ST. PETERSBURG COLLEGE

Board of Trustees Meeting
October 20, 2026
EpiCenter, Collaborative Labs
13805 58th Street N
Clearwater, FL

Workshop

I. CALL TO ORDER…… Katherine Cole
Chair

II. The Road to 100: SPC's Mission, Vision and Values and Strategic Plan Update……..……Ms. Jude Leitten
Executive Director, Strategic Planning
and Project Execution

III. Rebranding Update……..……Mr. Richard Jacques
Associate Vice President, Marketing
and Strategic Communications

IV. Master Facilities Plan Projects Update……..……Mr. Adam Colby
Associate Vice President, Facilities Planning
and Institutional Services

V. Adjournment

SPC Rebranding

Marketing and Strategic Communications

SPC St. Petersburg College

SPC St. Petersburg College

Planned

- Celebrate 100-Year Anniversary
- RFP with EchoDelta
- Discovery/Data Collection
- Determine Direction
- Aligned System
- Rollout

SPC St. Petersburg College

EchoDelta

- College wide inclusion
- 1 of 47 RFPs
- External Expertise

SPC St. Petersburg College

Discovery

- 11 Focus Groups
  - Cross Departments
  - Current Students
  - Leadership
- Survey
  - Current Students, Faculty, Staff, Alumni, Other
  - 2,033 participants

Findings

“We have a lot of choices when you go to the marketing page and they show our logos…we've got the SPC letter one, we've got our seal, we've got full-body Titus, we've got round heads, and so just trying to go through that and figure out… which logo is the logo that I should use as a sponsor for this event in the community versus for a t-shirt, or do I want to have the official seal on my business card, or do I want to have the SPC letters on my business card?”

— Staff Interview











Logo Elements

Mark







Wordmark

SPC
ST. PETERSBURG COLLEGE

SPC
ST. PETERSBURG COLLEGE

SPC
ST. PETERSBURG COLLEGE

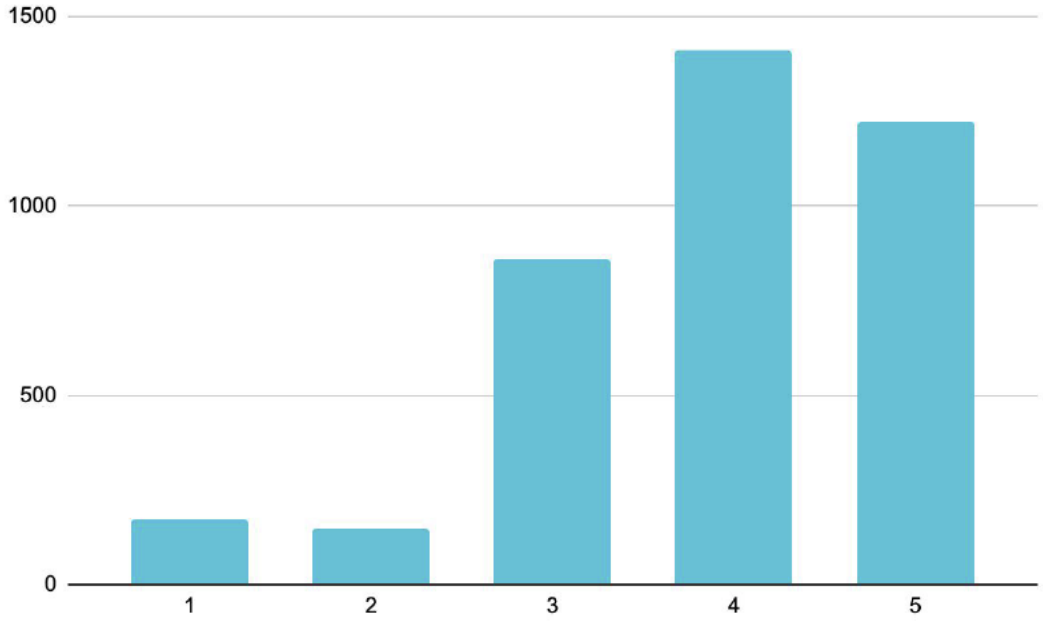
Descriptions

- Discovery/ Focus Groups
  - Career-Oriented
  - Approachable
  - Dependable
  - Grounded
  - Modern
- New Brand Survey
  - Vibrant
  - Bold
  - Approachable
  - Dynamic
  - Empowering

3,800 Survey Respondents (Current Students, Alumni, Staff, Faculty, Other)

Overwhelmingly Positive

- 69% of all audiences rated a 4 or
- 72% of current students rated 4 c
- 92% of all audiences rated 3 or al



Sentiment toward the new visual identity – 1 low/negative to 5 high/positive

Why did you rate it as you did?

- “I love everything about the new look down to the font and colors being used.”
- “The Titan logo and font/script give off a sleek, strong nuance to its design and meaning.”
- “The branding is a pleasant change from the current Titan with a triton. This seems more modern and conveys forward movement and strength.”

