

**FLORIDA POLYTECHNIC UNIVERSITY  
STRATEGIC PLANNING COMMITTEE MEETING**

**Florida Polytechnic University**

**Admissions Center**

**4700 Research Way**

**Lakeland, FL 33805**

**December 7, 2016 @ 1:30 PM**

I. Call to Order

Chair Don Wilson called the Strategic Planning Committee meeting to order at 1:17 p.m.

II. Roll Call

Maggie Mariucci called the roll: Chair Don Wilson, Vice Chair Sandra Featherman, Trustee Philip Dur, Trustee Henry McCance, Trustee Veronica Perez-Herrera, and Trustee Bob Stork were present (Quorum).

Other trustees present: Chair Frank Martin, Trustee Mark Bostick, Trustee Dick Hallion, and Trustee Cliff Otto were present.

Staff present: President Randy Avent, Dr. Terry Parker, Mark Mroczkowski, Kevin Aspegren, Gina DeIulio, Crystal Lauderdale, Maggie Mariucci, Rick Maxey, and Jessica Throckmorton were present.

III. Public Comment

There were no requests received for public comment.

IV. Approval of Minutes

**Trustee Bob Stork made a motion to approve the Strategic Planning Committee meeting minutes of September 7, 2016. Trustee Sandra Featherman seconded the motion; a vote was taken, and the motion passed unanimously.**

V. 2016-2018 Strategic Planning Committee Work Plan

Trustee Wilson began a review of the proposed Strategic Planning Committee Work Plan:

Educational Plant Survey: Mr. David Calhoun covered this previously in the Finance and Facilities Committee meeting. This is the state survey of the University's facilities, particularly the amount of space and how that space is used.

Strategic Planning Long-Range: President Randy Avent stated that the University is in year four of the original five-year Strategic Plan. He intends to begin a strategic planning exercise in January 2017 and will engage the Board of Trustees in discussions of the draft of the new plan at upcoming Board meetings. The goal is to have a final document by December 2017.

Rick Maxey reviewed progress on SunTrax stating that he has reached out to other universities like UCF, UF and USF for their participation in this project. Mr. Maxey anticipates a robust state-wide participation.

Mr. Maxey stated that a correction needs to be made to the item listed under March 14, 2018: “Campus Development Agreement Overview”. The overview will actually occur in March 2017. Statutes require that the University negotiate with the City of Lakeland about the projected cost of infrastructure improvements which the University will request and then pay the city the fee up front. This eliminates the need for the University to go back to the city for permitting each time the University wants to build a building. When the first Campus Master Plan was agreed upon, five million dollars was paid to the city, as at that time the University was projecting 15,000 students. Now those projections are a lot lower, the University may be able to request credit toward this new Campus Development Agreement. The Campus Development Agreement with the City of Lakeland will be completed by July 3, 2017. The City of Lakeland is a good partner and Mr. Maxey does not anticipate any problems.

In June 2017, the University Work Plan will be presented to the Board of Governors (BOG). This annual document covers the University’s priorities for next three years, and provides information on how the University plans to grow.

In September, the Florida Equity Report is due. Mr. Kevin Calkins, Director of Institutional Research, compiles this report which provides demographic information on the University’s staff, faculty and student body. Also due in September is the annual report on Florida Industrial Phosphate Research Institute.

In December of each year, the annual accountability report is addressed by this Board. This document, compiled by the Board of Governors (BOG), tracks how the University is progressing as compared to the Work Plan presented to them the previous June.

The Strategic Planning Committee Work Plan items listed for 2018 are very similar to 2017 as the majority of the items occur annually.

Trustee Stork asked how the accountability report compares to performance funding. Mr. Maxey stated that they are different because there is no funding tied to the accountability report. Trustee Wilson said that the BOG provides the report and form which the Board of Trustees reviews and approves. Mr. Maxey confirmed this is correct.

