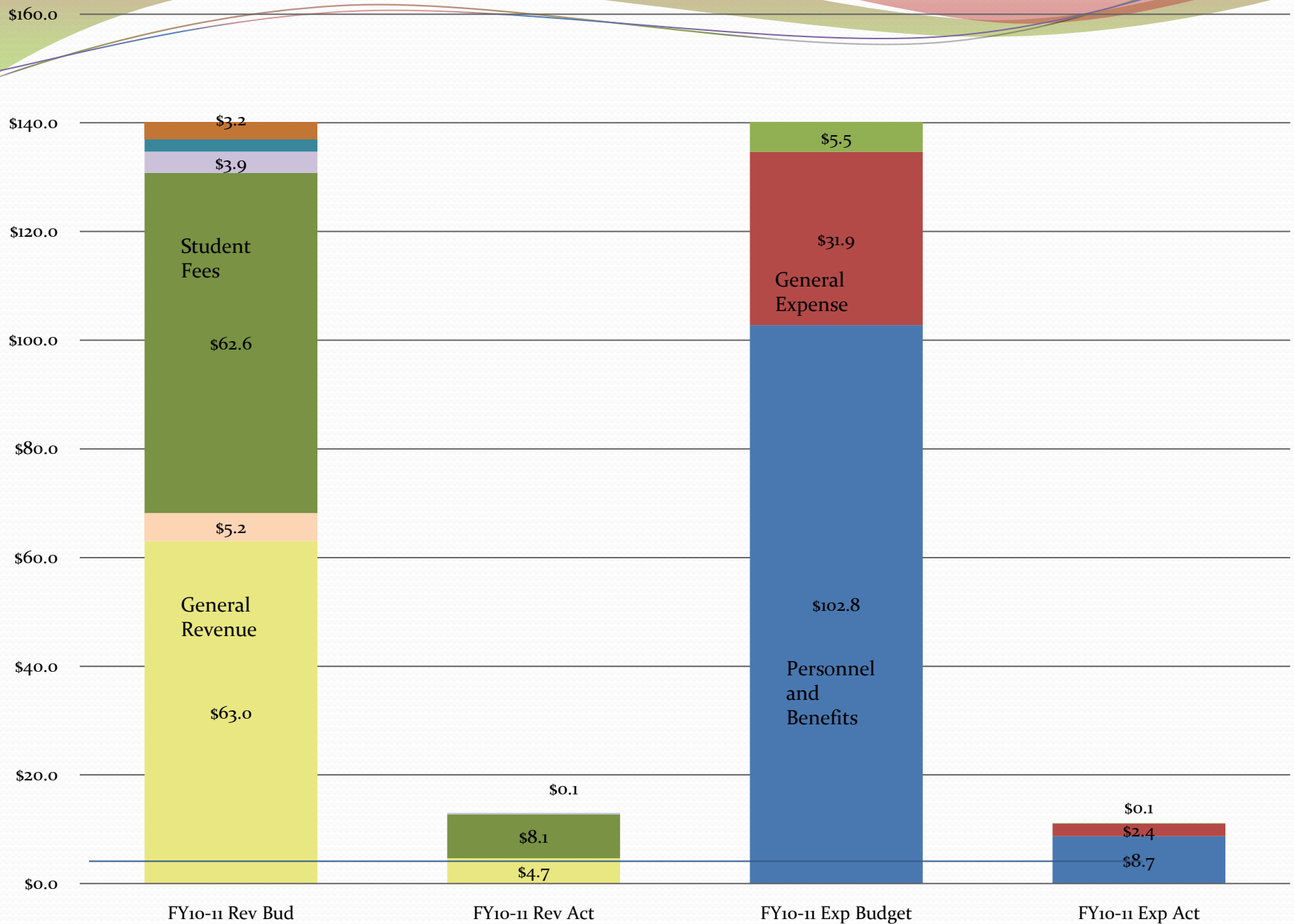


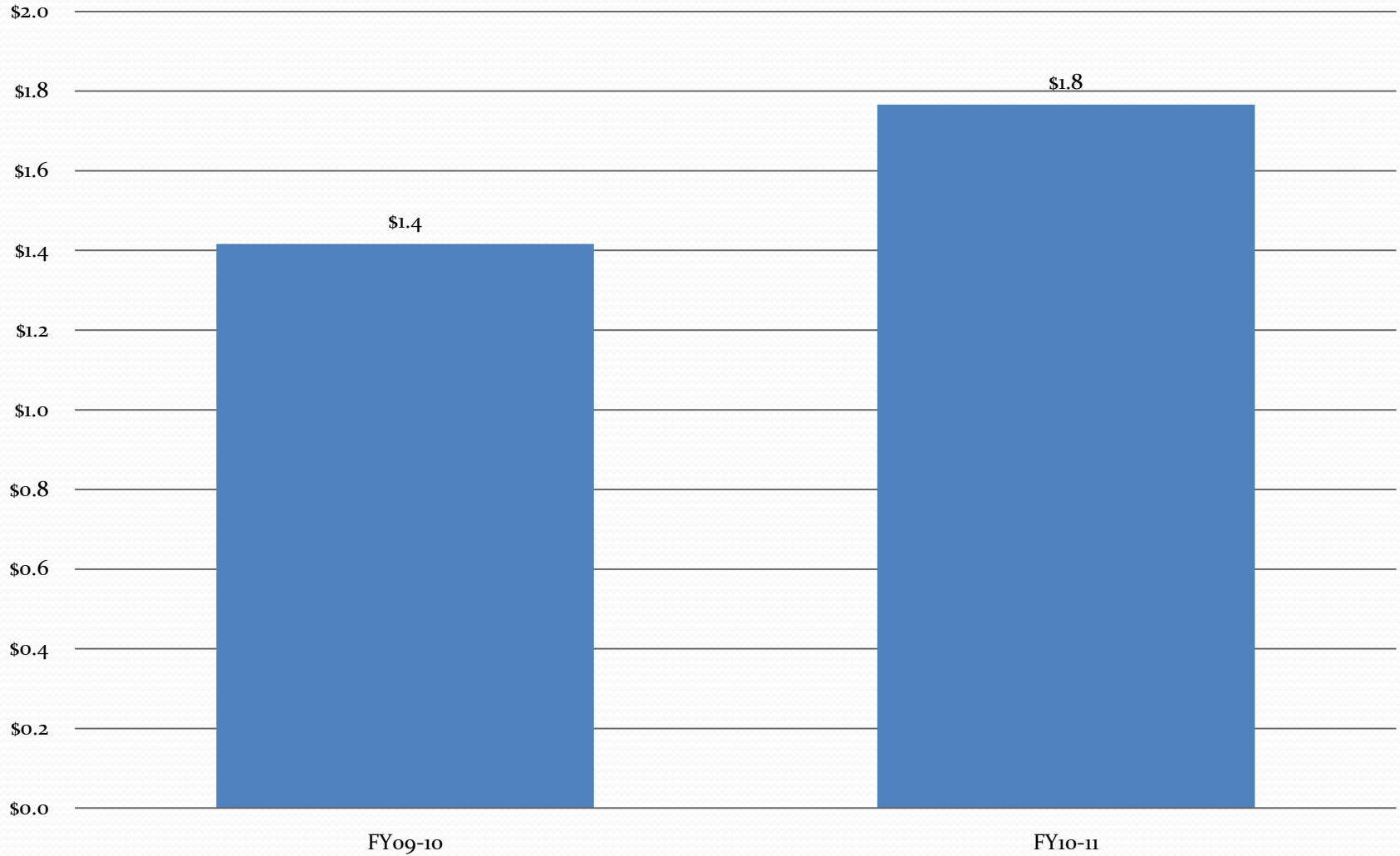
# Board of Trustees Financial Report

August 2010

# FY10-11 Revenue and Expense Distribution (millions)



# Total Revenues Over Expenses July Year over Year (millions)



# St. Petersburg College

## Year Over Year Statement of Revenue and Expenses

### Fund 10 and 12

### FY10-11 July 1 Through July 31

#### Variance Analysis:

#### Revenues

<p><b>State Government</b> funding increased annually by 4.4% (not including stimulus funding). This variance appears greater because this year the allocation included the funding rolled in from the Baccalaureate program. In the prior year, the Baccalaureate program did not receive any of their State funding allocation in July.</p>
<p><b>Student Fees</b> is showing a negative variance for July; however, that is primarily due to a timing issue. Registration opened 1 week earlier this year than last year for Fall. This means we are lagging a week in our comparison trending in the timing of student fee payments.</p>

#### Expenses

<p><b>Personnel expenses</b> are relatively flat year over year. The impact of the 4.5% pay increase for two of three pay periods this July vs the one-time 2% payout given in July last year, and an increase in adjunct costs (\$75k).</p>
