



FLORIDA POLYTECHNIC
UNIVERSITY

Board of Trustees Meeting

Tuesday, February 25, 2020, 1:00-1:15 PM, and
Wednesday, February 26, 2020, 10:30 AM - 12:00 PM
Or upon conclusion of the Board Workshop

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

Dial In Number: 415-655-0001 | Access Code: 647 881 512#

Don Wilson, Chair
Dr. Victoria Astley
Ryan Perez
Dr. Adrienne Perry
Gary C. Wendt

Cliff Otto, Vice Chair
Rear Admiral Philip Dur
Frank Martin
Dr. Louis Saco

Mark Bostick
Dr. W. Earl Sasser
Henry McCance
Bob Stork

AGENDA Tuesday, February 25, 2020

- | | |
|---|-------------------|
| I. Call to Order | Don Wilson, Chair |
| II. Roll Call | Kristen Wharton |
| III. Public Comment | Don Wilson, Chair |
| IV. Statement by the Florida Polytechnic University Board of Trustees opposing consolidation with the University of Florida
<i>*Action Required*</i> | Don Wilson, Chair |
| V. Recess Meeting | Don Wilson, Chair |

Wednesday, February 26, 2020

- | | |
|---|---------------------------|
| VI. Reconvene Meeting and Call to Order | Don Wilson, Chair |
| VII. Roll Call | Kristen Wharton |
| VIII. Public Comment | Don Wilson, Chair |
| IX. Chairman's Remarks | Don Wilson, Chair |
| X. President's Remarks | Randy K. Avent, President |

- | | |
|--|--|
| <p>XI. University Relations: Marketing & Communications Update</p> | <p>Maggie Mariucci, AVP
University Relations</p> |
| <p>XII. University Police: Active Assailant Protocol</p> | <p>Rick Holland, Chief of Police
University Police Department</p> |
| <p>XIII. Faculty Presentation</p> | <p>Dr. Reinaldo Sanchez-Arias,
Assistant Professor, Data
Science and Business Analytics</p> |
| <p>XIV. Student Presentation</p> | <p>Vamsi Hanumanthu, Senior
Computer Science: Information
Assurance & Cyber Security</p> |
| <p>XV. Consent Agenda
 Action Required</p> <p>A. Academic & Student Affairs Committee
 1. Approve Regulation FPU-2.001 Admission to the University and Appeal Process – General</p> <p>B. Governance Committee
 1. Approve Regulation FPU-1.01 Service of Process</p> <p>C. Audit & Compliance Committee
 1. Approve the Foundation Financial Audit FYE 6/30/19
 2. Approve the Crowe Internal Management and Accounting Control and Business Process Assessment (November 2019)</p> <p>D. Finance & Facilities Committee
 1. Resolution for Signature Authority on Depository Accounts</p> <p>E. Board of Trustees
 1. Approve the December 11, 2019 Board of Trustees Meeting Minutes</p> | <p>Don Wilson, Chair</p> |
| <p>XVI. Committee Reports</p> <p>A. Academic and Student Affairs Committee</p> <p>B. Governance Committee</p> <p>C. Finance & Facilities Committee
 Action Required</p> <p>1. Skanska Construction Contract <i>(if passed in committee)</i></p> <p>D. Strategic Planning Committee</p> | <p>Dr. Adrienne Perry</p> <p>Rear Admiral Philip Dur</p> <p>Frank T. Martin</p> <p>Mark Bostick</p> |

E. Audit & Compliance Committee

Gary C. Wendt

XVII. Board of Trustees Meetings

Don Wilson, Chair

- May 19-20, 2020
- September 8-9, 2020
- December 8-9, 2020
- February 16-17, 2021
- May 18-19, 2021
- September 14-15, 2021
- December 7-8, 2021

XVIII. Board of Governors' Meetings

Don Wilson, Chair

- March 24-25, 2020 (USF, Tampa)
- May 5, 2020 (Conference Call)
- June 23-25, 2020 (UCF, Orlando)
- September 16-17, 2020 (UWF, Pensacola)
- October 6-7, 2020 Facilities Committee, Budget and Finance Committee Workshops (USF, Tampa)
- November 4-5, 2020 (UNF, Jacksonville)

XIX. Closing Remarks and Adjournment

Don Wilson, Chair

Florida Polytechnic University
Board of Trustees
Finance and Facilities Committee
February 25, 2020

Subject: Approval of Contracts over \$500,000

Proposed Committee Action

Recommend approval of Skanska USA Building Inc. (Skanska), Guaranteed Maximum Price Phase II ("GMP 02"), in the amount of \$17.7M, for Applied Research Center construction contract.

Background Information

All contracts greater than or equal to \$500,000 must be approved by the Florida Polytechnic University Board of Trustees. The University recommends approval of GMP 02 to the Construction Management Agreement with Skanska for mechanical, electrical, plumbing and fireproofing (MEPF) & exterior skin (Building Shell) of the Applied Research Center.

Supporting Documentation: Please see supporting documentation under "Finance & Facilities Committee"

Prepared by: Mark Mroczkowski, Vice President and CFO



**FLORIDA POLYTECHNIC
UNIVERSITY**

University Relations Update

University Relations Team

February 25, 2020

Communications operates four plans:

- **General Communications**
- **Office of the President Communications**
- **Internal Communications**
- **Crisis Communications**



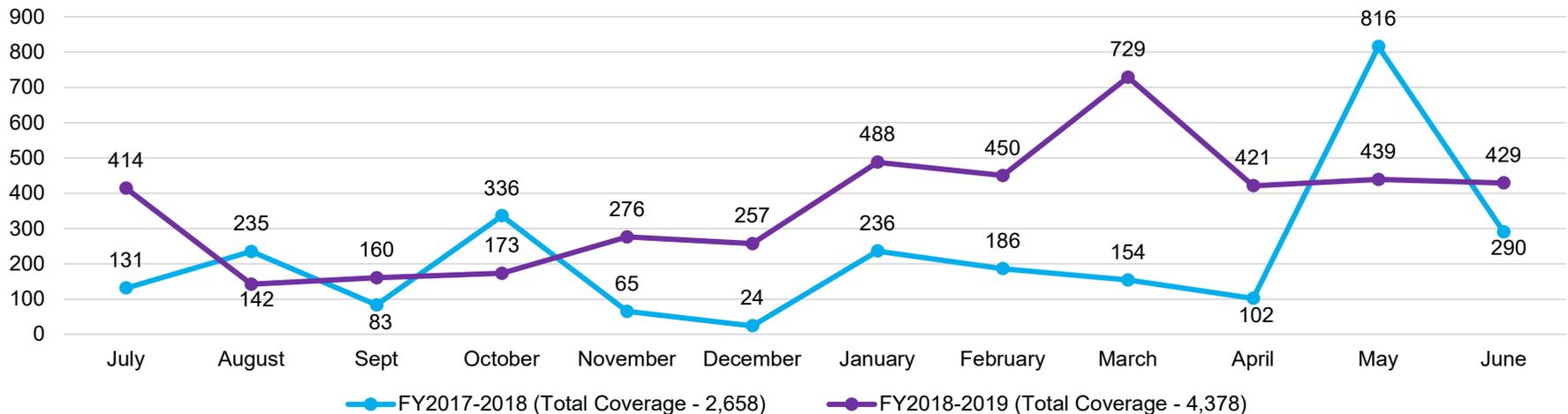
General Communications

- **Media relations**

- Send at least one press release per week
- Create media opportunities on campus
- Utilize news distribution services
- Monitor media exposure daily

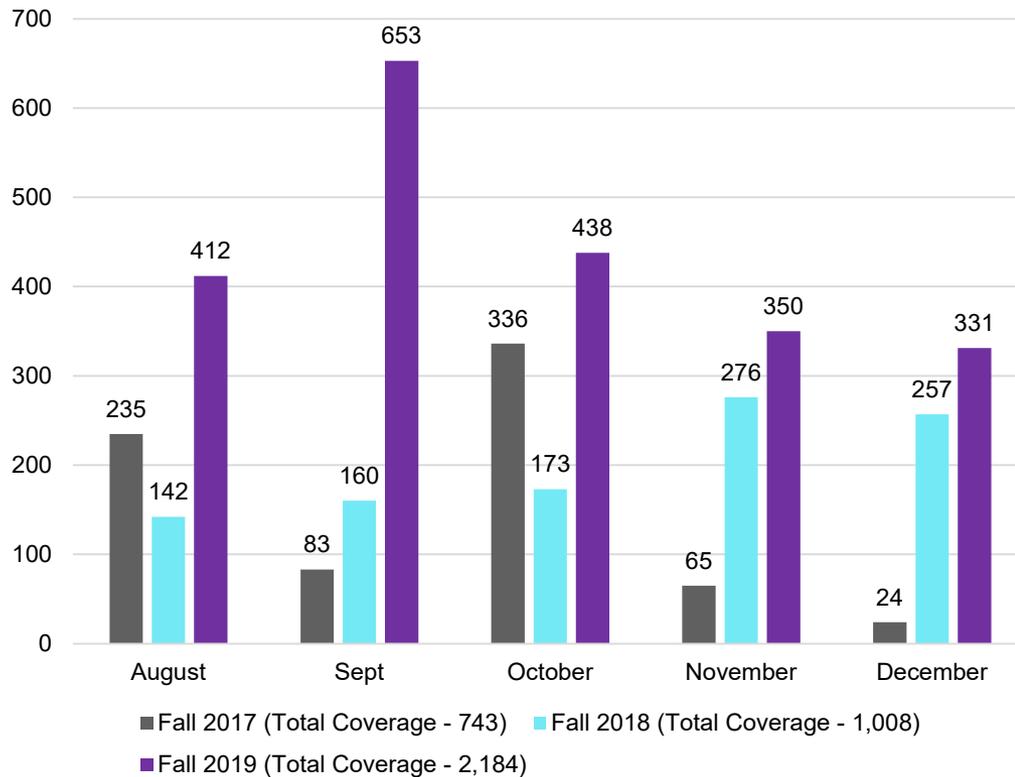


Total Coverage - FY 17-18 & FY 18-19

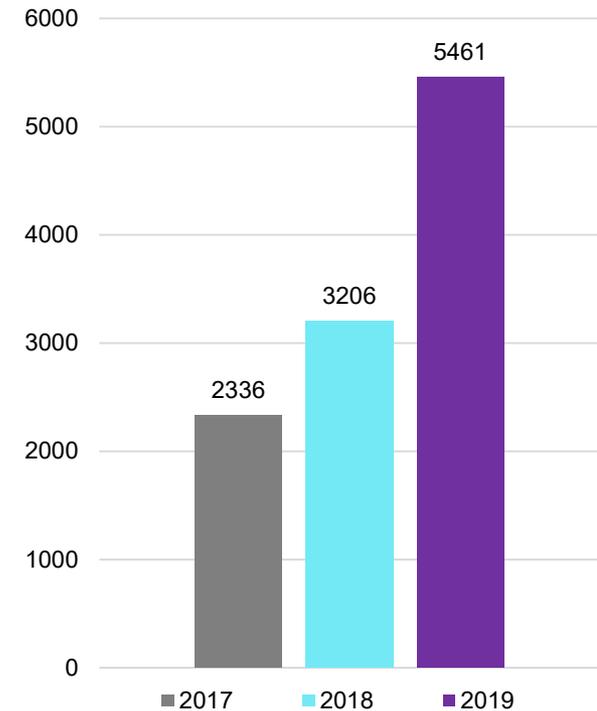


General Communications

Fall Media Coverage



Yearly Total Media Coverage



Florida Poly wins big at annual computer science competition



National Science Foundation Grant Extends Autonomous Vehicle Research at Florida Poly



Florida Poly students show off dozens of video games they built



Freshman applications are on the rise at Florida Polytechnic University



Florida Poly's entrepreneurship program gets international nod alongside Harvard, Penn State 🗝️



Florida Poly junior shocks video gaming world by winning EA Sports Madden NFL 19 Challenge



Keeping up with market demand, Florida Poly adds three new engineering degree programs



- **Content**

- Manage content calendar
- 165 total stories in 2019 for an average of 14 stories per month
- Positive stories about:
 - ✓ *University achievements*
 - ✓ *Growth*
 - ✓ *Research and grants*
 - ✓ *Student and faculty accomplishments*
 - ✓ *Student life*
 - ✓ *Entrepreneurship*
 - ✓ *Capstone design projects*
 - ✓ *Industry interaction*
 - ✓ *Student, faculty and employee features*
 - ✓ *Alumni*



- **Where does all this content go?**
 - ✓ University website
 - ✓ Social media
 - ✓ Newsletters
 - *News_Bytes (general community)*
 - *IQ-Industry Quarterly (industry)*
 - *Capitol Update (Tallahassee)*
 - *Florida Poly Highlights*
 - ✓ Marketing pieces for other departments



Office of the President Communications Plan

Generate new content for the Office of the President to raise Dr. Randy Avent's profile throughout Florida.

