



BOARD OF TRUSTEES

# Board of Trustees Meeting Agenda

**Monday, July 29, 2024  
9:30 AM – 10:30 AM**

**Florida Polytechnic University  
Virtual via Microsoft Teams**

**Dial in: 1-863-225-2351 | Conference ID: 285 158 948#**

## MEMBERS

Cliff Otto, Chair  
Dr. Dorian Abbot  
Christos Tsetsekas  
Ilya Shapiro

Beth Kigel, Vice Chair  
Lyn Stanfield  
Patrick Hagen

Dr. Sidney Theis  
Jesse Panuccio  
Dr. Bradford Towle

## AGENDA

- |      |  |  |
|------|--|--|
| I.   | Call to Order  | Cliff Otto, Chair  |
| II.  | Roll Call  | Kristen Wharton<br><i>Corporate Secretary</i>  |
| III. | Public Comment   | Cliff Otto   |
| IV.  | <a href="#">2025-2026 Legislative Budget Request (LBR)</a><br><i>*Action Required*</i> | Dr. Devin Stephenson<br><i>President</i><br><br>Kelli Stargel<br><i>Associate Vice President for<br/>Strategic Relationships</i> |
| V.   | Closing Remarks and Adjournment  | Cliff Otto   |

**Florida Polytechnic University  
Board of Trustees  
July 29, 2024**

**Subject: 2025-2026 Legislative Budget Request (LBR)**

---

**Proposed Action**

Recommend approval of the 2025-2026 Legislative Budget Request for \$21,574,000 in recurring funds to enhance student support services, increase enrollment, and offer innovative academic programs in applied sciences, aligning with the University's strategic priorities and accountability plan.

**Background Information**

The Florida Poly Legislative Budget Request (LBR) seeks to support the University's strategic initiatives aimed at fostering academic excellence, enhancing student success, and significantly increasing student enrollment. This proposal outlines three critical components essential for achieving this growth: Student Success Enhancements, Student Recruitment to Elevate Enrollment, and Academic Program Innovation and Enhancement. These initiatives collectively aim to enhance student support services, increase enrollment, and offer innovative academic programs in applied sciences, aligning with the University's strategic priorities and accountability plan.

---

**Supporting Documentation:** State University System Education and General 2025-2026 Legislative Budget Request Form 1

**Prepared by:** Dr. Devin Stephenson, President; Dr. Brad Thiessen, Interim Provost and Vice President; Bryan Brooks, Vice President, Student Affairs, Enrollment Management, and Strategic Communications; and Kelli Stargel, Associate Vice President for Strategic Relationships

**State University System  
Education and General  
2025-2026 Legislative Budget Request  
Form I**

<b>University(s):</b>	<b>Florida Polytechnic University</b>
<b>Request Title:</b>	<b>Rising to 3,000: Expanding Florida Poly's Impact</b>
<b>Date Request Approved by University Board of Trustees:</b>	<b>July 29, 2024</b>
<b>Recurring Funds Requested:</b>	<b>\$21,574,000</b>
<b>Non-Recurring Funds Requested:</b>	<b>\$0</b>
<b>Total Funds Requested:</b>	<b>\$21,574,000</b>
<b>Please check the request type below:</b>	
<b>Shared Services/System-Wide Request</b>	<input type="checkbox"/>
<b>Unique Request</b>	<input checked="" type="checkbox"/>

**I. Purpose -**

1. *Describe the overall purpose of the plan, specific goal(s) and metrics, specific activities that will help achieve the goal(s), and how these goals and initiatives align with strategic priorities and accountability plan established by each university (include whether this is a new or expanded service/program). If expanded, what has been accomplished with the current service/program?*
2. *Describe any projected impact on academic programs, student enrollments, and student services.*

Florida Polytechnic University is committed to advancing Florida's economy by providing cutting-edge education and fostering research in science, technology, engineering, and mathematics (STEM). As part of a multi-year plan, the Florida Polytechnic University Strategic Plan aims to grow the campus from 1,600 students in Fall 2024 to 3,000 students by Fall 2030. The Florida Poly Legislative Budget Request (LBR) seeks to support the University's strategic initiatives aimed at fostering academic excellence, enhancing student success, and significantly increasing student enrollment. This proposal outlines three critical components essential for achieving this growth: Student Success Enhancements, Student Recruitment to Elevate Enrollment, and Academic Program Innovation and Enhancement. These initiatives collectively aim to enhance student support services, increase enrollment, and offer innovative academic programs in applied sciences, aligning with the University's strategic priorities and accountability plan.