<p><b>Current Expenses</b> primarily increased due to postage (\$54k) and electricity (\$40k). The increase in postage is caused by timing associated with when the prepaid metered postage was replenished this year vs last year.</p>
<p><b>Capital expenses</b> primarily increased due to an increase in computer equipment purchases made in the first month of the new fiscal year vs last year.</p>





Questions?



St. Petersburg College

eCampus

*Your Time. Your Place. Your Future*

eCampus

Past, Present & Future



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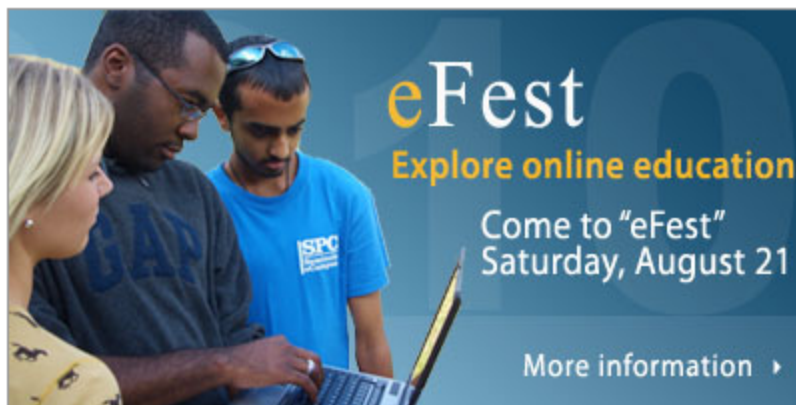
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Academic Advising  
727-341-4772

eCampus Information  
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**eFest**  
Explore online education

Come to "eFest"  
Saturday, August 21

More information >

Welcome to online education at St. Petersburg College. Our nationally recognized, award-winning eCampus program offers hundreds of accredited online college courses in dozens of majors — plus online student support services at your fingertips.