- **Social media**

- Increased the President's social media presence by 3%

- ✓ **Twitter:** up from 33,860 (FY18) to 34,875 (FY19)

- ✓ **Instagram:** up from 6,898 (FY18) to 7,104 (FY19)



 | Instagram



- More coverage of campus interactions



- **More video content**

- Around Florida Poly in 60 seconds
- Welcome back students messages
- Toy drive
- End of year
- Fun facts
- Incorporated Mrs. Terri Avent



- **More internal communications from the President**

- Welcome video for new employees with Dr. Randy Avent
- Increased positive emails:
 - ✓ Congratulatory messages
 - ✓ Announcements
 - ✓ Holidays
 - ✓ Calendar celebrations such as:
 - *Black History Month*
 - *Women History Month*
 - *Hispanic Heritage Month*



Internal Communications Plan

- **Campus Conversations**
 - *Twice per semester*
- **Weekly Phoenix**
 - *Student edition*
 - *Faculty/staff edition*
- **Florida Poly Highlights**
 - *Weekly newsletter*
- Campus-wide events and pop-up events
- End-of-year video
- Welcome video for new employees with Dr. Randy Avent
- Increased internal communications via email



Crisis Communications

Crisis Communications Plan

- Plan and execute two **crisis-training drills** per year
 - *Early summer and late fall*
- Review and update the **Crisis Communications Plan**
 - *Twice per year*
- Created **Fast Five**
- Attend state and regional PIO meetings and conferences
- Attend SUS communicators meetings
- **Maintain strong partnership with Florida Poly Police Department**



Communications

The End



Questions?



Marketing

- **Advertising**
- **Brand management**
- **Email campaigns**
- **Email newsletters**
- **Social media**
- **Graphic design**
- **Websites**
- **Mobile app**
- **Graphic design**
- **Photography**
- **Videography**
- **Promotional merchandise**
- **Event support**

Marketing: Advertising

- **Focus: High-level state-wide awareness and branding**
- **Current placements include:**
 - **Television**
 - WFLA Channel 8
 - Spectrum
 - **Radio**
 - Florida Public Media (NPR)
 - **Environmental**
 - Billboards
 - Waze
 - **Social Media**
 - Facebook, Instagram, LinkedIn, GoogleAds/YouTube, Twitter
 - **Online/digital/print**
 - Chronicle of Higher Education
 - USA Today
 - American Airlines
 - Influence Magazine
 - Florida Trend
 - FloridaPolitics.com
 - Tampa Bay Business Journal
 - Lakelander Magazine
 - Orlando City Magazine
 - Statewide education guides
 - **Community Sponsorships**
 - NAACP
 - MADD Walk
 - Florida Tropics
 - Synapse
 - Emerge

Marketing: Advertising



FLORIDA POLYTECHNIC UNIVERSITY

IT'S BEEN A

GREAT YEAR

AT FLORIDA POLY, AND WE'RE

PROUD

TO BE #LAKELANDMADE

FLORIDAPOLY.EDU/LAKELANDMADE



Florida Poly Receives

ABET

ACCREDITATION



FLORIDA POLYTECHNIC UNIVERSITY

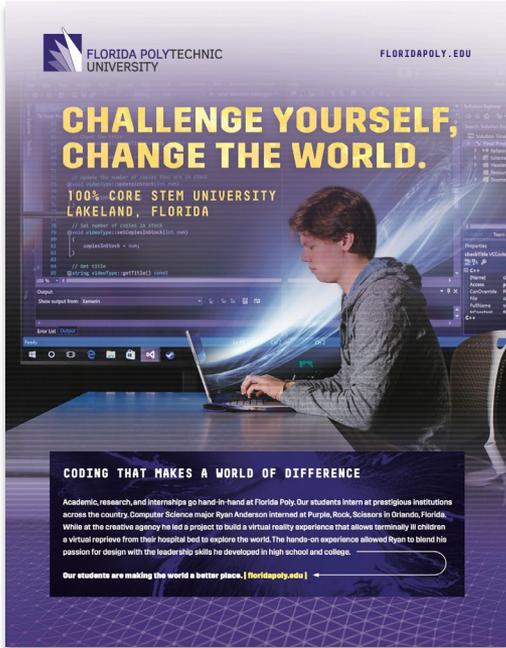



FLORIDA POLYTECHNIC UNIVERSITY

HIGHER EDUCATION

REIMAGINED

Marketing: Advertising



FLORIDA POLYTECHNIC UNIVERSITY FLORIDAPOLY.EDU

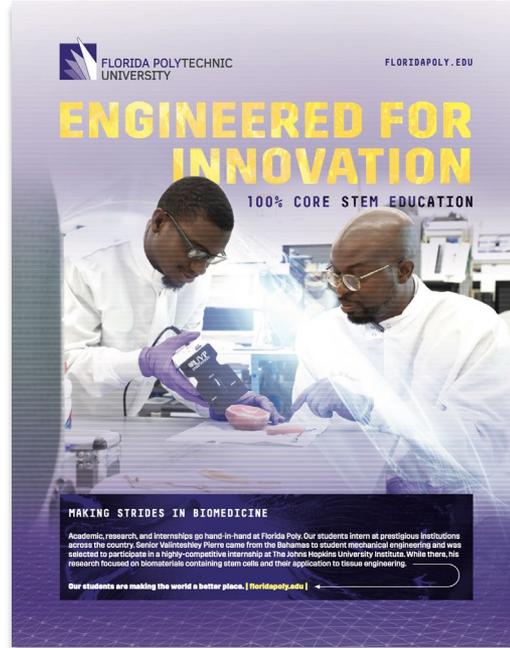
CHALLENGE YOURSELF, CHANGE THE WORLD.

100% CORE STEM UNIVERSITY
LAKELAND, FLORIDA

CODING THAT MAKES A WORLD OF DIFFERENCE

Academic, research, and internships go hand-in-hand at Florida Poly. Our students intern at prestigious institutions across the country. Computer Science major Ryan Anderson interned at Purple, Rock, Scissors in Orlando, Florida. While at the creative agency he led a project to build a virtual reality experience that allows terminally ill children a virtual reprieve from their hospital bed to explore the world. The hands-on experience allowed Ryan to blend his passion for design with the leadership skills he developed in high school and college.

Our students are making the world a better place. | floridapoly.edu



FLORIDA POLYTECHNIC UNIVERSITY FLORIDAPOLY.EDU

ENGINEERED FOR INNOVATION

100% CORE STEM EDUCATION

MAKING STRIDES IN BIOMEDICINE

Academic, research, and internships go hand-in-hand at Florida Poly. Our students intern at prestigious institutions across the country. Senior Veterinary Pierra came from the Bahamas to student mechanical engineering and was selected to participate in a highly-competitive internship at The Johns Hopkins University Institute. While there, his research focused on biomaterials containing stem cells and their application to tissue engineering.

Our students are making the world a better place. | floridapoly.edu



FLORIDA POLYTECHNIC UNIVERSITY FLORIDAPOLY.EDU

ENGINEERED FOR INNOVATION

100% CORE STEM EDUCATION

CODING THE NEXT EPIC UNIVERSE

Academic, research, and internships go hand-in-hand at Florida Poly. Our students intern at prestigious institutions across the country. Computer Science senior Celeste Ramirez interned at animation powerhouse Steamroller Studios in Eustis, FL. While there, she worked alongside some of the nation's leading animators to develop video games. The hands-on experience allowed her to blend her passion for the arts and her love of coding.

Our students are making the world a better place. | floridapoly.edu



FLORIDA POLYTECHNIC UNIVERSITY

CODING A BETTER WORLD

100% CORE STEM EDUCATION | LAKELAND, FLORIDA



FLORIDA POLYTECHNIC UNIVERSITY

CODER? SOFTWARE ENGINEER? ANALYST? IT ALL STARTS HERE.

100% CORE STEM EDUCATION
LAKELAND, FLORIDA



FLORIDA POLYTECHNIC UNIVERSITY

SECURING INFORMATION FOR THE NEXT GENERATION

100% CORE STEM EDUCATION
LAKELAND, FLORIDA



FLORIDA POLYTECHNIC UNIVERSITY

ENGINEERED FOR INNOVATION

100% CORE STEM EDUCATION



FLORIDA POLYTECHNIC UNIVERSITY

ENGINEERED FOR INNOVATION

100% CORE STEM EDUCATION



FLORIDA POLYTECHNIC UNIVERSITY

ENGINEERED FOR INNOVATION

100% CORE STEM EDUCATION

Marketing: Graphic Design

- Average 50 tickets per month



HIGHER EDUCATION REIMAGINED

DEGREES THAT PROPEL THE FUTURE

MASTER'S DEGREES

BACHELOR'S DEGREES

Florida Poly is committed to the highest quality of education and to providing students with the skills and knowledge they need to succeed in the workforce.



Dear [insert First Name],

Florida Polytechnic University is excited to have you as a member of our community. We are committed to providing you with the highest quality of education and to providing students with the skills and knowledge they need to succeed in the workforce.

Key Economic Impact:

The annual economic activity is sufficient to support 2,200 jobs and generate an average of \$1.5 million in income for the community.

YES! It will be a #Changemaker to Florida Poly students:

Name: _____ Spouse Name: _____ Business: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Email: _____ Telephone: _____ Mobile Phone: _____

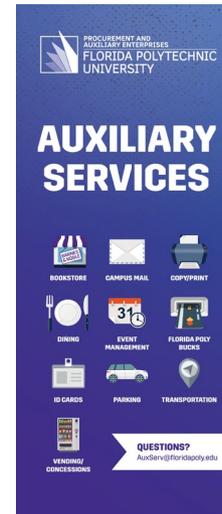


FLORIDA POLYTECHNIC UNIVERSITY

SPRING 2020

CAMPUS EVENTS

February 13, 2020



PROCUREMENT AND AUXILIARY ENTERPRISES
FLORIDA POLYTECHNIC UNIVERSITY

AUXILIARY SERVICES

- BOOKSTORE
- CAMPUS MAIL
- COPY/PRINT
- DINING
- EVENT MANAGEMENT
- FLORIDA POLY BUNKS
- ID CARDS
- PARKING
- TRANSPORTATION
- VENDING CONCESSIONS

QUESTIONS?
AuxServ@floridapoly.edu



Carrot Souffle

We're thankful for you!

Carrot Souffle

On behalf of the Florida Polytechnic University family,
Happy Thanksgiving!
President Randy G. Mc Tern Averb

FLORIDA POLYTECHNIC UNIVERSITY



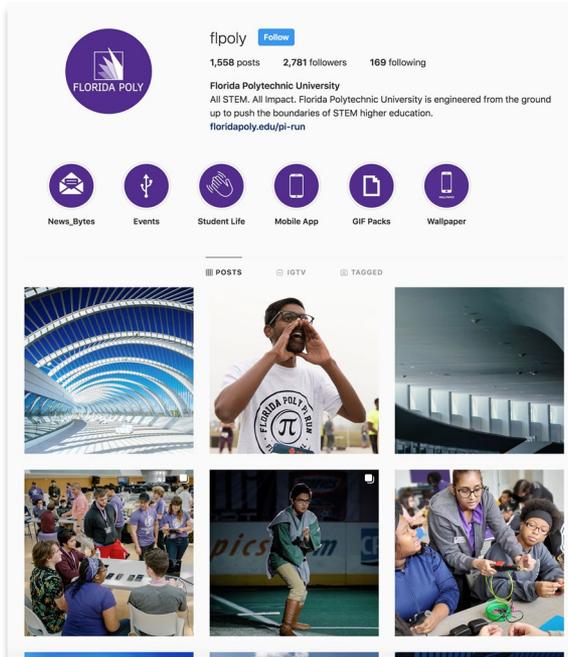
MISSION Accomplished

ABET ACCREDITATION CELEBRATION



FLORIDA POLYTECHNIC UNIVERSITY FOUNDATION.

