

Florida Polytechnic University
Board of Trustees

Strategic Planning Committee Meeting

MEETING MINUTES

Wednesday, September 5, 2018
11:30 AM-12:30 PM

Florida Polytechnic University
Student Development Center
4700 Research Way, Lakeland, FL 33805

I. Call to Order

Committee Vice Chair Cliff Otto called the Strategic Planning Committee meeting to order at 11:00 a.m.

II. Roll Call

Michele Rush called the roll: Vice-Chair Cliff Otto, Trustee Adrienne Perry, Trustee Louis Saco, Trustee Dick Hallion and Trustee Travis Hills were present (Quorum).

Staff present: President Randy Avent, Ms. Gina Delulio, Mr. Rick Maxey, Ms. Kathy Mizereck, Mrs. Maggie Mariucci, Ms. Laura Neff-Henderson, Mrs. Kim Abels, Ms. Sherri Pavlik, and Ms. Michele Rush were present.

III. Public Comment

There were no requests received for public comment.

IV. Approval of the May 22, 2018 Minutes

Trustee Dick Hallion made a motion to approve the Strategic Planning Committee meeting minutes of May 22, 2018. Trustee Louis Saco seconded the motion; a vote was taken, and the motion passed unanimously.

V. Strategic Planning Committee Charter Review

The Committee Charter was reviewed and no changes were recommended.

Trustee Dick Hallion made a motion to approve the Strategic Planning Committee Charter. Trustee Louis Saco seconded the motion; a vote was taken, and the motion passed unanimously.

VI. 2018—2020 Strategic Planning Committee Work Plan Review

The Committee Work Plan for 2018 – 2020 was reviewed and no changes were recommended.

Trustee Dick Hallion made a motion to approve the 2018-2020 Strategic Planning Committee Work Plan. Trustee Louis Saco seconded the motion; a vote was taken, and the motion passed unanimously.

VII. Strategic Plan

President Avent reviewed the University's strategic plan which included narrative to support the goals previously adopted by the Board at its May 2018 meeting. University staff will add graphics and photographs to the plan and submit to the Board of Governors as required by BOG regulation. Three comments were given:

1. Numbers for graduate students are different between goal #1 and goal #5. President Avent stated the numbers are consistent: goal #1 is the total number of graduate students, goal #5 is the number of incoming graduate students per year.
2. Trustee Philip Dur requested inclusion of a statement that a priority of the University is to add new programs that don't exist at other universities. Chair Wilson suggested adding a sentence and composed the following: "New programs will be chosen to complement and strengthen existing programs, to support identified needs in underserved industries, and to create new industries."

Trustee Dick Hallion stated Trustee Dur's intent was very good as an important point was made. The additional crafted statement was good way to phrase it to achieve that end without necessarily causing problems down the road.

3. The racial diversity percentage was unclear; trustees would like the percentage to state "up to 10% diversity". Trustee Adrienne Perry proposed getting students involved in their own communities as peer-to-peer ambassadors.

Trustee Dick Hallion made a motion to recommend approval of the 2018-2022 Florida Polytechnic University Strategic Plan with the recommended changes to the Board. Trustee Adrienne Perry seconded the motion; a vote was taken, and the motion passed unanimously.

VIII. 2016 – 2017 Equity Report

Rick Maxey gave an update on the University's equity report. The report is required by BOG regulation and will be submitted on behalf of the Board of Trustees to the BOG. The report outlined the status of diversity among the student body, faculty and staff. It compared diversity at the University to that among its peers and other public universities in the State University System. The report also contained plans for addressing diversity over the coming year.

Trustee Dick Hallion made a motion to recommend approval of the 2016-2017 Equity Report to the Board. Trustee Louis Saco seconded the motion; a vote was taken, and the motion passed unanimously.

IX. University Relations Update

The Committee received a report from Maggie Mariucci and Laura Neff-Henderson on the University's efforts in marketing and communications. They outlined initiatives designed to increase the visibility of the University, strengthen its brand identity, and strengthen relationship with various media outlets. Various media outlets, including social media, internal university communications, and billboards were discussed. Crisis communications and offsite communications center Black Swan were explained. Trustee Hallion stated billboards with the image of the IST building were more striking than the billboard with the image of the student. He also requested the University logo be more prominent in the design.

Trustee Hallion asked if high school principals and academic counselors received Florida Polytechnic University information, particularly in northwest Florida. Mrs. Mariucci stated this kind of outreach is handled by the Admissions Department; University Relations works closely with Admissions in this regard. The new Florida Polytechnic University mobile app was also presented.

X. Closing Remarks and Adjournment

With no further business to discuss, the Strategic Planning Committee Meeting adjourned at 12:30 p.m.