**Trustee Sandra Featherman made a motion to approve the 2016-2018 Strategic Planning Committee Work Plan. Trustee Henry McCance seconded the motion; a vote was taken, and the motion passed unanimously.**

## VI. Marketing and Communications Update

Mrs. Crystal Lauderdale, Director of Marketing and Communications, began her report by sharing that website metrics show how well the University is growing its brand and reach. Total web traffic on FLPoly.org is up 19.96% year over year. Late August/early September peaks in web traffic were driven by the hiring of Dr. Terry Parker as well as the SunTrax announcement. Seventy-eight percent of website traffic comes from Florida. Mrs. Lauderdale intends to extend that reach nationally and globally.

The top ten most viewed webpages by new visitors to the website include eight directly related to student admissions or to faculty and staff recruitment.

A recent survey of high school students conducted by the National Research Center for College and University Admissions (NRCCUA) showed that FLPoly.org ranked above average in all categories compared to other university websites nationally. Some areas where the website ranked below average include ease of access to desired information and personal contact. Dr. Featherman asked what is meant by “personal contact.” Mrs. Lauderdale answered that it means personal contact online. For instance, a “Chat Now” feature is currently being considered but a person would have to be available to manage such a feature.

Search engine generated traffic to Florida Poly’s website is up 32.35% year over year.

Stemstudy.com is a long-term student recruitment strategy. In October, there was a large surge in traffic to STEMstudy thanks to a partnered article with Science Alert which has over one-million followers on Facebook. Traffic to the University’s main website surged over 200% as a result.

Florida Poly now has over 10,000 followers on Facebook and has a rating of 4.9 out of 5 stars.

The University hosted the second online (virtual event) #STEMTalks of the fall on “The Internet of Things: A Future of Constant Connection.” STEMTalks fosters an online connection between industry and current and prospective students.

Following the launch of SunTraxFL.com in late September, the site has received more than 1,750 visits. This website will be promoted more heavily as the project progresses.

The University has received more than 300 positive media hits since July 1. Trustee Philip Dur stated that he doesn’t think Florida Poly is as well known in some parts of Florida as it is in others. He inquired about billboard or television ads that could drive people to the website. Mrs. Lauderdale stated that funding would be needed for these kinds of ads. President Avent also shared that the University did not get great return when this was done several years ago.

At the end of October, Florida Poly received a PRestige Award from the Public Relations Society of America’s Tampa Bay Chapter for its #NextGreatMascot initiative in spring 2015.

The University is finalizing the new logo soon with a target launch date of next August.

The Marketing Department adjusted student recruitment messaging through the month of October which resulted in over 500 applications received in October alone.

New print ads targeting the University’s Advancement audience will be run in the Tampa Bay and Orlando Business Journals, in American Airlines Inflight magazine and in Florida Trend. A bi-monthly newsletter is now being sent to stakeholders and the Foundation webpage has been updated with new content, resulting in an increase of 88% in webpage traffic.

In early November, the University conducted another practice session to test Florida Poly’s Crisis Communications Plan. Hurricane Matthew in late October was the first major event requiring the full use of Florida Poly’s emergency communications tools, all of which were employed successfully.

Internal communications improved with the launch of the Florida Poly Pulse. Dr. Featherman inquired whether or not there has been any confusion between the name Florida Poly Pulse and the Pulse nightclub in Orlando. Mrs. Lauderdale stated that there have not been any issues, although Dr. Featherman was the second person to mention this to Mrs. Lauderdale.

The faculty recruitment campaign is presently on hold while Dr. Parker and the new Academic Program Coordinators reassess the areas in which Florida Poly most needs to recruit. This campaign should relaunch in January.

Trustee Stork inquired as to how the University can get other organizations like Science Alert to pick up Florida Poly's stories and content, further broadening the University's reach. Mrs. Lauderdale said there are two ways to accomplish this: through paying a company to partner with them or to produce content so compelling that a company will pick it up like Science Alert did.

Chair Martin inquired as to an industry partnership and Industry Summit update. Dr. Avent stated that he will ask Mr. Bill Rhey, the University's new Associate Vice President of Entrepreneurship, to start providing reports for the Board.

With no further business to discuss, the Strategic Planning Committee meeting adjourned at 2:07 p.m.