

**FLORIDA POLYTECHNIC UNIVERSITY  
STRATEGIC PLANNING COMMITTEE MEETING**

**Florida Polytechnic University**

**Admissions Center**

**4700 Research Way**

**Lakeland, FL 33805**

**September 7, 2016 @ 3:00 PM**

I. Call to Order

Chair Don Wilson called the Strategic Planning Committee meeting to order at 3:00 p.m.

II. Roll Call

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

Other trustees present: Chair Frank Martin, Trustee Christina Drake, Trustee Richard Hallion, and Trustee Cliff Otto were present.

Staff present: President Randy Avent, Kevin Aspegren, Gina DeJulio, Crystal Lauderdale, Maggie Mariucci, Terry Parker, Rick Maxey, Dr. Kathryn Miller, Mark Mroczkowski, Dr. Elhami Nasr, Scott Rhodes and Dr. Steve Warner were present.

III. Public Comment

There were no requests received for public comment.

IV. Approval of Minutes

**Trustee Philip Dur made a motion to approve the Strategic Planning Committee meeting minutes of June 2, 2016. Trustee Bob Stork seconded the motion; a vote was taken, and the motion passed unanimously.**

V. 2016 Florida Polytechnic University Revised Work Plan

Kevin Calkins, Director of Institutional Research, presented the 2016 Florida Polytechnic University Revised Work Plan to the Board for review. Kevin stated every state university is required to submit two major reports during the year one of which is the Work Plan. These reports are presented by the University President to the Board of Governors. When the Work Plan was presented in June 2016, Florida Poly was under the impression that goals did not have to be submitted. However, the Board of Governors requested goals be added to the Work Plan. Goals have been included and the Revised Work Plan is now being brought back to the Board for approval.

A. Performance Based Funding Model

Kevin provided information relating to the State University System (SUS) Performance Based Funding Model. There are eight (8) metrics common to all SUS universities and one chosen by the Board of Trustees and the second chosen by the Board of Governors.

Kevin stated for a majority of the metrics, the information provided is actual, otherwise the University provided its best guess for the metric. Each metric is a on a 1-10 scale. Of the 10 metrics, the six year graduation rate is the most difficult to determine since it is the metric which will take Florida Poly the longest to achieve (2020). Therefore, it could be 2021 before the University can participate in the Performance Funding Model.

Kevin stated it is the University's best guess that its' score will be between 62 and 69. President Avent stated it is unfortunate the scale does not reward for areas in which Florida Poly excels. Trustee Sandra Featherman mentioned STEM programs statistically have difficulty graduating students in four years due to availability of course offerings. Kevin stated of all the SUS universities, the highest score was 84 and the lowest was 56.

B. Key Performance Indicators Not Tied to Funding

Kevin Calkins presented the teaching and learning metrics and the year in which the University anticipates achieving that metric. Kevin called attention to the fact that many of the figures provided are projections.

C. Institution Specific Goals

Kevin Calkins stated the University has the opportunity to select its own metrics. Kevin provided the following key metrics:

1. Percentage of students beginning a startup company or working in a startup
2. Number of industry partnerships providing research opportunities to students and/or faculty
3. Percentage of graduates who completed an internship program
4. FTIC targeted academic quality relative to selectivity
5. Student to faculty ratio

Kevin stated the Board of Trustees may want to consider one of these as their goal.

Trustee Philip Dur suggested adding the word "employment" to Item 2 between the words "research" and "opportunities".

D. Key Initiatives and Investments

Kevin presented the following key initiatives and investments:

1. Retention and graduation rate
2. Research infrastructure and support economic development
3. Faculty recruitment

**Trustee Philip Dur made a motion to approve the 2016 Florida Polytechnic University Revised Work Plan. Trustee Sandra Featherman seconded the motion; a vote was taken, and the motion passed unanimously.**

Kevin Calkins mentioned the University's state FTE mandate is 1244, to be reached by December 2016. Kevin stated an estimated FTE of 1279 was submitted to the Board of Governors' staff. Florida Poly has received word from the Board of Governors' office that they agree with the number and methodology used and gave the University permission to publish the 1279 FTE figure, and the University has, therefore, met the mandate.

VI. Florida Equity Report

Kevin Calkins stated another report required by Florida law and the Board of Governors is the Florida Equity Report, which is approved by each university President and the Board of Trustees. The report reviews policies and practices relating to all aspects of discrimination.

All data are compared to Florida Poly's inaugural academic year, 2014-15, which was used as a benchmark by the University.

Kevin stated there were no striking disparities; however, the following areas of improvement were identified:

1. STEM – continues to be a gender challenge
2. Presidential charge: Diversity Committee to address diversity-related data and recommend initiatives

**Trustee Sandra Featherman made a motion to approve the Florida Equity Report. Trustee Perez-Herrera seconded the motion; a vote was taken, and the motion passed unanimously.**

VII. FIPR Institute Annual Report

Dr. Brian Birky, Interim Executive Director, FIPR Institute, presented the FIPR Institute Annual Report to the Board for review and approval. The report details the following areas:

- Executive Director's Message
- Financial Report
- Community and Business Engagement
- Awards and Achievements
- Information Program
- Presentations and Publications
- New Florida Mining Projects
- Research Projects
- Students Projects

**Trustee Sandra Featherman made a motion to approve the FIPR Institute Annual Report. Trustee Henry McCance seconded the motion; a vote was taken, and the motion passed unanimously.**

VIII. Marketing and Communications Update

Crystal Lauderdale, Director of Marketing and Communications, provided the Board with an update. Areas discussed were:

- Marketing Funnel
- Primary Objectives
  - Build brand awareness and affinity
  - Generate leads for recruitment and advancement
  - Facilitate, support internal communication
- Performance Measures
  - Website traffic
  - Inquiries, app, registration
  - Social media engagement
  - Media hits and sentiment
  - Internal communications surveys

Crystal also mentioned work is being done on the University logo along with brand identity development.

Trustee Sandra Featherman asked if the new student intranet is being monitored for content. Crystal stated the site is monitored, but not censored unless content is obscene, threatening or defamatory.

Crystal stated crisis communication plans and policies are being updated regularly and that training exercises will continue in 2016-17. Communication policies are also being updated.

With no further business to discuss, the Strategic Planning Committee meeting adjourned at 4:05 p.m.