

MINUTES OF THE FEBRUARY 18, 2014 MEETING OF THE BOARD OF TRUSTEES OF ST. PETERSBURG COLLEGE

The Board of Trustees of St. Petersburg College met on Tuesday, February 18, 2014 at the St. Petersburg College Clearwater Campus, 2465 Drew Street, Clearwater, Florida. The following Board members were present: Chairman Deveron M. Gibbons, Bob Fine, Vice Chair, Dale Oliver, Bridgette Bello and Lauralee Westine. Also present were William D. Law, Jr., President of St. Petersburg College and Secretary to the Board of Trustees, and Joseph H. Lang, Board Attorney. Proof of public notice of this meeting is included as part of these minutes. Notices were duly posted.

NOTICE OF MEETING BOARD OF TRUSTEES, ST. PETERSBURG COLLEGE

The Board of Trustees of St. Petersburg College will hold a public meeting to which all persons are invited, commencing at 8:30 a.m. on Tuesday, February 18, 2014, at the Clearwater Campus, Room ES 104, 2465 Drew Street, Clearwater, Florida. The meeting will be held for the purpose of considering routine business of the College; however, there are no rules being presented for adoption or amendment at this meeting.

A copy of the agenda may be obtained within seven (7) days of the meeting on the [SPC Board of Trustees website](#) at www.spcollege.edu, or by calling the Board Clerk at (727) 341-3241.

Members of the public are given the opportunity to provide public comment at meetings of the Board of Trustees concerning matters and propositions on the agenda for discussion and Board action. At the Board meeting, in advance of the time for public comment on the agenda, individuals desiring to speak shall submit a registration card to the Board Clerk, Ms. Lara Holmes, at the staff table. Policy and procedures regarding public comment can be found on the [SPC Board of Trustees website](#) at www.spcollege.edu

If any person wishes to appeal a decision made with respect to any matter considered by the Board, he or she will need a record of the proceedings. It is the obligation of such person to ensure that a verbatim record of the proceedings is made. Section 286.0105, Florida Statutes.

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting is asked to advise the agency five business days before the meeting by contacting the Board Clerk at 727-341-3241. If you are planning to attend the meeting and are hearing impaired, please contact the agency five business days before the meeting by calling 727-791-2422 (V/TTY) or 727-474-1907 (VP).

14-019. In accordance with the Administrative Procedure Act, the following Agenda was prepared:

AGENDA

ST. PETERSBURG COLLEGE BOARD OF TRUSTEES

**MINUTES OF THE FEBRUARY 18, 2014 MEETING OF THE BOARD OF
TRUSTEES OF ST. PETERSBURG COLLEGE**

FEBRUARY 18, 2014

CLEARWATER CAMPUS
MULTIPURPOSE ROOM – ES 104
2465 DREW STREET
CLEARWATER, FLORIDA

SPECIAL MEETING: 8:30 A.M.

I. CALL TO ORDER

- A. Invocation
- B. Pledge of Allegiance

II. PRELIMINARY MATTERS

- A. Presentation of Retirement Resolutions and Motion for Adoption - **None**
- B. Recognitions/Announcements - **None**
- C. Public Comment pursuant to §286.0105 FS

III. COMMENTS

- A. Board Chair
- B. Board Members
- C. President

IV. REVIEW AND APPROVAL OF MINUTES

- 1. Board of Trustees' Meeting of January 21, 2014 (*Action*)

V. MONTHLY REPORTS

- A. Board Attorney
- B. General Counsel
- C. Dr. Richard Mercadante, Faculty Senate President (*Presentation*)

VI. STRATEGIC FOCUS AND PLANNING

A. STRATEGIC PRIORITIES

- 1. Marketing and Outreach Enrollment Planning (*Presentation*)

- B. STUDENT SUCCESS AND ACHIEVEMENT - **None**

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C. BUDGET AND FINANCE

1. Financial Report (*Presentation*)
2. Revenue Estimates for 2014-2015 (*Presentation*)
3. Online Revitalization Finance Plan (*Action*)

D. ADMINISTRATIVE MATTERS

1. Human Resources
 - a) Faculty Contract Review Process and Highlights (*Presentation*)
 - b) Faculty Annual Contract Recommendations (*Action*)
 - c) Faculty Continuing Contract (*Action*)
 - d) Personnel Report (*Action*)

E. ACADEMIC MATTERS

1. Approval of Courses/Programs (*Action*)
2. Curriculum Presentation – Sabrina Crawford (*Presentation*)

VII. CONSENT AGENDA - (*Action*)

A. OLD BUSINESS (**items previously considered but not finalized**) - None

B. NEW BUSINESS

1. GRANTS/RESTRICTED FUNDS CONTRACTS

- a) National Science Foundation (NSF) – Improving Undergraduate STEM Education (IUSE)
- b) State University System of Florida, Board of Governors – Targeted Educational Attainment (TEAm) Grant Program
- c) U.S. Department of Labor, Employment & Training Administration — Youth Career Connect (YCC) Program
- d) Workforce Florida, Inc. – Florida Department of Commerce – PODS Enterprise, Inc. – Quick Response Training Grant (PODS)

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2. BIDS, EXPENDITURES, CONTRACTS OVER \$325,000 - **None**
3. CAPITAL OUTLAY, MAINTENANCE, RENOVATION, AND CONSTRUCTION - **None**

VIII. INFORMATIONAL REPORTS

1. Partner Update - SPC Center for Strategic Public Policy, Project for Accountable Justice (PAJ), with FSU, TCC and Baylor University – Dr. Allison DeFoor
(*Presentation*)

IX. PROPOSED CHANGES TO BOT RULES MANUAL – Public Hearing - **None**

X. PRESIDENT’S REPORT

- Legislative Matters
 - Performance Funding
 - Orthotics and Prosthetics Re-appropriation
 - Facilities items – Bay Pines

XI. NEXT MEETING DATE AND SITE

March, 18, 2014, Epi Center

XII. ADJOURNMENT

If any person wishes to appeal a decision made with respect to any matter considered by the Board at its meeting February 18, 2014, he or she will need a record of the proceedings. It is the obligation of such person to ensure a verbatim record of the proceedings is made, §286.0105, Florida Statutes.

Items summarized on the Agenda may not contain full information regarding the matter being considered. Further information regarding these items may be obtained by calling the Board Clerk at (727) 341-3241.

Date Advertised: February 7, 2014

Confirmation of Publication

[Notice of meeting](#)

14-020. Under Item I, Call to Order

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The meeting was convened by Chairman Gibbons at 8:30 a.m. The invocation was given by Mr. Oliver and was immediately followed by the Pledge of Allegiance.

14-021 Under Item II, Preliminary Matters

Dr. Law recommended adoption of a retirement resolution for Sharon McManus who was in attendance and, joined by colleagues, received her resolution as presented by Chairman Gibbons and President Law.

Dr. Law asked Chairman Gibbons if, in the interest of scheduling, the presentation from Mr. Allison DeFoor could be moved to an earlier place in the agenda. Chairman Gibbons agreed. It follows Item 14-022.

14-022. Under Item II-B, Recognitions/Announcements

Recognitions/Announcements – None

14-035. Under Item VIII, Informational Reports

Dr. Allison DeFoor shared that he serves as a Trustee at Tallahassee Community College. He added that his grandfather's grandfather was Odet Philippe, an early settler of Pinellas County. Dr. DeFoor attended St. Petersburg College and expressed his gratitude that this provided the foundation for his further studies.

Dr. DeFoor explained that Tallahassee Community College and St. Petersburg College were in partnership with Florida South University's (FSU) John Daily Institute of Government and Baylor University's Institute for Studies of Religion Program for Pro-social Behavior. He stated that the United States has 5% of the world's population, but 25% of its criminals. The Project for Accountable Justice at FSU focuses on the juvenile justice system with evidence-based outcomes to reduce entry into the criminal justice system rather than on the recidivism issues at the back end of the system. Dr. DeFoor explained that this partnership is deeply involved with the legislative session seeking results through changes in the statutes.

Dr. DeFoor also noted that the aging prison population presents another challenge regarding the cost of housing criminals as they age. He shared that inmate housing increases from \$20,000 per year in the regular prison system to \$100,000 per year for aging inmates. Dr. DeFoor expressed his hope that the Board would continue to support this partnership going forward.

Dr. Law added that he felt content was king at the institute and that he was interested in the opportunities the program offers to students as a doorway to public policy work for the institution and the community. He assured Dr. DeFoor that the recommendation to continue the partnership would be introduced during the upcoming budget cycle.

Dr. DeFoor stated that he would like this project to be the outpost in Tallahassee for students due to the exposure they gain from being closer physically to the legislators.

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Chairman Gibbons thanked Dr. DeFoor for coming from Tallahassee to address the Board.

14-023. Under Item III, Comments

Opportunity was given for comments from the Board Chair, Board Members, the President and the public.

Board Chair:

Chairman Gibbons thanked Dr. Stan Vittetoe, Provost, Clearwater Campus, for hosting the Board Meeting at Clearwater Campus. He encouraged Board members to tour the campus. Chairman Gibbons then asked Mr. J.C. Brock, Campus Executive Officer, Allstate Campus, how many students graduated from the most recent Public Safety programs and Mr. Brock replied that there 184 graduates. Chairman Gibbons then congratulated Dr. Tonjua Williams, Senior Vice President Student Services, for being recognized by Academy Prep as one of the Five Fabulous Females for her work in the Tampa Bay community.

Chairman Gibbons then announced that there will be a ground-breaking ceremony on March 1, 2014 for the start of construction of the Midtown Campus building.

Board Members:

Mr. Oliver shared that he has completed a report on the Midtown contractor selection process. This report outlines the rules for operation of this process both legally and for the screening process and the selection process. He recommended it be used for future construction projects. Dr. Law added that this report outlines with specificity and overview the behavior that will keep the College in line with Florida statutes while preserving the rights of the President and Board in these decisions.

Mr. Oliver acknowledged the support of Mr. Jim Waechter, Associate Vice President, Facilities Planning & Institutional Services, and Dr. Doug Duncan, Senior Vice President Administrative/Business Services and Information Technology, and the legal staff for their roles in developing this process.

Chairman Gibbons thanked Dr. Law and Mr. Oliver for their work on this process and commented that this was an area that was identified for improvement. He asked the Board members to review the report and bring any suggestions for change to the entire Board so the process could be finalized and adopted as policy. Dr. Law expressed his desire to expedite the approval so it could be used for the Clearwater Library construction project.

President

Dr. Law shared a video of the Tarpon Springs Campus Learning Center taken on a recent Sunday afternoon. He commented that there were 25 to 30 students, faculty and tutors in the Center. He

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thanked Dr. Conferlete Carney, Provost, Tarpon Springs Campus, and the faculty who have worked on improving Learning Center attendance. Chairman Gibbons expressed his appreciation to Dr. Law and all the staff for making sure the campuses are student-focused.

14-024. Under Item IV, Review and Approval of Minutes

The minutes of the January 21, 2014 Meeting of the Board of Trustees of St. Petersburg College were presented by the chairman for approval. Mr. Fine moved approval of the minutes as submitted. Ms. Westine seconded the motion. The motion passed unanimously.

14-025. Under Item V, Monthly Reports

Under Monthly Reports, Chairman Gibbons requested a report of any new business from Mr. Joseph Lang, Board Attorney and Ms. Suzanne Gardner, Acting General Counsel. There were no reports from Mr. Lang or Ms. Gardner.

Chairman Gibbons called upon Dr. Richard Mercadante, Faculty Senate President, to share his monthly report. Dr. Mercadante shared a number of activities that the Faculty Governance Organization (FGO) has engaged in to support student success. He said the FGO continues to join with the administration of the College to ensure student success. He highlighted improvements made to the faculty evaluation process to ensure faculty members are receiving feedback to improve performance. Dr. Mercadante said that faculty were also involved in the online software rejuvenation process and will take part in the pilot of the Desire To Learn (D2L) software this summer.

Dr. Mercadante shared that the Professor Emeritus program has been reinstated and that nominations are being accepted for eligible candidates. The criteria for nomination require that a faculty member is retired, has shown excellence in teaching, and has a minimum of 10 years teaching with 25 years as an educational professional, among other requirements. He said that applications must be received by April 18, 2014 and that a recommendation form will be published in the *Blue and White* shortly.

14-026. Under Item VI - A, Strategic Priorities

Under Strategic Priorities, Ms. Diana Sabino Executive Director of Marketing and Public Information, presented an update to the 2014-15 marketing plan for the College. She stated that since there remain contract obligations with the College's radio and billboard advertisement agencies, this mode would continue to be used. Over time, however, this emphasis would migrate more toward digital platforms. Ms. Sabino shared that the college-wide plan is to increase enrollment 3% per year for the next three years. For the fall 2014 campaign, the focus for marketing will be on the College's baccalaureate and online programs. The website for the College will also allow for a request for information on the home page. She shared that the rebranding of the College emphasizes an alignment with the school's values and its positioning as a four-year institution.

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Ms. Sabino shared a brief YouTube video that has been developed. She shared that Full Sail University's website is being used as a model for website marketing. In addition, the College Experience initiative now has its own website that takes the viewer through the five aspects of this program. Metrics have shown that between 6 and 30 viewers are on the website at any given time.

Ms. Sabino commented that the focus will be on increasing applications. Process plans are being developed for all stages of the sales funnel, from inquiry to registration. Sales metrics and a Customer Records Management system will automate and provide data for the process as well.

Chairman Gibbons thanked Ms. Sabino and Mr. Fine expressed his appreciation that so much has been accomplished in a very short time.

Dr. Law expressed that Ms. Sabino has helped the College focus on the marketing approach and implementation. He stated that the current throughput is 41% and expressed that if that number were doubled there would be more applications and registrations. Dr. Law said that a next step is to streamline the registration process and that each step is being scrutinized. He added that staff are being redeployed from other departments to Ms. Sabino's area to support this effort.

Ms. Bello asked about the role of digital marketing in the marketing area. Ms. Sabino assured the Board that there are many digital tools being used, but that the radio and billboard tools will be used through their contractual obligation periods. Digital methods will be increased going forward.

14-027. Under Item VI - B, Student Success and Achievement

Under Student Success and Achievement, there were no presentations.

14-028. Under Item VI - C, Budget and Finance

Under Budget and Finance, Dr. Doug Duncan, Senior Vice President Administrative/Business Services and Information Technology, briefly presented the Financial Report, sharing that while revenues are down slightly as expected, spending is being adjusted to maintain the budget in line with revenue. He highlighted that the Florida Lottery funds are traditionally disbursed later in the fiscal year. Dr. Duncan explained that the College has received \$2M and another \$10M is expected before the end of the year.

Dr. Law explained that as of February, the payment of Lottery funds is at 17% of the annual allocation. This initial payout is for funding the Bright Futures scholarships.

Ms. Jamelle Conner, Associate Vice President, Business Services, presented preliminary revenue estimates for the 2014-1015 fiscal year. She explained that the budget includes different kinds of funding sources which, in turn, drive how money is spent. The three main sources of funding are the General Operating Budget, the Restricted Funds and the Auxiliary Budget. The Fund 1 - General Operating Budget is developed from student fees and State appropriations. The Fund 2 -

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Restricted Funds are comprised of grants and the College's student activities and the Student Government Organization (SGO) budget are managed here. The Fund 3 - Auxiliary Budget is sourced from the bookstore, vendor services and excess broadband. It is spent on student jobs and textbook credits.

Ms. Conner explained that Fund 5 is used for scholarships and Fund 7 is used for capital outlay. She explained that the Board will be asked to review each of these, but that the topic for this meeting was the Operating Budget.

Ms. Conner shared that the estimated Fund 1 – Operating budget will be \$145,787,378 for the 2014-15 fiscal year, down slightly from \$145,861,532 for the 2013-1014 fiscal year. The estimated budget is based on flat enrollment estimates and appropriations based on the Governor's recommendation. She explained the various components to the Board and stated projected fees are the maximum allowed by the State.

Dr. Law explained that the legislature sets a standard fee for state colleges with allowances for slight variations above and below that range. While the College is currently below the standard fee, he added that the College is positioned to go to the maximum over time.

