

# MINUTES OF THE MAY 20, 2014 MEETING OF THE BOARD OF TRUSTEES OF ST. PETERSBURG COLLEGE

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The Board of Trustees of St. Petersburg College met on Tuesday, May 20, 2014 at the St. Petersburg College EpiCenter, 13805 – 58<sup>th</sup> Street N., Largo, 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 9:00 a.m. on Tuesday, May 20, 2014, at the Midtown Campus, 1048 22<sup>nd</sup> Street South, St. Petersburg, 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](http://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](http://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).

**14-079.** In accordance with the Administrative Procedure Act, the following Agenda was prepared:

## AGENDA

ST. PETERSBURG COLLEGE BOARD OF TRUSTEES  
MAY 20, 2014

**MINUTES OF THE MAY 20, 2014 MEETING OF THE BOARD OF  
TRUSTEES OF ST. PETERSBURG COLLEGE**

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MIDTOWN CAMPUS ROOM 107  
1048 22<sup>ND</sup> STREET SOUTH  
ST. PETERSBURG, FL 33712

**SPECIAL MEETING: 9:00 A.M.**

**I. CALL TO ORDER**

- A. Invocation
- B. Pledge of Allegiance

**II. PRELIMINARY MATTERS**

- A. Presentation of Retirement Resolutions and Motion for Adoption
  - 1. Dr. Cynthia Jolliff-Johnson, Associate Provost, Midtown (*Attending*)
  - 2. Dr. Conferlete Carney, Provost, Tarpon Springs Campus (*Attending*)
  - 3. Ms. Frances VanBuren, Accounting Support Specialist, Tarpon Springs Campus (*Not Attending*)
- B. Recognitions/Announcements
  - 1. Florida Educational Facilities Planners' Association, Inc. (FEFPA)  
Winter award for SPC Ethics & Social Science Building

**III. COMMENTS**

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

**IV. REVIEW AND APPROVAL OF MINUTES**

- A. Board of Trustees' Meeting of April 15, 2014 (*Action*)

**V. MONTHLY REPORTS**

- A. Board Attorney
- B. General Counsel
- C. SPC Foundation Update (*Presentation*)

**VI. STRATEGIC FOCUS AND PLANNING**

- A. STRATEGIC PRIORITIES

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1. Legislative Review and 2014-15 Impact (*Information*)

**B. STUDENT SUCCESS AND ACHIEVEMENT**

1. College Experience Spring 2014 Results\* (*Presentation*)

2. Streamlined Admissions\* (*Presentation*)

**C. BUDGET AND FINANCE**

1. Fiscal Year 2014-2015 College General Operating, including Tuition and Fees  
(*Action*)

2. FY13-14 July 1 – April 30 Fund 1 Financial Report (*Presentation*)

**D. ADMINISTRATIVE MATTERS**

1. Human Resources

a. Personnel Report (*Action*)

2. Construction

a. Agreement between St. Petersburg College and STAR-TEC Enterprises, Inc., d/b/a Tampa Bay Innovation Center, for a lease of space at the Downtown Center (*Action*)

b. Request to Advertise for Construction Manager at Risk Services for the new Joint-Use Library, Clearwater Campus (*Action*)

**E. ACADEMIC MATTERS**

1. Expanding International Education (*Presentation*) (Ramona Kirsch, Director, Center for International Programs)

2. Elite Educator Program (*Presentation*) (Dr. Kim Hartman, Dean, College of Education)

**VII. CONSENT AGENDA - (*Action*)**

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

**B. NEW BUSINESS**

1. GRANTS/RESTRICTED FUNDS CONTRACTS

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- a. Florida Department of Education—Tampa Bay Consortium College Reach Out Program (CROP)
  - b. Criminal Justice Standards and Training Commission – Florida Department of Law Enforcement, Law Enforcement Trust Fund
  - c. U.S. Department of Homeland Security, Federal Emergency Management Agency—Emergency Management Leadership Training
  - d. University of West Florida - Complete Florida Grant
2. BIDS, EXPENDITURES, CONTRACTS OVER \$325,000 - **None**
3. CAPITAL OUTLAY, MAINTENANCE, RENOVATION, AND CONSTRUCTION - **None**
4. OTHER
- a. Seminole Community Library, Amendment of Intergovernmental Agreement between the City of Seminole and St. Petersburg College