[Updated Fall 2010 Online Class Schedule »](#) | [Registration Guide »](#)

## Prospective Students

[Explore online education](#) to learn more about eCampus and see how online classes work.

- New!** [View our eCampus Brochure](#)
- New!** [View our eCampus Quick Facts](#)

### Get Started:

- [Apply for Admission](#)
- [Apply for Student Photo ID](#)
- [Information for Transient Students](#)
- [Search for Classes](#)
- [Technical Information](#)
- [Tuition & Fees](#)
- [Contact an Advisor](#)



Visit our [sample online course](#) and make

## Current Students

### Quick Links:

- [Login to ANGEL online course](#)
- [MySPC](#)
- [How-to's and tutorials](#)
- [Contact an Advisor](#)
- [Off-site testing for distance students](#)
- [Designate a Proctor Form](#)
- [Online Proctored Exam Dates](#)
- [Video resources for teleweb students](#)
- [Online library](#)
- [Online bookstore](#)

[eCampus Dates for 2010-11](#)

# eCampus Enrollment

- 30,000 total SPC spring 2010 students
- 15,000 students take at least one class online
- 7,500 students take all of their classes online
- 1/3 of the associate degree SSH  
2/3 of the baccalaureate degree SSH

# Where do eCampus students live?

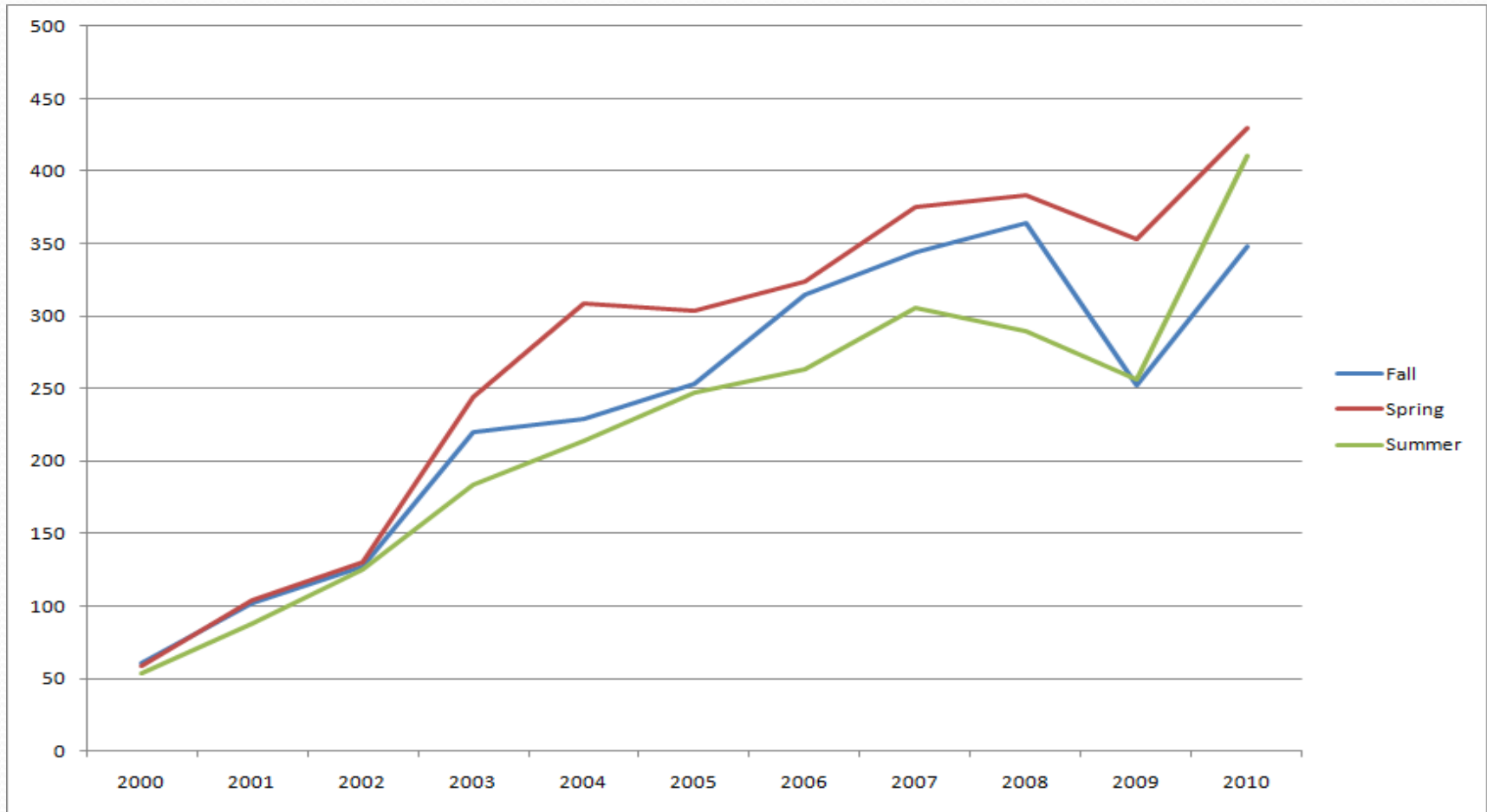
- 97% Florida
- 69% Pinellas (72.4% in 2009, 77.6% in 2008)
- 46 states represented
  - Highest student representation outside of Florida from Georgia (34), North Carolina (27) and New York (24)
- 7 countries
  - Bahamas, Bulgaria, Canada, China, Columbia, Guam and South Africa plus 6 APO's