Dr. Law further explained that, last year, the Board added a Learning Support Access fee of \$2.00 to fund the College Experience initiative and the Learning Centers. Dr. Law expressed his desire that the Board have as much information as possible as they enter the budget process review and give their final approval.

Ms. Conner explained that there was a last minute decision at the State level allowing fees for baccalaureate programs to be raised, but it was decided to keep the fee the same at St. Petersburg College for the coming year. Dr. Law explained that even if the legislature votes to raise the fee and the Governor vetoes it, the fee can still be increased in line with inflation. He further explained to the Board that as the Governor makes his recommendations, the College's proposed budget will be adjusted and then linked to the revenue projections.

Dr. Anne Cooper, Senior VP Instruction and Academic Programs, provided an update on the migration plan to the new Desire2Learn (D2L) learning management system. She explained that the training for this new software will be extensive, providing four levels of certification for faculty. For the first level, 12 hours of hands-on training as well as 6 hours of lab time will be provided for faculty. The College's Instructional Technology team will be delivering the training and supporting the labs. There are also pedagogical methods being included to support online learning techniques. Online Course Developers and Online Reviewers will receive all of the basic training as well as additional coursework that will support their roles. Dr. Cooper shared that almost 3,000 courses will need to be addressed in this process. She stated that some external resources will be used to supplement the training offered by the instructional technology staff.

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Dr. Cooper explained that the migration process will allow faculty to bring their skills up to the standard that is expected. Ongoing faculty certification will be required as well. There are new positions being added to the budget to support this initiative.

Ms. Conner explained that the Distance Learning Fee is being used to finance this initiative. She added that costs can only be above and beyond those that would be incurred in classroom deliveries and the College is prohibited from charging more than actual costs. She shared that this fee has not been increased in four years, but with the transition of students to online learning as well as to baccalaureate programs, it had not been necessary to raise the fee. Ms. Conner explained that the new budget proposes a \$2 increase in the fee each year for fully online courses. There are currently 17,500 students enrolled in online courses. St. Petersburg College is currently in the middle range of distance learning fees being charged by other Florida colleges.

Dr. Duncan explained that the ANGEL and D2L learning support systems will be run in parallel for a period and this will incur overlapping costs. The non-recurring costs will be needed for the next two years for training and support. The first year, this will require \$640K in funding. It is expected that this will go down the second year and then cease. The \$640K can then be repaid and used to cover support of the online program going forward from there.

Mr. Oliver inquired how long the ANGEL system has been used at St. Petersburg College. Dr. Duncan responded that ANGEL has been used for approximately 10 years. Mr. Oliver asked if the new D2L system would suffice for a while and Dr. Duncan responded that, like any technology, it will continue to evolve.

Ms. Westine asked what percentage of courses are offered online and Dr. Cooper answered that the number is about 36%. Ms. Westine asked about Seminole Community College's percentage of online courses. Dr. Law cited that Miami-Dade is three times the size of St. Petersburg College, but offers half the number of online courses as St. Petersburg College. He assured the Board that St. Petersburg College is a leader in this area and that, while it is an area of strength, the College needs to remain in front since competition will come from outside the State as well. Dr. Law said that there will also be a strong focus on student support for online courses as well.

Dr. Law shared with the Board that the learning management system is a consumable, much like the purchase of a car. He stressed that the College should plan for it as if it were a declining asset that needs to be replaced at some point. Chairman Gibbons added that any business needs to compete and that offering online courses is a way for St. Petersburg College to compete both within and outside Florida. He expressed that the College can be a leader nationally and that this is the first step to make sure it is done correctly. Chairman Gibbons noted that it is important that the College has not lost its focus on student success.

Ms. Westine moved approval for the items under Strategic Priorities. Mr. Fine seconded the motion and the motion passed unanimously.

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14-029. Under Item VI - D, Administrative Matters

Under Administrative Matters,

The Board considered Personnel Items VII-D.1b. Ms. Westine moved approval. Mr. Fine seconded the motion. The motion passed unanimously.

Under VII-D.1c, Ms. Westine moved approval, Mr. Oliver seconded the motion and the motion passed unanimously.

Under Item VII-D.1.d, Ms. Westine moved approval, Mr. Fine second the motion and the motion passed unanimously.

Information regarding these items is as follows:

Dr. Anne Cooper presented a recommended list of faculty for contract renewal or for movement to a continual contract. She shared that there are 372 total faculty members; 260 on continuing contracts, 88 reviewed for annual contracts and 24 reviewed for continuing contracts. She noted that she was impressed with the level of excellence of the faculty. Dr. Cooper explained the faculty review process as follows. Faculty report on their out-of-classroom support and college service activities. They also report their professional development participation and plans which are tied to a growth plan. She noted that each faculty member was funded \$1500 for professional development over a two-year period. In addition, Student Survey of Instruction results for each faculty member and student success rates are reviewed. This information is reported to the deans and the deans add their in class observation comments. The deans meet with Dr. Law and Dr. Cooper for their contract recommendations. Faculty also receive feedback at the end of the process.

Dr. Cooper noted some faculty highlights. In the College of Business, hands-on, real-life examples have been incorporated into the courses, including the finance courses. In the College of Education, faculty members are using social media and Skype for tutoring and communication. The College of Public Safety faculty are providing learning center hours and support of student organizations, and all participate in summer recruitment/outreach sessions with recent high school graduates. The Communication faculty have shown academic excellence in conference presentations and curriculum innovations to promote student success. Math faculty all provided one to two hours per week in Learning Centers and half led student groups, clubs or activities. Natural Science faculty have all been active in Learning Centers/Department Tutoring Centers; academic presentations in the use of technology to improve student success; ongoing support of undergraduate research and multiple science club and Science, Technology, Engineering and Mathematics (STEM) focused activities. The Social Science faculty focus on advancing civic learning and engagement by embedding hands on community based projects within their courses.

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Ms. Westine asked what percentage of the 372 faculty members do not get renewed. Dr. Cooper answered there was one faculty member who was not renewed.

14-030. Under Item VI - E, Academic Matters

Under Academic Matters,

The Board considered Academic Matters Items VII-E.1.

Ms. Westine moved approval of Items VII-1. Mr. Oliver seconded the motion. The motion passed unanimously.

Information regarding these items is as follows:

Ms. Sabrina Crawford, Executive Director, Institutional Research and Effectiveness presented information regarding the process for curriculum changes. Ms. Crawford noted that this process has evolved from one that focuses on just process to one of support services. She explained that the process places the curriculum in the hands of faculty and deans. There are a series of validations that are presented to Dr. Cooper, the deans and the Curriculum Committee. She noted that the curriculum philosophy is based on Academic Quality, Structural Consistency, Articulation Assurance, and Student Focus.

Ms. Crawford explained that it is the Board's responsibility to start and end all courses and that without their approval, the curriculum recommendation cannot be implemented. St. Petersburg College reviews the curriculum twice a year instead of the typical once a year review done by other colleges. There are three types of changes: additions, modifications and deletions. Courses that have been not offered over a five-year period are recommended for deletion. Ms. Crawford explained that the main recommendations for changes come from continuous review, the advisory board, accreditation requirements, state requirements and College initiatives. Ms. Crawford noted approved changes are implemented one year following approval.

Chairman Gibbons thanked Ms. Crawford and welcomed her to the College. Dr. Law remarked that the Board should have full confidence that the curriculum is dynamic and that the faculty is supported in these changes. He noted that although the changes may seem mundane, he recommended that the Board keep abreast of the changes and provide feedback on if they feel the recommended changes are enough to meet the College's needs.

14-031. Under Item VII, Consent Agenda

- VII-A, Old Business
- VII-B.1, Grants/Restricted Funds Contracts
- VII-B.2, Bids, Expenditures and Contracts over \$325,000
- VII-B.3, Capital Outlay, Maintenance, Renovation, and Construction

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Chairman Gibbons presented the Consent Agenda. Ms. Westine moved approval of Consent Agenda items. Mr. Oliver seconded the motion. The motion passed unanimously and the entire consent agenda was passed.

14-032. Under Item VIII, Informational Reports Under Item VIII, Informational Reports

Dr. Allison DeFoor shared that he serves as a Trustee at Tallahassee Community College. He added that his grandfather's grandfather was Odet Philippe, an early settler of Pinellas County. Dr. DeFoor attended St. Petersburg College and expressed his gratitude that this provided the foundation for his further studies.

Dr. DeFoor explained that Tallahassee Community College and St. Petersburg College were in partnership with Florida South University's (FSU) John Daily Institute of Government and Baylor University's Institute for Studies of Religion Program for Pro-social Behavior. He stated that the United States has 5% of the world's population, but 25% of its criminals. The Project for Accountable Justice at FSU focuses on the juvenile justice system with evidence-based outcomes to reduce entry into the criminal justice system rather than on the recidivism issues at the back end of the system. Dr. DeFoor explained that this partnership is deeply involved with the legislative session seeking results through changes in the statutes.

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Dr. DeFoor stated that he would like this project to be the outpost in Tallahassee for students due to the exposure they gain from being closer physically to the legislators.

Chairman Gibbons thanked Dr. DeFoor for coming from Tallahassee to address the Board.

14-033. Under Item IX, Proposed Changes to BOT Rules Manual None

14-034. Under Item X, President's Report

Under the President's Report, Dr. Law discussed the following:

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Dr. Law presented three legislative items of note to the Board. He stated that Governor Scott has recommended an additional \$40M for Performance Funding, for a total of \$80M. The amount allocated to St. Petersburg College is \$2.7M. He expressed that this may be adjusted in the future.

Dr. Law discussed the Orthotics & Prosthetics Re-appropriation of funds, noting that the program is running, courses are being offered and training has started. He added that the Governor loves the program because it is a high workforce and STEM initiative.

Dr. Law offered an update on the Bay Pines Facility, noting that it has a good chance of approval due to good champions in the Legislature.

Dr. Law added that there was additional information on the Clearwater Library project that he had not yet reviewed, but would probably forward to the Board by Friday of the current week. He noted that the College is asking for \$10-11M from the State to help fund this project.

Dr. Law also thanked Ms. Bello, Mr. Fine and Ms. Westine for a productive day in Tallahassee lobbying on behalf of the College.

14-035. Under Item XI, Next Meeting Date and Site

The Board confirmed its next meeting date and site as Tuesday, March 18, 2014, 8:30 a.m., at the _____ Epi Center.

14-036. Under Item XII, Adjournment

Having no further business to come before the Board, Chairman Gibbons adjourned the meeting at 9:59 a.m.

William D. Law, Jr.

Secretary, Board of Trustees
St. Petersburg College
FLORIDA

Deveron Gibbons

Chairman, Board of Trustees
St. Petersburg College
FLORIDA

Attachments
Board Memos and
Supplemental Materials

Board of Trustees Meeting
February 18, 2014

V – C Monthly Report Mercadante




FGO
Faculty Governance Organization

Dr. Rich Mercadante
Senate President

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President 
SUBJECT: Marketing and Public Information Executive Summary

Last year, St. Petersburg College embarked on an initiative to identify major gaps in digital communication throughout the college. We engaged a marketing firm to identify issues as well as consult and assist in the execution of a plan to connect with prospective and potential students through ongoing engagement across multiple digital platforms.

The enclosed plan includes the strategies and objectives from those findings. It also outlines additional digital and traditional marketing elements needed in order to ensure that SPC has the ability to transcend communication gaps identified across all platforms and mediums.

All together, these strategies can be defined by two major objectives:

1. Generate new Inquiries
2. Increase inquiry to application conversion

This represents an organizational shift for the current Marketing and Public Information (MPI) department. Currently the MPI team functions as a “full service” marketing department that is often tasked with focusing on the tactical execution of projects that impact populations of many sizes.

However, as you will see, we are migrating to a model that supports the two major objectives listed above through strategic, sustainable initiatives that will require all parties to engage and view the role of the MPI team differently. For example:

- We will be focused on efficient execution of the initiatives enclosed in this plan. We will work with key stakeholders to identify subcommittee members for major projects; and to ensure projects and initiatives are not done in a vacuum.
- We will concentrate on campuses and students as major stakeholders for communication. As we undertake the college rebranding and the redesign of the SPC website along with other digital platforms, and we will engage a student advisory committee and campus leaders to understand current and potential student behavior. We will work with both groups, within guidelines, to make all digital and traditional platforms focused to current and prospective students and making their online SPC experience more intuitive, personalized, relevant, timely and engaging.

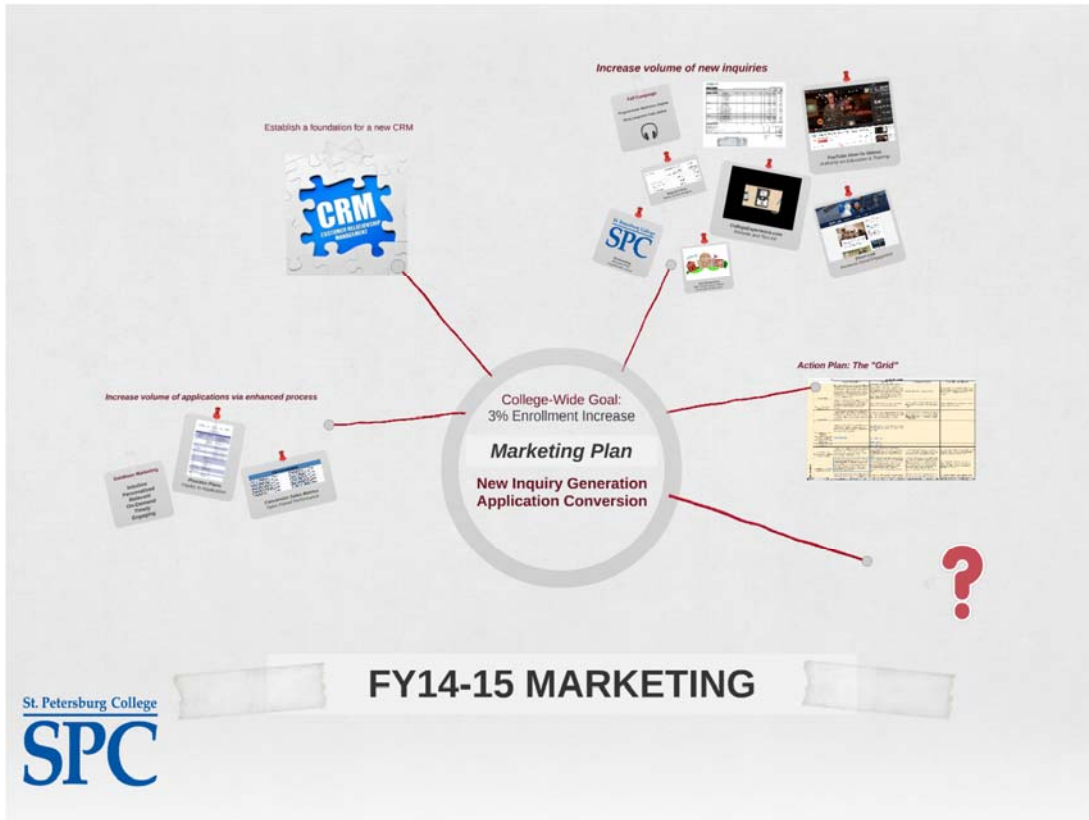
We want to earn a role as “trusted advisors”. This will only happen through time and our ability to effectively execute the plan enclosed. We believe in empowering each key stakeholder with

resources needed to: Market their programs and departments, contribute content for recruiting and retention purposes and empower campuses and students to assist in recruiting processes.

Making a shift such as this requires education and teaching for the key internal stakeholders, as well as the MPI team. It is critical that we ensure all parties understand the vision and the role of the MPI team and that we are committed to the common goal of increasing student enrollment by 3%; through the successful execution of this plan – we will achieve this goal.

This plan will be the starting point to solidify the vision and timelines of major initiatives that are to come in 2014. We are confident that as committees and concepts come together, this document will begin to come to life with tangible deliverables and measurable results.