Competition Comparison





















Full Logo System



































Applying Brand Standards





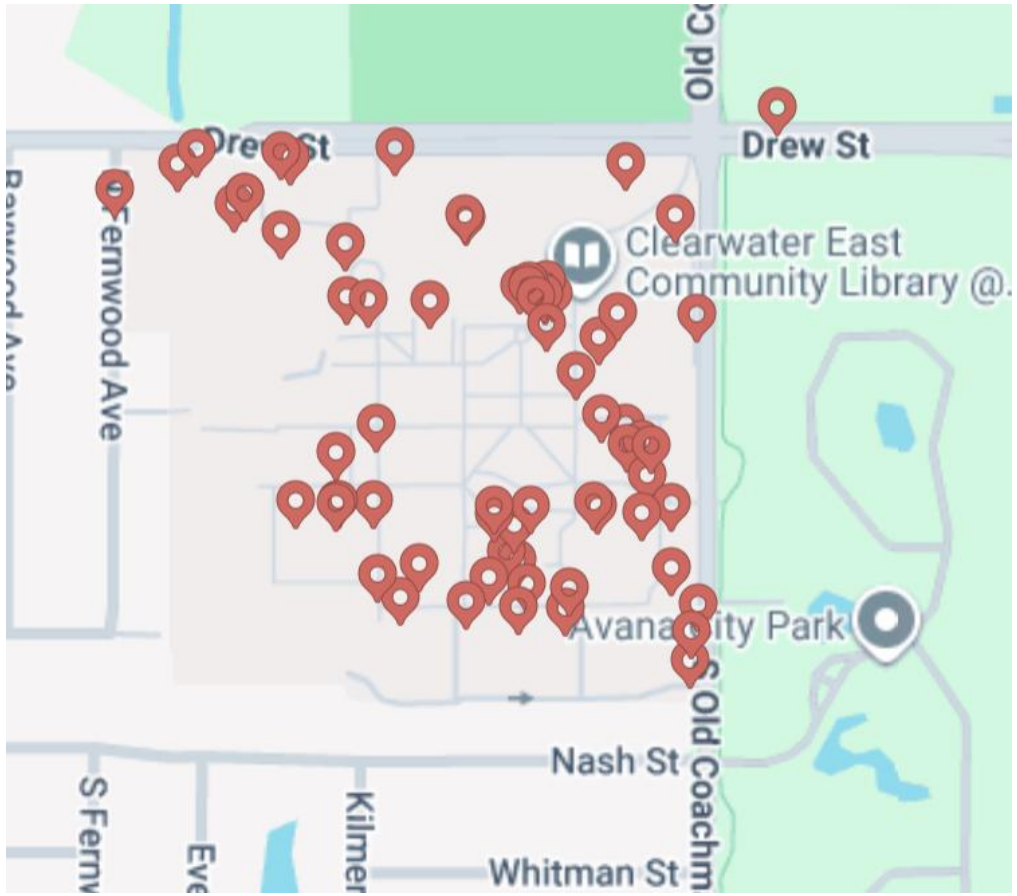








On-Campus Branding Audit

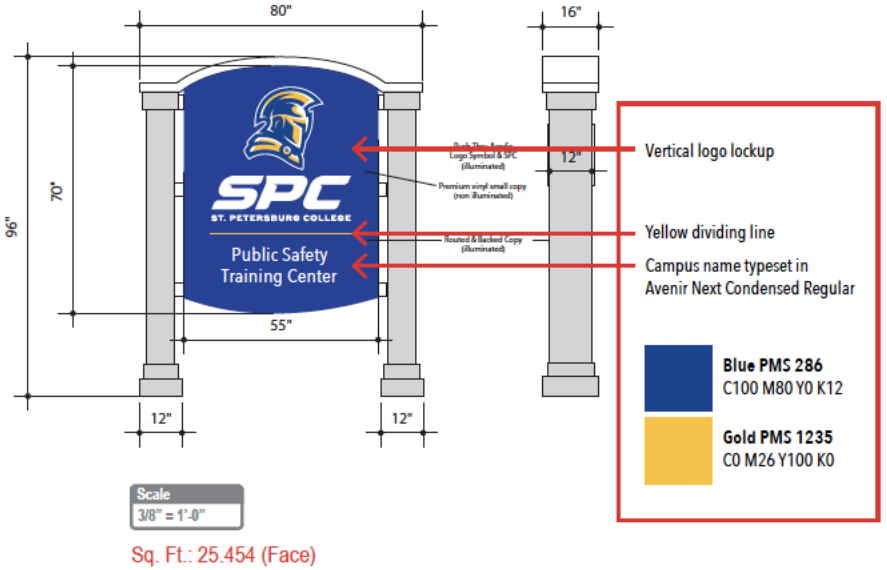


- College-wide assessment of all brand assets
- 450+ assets to be updated
- Group, scale, and prioritize
- Completed over summer 2026

Preparation – (2026)

- Logos and brand guide received
- Case-by-case implementation
- SPC Day – Announced centennial mark and license plate
- Discovery Day – Presentation
- Order centennial materials for 2027 rollout
- Trademark – in progress









Timeline - 2026

August 2026

-Complete brand audit

-Begin trademark process

SPC 99 - September 12, 2026

Announce centennial logo and license plate

October 2026

Prioritize large assets and secure quotes

October 27, 2026

Discovery Day presentations

November 2026

Create and order centennial collateral

December 2026

-Prepare centennial web deployment

-Accept promotional items/collateral

100 Year Rollout – 2027 (Jan. – Dec.)

- Deploy centennial mark across campuses
- Submit quotes/requests for large brand installations (one per campus)
- Refill centennial promotional items
- Purchase new Titan items (embargoed until SPC Day 100)
- Reveal new logo on SPC Day 100 (SU Building on SP/Gibbs Campus)
- Deploy new logo after SPC Day 100



Timeline - Q1 2027



Timeline – Q2 2027



Timeline – Q3 2027

July 1, 2027

Receive fiscal year funding

July 9, 2027

Receive POs and vendors begin work

July 30, 2027

Athletics updated with new branding

August 2027

High profile sign on SU Building at SP/Gibbs Campus gets updated (and covered)

SPC 100 – September 12, 2027

-Unveil high profile sign/branding

-Departments begin distributing and using new branding

-Activate new branding on website

New Brand Rollout – Sept. 2027 – Beyon

- Continue new logo on merchandise, advertising, and other collateral
- Replace other high-priority items determined by funding
- Revealed on SPC Day 100