# Demographics as of Spring 2009-10

	eCampus	Non-eCampus
Average GPA	2.8	2.7
Average age	31	27
<i>Gender</i>		
Female	65%	53%
Male	35%	47%
<i>Ethnicity</i>		
Asian/Pacific Island	3%	4%
Black	11%	13%
Hispanic	7%	7%
Native American	1%	0.45%
White	79%	76%



# eCampus courses offered





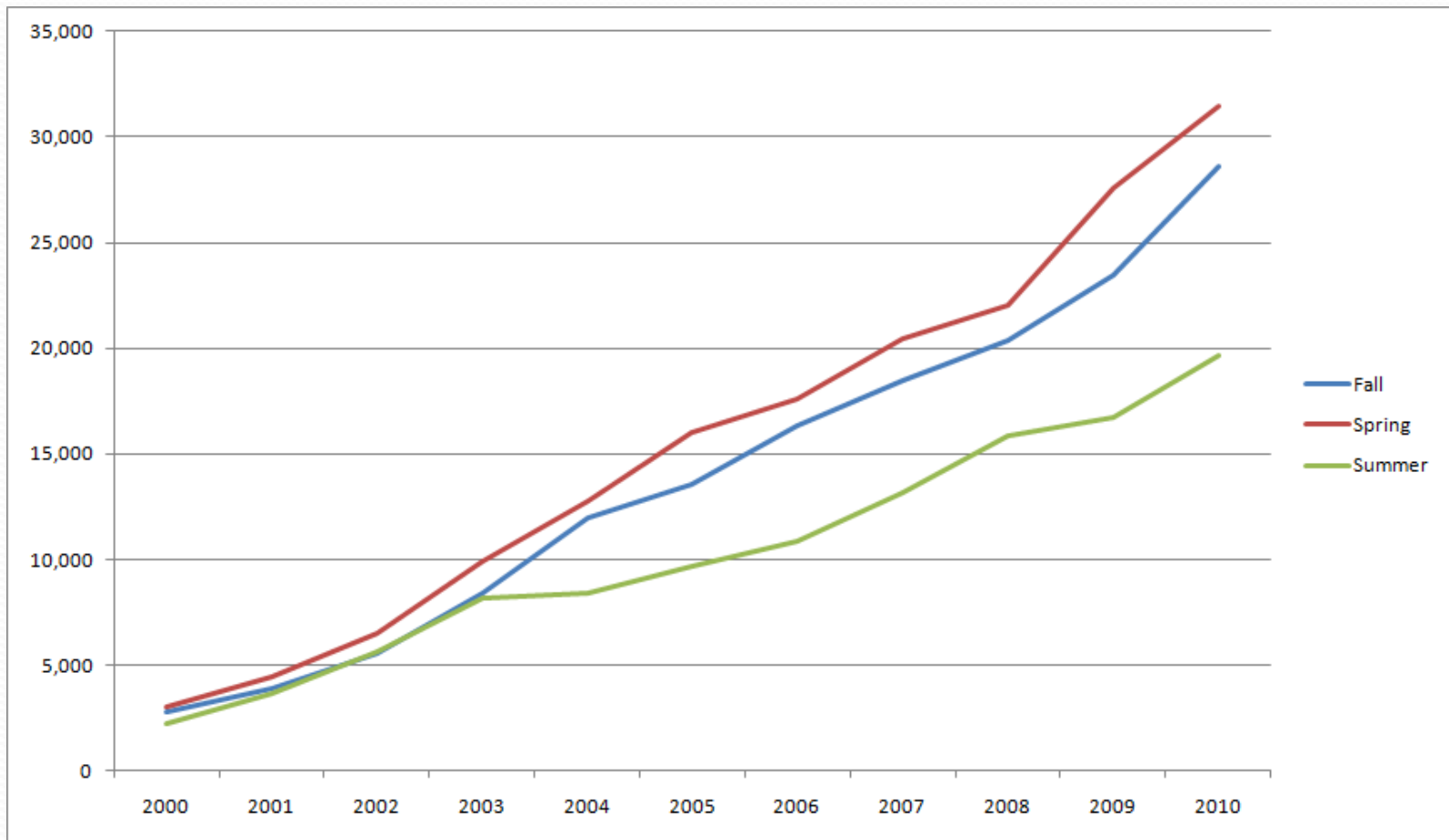
# eCampus sections offered







# eCampus enrollment



# Project Eagle: From 0 to 60....

- **Project Eagle** is a multi-year strategic initiative by St. Petersburg Junior College to build a national model for increasing access to four-year degrees and workforce training for students attending community colleges. Access is enhanced by educational opportunities that are increasingly flexible -- with courses, programs and support services to be delivered at a time and place and in a way at a pace best suited to the needs of the individual learner. (*from original grant in 1999*).
- Over \$11 million dollars dispersed in three grants over a ten-year period.
- An eCampus lab fee of \$12.50 per hour for every online course generating in excess of \$2.5 million for equipment, personnel and materials.