VI - A.1att Executive Summary MPI Plan Prezi



Increase volume of new inquiries



Fall Campaign

Programmatic Bachelors Degree

Many programs Fully Online



ST. PETERSBURG COLLEGE
March 2014 Media

PRINT		Cost/insertion	Total/month
(Bilingual Magazine (Clearwater))		1000	\$800.00
(February Power/Breaker/Media Magazine (Mid/own))		200	\$320.00
Print Total		\$1,000.00	\$1,100.00

RADIO	Daypart/Prog	Days/week	Spots/day	Wks/mo.	Spots/mo.	Rate/spot	Gross/Month	Net/Month
WFLZ-FM 93.3	M-W 3P-7P 15 SEC	3	1	4	12	\$ 95.00	\$ 1,140.00	\$969.00
	M-W 3P-7P 30 SEC	3	1 to 2	4	16	\$ 150.00	\$ 2,400.00	\$2,040.00
	Mon-Sun Midnight to Midnight 10 SEC	7	1 to 2	4	40	\$ -	\$ -	\$0.00
	M-W 3P-7P 30 SEC	3	2	4	24	\$ 150.00	\$ 3,600.00	\$3,060.00
	M-W 7 A - 10 A 15 SEC	3	1	4	12	\$ 75.00	\$ 900.00	\$765.00
	M-S 6A - Midnight 15 SEC	7	0 to 1	4	24	\$ -	\$ -	\$0.00
WSUN-FM 97.1	M-W 7 A - 10 A 30 SEC	3	2	4	24	\$ 165.00	\$ 3,960.00	\$3,366.00
	M-W 7 A - 10 A 30 SEC	3	1 to 2	4	16	\$ 165.00	\$ 2,640.00	\$2,244.00
	M-W 3P-7P 15 SEC	3	2	4	24	\$ 40.00	\$ 960.00	\$816.00
WLLD-FM 94.1	M - W 6A-10A 15 SEC	3	2	4	24	\$ 40.00	\$ 960.00	\$816.00
	M-W 3P-7P 30 SEC	3	2	4	24	\$ 50.00	\$ 1,200.00	\$1,020.00
	W-TW 6 A - 10 A 30 SEC	3	2	4	24	\$ 50.00	\$ 1,200.00	\$1,020.00
	BONUS M-W 6A-12A 30 SEC	3	3 to 4	4	40	\$ -	\$ -	\$0.00
WQYK-FM 99.5	MTW 3P-7P 15 SEC INET - 1st in break	3	4 to 5	4	64	\$ 75.00	\$ 4,800.00	\$4,080.00
	MTW 7A-10A 15 SEC INET - 1st in break	3	4	4	48	\$ 75.00	\$ 3,600.00	\$3,060.00
	MTW 3P-7P 30 SEC 1X Hour	3	5	4	64	\$ 100.00	\$ 6,400.00	\$5,440.00
	MTW 7A-10A 30 SEC 1X Hour	3	4	4	48	\$ 100.00	\$ 4,800.00	\$4,080.00
	BONUS M-SUN 6 A - 12A	7	0 to 1	4	20	\$ -	\$ -	\$0.00
	Live Endorsement All M-W 3p-7p 60 Sec	3	1	4	20	\$ 175.00	\$ 3,500.00	\$2,975.00
	Streaming M-W 7A-5P 30 seconds	3	4 to 5	4	64	\$ -	\$ -	\$0.00
WQYK-FM 99.5	M-W 7A-5P Streaming 30 sec	3	5 to 6	4	64	\$ -	\$ -	\$0.00
	MTW 7A-10A 1X Hour 30 sec	3	4	4	48	\$ 100.00	\$ 4,800.00	\$4,080.00
	MTW 3P-7P 30 SEC 1X Hour	3	5 to 6	4	64	\$ 100.00	\$ 6,400.00	\$5,440.00
	MTW 7A-10A 1st in break 15 sec	3	4	4	48	\$ 60.00	\$ 2,880.00	\$2,448.00
	M-W 3P-7P 1st in break 15 sec	3	5 to 6	4	64	\$ 65.00	\$ 4,160.00	\$3,536.00
	M-W 6A-10A 60 sec Live Endorsement Veronica	3	1	4	12	\$ 175.00	\$ 2,100.00	\$1,785.00
	BONUS M-SU 6A-12M 15 Sec	7	0 to 1	4	20	\$ -	\$ -	\$0.00
Radio Total					982		\$62,406.00	\$53,640.00

CREATIVE / PRODUCTION	TV	RD	DM	NP/Print	Internet	Other	Outdoor
CLEARCHANNEL DIGITAL (1)							
CLEARCHANNEL ROTARY (2) Pinellas						\$ 4,000.00	ENCUMBRANCE
CLEARCHANNEL POSTERS (13)						600	\$600.00
OSP Conference 3/1/14							\$1,250.00
The Greatest Show on Surf						675	\$675.00
ADOP Annual Meeting and Scientific Symposium 3/1/14						\$ 8,333.00	ENCUMBRANCE
Orange Theory		\$1,200.00					\$ 1,200.00
Radio Talent Fee							\$1,200.00
Total							\$3,725.00

GRAND TOTAL **\$57,865.00**

REMAINDER OF FISCAL YEAR FY13-FY14		
	ACTUAL	BUDGET
TOTAL BUDGET REMAINING	\$ 244,928.10	\$ 244,928.10
MARCH	\$ 57,865.00	\$ 57,865.00
APRIL	\$ 69,852.50	\$ 69,852.50
MAY	\$ 52,270.50	\$ 52,270.50
JUNE	\$ 54,890.00	\$ 64,940.10
VARIANCE	\$ 10,050.10	\$ -

Budget \$ 57,865.00
Variance \$0.00

Source / Medium	Unique Visitors	Unique Visitors
	2,838,333 % of Total: 100.00% (2,838,333)	2,838,333 % of Total: 100.00% (2,838,333)
1. ■ (direct) / (none)	1,017,114	28.89%
2. ■ angel.spcollege.edu / referral	931,064	26.45%
3. ■ google / organic	866,708	24.62%

Request Form Metric Driven Analysis

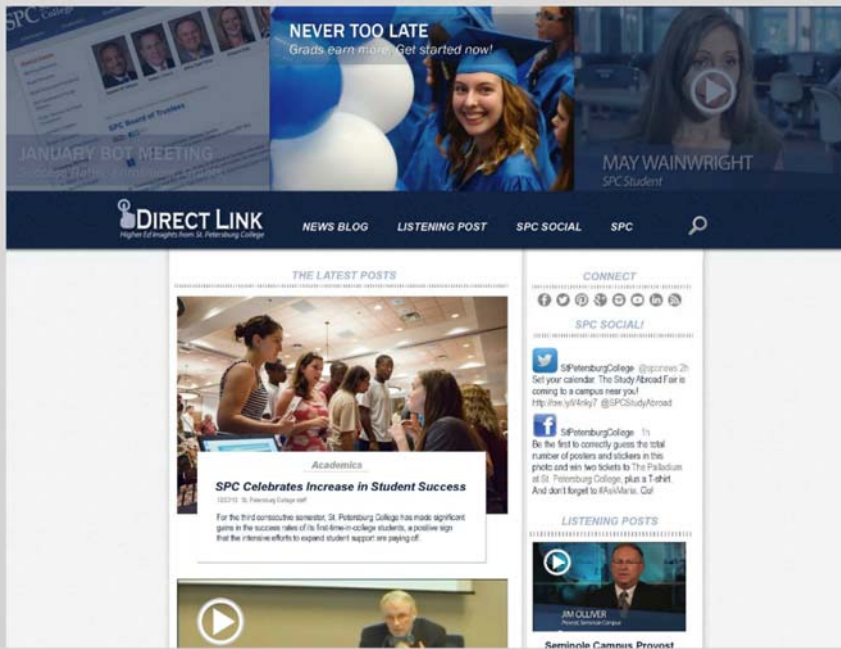
St. Petersburg College

SPC

Re-Branding
Beyond SPJC
Aligned with values



Auto Acceptance
High School, Early College,
Associates to Bachelors



Direct Link
Increased Social Engagement

Increase volume of applications via enhanced process

Goal Conversions	
Inquiry/Appoint	80%
Inquiry/Interview	60%
Inquiry/Application	30%
Inquiry/Enrollment	20%
Inquiry/Start	18%
Inquiry/Start	18%
Appoint/Start	23%
Interview/Start	30%
Application/Start	60%
Enrollment/Start	90%

Database Marketing

*Intuitive
Personalized
Relevant
On-Demand
Timely
Engaging*

	Mail	E-Mail	Phone Call
Day 1	Automated Welcome Packet Includes form for student and parent information, and a copy of the study tour brochure.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	"DM Calculator" A calculator that the student can use to determine the cost of attending DM.
Day 2	Thank You Brochure Includes a copy of the study tour brochure, a copy of the student information form, and a copy of the parent information form.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 3	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 4	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 5	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 6	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 7	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 11	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 14	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 30	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 60	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.
Day 90	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.	Response for lead A form to gather contact information for the purpose of communication and distribution of DM materials.	Follow-up A follow-up call to the student and parent to ensure they received the materials and to answer any questions.

Process Plans
Inquiry to Application



Goal Conversions			
Inquiry/Appoint	80%	Inquiry/Start	18%
Inquiry/Interview	60%	Appoint/Start	23%
Inquiry/Application	30%	Interview/Start	30%
Inquiry/Enrollment	20%	Application/Start	60%
Inquiry/Start	18%	Enrollment/Start	90%

Conversion Sales Metrics
Sales Funnel Performance

Establish a foundation for a new CRM



Action Plan: The "Grid"

	January-February-March	April-May-June	July-August-September	October-November-December
	By December, Market Research should be completed to test campaign viability, communication mediums and consumer behavior. Research to provide insight into: environmental trends, customer analysis, competitor analysis, industry climate/trends, market segmentation, current marketing strategies and results, future marketing strategies and results and the digital strategy.	Communication Research completed by December that provides insight into how communication can be improved among current and potential students, how it can be improved among faculty and staff, what methods are currently being used by faculty with students (i.e. social media), and what preferred methods of digital communication can be offered to faculty, as a tool for communicating with students.	Marketing Advisory Council Taskforce created.	Marketing Advisory Council Taskforce collaborates to vet the marketing and enrollment plan against completed research in order to realign priorities for SPC, if necessary.
Process: Research	Develop and launch a Student Marketing Advisory Council which will be comprised of the student demographics that the college currently serves to act as a focus group to ensure there is student adoption and buy-in on key initiatives.	Develop the social media interns and student bloggers program in partnership with campus Provosts.	Launch the social media interns program within the MPR Department and the student bloggers program at each campus.	Convene monthly with student bloggers at each campus to discuss social media strategy.
Process: Student Advisory, Bloggers and Interns	Present the Rebranding Concepts, Pillars (4-year, Student Support, Student Success, Workforce, Active Learning) and Strategy to the Sr. VP which includes a Titan Mascot and refresh of the SPC logo. Bring to Deans and Provosts with Sr. VP approval.	Develop Rebranding Campaign with tangible deliverables such as: Public Relations, Website Redesign, "SPC Market Place" Launch and Traditional Marketing efforts	Continue in launch efforts of Rebranding Campaign with tangible deliverables such as: Public Relations, Website Redesign, "SPC Market Place" Launch and Traditional Marketing efforts	
Process: Rebrand	Develop a vanity 800 number that ensures that we are able to effectively track traditional marketing efforts. These numbers will all be driven to a centralized number that will be monitored for training purposes.	Continue to monitor calls for customer service, tracking, efficiency and campaign modifications - adjust scripting as needed.		
Process: Customer Focused Recruitment	Traditional Media Advertising: March & April Buy Sheets Traditional Media Advertising: May Buy Sheet Traditional Media Advertising: June Buy Sheet	April 2014 Buy Sheet	May 2014 Buy Sheet	June 2014 Buy Sheet
Digital Media: Content Contributors and Area of Study Blogs, How To Videos	In alignment with the program based marketing efforts, we will work with program faculty and staff for them to understand their roles as content contributors - this will ensure relevancy and authenticity of content.	Launch Area of Study Blogs with Optimized SEO Keywords, Faculty Content Contributors, Expert Topics, Curated Programmatic Content, and YouTube "How to" Content. More parceled course content & Workforce Applied	Launch "Area of Study" E-Newsletters provided by content contributors (faculty/staff) and communicated to our database of current and prospective students.	Launch the "Faculty Bookshelves" where faculty and staff are able to upload their research and whitepapers for student, alumni, donors and media to see.
Digital Media: Area of Study Microsites and Tool Kits	In alignment with the program based marketing efforts, we will develop new content for each area of study that helps sell each program to be included in the outreach toolkit and within the new area of study microsites. Content will include alumni success stories, advisory board member insight, student and employer testimonials, mention of affiliations and accreditations, etc.	In alignment with the program based marketing efforts, we will develop new content for each area of study that helps sell each program to be included in the outreach toolkit and within the new area of study microsites. Content will include alumni success stories, advisory board member insight, student and employer testimonials, mention of affiliations and accreditations, etc.	In alignment with the program based marketing efforts, we will develop new content for each area of study that helps sell each program to be included in the outreach toolkit and within the new area of study microsites. Content will include alumni success stories, advisory board member insight, student and employer testimonials, mention of affiliations and accreditations, etc.	Launch "Area of Study Microsites" for prospective students. This will be in alignment with the website redesign, and will be in the program site pages in the redesigned look/feel etc.
	Keyword research and analysis to determine programmatic and branded keywords for SEO and Pay Per Click. Research	Develop Branded and Programmatic keywords, budget, ad copy and landing pages for Search (PPC) Campaigns	Implement a Link Building campaign that ensures cross promotion among partner sites and drive SEO. Launch	Re-Direct traffic from PPC Landing Pages to Microsites with Request Form Tracking, Continually A/B test and


LATE INQUIRIES

General Audience | High School | AA | AS | BAS | BS | Online | Current Students | Transfer | Retention-Re-Entry-WD | Workforce | Nor



February 18, 2014

M E M O R A N D U M

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President 
SUBJECT: FY13-14 July 1 – January 31 Fund 1 Financial Report

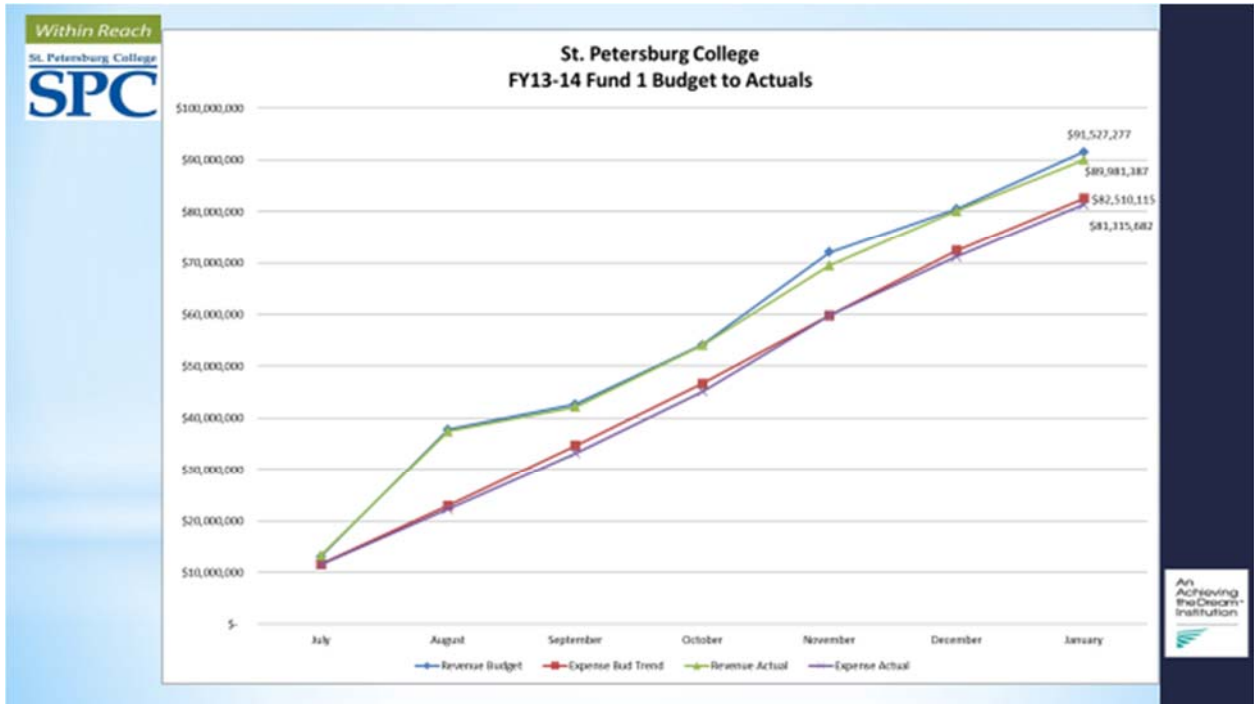
Attached for information is the Fund 1 financial report for FY13-14 July 1 – January 31 time period.