**VIII. INFORMATIONAL REPORTS – None**

**IX. PUBLIC ACCESS/UNAGENDAED ITEMS**

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

**XI. PRESIDENT’S REPORT**

**XII. NEXT MEETING DATE AND SITE**

**June 17, 2014 Epi Center**

**XIII. ADJOURNMENT**

If any person wishes to appeal a decision made with respect to any matter considered by the Board at its meeting May 20, 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.



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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.

**\*No packet enclosure**

Date Advertised: May 9, 2014

Confirmation of Publication

[Notice of meeting](#)

### **14-080. Under Item I, Call to Order**

The meeting was convened by Chairman Gibbons at 9:00a.m. The invocation was given by Dr. Conferlete Carney and was immediately followed by the Pledge of Allegiance.

### **14-081. Under Item II, Preliminary Matters**

Dr. Law recommended adoption of a retirement resolution for Dr. Cynthia Jolliff-Johnson, Associate Provost, Midtown and Dr. Conferlete Carney, Provost, Tarpon Springs Campus. Dr. Cynthia Jolliff-Johnson and Dr. Conferlete Carney were in attendance and, joined by colleagues, received their resolutions as presented by Chairman Gibbons and President Law.

### **14-082. Under Item II-B, Recognitions/Announcements**

Recognitions/Announcements –

The Florida Educational Facilities Planners' Association, Inc. (FEFPA) Winter first place award for the SPC Ethics & Social Science Building at the Clearwater Campus was given to the architectural firm of Harvard Jolly. Mr. Phil Trezza presented the award to the Board.

### **14-083. Under Item III, Comments**

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

Mr. Oliver offered his congratulations to the retirees and wished them the best. Ms. Westine added her congratulations. Ms. Westine commented that she attended both the St. Petersburg College and the St. Petersburg Collegiate High School graduation ceremonies and shared that she was touched by the faculty, staff and students.

Chairman Gibbons added that the graduation ceremony at Tropicana Field was the largest ever and he was proud that 70 African American males received their degrees. He also thanked Dr. Carney and Dr. Jolliff-Johnson for their many years of service to the community and students.

Dr. Law thanked Chairman Gibbons for his participation in the graduation ceremonies. Dr. Law commented that a special moment of the ceremony was when a non-ambulatory student walked the last few steps on the stage to receive his degree.

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Dr. Law reported that the Florida legislative session was concluded and Governor Scott has not yet signed all the bills. Dr. Law shared that the College's budget was in fine shape and that he had touched all the bases on the PECO (Public Education Capital Outlay) project. He also said there would be more work on the Bay Pines project. Dr. Law said the Board was given a revised personnel report updated with some recent executive-level replacements.

**14-084. Under Item IV, Review and Approval of Minutes**

The minutes of the April 15, 2014 Meeting of the Board of Trustees of St. Petersburg College were presented by the chairman for approval. Mr. Oliver moved approval of the minutes as submitted. Ms. Westine seconded the motion. The motion passed unanimously.

**14-085. 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 and Ms. Gardner.

Chairman Gibbons called upon Ms. Frances Neu, Vice President, Institutional Advancement & Executive Director, St. Petersburg College Foundation, to share her report. Ms. Neu introduced the Chairman of the Foundation, Mr. Ken Cherven. For the fiscal year ending March 31, 2014, Ms. Neu reported that the Foundation held \$59M in assets, a 29% increase over the past four years. Revenues have increased 91% over the past four years. Ms. Neu shared that revenues come from contributions by donors, gifts for scholarships, gifts for programs, tribute gifts and online gifts, all of which increased. Scholarships for Sessions I and II of 2014 totaled \$1,004,628.