# Award-winning instruction & support

<b>2010</b>	<b>Instructional Technology Council's (ITC) Outstanding Distance Learning Faculty</b> Jeff Donovan, Fine Arts/Music
<b>2006</b>	Dr. Anita Naravane, Anatomy & Physiology
<b>2004</b>	Dr. Kevin Morgan, Communications and Humanities
<b>2010</b>	ITC Outstanding User of New Technology and/or Delivery System Classroom Observation via Technology, Robert Raze, College of Education
<b>2009</b>	ITC Outstanding Blended Course Structure of American Sign Language
<b>2007</b>	ITC Outstanding Technical Support and Service Web & Instructional Technology Services Department
<b>2006</b>	ANGEL IMPACT Award – Exemplary ANGEL Program St. Petersburg College's WITS Department
<b>2005</b>	ITC Outstanding Online Course Public Speaking
<b>2004</b>	ITC Outstanding Distance Education Program St. Petersburg College's eCampus

# eCampus 101



# eCampus 101



# Delivering eCampus classes

- Online classes were delivered via web pages beginning in the mid-90's
- Implemented commercial Learning Management System (LMS) WebCT in 1998
- Changed to ANGEL LMS in 2005; current contract ends August 2012





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Academic Advising  
727-341-4772

eCampus Information  
ecampusinfo@spcollege.edu  
727-394-6006



SPC eCampus on Facebook



## Student Services

Whether you're experienced at taking online courses or new to distance learning, we're here to help you succeed in your online education.



[Counseling and Advising](#)



[Financial assistance](#)



[Testing](#)



[Withdrawal Procedures](#)



[Academic Program Tracking](#)



[Bookstore](#)



[Library Online](#)



[Important tips for online students](#)



[How to's and tutorials](#)



[Technical help](#)



[eCampus FAQs](#)



[Services for Students with Disabilities](#)



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For academic advising, you may:

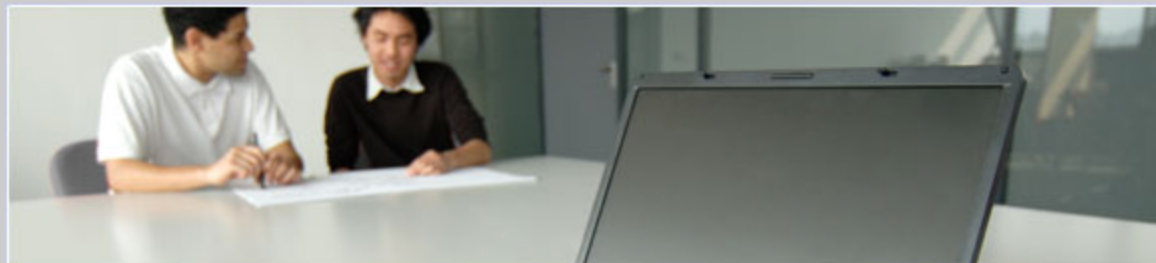
- Visit your home campus
- Submit an [advising request form](#) for advising via e-mail
- Call 727-341-4772

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- Call 727-394-6006



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## Academic Advising

### Prospective/Future students

If you have not applied for admission, visit the [future student page](#) on the St. Petersburg College website.

### Frequently Asked Questions

- » [What courses do I still need to take for my degree?](#)
- » [How do I get my books?](#)
- » [How will my other college courses transfer?](#)
- » [How/When do I begin my online course?](#)
- » [How do I enroll at SPC as a transient student from another college/university?](#)

» [See more frequently asked questions](#)

### Current and returning SPC students

Please complete the [Advising Request Form](#) for help with changing your major, registration, testing, and related issues. You will need your student ID and password to submit the form. All responses to your advising request will be sent to your official SPC e-mail account, which is accessible via [MySPC](#).

- » [Look up my user ID/Student Number](#)
- » [Look up my password](#)





Enter search term

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- Call 727-394-6006



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## Important Tips for Online Students

The following pointers will help you be successful — and enjoy — your online college courses.

- [Start off right](#)
- [Advice from the pros: Keep up!](#)
- [Know the rules](#)
- Learn to use ANGEL with the [ANGEL Tutorials](#)
- [Take advantage of eCampus Help](#)

### Start off right.

Print and complete the following checklist before your class begins. It'll help you be prepared and feel confident in starting your course.

