected to be the highest growing industries going forward.

STEM Occupation Expected Growth. The highest expected growth rate is for computer software engineers, systems software occupations. The big companies are fairly international. The report relates to hiring of employees who were based in Florida or the southeastern US.

Chair Gidel stated the future is not just Florida, it’s Latin America and Europe are where these services are needed.

3. Part II of the Parthenon Presentation-
“University Industry Partnerships” presented by Kaisa Lundy

All STEM universities have ties with industries. The most powerful university-industry partnerships go beyond recruitment and span the spectrum from student-focused to economy-focused.

Kaisa Lundy presented on five examples of university and industry partnerships; internships, co-op programs, tuition reimbursements, grants, and other partnership programs ASU Polytechnic’s College of Technology and Innovation has designed a customized program. ASU stands out as a university that has several industry partnerships.

Funding contributions to universities can range from providing free software to giving student scholarships. In order to attract the best students Florida Polytechnic may need to offer either partial scholarships or free tuition for a while.

Six examples of Co-Op programs were discussed. 40%-60% of students going through a co-op program get hired by the companies.

In Florida universities, it appears all of the co-op programs are optional. Student support is less, and the students do not usually get college credit. Freshmen are not placed into programs until the summer after their freshman year. Typically in industry there is a 4 year program and a 5 year program. In a 4 year program the students get out quicker as they only have one co-op experience; under the 5 year program 18 months of co-op experience is included (three 6-month co-op experiences).

Kaisa Lundy advised the co-op program takes a lot of planning. The basics need to be in place. Students are being pulled out of their academic experience, so they have to be guaranteed that when they come back to school that they can take the required prerequisite courses in order to enable them to take the upper level courses. Multiple level starts need to be built into the schedule.

Advisory boards need to be set up once degrees have been established. Kaisa Lundy suggested that since we are a small university and we are just starting out, we might want to begin with a centralized career service with a dedicated co-op management team.

Kaisa Lundy said that the university needs coordination at the top on who has access to the companies and what opportunities the university will be asking the companies to get involved in. A new university should make a list of the top 20 employers they want to approach, then go through the list and have a strategy for each employer, coordinating with all of the people at the university to ensure different people in the university are not going in different directions. We should identify who the contact belongs to at senior level before allowing the Foundation to go to them with requests. Trustee Stork suggested the university have a conference and invite industry leaders- getting their input and involving them in the process.

Five Recommendations for Employer Demand:

1. Offer a number of core degrees, but allow for current and future growth
2. Involve employers early on
3. Make experiential learning the foundational element of the student's experience
4. Ensure that programs develop practical skills and business acumen
5. Invest in developing strong relationships

4. Part III of the Presentation-
"Peer Institutions" presented by Haven Ladd

Haven Ladd advised because we are starting from scratch we want to be our own unique institution for doing something different driven around the quality of outcome for students. Keep in mind rankings do matter. What do we do to become one of the top 50 schools? Selectivity and SAT scores of incoming classes are important so you should cherry pick the best and brightest students. Ladd recommended an initial list of 13 peers and advised that they were selected using the following Guiding Principles:

- STEM-focused, but most likely not STEM-only
- Research more applied than theoretical

- Primary focus on undergraduates, some masters
- Applied STEM curriculum to produce “work-ready” students to benefit the growth of Florida’s economy
- Focus on STEM “skills” not just STEM “facts”

And the following Gating Criteria:

- Either high percentage of completions in STEM or graduate 1,000+ students in STEM fields every year
- Relatively high admissions criteria
- Strong reputations
- Income from research under 20% of total revenues
- Strong links with industry
- Committed to innovation and entrepreneurship
- Strongly believe in quality of undergraduate education and its real world relevancy.

Trustee Stork stated that most of the peers on the list are private universities, and asked how do we fit in when Florida Polytechnic is a public university? Haven Ladd responded that in the past it has been hard to promote innovation and change in public universities and although Florida Polytechnic is a public university, it has an opportunity to be high on the list because we are starting from scratch. The students you start with will set the reputation of the University for a while.

5. “Curriculum Phasing Update Program Implementation Timelines” Dr. Ghazi Darkazalli

Dr. Darkazalli stated that we will be successful if we select the “Right person, right faculty, and right leadership.”

Dr. Darkazalli presented possible programs. He stated that he reviewed programs that are currently being offered in Florida in order to avoid duplication. However, there are some programs that will need to be duplicated as they are essential to having the necessary requirements for graduation.