### **Student Recruitment to Elevate Enrollment**

In alignment with the strategic plan, Florida Polytechnic University seeks to enhance its recruitment, admissions, and marketing operations to double student enrollment by 2030. This growth is not just about increasing numbers; it's about enriching our community, enhancing the educational experience, and ensuring that we can offer the highest quality resources and opportunities to all students. By requesting \$3.5 million in recurring funding, the University plans to double the resources dedicated to enrollment and marketing efforts, fostering an environment where every student can succeed and thrive.

### **Student Success Enhancements**

Florida Polytechnic University strives to prepare 21st-century leaders through a focus on innovation, problem-solving, and applied learning. This initiative emphasizes fostering a healthy, holistic student body, ensuring students are not only academically successful but also well-rounded individuals equipped with the resilience and skills necessary to thrive in a rapidly evolving world. By investing \$5 million in recurring funding for additional student support services and retention-focused initiatives, the University aims to create a supportive environment where every student can achieve their full potential. This investment is crucial for aligning with our mission and enhancing overall student well-being.

### **Academic Program Innovation and Enhancement**

To contribute to Florida's high-tech economy, Florida Poly will continue to develop and offer innovative, high-quality academic programs in the applied sciences. Through a recurring investment of \$13 million, Florida Polytechnic University will recruit, hire, and support faculty to maintain an 18-to-1 student-faculty ratio as we grow enrollment to 3,000 students. This investment will also result in the development of new academic programs to produce graduates that will meet employer needs. These programs will increase Florida Poly's contribution to the areas of cybersecurity, fintech, artificial intelligence, and health care.

The combined impact of these initiatives on academic programs, student enrollments, and student services is substantial. Enhancing student support services and retention initiatives will lead to higher student satisfaction and success rates. Increased recruitment efforts will elevate enrollment numbers, enriching the student body and further supporting their academic and personal development. These initiatives are aligned with the strategic priorities and accountability plan of Florida Polytechnic University, ensuring a cohesive and comprehensive approach to campus growth and student development. These initiatives are aligned with Florida Poly's mission to foster innovation, problem-solving, and applied learning, producing graduates who are leaders in STEM fields.

**II. Return on Investment** - Describe the outcome(s) anticipated, dashboard indicator(s) to be improved, or return on investment. Be specific. For example, if this issue focuses on improving retention rates, indicate the current retention rate and the expected increase in the retention rate. Similarly, if the issue focuses on expanding access to academic programs or student services, indicate the current and expected outcomes.

### **Student Recruitment to Elevate Enrollment**

Florida Poly's goal is to enhance our ongoing efforts in establishing the University as the premier STEM university in the southeastern region of the United States. Our overarching goal is to double enrollment to 3,000 students by the year 2030. This represents a 2x rate of growth over the next seven years. By Fall 2026, Florida Poly intends to hit a target of 2,400 students (a 50% increase over current enrollment). The University intends to accomplish this while retaining and improving the academic and professional quality of students, resulting in a higher number of enrolled students and a higher quality of graduating students.

To do so, Florida Poly requests \$3.5 million in recurring funds to increase digital media advertising; hire the appropriate number of admissions counselors and recruiters; advertise in publications throughout the southeastern United States; utilize billboard advertising; produce commercials for advertising on cable, streaming, and in movie theaters; and expand the marketing footprint to reach more than 100,000 prospective students.

### **Student Success Enhancements**

Florida Polytechnic University will enhance the quality of student success programs and initiatives, resulting in a higher quantity of students and a higher quality of graduates entering the workforce and making a difference in society. By creating a campus culture that is a hub for STEM excellence, we directly support this mission. This environment not only attracts top-tier students and faculty but also facilitates groundbreaking innovations and collaborative projects that drive technological advancement.

Through an investment of \$5 million, we will increase the Academic Progression Rate from 70% to more than 80 over the course of two years. At the same time, we will improve the four-year graduation rate from 40% to more than 50% over the course of the next three years. We will measure success by analyzing Academic Progress Rate alongside student satisfaction with academic and non-academic support systems. We will (1) double student participation in co- and extra-curricular activities and (2) track success with a Student Participation Dashboard.

