

**FLORIDA POLYTECHNIC UNIVERSITY
STRATEGIC PLANNING COMMITTEE MEETING**

Florida Polytechnic University

Admissions Center

4700 Research Way

Lakeland, FL 33805

March 15, 2017 @ 1:15 PM

I. Call to Order

Chair Don Wilson called the Strategic Planning Committee meeting to order at 1:15 p.m.

II. Roll Call

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

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

Staff present: President Randy Avent, Mr. Kevin Aspegren, Ms. Gina DeIulio, Mr. Justin Heacock, Ms. Crystal Lauderdale, Ms. Maggie Mariucci, Mr. Rick Maxey, Mr. Mark Mroczkowski, Ms. Kathryn Mizereck, Dr. Terry Parker, Dr. Bill Rhey.

III. Public Comment

There were no requests received for public comment.

IV. Approval of Minutes

Trustee Henry McCance made a motion to approve the Strategic Planning Committee meeting minutes of December 7, 2016. Trustee Philip Dur seconded the motion; a vote was taken, and the motion passed unanimously.

V. 2015-2016 Annual Accountability Report

Mr. Kevin Calkins began a review of the proposed Annual Accountability Report focusing on the academic progress rate:

The academic progress rate and retention rates were reviewed. Mr. Calkins reported that the overall retention rate for 2015 to 2016 is 83%.

The report indicates a positive margin in financial resources due to the increase in operational growth. Additionally, there was a 19% increase in full-time personnel, many of which were faculty.

Enrollment trends were discussed. The headcount of students enrolled has increased by 60%. The majority of the increase in student enrollment has been from first-time college students. The student to faculty ratio remains to be low at approximately 18:1.

With no further comments, Trustee Philip Dur 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. 2016-2018 Strategic Planning Committee Work Plan Review

Committee Chair, Don Wilson, presented the 2016-2018 Strategic Planning Committee Work Plan. There were no comments or questions made by the Committee.

VII. Florida Polytechnic University Strategic Plan Development

President Avent presented an update on the strategic plan development of the University:

A chart was presented showing the University's progress to date on key initiatives. Dr. Avent reported on the on-site Accreditation Visit that took place February 13-16. After the visit, a letter was sent to SACSCOC waiving the University's five month response period and requesting that the University be placed on the June meeting agenda. The request was received, and Dr. Avent is hopeful that the University will be put on the June meeting agenda for SACSCOC Accreditation.

Dr. Avent presented a business cycle timeline of the University and discussed how the University has progressed through various stages. The University is now preparing to enter into the "maturation phase." Dr. Avent reported that student enrollment is expected to increase to 1,500 to 1,600 students next year; however, in future years, University growth will be slowed down to help mature the University.

Dr. Avent discussed various strategic planning elements including external trends, strengths and weaknesses, opportunities and threats, position, and prioritization. Five committees of faculty and staff are being put together to discuss each of the elements listed above. The committee findings will then be presented to the Board for discussion.

Faculty and staff have been nominating others or themselves to contribute in external trends committees to form the strategic plan. After reports are submitted from the committees, a SWAT analysis will be completed in late April. Dr. Avent reported that there will be a focus on the University mission and value statements during the June Board retreat. Dr. Avent also plans to meet with individual Board members, the Foundation Board, and community partners over the summer to further discuss the University mission statement and values.

Dr. Avent discussed a timeline for the development, approval, and implementation of the new strategic plan.

External trends studies included higher education, students, legislation, technology, industry, and research. Dr. Avent then highlighted each of these trends and discussed the significant points of each and how these factors may affect higher education at Florida Poly.

Dr. Avent summarized the presentation in explaining that it is an appropriate time for a new fiveyear strategic plan for the University.

Discussion occurred regarding science and applied research and the difference between each. The way in which the government and administration view science and its development and how those viewpoints affect university programs was also discussed.