Marketing: Social Media



fipoly Follow

1,568 posts 2,781 followers 169 following

Florida Polytechnic University
All STEM. All Impact. Florida Polytechnic University is engineered from the ground up to push the boundaries of STEM higher education. floridapoly.edu/pi-run

News_Bytes Events Student Life Mobile App GIF Packs Wallpaper

POSTS

Grid of 6 images showing campus architecture, students, and events.



Florida Polytechnic University
@FLPolyU

All STEM. All Impact. Florida Polytechnic University is engineered from the ground up to push the boundaries of STEM education.

Lakeland, FL floridapoly.edu Joined April 2013

1,135 Following 2,790 Followers

Tweets Tweets & replies Media Likes

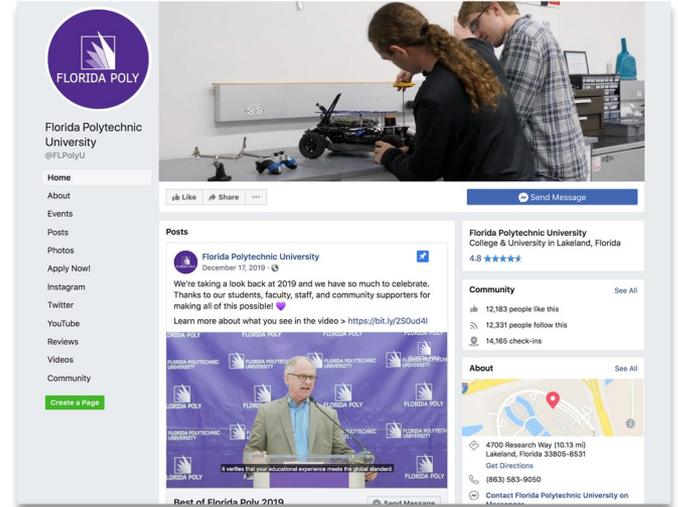
Pinned Tweet

Florida Polytechnic University @FLPolyU · Jan 13
Join us for the first-ever #FLPoly and eMerge Americas startup pitch night!

February 10, 2020
4-6 p.m.
@FLPolyU in partnership with @eMergeAmericas

Reserve Your Seat zurl.co/MsVF

STARTUP PITCH NIGHT



Florida Polytechnic University
@FLPolyU

Home About Events Posts Photos Apply Now! Instagram Twitter YouTube Reviews Community

Posts

December 17, 2019 · 🌐

We're taking a look back at 2019 and we have so much to celebrate. Thanks to our students, faculty, staff, and community supporters for making all of this possible! 🎉

Learn more about what you see in the video > <https://bit.ly/250ud4t>

Best of Florida Poly 2019

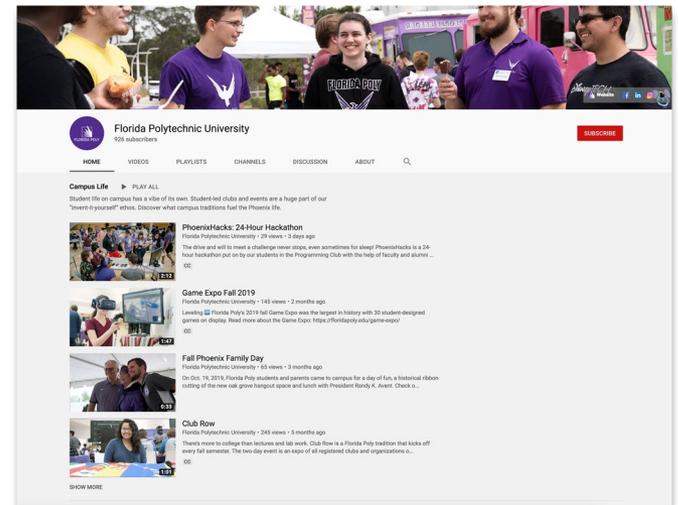
Community

4.8 ★★★★★

12,183 people like this
12,331 people follow this
14,166 check-ins

About

4700 Research Way (10.13 mi)
Lakeland, Florida 33805-8531
Get Directions
(883) 583-9050
Contact Florida Polytechnic University on Messenger



Florida Polytechnic University
100 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Campus Life ▶ PLAY ALL

Student life on campus has a vide of its own. Student-led clubs and events are a huge part of our "invent-by-contrast" ethos. Discover what campus traditions fast the Phoenix life.

PhoenixHacks: 24-Hour Hackathon
Florida Polytechnic University · 27 views · 2 days ago

The drive and will to meet a challenge never stops, even sometimes for sleep! PhoenixHacks is a 24-hour hackathon put on by our students in the Programming Club with the help of faculty and alumni...

Game Expo Fall 2019
Florida Polytechnic University · 144 views · 2 months ago

Leading Florida Poly's 2019 Fall Game Expo was the largest in history with 30 student-designed games on display. Read more about the Game Expo: http://floridapoly.edu/gameexpo

Fall Phoenix Family Day
Florida Polytechnic University · 165 views · 3 months ago

On Oct. 19, 2019, Florida Poly students and parents came to campus for a day of fun, a historical ribbon cutting of the new oak grove hangout space and lunch with President Randy K. Asent. Check o...

Club Row
Florida Polytechnic University · 245 views · 5 months ago

There's more to college than lectures and lab work. Club Row is a Florida Poly tradition that takes off every fall semester. The two-day event is an expo of all registered clubs and organizations...

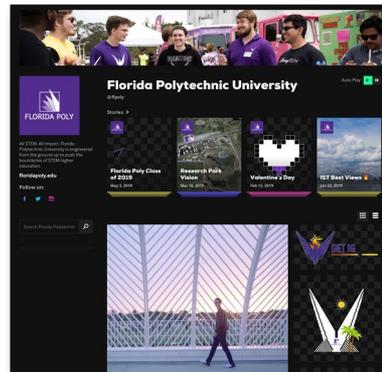


LinkedIn Jobs Florida Polytechnic University Tampa, FL

Florida Polytechnic University
Higher Education
Lakeland, FL · 4,632 followers

See alumni Follow

View all open jobs
View all 359 employees

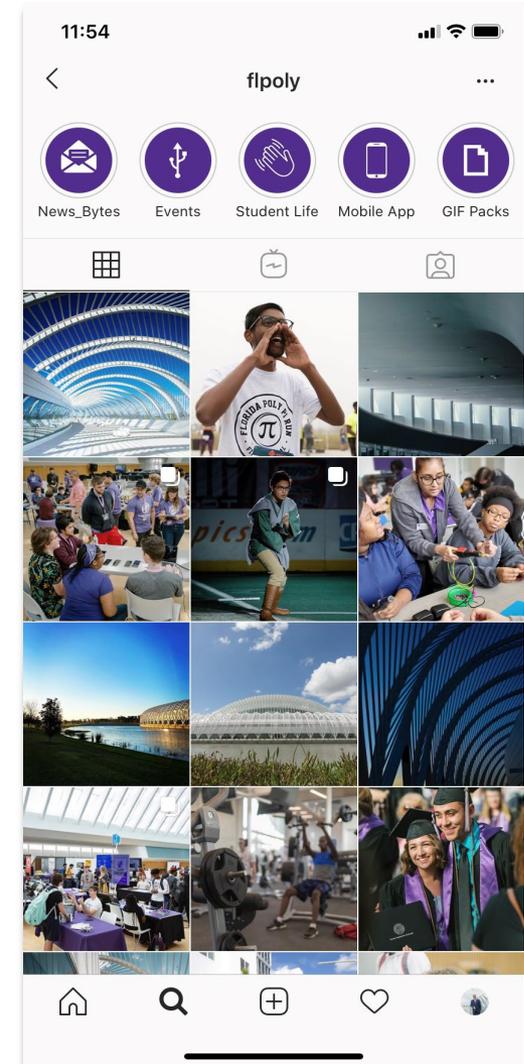


Florida Polytechnic University

Florida Poly Cares of 2019
Research Park Videos
Valentine's Day
137 Best Views of 2019

Marketing: Social Media

- **Develop and execute a social media strategy to increase institutional visibility and build awareness**
 - Implemented an organic and paid strategy to support the University's strategic plan, historical milestones, and culture.
 - Created platform specific content to increase engagement and awareness.

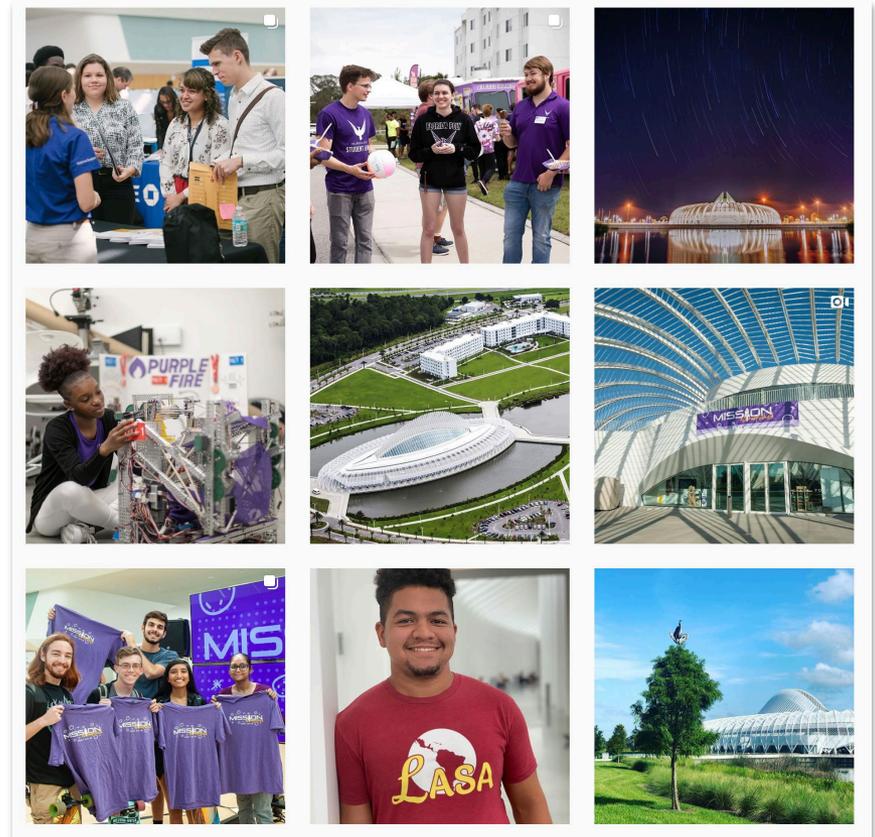


Marketing: Social Media

- **Increasing University's social media followers (YOY)**
 - Facebook: +3.69%
 - Instagram: +22.16%
 - LinkedIn: +13.97%
 - Twitter: +6.37%
 - YouTube: +16.35%
- **Increasing reach and awareness of University's digital communities (from last two years to date)**
 - Facebook: 9.5M
 - Instagram: 388K
 - LinkedIn: 220K
 - Twitter: 3.1M
 - YouTube: 293K

Marketing: Social Media

- **Create social media content that fosters brand authenticity, affinity, and culture.**
 - Implemented and trained 13 students to “takeover” the University’s Instagram Stories to show our audiences what their life is like as a student at Florida Poly.
 - Strategically produced over 35+ videos that showcase the University’s culture, student life, and historical milestones.