Mr. Cherven shared three accomplishments with the Board. Eight new members have been added to the Foundation's Board over the past 18 months. Each Board member must contribute at least \$1K per year and serve on a Foundation committee. The Board changed its investment policies. There is a new Governance Committee replacing the Nomination Committee. Mr. Cherven shared that the Leepa-Ratner Museum has secured some large donations. Strategic priorities for the Foundation include supporting the 3% College growth initiative, identifying community members, and expanding corporate partners. The goal is to reach 100 corporate partners in the near future. He commented that the Foundation Board is active and engaged.

Mr. Fine commented that the College is fortunate to have Ms. Neu and Mr. Cherven. He noted that the numbers are trending up and that there are wonderful people on the Board. He stated that as the funding from Tallahassee shrinks, this is where funding for programs and scholarships comes from and it is very important.

Ms. Neu commented that Mr. Cherven has served on the Board of the Foundation for over 20 years, has been a donor and a leader and that the College has been fortunate to have him.

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### **14-086. Under Item VI - A, Strategic Priorities**

Under Strategic Priorities,  
Legislative Review and 2014-15 Impact

Dr. Law updated the Board on Legislative matters. He distributed updated information to the Board for them to spend more time examining and suggested that more time be spent on this topic in next month's Board meeting. He commended Ms. Suzanne Gardner on her work in this area. Chairman Gibbons responded that since the Governor has until July 1<sup>st</sup> to sign off on the legislative matters there would be no issue in revisiting them next month.

### **14-087. Under Item VI - B, Student Success and Achievement**

Under Student Success and Achievement,

#### 1. College Experience Spring 2014 Results\* (*Presentation*)

Dr. Jesse Coraggio, Associate Vice President, Institutional Effectiveness and Research & Grants and Dr. Pat Rinard, Associate Vice President, Enrollment Management, updated the Board on the College Experience results for 2014. Dr. Coraggio reminded the Board that the education reform legislation now allows students to opt out of developmental education courses. The College took steps to monitor the impact and he reported that there have been some positive results. Course success rates are based on grades of A, B or C and Dr. Coraggio shared that the data shows improvement over the last three spring terms looking at results for all students.

For FTIC (First Time in College) students, there was a small downward trend due to the legislative changes, but was up over the past three spring semesters. African American and White males did slightly better. Even though the expectation was that fewer students would enroll in the developmental courses, there was an increase across all groups. There was a small decrease among the Hispanic male population, but they still have the highest enrollment in developmental courses.

Dr. Rinard reminded the Board that the gateway courses are the high-volume, first year college-level courses. Overall, enrollment increased 6.8% over the reporting period. Using a prediction model, students were identified and advised on their most likely need for developmental courses. Those students who were advised to take the developmental courses and did so performed better than those who ignored the advice to take the developmental courses. Dr. Rinard said there would be increased efforts to advise those students who would benefit from taking the developmental courses.

Ms. Westine thanked the presenters for their efforts in this area. Dr. Coraggio reported that a single-credit course was developed in the communications area in an effort to bolster success. Chairman Gibbons congratulated the presenters for the improvements made especially in the minority male student population.

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2. Streamlined Admissions\* (*Presentation*)

Ms. Diana Sabino, Executive Director of Marketing and Public Information, and Dr. Patrick Rinard reported on the streamlined admissions process. Ms. Sabino commented that a critical part was getting more students to register. She told the Board that the pre-admissions plan is in production and that there has been steady growth in registration.

Dr. Rinard described the process to the Board. Every student that applies to the College is contacted by phone within 24 hours. Results of that outreach has been documented and reported to both the President and the Executive Team. Dr. Rinard reported that they have received very positive comments from those who were contacted. He noted that the enrollment process can be daunting and it is helpful for the student to have a personal point of contact that they can call for help.

Ms. Sabino reported that several communications pieces have been revamped including the original acceptance letter and a message for those that inquired but did not enroll.

