

**FLORIDA POLYTECHNIC UNIVERSITY
BOARD OF TRUSTEES
STRATEGIC PLANNING COMMITTEE
MEETING MINUTES
Florida Polytechnic University
Admissions Center
4700 Research Way
Lakeland, FL 33805
March 16, 2016 at 11:30 a.m.**

I. Call to Order and Roll Call

Chair Bob Stork called the Strategic Planning Committee meeting to order at 11:04 a.m.

Maggie Mariucci called the roll: Chair Bob Stork, Trustee Veronica Perez-Herrera, Trustee Frank Martin, and Trustee Don Wilson were present (Quorum).

Other trustees present: Trustee Mark Bostick, Trustee Christina Drake, Trustee Dick Hallion, and Trustee Sandra Featherman were present.

Staff present: President Randy Avent, Gina DeIulio, Tom Hull, Maggie Mariucci, Rick Maxey, Mark Mroczkowski, Dr. Elhami Nasr, and Scott Rhodes were present.

II. Public Comment

There were no requests received for public comment.

III. Approval of Minutes

Trustee Frank Martin made a motion to approve the Strategic Planning Committee meeting minutes of December 2, 2015. Trustee Don Wilson seconded the motion; a vote was taken, and the motion passed unanimously.

IV. Marketing and Communications Update

Crystal Lauderdale provided the Board with a Marketing and Communications Mid-Year Report. The primary objectives are:

- Build brand awareness, affinity
- Generate leads
- Facilitate communications

The performance measures used were:

- Inquiries and applications (students and faculty)
- Website traffic, engagement

- Digital ad click-through rates (CTR), bounce rates
- Social media traffic, engagement
- Internal communications surveys
- Media hits and sentiment
- Market research

Trustee Sandra Featherman inquired if a scenario was planned out for the Crisis Emergency Exercise. Crystal stated a scenario was planned from beginning to end. Based on the results, the University is currently making updates and continual tabletop exercises and discussions are taking place to make certain the plan is up to date. Trustee Frank Martin suggested the University take part in an annual “no notice” exercise.

President Randy Avent noted everyone recently took part in active shooter training. Additionally, the University is working hard to have everyone (students, faculty, staff and contractors) register in the emergency notification system in order to receive alert notifications. Also, because of the design of the IST building (primarily glass), discussions are taking place to determine areas of safety.

Trustee Veronica Perez-Herrera asked how the STEM study is being introduced to the students. Crystal stated this is primarily done through the admissions process, but it is also part of an email campaign.

Trustee Bob Stork queried who is participating in the logo design. Crystal stated the committee consists of herself, Christine Venckus (Digital Media Coordinator.), Maggie Mariucci (Director, External Affairs), Lindsay Zimmerman (Director of Foundation), Scott Rhodes (Vice Provost of Enrollment), Steve Warner (Vice Provost of Student Affairs) and Dr. Thanos Gentimis (Faculty). Trustee Stork suggested there be student representation on the committee.

V. Industry Partnerships Update

President Randy Avent reported a national search is taking place for the Director of Business and Education Partnerships. An individual with a technical engineering degree along with strong experience in business and product development is being sought. Interviews have begun with 4-5 very strong candidates with the hope of extending an offer by the end of March or early April.

It was also noted by President Avent that Industry Summit III is being postponed until fall of 2017. Additionally, an Internship Fair occurred in February 2016 with 13 companies and 157 students participating.

President Avent also stated a summary report from Industry Summit II was created by Sean Mallot and provided to the Board. The common feedback themes were:

- Communication and presentation skills
- Expose students to a variety of opportunities to help them find their career path
- Internships related to degree concentration
- Develop a culture of collaboration with industry
- Develop entrepreneurial spirit
 - The University has hired the former Vice President of Economic Development and Technology Ventures at Georgia Tech on a short-term basis to assist in development of an Institute for Technology Entrepreneurialship.

President Avent also reported Dr. Christina Drake along with Erin Varnell and General Counsel have created a project agreement for industry partners. Last year, three partners supplied projects and currently, ten more are lined up for next year.

President Avent noted the University is working diligently to create strong meaningful partnerships with key members. Currently, 39 of the 89 partners have donated to the university, 17 have offered internships, and many, in conjunction with Foundation and faculty, are visiting industry partners.

Lastly, President Avent reported the University has signed a Memorandum of Understanding with UNIFEBE (Brazil) relating to a study abroad and student exchange program. This MOU also makes it possible for faculty to participate in visiting professorships, as well as the potential for research collaboration.

With no further business to discuss, the Strategic Planning Committee adjourned at 11:45 a.m.