### **Academic Program Innovation and Enhancement**

Florida Polytechnic University will enhance its existing academic programs and develop new academic programs to produce highly competent graduates that meet the needs of Florida's innovation economy. The investment of \$13 million recurring will produce an additional 400 bachelor's and master's degree graduates to fill employment gaps and generate new jobs for Florida.

**III. Personnel** – Describe personnel hiring and retention plans, making sure to connect both plans to initiative(s) and goal(s) described in section I. State the amount of faculty FTE and staff FTE and estimated funding amounts used for retention and new hires in each category. In describing faculty hires, provide overall hiring goals, including academic area(s) of expertise and anticipated hiring level (e.g. assistant professor, associate professor, full professor). Please describe how funds used for faculty or staff retention will help the institution achieve its stated goals.

#### **Student Recruitment to Elevate Enrollment**

The University needs to make several key hires to reach the goal of 3,000 students by 2030. The total cost of personnel is \$880,000. These roles are as follows:

- Marketing strategist (\$75,000/year)
- Two additional graphic designers (\$100,000/year)
- Digital media strategist (\$75,000/year)
- Three additional admissions counselors (\$180,000/year)
- Three additional recruiters (\$150,000/year)
- Web developer (\$90,000/year)
- Videographer (\$85,000/year)
- Office support (\$125,000/year)

Additionally, we need operational support funding to cover the escalated cost of reaching 2x the number of prospective students, admitted students, and enrolled students. The total cost of operational enhancements to double the enrollment is \$2,620,000. These costs are as follows:

- Publication advertising (\$495,000/year)
- Videography services (\$185,000/year)
- Commercials/streaming ads (\$160,000/year)
- Billboard advertisements (\$220,000/year)
- Event sponsorships (\$600,000/year)
- Postage (\$350,000/year)
- Viewbook production (\$160,000/year)
- Signage/campus décor (\$450,000/year)

The total cost of both personnel and operational enhancements is \$3,500,000.

#### **Student Success Enhancements**

Florida Polytechnic University needs to make several key hires to achieve the goals highlighted above. The total cost of personnel is \$1,340,000. These roles are as follows:

- 4 Academic success coaches (\$300,000/year)
- 4 Academic advisors (\$280,000/year)
- Associate director for student success (\$90,000/year)
- Associate director for accommodations (\$90,000/year)
- Student life coordinator (\$80,000/year)

- Athletic coaches (\$320,000/year)
- Administrative support (\$180,000/year)

Additionally, we need operational support funding to cover the escalated cost of meeting the goals highlighted above. The total cost of operational enhancements to double the enrollment is \$3,660,000. These costs are as follows:

- Targeted academic scholarships (\$1,000,000/year)
- Expanded marketing for student success initiatives (\$250,000/year)
- Athletic operational support (\$1,500,000/year)
- Program enhancements (\$400,000/year)
- Student success events (\$210,000/year)
- Student mentorship program (\$125,000/year)
- Tutoring support (\$175,000/year)

The total cost of both personnel and operational enhancements is \$5,000,000.

### **Academic Program Innovation and Enhancement**

To offer innovative academic programs to grow the State's economy and to maintain an 18-to-1 student-faculty ratio, Florida Polytechnic University needs to hire highly qualified faculty and support staff. The total cost of personnel is \$10,485,000. The positions to hire are as follows:

- 70 faculty (\$7,735,000/year) in engineering and applied sciences
- 7 senior faculty / department chairs (\$1,183,000/year)
- Faculty development director (\$91,000/year)
- 4 Development, library, educational technology staff (\$319,000/year)
- 2 Lab technicians (\$130,000/year)
- Graduate program director (\$130,000/year)
- 2 Industry connection / capstone staff (\$182,000/year)
- 10 support staff – HR, finance, registrar, maintenance (\$650,000/year)
- Campus safety and hardening (\$65,000/year)

We will also need operational funding to support to develop new and enhance existing academic programs of excellence. The total cost of operational enhancements to achieve enrollment goals is \$2,589,000. This investment will be used for the following purposes:

- Faculty development funding (\$100,000/year)
- Faculty research (\$120,000/year)
- Instructional technology, online learning platform (\$150,000/year)
- Faculty and staff search and onboarding costs (\$246,000/year)
- OPS support and graduate assistants (\$335,000/year)
- New program market research and positioning (\$75,000/year)
- New program development (\$125,000/year)

- Existing program enhancements – lab equipment, NSA accreditation, first-year curriculum, design sequence, capstone experience (\$1,200,000/year)
- Industry connections (\$150,000/year)
- Equipment refresh (\$88,000/year)

The total cost of both personnel and operational enhancements is \$13,074,000.