Financial Report Highlights through January 31:

- Overall revenue is \$1.5M (1%) under budget projections attributable to lower student tuition and fee revenue than anticipated.
- Total Operating Cost is currently 1.5% under budget primarily due to management of current expenses implemented early in the year.

Doug Duncan, Senior Vice President, Administrative/Business Services & Information Technology, Jamelle Conner, Associate Vice President, Strategic Execution and Systems Support, recommend approval.

VI – C.1att Financial Report

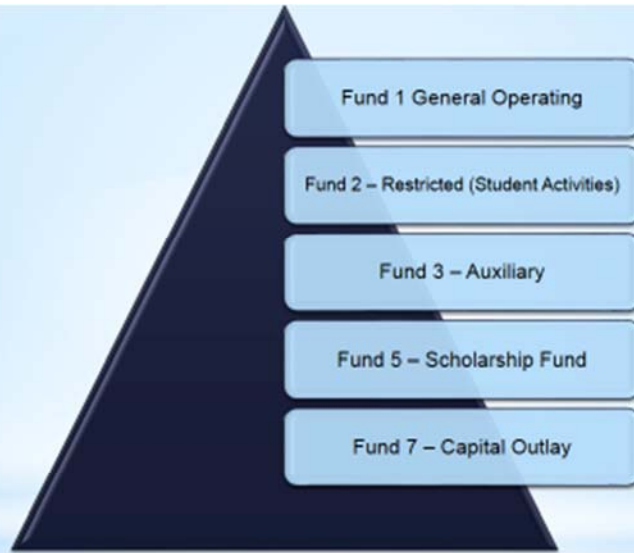


Within Reach		ST. PETERSBURG COLLEGE									
St. Petersburg College		FY2013-2014 RECURRENTS OPERATING BUDGET TO ACTUAL REPORTING: July 1 - January 31									
Revenue	FY12-13 Budget	FY12-13 YTD Actual	% to Budget	FY13-14 Budget	FY13-14 YTD Actual	% of YTD Budgeted Revenue	YTD to Date %	\$ YTD Variance	% YTD Variance		
Revenue											
Student Tuition & Out-of-State Fees	\$ 51,205,733	\$ 47,792,818	77%	\$ 50,834,324	\$ 47,146,395	89%	-	\$ (3,687,929)	-7%		
Learning Assistant Access Fee	\$ -	\$ -	0%	\$ 1,389,684	\$ 1,625,912	117%		\$ 236,228	17%		
State Appropriation - CDP	\$ 31,927,080	\$ 30,548,555	96%	\$ 30,879,335	\$ 30,377,417	98%		\$ (501,918)	-2%		
State Appropriation - Lottery	\$ 10,270,385	\$ -	0%	\$ 13,517,841	\$ 2,886,177	21%		\$ (10,631,664)	-78%		
Operating Grant for New Facilities	\$ 426,348	\$ -	0%	\$ 906,556	\$ -	0%		\$ (906,556)	-100%		
Business Learning Fee	\$ 4,199,162	\$ 2,969,963	71%	\$ 3,266,435	\$ 2,240,334	69%		\$ (1,026,101)	-31%		
Technology Fee	\$ 2,074,181	\$ 2,240,874	77%	\$ 2,886,437	\$ 2,212,513	77%		\$ (673,924)	-23%		
Lab Reserve Fees	\$ 2,762,917	\$ 1,156,226	42%	\$ 2,212,155	\$ 1,481,369	67%		\$ (730,786)	-33%		
Other Revenue	\$ 3,882,186	\$ 2,627,408	68%	\$ 2,681,417	\$ 1,543,925	58%		\$ (1,137,492)	-42%		
Other Student Fees	\$ 1,892,785	\$ 927,138	49%	\$ 1,721,878	\$ 882,623	51%		\$ (839,255)	-49%		
Fund Transfers In	\$ 2,176,281	\$ -	0%	\$ 2,642,411	\$ -	0%		\$ (2,642,411)	-100%		
Revenue Reconciliation Reserve	\$ 2,193,569	\$ -	0%	\$ 1,171,659	\$ -	0%		\$ (1,171,659)	-100%		
One-Time Non-Recurring Funds	\$ 1,246,130	\$ -	0%	\$ 1,540,228	\$ -	0%		\$ (1,540,228)	-100%		
Total Revenues - Fund Is	\$ 144,047,283	\$ 97,746,664	68%	\$ 149,041,512	\$ 89,981,787	60%	67%	\$ (59,059,725)	-39%		
Operating Costs	FY12-13 Budget	FY12-13 YTD Actual	% to Budget	FY13-14 Budget	FY13-14 YTD Actual	% of YTD Budgeted Revenue	YTD to Date %	\$ YTD Variance	% YTD Variance		
Personnel & Benefits											
Institutional/Faculty Full Time	\$ 27,870,430	\$ 13,441,254	48%	\$ 28,434,115	\$ 16,349,930	58%		\$ (12,084,185)	-43%		
Administrative	\$ 20,485,275	\$ 12,112,274	59%	\$ 21,817,244	\$ 12,287,731	56%		\$ (9,529,513)	-44%		
Career/Non-Institutional	\$ 25,890,487	\$ 12,754,547	49%	\$ 24,184,696	\$ 12,877,295	53%		\$ (11,307,401)	-47%		
Adjunct Supplemental	\$ 10,172,712	\$ 7,468,203	74%	\$ 11,136,700	\$ 7,125,511	64%		\$ (4,011,189)	-36%		
Other Academic	\$ 328,832	\$ 127,807	39%	\$ 324,237	\$ 182,484	56%		\$ (141,753)	-44%		
Non-Institutional OPI and Overtime	\$ 2,734,120	\$ 1,817,792	66%	\$ 2,815,490	\$ 1,324,410	47%		\$ (1,491,080)	-53%		
Student Assistant	\$ 506,100	\$ 134,429	27%	\$ 504,800	\$ 157,537	31%		\$ (347,263)	-69%		
Personnel Benefits	\$ 21,735,230	\$ 14,818,804	68%	\$ 22,378,132	\$ 10,430,875	47%		\$ (11,947,257)	-53%		
Total Personnel & Benefits	\$ 119,989,281	\$ 64,691,675	54%	\$ 116,677,612	\$ 64,052,537	55%	57.2%	\$ (52,625,075)	-45%		
Current Expense											
Travel	\$ 603,944	\$ 338,423	56%	\$ 603,944	\$ 332,474	55%		\$ (271,470)	-45%		
Books & Materials	\$ 1,457,644	\$ 725,561	50%	\$ 1,617,844	\$ 855,272	53%		\$ (762,572)	-47%		
Rent/Lease	\$ 474,271	\$ 175,207	37%	\$ 473,271	\$ 196,393	42%		\$ (276,878)	-58%		
Insurance (Non-Health)	\$ 1,725,240	\$ 1,113,346	64%	\$ 1,725,240	\$ 1,284,889	75%		\$ (440,351)	-25%		
Utilities	\$ 6,233,085	\$ 3,212,898	52%	\$ 6,073,035	\$ 3,248,225	53%		\$ (2,824,810)	-47%		
Services and Fees	\$ 4,572,070	\$ 2,228,267	49%	\$ 4,448,470	\$ 1,840,377	41%		\$ (2,608,093)	-59%		
Interinstitutional Waivers	\$ 918,895	\$ 472,247	51%	\$ 1,510,895	\$ 575,112	38%		\$ (935,783)	-62%		
Materials and Supplies	\$ 6,442,885	\$ 2,963,401	46%	\$ 6,208,425	\$ 3,389,983	55%		\$ (2,818,442)	-45%		
Facilities Equipment/Leasing	\$ 2,584,655	\$ 1,127,400	44%	\$ 2,584,655	\$ 1,217,128	47%		\$ (1,367,527)	-53%		
Redevelopment/Unemployment Compensation	\$ 1,147,782	\$ 223,081	20%	\$ 1,147,782	\$ 203,428	18%		\$ (944,354)	-82%		
Other Current Expense	\$ 2,780,269	\$ 1,824,210	66%	\$ 2,810,437	\$ 1,444,992	51%		\$ (1,365,445)	-49%		
Total Current Expense	\$ 27,633,868	\$ 13,826,383	50%	\$ 27,882,410	\$ 13,488,632	49%	50%	\$ (14,393,778)	-52%		
Capital Spending											
Computer Software Licenses	\$ 2,254,415	\$ 1,406,788	62%	\$ 2,280,346	\$ 1,343,540	59%		\$ (936,806)	-41%		
Capital Facilities-Non-Recurring	\$ 808,341	\$ 327,817	41%	\$ 808,341	\$ 420,172	52%		\$ (388,169)	-48%		
Total Capital Spending	\$ 3,062,756	\$ 1,734,605	57%	\$ 3,088,687	\$ 1,763,712	57%	54%	\$ (1,324,975)	-43%		
Total Operating Costs - Fund Is	\$ 148,647,283	\$ 79,472,834	53%	\$ 148,647,512	\$ 81,515,682	55%	57%	\$ (67,131,830)	-45%		
Total Remaining Funds (Surplus/Deficit)	\$ -	\$ 8,273,831		\$ -	\$ 8,466,105			\$ 8,466,105			



VI - C.2 2014-15 Revenue Projections

* Revenue Estimates 2014-15



* Review of College Budget/Fund Types



FY14-15 St. Petersburg College Recurring Budget Estimate		
Revenue	FY13-14 Budget	FY14-15 Estimate
Revenue		
Student Tuition & Out-of-State Fees	\$ 58,654,324	\$ 57,914,079
Learning Support Access Fee	\$ 1,289,004	\$ 1,270,581
State Appropriation - CCPF Recurring	\$ 52,970,253	\$ 50,992,226
State Appropriation - Lottery	\$ 12,617,061	\$ 12,892,812
Performance Funding		\$ 2,252,320
Operating Cost for New Facilities	\$ 106,159	\$ -
Distance Learning Fee	\$ 3,284,455	\$ 3,578,755
Technology Fee	\$ 2,906,697	\$ 2,868,923
Lab Revenue Fees	\$ 2,232,165	\$ 1,625,016
Other Revenues	\$ 3,492,617	\$ 3,492,617
Other Student Fees	\$ 1,723,979	\$ 1,723,979
Fund Transfers In	\$ 2,942,481	\$ 2,942,481
Revenue Stabilization Reserve	\$ 2,173,009	\$ 2,173,009
One-Time Non-Recurring Funds	\$ 1,569,328	\$ 1,569,328
Total Revenues - Fund 1x	\$ 145,861,532	\$ 145,296,126

Key Points:

- Tuition and fees based on flat enrollment from FY13-14
- State Funding based on the Governor's Budget





FY14-15 Projected Tuition and Fees

Lower Division Credit Programs	Projected FY14-15 Fees	Current Maximum Fees	Difference	Calculation	Description/Use of Funds
Florida Residents					
Tuition Fee	\$0.94	\$5.26	4.32	10% below to 15% above standard	General operating expenses
Student Activity & Service Fee	7.63	8.53	0.90	10% of tuition	Student related activities and service
Financial Aid Fee	4.04	4.20	0.22	5% of tuition	Institutional directed financial assistance for students
Technology Fee	4.04	4.20	0.22	5% of tuition	Institutional technological support
Capital Improvement Fee (CIF)	13.10	17.05	N/A	20% of tuition; \$2 max annual increase	Capital improvements, technology enhancements, equipping buildings, acquiring property
Tuition and Fees	\$ 107.75	\$ 119.36	\$ 5.66		
Learning Support Access Fee	2.00	0.00	N/A		Covers costs associated with student learning support services
Tuition and Fees w/Access Fee	\$ 109.75	\$ 119.36	\$ 5.66		


Upper Division Credit Programs	Projected FY14-15 Fees	Current Maximum Fees	Difference	Calculation	Description/Use of Funds
Florida Residents					
Tuition Fee	\$91.79	\$94.54	\$2.75	Set by Statute	General operating expenses
Student Activity & Services Fee	9.18	9.43	0.27	10% of tuition	Student related activities and service
Financial Aid Fee	4.59	4.73	0.14	5% of tuition	Institutional directed financial assistance for students
Technology Fee	4.59	4.73	0.14	5% of tuition	Institutional technological support
Capital Improvement Fee (CIF)	10.55	18.91	N/A	20% of tuition; \$2 max annual increase	Capital improvements, technology enhancements, equipping buildings, acquiring property
Tuition and Fees	\$118.70	\$132.36	\$3.30		
Learning Support Access Fee	2.00	0.00	N/A		Covers costs associated with student learning support services
Tuition and Fees w/Access Fee	\$ 120.70	\$ 132.36	\$ 3.30		



February 18, 2014

M E M O R A N D U M

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Online Revitalization

Requested action: Authorize the President to proceed with the Online Revitalization Plan for St. Petersburg College; authorize the creation of a three-year transitional fund to support the plan; authorize necessary distance education course fees as outlined.

Over the past several months, we have reported to the Board on our efforts to revitalize the college's extensive online education program. This program is by far the largest in the Florida College System and impacts nearly all of our students – some who enroll in distance education courses, many others whose courses use our Learning Management System (“Angel”). This revitalization project is driven by the fact that our current system is increasingly outdated and limited, and that it has been acquired by another entity with future plans being very uncertain.

At prior meetings the Board has approved the acquisition of a new, up-to-date Learning Management System, “Desire to Learn” (D2L, in our shorthand). In addition to new technology, the college has embarked on a major review and redesign of how we manage, support, maintain, enhance and expand our offerings. Toward that end more than 100 faculty devoted the Fall Semester to the creation of a white paper that addresses the full range of commitment necessary to have an effective and competitive online presence. That white paper has been shared with you and is providing guidance to our more detailed planning for conversion of this major instructional activity.

Today we are presenting the financial plan that will support the conversion and renewal efforts. The conversion will start this summer and will continue to the next two to three years. There are more than 1500 courses that need to be redesigned, reformatted, updated as to content and pedagogy, and generally redeployed using the many new features of the D2L platform. **(Another indicator of the magnitude of the challenge is to confirm that in the Fall semester just completed, 35.9% of our student semester hours of instruction were delivered online, just short of 100,000 semester hours in total!)**

In addition to the courses to be redesigned, our plan includes a major component to have faculty who teach in this modality participate in significant professional development. More than several hundred faculty will participate in extensive training activities before and during the course conversion process. While we have always had a basic requirement for faculty who teach online, those previous efforts were focused largely on ‘how to use the technology’ training. Our emerging efforts will provide equal or greater focus on the latest knowledge of pedagogy and

learning research wedded to powerful, ubiquitous technologies. Clearly, effective online education is increasingly different from our face-to-face efforts.

Our planning efforts, then, are focused on strongly supporting faculty in the redesign of their courses. We are also committing to new and more effective student support in order to improve the success rates of course completion. The many lessons we have learned from our student success efforts with campus-based students will need to be transformed and adjusted to provide significantly greater and more proactive support for online learners.

To accomplish all this in a timely fashion we are requesting that the Board take two important steps:

First, authorize the creation of transition support fund, deploying \$649,000 from the college fund balance to be used over the three year transition timeframe; this fund will allow us to run both Angel and D2L while we make the conversion to D2L. The fund will also support a small number of technical support positions, personnel who will work very closely with faculty as they redesign and transform their courses.

Second, authorize a modest \$2 increase in the course fees associated with distance education to take place in January of 2015 and a second increase in January of 2016. Please note, these are fees specifically authorized by existing statute and follow strict guidelines on their use. The fees are not assessed to students who do not enroll in online courses.