Marketing: Social Media

- **Life of a Phoenix: weekly takeovers**
- **Content that captures culture:**
 - ABET Accreditation Celebration
 - Holiday baking with Terri Avent
 - Florida PolyCon
 - Capstone Design Showcase
 - Club Row
 - Game Expo
 - Purple Fire Week
 - Phoenix Family Day



Holiday Baking with Terri Avent



Game Expo Fall 2019



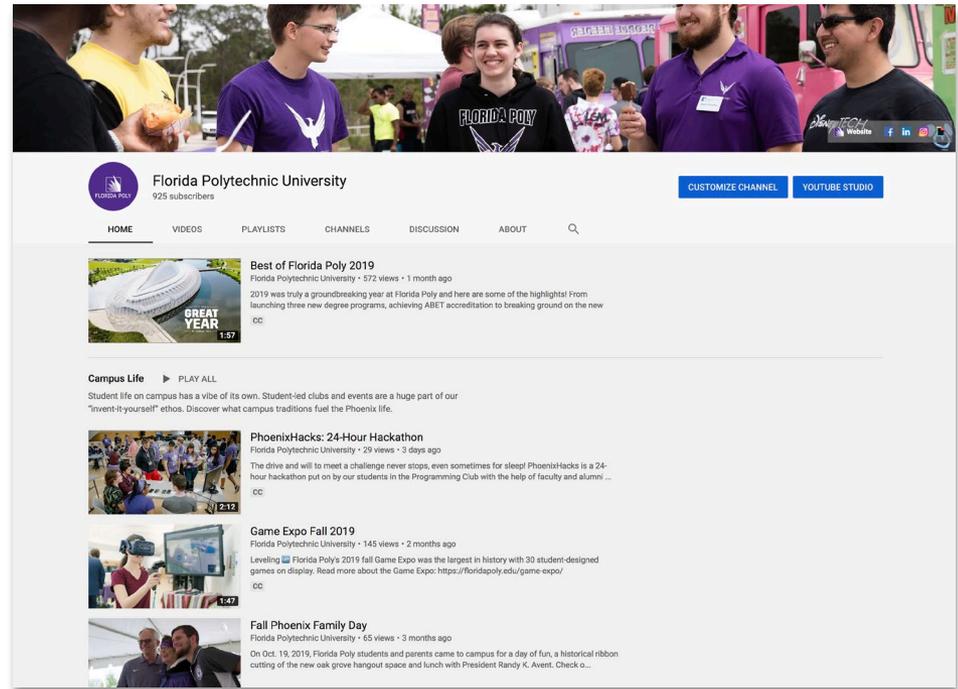
ABET Accreditation

Marketing: Social Media

- **Develop and share content that increase traffic to the University's website**
 - Developed and positioned content for each specific channel through meeting user expectations and behavior for each platform.
- **Growth in website traffic through social media efforts**
 - **+16.41%** increase website sessions originating from the University's social platforms over last year.
 - Increase in website sessions per social media channel
 - Facebook: **+62.08%**
 - LinkedIn: **+74.64%**
 - Twitter: **+75.88%**
 - YouTube: **+2,322%**
 - Instagram inpost: **+83.72%**

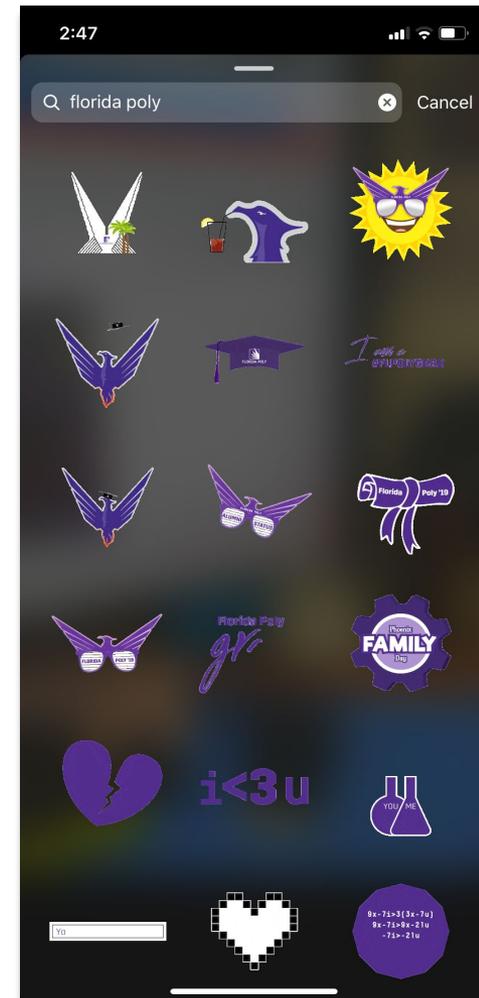
- **Example**

- Repositioned University's YouTube channel landing page
- Increase channel's subscribers by **+16.3%** over last year
- Lead to a **+2,322%** increase in website traffic over last year



Marketing: Social Media

- **Social media trends**
- **Creating more digital assets to encourage more user generated social content**
- **Social media content that highlights brand awareness, the student experience, and academic prestige.**





FLORIDA POLY

Marketing: Website

2017

FLORIDA POLYTECHNIC UNIVERSITY

INSPIRED BY OPPORTUNITY. FUELED FROM WITHIN.

2 COLLEGES. 8 DEGREES. ALL FOCUS.

INNOVATORS AT OUR CORE.

WE'RE DRIVEN TO BE THE NEXT. THE FIRST THE ONLY.

Events: Summer A/C Classes Begin, Memorial Day - No Classes

Apply Now: Apply Now, Apply Now

Events: Spring Career Fair, Graduation Day Celebration, Spring Break - No Classes

Instagram: [Image of students]

VISIT APPLY CAREERS GIVE

STATEMENTS: Mission Statement, Vision Statement, Accreditation, Leadership, University Policies

OFFICE: 1100 University Blvd., Lakeland, FL 33801-5000

PHONE: 888.888.8888

EMAIL: info@floridapoly.edu

FLORIDA POLYTECHNIC UNIVERSITY

2018

FLORIDA POLYTECHNIC UNIVERSITY

2018 SPRING COMMENCEMENT

Congratulations Graduates

News: Hundreds of graduates soar to success during second four-year class commencement

Events: Summer A/C Classes Begin, Memorial Day - No Classes

Events: @FLPOLYU

0 Degrees. All STEM Focused.

ALUM FINDS TECH SUCCESS WITH \$120K FACEBOOK PARTNERSHIP

Spring Career Fair, Graduation Day Celebration, Spring Break - No Classes

Instagram: [Image of graduates]

VISIT APPLY CAREERS GIVE

STATEMENTS: Office of the President, Academic Affairs, Student Services, University Policies, External Relations

OFFICE: 1100 University Blvd., Lakeland, FL 33801-5000

PHONE: 888.888.8888

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FLORIDA POLYTECHNIC UNIVERSITY

2019

FLORIDA POLYTECHNIC UNIVERSITY

FLORIDA POLYTECHNIC UNIVERSITY

BUILT FOR INNOVATION

STEM Degrees That Fuel Innovation

News: Alum finds tech success with \$120K Facebook partnership

Events: Spring Career Fair, Graduation Day Celebration, Spring Break - No Classes

Instagram: [Image of graduates]

VISIT APPLY CAREERS GIVE

STATEMENTS: Office of the President, Academic Affairs, Student Services, University Policies, External Relations

OFFICE: 1100 University Blvd., Lakeland, FL 33801-5000

PHONE: 888.888.8888

EMAIL: info@floridapoly.edu

FLORIDA POLYTECHNIC UNIVERSITY

Marketing: Current Website

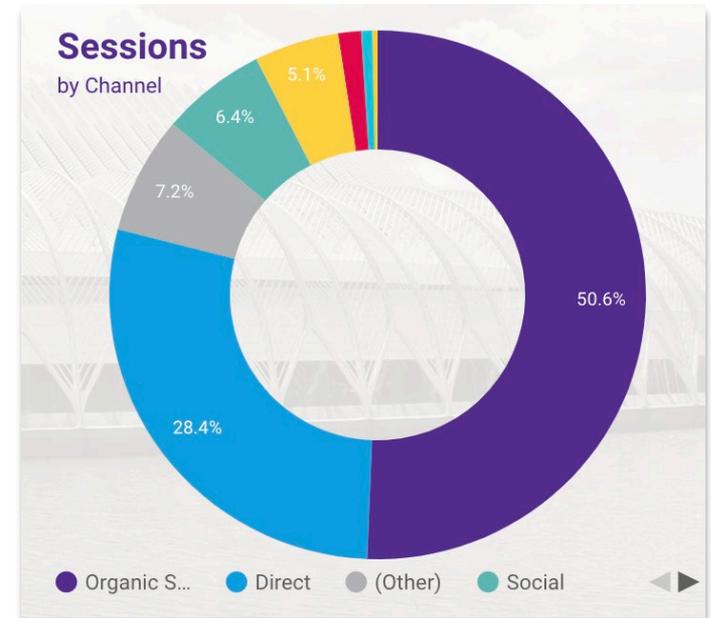
July 1, 2019- Jan. 31, 2020 (compared to previous year)

Total Traffic

- Users – 245,838 (up 31.7%)
- New users – 240,338 (up 32.8%)
- Pageviews – 888,976 (up 6.4%)

Organic Search Traffic

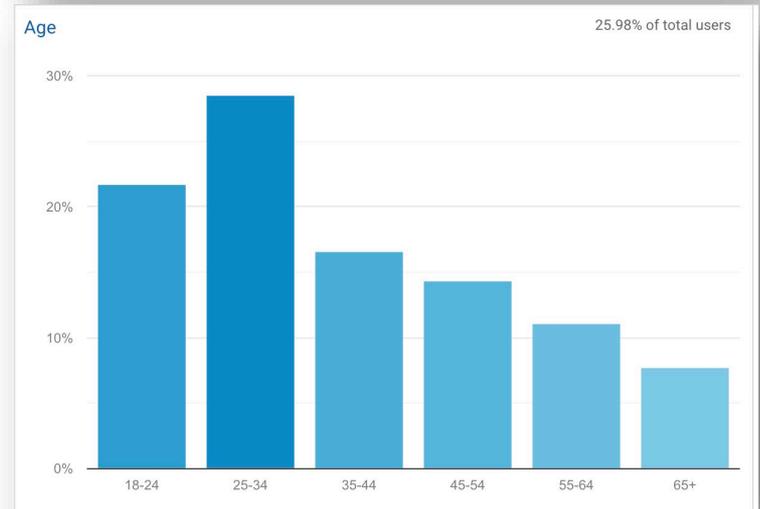
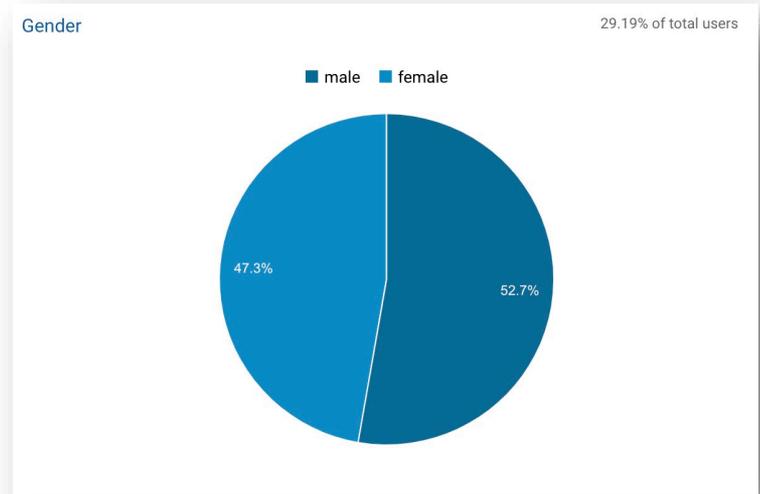
- Users – 107,642 (up 7.5%)
- New users – 99,667 (up 6.6%)
- Sessions – 206,582 (up 3.4%)
- Pageviews – 542,537 (down .7%)