Dr. Rinard told the Board that the processes have been 100% documented and that a communication stream has been embedded into the process. All communications are being reviewed to ensure consistency and to be sure they are personal, timely and relevant.

Ms. Sabino shared that a full digital strategy will be implemented in the next 60 days. Online inquiries will be steered through a micro-site about the many reasons a student would choose St. Petersburg College. They are then directed to a page where the student can share some background about themselves. Dr. Law asked about the status of digital ads. Ms. Sabino said that as part of the Google display network, students who visit the College's site will continue to receive messages. YouTube will also be utilized to drive more traffic.

Mr. Fine asked Ms. Sabino what challenges existed for this implementation and if she felt it was adequately budgeted and staffed. Dr. Rinard commented that the process can be overwhelming for new students and there is an effort to understand their needs from inquiry to application. Ms. Sabino said it would be ideal to have a Customer Relationship Management System (CRM), but also stated that work on the processes need to continue before they are ready for that type of system.

Ms. Westine asked who was involved in reviewing the process and Ms. Sabino replied that they have a student focus group meeting once a month. She added that they are getting input from both young and older adults.

**14-088. Under Item VI - C, Budget and Finance**

Under Budget and Finance,

1. Fiscal Year 2014-2015 College General Operating, including Tuition and Fees (*Action*)

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Dr. Law reported that a copy of the budget was sent to the Board earlier. He said that enrollment was down 3% from last semester, but the focus is still on increasing enrollment 3% this coming year. He reported that Dr. Duncan, Senior Vice President, Administration/Business Services & IT, and Ms. Jamelle Conner, Associate Vice President, Planning, Budget and Compliance, revised the budget presentation to project a 0% change for lower division, but maintained the 3% growth scenario for the baccalaureate degrees. Dr. Law said that all the funding that has come from the legislative results has been incorporated and that the College Experience results were promising. He shared that he wanted to keep the \$1 access fee within the budget because visits to the Learning Centers are predicted to reach 250,000 in the next year and that having 20,000 students on learning plans is within reach.

Dr. Law said he did not feel a compensation increase for staff was feasible at this time. He was optimistic that the changes the College has made will yield growth and he would prefer to wait so that the College would not be spending money that it did not have for compensation increases.

Ms. Connor shared that there are two budgets to present: the operating budget, which was revised, and the capital construction budget which will be presented in June. Ms. Connor reported that the performance funding approach was completely changed and taken out of the State budget. With the change in scenario to 0% growth for lower division and 3% growth for baccalaureate degrees, resources were shifted or reallocated to reduce expenses. There was an overall increase in State funding of \$1.8M. Ms. Connor reported a net operating revenue to fund the strategic plan of \$3.6M. From this total, \$334K would go to increase in retirement funding, \$1.9M would go toward strategic priorities and \$1.3M would be held in reserve, which would include a \$300K reserve for the opening of Midtown. This would leave a \$0 surplus/deficit balance.

Ms. Connor shared that the bulk of the strategic funding would support the College Experience and Out of Class Support efforts. Other spending targets would include the refocused marketing and information campaign, student loan default rate reduction, expansion of workforce offerings and employee professional development.

Dr. Law reinforced the approach that the budget targets the front line interaction with students. He reiterated that if enrollment matures, the issue of compensation can be revisited.

Ms. Westine commented that she was very comfortable with the budget. She shared that she is not comfortable raising tuition and she felt that the \$1 access fee was appropriate since it directly supports student learning. She added that she hoped they would be in a position to reconsider compensation increases later.

Chairman Gibbons commented that he would also prefer to give raises, but with tuition down, it the Board must be fiscally responsible. He noted that with the improvement in the economy, more people are returning to work rather than attend school. Baccalaureate students are looking to get ahead in their careers. He expressed hope that the College could show its appreciation of the staff with a salary increase at a later date.

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Dr. Law commented that if the State Legislature had followed through on the “pay for performance” approach, St. Petersburg College would have been near the and there would have been an additional \$2M to \$3M in funding. Instead, enrollment was used to determine funding. Chairman Gibbons expressed his pleasure over the increased use of the Learning Labs and felt that the College was doing much toward student success.