These two steps will permit us to convert all courses as rapidly as feasible. They will allow the transition loan from fund balance to be repaid in a timely fashion, and will provide an ongoing financial base after the transition period. Finally, these steps will assure that courses remain up-to-date, faculty can continue to be supported in uses of new technology, and students can receive responsive and timely support as needed to successfully complete their online courses.

This requested action is the final step in an extensive multi-year effort to build on one of the historical successes of St. Petersburg College. A multi-million dollar grant in the mid-1990's propelled the college to the front ranks of online learning. These new efforts will position St. Petersburg College to maintain this valuable strength and to position us for new leadership in this area.

As always, I am happy to have your questions, comments, suggestions.

VI - C.3att SPC OnLine Revitalization Finance Plan

* Online Revitalization Finance Plan

Online Revitalization Transitional Funding Plan	Phase I Transitional Budget				
	1 (FY14-15)		2 (FY15-16)		3 (FY16-17)
	Recurring	Non-Recurring	Recurring	Nonrecurring	Recurring
Projected Revenue					
Distance Learning Fee	\$3,578,756		\$4,078,167		\$4,281,537
Total Revenue	\$3,578,756	\$0	\$4,078,167	\$0	\$4,281,537
Projected Expense					
Personnel & Benefits					
Instructional/Faculty-Full Time	\$0		\$0		\$0
Admin/Prof	\$1,651,000		\$1,651,000		\$1,651,000
Career	\$256,184		\$256,184		\$256,184
Supplemental (Course Redesign)	\$140,000		\$140,000		\$140,000
Student Services Support	\$200,000		\$200,000		\$200,000
Reserve	\$100,000		\$100,000		\$100,000
Non-Instructional OPS and Overtime	\$132,287		\$132,287		\$132,287
Employee Benefits	\$226,591		\$226,591		\$226,591
Total Personnel & Benefits	\$3,006,061	\$179,056	\$3,006,061	\$277,168	\$3,006,061
Current Expense					
Tech Expense/Licensing	\$410,120	\$291,888	\$424,859	\$93,600	\$441,853
D2L System Modifications/Consulting		\$36,600		\$36,600	
Reserve	\$0		\$0		\$0
Miscellaneous Expense	\$60,324	\$29,890	\$60,324	\$21,700	\$60,324
Total Current Expense	\$470,444	\$358,388	\$485,183	\$151,900	\$502,177
Capital Spending					
Computer/Technology Refresh Leases	\$76,074	\$126,760	\$76,074	\$93,047	\$76,074
Total Capital Spending	\$76,074	\$126,760	\$76,074	\$93,047	\$76,074
Total Operating Costs	\$3,552,578	\$664,204	\$3,567,317	\$522,115	\$3,584,312
Total Remaining Funds	\$26,176	-\$664,204	\$510,849	-\$522,115	\$697,225
Annual Revenue/Expense		-\$638,028		-\$11,266	
Cumulative Revenue/Expense Balance		-\$638,028		-\$649,294	\$47,931

Within Reach
St. Petersburg College
SPC


Distance Learning Fee

Distance Learning Fee	Current FY13-14	FY14-15	FY15-16
Lower Division	\$12.50	\$14.50	\$16.50
Upper Division	\$15.00	\$17.00	\$19.00

- Distance Learning Fees have not increased in four years
- Proposed Fee Increases effective Spring of each year
- Fee applied only to fully online courses
- Approximately 17,500 students (unduplicated) take at least one online course each term (Fall/Spring); 11,000 in Summer


Distance Learning Fee	FY10-11	FY11-12	FY12-13	FY13-14 Proj
Actual Revenue	\$3.1M	\$3.2M	\$3.2M	\$3.2M


Florida Statute 1009.23: The amount of the distance learning course user fee may not exceed the additional costs of the services provided which are attributable to the development and delivery of the distance learning course. Such user fees and fines shall not exceed the cost of the services provided and shall only be charged to persons receiving the service.



Within Reach
St. Petersburg College
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Community College System Distance Learning Fees






Questions?

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President 
SUBJECT: Faculty Contract Review Process and Highlights

The faculty contract review process was completed on February 3, 2014. The dean or program directors addressed a number of factors associated with each faculty member as part of the decision making process. These factors include:

- Participation in Out of Class Support
- College Service and Duties Outside the Classroom
- Professional Development Completed
- Professional Development Plan for Coming year in collaboration with Dean
- Student Course Survey of Instruction Scores
- Student Course Success Rates
- Class Observations
- Strengths
- Areas for Improvement

The information associated with each faculty member was presented to Senior VP of Instruction and Academic Programs and followed by a subsequent meeting with the president to ensure a thorough review was accomplished.

One hundred and twelve faculty were reviewed. Of the 77 were annual contracts, 35 continuing contracts. The results are attached with:

- 81 approved for annual
- 24 continuing
- 2 delayed decisions until May
- 2 six month contract
- 2 acting positions
- 1 non-renewal

The review process proved to be most encouraging. Faculty are focused on the teaching and learning process and are employing a variety of methodologies to improve the engagement of their students. The Faculty Cohort support process operated by the Center for Excellence in Teaching and Learning is also providing strong results as faculty work to adopt their teaching expertise to our current students in support of student success.

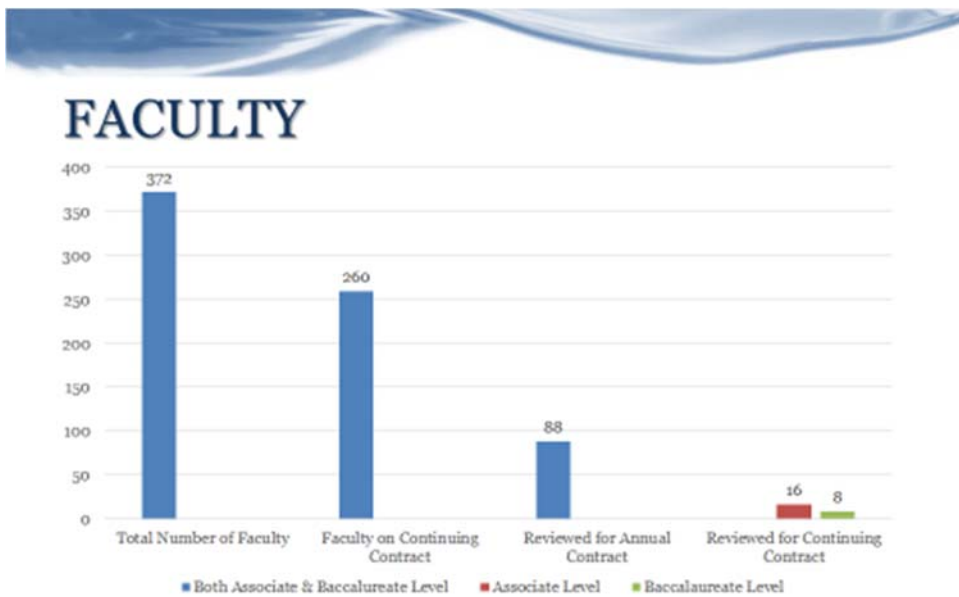
Anne Cooper, Senior Vice President, Instruction and Academic Programs

VI - D.1att Faculty Contract Review

St. Petersburg College
SPC



Faculty Contract Review
Board Of Trustees Meeting *February, 2014*



FACULTY REVIEW PROCESS

- Faculty Role - Data and Documentation
 - Participation in Out of Class Support
 - College Service and Duties Outside the Classroom
 - Professional Development Completed
 - Professional Development Plan for coming year in collaboration with Dean
 - Student Course Survey of Instruction Scores
 - Student Course Success Rates
- Deans Role
 - Reviews and adds class observation and general comments
 - Presents faculty contract recommendation based on review to President and SVP with supporting documentation
 - Provides feedback to faculty member

FACULTY HIGHLIGHTS

Discipline	Faculty Reviewed	Highlights
College of Business	6	Incorporation of case study methodology into courses to increase student's ability to apply knowledge to real life examples
College of Education	7	Overall student success rate of 89%; use of social media and Skype for student communication and tutoring
College of Public Safety	4	In addition to learning center hours and support of student organizations and clubs all participate in summer recruitment/outreach sessions with recent high school graduates
Communication	10	Academic excellence in conference presentations and curriculum innovations to promote student success

FACULTY HIGHLIGHTS cont.

Discipline	Faculty Reviewed	Highlights
Mathematics	11	All provided 1-2hrs/week in Learning Centers and half led student groups, clubs or activities
Natural Science	17	All active in Learning Centers/Department Tutoring Centers; academic presentations in the use of technology to improve student success; ongoing support of undergraduate research and multiple science club and STEM focused activities
Social Science	9	Focus on advancing civic learning and engagement by embedding hands on community based projects within their courses

February 18, 2014

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St. Petersburg College
SPC

Questions?




St. Petersburg College
SPC

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Faculty Annual Contract Recommendations

Approval is sought for the following recommended personnel actions concerning faculty appointments, which shall be enforced via contracts for employment.

Recommend appointment to a contract (2014-2015), contingent upon the successful completion of satisfactory service in the current contract year. These individuals are serving in a 12-month position.

Effective Date	Name	Title	Department
8/1/2014	Afienko, Kenneth J	Instructor-12 month	BA Programs/UPC
8/1/2014	Andrasik, Stephen J.	Academic Dep Chair	Natural Science SPG
8/1/2014	Barnes, Jonathan A	Academic Dep Chair	Fine & Applied Arts CL
8/1/2014	Bennett, R Bartlett	Instructor-12 month	Baccalaureate Programs/UPC
8/1/2014	Boehme-Terrana, L	Instructor	BA Programs/UPC
8/1/2014	Briggs, Jeffrey B	Instructor	Nursing HC
8/1/2014	Brown, Geoffrey K.	Instructor-in-Charge	Fire Science AC
8/1/2014	Butz, Floyd	Instructor-12 month	BA Programs/UPC
8/1/2014	Coronel, Rina S.	Instructor-12 month	BA Programs/UPC
8/1/2014	Courtade, Angela M.	Instructor-12 month	BA Programs/UPC
8/1/2014	Delgado, Margaret	Academic Dep Chair	Natural Science TS
8/1/2014	Fernandez, Roberto	Academic Dep Chair	Business Technologies TS
8/1/2014	Fullard, Jeani Z	Instructor	College of Education
8/1/2014	Harper, Mary E.	Instructor	College of Education
8/1/2014	Hughes, Michael E.	Instructor-12 month	Criminal Justice AC
8/1/2014	Kolonoski, David E.	Academic Dep Chair	Mathematics SPG
8/1/2014	Kronschnabl, Jeffery P.	Instructor-in-Charge	BA Programs/UPC
8/1/2014	Louis, Louisana	Instructor	Nursing HC
8/1/2014	Loureiro, Roberto V	Academic Dep Chair	Social Science SPG
8/1/2014	Moore, Joy B	Academic Dep Chair	Mathematics SPG

8/1/2014	Mossgrove, Terri Lynn	Instructor	College of Education
8/1/2014	Murphy, Beth E	Instructor	BA Programs/UPC
8/1/2014	Norman, Anja	Academic Dep Chair	Social Science CL
8/1/2014	Oakley, Shirley	Academic Dep Chair	Letters CL
8/1/2014	Odotola, Adeniji A.	Academic Dep Chair	Ethics TS
8/1/2014	Osovitz, Michelle M.	Instructor-12 month	BA Programs/UPC
8/1/2014	Panuthos, Nicolle E	Academic Dep Chair	Business Technologies SE
8/1/2014	Rewald, Charles P.	Instructor-12 month	Nursing HC
8/1/2014	Risberg, Chrissy	Academic Dep Chair	Business Technologies TS
8/1/2014	Shellhorn, Wendy L	Instructor	BA Programs/UPC
8/1/2014	Stanley, Kevin	Academic Dep Chair	Fine & Applied Arts SE
8/1/2014	Stumpe, Kim M.	Academic Dep Chair	Natural Science CL
8/1/2014	Trede, Teri A	Instructor	BA Programs/UPC
8/1/2014	Viciere, Brandi L	Instructor-12 month	Nursing HC
8/1/2014	Watts, Dorraine D.	Instructor-12 month	BA Programs/UPC

Recommend appointment to a contract (2014-2015), contingent upon the successful completion of satisfactory service in the current year based on 36 ECH.

Effective Date	Name	Title	Department
8/14/2014	Brzezinski, Sara B	Instructor	Social Science SE
8/14/2014	Bueller, Daniel J	Instructor	Mathematics SPG
8/14/2014	Cools-Stephens, Janice A	Instructor	Letters SPG
8/14/2014	Cooper, Thomas S	Instructor	Theatre CL
8/14/2014	Cross, William C.	Instructor	Business Technologies CL
8/14/2014	Culligan Jr, Michael P	Instructor	Social Science CL
8/14/2014	Davies, Joi B	Instructor	Mathematics SPG
8/14/2014	DeNooyer, Ericjan D	Instructor	Mathematics SE
8/14/2014	Escott, Maria	Instructor	Letters SE
8/14/2014	Everhart, Colin M	Instructor	Natural Science CL
8/14/2014	Farmer, Buddy Brisco	Instructor	Mathematics SPG
8/14/2014	Fleming, William J	Instructor	Social Science SPG
8/14/2014	Gibbons, Linda K.	Instructor	Nursing HC
8/14/2014	Goergen, Erin M	Instructor	Natural Science CL
8/14/2014	Greenberg, David L	Instructor	Fine & Applied Arts SPG
8/14/2014	Hamilton, Ronald Shane	Instructor	Business Technologies SP
8/14/2014	Hawkins-Johnson, J	Instructor	Nursing HC
8/14/2014	Italia, Mark P	Instructor	Natural Science CL
8/14/2014	Jahosky, Michael T.	Instructor	Fine & Applied Arts SPG
8/14/2014	Johnson-Lewis, Erika L	Instructor	Fine & Applied Arts CL

8/14/2014	Joyce,Dawn M.	Instructor	Letters CL
8/14/2014	Keleske,Allison Marie	Instructor	Nursing HC
8/14/2014	Kishbaugh,Greta L	Instructor	Business Administration SE
8/14/2014	Krueger,Amy	Instructor	Dental Hygiene HC
8/14/2014	Laporte,Anthony M	Instructor	Fine & Applied Arts SE
8/14/2014	Mistretta, Jennifer Lee	Instructor	Nursing HC
8/14/2014	Muehl,Nathan	Instructor	Fine & Applied Arts SPG
8/14/2014	Nelson,Nydia N	Instructor	Mathematics SPG
8/14/2014	Ringold,Carol A	Instructor	Letters SPG
8/14/2014	Robinson,Diane J	Instructor	Nursing HC
8/14/2014	Rupp,Marc	Instructor	Nursing HC
8/14/2014	Scanlon,Maura A	Instructor	Natural Science SE
8/14/2014	Schneider, Virginia B	Instructor	Nursing HC
8/14/2014	Schroeder,Daniel C	Instructor	Natural Science SPG
8/14/2014	Seetharaman,Shyam	Instructor	Social Science SPG
8/14/2014	Sibbio,Ralph A	Instructor	Emergency Medical Serv HC
8/14/2014	Siegler,Katherine L.	Instructor	Natural Science CL
8/14/2014	Smisek,Maria G.	Instructor	Nursing HC
8/14/2014	Stephanides,Ourania	Instructor	Mathematics TS
8/14/2014	Thomas,Kory B	Instructor	Physical Therapist Asst HC
8/14/2014	Tillman,Adrian D	Instructor	Business Technologies TS
8/14/2014	Torres,Renee S.	Instructor	Mathematics CL
8/14/2014	Valentine,Anthony G	Instructor	Speech - Letters SPG
8/14/2014	Vaughan,John T.	Instructor	Natural Science SPG
8/14/2014	Worden,James G	Instructor	Natural Science SPG
8/14/2014	Wu,Xin	Instructor	Natural Science SPG

Anne Cooper, Senior Vice President, Instruction and Academic Programs and the Strategic Issues Council Members
bringing the actions forward, recommend approval.
ssw020514

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President *WDL*
SUBJECT: Faculty Continuing Contract Recommendations

Approval is sought for the following personnel actions concerning faculty members to receive continuing contract (2014-2015), contingent upon the successful completion of satisfactory service in the current contract year and official documentation of successful completion of required graduate coursework or completion of the Faculty Cohort Program through the Center of Excellence for Teaching and Learning.