- Check the technical requirements listed on the [Technical Information](#) page and be sure the computer you plan to use meets the requirements for online courses. If not, check out locations where you can use an appropriate computer, such as SPC campus computer labs or Information Commons, your local public library, or cybercafes in your area.
- Read your course syllabus carefully and note all deadlines and due dates. Pay careful attention to any special instructions, guidelines or requirements your instructor provides.
- Visit any course web pages your instructor advises you to read, then bookmark them (Mozilla) or add them to your Favorites list (Internet Explorer) if you will need them later.
- Spend some time at the beginning of the session exploring your course so you can navigate around in it easily. If you have problems, contact your instructor immediately.
- Take a tour of [SPC's Library Online](#), your desktop resource for online books, magazines, newspapers, catalogs, web directories and other reference tools. Bookmark the site to help you in your class work and research.

### Advice from the pros: Keep up!

Experienced e-learners often give this advice: "Keep up with the work; don't get behind." E-courses require self-motivation and discipline, and it's important to give them the same dedication and effort that you would devote to courses on campus.

Some good ways to stay on top of your work are:

- Pay close attention to deadlines and due dates; they're not negotiable. Only courses specifically labeled "self-paced" should be treated as such; otherwise, your work will need to be turned in on the schedule your instructor specifies.
- Plan ahead. Give yourself plenty of time to complete your assignments and prepare for tests. Avoid procrastinating!

Home ▶ Course ▶ Lessons

Map

expand collapse

Notices

Syllabus

Calendar

Lessons

Communication

Reports



## Lessons



**Welcome to SPC's eCampus**



**About Online Learning**



**Meet ANGEL, Our Online Course Software**



**Resources for eCampus Students**



**Getting Started in Online Courses**



**Quiz1**



**Discussions**



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- Call 727-394-6006



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## eCampus Student Activity Center

St. Petersburg College offers a wide range of student activities for online and on-campus students alike.

If you live in or near Pinellas County, Florida, and can travel to an [SPC campus](#), you may want to investigate the activities available at the campus nearest you.

If you are a distance learner who does not live near an SPC campus, you can still participate actively in student clubs and organizations. The following activities are available to online students:

- [Phi Theta Kappa](#)
- [Digital Artists in Motion](#)
- [Seminole Campus for Christ](#)
- [Hospitality Club](#)
- [Ethics Club](#)

### Phi Theta Kappa

Phi Theta Kappa is the International Honor Society for two-year colleges. Requirements for membership are:

- 3.25 GPA
- Minimum of 12 semester hours completed

### Opportunities/Benefits:

- Develop leadership skills
- Enjoy fellowship opportunities with fellow scholars
- Attend local, state and international conferences
- Increase scholarship opportunities
- Gain intrinsic rewards from service projects

Interested students may email Phi Theta Kappa Advisor [Lisa McDonnell](#), or call her at (727) 394-6039.