**IV. Facilities** *(If this issue requires an expansion or construction of a facility, please complete the following table.):*

	Facility Project Title	Fiscal Year	Amount Requested	Priority Number
1.	Student Achievement Center (PECO)	FY 25-26	\$44,468,185	



**2025-2026 Legislative Budget Request**  
**Education and General**  
**Position and Fiscal Summary**  
**Operating Budget Form II**  
 (to be completed for each issue)

**University:** Florida Polytechnic University  
**Issue Title:** Student Recruitment to Elevate Enrollment

	<u>RECURRING</u>	<u>NON- RECURRING</u>	<u>TOTAL</u>
<u>Positions</u>			
Faculty	0.00	0.00	0.00
Other (A&P/USPS)	14.00	0.00	14.00
	-----	-----	-----
Total	14.00	0.00	14.00
	=====	=====	=====
Salaries and Benefits	\$880,000	\$0	\$880,000
Other Personal Services	\$785,000	\$0	\$785,000
Expenses	\$875,000	\$0	\$875,000
Operating Capital Outlay	\$960,000	\$0	\$960,000
Electronic Data Processing	\$0	\$0	\$0
Financial Aid	\$0	\$0	\$0
Special Category (Specific)	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	-----	-----	-----
Total All Categories	\$3,500,000	\$0	\$3,500,000
	=====	=====	=====

**2025-2026 Legislative Budget Request**  
**Education and General**  
**Position and Fiscal Summary**  
**Operating Budget Form II**  
(to be completed for each issue)

**University:** Florida Polytechnic University  
**Issue Title:** Student Success Enhancements

	<u>RECURRING</u>	<u>NON- RECURRING</u>	<u>TOTAL</u>
<u>Positions</u>			
Faculty	0.00	0.00	0.00
Other (A&P/USPS)	19.00	0.00	19.00
	-----	-----	-----
Total	19.00	0.00	19.00
	=====	=====	=====
Salaries and Benefits	\$1,340,000	\$0	\$1,340,000
Other Personal Services	\$300,000	\$0	\$300,000
Expenses	\$460,000	\$0	\$460,000
Operating Capital Outlay	\$1,900,000	\$0	\$1,900,000
Electronic Data Processing	\$0	\$0	\$0
Financial Aid	\$0	\$0	\$0
Special Category (Specific)	\$0	\$0	\$0
<u>Scholarships</u>	<u>\$1,000,000</u>	<u>\$0</u>	<u>\$1,000,000</u>
	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
	-----	-----	-----
Total All Categories	\$5,000,000	\$0	\$5,000,000
	=====	=====	=====

**2025-2026 Legislative Budget Request**  
**Education and General**  
**Position and Fiscal Summary**  
**Operating Budget Form II**  
(to be completed for each issue)

**University:** Florida Polytechnic University  
**Issue Title:** Academic Program Innovation & Enhancement

	<u>RECURRING</u>	<u>NON-RECURRING</u>	<u>TOTAL</u>
<u>Positions</u>			
Faculty	78.00	0.00	78.00
Other (A&P/USPS)	18.00	0.00	18.00
	-----	-----	-----
Total	96.00	0.00	96.00
	=====	=====	=====
Salaries and Benefits	\$10,485,000	\$0	\$10,485,000
Other Personal Services	\$485,000	\$0	\$485,000
Expenses	\$421,000	\$0	\$421,000
Operating Capital Outlay	\$1,563,000	\$0	\$1,563,000
Electronic Data Processing	\$0	\$0	\$0
Financial Aid	\$0	\$0	\$0
Special Category (Specific)	\$0	\$0	\$0
<u>Faculty research</u>	\$120,000	\$0	\$120,000
	\$0	\$0	\$0
	\$0	\$0	\$0
	-----	-----	-----
Total All Categories	\$13,074,000	\$0	\$13,074,000
	=====	=====	=====