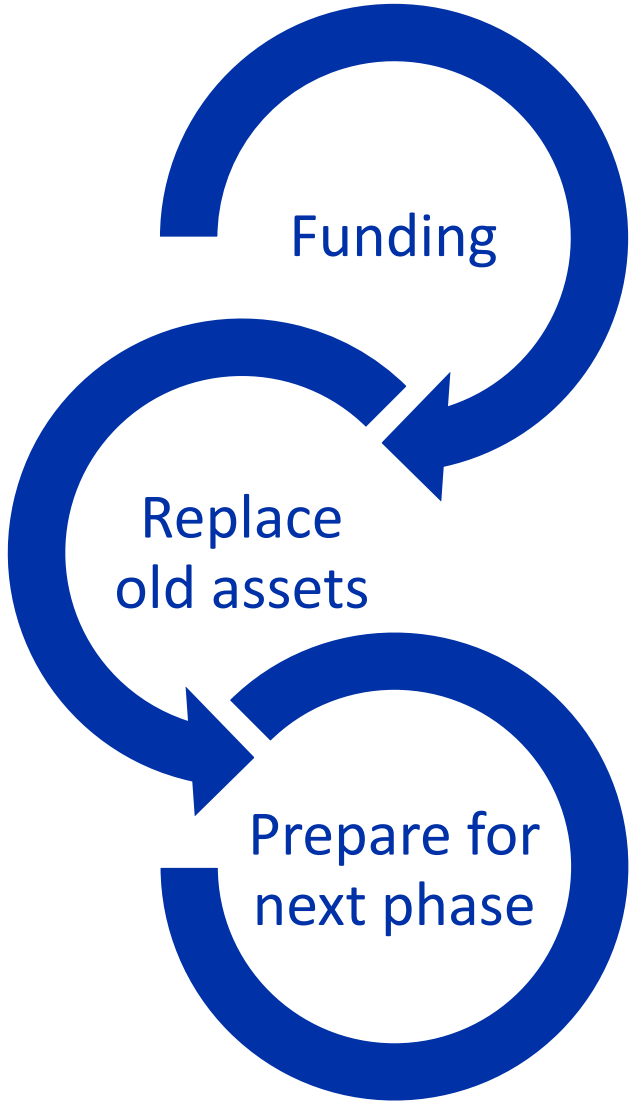




Timeline – Q4 2027



Timeline – 2028 and Beyond



Timeline 2026-2030

26-Aug	Finish audit and map of campus brand assets (COMPLETED)
26-Sep	Solve B&N Contract issue
26-Sep	**SPC Day - Announce 100 year logo & license plates**
26-Oct	Gather Quotes on signage, decals, etc collected from audit
26-Oct	Discovery Day - Present on brand update
26-Nov	Order 100 year banners, pull ups, decals, and products for fundraiser - funding from 290 fund
26-Nov	**Spring Athletics order 100 year design**
26-Dec	**Begin web implementation of 100 year logo**
26-Dec	**Start use of 100 year logo on new orders, Accept delivery of 100 year products, begin distribution**
27-Jan	**All departments use 100 year logo on items**
27-Feb	Submit 13 Spenddown requests for brand installation (1 per campus)
27-Apr	Select campuses for deployment, order vinyls, signage, etc
27-Jun	Refill 100 year items, stage New Titans promo items
27-Jul	Receive Spend down requests for Stage 1
27-Sep	**SPC Day 100 - Plan - A Big reveal on large sign at gibbs outdoor**
27-Oct	**Begin Stage 1 Deploy - Gibbs / Campus 2 / Campus 3 Rollout - Update graphics and walls**
27-Nov	Purchase New Titan Merchandise, New orders use new titan
27-Nov	**Spring Athletics New Titan Design**
27-Dec	**Stop use of 100 year logo, All Departments use New Titan Logo**
28-Feb	Spenddown for Stage 2- Deploy items to colleges in 3 year plan
28-Jul	Execute on approved campuses
29-Feb	Spendown for Stage 3 - deployment
29-July	Execute on approved campuses
30-Feb	Spendown for Stage 4 (if needed) - deployment
30-Jul	Execute on approved campuses (if needed)

Questions



The Road to 100: SPC's Mission, Vision & Values

2024-2027 Strategic Plan Update

Board of Trustees Workshop · October 20, 2026

Presented by Jude Leitten
Executive Director, Strategic Planning & Project Execution

SPC St. Petersburg College

SPC 100 ANNIVERSARY 1927 — 2027

Today's Agenda

1. **Community Engagement Summary & Key Themes from the Data**
   How we gathered 2,500+ voices over two years/Six themes that shaped the MVV revision

2. **Proposed Mission, Vision & Values**
   Final MVV for Cabinet/BOT approval

3. **2024–2027 Strategic Plan Status**
   Tactics Progress, Strengths, and Program Spotlights

4. **Looking Ahead: Opportunities and Questions**
   2027-2030 Strategic Plan Opportunities from the BOT perspective

5. **What Comes Next**
   Key dates on the road to a revised MVV and 2027-2030 Strategic Plan

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1 Community Engagement & Themes

How we gathered over 2,500 voices on SPC's Mission, Vision, Values & Strategic Plan. And the themes that emerged.

A Two-Year Long Conversation

Sep 2024–Jun 2025

Community Research

972 participants, 28 engagements, 10 alignment themes

Dec 2024

Faculty & Staff Leaders Meeting

~100 SPC leaders set strategic priorities

May 2025

BOT Workshop

6 teams revised the M/V/V

Jun 2026

Peer Benchmarking

M/V/V vs. 10 Florida peers

Aug–Sep 2026

Community Survey & Focus Groups

1,451 survey responses · 7 focus groups across 4 campuses

Sep 22, 2026

College Leaders Meeting

50 leaders developed Values & 2 draft M/V statements

Oct 1–15, 2026

MVV Training

All FT faculty & staff provided input on the M/V in SPC 100 Training

Oct 20, 2026

Board of Trustees Presentation

BOT adopts final Values, Mission & Vision statements

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The Scale of Engagement

~2,500+

Total voices heard

1,451

Survey responses

9

Focus group sessions

6

Campus locations

28

Community engagements

6

Data streams integrated

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Six Themes From 2,500+ Voices

1 **Access & Opportunity are SPC's defining identity**

SPC defining identity: affordable, flexible and meets people where they are. Transformation language is crucial.

