

**FLORIDA POLYTECHNIC UNIVERSITY
STRATEGIC PLANNING COMMITTEE
MEETING MINUTES
Innovation, Science & Technology Building
3700 Research Way
Room 1067/1068
Lakeland, Florida 33805-8531
March 11, 2015 at 9:00 a.m.**

1. Call to Order and Roll Call

Chair Mark Bostick called the meeting to order at 9:05 a.m.

Jackye Maxey called the roll: Chair Bob Stork, Trustee Scott Hammack, Trustee Rob MacCuspie, Trustee Andrei Moss, and Trustee Don Wilson were present (Quorum). Other Board members present: Chair Mark Bostick, Trustee Frank T. Martin and Trustee Dick Hallion.

Staff: President Randy Avent, Ava Parker, Dr. Ghazi Darkazalli, Gina DeJulio, Jackye Maxey, Sean Malott and Kevin Calkins were present.

Chair Stork proposed the Marketing and Communications presentation be moved to the end of the agenda and proceeded with the agenda as written. No objections were raised.

2. Approval of Minutes

Trustee MacCuspie made a motion to approve the minutes from December 9, 2014. Trustee Wilson seconded the motion, and the motion passed unanimously.

3. Public Comment

There were no requests received for public comment.

4. Industry Partnerships/Summit

Sean Malott updated the committee on Industry Partnerships. The Industry Partner Hub consists of 89 companies who have signed partnership MOU's. Sean noted that there are five areas of assessment that are identified in the strategic plan and accreditation process related to Industry Partnerships. Industry Partners will also be assigned to a primary partner category as a means to measure performance. The primary partner categories include: Internships, Post-Graduation Employment, Student Projects, Sponsored Research, and the Foundation. Sean also stated that we now have ten internships.

Chair Stork requested a dashboard be established to track the progress of goals relating to all partnership categories.

The second annual Industry Partner Summit will be held on Wednesday, April 8, 2015 from 8:30 a.m. to 1:30 p.m. at the IST Building. A copy of the Summit event schedule was provided to the Committees.

5. FY 2015-16 University Work Plan

Kevin Calkins presented an overview of the components of the University Work Plan for the Committee's information. The FY 2015-16 University Work Plan is due to the Board of Governors on May 4th. BOG Regulation 1.001 requires each university board of trustees to prepare a multi-year Work Plan that outlines the university's priorities, strategic directions and financial plans for achieving the University's mission. The Plan must be approved by the Board of Trustees prior to submission to the Board of Governors. Kevin requested the Board of Trustees schedule a conference call the week of April 27th to approve the FY 2015-16 University Work Plan.

Chair Stork asked Kevin to provide the board with a template for the FY 2015-16 University Work Plan. Kevin indicated that he will provide the template.

6. Key Performance Indicators for University Strategic Plan

Kevin Calkins presented the proposed key performance metrics for discussion and noted that the final metrics will be monitored and communicated to the Board of Trustees. The metrics are available to the public through dashboards on the University website and other published sources.

Trustee Hammack suggested the addition of a historical comparison to other state universities relative to SAT/ACT scoring which may prove to be a primary driver of students attending Florida Poly once significant tuition incentives are reduced.

Chair Stork recommended that the number of in/out-of-state students as well as international students be added. He also emphasized the need for constant monitoring of dashboards. President Avent suggested this occur monthly at a minimum. Kevin Calkins noted future dashboards will include the capability to drill down in order to see data (possibly links within the dashboards).

Trustee Rob MacCuspie suggested the inclusion of a benchmark relating to hiring/retention of faculty.

Chair Stork recommended the inclusion of a Metric 3.1c – "International Partnerships". He also noted that he would like to see individual dashboards for each goal.

7. Marketing & Communications

Ava Parker presented the Marketing and Communications update. The 2015 goals for the Marketing and Communications department focus on two primary objectives: 1) build brand awareness and affinity among core audiences, and 2) set policies and procedures to ensure quality and consistency.

Trustee Hammack noted it appears the social media engagement budget seems low (3%). Ava Parker indicated this concern will be relayed to Crystal Lauderdale, Director of Marketing and Communications. Scott Rhodes stated the budget will be reviewed in the next few months and in

particular, this item. Chair Stork requested the social media activity between students and the University (percentage) to determine the level of effectiveness.

8. Closing Remarks and Adjournment

Chair Stork voiced an appreciation for the thorough report submitted by Crystal Lauderdale and her department, as well as that of Sean Malott and Kevin Calkins.

With no further business to discuss, the Strategic Planning Committee meeting adjourned at 10:11 a.m.