

**FLORIDA POLYTECHNIC UNIVERSITY
STRATEGIC PLANNING COMMITTEE – VIA CONFERENCE CALL
MEETING MINUTES**

**One Poly Place
439 S. Florida Avenue, Suite 300
Lakeland, FL 33801
July 22, 2013 at 3:30 p.m.**

1. Call to Order and Roll Call

Chair Bob Stork called the meeting to order at 3:31 p.m. Gina DeIulio called the roll: Chair Bob Stork, Trustee Bill Brown, Trustee Scott Hammack, and Trustee Frank Martin (Quorum) were present. Also present: Chair Rob Gidel.

Staff & Consultants: Ava Parker, Dr. Ghazi Darkazalli, Gina DeIulio, Maggie Mariucci, Rick Maxey, Pete Karamitsanis, Bryan Mahaffey, John Gray, and Tim Campbell.

2. Approval of Minutes

Trustee Brown made a motion to accept the minutes from May 7, 2013. Trustee Hammack seconded the motion, and the motion passed unanimously.

3. Marketing and Communications Plan

Scott Rhodes addressed the Board and presented the marketing and communications plan.

Objectives are to: increase awareness & understanding about the University and increase engagement with the University.

Priorities are to: 1) attract high achieving and diverse students, 2) build and increase University partners and industry partnerships 3) increase awareness throughout the state.

Scott Rhodes presented several billboard location options. He advised that the billboards at the construction site and I-4 will need to be completed by August, along with the brochures and the web portals for the recruiters.

Scott Rhodes went over the branding process and advised that a request for proposal or request for negotiation will need to be submitted for this process within the next month.

Scott Rhodes went over the budget for the items: billboards, printing, creative services, tabletops for the recruiters, and web portals (portion of advertisement). The cost for these items would not exceed \$250k against what was proposed and would need to be approved in order for the recruiters to get started.

Trustee Brown made a motion to approve the recommendation of \$250k for marketing purposes listed above. Trustee Hammack seconded the motion, and the motion passed unanimously.

Trustee Brown advised that a plan needs to be setup to track and monitor what marketing areas are working and what areas are not working for recruiting.

4. Facilities and USF Teach Out

Pete Karamitsanis went over the facilities and USF teach out space. He made a recommendation to transfer the four modular trailers to Polk State College (PSC). These modular trailers will not be useable by Florida Poly as there is no way to move them due to their age (12 years) and the reconstruction of the roads at PSC. Another recommendation was that the recruiters be permitted to establish a small presence at the PSC campus in one of the permanent building.

Trustee Stork asked if Florida Poly would be liable for anything on the four modular trailers after they are turned over to PSC. Ava Parker advised that PSC would have the right and responsibility to maintain the four modular trailers as they see fit.

Trustee Brown made a motion to recommend to the full Board approval to transfer the four modular trailers to Polk State College and to create a Florida Poly presence on the Polk State College campus. Trustee Martin seconded the motion, and the motion passed unanimously.

5. Industry Summit

Maggie Mariucci gave an update on the upcoming Industry Summit being held at Reunion Resort in Kissimmee, FL. She gave an overview of the proposed agenda.

Ava Parker advised that Sean Malott is working with Dr. Darkazalli to put together a list of industry leaders. The Florida Poly staff will take another look at the list and send it out to the Committee for review.

Trustee Stork recommended having a moderator at each table during the breakout sessions in order to capture ideas and topics being discussed at each table.

6. 2013/14 Budget

Ava Parker advised that the Finance & Audit Committee is reviewing the budget, but staff would like for the Strategic Planning Committee to look at the staffing budget as well. There was much discussion and it was suggested that each member of the Board be briefed on the budget prior to the next Board meeting. Trustee Martin offered to review the portion of the budget related to the staffing plan. Chair Stork asked if Trustee Martin would take the lead on the staffing plan.

Trustee Hammack made a motion for Trustee Martin to take the lead on reviewing the staffing plan. Trustee Brown seconded the motion, and the motion passed unanimously.

7. Business Plan

Trustee Martin asked about the timeline for the business plan. Ava Parker advised that she has been working on the plan. The staff is gathering information on the business plan and Chair Gidel has been working on the strategy and direction of the business plan for the University.

8. Closing Remarks & Adjournment

With no further business to discuss, the Strategic Planning Committee meeting adjourned at 5:19 p.m.

Florida Polytechnic University
Board of Trustees
August 26, 2013

Subject: Integrated Marketing Communications Strategy and Plan

Proposed Committee Action

Approval of the Integrated Marketing Communications Strategy and Plan

Background Information

Florida Poly will develop a strategic approach to build its branding and integrated marketing strategies. With the purpose of developing consistent messaging and branding, Florida Poly will enhance appreciation for the University's role and value in the region, nation, and world.