2 **Innovation & Adaptability Define the Next Century**

Named in every focus group; the #1 topic in open-ended responses of the survey. This includes responsiveness, future readiness and technology fluency.

3 **Workforce Readiness Must Stay Central**

Career pathways, employer alignment, experiential learning – must all stay central

4 **Student Success Through Relationships**

Faculty connections, mentorship, wraparound services – small classes make the difference.

5 **SPC is The Community's College but is more than a "community college"**

SPC is seen as a "public square", convenor, connector, and a community partner with deep impact. Community of care is a distinction. 9/10 resonance in survey data.

6 **Leadership, Culture & Employee Experience Matter**

Community of care resonates but has an internal gap with employees. Need more ownership, communication, collaboration, accountability, and professional growth opportunities for faculty and staff.

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Simpler, more active language wanted: Vision – 15-20 words & Mission – 30 words or less. 1 word/value

2 Proposed Values, Mission & Vision

Where did we end up?

SPC's Proposed Core Values

Current: Student Success · Integrity · Community Focus · Growth and Empowerment · Communication · Belonging

Student Focus

SPC places students at the center of every decision, bringing our efforts and creativity together to create opportunities, remove barriers, and help every learner reach their full potential.

Revised

Collaboration

SPC builds bridges across departments, campuses, and communities, knowing that meaningful outcomes are possible when we work together toward a shared purpose.

Replaces Communication

Innovation

SPC reimagines what's possible, embraces creativity, and pursues bold ideas and transformative solutions that advance education, inspire progress, and shape the future.

New

Growth

SPC creates pathways that turn learning into opportunity, helping people build meaningful careers, achieve greater economic independence, and contribute to a strong and evolving workforce.

Revised

Accountability

SPC acts with transparency, responsibility, and follow-through, honoring our commitments, stewarding our resources wisely, and earning trust through our actions.

New

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SPC's Proposed Mission Statement

St. Petersburg College creates opportunities for every learner through transformative education, opening pathways to better jobs, better lives, and better communities.

Winner – SPC's Proposed Vision Statement

Where learners grow, talent rises, and generations thrive.

3 The Strategic Plan

What's changing and what's not

2024-2027 Strategic Plan Pillars



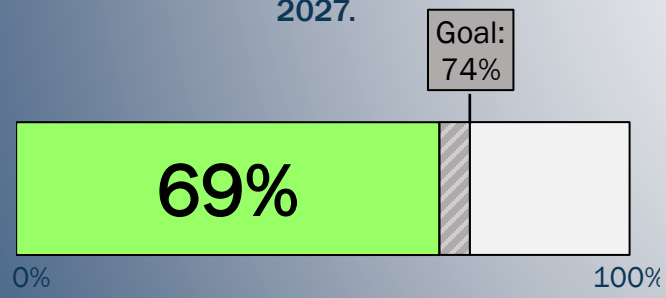
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Deliver Excellence in Teaching & Learning

Drive student achievement in programs of high value.

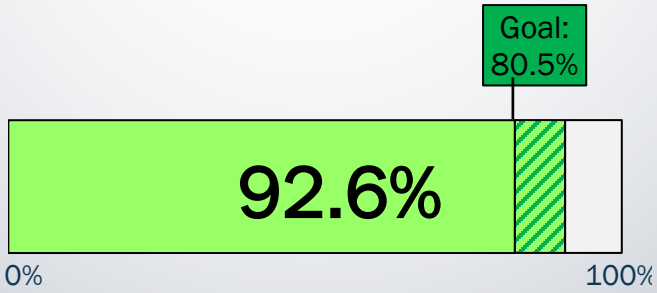
Increase High-Value Program Enrollment

Increase enrollment in programs of high-value that result in high-wage jobs or efficient transfers to baccalaureate programs to 74% by the end of June 2027.



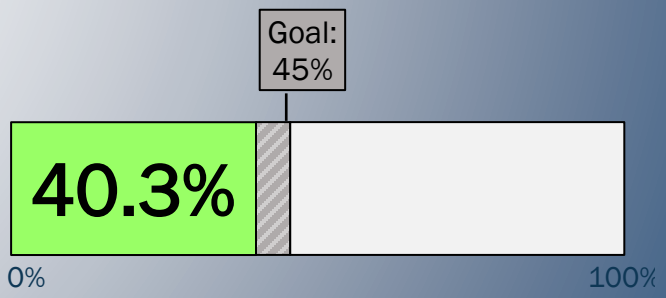
Enhance Student Persistence

Increase first-time, full-time student persistence to 80.5% by the end of June 2027.



Boost Completion

Increase on-time, first-time, full-time, student graduation rate to 45% by the end of June 2027.



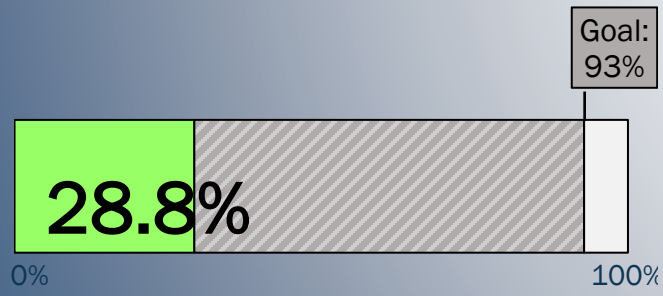
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Drive Economic Advancement –

Ensure SPC graduates secure high-wage and in-demand jobs.

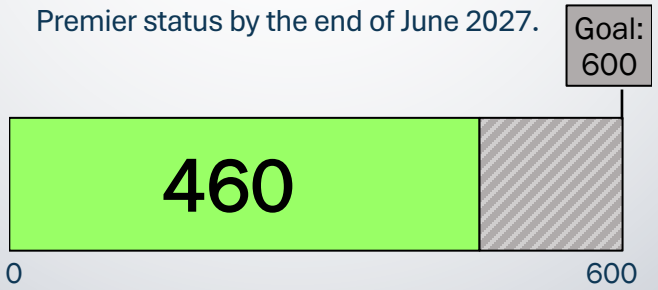
Reduce Low-Value Programs

Decrease enrollment in low-value pathways by 93% by the end of June 2027.