Ms. Westine moved acceptance of the Operating Budget. Mr. Oliver seconded the motion and the motion passed unanimously.

Dr. Law stated that time would be spent on the facilities budget next month. Mr. Oliver asked if other colleges in the State system were seeing the same enrollment trends. Dr. Law replied that enrollment has been down consistently across the state but felt uncomfortable using that as an excuse. Mr. Oliver responded that in the corporate world, it would be viewed as benchmarking and as an opportunity to find out if St. Petersburg College was attacking the problem correctly. Dr. Law said that he felt St. Petersburg College was a year ahead of the other colleges in the state in terms of approach and felt it would begin to yield results in August.

Ms. Connor reviewed the draft budget for Capital Outlay. Funding for this budget comes from student tuition and covers items like construction, remodeling, renovation and equipment. It also includes Public Education Capital Outlay (PECO) funding for items like the Bay Pines project. There is \$40.5M in funding available with \$3.5M as contingency. Major construction projects include the Midtown Education Center, the Clearwater Library and Bay Pines. Ms. Connor also reviewed a projected five-year plan for other capital improvement projects that include renovations totaling \$10.2M, remodeling projects totaling \$2.1M and other new construction projects of \$11.5M. Dr. Law reported that the Board had been given the details of the capital outlay budget for the next fiscal year and their approval would be sought at the next Board meeting in June.

2. FY13-14 July 1 – April 30 Fund 1 Financial Report (*Presentation*)

Dr. Doug Duncan presented the Financial Report to the Board. He stated that with two months left in the current fiscal year, both revenues and expenses are in line with projections. Dr. Duncan added that the results of paying within 10% of the hiring rate are beginning to be seen.

**14-089. Under Item VI - D, Administrative Matters**

**Personnel Report:**

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

Information regarding these items is as follows:

Under Administrative Matters, Dr. Anne Cooper reported that there have been some recent high-level hires to the College. Dr. Susan Colaric has joined St. Petersburg College as Associate Vice



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President, for Online Learning and Services. In addition, Dr. Scott Fronrath and Dr. Marvin Bright will join the St. Petersburg College staff as the Allstate Center and Tarpon Springs Campus Provosts respectively.

### **Construction:**

Ms. Tonya Elmore, President and CEO of the Tampa Bay Innovation Center, presented a request to lease space for a Tech Garage at the Downtown St. Petersburg Campus. She stated that this would be a natural extension of their partnership and would offer students an alternative when they come out of the entrepreneurship program and into the incubator at the Innovation Center. She said the Center could also create internships for St. Petersburg College students. She said the space they are considering is 6,200 square feet and Dr. Law added that this was the space formerly occupied by the Florida International Museum. Ms. Elmore said that the space would allow for eight offices and general working space. She further added that the Innovation Center is hoping to expand to a 30-40K square foot space in the future.

Mr. Jim Waechter, Associate Vice President, Facilities Planning & Institutional Services, reported that approval for a construction manager for the Clearwater Library project is being sought from the Board. He said that the same process was used for the Clearwater Library project as was used for the Midtown Campus project. Mr. Waechter reported that work with the City of Clearwater continues and that the City Council still needs to review the plan. Dr. Law added that the City of Clearwater has this topic on the agenda of their June 6, 2014 meeting.

Chairman Gibbons stated that he would be asking each Board member to submit a name to serve on the Screening Committee with the exception of Ms. Westine. He asked her to sit on the Screening Committee as the Board representative. Chairman Gibbons said that the process that Dr. Law and Mr. Oliver brought back for the Midtown Campus construction project was fair and equitable and would keep controversy down. Mr. Oliver added that the same screening process would be used and would be outlined in the advertisement. Mr. Waechter added that the point system would also be the same and unranked finalists would be presented to Dr. Law and Chairman Gibbons for their consideration.

Mr. Fine motioned to accept the items under Construction. Mr. Oliver seconded the motion. The motion passed unanimously.