Effective Date	Name	Title	Department
8/14/2014	Beck,Sandra K	Instructor	Business Technologies SP
8/1/2014	Biggs,Marie C	Instructor	College of Education
8/14/2014	Clem,Angela S	Instructor	Nursing HC
8/14/2014	Copeland,Jacqueline	Instructor	Mathematics SPG
8/1/2014	Grinnell,Lynn Dean	Instructor	BA Programs/UPC
8/1/2014	Heinze,Nathan D.	Instructor	BA Programs/UPC
8/14/2014	Karol,Amy L	Instructor	Letters TS
8/1/2014	Kelly,Andrea J	Instructor	College of Education
8/14/2014	March,Tina L	Instructor	Letters SPG
8/14/2014	Mazarakis,Pelagia J	Instructor	Mathematics SE
8/14/2014	Newsom,Tara	Instructor	Social Science SPG
8/14/2014	Olsen,Sharon A.	Instructor	Social Science SE
8/1/2014	Poulin,Michael T.	Instructor	College of Education
8/1/2014	Rasor,Carol E.	Instructor	BA Programs/UPC
8/14/2014	Restom Gaskill,Teresa	Instructor	Natural Science SPG
8/14/2014	Rosengarten,Shelbey C	Instructor	Letters SE
8/14/2014	Sinclair,Steven G.	Instructor	Fine & Applied Arts SE

8/14/2014	Suttle,Catherine M	Instructor	Nursing HC
8/14/2014	Unger,Matthew	Instructor	Fine & Applied Arts SE
8/14/2014	Vanauken,Todd R	Instructor	Radiography HC
8/14/2014	VanBourgondien,Martin	Instructor	Emergency Medical Serv HC
8/1/2014	Watkins,Nancy A.	Instructor	College of Education
8/1/2014	Wilber,Robin S.	Instructor	BA Programs/UPC
8/14/2014	Zombek,Angela M	Instructor	Social Science CL

Anne Cooper, Senior Vice President, Instruction and Academic Programs and the Strategic Issues Council Members bringing the actions forward, recommend approval.

ssw020514

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President *WDL*

SUBJECT: Personnel Report

Approval is sought for the following recommended personnel transactions:

HIRE Budgeted			
Effect. Date	Name	Department/Location	Title
1/13/2014	Scott,Audwin Lenard	Ethics CL	Administrative Svcs Specialist
1/27/2014	Hart,Ethan L	District Library DO	Assoc Dir, Learning Resources
2/3/2014	Seay,Steven J.	Facilities Services DO	Bus Operator
1/10/2014	Wallace,Michael J. Durand Vicens,Ricardo	Emergency Medical Services HC	Faculty - full-time
1/22/2014	A	Institutional Advancement DO	Graphic Design Manager
1/13/2014	Bailey,Richard S	Landscape Services TS	Landscaper
1/27/2014	Rodesiler,Carrie A	Special Programs/Intl Educ DO	Title III Director

HIRE Temporary/Supplemental			
Effect. Date	Name	Department/Location	Title
1/13/2014	Langhorst,Constance C	Provost SPG	CHS Adjunct Inst - Credit
1/9/2014	Pelletier,Scott R	Emergency Medical Services HC	Contributed Service
1/13/2014	Babbitt,Daniel O	Social Science SE	Faculty - credit adjunct
1/13/2014	Baptista,Gail S	Letters CL	Faculty - credit adjunct
1/13/2014	Bartoe,Colin A	Natural Science SPG	Faculty - credit adjunct
1/13/2014	Bengtson,Kirsten A	Fine & Applied Arts CL	Faculty - credit adjunct
1/28/2014	Carlson,Frederick R	Business Technologies CL	Faculty - credit adjunct
1/13/2014	Clark,William D	Natural Science TS	Faculty - credit adjunct
1/28/2014	Coleman,Paul J	Business Technologies SP	Faculty - credit adjunct

1/13/2014	Conti,Margaret M	Letters CL	Faculty - credit adjunct
1/13/2014	Daniele,Anthony	Social Science DT	Faculty - credit adjunct
2/4/2014	DeHart,Michael R	Business Technologies CL	Faculty - credit adjunct
1/13/2014	Demas,John G	Fine & Applied Arts TS	Faculty - credit adjunct
1/13/2014	DiChario,Nicholas A	Baccalaureate Programs/UPC	Faculty - credit adjunct
1/13/2014	Diomede,Matthew W.	Letters CL	Faculty - credit adjunct
1/13/2014	Eggers,Mark T	Emergency Medical Services HC	Faculty - credit adjunct
1/13/2014	Fay,Robert H	Mathematics SPG	Faculty - credit adjunct
1/13/2014	Felton Jr,Willie B	Social Science DT	Faculty - credit adjunct
1/13/2014	Hauser,Laura A	Mathematics TS	Faculty - credit adjunct
1/18/2014	Heuertz,Andrew A	College of Education	Faculty - credit adjunct
1/13/2014	Horn,Ellen S	Foreign Language SE	Faculty - credit adjunct
1/28/2014	Howard,Shemika N	Business Technologies SP	Faculty - credit adjunct
1/13/2014	James,Alfonsa	Social Science DT	Faculty - credit adjunct
1/13/2014	Jenks,Diane Lee	Nursing HC	Faculty - credit adjunct
1/13/2014	Kilgore,Debra V.	Social Science TS	Faculty - credit adjunct
2/3/2014	Kotchman,Susan C	College of Education	Faculty - credit adjunct
1/13/2014	Kowasic,Priscilla L	Letters CL	Faculty - credit adjunct
1/13/2014	Laguna,Jason M	Social Science DT	Faculty - credit adjunct
1/13/2014	Langford,Tanya S	Fine & Applied Arts SE	Faculty - credit adjunct
1/13/2014	Lee,SeaYoung	Fine & Applied Arts SPG	Faculty - credit adjunct
1/13/2014	Lupfer,Lindsey R	Letters CL	Faculty - credit adjunct
1/13/2014	Madden,James F	College of Education	Faculty - credit adjunct
1/11/2014	Mallory,Ann L.	Letters CL	Faculty - credit adjunct
1/13/2014	Martin,James J	Social Science SPG	Faculty - credit adjunct
1/11/2014	Nevins,Mary A	Letters CL	Faculty - credit adjunct
1/13/2014	Oppliger,Frederick J.	Letters TS	Faculty - credit adjunct
1/13/2014	Patton,Spyridon	Social Science DT	Faculty - credit adjunct
1/13/2014	Poliquin,Michael R	Social Science DT	Faculty - credit adjunct
1/13/2014	Puente,Adrian E	Fine & Applied Arts CL	Faculty - credit adjunct
1/13/2014	Rejman,Jason T	Natural Science TS	Faculty - credit adjunct
1/13/2014	Rhodes,Christy M	College of Education	Faculty - credit adjunct
1/13/2014	Richardson,John W	Fine & Applied Arts SPG	Faculty - credit adjunct
1/13/2014	Romero,Christina	Letters SPG	Faculty - credit adjunct
1/13/2014	Ryan,Liza	Health Education Ctr Provost	Faculty - credit adjunct
1/13/2014	Schuyler,Rebecca M.	Natural Science SPG	Faculty - credit adjunct
1/13/2014	Sheehy,Debra A	Social Science DT	Faculty - credit adjunct
1/13/2014	Sheehy,Franca Verocian	Letters SPG	Faculty - credit adjunct
1/13/2014	Stacy,Autumn N	BA Programs/UPC	Faculty - credit adjunct
1/13/2014	Stokes,Keith H	Baccalaureate Programs/UPC	Faculty - credit adjunct
1/13/2014	Switzer,Theodore S	Natural Science SPG	Faculty - credit adjunct

1/21/2014	Todd,Maryann	College of Education	Faculty - credit adjunct
1/13/2014	Unruh,Eric T	Social Science DT	Faculty - credit adjunct
1/13/2014	Villines,Chondell C	Letters SE	Faculty - credit adjunct
1/13/2014	Waterhouse,Don B.	Business Administration EpiCtr	Faculty - credit adjunct
1/13/2014	Weeks,Patricia A	Social Science DT	Faculty - credit adjunct
1/13/2014	Wesley,Rita R	Social Science DT	Faculty - credit adjunct
1/13/2014	White,Keith D	Letters SE	Faculty - credit adjunct
1/28/2014	Wilhite,Charles P	Business Technologies CL	Faculty - credit adjunct
2/3/2014	Williams,Andrea L	College of Education	Faculty - credit adjunct
1/13/2014	Williams,Nancy L	College of Education	Faculty - credit adjunct
1/28/2014	Wright,Russell W	Business Technologies SP	Faculty - credit adjunct
1/31/2014	Boman,Eugene B	Criminal Justice AC	Faculty - non-credit adjunct
2/3/2014	Eggers,Mark T	Emergency Medical Services HC	Faculty - non-credit adjunct
1/13/2014	Cappleman,Tammy	Ethics CL	Faculty - supplemental
1/13/2014	Connelly,Carol A	Social Science CL	Faculty - supplemental
1/13/2014	Goergen,Erin M	Baccalaureate Programs/UPC	Faculty - supplemental
1/13/2014	Heier,Barbara J.	Physical Therapist Asst HC	Faculty - supplemental
1/10/2014	Jorgensen-Zidar,Nikole S	Natural Science CL	Faculty - supplemental
1/13/2014	Louis,Louisana	Nursing HC	Faculty - supplemental
1/13/2014	McGill,Lori A.	Nursing HC	Faculty - supplemental
1/13/2014	Tersteegen,Kirsten S.	Letters TS	Faculty - supplemental
1/13/2014	Carrizo,Lisbeth	Enrollment Management DO	General Support
1/13/2014	Vasquez,Mateo Javier	Enrollment Management DO	General Support
1/27/2014	Veit,Shiela R	Enrollment Management DO	General Support
1/14/2014	Crockett,Kaitlin A	District Library DO	Library Services Technician
1/21/2014	Cunningham,Jennifer L	Academic & Student Affairs	OPS Career Level 1
2/6/2014	Figueroa III,Adolfo	Academic & Student Affairs	OPS Career Level 1
1/27/2014	Fromentin,Frudly	District Library DO	OPS Career Level 1
1/14/2014	Jones,Betty J	District Library DO	OPS Career Level 1
1/13/2014	Merritt,Elise A	District Library DO	OPS Career Level 2
1/17/2014	Williams,Elida C	Academic & Student Affairs	OPS Career Level 3
1/13/2014	Brunelli,Meghan C	Central Records DO	OPS Career Level 4
1/21/2014	Miles,Patricia E	Enrollment Management DO	OPS Career Level 4
1/23/2014	Cash,Jacqueline T.	District Library DO	OPS Career Level 5
1/13/2014	Fernandez,Carol	Academic & Student Affairs	OPS Career Level 5
1/15/2014	Haggert,Cassandra C	Provost HC	OPS Career Level 5
1/13/2014	Haynes,Patricia Ann	District Library DO	OPS Career Level 5
1/15/2014	Orbea,Alicia M	Provost HC	OPS Career Level 5
1/13/2014	LaRochelle,Lee A	Academic & Student Affairs	OPS Career Level 7
1/21/2014	Carlevatti,Jennifer L	Leepa/Rattner Museum - DO	OPS Professional

2/3/2014	James,Chinyere Y	Natural Science SE	OPS Professional
2/3/2014	Mateus,Jazmine S	Provost HC	OPS Professional
1/13/2014	Shamblin,Theresa J	Fine & Applied Arts SPG	OPS Professional
1/14/2014	Fyfe,Alec Labdon	Admin Information Systems	OPS Technical Intern
1/13/2014	Sharpe,Alex	Admin Information Systems	OPS Technical Intern
1/13/2014	Theoharis,Evagelos A	Information Systems - Network	OPS Technical Intern
1/13/2014	Figueroa,Carmen M	Nursing HC	Percent-of-load
1/13/2014	Sharp,Helen J	Nursing HC	Percent-of-load

TRANSFER/PROMOTION Budgeted			
Effect. Date	Name	Department/Location	Title
1/13/2014	Bain,Gabrielle Hannah,Marchelle	Fire Science AC	Academic Program Coordinator
1/21/2014	Voshay	Counseling & Advisement SPG	Sr Administrative Svcs Speclst
1/1/2014	Thiel,Janice L.	Academic & Student Affairs DO	Sr Instructional Technologist
2/1/2014	Ennis,Michele L.	Provost AC	Sr Technology Support Specialist

TRAVEL OUTSIDE THE CONTINENTAL UNITED STATES			
Effect. Date	Name	Department/Location	Title
03/21/14-4/5/14	Brzezinski, Sara	Social Sciences TS	Instructor

To visit Londonderry, Ireland and to increase global awareness among SPC students, prepare SPC students for a study abroad program, internationalize the curriculum, strengthen the relationship between the University of Ulster and SPC, to continue to develop and carry out collaborative research projects between two institutions.

Funded by the College. The total estimated cost to the College is \$4,082.16

05/19/14-6/14/14	Peterson, Sheryl	Social & Behavioral Sciences SE	Academic Chair
05/19/14-6/14/14	Grano, Barbara	Social & Behavioral Sciences SE	Instructor

To visit Barcelona, Spain. The experience gained by planning and travelling on an at-sea experience will provide instructors with the knowledge they need to plan and provide the best possible international travel by sea experience for students.

The total estimated cost to the College is \$13,986.86 but to be reimbursed to the College later by the SPC Foundation and Barbara

Grano.

Doug Duncan, Senior Vice President, Administrative/Business Services & Information Technology; Patty Curtin Jones, Vice President, Human Resources; and the Strategic Issues Council Members bringing the actions forward, recommend approval.

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President

SUBJECT: Credit Curriculum 

Approval is sought for the following recommended changes to credit curriculum for the 2014-15 catalog year:

Program & Course Updates Effective Fall 2014

A. College of Business

1. Program Updates:

- a. Business Administration AS (BUS-AS): Program requirements modified and total program hours decreased from 64 to 60 per State Framework changes. A 1-credit core course option, and *Business Communication* (GEB2214) was removed from each subplan to accommodate the reduction in credit hours.
- b. Management and Organizational Leadership BAS (MGTORG-BAS): Sustainability subplan modified as a result of program review. Two elective courses were added to the subplan, but total program hours did not change.

2. Course Updates: No new, deleted, or major modifications to courses submitted.

B. College of Computer & Information Technology

1. Program Updates:

- a. Technology Development and Management BAS (TMGT-BAS): Program requirements were modified by replacing a core course, *Technology Development Internship* (ISM 4940) with an intermediate programming course to better prepare students in the Software Development subplan. The *Internship* and *Senior Capstone Project* (ISM 4915) courses will be combined to enable students to complete their capstone projects in a work setting.
- b. **Effective Summer 2014**, Classification of Instructional Program (CIP) codes were changed to the following programs (new codes noted) as a result of changes made to the State Curriculum Frameworks:
 - i. Computer Networking AS (COMPNET-AS): 1511100111
 - ii. Computer Support Certificate (APLS-CT): 0511100121
 - iii. Cisco Certified Network Associate Certificate (CCNA-CT): 0511100114
 - iv. Linux System Administrator Certificate (LINUXSA-CT): 0511100122
 - v. Microsoft Certified IT Professional Server Administrator Certificate

(MCITPS-CT): 0511100112

2. Course Updates: The following courses had major modifications made to course descriptions, prerequisites, major learning outcomes, and/or credit hours as a result of course review, unless otherwise noted:
 - a. *Introduction to Social Media and Web Technologies* (CGS 2651): Changed title and added minimum grade of C to prerequisite course.
 - b. *Java Web Applications* (COP 2806): Changed course description and MLOs.
 - c. *Visual Basic NET Programming I* (COP 2837): Changed MLOs and added minimum grade of C to prerequisite course.