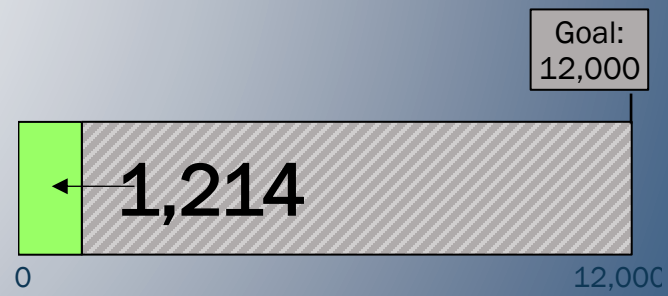
Deepen Corporate Partnerships

Cultivate meaningful corporate partnerships by transitioning 600 corporate relationships from Prospect, to Advocate, to Premier status by the end of June 2027.



Maximize In-Demand Job Placement

Place 12,000 students into high wage jobs, clinicals, apprenticeships, or internships by the end of June 2027.



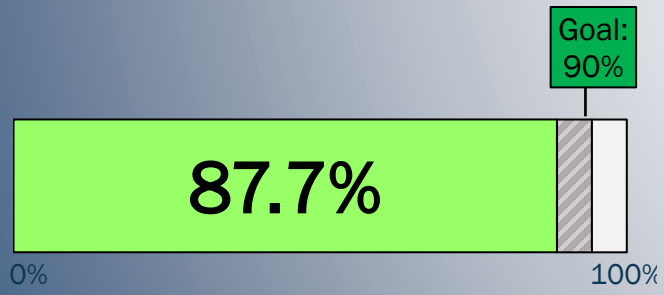
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Strengthen Our Community

Engage SPC students and employees as champions for community change.

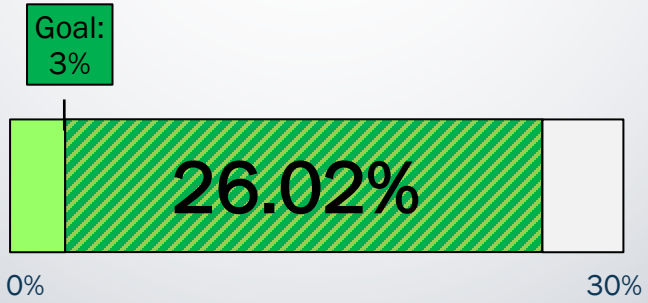
Foster Institutional Culture

Increase SPC employee retention rate to 90% by the end of June 2027.



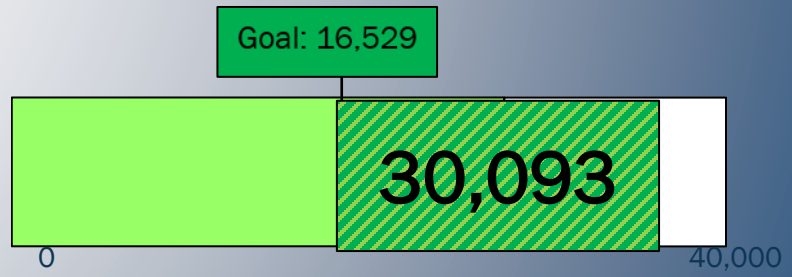
Engage Alumni

Increase percent of alumni who are engaged through financial giving by 3% by the end of June 2027.*



Elevate Pinellas

Connect with 16,529 disengaged community members to share the benefits of higher education by the end of June 2027.



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*The foundation fiscal year runs from April 1 to March 31.

Current 2024-2027 Strategic Plan Strengths

Strengths *What the plan does well according to the data*

1 Student Success

Consistently the top-selected value (65% of survey respondents). Student-first decision-making is embedded across all three pillars.

2 Workforce Alignment

Employers rate SPC 9.5/10 on workforce outcomes. Economic Advancement delivers — it just needs to be more visible to students during enrollment.

3 Community Focus

"You can hardly find a household in Pinellas County that hasn't been touched by SPC." — Focus group, Seminole campus

BOT Direction · Keep the Pillars. Keep the Tagline. The data agrees.

4 Strong Strategic Pillars

↳ *Deliver Excellence in Teaching & Learning · Drive Economic Advancement · Strengthen Our Community*

Teaching & Learning, Economic Advancement, and Strengthening Our Community were named by every stakeholder group as the right organizing framework. The community doesn't want a new plan — they want deeper execution on this one.

5 Better Jobs, Better Lives, Better Communities

↳ *SPC Tagline — Validated Across Every Data Stream*

Our tagline resonates across every audience — students, employers, and community leaders alike. Every data stream said: keep it. It is more than a slogan; it is a promise the community holds us to.

SPC's 2024-2027 Strategic Plan: Program Spotlights

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Spotlight: St. Petersburg College Watson L. Haynes STEM & Workforce Center