VIII. Industry Partnerships and Entrepreneurship Plan

Dr. Bill Rhey presented the industry partnerships and entrepreneurship plan for the University:

Dr. Rhey explained that the vision for Florida Poly is not just inspirational but is transformational for Central Florida. Industry relationships are important for economic development and student development, creating opportunities for internships, student projects, and student employment. There has been a steady growth in the number of industry relationships since the beginning of the University. There are currently well over 200 companies who are looking to partner with the University.

Dr. Rhey discussed how the University tracks industry partnerships and engagement, as well as manages student and economic development.

Dr. Rhey introduced Mr. Justin Heacock, Entrepreneurship Coordinator, to the Board. Mr. Heacock discussed the goal of entrepreneurship and the role of a startup.

Dr. Avent has set a goal that 20% of Florida Poly's students would graduate and work at a technology startup. To achieve that goal and cultivate student enthusiasm and creativity, Mr. Heacock guides students from the concept of a startup all the way to a fully developed business. Mr. Heacock explained that he has worked with 54 startups since coming to the University five months ago.

Additionally, Mr. Heacock has been working with students doing flash ideation sessions. He also implemented the "Great Eight" competition where students must present their inventions which are then voted on by a selection committee made up of staff and faculty. Furthermore, Florida Poly students have been selected to represent the University in the following competitions: the Governor's Cup, USF Daveler competition, and Slingshot Polk.

Discussion occurred regarding creating more space for entrepreneurship activity. Dr. Rhey also discussed incorporating entrepreneurial thought throughout the curriculum to help students solve problems in a way that has economic benefit.

Dr. Rhey clarified that the University will be having industry summits, where industry partners are invited to the University, and will host roundtable meetings with partners. There will be an industry roundtable meeting in April for supply chain logistics, as well as an industry summit in the fall that will be related to SunTrax. Additionally, a minimum of two industry partners each week have come to the University to talk to faculty about their areas of interest.

Discussion occurred regarding Salesforce, the software program that manages industry partnerships as well University donors. Workday will have an integration to Salesforce which will help streamline information between the two systems.

IX. Marketing and Communications Report

Ms. Crystal Lauderdale focused her report on brand awareness and affinity. She explained that she believes it will be a greater point of strategic emphasis as Florida Poly transitions from a startup university known locally to a well-known, established university.

Ms. Lauderdale presented the organic leads by the year that they were generated, showing great improvement in organic leads from 2015 to 2016-2017. Marketing and Communications continues to track the traffic on the external website; 75% of current web traffic comes from the state of Florida. Ms. Lauderdale presented a visual of the number of individuals that currently visit FLPoly.org based on which states or continents they are from..

Ms. Lauderdale explained the history of the University's branding. Over the past months, the University has been going through a comprehensive exercise to create a new brand which mirrors the identity of the University and has included the input of students, faculty, and staff with the help of a hired consultant. The new brand is scheduled to launch August 1, 2017 to coincide with the University's fourth academic year. Ms. Lauderdale explained various strategies that the Marketing team has been implementing to strengthen brand awareness, such as releasing student and faculty stories that highlight academic achievement and research. Another component of the strategy is to build a long-term connection with potential students and partners.

Ms. Lauderdale reported that based on a survey that was conducted with the input of students, staff, and faculty regarding the customer satisfaction of the external website on various elements, the Marketing and Communications team is taking steps to improve the accessibility of requested information.

STEMstudy.com is a website Florida Poly launched to engage students in their high school career. Crystal reported that traffic to this site has increased, and there are over 1,000 application downloads. This is allowing Florida Poly to connect with potential students and lead them to flpoly.org.

Ms. Lauderdale briefly presented a chart showing other strategies that the Marketing and Communications team is currently working on.

Trustee Mark Bostick inquired as to when FLPoly.org will become FLPoly.edu. Ms. Lauderdale stated that once the University becomes accredited, the switch will be made over to FLPoly.edu. The University is hopeful that the new domain will be able to launch at the same time as the new brand and logo.

X. Closing Remarks and Adjournment

With no further business to discuss, the Strategic Planning Committee meeting adjourned at 2:48 p.m.