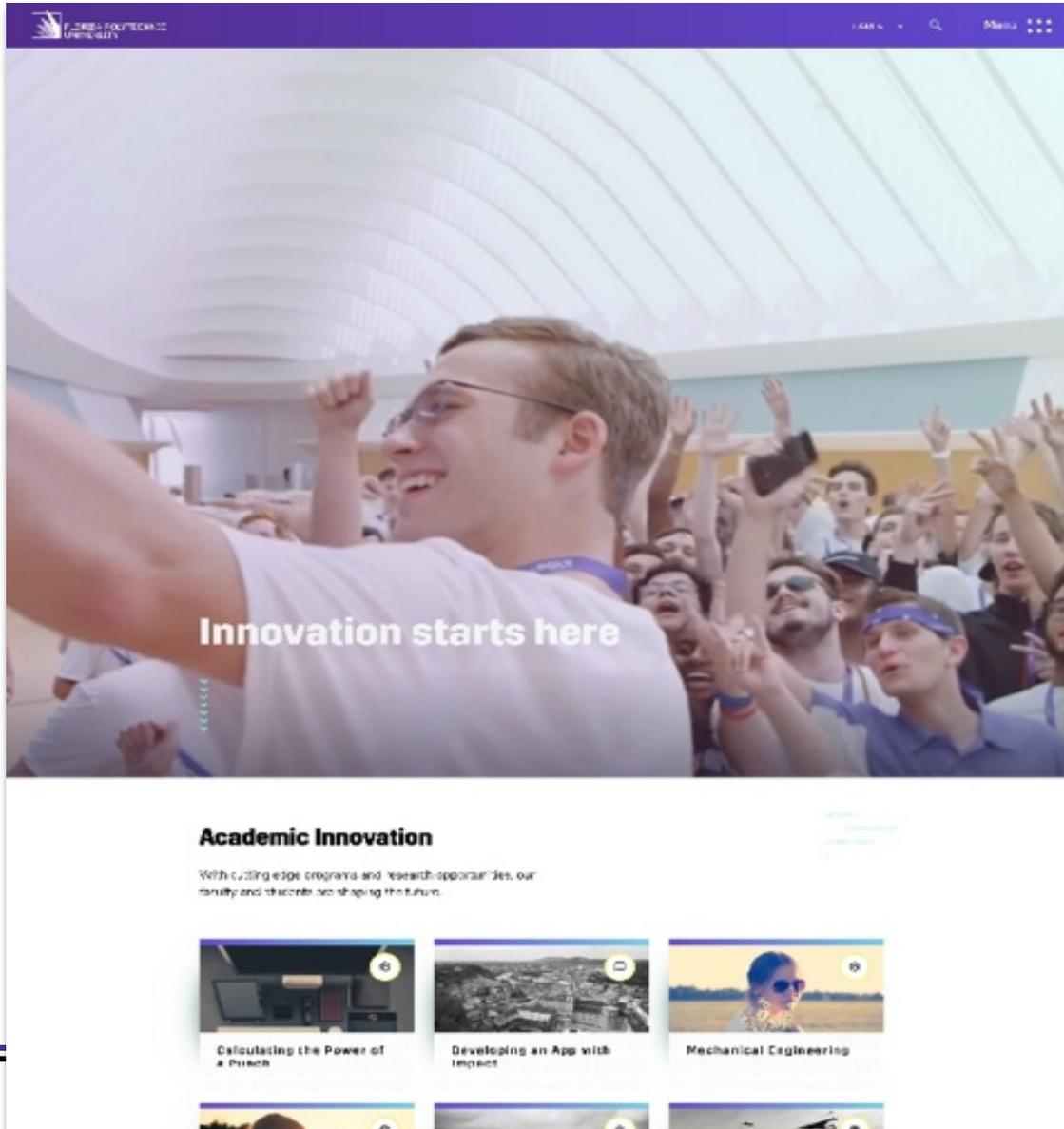
Marketing: Website

Traffic Locations

1. Florida – 284,419
 1. Lakeland
 2. Orlando
 3. Tampa
 4. Miami
 5. Winter Haven
2. Texas – 11,207
3. California – 5,950
4. Virginia - 5,533
5. Iowa – 5,309
6. Wyoming – 5,234
7. New York – 4,805
8. Georgia – 4,542
9. Washington – 4,377
10. North Carolina – 3,232



Marketing: New Website



Marketing: Mobile App

- **About 1,600+ unique users monthly**
- **Most popular content:**
 - dining, calendar and events, news, web camera, directory searches
- **Used to send targeted messaging:**
 - Ablaze
 - Winter break campus services and closures
 - Thanksgiving break campus service hours
 - Upcoming career and internship events
 - ABET accreditation
 - Hurricane Dorian updates
 - Purple Fire week
 - Commencement updates
- **New personas for prospective students, alumni**





Questions?



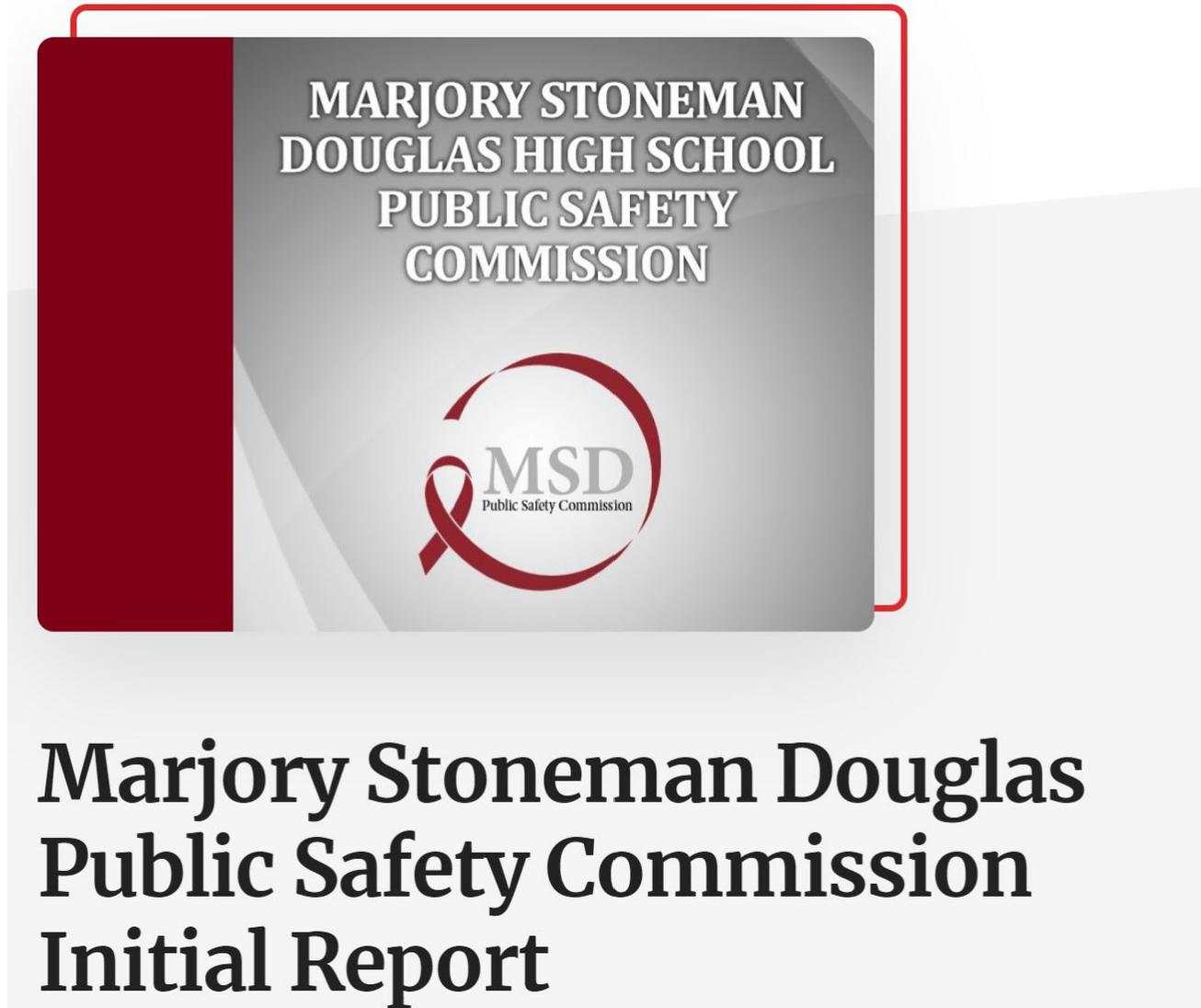
FLORIDA POLYTECHNIC
UNIVERSITY

University Police Update

Chief Rick Holland

26 February 2020

Campus Safety Threat Assessment



Campus Safety Threat Assessment

**Constant vigilance and training for
a low probability event,
which if it occurs, has
catastrophic consequences.**



Campus Safety Threat Assessment



ACTIVE SHOOTER INCIDENTS

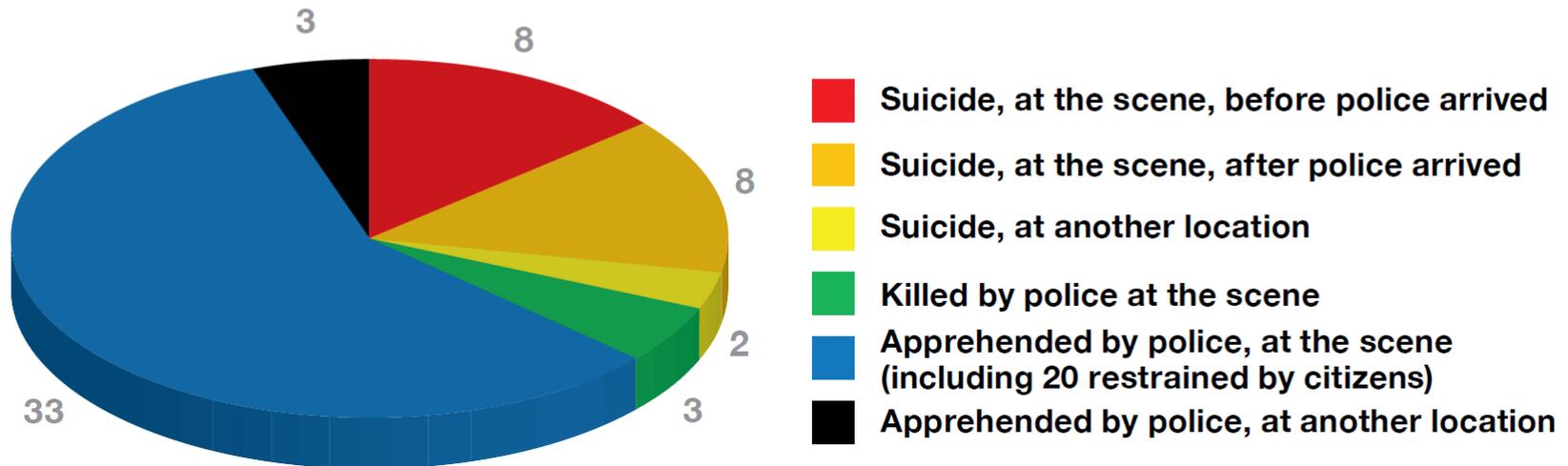
2000-2018

Educational Environments

The FBI identified **277** active shooter incidents involving **282** shooters in the U.S. that occurred between 2000 and 2018.

Quick Look:

Fifty-seven incidents occurred in educational environments—that is, public and private properties used for educating students from pre-kindergarten to 12th grade and post-high school studies, as well as school administrative functions such as board and staff meetings.



Campus Safety Threat Assessment

Key Findings:

Incidents

Total: **57**

Casualties

Total: **391**

- Killed: **171**, including **1** unarmed security guard.
- Wounded: **220**, including **2** law enforcement officers and **1** unarmed security guard.

Gender

Male: **55**

Female: **2**

Schools

Elementary: **6**

Middle: **8**

High: **24**

PreK-12: **1**

Jr/Sr High School: **1**

School Board Meetings: **2**

Institutes of Higher Education: **15**

Shooter Ages

12 and under: **2**

Teens: **31**

20s: **10**

30s: **4**

40s: **6**

50s: **3**

60s: **1**

Preparation for Active Assailant

- **Provide 10 Active Assailant Courses Annually**
- **Train all Employees through HR Onboarding**
- **Annual Training for Officers (Discretionary Shooting & Simulated Scenarios) through Polk County Sheriff's Office**
- **Every Two Years Active Shooter Course Refresher Eight Hours**
- **Utilize in-house Shooting Simulator once a month**
- **Brought in Polk County and Lakeland Police SWAT Teams**
- **K-9s from Polk County and Department of Corrections routinely on campus for training**
- **Campus maps sent to all First Responders**

Key Current Projects

Florida Law Enforcement Accreditation

- **Began project in November 2018**
- **Updated over 100 General Orders to comply with highest industry standards**
- **239 accreditation standards are being addressed**
- **Scheduled for Onsite Assessment in April 2020**
- **Full review by CFA Commission in June 2020**

COMMISSION FOR FLORIDA LAW
ENFORCEMENT ACCREDITATION, INC.





**FLORIDA POLYTECHNIC
UNIVERSITY**

Rei Sanchez-Arias
Data Science and
Business Analytics



February 26, 2020



Who am I?

Reinaldo ("Rei") Sanchez-Arias

Born in Cali, Colombia.





How did I get here?