Dr. Keron Jean-Baptiste

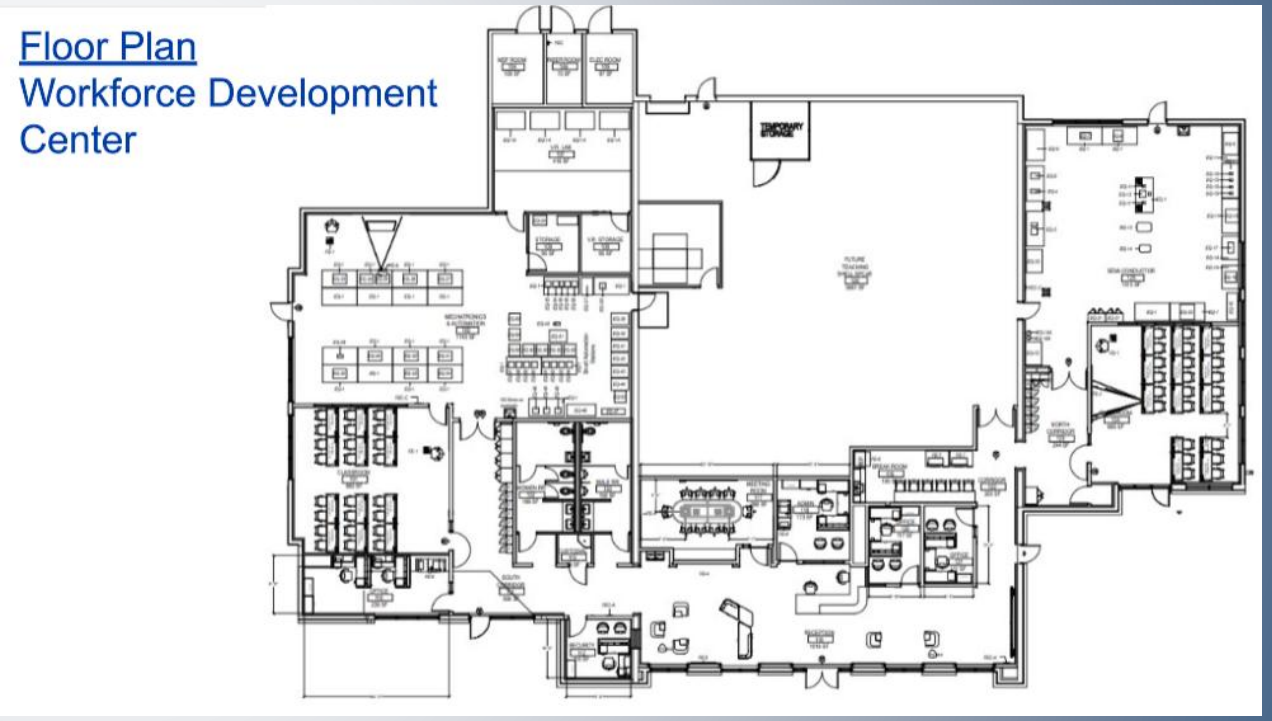


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Workforce Training Center

Project Funding Sources

- The project cost $12.1 million for redevelopment.



Workforce and Academic Programming

- *Strategic Goal: Maximize In-Demand Job Placement*



- Electronic Board Assembly
- Mechatronics and Robotics
- Virtual Reality Training Center
- Semiconductor
- Cleanroom Technology

Community Impact

- ***Strategic Goal: Elevate Pinellas***



Why This Matters

- *Advances SPC's core mission: education that drives economic mobility.*
- *Closes a critical regional talent gap in advanced manufacturing, automation, robotics, and semiconductor production.*
- *Builds a talent pipeline linking students to careers and employers to skilled workers.*


TSE


ENGINEERED
FLUIDS


Plasma
Therm


JABIL


FLORIDA
FLATE
ADVANCED TECHNOLOGICAL
EDUCATION CENTER


MasterCut
Tool Corp.


KEMCO
SYSTEMS


DRAPER


shadow-caster
LED LIGHTING


BAMA
BAY AREA MANUFACTURERS ASSOCIATION


Honeywell


ULTIMATE3D


ALIGN
PRECISION


KORAL


Raytheon


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Spotlight: Security Operations Center

Dr. Patrick Rinard

Strategic Goals:

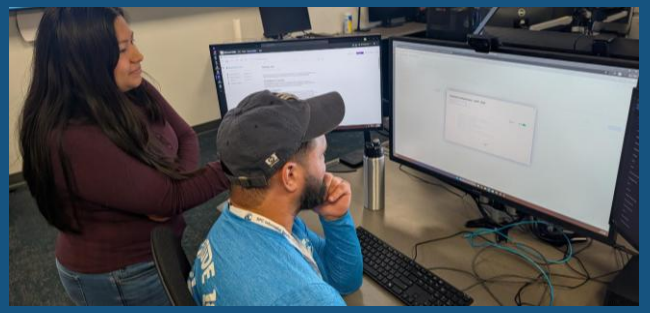
- ***Boost Completion***
- ***Maximize In-Demand Job Placement***

STUDENT-POWERED SECURITY OPERATIONS CENTER

From classroom learning to the front lines of cybersecurity investigations







2 → 12	46	13	3
interns per semester	total interns	Federal Work-Study students	interns hired by SPC

STUDENTS ON THE FRONT LINE

- Tier 1 support for SPC cybersecurity investigations
- Investigate alerts with enterprise security tools
- Document incidents and escalate findings

LEADERSHIP BUILT IN

- Returning Work-Study students train new interns
- Answer investigation questions and coach peers
- Validate conclusions before escalation

WORKFORCE PIPELINE

- Graduates leave with hands-on experience
- Employers gain better-prepared candidates
- Helps retain cybersecurity talent locally

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4 Looking Ahead

Opportunities for the 2027-2030 SPC Strategic Plan from the BOT

Board of Trustees: Question 1 — Deliver Excellence in Teaching and Learning

Our focus group and survey data point to two gaps the current plan doesn't explicitly address: the expectation that SPC will serve learners across the full arc of their lives — re-entry students, career changers, retirees — and the demand for a seamless experience where the college navigates around the student, not the other way around.

As we shape the Centennial Plan, how should excellence in teaching and learning be defined to specifically address the needs of all students and learners at SPC?

Board of Trustees: Question 2 — Drive Economic Advancement

Employers already rate SPC 9.5 out of 10 as a regional partner; however, Artificial Intelligence (AI) was the #1 missing priority named in every focus group and every BOT team session. The data reflects an explicit need to include AI in the Centennial Plan.

How should SPC position itself as an anchor institution for our region's economic future, and what does leading on AI readiness look like for our students?

