

**FLORIDA POLYTECHNIC UNIVERSITY
BOARD OF TRUSTEES - RETREAT
MEETING MINUTES
REUNION RESORT
7593 Gathering Drive – Grande Ballroom
Kissimmee, Florida 34747
June 25, 2013 at 9:00 a.m.**

1. Call to Order and Roll Call

Chair Rob Gidel called the meeting to order at 9:08 a.m. Gina DeIulio called the roll: Chair Rob Gidel, Vice Chair Mark Bostick, Trustee Bill Brown, Trustee Joseph Caruncho, Trustee Sandra Featherman, Trustee Dick Hallion, Trustee Kevin Hyman, and Trustee Frank Martin.

Staff presenting & Consultants: Ava Parker, Dr. Darkazalli, Gina DeIulio, Pete Karamitsanis, Joanne Chive, Scott, Rhodes, Maggie Mariucci, Josh Bresler, John Gray, Rick Maxey, and Tim Campbell.

2. Overview of Agenda

Chair Gidel gave a short overview of the agenda advising this was a planning meeting to go over potential ideas for Florida Poly and encouraged the Florida Polytechnic University Foundation Board members at the table to share their thoughts and ideas. Chair Gidel presented the option that throughout the summer the Board could meet as a full Board one month and then have the committee meetings the other month.

3. Marketing

Joanne Chive introduced the members of the communications team. She advised there were three main points in today's presentation: 1) What is Florida Poly's message? 2) What should it look like? and 3) How will Florida Poly communicate it?

Trustee Hyman advised that he would like to see three or four key/sustaining message points that will sustain for a very long time. He said the direction should be focused on the student and what the student will accomplish and not on the University.

Ava Parker requested feedback on the tagline "Bold, Focused, Responsive."

Trustee Hallion advised the words are attributes and qualities, but not necessarily a message. He added that the message should be simple and be about what Florida Poly is, why students should come, and what the student will get out of attending.

Trustee Hyman suggested to direct the message to the prospective students with "Are you Bold? Are you Focused? Are you Responsive? And if you are, we have the place for you."

Trustee Hyman advised he would like something different and unique to bring the message of Florida Poly. These attributes could describe other universities and are not unique to Florida Poly. Trustee Hyman suggested that the staff take these back and challenge each other to come up with something specific to Florida Poly that will attract students.

Joanne Chive presented the optional logos for Florida Polytechnic. She recommended using the name Florida Poly when not the more formal Florida Polytechnic University name. She also recommended the interim color of purple to be the official color of the University.

Chair Gidel asked for feedback from the Board on the color of purple. Ava Parker advised that the recommendation from staff was purple and then use different contrasting/accent colors.

Chair Gidel asked for a vote on the University's colors of purple. All were in favor of purple with different accent colors.

The Board members viewed the logos that were with the building icon and those without; and there was some discussion. The members liked the logo without the icon. Ava Parker advised the University can use the logo without the icon and then bring additional options to the Board in the future.

There was some discussion on the type of billboards and where the billboards should be located. It was suggested to have a billboard on the site of the campus and then other billboards further away from the campus.

After much discussion concerning the tagline, it was decided to use the words "Applied Science, Engineering, and Technology"

Joanne Chive presented the social media options that are being used in order to get Florida Poly out into the public.

4. Approval of Minutes

The minutes from the June 4, 2013 Board of Trustees meetings were presented for approval. **Trustee Featherman made a motion to approve the minutes. Trustee Hallion seconded the motion, a vote was taken and the motion passed unanimously.**

5. Consent Agendas

Gina DeJulio went over the two recommended University policies: 1) FPU-1.001P Policy Creation and Development Process, and 2) FPU-1.001AP Policy Creation and Development Process-Academic Policies. She also went over the three recommended University regulations: 1) FPU-4.003 Special Fees, Fines and Charges, 2) FPU-6.001 University Personnel Program, and 3) FPU-7.007 Employee Debt Collection.

Trustee Featherman made a motion to approve the policies: 1) FPU-1.001P Policy Creation and Development Process, and 2) FPU-1.001AP Policy Creation and Development Process-Academic Policies; and regulations: 1) FPU-4.003 Special Fees, Fines and Charges, 2) FPU-6.001 University Personnel Program, and 3) FPU-7.007 Employee Debt Collection. Trustee Hallion seconded the motion, a vote was taken and the motion passed unanimously.

6. Foundation Transfer Agreement

Tim Campbell went over the transfer agreement between USF Foundation and Florida Poly.

Trustee Hyman made a motion to approve the Foundation Transfer Agreement. Trustee Featherman seconded the motion, a vote was taken and the motion passed unanimously.

7. External Affairs Report

Maggie Mariucci presented the external affairs report. She informed the Board of upcoming events and of several organizations that Florida Poly is considering becoming a member of.

Chair Gidel suggested joining some memberships, but not investing at the top levels.

Maggie Mariucci advised that Florida Poly needs to be on the list of each of the chambers, but it does not need to participate in all the functions. This will not be staff intensive and is just a basic membership level.

Trustee Featherman asked what the value would be in connecting with these organizations. Maggie Mariucci advised there are specific organizations and are very influential in the greater Tampa and Orlando areas.

8. Student Recruitment

Scott Rhodes presented the student recruitment process and the marketing involved with recruiting. Scott Rhodes explained the process of search engines and retargeting and how they work in the marketing field. He also presented marketing recommendations.

Scott Rhodes advised that the first open house will be on November 10, 2013 with a second open house in December 2013. The admissions team will move to the onsite location in November 2013.

Ava Parker advised that the proposed budget would be presented before the Finance & Audit Committee and, once approved; it would be presented at the next Board meeting for approval.