Trustee Featherman had a concern that 4 of the 5 engineering programs that were listed were basic programs. She was concerned that we are not differentiating ourselves. Dr. Darkazalli responded that this will come in Phase Two. Advisory boards will also help in developing unique programs. Trustee Featherman added that she wants more interdisciplinary departments. We should build departments to allow for creativity. Dr. Darkazalli responded that when curriculum development starts, the Board and Advisory Boards will help to flesh out the curriculum.

Dr. Darkazalli said that a Master’s start up program will rely on the type of faculty we have. We’ll have a mix of new graduates, experienced scholars, and some professors with a few years’ experience. It is important to have new graduates because they are coming to the university with the latest and greatest information on the subject matter.

Trustee Featherman asked about Trustee Hallion’s suggestion that we have an aeronautical program. Dr. Darkazalli advised that because of the size requirements and the need for partnering, job opportunities, and a mechanical engineering program, it wasn’t feasible at this time. Trustee Featherman requested that it be added to Phase Two. Trustee Hallion added that Florida is unique and is specially situated in aerospace presence. There is a community need here as we get into private space robotics.

Dr. Darkazalli said we are looking at a class size of 15-20 students. Dr. Darkazalli said we will need to first get key faculty and we will build programs around them. Dr. Darkazalli advised that we would start with freshmen and hopefully get transfer students as well.

Dr. Darkazalli advised the programs on the presentation are examples for discussion only.

Dr. Darkazalli said we need recruiting and marketing folks, so they can go out to the counselors. Trustee Featherman did some calculations based on 400 students and determined if each teacher had 7-8 course loads then we would only need a little over 30 faculty. Trustee Martin requested a timeline be provided at the next Strategic Planning Committee meeting. Trustee Featherman advised that for SACS we need to have a Master's program.

Trustee Featherman asked what was the role of the Academic Affairs Committee. Chair Gidel responded and said we need to operate as a whole as much as we can because of the overlap. Once we decide what we want to do, the Academic Affairs Committee will work on the execution of the plan and SACS.

Trustee Hyman requested the costs associated with each of the programs.

Frank Martin asked if we could schedule the committee meetings within two weeks prior to the full Board meeting to get follow-up out to the Board and give time for feedback. Ava Parker agreed. Chair Gidel advised that in three weeks he will be making his presentation to the Board of Governors, so he is trying to get as much accomplished as possible.

6. Mission and Vision- Ava Parker

Ava Parker presented the proposed Mission statement to the Committee. She advised the proposed Mission Statement was drafted from individual recommendations received from the Board and according to SACs guidelines.

The Proposed Mission Statement:

Florida Polytechnic University's mission is to educate academically-focused students through dynamic, interactive programs and involvement in state-of-the-art applied research that respond to the emerging demands of business, industry, and society. The university provides an innovative, technology-rich, interdisciplinary learning environment with an emphasis on Science, Technology, Engineering and Mathematics (STEM) and collaborates with industry partners to offer our students opportunities to creatively solve real world problems. Florida Polytechnic produces graduates who are highly marketable and prepared to successfully assume positions of leadership in the ever-changing technological landscape in Florida, the nation, and throughout the world.

The Board discussed and proposed changes. Trustees Wilson and Hallion proposed a revised statement for the Board's consideration:

Florida Polytechnic University's mission is to educate students emphasizing Science, Technology, Engineering and Mathematics (STEM) in an innovative, technology-rich, and interdisciplinary learning environment. The University collaborates with industry partners to offer students real-world problem-solving, work experience, and business leadership opportunities. Florida Polytechnic prepares students to assume available leadership positions in the dynamic technological landscape in Florida, the nation, and the world.

The Mission Statement was approved unanimously.

7. Closing Comments

Chair Gidel reiterated recommendations from the Parthenon presentation and recommended that we consider – Industry Advisory Boards for each program and that the Career Service Center coordinate with the Foundation Board regarding the interaction with industry.

Ava Parker provided the following next steps for staff: develop student profile information, anticipated enrollment, narrow suggested programs and develop an implementation timeline.

Trustee Stork stated he would like to have a recommendation on peer institutions at the next meeting. He asked the trustees to develop a group of six peer institutions, ranked in priority. He also suggested that we have a representative from ASU Poly speak to the Board. Chair Gidel advised that it would be good for interested members of the Board to visit ASU. He offered to cover the cost. The next meeting for the committee will be scheduled within the next week. The Strategic Planning Committee Meeting was adjourned at 1:37 p.m.