Board of Trustees: Question 3 — Strengthen Our Community

The data from our community outreach is clear: SPC is viewed as an anchor institution in our region. Employers rate us 9.5 out of 10, and residents consistently identified SPC as central to the region's future. The Centennial Plan arrives at a moment of significant economic, workforce, and demographic change.

What specific commitments should the Centennial Plan make to deepen SPC's impact on students, employers, communities, and the regional economy, and how will we know by 2030 that we made a meaningful difference?

From Here to the Centennial — 1927 to 2027



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SPC 1927 — 2027 · 100 years of opening doors, transforming lives, and strengthening our community.

Questions, Comments & Feedback

Jude Leitten

Executive Director, Strategic Planning & Project Execution

Leitten.Jude@SPCollege.edu 727-341-4358

- Questions about the M/V/V or strategic plan process or timeline
- Ideas for what the 2027-2030 Centennial Strategic Plan should address

SPC Master Plan

Janette Hunt, VP Finance & Business Operations

Adam Colby, AVP of Facilities Planning & Institutional Services

STRATEGIC FRAMEWORK

Three priorities activated through five master plan principles

Where SPC is going

Strategic priorities

01 Curriculum + Developmental Outcomes

- **Prepare students for demand:** Emphasize specific programs that build knowledge and skills for local and national industries.
- **Support the whole student:** Deliver active academic services in formalized in-person and online learning environments.

02 Target Market + Accessibility

- **Deliver a market-responsive curriculum:** Use local, online, and in-person opportunities that capitalize on current market conditions.
- **Integrate campus systems:** Serve student and community needs, maximize efficiencies, and reduce long-term operating costs.

03 Operating Paradigm + Financial Performance

- **Leverage financial capacity:** Use current assets and potential third-party partners while limiting liabilities, optimizing real estate, and generating revenue.
- **Optimize facilities and operations:** Improve financial performance and programming while creating a consistent student experience across campuses.

How the physical environment enables the strategy

Master Plan Guiding Principles

Student Experience

- Facilitate student success and support services
- Enrich campus life through program synergy
- Create flexible learning spaces

Campus Character + Atmosphere

- Build connection to support enrollment and retention
- Create engagement and collaboration opportunities
- Define campus entrances
- Enhance campus safety

Community Interface

- Strengthen community partnerships
- Develop workforce training spaces
- Improve community wayfinding

Sustainability + Asset Stewardship

- Align classroom and lab sizing with enrollment
- Improve utilization of existing space and resources

Employee Experience

- Create dynamic, collaborative work environments
- Promote employee well-being

From Planning to Progress

How SPC Identifies, Prioritizes, and Seeks Funding for Facility Projects

1 Five Year Educational Plant Survey

What facilities do we need?



- Evaluates existing facilities, enrollment projections and space needs
- Identifies recommended renovations, remodeling and new construction
- Board of Trustees approval required
- Validated by the Florida Department of Education

Latest approved:
June 20, 2023

2 Capital Improvement Plan (CIP)

Which projects are we advancing and prioritizing?



- Builds from projects supported by the Plant Survey
- Prioritizes eligible projects
- Identifies project scope and estimated costs
- Updated and approved annually by the Board of Trustees
- Supports state funding requests

Latest approved:
June 16, 2026

3 State Funding Process

Which projects may receive funding?



- Projects included in the CIP are submitted to the Division of Florida Colleges
- Reviewed for eligibility and priority by the State Board of Education
- Inclusion does not guarantee funding
- Funding is subject to Legislative approval and appropriation

Survey identifies the need → **CIP prioritizes the project** → **State process determines funding**

Annual Capital Outlay Budget (Separate but Related)

Florida law requires the Board of Trustees to adopt an annual capital outlay budget, which identifies proposed capital expenditures by project and funding source.

Capital Improvement Priorities

1. Deferred Maintenance
   - In Process of financially closing out projects (State requirement to have projects financially closed by December 31, 2026.
   - $47.58M State Requirements for Educational Facilities (SFRF) funds, $5M State Requirements for Educational Facilities (Public Education Capital Outlay (PECO) funds, $1.74M ($54.32M) College funds invested into campus projects

2. Master Plan
   - Moving from Phase I (Allstate focus) and into Phase II (HEC focus)

3. Other Capital Improvement Projects
   - Palladium renovation
   - Tarpon Springs Lab Equipment Refresh
   - Midtown Gym (Phase 3)

Allstate Focus: Campus Development

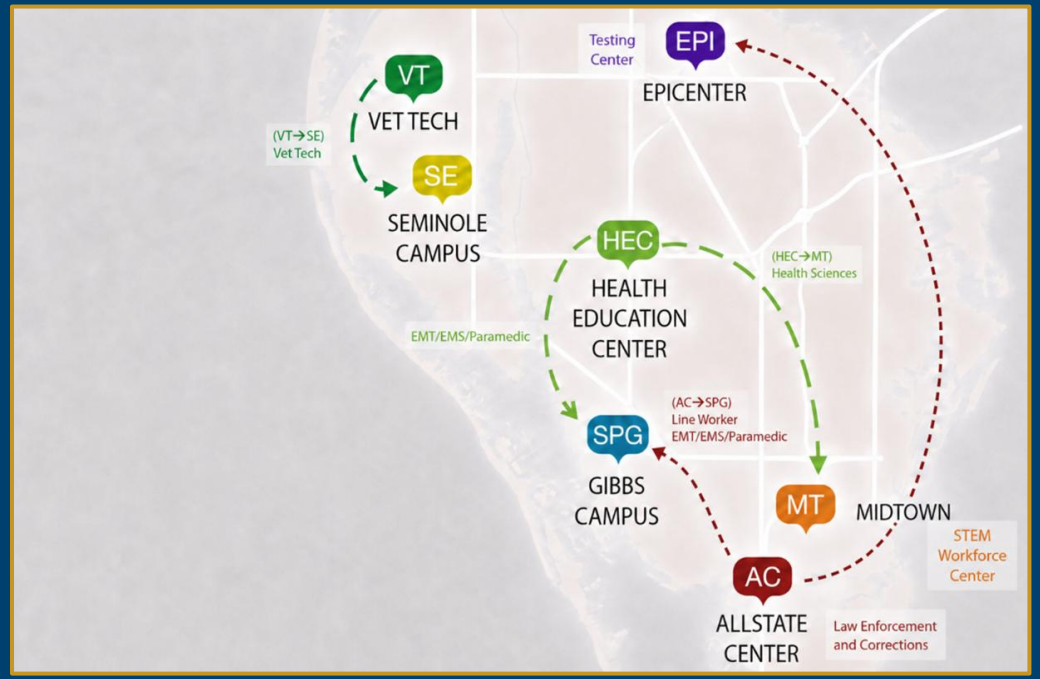
Strategic campus development and program relocation for improved facility utilization

