

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

**One Poly Place
439 S. Florida Avenue, Suite 300
Lakeland, FL 33801
March 17, 2014 at 3:00 p.m.**

1. Call to Order and Roll Call

Chair Bob Stork called the meeting to order at 3:02 p.m. Gina DeIulio called the roll: Chair Bob Stork, Trustee Scott Hammack, Trustee Frank Martin and Trustee Don Wilson (Quorum) were present. Also present: Chair Rob Gidel.

Staff: Ava Parker, Dr. Ghazi Darkazalli, Gina DeIulio, Crystal Lauderdale, and Sean Malott.

2. Approval of Minutes

Trustee Martin made a motion to approve the minutes from January 14, 2014. Trustee Wilson seconded the motion, a vote was taken and the motion passed unanimously.

3. Public Comment

There were no requests received for public comment.

4. Approval of Regulation

Gina DeIulio went over regulation FPU–6.011 Employee Criminal Background Checks. There was some discussion on clarification to ensure that all employees will receive a background check.

Trustee Wilson made a motion to recommend the approval of regulation FPU–6.011 Employee Criminal Background Checks to the Board of Trustees for adoption. Trustee Martin seconded the motion, a vote was taken and the motion passed unanimously.

5. Updates

a. Business Partnerships

Sean Malott gave an update on the business partnerships. He advised that Florida Polytechnic now has more than 30 industry partners.

Trustee Martin would like to see a matrix created to show each industry partner's level of involvement. Have categories for those that are involved with: internships, scholarships, etc. Sean Malott advised he will put this chart together.

b. Integrated Marketing Mid-Year Budget Review

Crystal Lauderdale gave an update on the integrated marketing mid-year budget review. She advised that the Marketing and Communications Department expects to have a surplus of \$250,334.98 on June 30, 2014.

Trustee Hammack advised that there should be more investment in the marketing through social media because most high school students are finding information through social media.

Crystal Lauderdale advised that Florida Polytechnic is meeting its priority of attracting high-caliber students through its branding, messaging, and targeted outreach efforts. The average scores for accepted students are 1800 on the SAT, 26 on the ACT, and a 3.8 GPA.

c. Brand Development Project

Crystal Lauderdale gave an update on the brand development project for Florida Polytechnic. Florida Polytechnic is working with FuseIdeas on the development of the University's main brand identity and style guide.

d. FloridaPolytechnic.org Redesign

Crystal Lauderdale advised that on February 27, 2014 Florida Polytechnic University launched a new design for its primary website. She gave an update on what was new, what had changed, and the next steps for the proposed Phase II updates and additions for the website.

6. Next Meeting

The next full Board of Trustees meeting is scheduled for Tuesday, April 8, 2014.

7. Closing Remarks & Adjournment

With no further business to discuss, Trustee Martin made a motion to adjourn the Strategic Planning Committee meeting. A vote was taken and the motion passed unanimously. The meeting adjourned at 3:40 p.m.