BSc: Universidad del Valle, *Mathematics*



MSc, PhD: The University of Texas at El Paso, *Computational Science*

Postdoc AHPCRC (Army High Performance Computing Research Center)
UTEP/Stanford Collaboration (2013-2014)

Assistant Professor, Applied Mathematics
Wentworth Institute of Technology (Boston, MA 2014-2016)

Assistant Professor, Applied Math and Data Analytics
Program Director for the MS in Big Data Analytics
St. Thomas University (Miami, FL 2016-2018)

Assistant Professor, Data Science and Business Analytics
Florida Polytechnic University, (Lakeland, FL 2018 – Present)

My Role at Florida Poly

Teaching

Data science undergraduate and graduate courses

Research

Dimensionality reduction, text mining and data visualization.

Other Efforts

Interdisciplinary collaboration for applied research. Course development.

DSBA Faculty during advising night



Supervised vs. Unsupervised

Using "labeled" data,
learn a classifier

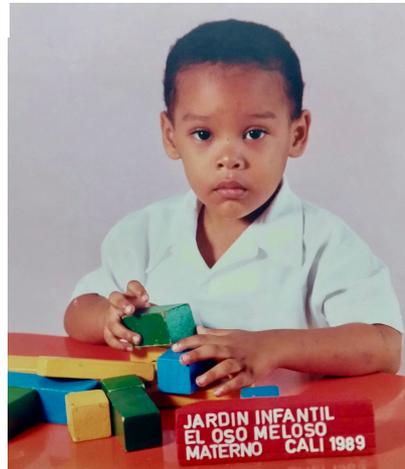


Given "unlabeled" data,
find interesting patterns



$$X = \begin{bmatrix} \text{Sharp Corners} \\ \text{Square faces} \\ \text{Doesn't roll} \\ \text{8 vertices} \end{bmatrix}$$

$$\text{label}(X) = \text{CUBE}$$



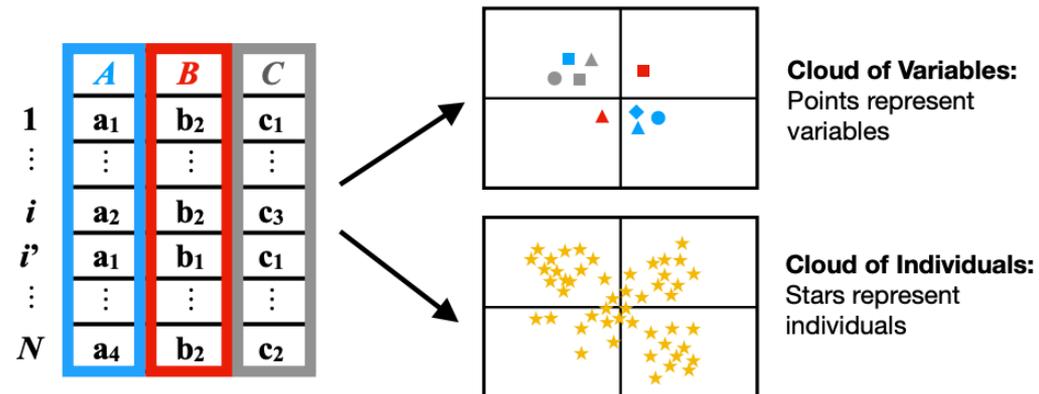
Unsupervised Learning

Find patterns and "structure" for a given set of observations

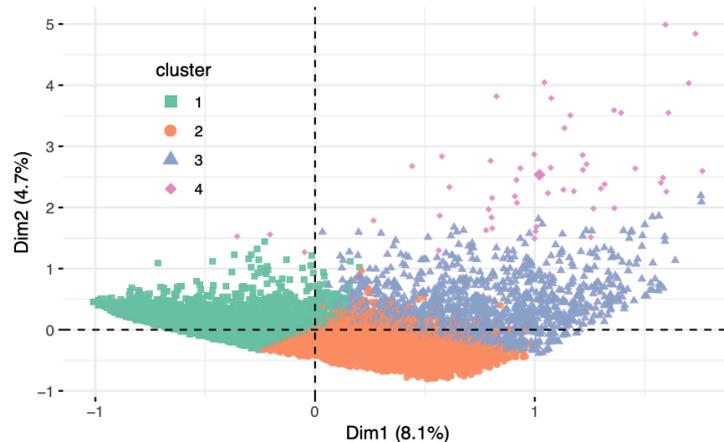
Example:

Analysis of the Health and Retirement Study (HRS) **survey responses**.

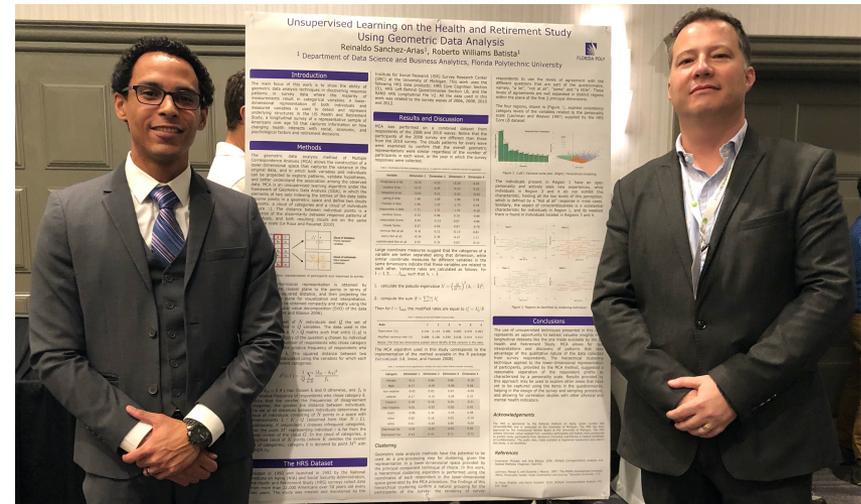
Are there relevant **clusters** of participants and response patterns?



Unsupervised Learning



IEEE International Conference on Machine Learning and Applications



Are there any other **relevant non-traditional** data sources?

Topic Modeling

Health-related information on the web



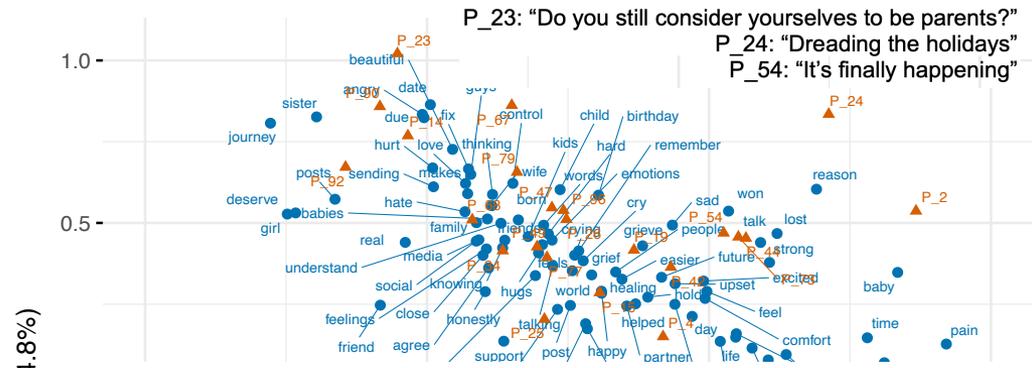
Text mining for **smart content filtering** and **navigation framework**.

Goal: group and discover hidden semantic structures

Prescriptive

“How pregnancy-tracking apps fail to support pregnancy loss”,
 “Learned something doing IVF that has helped ease the guilt”,
 “I just got my misoprostol...”

Emotional



Recovery: Posts 1, 2, 5

“Kicking This Dragon ”
 “Don’t Even know where to begin...”
 “Anyone else had success without doing twelve step programs?”

Relapse: Posts 3, 6

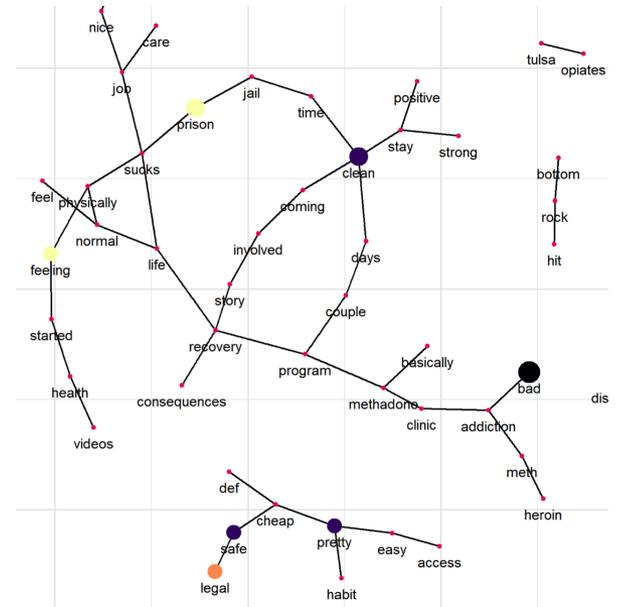
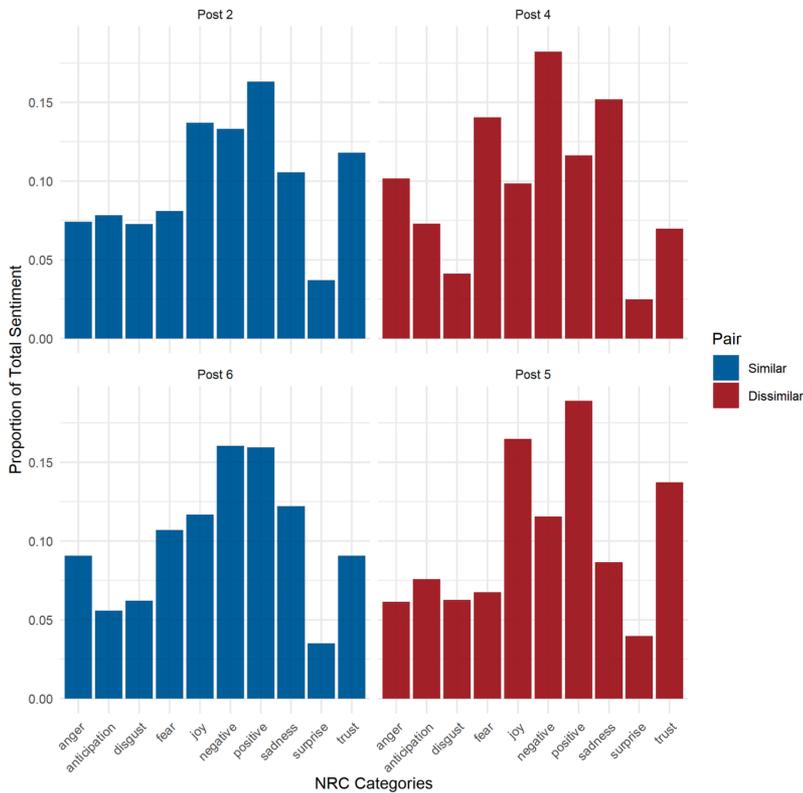
“Short relapse after 5 years... A demon has awakened...”
 “I’ve [messed] everything up...”

Mental Health: Post 4

“If you’re considering the possibility of suicide...”

Topic Modeling

ACM International Conference on Compute and Data Analysis 2020





Saivamsi Krishna Hanumanthu

Vamsi is an out of state student from Raleigh, North Carolina and currently a senior studying Computer Science and is graduating this upcoming May. He is one of eight students that received the prestigious Presidential Scholarship. Upon graduation Vamsi hopes to continue to work at MIT's Lincoln Laboratory as a Computer Vision Researcher and complete his PhD.

During his time at Florida Poly, Vamsi has been heavily involved in various opportunities and extracurricular activities such as being a Student Researcher/Teaching Assistant, a Presidential Ambassador, and organizing Hack-a-thons.