Complete

Vet Tech moving to Seminole	Completed
Public Safety Training Center	Completed

In Progress

EMT/EMS/Paramedic moving from Allstate Center and HEC to St. Pete/Gibbs	85% complete
Testing Center moving from Allstate Center to EpiTech	In Design (90% complete)
Industry 4.0 at the Midtown Center	90% complete
Lineworker moving to St. Pete/Gibbs	90% complete



Future Plans

Night and Weekend Nursing from HEC to Midtown	Pre-Design begins in November

HEC Focus: Campus Development

Strategic relocation of healthcare programs to optimize facility utilization

In Progress

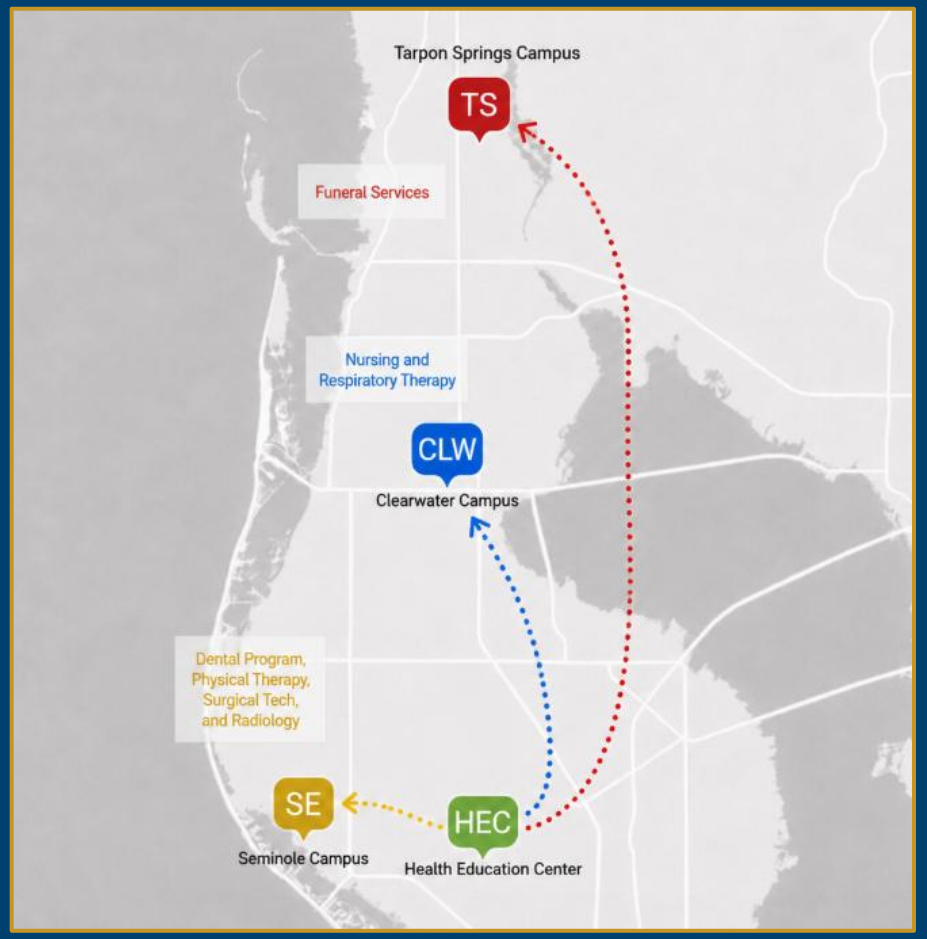
Location for new building for Allied Health at Clearwater determined. Pre-design work to begin November 2026.

Determining spaces to relocate programs from the old SS building

Future Plans

Dental program, Physical Therapy, Surgical Tech, and Radiology to Seminole Campus

Funeral Services to Tarpon Springs Campus



Master Plan Capital Projects Timeline

Comprehensive implementation schedule for Allstate Focus and HEC Focus

Project	Campus	Start	End	Status
Allstate Focus				
Vet Tech	Seminole Campus	February 2024	August 2024	**Complete**
Public Safety Training Center	Allstate Center	January 2025	August 2026	**Complete**
Manufacturing Lab	Midtown Center	January 2025	November 2026	**In Progress**
Lineworker	St. Pete Gibbs Campus	March 2025	November 2026	**In Progress**
EMT/Paramedic/EMS	St. Pete Gibbs Campus	May 2025	January 2027	**In Progress**
Testing Center	EpiCenter	May 2025	August 2027	**In Progress**
Nursing	Midtown Center	November 2026	January 2028	**Future**
HEC Focus				
New Building for Allied Health (Nursing and Respiratory Therapy)	Clearwater	November 2026	July 2032	**Future**
Dental Program	Seminole	July 2027	January 2029	**Future**
Physical Therapy	Seminole	July 2027	January 2029	**Future**
Surgical Tech	Seminole	July 2027	January 2029	**Future**
Funeral Services	Tarpon Springs	July 2028	February 2031	**Future**

Funds Invested: $37.87M