The Florida Poly community will join together to create a unified marketing and communications plan. At the outset we will execute a plan using both traditional and new marketing practices, healthy doses of creativity, and a commitment to long term implementation.

An integrated marketing approach will be created to provide a common voice across all university interests. **Job one is clear: define the university's identity and get everyone talking about Florida Poly.** This will require a total university engagement with a commitment to adopt and use university messaging at every marketing touch point.

Florida Poly Objectives

To address these branding opportunities and challenges, Florida Poly will establish three overarching objectives for building its reputation:

1. Increase awareness of the university
2. 2Increase understanding of the university
3. Increase engagement with the university

University Priorities

To shape and to advance the Florida Poly Business Plan, the University will establish three primary goals and accompanying metrics. If each of these goals is advanced, the Florida Poly reputation will build.

1. Attract high achieving and diverse students

2. Build and increase University/Industry Partnerships
3. Create awareness in Florida about Florida Poly

Florida Poly Objectives and Strategies

The integrated marketing initiative provides Florida Poly with clarified positioning. The primary goals focus on:

1. Ensuring internal alignment with the brand

Ensuring that the Florida Poly positioning is appropriately and credibly translated in all communications. Outreach and actions are a critical step in Florida Poly clarifying the University's distinctive identity among stakeholders. The internal Florida Poly community will understand and embrace this positioning so that the University speaks about the value of Florida Poly with one voice.

1. Develop and implement comprehensive branding guidelines that offer direction and resources for communications efforts.
2. Offer training workshops with leadership, Florida Poly Foundation, student organizations, and campus communicators to educate the community about the brand in order to create brand ambassadors from key internal community members.
3. Assess communications materials and establish implementation plans for incorporating brand positioning.
4. Develop a student brand ambassador program.

2. Strengthening Florida Poly leadership role in Florida

Florida Poly will strengthen its value proposition relative to Florida's needs and to the positioning of other institutions. These goals are in concert with Florida Poly competing in a complex global system and of affirming the Florida Poly distinctive value to Florida.

1. Enhance Florida Poly's role in Florida by identifying and contributing in key areas essential to Florida's current and future well-being.
 - a) Develop a campaign to reach the Florida market to raise awareness of Florida Poly relevance to this market and to further the university's reputation.
 - b) Leverage opportunities to spread the university's messages through speaking engagements and sponsorships.
2. Activate Florida Poly faculty and staff to serve as brand ambassadors, especially those in the Tampa Bay and Orlando Metro markets.
3. Position Florida Poly as Florida's university that works to make a positive difference in Florida's future through state opinion-leaders

3. **Enhancing awareness, understanding, and appreciation of Florida Poly in the national and global markets**

By positioning Florida Poly as a national and global contributor of knowledge, innovation and talent, national and international audiences will recognize the unique value and contributions the university makes, particularly in STEM areas.

1. In communications to national and international audiences, show how Florida Poly enables and advances the university's brand promise.
2. Attract out-of-state students whose primary interests lie in STEM majors.
3. Ensure that those audiences who have the most contact with, and influence over, national and international students and faculty, understand the brand and are ready to serve as brand ambassadors.

Target Audiences

In advancing objectives and priorities, Florida Poly Marketing and our collaborative external relations partners will focus its planning and resources on the following audiences.

Primary:

- Prospective Students
- Florida Economic Leaders
- Donors
- Internal community (faculty, staff, students)

Secondary:

- Legislators
- Federal Funding Agencies
- Media
- "Other" Universities
- National Corporate Leaders

Poly Integration Tools

In an effort to implement a cohesive brand across the university, a variety of communication tools will be created.

- Identity Guides, Logos and Stationary Ordering
- Print, Web and other Templates
- Photo Library
- Web Guides and Statistics
- Promotional Items
- News and Media Guides

Integrated Media

The university uses a variety of mediums to communicate with its audiences. Below are the mediums considered when addressing overall university identity needs.

| Advertising | News/Media | Web | Publications | Promotions |
|-------------------------------------|----------------------|--|-----------------------|-------------------------|
| TV Spots | Daily Campus News | Promotional Sites | University Brochure | Posters |
| Outdoor Billboards | Monthly E-Newsletter | User-based Portals | Facts and Figures | T-Shirts |
| Airport Ads | Media Pitches | Multimedia Galleries | Recruitment Brochures | Cups |
| Campus and Community Banners | University Experts | Virtual Tours | Economic Impact | Event Promotions |
| Public Transportation | News Releases | Blogs | | Pens |
| Online Media | Feature Stories | Social Media - Facebook - YouTube - Twitter - Flickr - LinkedIn - Pintrest | | |
| Internet based Radio | PR 2.0 | Search Engine Marketing | | |

Prepared by: **Scott Rhodes, Executive Director of Admissions**