9. Scholarship Recommendation

Gina DeJulio presented a background of the staff's research for options on scholarships and went over funding options universities offer their students such as: financial aid, pell grants, student loans, work study programs, bright futures, and prepaid programs. Florida Poly's students will not have access to any federal financial aid until it becomes accredited.

Gina DeJulio presented several questions to the Board to discuss in order to decide what scholarship plan should be offered to students enrolling in August 2014.

There was much discussion among the Board regarding the proposed scholarships and the process for granting these scholarships.

Dr. Darkazalli added that Florida Poly will have MERIT scholarships available as well.

Trustee Hyman asked if Florida Poly was required to accept any student in the state of Florida that meets minimum requirements to Florida Poly. Ava Parker responded and advised there is no requirement to accept every student that applies; we want as many students to apply but only 500 students will be accepted into the University. Trustee Featherman advised there should be a waiting list for students who apply, but have not yet been accepted. Ava Parker advised that this subject will go back to the Academic Affairs Committee for further discussion and then it will be presented to the full Board.

10. Foundation Update

Cindy Alexander expressed her thanks to Chair Gidel for including the Foundation Board at the Board of Trustees' Retreat.

A Foundation Board Retreat has been scheduled in August and the Foundation Board is looking for a professional firm to present and help guide them in clarifying the Foundation Board's responsibilities and developing processes.

Cindy Alexander gave an update on the Foundation Board, MERIT, and TILT.

Cindy Alexander advised that the Foundation is now ready to accept donations and gifts. The first donation to the new account was deposited on June 20, 2013.

Cindy Alexander advised once the Board has approved a scholarship plan, the Foundation will set a goal amount for the Foundation to raise.

11. Faculty Recruitment Plan & Curriculum Development

Dr. Ghazi Darkazalli presented the faculty recruitment plan. He advised that students decide to go to a university because of the university's programs and faculty, and the jobs the students expect to get upon graduation.

Dr. Darkazalli advised Florida Poly is focused on hiring faculty that have both good teaching and research experience.

Dr. Darkazalli informed the Board that the students involved in the MERIT program will be graduating June 26, 2013. Some of the students in the MERIT program have already expressed an interest in applying to Florida Polytechnic University.

Dr. Darkazalli advised that each academic program will soon have a document showing the courses, elective courses, and full requirements of that program. Faculty will help develop and provide feedback on the courses.

12. Legislative Affairs Update

Rick Maxey presented the Legislative update to the Board.

Trustee Featherman asked that the Poly Press be sent to each of the members of the legislature.

13. Florida Industrial Phosphate Research Institute (FIPR)

Ava Parker introduced the history of FIPR which was placed under Florida Polytechnic University by the legislature in 2012.

Brian Birky, Interim Executive Director – FIPR, made a presentation explaining what FIPR is and the relationship it has with Florida Poly. FIPR's mission is to expand beyond the phosphate industry, so they could address other industries.

There is a trust fund for FIPR's benefit that was originally setup under USF Poly, and those funds will be transferred over to Florida Poly.

Trustee Featherman asked if there would be 1) opportunities for research projects, 2) opportunities for our students to work on projects with FIPR's researchers, or 3) internship opportunities. Brian Birky answered yes to all three questions.

Chair Gidel asked Tim Campbell what would be required from the Board concerning the transition agreement.

Tim Campbell advised that the closing agreement Florida Poly has with USF provided that a FIPR transition would occur at such time the accreditation has been addressed. He advised there would need to be an assignment from USF to complete that transition and an acceptance from Florida Polytechnic University for technical close of the transition.

The Transition Committee made a motion to accept the assignment of FIPR funds from USF based on FIPR's presentation that the original reason for not completing the transfer is no longer in place. Florida Poly will work with USF to get the appropriate documentation to make sure the transfer is completed.

Trustee Martin seconded the motion, a vote was taken and the motion passed unanimously.

14. Strategic Business Partnerships

Ava Parker introduced Sean Malott, Director of Strategic & Business Education Partnerships.

Ava Parker advised that Sean Malott will be working on developing partnerships with businesses and industries in Florida connecting them with Florida Poly, and developing relationships between different county entities and Florida Poly.

Ava Parker advised an Industry Summit has been scheduled for a date in September at Reunion Resort to meet with representatives from different companies that are aligned with Florida Poly's programs and concentrations. She asked the Board members to let the staff know of any representatives that the Board thinks would like to attend this event.

15. Construction Update

John Gray presented a construction update to the Board with recent changes to the Board.

Trustee Featherman asked if there would be enough classrooms when full capacity is reached. John Gray advised there are enough classrooms for 3,000 students.

There was some discussion on the housing.

Ava Parker advised the staff would look at a date for a Technology Committee meeting in July.

16. 2013 Budget Update

Josh Bresler presented the 2013 budget update and walked the Board through the allocations associated with the 2013/14 budget.

17. Business Plan

Ava Parker advised the goal is to get the business plan completed within the next month.

18. Future Meetings

Ava Parker advised that she is working with Chair Gidel on setting dates for upcoming Board meetings. There was some discussion on where the meetings should be held in the future.

19. Preliminary Budget

Ava Parker suggested working on a preliminary budget and having it ready for approval within the next few weeks. Chair Gidel directed this to Trustee Bostick and the Finance & Audit Committee; the staff and Committee will be working on this within the next few weeks.

20. Presidential Search

Chair Gidel advised there is a process developing for the search of a President. There will be more information at the next meeting.

21. Closing Remarks & Adjournment

With no further business to discuss, the Board of Trustees meeting adjourned at 4:07 p.m.