3. New Courses: The following courses were developed and submitted to C&I for content review; courses were previously approved as added requirements to CCIT programs:
 - Computer Networking AS
 - a. *Fundamentals of Information Storage and Management* (CTS 1001)
 - b. *Configuring and Managing Virtualization* (CTS 2001)
 - Technology Development and Management BAS
 - c. *Introduction to Analytics* (CAP 4760)
 - d. *Business Analytics* (ISM 4465)
 - e. *Business Intelligence and Data Mining* (CTS 4450)
 - f. *Algorithmic Design and Development* (COP 4416)
 - g. *Human Computer Interfaces* (CEN 4722)
 - h. *Strategic Cyber Security Enforcement* (ISM 4490)
 - i. *Advanced Software Programming* (COP 4504)
 - j. *Intermediate Software Programming* (COP 3022)

C. College of Education

1. Program Updates:
 - a. Early Childhood Education AS (CHDEV-AS): Program requirements modified by adding a new elective course *Infant/Toddler Education* (EEC 1002), per State Frameworks changes; change does not impact total program hours.

2. Course Updates: The following courses had major modifications made to course descriptions, prerequisites, major learning outcomes, and/or credit hours as a result of course review, unless otherwise noted:
 - a. *Developmental Psychology* (DEP 3305): Changed prerequisites
 - b. *Early Childhood Development* (EEC 1603): Added prerequisites ENC 0015 and REA 0007
 - c. *Introduction to Working with Young Children with Special Needs* (EEC 2271): Major course rewrite as a result of State Framework changes.
 - d. *Senior Capstone for Preschool Education* (EEC 4945): Changed course description and MLOs
 - e. *Organization, Curriculum and Instruction for Exceptional Students* (EEX 3241): Changes prerequisites and MLOs
 - f. *Exceptional Learners in the Inclusive Classroom* (EEX 4034) (effective Summer 2014)

- g. *Differentiated Instruction and Assessment for Secondary Exceptional Learners* (EEX 4242) (effective Summer 2014)
 - h. *Behavioral Management of Exceptional Learners* (EEX 4606) (effective Summer 2014)
 - i. *Instructional Methods in Secondary Mathematics with Technology* (MAE 4330): Added minimum grade of C for course prerequisites.
 - j. *Secondary School Science & Assessment with Technology* (SCE 4330): Changed course description.
3. Course Deletions: The following course has been deleted from the Early Childhood Education AS program as a result of State Framework changes:
- a. *Child Care Regulations* (EEC 2521): The course has not been taught in over three years so a teach-out period is not needed.

D. College of Health Sciences

- 1. Program Updates:
 - a. FYI: The Medical Laboratory Technology AS program that was closed in Spring 2012 due to low enrollment was deleted from the curriculum files.
- 2. New Programs:
 - a. Orthotics and Prosthetics (ORTHO-AS): The concept for this 77-credit AS program was previously approved and is now being submitted for development. Curriculum Frameworks have been submitted to the State DOE.
 - b. Health Data Management ATC (HDM-ATC): This 18-credit certificate is part of the Plus 50 Encore Completion Grant that was received March 2013. Six new courses* are also being submitted for approval, and are listed under section 4.
- 3. Course Updates: The following courses had major modifications to descriptions, prerequisites, major learning outcomes, and/or credit hours as a result of course review, unless otherwise noted:
 - a. *Emergency Medical Responder* (EMS 1055C): Major course rewrite as a result of State Framework changes.
 - b. *Biological Chemistry & Applied Nutrition* (DEH 1710): Major course rewrite.
 - c. *Dental Radiography* (DES 1200): Major course rewrite.
 - d. *Dental Radiography Lab* (DES 1200L): Major course rewrite.
 - e. *Health Services Management Concepts* (HSA 2182): Major course rewrite and title change for inclusion in the Health Sciences Administration AS program effective Summer 2014.
 - f. *General Pharmacology for Health Professionals* (HSC 1149): Major course rewrite, including removing the lab component and adjusting contact hours accordingly; MLOs were also rewritten to accommodate change in contact hours.
 - g. *Senior Capstone (PRO 4850)*: Major course rewrite as part of 3 year review and MLOs were modified to accurately reflect the content of the course (effective Summer 2014).
- 4. New Courses: The following courses* are being developed for the new Health Data

Managemnet ATC (HDM-ATC):

- a. **Introduction to Health Data Management* (HIM 2XXX)
- b. **Health Data Analytics* (HIM 2XXA)
- c. **Health Care Information Systems* (HIM 2XXB)
- d. **Clinical Information Systems* (HIM 2XXC)
- e. **Database Management for Clinical Information Systems* (HIM 2XXD)
- f. **Contemporary Issues in Health Data Management* (HIM 2XXE)
- g. *Interprofessional Team Based Health Care* (HSA 2104) (effective Summer 2014)
New course developed for the Health Sciences Administration AS program

E. College of Nursing

1. Program Updates:

- a. Nursing BS (NURS-BS): Program requirements modified by reducing total program hours from 157 to 156 to meet current American Association of College of Nursing (AACN) accreditation standards. *Pharmacology in Nursing Practice* (NUR 3145) and *Introduction to Nursing Research* (NUR 4165) were deleted; the lab component was reomoved from *Health Assessment and Physical Appraisal* (NUR 3066C); and two courses were added: *Evidence-Based Research Utilization* (NUR 4169 and a new course, *Informatics and clinical Reasoning* (NUR 3874).

2. Course Updates: The following courses had major modifications made to descriptions, prerequisites, major learning outcomes, and/or credit hours as a result of course review, unless otherwise noted:

- a. *Health Assessment and Physical Appraisal* (NUR 3066): Major course rewrite.
- b. *Pathophysiology* (NUR 3125): Major course rewrite.
- c. *Professional Roles and Dimensions of Nursing Practice* (NUR 3805): Major course rewrite as a result of accreditation requirements.

F. College of Policy and Legal Studies

1. Program Updates:

- a. Public Policy and Administration BS (PPA-BS): Program requirements modified as a result of advisory committee recommendations. Two new courses were developed and added as electives (see Item 3 below).

2. Course Updates: Prerequisites were changed to the following courses (added minimum grade of C to prerequisites) in an effort to better prepare students for success in the classes:

- a. *Legal Aspects of Sustainability* (BUL 3583)
- b. *Techniques of Interview and Investigation* (PLA 1361)
- c. *Criminal Law and Procedure* (PLA 3306)
- d. *Labor and Employment Law* (PLA 3474)
- e. *Insurance Law* (PLA 3563)
- f. *Advanced Computerized Legal Research* (PLA 3735)
- g. *Evidence Law* (PLA 4263)
- h. *Tort and Personal Injury Law* (PLA 4275)
- i. *Commercial Transactions* (PLA 4404)

- j. *Environmental Law* (PLA 4554)
 - k. *Real Property Law* (PLA 4613)
 - l. *Family Law* (PLA 4806)
 - m. *Sports and Entertainment Law* (PLA 4827)
 - n. *Animal Law* (PLA 4876)
 - o. *Policy Leadership* (PUP 3033)
3. New Courses: The following courses have been added as electives to the Public Policy Administration BS (PPA-BS) program in response to advisory committee recommendations:
- a. *American Civic Life* (PUP 3XXX)
 - b. *Emergency and Crisis Communications* (PUP 3000)

G. College of Public Safety Administration

1. Program Updates: The following programs were modified as a result of program review, technological advances in the field, and changes to the State Fire Board Standards and Training:
- a. *Crime Scene Technology AS (CST-AS)*: new course added to replace two existing courses (please see Item 3 and 4 below).
 - b. *Crime Scene Technology CT (CST-CT)*: course requirements changed, but did not impact total credit hours.
 - c. *Fire Science Technology (FIRE-AS)*: courses were removed from subplan core courses and additional credits were added to elective courses; total credit hours did not change.
 - d. *Fire Officer I Certificate (FOI-CT)*: credit hours reduced from 24 to 12 as a result of changes to State Frameworks. The following courses were removed from the program requirements to accommodate changes: *Fire Prevention* (FFP 1505); *Private Fire Protection Systems I* (FFP 1540), *Basic Incident Management System* (FFP 1824); *Intermediate Incident Management Systems* (FFP 1825), *Emergency Response to Terrorism: Basic Concepts* (FFP 1832); *Firefighting Tactics and Strategy II* (FFP 2811).
 - e. *Fire Officer II Certificate (FSOII-CT)*: credit hours reduced from 18 to 12 as a result of changes to State Frameworks. The following courses were removed from the program requirements: *Fire Chemistry* (FFP 1111); *Fire Cause and Origin Determination* (FFP 2610); *Fire Service Public Information Officer* (FFP 2706); *Ethical and Legal Issues for the Fire Service* (FFP 2770); *Fire Administration* (FFP 2780). Two courses were added: *Private Fire Protection Systems I* (FFP 1540); *Firefighting Tactics and Strategy II* (FFP 2811).
2. Course Updates: The following course had major modifications made to MLOs as a result of course review:
- a. *Crime Scene Safety* (CJE 2644C)
 - b. *Biological Evidence* (CJE 2676C)
3. New Courses: The following course has been added to the Crime Scene Technology AS (CST-AS) program and replaces two courses (CJE 1770 and CJE 1772) as a result of

program review and technological advances in the field:

- a. *Crime Scene Photography* (CJE 2673C)
4. Course Deletions: The following courses have been deleted from the Crime Scene Technology AS (CST-AS) program as a result of program review and technological advances in the field. The teach-out plan includes allowing students in the pipeline to complete photo requirements via portfolio, alternate satisfaction and/or take the new course CJE 2673C:
- a. *Crime Scene Photography I* (CJE 1770)
 - b. *Crime Scene Photography II* (CJE 1772)

H. Communications Department

1. Course Modifications: The following courses had modifications made to the MLOs, prerequisites and course description:
 - a. *Internship* (MMC 2949): Course outline modified to follow approved internship outline
 - b. *Organizational Communication* (COM 3120): MLOs updated to better reflect topics covered within course
 - c. *Composition II* (ENC 1102): All prerequisites now require a minimum grade of “C”
 - d. *Reading Techniques II - My Bridge to Success* (REA 0056): Course number updated from REA 0990 to REA 0056; new prerequisites added (*Effective Summer 2014*)
2. New Courses:
 - a. *Developmental Reading and Writing II* (ENC 0027): This is one of the course options suggested by the State to support developmental education reform. The FLDOE provided the course number and title. This is a “compressed” course that will allow students to complete developmental reading and writing courses in one semester.

I. Fine Arts/Humanities Department

1. Course Deletions: Teach-out was completed for the following courses that were part of a program deleted in 2011.
 - a. *Principles of Graphic Design* (GRA 1100C)
 - b. *Applied History of Graphic Design* (GRA 1330)
 - c. *Graphic Design I* (GRA 2111C)
 - d. *Graphic Design II* (GRA 2114C)
 - e. *Multimedia Graphics* (GRA 2131C)
 - f. *Pre-Press Production* (GRA 2203C)
 - g. *Professional Practices/Internship* (GRA 2951C)
 - h. *Graphic Design Portfolio* (GRA 2952C)

K. Mathematics Department

1. Course Updates: The following courses added *Exploration of Mathematics and Quantitative Reasoning* (MAT 1990) as a prerequisite option and will be effective Summer

2014:

- a. *Mathematics for Liberal Arts I* (MGF 1106) (*effective Summer 2014*)
 - b. *Mathematics for Liberal Arts II* (MGF 1107) (*effective Summer 2014*)
 - c. *Honors Mathematical Ideas and Explorations* (MGF 1108H) (*effective Summer 2014*)
 - d. *Elementary Statistics* (STA 2023) (*effective Summer 2014*)
 - e. *Honors Elementary Statistics* (STA 2023H) (*effective Summer 2014*)
2. New Courses: In accordance with the legislation surrounding developmental education reform, the following courses have been introduced:
- a. *Developmental Mathematics* (MAT 0022): This is a “compressed” course that will allow students to complete two developmental mathematics courses in one semester.
 - b. *Exploration of Mathematics and Quantitative Reasoning* (MAT 1990): A new prerequisite math course for liberal arts students (*effective Summer 2014*).

L. Natural Science Department

1. Program Updates:
 - a. Biology BS (BIOLOGY-BS): A new upper division internship course (BSC 4940) and an existing lab course was added to the elective course list (*Selected Lab Topics in Biology*, BSC 3930L).
2. Course Updates: The following courses had major modifications made to MLOs, prerequisites and descriptions as a result of course review:
 - a. *Genetics with Lab* (PCB 3063C)
 - b. *Evolutionary Biology* (PCB 4674)
3. New Courses: The following internship course has been developed in accordance with the college initiative:
 - a. *Biology Internship* (BSC 2940)
 - b. *Internship in Biological Sciences* (BSC4940)

M. Social and Behavioral Sciences Department

1. Course Updates: The following courses had major modifications made to MLOs, prerequisites and/or descriptions as result of course review:
 - a. *Honors International Relations* (INR 2002H)
 - b. *Honors American Government* (POS 2050H)

M. School of Veterinary Technology

1. Program Updates:
 - a. Veterinary Management Certificate (VMG-CT): This certificate is being deleted and taught out as it no longer aligns to State Frameworks.
2. Course Updates: The following course number was changed as a result of SCNS review:
 - a. *Small Animal Nutrition* (ATE 3637); new number: ATE 3605

VI - E.2 Curriculum Overview BOT Presentation Final

St. Petersburg College
SPC

SPC Curriculum Process: Approval of Programs/Courses

Board of Trustees Meeting
February 2014




St. Petersburg College
SPC **The VALUE of Curriculum**

MISSION: *The Curriculum Services Office provides innovative tools, resources, and expertise to facilitate the curriculum development process and to support students' seamless attainment of quality educational outcomes.*

VALUES: *Academic Quality, Structural Consistency, Articulation Assurance, and Student Focus*

SPC Mission/Values
↓
Program Goals, Outcomes, MLOs, Assessments
↓
Curriculum Philosophy
↓
Academic Quality Structural Consistency Articulation Assurance
↓
Student Success



3

Role of the Board of Trustees

- F.S. 1001.64 6) Each board of trustees has responsibility for the establishment and discontinuance of program and course offerings in accordance with law and rule;
- BOT Memo Approval via Consent Agenda (future meetings)

Your approval keeps SPC nimble in meeting the needs of our community by ensuring we offer the best curriculum to our students.



What You Can Expect to See:

- Changes Brought to BOT beginning of year/mid-year
- Types of Changes to Programs/Courses
 - New
 - Updated
 - Deleted
 - 5 Year Course Deletion Report
- Main Reasons for Changes
 - Continuous Review / Improvement
 - Advisory Board Recommendations
 - Accreditation Requirements
 - State Required Changes
 - College Initiatives

Changes Implemented 1 Year from Semester Approved

St. Petersburg College
SPC



A black and white line drawing of a person in a business suit carrying a briefcase, standing at a signpost. The signpost has several arrows pointing in different directions, with one arrow pointing to a question mark. The person is looking thoughtful, with a hand on their chin.


Questions

An Accredited Institution

9

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President 
SUBJECT: National Science Foundation (NSF) – Improving Undergraduate STEM Education (IUSE)

Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, to the National Science Foundation, by St. Petersburg College for the Improving Undergraduate STEM Education (IUSE) Program Grant. Permission is also sought to accept an estimated \$3,735,545 in funding over a five-year period for this proposal, if awarded, and enter into any amendments, extensions or agreements as necessary, within the original intent and purpose of the grant.

Known as the Cycle of STEM Success, (CSS) the mission of this project is to increase student engagement and success in STEM education and employment by improving the delivery and quality of the STEM education. The CSS program will be driven by three main strategies: 1) Develop and maintain a community-wide STEM digital badging system to track and reach out to students engaged in STEM activities from middle school forward, both in-school and out of school; 2) Redesign SPC's STEM course delivery to establish a learning community which incorporates active-learning strategies and experiential learning; and 3) Expand teacher preparation opportunities including pre-service teacher training in science and math through a learning community, along with professional development training for existing STEM instructors at all levels in non-traditional teaching and learning techniques. When functioning concurrently, these strategies will maximize the projects impact, as they address all components of the cycle of STEM success including students, teachers and the community.