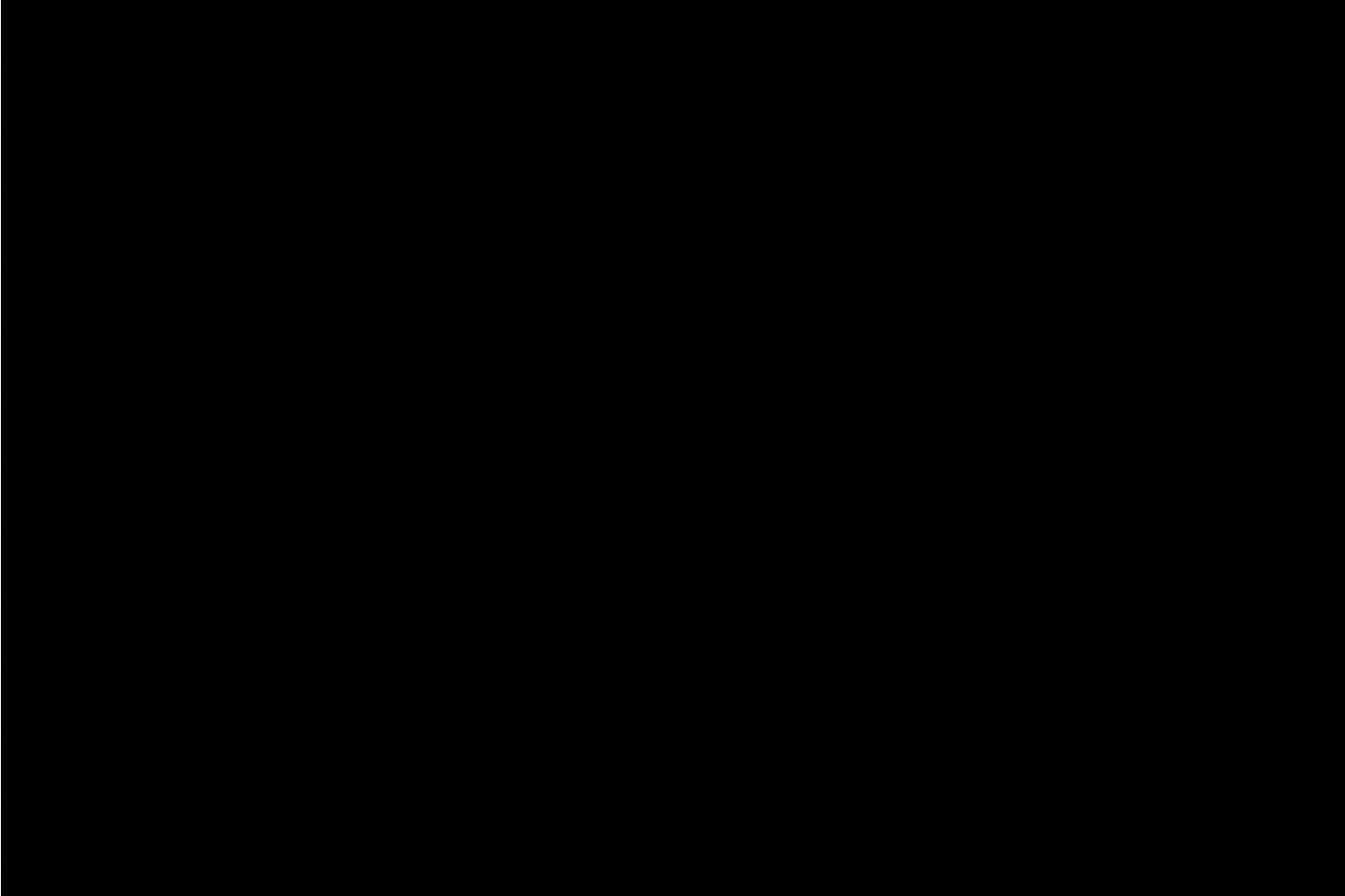
# Leading-edge technology

- Faculty create content in Panopto, Camtasia, Jing, Lesson Builder, Respondus, Study Mate & Articulate
- Integrations – Smarthinking (online tutoring), Turnitin (plagiarism detection and as a vehicle for educating students on proper citing), Merlot & The Orange Grove (learning objects and open textbooks)
- SPOC tools are used to create instructors' videos for introduction and instruction, and for students to deliver speeches, create video assignments and get feedback on them.

# Taking advantage of the “Cloud”

- iTunes - podcasts
- Twitter - weekly feedback and reminders to students' mobile devices
- YouTube - audio and video project submission in the creative arts
- Google Apps such as Google Voice for music theory assignment submission, and Google Docs for collaborative projects

# Where we're going



# Strategies to enhance quality

- Coordinating with the Center for Excellence in Teaching and Learning to provide training and support for online course development and delivery
- New success agenda: completion and success focus
- Three-year course review process
- Course refresh program: pedagogy/technology
- “Course of record” development process




Home ▶ Course ▶ Lessons

 Lessons

Add Content Rearrange Reports Utilities Delete Preferences

 Banner

Welcome Vicki to Applied Ethics PHI 1600. To get started, please check out the "[Start Here!!](#)" folder.

 **Instructor Teaching Guide**  
Instructors, please read this page first! **Start Here!!**  
Great tutorials for using ANGEL and important links and resources to be a successful student! **Professor Office Schedule**  
Drop-ins are welcome - but calling first is advised. **SPC's Applied Ethics student pre-survey**  
Complete this before Unit 1! No points for Unit 1 until survey completed **Unit 1**  
Chapter 1: Introduction **Unit 2**  
Chapter 2: The Ethics Environment



# Strategies to enhance quality

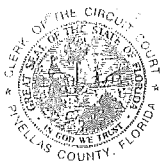
- Faculty observation in online courses
- Improved monitoring reports for program administrators
- LMS evaluation committee
- Enhancing student services for eCampus students

All of these initiatives are designed to improve student success/retention and satisfaction.

# Growing eCampus

- Offer shorter duration classes for adult learners
- Deliver select classes (technology, Gen Ed classes, etc.) in Spanish
- Serve military students

# Questions?



## KEN BURKE

CLERK OF THE CIRCUIT COURT — PINELLAS COUNTY, FLORIDA

Clerk of the County Court  
Recorder of Deeds  
Clerk and Accountant of the Board of County Commissioners  
Custodian of County Funds  
County Auditor  
Clerk of the Water and Navigation Control Authority

315 Court Street  
Clearwater, FL 33756-5165  
Telephone: (727) 464-3341  
Fax: (727) 464-4162  
kburke@pinellascounty.org  
www.pinellasclerk.org

August 10, 2010

Dr. William D. Law, Jr.  
President  
St. Petersburg College  
P.O. Box 13489  
St. Petersburg, FL 33733-3489

Dear Dr. Law:

It would be appreciated if you would develop a recommendation to the board on a policy for the naming of buildings at our college.