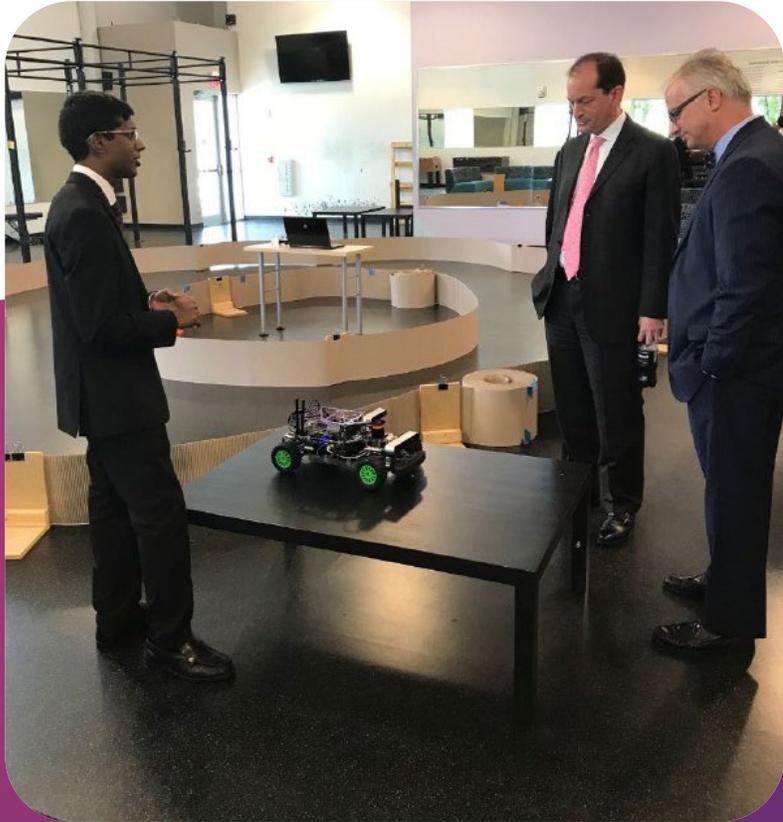
My Journey



Opportunities



Opportunities



**Communication Experience with
Entrepreneurship skills**

**Leadership Experience through
Presidential Ambassador Program**

**Undergraduate Research and Teaching
Assistant**

My Journey



Opportunities



Mentorship

Mentorship



Faculty

Professors are almost always available in their offices

Students

Upperclassman are always there to help answer questions

Alumni

Upon graduating the students remain in contact and provide career guidance.

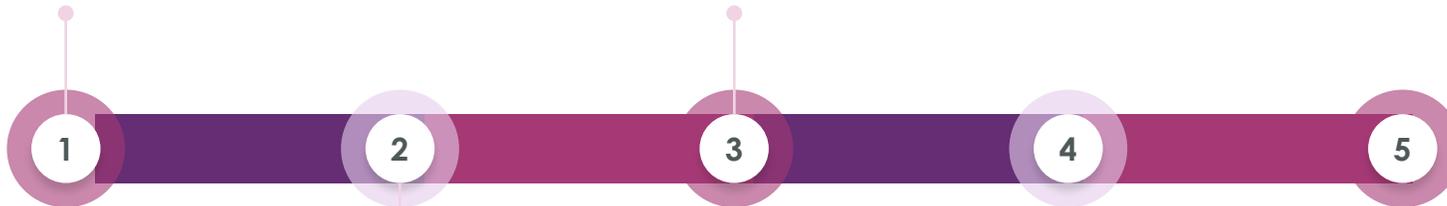
My Journey



Opportunities



Applied Knowledge



Mentorship

Applied Knowledge



“The key indicator of knowledge that we look at is application of those skills. We look at past work experience, but importantly what projects prospective applicants have done”

Eric Evans
Director of MIT Lincoln Laboratory

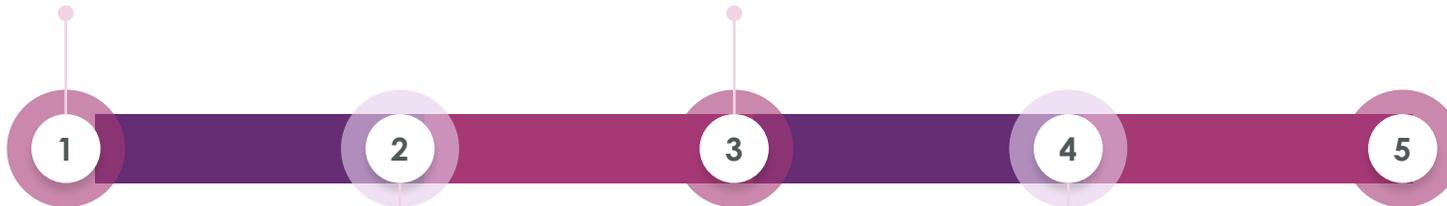
My Journey



Opportunities



Applied Knowledge



Mentorship



Part of Something Big

Being a part of something Bigger



Florida Polytechnic Students are the #1 place companies like Accusoft and Navair hire from

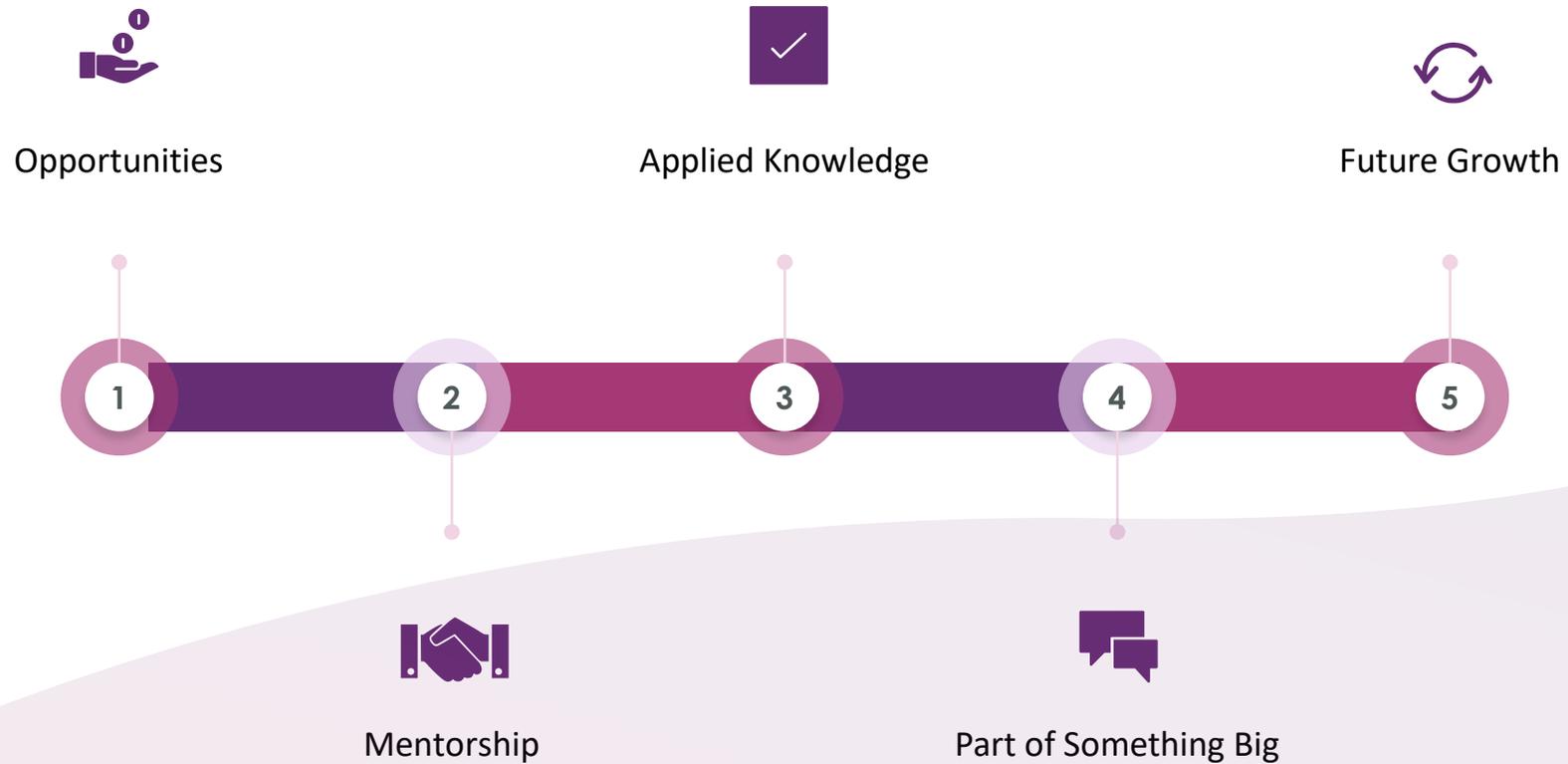


Florida Poly graduates will earn \$45,913 more per year than a worker in Florida with only a high school degree. It is the highest average differential of any university in the State University System.



Advanced Mobility Institute (AMI) – Coordinate research and partnerships in the autonomous vehicles industry, as well as stimulate economic development.

My Journey



Future Growth



- ▶ Bridge Engineering skills with Entrepreneurship/Business/Leadership skills
- ▶ Design projects with more mentorship and funding
- ▶ Strengthen Relationships with Alumni for projects, careers, etc.
- ▶ More research funding with a large emphasis on the Research Park
- ▶ Florida Poly branding across the U.S.



—
THANK YOU

**Florida Polytechnic University
Board of Trustees
February 26, 2020**

Subject: Regulation FPU-2.001 Admission to the University and Appeal Process- General

Proposed Action

Approve proposed amended Regulation FPU-2.001 Admission to the University and Appeal Process - General.

Background Information

The proposed revisions clarify the admission process, criteria, and appeal process. Specifically, reference to the Graduate Admissions Committee is removed; the twelve-month time frame for accepting applications is removed as applications are accepted at any time; leadership potential, innovative and entrepreneurial spirit, and experience are added as factors that may be considered in the admission decisions; a provision is added that the University may rescind admission to the University if the final transcript is different than initial self-reported board scores, language proficiency scores, classes, and/or grades; clarifies that admission to specific pipeline or pathway programs does not guarantee admission to the University and its majors; and clarifies that the Admission Appeal Committee makes a recommendation to the chief enrollment officer who makes a final determination in consultation with the Provost.

Additionally, the proposed revisions add religion as a protected class that cannot be used in the admission process in accordance with revisions to Board of Governors regulation 6.001 General Admission and Section 1000.05(2), Florida Statutes.

The regulation was posted on the University's website on January 27, 2020.

Supporting Documentation: Please see supporting documentation under "Academic & Student Affairs Committee"

Prepared by: Ms. Melaine Schmiz, Assistant General Counsel

**Florida Polytechnic University
Board of Trustees
February 26, 2020**

Subject: Approval of Regulation FPU-1.01 Service of Process

Proposed Action

Approve recommended Regulation FPU-1.01 Service of Process.

Background Information

Florida Statutes and the Board's bylaws require that service of process related to lawsuits against the University or its board of trustees, officers, directors or employees serving in their official capacities must be made on the general counsel when the Board chair is not present. However, process servers have recently attempted to make service on various other departments at the J.D. Alexander Campus instead of serving the documents at the Office of the General Counsel, which is located at Poly South. By adopting a regulation which provides specific notice of the requirement and information necessary to assist process servers in complying with the requirement (such as the physical address and the mailing address of the Office of the General Counsel) we hope to ensure that the administration has immediate notice of lawsuits and the general counsel has adequate time to respond to the lawsuit.

Supporting Documentation: Please see supporting documentation under "Governance Committee"

Prepared by: David J. Brunell, Assistant General Counsel

**Florida Polytechnic University
Audit & Compliance Committee
Board of Trustees
February 26, 2020**

Subject: Foundation Financial Audit (June 30, 2019 Fiscal Year)

Proposed Committee Action

Approve Committee recommendation of the Foundation's financial audit for the fiscal year ended June 30, 2019.

Background Information

David Blanton, Chief Audit Executive/Chief Compliance Officer (CAE/CCO) provided the Committee with an overview of the Foundation's financial audit for the fiscal year ended June 30, 2019 that was conducted by independent certified public accountants.

Supporting Documentation: Please see supporting documentation under "Audit & Compliance Committee"

Prepared by: David A. Blanton, CAE/CCO

**Florida Polytechnic University
Audit & Compliance Committee
Board of Trustees
February 26, 2020**

**Subject: Crowe Internal Management and Accounting Control and Business Process Assessment
(November 2019)**

Proposed Committee Action

Approve Crowe Internal Management and Accounting Control and Business Process Assessment (November 2019).

Background Information

The Board of Governors of the Florida State University System (“SUS”) engaged Crowe LLP (“Crowe”) to perform a system-wide “Internal Control and Business Process Assessment”. The objective of this assessment was to evaluate the existing internal controls and review business processes to identify areas of risk for the SUS and to provide recommendations to enhance internal control over the system. Crowe performed these consulting services in accordance with the Standards for Consulting Services established by the American Institute of Certified Public Accountants. These services do not constitute an audit, review, or examination in accordance with standards established by the American Institute of Certified Public Accountants, and therefore, Crowe does not express an opinion on the accuracy or efficacy of the material reviewed during the performance of these services. The scope of the assessment was business process risks among the twelve universities within the SUS.