The estimated period of performance will be from July 1, 2014 through June 30, 2019. The total project budget is projected to be \$3,735,545 over a five-year period. See attached Information Summary for additional information.

Suzanne L. Gardner, General Counsel; Anne Cooper, Senior Vice President, Instruction and Academic Programs; John Chapin, Dean, Natural Sciences; and Mark Italia, Professor, Chemistry recommend approval. Attachment js0206142

**BOT INFORMATION SUMMARY
GRANTS/RESTRICTED FUNDS CONTRACTS**

Date of BOT Meeting: February 18, 2014

Funding Agency or Organization: National Science Foundation

Name of Competition/Project: Improving Undergraduate STEM Education (IUSE) – Cycle of STEM Success (CSS)

SPC Application or Sub-Contract: SPC Application

Grant/Contract Time Period: **Start:** 7/1/14 **End:** 6/30/19

Administrator: John Chapin

Manager: Mark Italia

Focus of Proposal:

SPC's Cycle of STEM Success (CSS) program will build a STEM environment that combines teaching, learning and outreach to create a synergistic, self-sustaining system. This system addresses the STEM needs of the community (badging system), students (learning communities), educational systems (pre-service & in-service teacher professional development). Implementing these initiatives will improve student achievement in STEM fields by: 1) increasing the total number of well-qualified students enrolling in high-level mathematics, science and information technology programs; 2) increasing student retention in STEM programs; 3) increasing student persistence in STEM programs; 4) increasing the total number of students completing STEM degrees; 5) increasing the number of students matriculating to advanced degrees in STEM; 6) increasing the number of well-educated teachers in STEM teaching and learning; 7) increasing the number of well-qualified STEM professionals in STEM jobs; and 8) strengthening and expanding relationships between SPC, local industry and community providers through the STEM Advisory Council.

Budget for Proposal:

(Only Major categories—This is an estimated budget description based on expected funding and services. Specific budget categories may vary as the funding amount and/or services change.)

Personnel	\$ 867,120
Fringe	\$ 283,370
Travel	\$ 75,114
Participant Support Costs (Stipends)	\$ 150,000
Supplies & Materials	\$ 612,625
Contractual (USF, Technology, Evaluator)	\$ 802,300
Outreach/Marketing	\$ 180,000
Indirect Costs	<u>\$ 765,016</u>
Total Budget	\$ 3,735,545

Funding:

Total proposal budget: (includes amount requested from funder, cash and in-kind matches listed below)

\$ 3,735,545

Total amount from funder:

\$ 3,735,545

Amount/value of match:

Cash: N/A

In-kind: N/A

Required match or cost sharing:

No Yes

Voluntary match or cost sharing:

No Yes

Source of match/cost sharing:

N/A

Negotiated indirect cost:

N/A

(Fixed) administrative fee:

N/A

Software/materials:

N/A

Equipment:

N/A

Services:

N/A

Staff Training:

N/A

FTE:

N/A

Other:

N/A

College Values, Strategic Initiatives and Activities Addressed:

Value(s):

1. Academic Excellence
2. Professional Development
3. Culture of Inquiry
4. Partnership
5. Innovation
6. Diversity

Strategic Initiative(s):

1. Faculty and Staff Development
2. Instructional Support
3. Outreach
4. Student Engagement


Strategic Activity(ies):

1. Expanded Workforce Offerings and Improved Placement Tracking
2. Student Success and Out-of-Classroom Support

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: State University System of Florida, Board of Governors – Targeted Educational Attainment (TEAm) Grant Program

Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, to the State University System of Florida, Board of Governors by Florida Polytechnic University in partnership with St. Petersburg College for the Targeted Educational Attainment (TEAm) grant opportunity. Permission is sought to accept an estimated \$338,133 in funding over five years for this proposal if awarded, and enter into any amendments, extensions or agreements as necessary, within the original intent and purpose of the grant.

Known as “Innovative Pathways to Computer and Information Technology Careers,” the program will offer innovative curriculum and support services that will prepare students for high-skill jobs in Information Technology, increase the number of Florida students who complete academic programs in Computer and Information Technology, and will leverage the strengths of each partner institution for a sustainable future. The partnering institutions, including Florida Polytechnic University, St. Petersburg College, Polk State College and Southeastern University, have developed a plan to work collectively, as well as individually, to build capacity focusing on five key components: 1) New Programs/Program Enhancements; 2) Industry Partnerships; 3) Retention; 4) Targeted Recruitment; and 5) Official Transfer Agreements.

The estimated period of performance will be from July 1, 2014 through June 30, 2019. The total project budget is projected to be \$3,615,158 over five years. Of this amount, the College anticipates receiving approximately \$338,133 for its services over this same period. Grant funds must be expended by the end of year two, with a plan for sustainability for years three through five. See attached Information Summary for additional information.

Suzanne L. Gardner, General Counsel; Anne Cooper, Senior Vice President of Instruction and Academic Programs; and Sharon Setterlind, Dean, College of Computer and Information Technology recommend approval. Attachment js0206142

**BOT INFORMATION SUMMARY
GRANTS/RESTRICTED FUNDS CONTRACTS**

Date of BOT Meeting: February 18, 2014

Funding Agency or Organization: State University System of Florida Board of Governors

Name of Competition/Project: Targeted Educational Attainment (TEAm) grant: Innovative Pathways to Computer and Information Technology Careers

SPC Application or Sub-Contract: Subcontract

Grant/Contract Time Period: **Start:** 7/1/14 **End:** 6/30/19

Administrator: Sharon Setterlind

Manager: TBD

Focus of Proposal:

Through the TEAm grant, four partner institutions, including SPC, Florida Polytechnic University, Polk State College and Southeastern University, will prepare students for high skill, high demand occupations in computer and information technology (CIT) in Florida by: 1) expanding and enhancing four existing and newer targeted programs that address Florida workforce gaps, covering: Computer Engineering, Computer Science & Information Technology, Management Information Systems, and Multimedia Web Design and Development; 2) strengthening the education pipeline to these targeted programs, resulting in increased Associate in Arts (AA) transfers and accelerated degree completion; 3) increasing access points through articulation agreements for applicable Associate of Science (AS) degree programs offered at Florida College System partner institutions, such as SPC; 4) leveraging Florida Polytechnic faculty expertise to develop an Interactive Computing Environment (ICE) Lab, a first of its kind immersion environment for personalized learning and career planning, comprehensive information mapping, predictive planning, and precise result visualization for partner institution students and Florida employers; and 5) establishing a joint TEAm CIT Advisory Board comprised of partner institutions, employers, CIT professional organizations, and other stakeholders to ensure that education pathways into CIT careers are strategically aligned with current and projected employer needs in Florida.

Budget for Proposal:

(Only Major categories—This is an estimated budget description based on expected funding and services. Specific budget categories may vary as the funding amount and/or services change.)

Personnel Salaries & Fringe	\$ 213,833
Faculty Stipends & Fringe	\$ 54,720
Educational Supplies	\$ 43,600

Contractual (Consultant Subject Matter Expert)	\$ 5,980
Outreach/Marketing	\$ 20,000
Total Budget	\$ 338,133

Funding:

Total proposal budget: (includes amount requested from funder, cash and in-kind matches listed below)	\$ 338,133
Total amount from funder:	\$ 338,133

Amount/value of match: Cash: N/A
In-kind: N/A

Required match or cost sharing:	No	X	Yes
Voluntary match or cost sharing:	No	X	Yes
Source of match/cost sharing:	N/A		
Negotiated indirect cost:	N/A		
(Fixed) administrative fee:	N/A		
Software/materials:	N/A		
Equipment:	N/A		
Services:	N/A		
Staff Training:	N/A		
FTE:	N/A		
Other:	N/A		

College Values, Strategic Initiatives and Activities Addressed:

Values:

1. Academic Excellence
2. Partnerships
3. Student Focus
4. Outstanding Service

Strategic Initiatives:


1. Outreach
2. Student Engagement
3. Student Support

Strategic Activities:

1. Accelerated Degree Programs
2. Expanded Workforce Offerings and Improved Placement Tracking

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President 
SUBJECT: U.S. Department of Labor, Employment & Training Administration — Youth Career Connect (YCC) Program

Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, to the U.S Department of Labor Employment and Training Administration, by Pinellas County Schools in partnership with St. Petersburg College for the Youth Career Connect (YCC) grant opportunity. Permission is also sought to accept an estimated \$318,732 in funding over four and a half years for this proposal, if awarded, and enter into any amendments, extensions or agreements as necessary, within the original intent and purpose of the grant.

Led by Pinellas County Schools (PCS), the Academies of Pinellas Career Connect (AoP-CC) program partners with WorkNet Pinellas, SPC and employers to expand and enhance the current Academies of Pinellas model, which aligns local and state initiatives to provide every student with the knowledge, skills and character necessary to excel in postsecondary education, work and life. The goal of the AoP-CC program is to increase the number of students prepared to enter today's competitive jobs market and/or post-secondary education, focusing specifically on selected high-growth industries impacted by H-1B VISAs. The program will recruit students entering or in 9th-12th grades for H-1B related high school programs. Students will receive personalized career and academic counseling, mentoring and work based learning experiences, as well as dual enrollment and articulation opportunities. SPC will work with PCS to develop an outreach campaign and provide dedicated postsecondary transition assistance, specifically as it relates to dual enrollment and degree articulation.

The estimated period of performance will be from April 1, 2014 through August 31, 2019. The total project budget is projected to be \$6,748,970 over a four and one-half year period. Of this amount, the College anticipates receiving approximately \$318,732 for its services over this same period. See attached Information Summary for additional information.

Suzanne L. Gardner, General Counsel; Anne Cooper, Senior Vice President, Instruction and Academic Programs; Jason Krupp, Director of Workforce Services; and Lisa Yacso, Career Pathways Workforce Specialist recommend approval. Attachment js0206142

**BOT INFORMATION SUMMARY
GRANTS/RESTRICTED FUNDS CONTRACTS**

Date of BOT Meeting: February 18, 2014

Funding Agency or Organization: U.S. Department of Labor, Employment and Training Administration

Name of Competition/Project: Youth Career Connect (YCC) Program – Academies of Pinellas Career Connect Program (AoP-CC)

SPC Application or Sub-Contract: Sub-Contract

Grant/Contract Time Period: **Start:** 4/1/14 **End:** 8/31/19

Administrator: Jason Krupp

Manager: Lisa Yacso

Focus of Proposal:

Led by Pinellas County Schools (PCS), in partnership with SPC and WorkNet Pinellas, the Academies of Pinellas Career Connect (AoP-CC) program will expand and enhance opportunities for high school students to develop the skills needed to be prepared for jobs now and in the future, focusing specifically on selected high-growth H-1B industries. The program will engage students in college and career readiness experiences while expanding options for students looking to participate in college-level coursework, gain post-secondary credit and/or receive a certificate/certification.

Budget for Proposal:

(Only Major categories—This is an estimated budget description based on expected funding and services. Specific budget categories may vary as the funding amount and/or services change.)

Personnel	\$ 194,616
Fringe	\$ 68,116
Supplies & Materials	<u>\$ 56,000</u>
Total Budget	\$ 318,732

Funding:

Total proposal budget: (includes amount requested from funder, cash and in-kind)

matches listed below)	\$ 318,732
Total amount from funder:	\$ 318,732
Amount/value of match:	Cash: N/A
	In-kind: N/A

Required match or cost sharing:	No	X	Yes
Voluntary match or cost sharing:	No	X	Yes
Source of match/cost sharing:	N/A		
Negotiated indirect cost:	N/A		
(Fixed) administrative fee:	N/A		
Software/materials:	N/A		
Equipment:	N/A		
Services:	N/A		
Staff Training:	N/A		
FTE:	N/A		
Other:	N/A		

College Values, Strategic Initiatives and Activities Addressed:

Values:	1. Partnerships
	2. Student Focus
	3. Outstanding Service


Strategic Initiatives:	1. Outreach
	2. Student Engagement
	3. Student Support

Strategic Activities:	1. Accelerated Degree Programs
	2. Expanded Workforce Offerings and Improved Placement Tracking

February 18, 2014

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Workforce Florida, Inc. – Florida Department of Commerce – PODS Enterprise, Inc. (PODS) – Quick Response Training Grant

Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, to Workforce Florida, Inc., by St. Petersburg College for the Quick Response Training (QRT) grant opportunity on behalf of PODS Enterprise, Inc. (PODS). Permission is also sought to accept an estimated \$37,600 in funding over a two-year period for this proposal, if awarded, and enter into any amendments, extensions or agreements as necessary, within the original intent and purpose of the grant.

QRT grants provide funding for customized training to new or expanding businesses. Through this customer-driven program, Florida is able to effectively retain and attract businesses creating new high-quality jobs in targeted industries. Businesses are required to apply for QRT grants through a community college, area technical center or state university, in partnership with the local economic development organization and workforce board. As a national leader in the moving and storage industry with its innovative container system, PODS is expanding its corporate headquarters and operations center in Pinellas County. PODS currently employs an estimated 575 employees in Florida and projects that its expansion will require it to create and train approximately 470 new employees over a two-year period. Through the QRT, PODS will train 470 new hires including approximately 95 corporate headquarters employees, 325 operational center employees and 50 drivers to pay a combined average annual wage of approximately \$47,650. SPC Corporate Training Services will provide consulting and fiscal agent services to PODS throughout the two-year duration of the program.

The estimated period of performance will be from March 1, 2014 through February 29, 2016. The total project budget is projected to be \$752,000 over a two-year period. Of this amount, the College anticipates receiving approximately \$37,600 for its services over the same period. See attached Information Summary for additional information.

Suzanne L. Gardner, General Counsel; Anne Cooper, Senior Vice President for Academic & Student Affairs; and James Connolly, Corporate Training Director recommend approval. Attachment ks0206142

**BOT INFORMATION SUMMARY
GRANTS/RESTRICTED FUNDS CONTRACTS**

Date of BOT Meeting: February 18, 2014

Funding Agency or Organization: Workforce Florida, Inc. – Florida Department of Commerce

Name of Competition/Project: Quick Response Training Program - PODS Enterprise, Inc. (PODS)

SPC Application or Sub-Contract: SPC Application

Grant/Contract Time Period: **Start:** 3/1/14 **End:** 2/29/16

Administrator: James Connolly

Manager: Nancy Hackworth

Focus of Proposal:

St. Petersburg College’s Corporate Training Office will serve as the fiscal agent for PODS Enterprise, Inc. (PODS) in the implementation of the Quick Response Training Program. PODS will train approximately 470 of its newly hired employees through its St. Petersburg headquarters and operational center to increase productivity, employee retention and to reduce the risk of relocation. SPC Corporate Training will assist PODS with its monthly reporting to Workforce Florida, Inc. and provide invoicing services. SPC will receive approximately 5% of the grant request to cover these costs. SPC will also be able to provide potential training and consulting services outside of the grant at the full corporate training fee.

Budget for Proposal:

(Only Major categories—This is an estimated budget description based on expected funding and services. Specific budget categories may vary as the funding amount and/or services change.)

Subcontract to PODS	\$ 714,400.00
Indirect Cost Recovery (SPC)	<u>\$ 37,600.00</u>
Total Budget	\$ 752,000.00

Funding:

Total proposal budget: (includes amount requested from funder, cash and in-kind matches listed below)	\$ 752,000
Total amount from funder:	\$ 752,000
Amount/value of match:	Cash: N/A
	In-kind: N/A

Required match or cost sharing:	No	X	Yes
Voluntary match or cost sharing:	No	X	Yes
Source of match/cost sharing:	N/A		
Negotiated indirect cost:	N/A		
(Fixed) administrative fee:	N/A		
Software/materials:	N/A		
Equipment:	N/A		
Services:	N/A		
Staff Training:	N/A		
FTE:	N/A		
Other:	N/A		

College Values, Strategic Initiatives and Activities Addressed:

Values:	<ol style="list-style-type: none"> 1. Partnerships 2. Professional Development
Strategic Initiatives:	<ol style="list-style-type: none"> 1. Outreach 2. Improved Processes 3. Instructional Support
Strategic Activities:	<ol style="list-style-type: none"> 1. Expanded Workforce Offerings and Improved Placement Tracking