Throughout its history, St. Petersburg College has recognized persons who have made significant contributions to the college, through generous donations or enduring leadership. We have, indeed, recognized a list of individuals and corporate donors who bring great honor and pride to our college:

Health Center – Caruth  
O&P Building – Bankers Insurance  
College of Education (Tarpon) – Bilirakis Family  
Student Center (Allstate) – Andy Hines  
EpiCenter – Dr. Don Sullivan  
UPC (Seminole) – Congressman Bill Young  
Seminole Campus/ Community Library – Dennis Jones  
Administration Building (St. Pete/Gibbs) – James Hendry  
Technical Building (St. Pete/Gibbs) – Richard Johnston  
Social Arts Building (St. Pete/Gibbs) – Phillip Benjamin  
Ethics Building – Thomas Gregory

In addition to these recognitions, the college has honored the service of its presidents:

- The college decided upon Dr. Michael Bennett's retirement to honor him by naming each of the college libraries in his honor. Since that time we have entered into joint use agreements with St. Petersburg and Seminole for libraries. The library in Seminole is clearly named for Senator Dennis Jones. A review of how Dr. Bennett is being honored would be appreciated.
- The college honored our first president, Dr. Lynch, by naming the auditorium at the St. Pete/Gibbs campus in his honor. The Lynch Auditorium has gone through extensive renovations, including the installation of a world-class organ. A review of how this facility is identified would be appreciated.

Dr. William D. Law, Jr.  
August 10, 2010  
Page 2

At present, there are several individuals whose contributions, I believe, should be recognized in the tradition of St. Petersburg College:

- Dr. Carl Kuttler has made a very significant contribution to the college during his over three decades of leadership. How would it be best to honor Dr. Kuttler at the college by a naming testimony?
- There was a building on the St. Pete/Gibbs Campus that was named for Joseph Lang. The building was destroyed to make room for the new library. How should Mr. Lang's extensive service to the college and the state system be memorialized by the college?
- Bill Hough made a substantial contribution to the college for the downtown center. Has consideration been given to honor him by a naming feature?

As part of your review and recommendation, I would ask that you address the following items:

- What is the proper way to indicate a building is named in honor of someone?
- What lettering should be placed on the building and what should college maps indicate?

Your review of this matter and recommendation for a consistent policy would be greatly appreciated.

Very truly yours,



Ken Burke

# DEMOCRACY'S COLLEGES

## Call To Action

We, the leaders of national organizations that represent and serve America's 1,200 community colleges, recognize and celebrate the colleges' central role in ensuring an educated U.S. citizenry and a globally competitive workforce. We affirm the need for a dramatic increase in the number of Americans with postsecondary degrees and certifications to fulfill critical state and national goals. With the "completion agenda" as a national imperative, community colleges have an obligation to meet the challenge while holding firmly to traditional values of access, opportunity, and quality.

### WE BELIEVE

- ▶ We believe the student success and completion agenda is the future of community colleges.
- ▶ We believe that completion matters and that every student counts.
- ▶ We believe in every student's potential and responsibility to succeed, and that an engaged student is more likely to persist in college.
- ▶ We believe the open door must not be a revolving door, and that institutions must take responsibility for student success.
- ▶ We believe that community colleges are gateways to the middle class and beyond for millions of Americans.
- ▶ We believe that community colleges are an invaluable economic engine driving the nation toward renewed and sustained economic prosperity.
- ▶ We believe there are thousands of talented and committed people working "heart and soul" in community colleges who are ready to take on leadership roles.

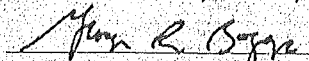
### WE COMMIT

- ▶ We commit to a change in institutional culture, from emphasis on access only to emphasis on access and success.
- ▶ We commit to courageous conversations and openness regarding diversity, equity, and evidence reflecting student success and institutional performance.
- ▶ We commit, while increasing success rates for all students, to eliminating the attainment gaps that separate student groups on the basis of race, ethnicity and family income.
- ▶ We commit to acting on facts to make positive changes in the interest of student success and college completion.
- ▶ We commit to promoting faculty and staff development focused on evidence-based educational practice.
- ▶ We commit to providing development opportunities, for college CEOs, trustees and future college leaders, to build leadership for student success.

### WE ASK

- ▶ We ask every community college president, trustee, administrator, faculty member, counselor, advisor, financial aid officer, staff member, and stakeholder to examine their current practices, to identify ways to help students understand the added value of degrees and certifications, and to help them progress toward their goals.
- ▶ We ask every student to help one other student succeed.
- ▶ We ask community members to support and work with their local colleges to help more students succeed.
- ▶ We ask elected officials to create the policy conditions that enable, support and reward community colleges in their work to strengthen student success.
- ▶ We ask every community college and community college stakeholder to join us by signing and sharing this commitment and call to action.

As organizations representing America's community colleges, we mutually commit and pledge to promote the development and implementation of policies, practices, and institutional cultures that will produce 50 percent more students with high quality degrees and certificates by 2020, while increasing access and quality. We call for leaders from every sector and constituency of every college to join us in this work. Our democracy needs every one of us.



George R. Boggs, President and CEO  
American Association of Community Colleges



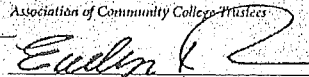
J. Noah Brown, President and CEO  
Association of Community College Trustees



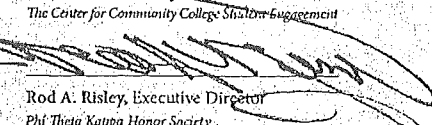
Kay M. McClenney, Director  
The Center for Community College Student Engagement



Gerardo de los Santos, President and CEO  
League for Innovation in the Community College



Evelyn Waiwai, Director  
National Institute for Staff & Organizational Development



Rod A. Risley, Executive Director  
Phi Theta Kappa Honor Society