David Blanton, Chief Audit Executive/Chief Compliance Officer (CAE/CCO) provided the Committee with an overview of the Crowe Assessment.

Supporting Documentation: Please see supporting documentation under "Audit & Compliance" Committee

Prepared by: David A. Blanton, CAE/CCO

Florida Polytechnic University
Board of Trustees
February 26, 2020

Subject: Resolution for Signature Authority on Depository Accounts

Proposed Committee Action

Approve the Resolution for Signature Authority on Depository Accounts.

Background Information

Section 1011.42, Florida Statutes requires signature authority be established for University depository accounts. Due to a change in staff, the University proposes removing Derek Horton, the prior University Controller who is no longer a University employee and adding Penelope Farley, the new University Controller. The remaining signatories remain unchanged.

Supporting Documentation: Please see supporting documentation under "Finance & Facilities Committee"

Prepared by: Mark Mroczkowski, Vice President and CFO

Florida Polytechnic University
Board of Trustees

Board of Trustees Meeting

DRAFT MEETING MINUTES

Wednesday, December 11, 2019
10:30 AM - 12:00 PM

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

I. Call to Order

Chair Don Wilson called the Board of Trustees meeting to order at 10:30 a.m.

II. Roll Call

Kris Wharton called the roll: Chair Don Wilson, Vice Chair Cliff Otto, Trustee Mark Bostick, Trustee Ryan Perez, Trustee Henry McCance, Trustee Victoria Astley, Trustee Bob Stork, Trustee Earl Sasser, Trustee Philip Dur, Trustee Lou Saco, and Trustee Gary Wendt were present (Quorum).

Trustees not present: Trustee Frank Martin, Trustee Adrienne Perry

Staff present: President Randy Avent, Provost Terry Parker, Mr. Mark Mroczkowski, Ms. Gina Delulio, Ms. Kathy Bowman, Mr. Rick Maxey, Mrs. Kris Wharton, Mr. David Calhoun, Ms. Michele Rush, Mrs. Kim Abels, and Mr. David Blanton were present.

III. Public Comment

There were two requests received for public comment. Dr. Patrick Luck and Dr. Melissa Morris both addressed the Academic and Student Affairs Committee Report.

At the conclusion of the public comments, **Trustee Victoria Astley made a motion that the Board openly discuss the public comments. Chair Wilson stated that discussion of the comments is not on the agenda, however there may be time at the conclusion of the meeting for trustees to comment. Trustee Gary Wendt then seconded Trustee Astley's motion. Chair Wilson called for the vote; a vote was taken, and the motion failed with three ayes for open discussion versus seven nays.**

IV. Chairman's Remarks

Chair Wilson introduced new trustee, Dr. Earl Sasser, from Harvard Business School. He stated that Trustee Sasser is a welcome addition to this Board.

V. President's Remarks

President Randy Avent gave an update of the proposed research park, including the four innovation districts and the status of the property surrounding the campus.

VI. Mental Health on Campus Presentation

Dr. Kathryn Miller, Vice Provost, Student Affairs, presented an in-depth overview of mental health services on campus. Trustee Gary Wendt inquired if there is a cost to the student for counseling services. Dr. Miller stated they are covered in large part through the student health fee. Through the University's contract with BayCare, six counseling sessions are available on campus, or three counseling sessions with off-campus providers at no additional cost to the student. Dr. Miller acknowledged Trustee Astley and the Faculty Assembly for their partnership in delivery of "Cognito", a mental health simulation training program for faculty and staff. Trustee Cliff Otto inquired if this program is something other universities are implementing to which Dr. Miller affirmed it will roll out across the Florida State University System (SUS). Dr. Miller also shared results of the external assessment of the campus mental health services, which were favorable overall, and how the University has addressed key areas this semester to improve student life services. Trustee Lou Saco asked if a student-faculty conversation is recorded and kept confidential. Dr. Miller stated only conversations with licensed, clinical workers are protected.

VII. Revised Legislative Budget Request: University of Distinction

President Avent presented a revised Legislative Budget Request (LBR) based on the new "University of Distinction" designation introduced by the Board of Governors (BOG). Florida Poly's "Engineering Program of Distinction" proposal provides a plan for becoming one of the nation's top 15 engineering schools without a doctorate degree within five years. The new funding request is for \$3M in FY 2020-2021, growing to \$8.5M in four years; this proposal replaces the original LBR for \$2M increase to the University's base budget and aligns well with the 2018-2023 Strategic Plan. Trustee Otto inquired if the University should consider a goal "top 20" versus "top 15" engineering school; President Avent stated he would discuss this further with Mr. Rick Maxey.

Trustee Lou Saco made a motion to approve the revised Legislative Budget Request (Legislative Budget Request (LBR)) for \$3M in FY 2020-2021, growing to \$8.5M in four years, to establish Florida Poly as an "Engineering Program of Distinction." Trustee Bob Stork seconded the motion; a vote was taken, and the motion passed unanimously.

VIII. Student Introduction

Due to final exams, the student introduction occurred next on the agenda. Senior Omar Montesinos, a Computer Science major with a concentration in Cybergaming, shared a brief presentation on his internship with Coca Cola Beverages, and his senior capstone project, "Apex Hunter: An FPS Game."

IX. Advancement Presentation

Mrs. Kathy Bowman, VP Advancement, provided an update on the activities of her first 90 days. She introduced a "net production chart" to the trustees, which she will use in the future to communicate advancement financial data. She also covered her assessment of the current software her department uses and the new, flat structure of department personnel. A cloud-based training platform called "Academic Impressions" has been implemented that offers real-time professional development for her staff. She projects a total of \$1.5M raised for this fiscal year. In the future, she will prepare for campaign readiness.

X. Consent Agenda

Chair Wilson read the list of items to be approved on the consent agenda:

- A. Finance & Facilities Committee
 - 1. Approval of Revised Carry Forward Budget for Previously Unbudgeted Costs
 - 2. Approval of Revision to Regulation FPU-4.003 Special Fees, Fines and Charges
 - 3. Approval of Foundation Board Appointments

- B. Board of Trustees
 - 1. Approve September 11, 2019 Board of Trustees Meeting Minutes

Trustee Henry McCance made a motion to approve the Consent Agenda as presented. Trustee Cliff Otto seconded the motion; a vote was taken, and the motion passed unanimously.

XI. Committee Reports

A. Academic and Student Affairs Report

Chair Wilson stated he performed the role of Chair for the Academic and Student Affairs Committee. There were no action items within the committee meeting. He noted Dr. Terry Parker's information on applications and admissions as significant.

B. Governance Committee Report

Committee Chair Dur stated the committee revised its 2018-2020 Work Plan to reflect changes to the timing of the president's evaluation, and to provide that changes to the president's employment agreement will be discussed at the February 2020 committee meeting. The committee also discussed potential training topics for board members.

The committee discussed and is recommending there be five rating options on the president's evaluation instrument: "not achieved," "partially achieved," "achieved," "exceeded," and "far exceeded." They also recommend the president speak with each trustee individually for feedback on his performance.

The Committee recommends the Board approve the five options for performance ratings as phrased, and that each trustee speak individually with the president on his performance. Trustee Bob Stork seconded the motion; a vote was taken, and the motion passed unanimously.

C. Finance & Facilities Committee Report

Committee Vice Chair Henry McCance stated Mark Mroczkowski provided the committee with university and foundation financial reviews for the first quarter ending September 30, 2019 and the full Unaudited Annual Financial Report for the year ended June 30, 2019. The Committee learned that the audit of the Annual Financial Report is currently underway.

The Committee accepted and approved the University's amended Capital Outlay Budget to include an additional \$115,403 of Carryforward funds to be used for repairs and improvements. The Committee also accepted and approved an amendment to update Regulation FPU-4.003 on special fees as well as approved two new members to the Foundation Board of Directors. The committee reviewed two new contracts over \$200k and heard an update on the Applied Research Center (ARC).

The proposed regulation to govern the use of drones over the campus was discussed at length in the committee meeting. It was approved by a vote of three to two; however, since the vote was not unanimous, it was presented to the full Board for a vote. The trustees engaged in discussion about the policy and David Brunell, Assistant General Counsel, provided examples of policies of other SUS institutions. Trustees Wendt and Astley believe the policy as written is too restrictive. Chair Wilson stated the processes and procedures for drone use should be established by university staff.

The Committee recommends the Board approve Regulation FPU-1.0033 Unmanned Aircraft Systems (UAS) and Model Aircraft. Trustee Bob Stork seconded the motion; a vote was taken, and the motion passed with two dissenting votes.

D. Strategic Planning Committee Report

Committee Chair Mark Bostick stated changes were made to the Committee's Work Plan to accommodate new guidelines for the timing of submitting the University's Accountability Report to the BOG by May 1, and to add updating the Campus Master Plan. That deadline for the Accountability Report may require a call-in meeting be held in late March or early April to get approval on the final report.

The committee also heard the annual report for FIPR Institute from Dr. Jim Mennie. Committee Chair Bostick recommends the full Board hear this report at a future meeting. Additionally, Mr. Sean Malott gave a presentation on the Central Florida Innovation Districts that supports the University's efforts to establish a research park around the University. Lastly, Florida Poly's CIO, Ben Beachy, reviewed the status of the University's IT security and discussed what is currently being done and what is planned to ensure that all prudent steps are taken to protect the University from hackers and other IT threats.

E. Audit & Compliance Committee Report

Committee Chair Gary Wendt stated one change was made to the Audit & Compliance Committee's work plan. The committee also heard reports from David Blanton, CAE & CCO, on internal and external audits which were all in order.

XII. Faculty Presentation

Dr. Youssif Al-Nashif, Associate Professor, Department of Computer Science and Department of Electrical and Computer Engineering, shared the history of leading his team through the SACSCOC and ABET accreditation processes and the tremendous growth of his departments. He expressed his appreciation to the Provost, other faculty chairs, and Academic Affairs staff for their support in the accreditation processes.

XIII. Board of Trustees Meeting Calendar

Chair Wilson reviewed the Board of Trustees meeting calendar. In order to move the current December 2020 meeting dates further away from Thanksgiving week, the revised meeting calendar reflects a December 7 and 8 meeting date versus the previous December 1 and 2 dates.

Trustee Philip Dur made a motion to approve the Board of Trustees meeting calendar through 2021 as presented. Trustee Gary Wendt seconded the motion; a vote was taken, and the motion passed unanimously.

XIV. Board of Governors' Meetings

Chair Wilson encouraged trustees to attend the Board of Governors meetings when possible.

XV. Closing Remarks and Adjournment

Trustees shared topics of interest to them that they'd like to discuss at future meetings. Topics include emergency preparedness plan, discussion time about public comments made at meetings, and University marketing and branding.

Chair Wilson stated the trustees are interested in understanding employee satisfaction at the University but is concerned that polls or surveys that are administered not be partisan.

Trustee Lou Saco stated his pride in the institution's ABET accreditation and suggests we celebrate this great achievement and use it as a tool to move forward together.

With no further business to conduct, the meeting adjourned at 1:05 p.m.

DRAFT

Florida Polytechnic University
Board of Trustees

2020-2021
Board of Trustees
MEETING CALENDAR

- May 19-20, 2020
- September 8-9, 2020
- December 8-9, 2020
- February 16-17, 2021
- May 18-19, 2021
- September 14-15, 2021
- December 7-8, 2021

Florida Polytechnic University
Board of Trustees

2020-2021
Board of Governors
MEETING CALENDAR

2020

- March 25-26, 2020 (*USF, Tampa*)
- June 23-25, 2020 (*UCF, Orlando*)
- September 16-17, 2020 (*University of West Florida, Pensacola*)
- October 6-7, 2020 Facilities Committee and Budget and Finance Committee Workshops (*USF, Tampa*)
- November 4-5, 2020 (*University of North Florida, Jacksonville*)

2021

- January 20-21, 2021 (*NCF, Sarasota*)
- March 24-25, 2021 (*FAMU, Tallahassee*)
- June 22-24, 2021 (*USF, Tampa*)
- September 1-2, 2021 (*FAU, Boca Raton*)
- October 7, 2021 Facilities Committee; Budget & Finance Committee (*FGCU, Ft. Myers*)
- November 3-4, 2021 (*FIU, Miami*)