### **14-090. Under Item VI - E, Academic Matters** Under Academic Matters,

Information regarding these items is as follows:

1. Expanding International Education (*Presentation*) (Ramona Kirsch, Director, Center for International Programs)

Ms. Ramona Kirsch presented an update to the Board on the expansion of International Programs. She reported that there has been a 57% increase in students participating in study abroad programs, a 32% increase in awards and a 71% increase in funds. There are currently 182

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international students enrolled at St. Petersburg College and it is projected that there will be more than 200 international students attending St. Petersburg College next year. Ms. Kirsch also noted an increase of international programming college-wide with a 70% increase in faculty participation. She reported that the first student will be going abroad for a paid internship to Costa Rica. Chairman Gibbons thanked Ms. Kirsch for helping to grow this program.

2. Elite Educator Program (*Presentation*) (Dr. Kim Hartman, Dean, College of Education)

Dr. Anne Cooper, Senior Vice President, Instruction & Academic Programs, introduced Dr. Kim Hartman, Dean, College of Education, to present information regarding the Elite Educator Program. Dr. Hartman shared that this program is a collaborative partnership with the Pinellas County schools to strengthen teachers' abilities in STEM (Science, Technology, Engineering and Math), and to better prepare them to teach exceptional learners and English language learners. Students will take classes at St. Petersburg College for eight semesters in a cohort that stays together throughout the program. Dr. Hartman explained that topics in many courses at the AA level would center on educational issues. Each cohort will have a coach/mentor working with them for the four-year process. The cohort will be provided monthly seminars led by COE faculty and staff and Pinellas County Schools teachers and administrators.

Dr. Hartman stated that field based hours will increase from 30 to 120 hours in the student's first two years. The students will take additional math, science and elementary education classes including a course in child development and teaching exceptional learners. Dr. Hartman indicated that they would expand the program to include secondary education as soon as possible.

Ms. Westine asked how many students will be in the first cohort and Dr. Hartman replied that we are recruiting and hope to have 30 students in the first cohort. Dr. Law commented that Pinellas County School Superintendent Dr. Michael Grego was complimentary about working with St. Petersburg College and that the program was getting some media coverage. He added that the State is looking at improved teacher preparation instead of increased testing.

**Consent Agenda Items**

The Board considered all items under Section VII. Ms. Bello moved approval of all Items in Section VII. Ms. Westine seconded the motion. The motion passed unanimously.

**14-091.**                      **Under Item VII-A, Old Business**  
None

**14-092.**                      **Under Item VII-B.1, Grants/Restricted Funds Contracts**  
None

**14-093.**                      **Under Item VII-B.2, Bids, Expenditures and Contracts over \$325,000**  
None



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**14-094. Under Item VII-B.3, Capital Outlay, Maintenance, Renovation, and Construction**

None

**14-095. Under Item VIII, Informational Reports**

None

**14-096. Under Item IX, Proposed Changes to BOT Rules Manual**

**Public Hearing:** The following individuals addressed the Board with their concerns about the approach by the Pinellas County Housing Authority regarding the lease of space by the Dr. Carter G. Woodson Museum from the Pinellas County Housing Authority:

Mr. Eric Atwater, Ms. Frenchetta Bradley, Ms. Carla Bristol, Ms. Celeste Davis, Ms. Rene Flowers, Ms. Winnie Foster, Ms. Susan Golden, Dr. Robert Harrison, Ms. Jacqueline Hubbard, Ms. Yolanda Hudson, Ms. Tammie Kendricks, Ms. Momma Tee Lassiter and Ms. Terri Kipsey Scott. In addition, the following three individuals submitted a letter addressing the management of the Museum: Ms. Shirley Smith-Hayes, Ms. Alicia Hayes and Mr. Perry Washington.

Dr. Law commented that St. Petersburg College does not yet own the space and that the Housing Authority is meeting on Thursday, May 22, 2014, to consider the future of the lease. He thanked the individuals for the quality and equanimity of their approach to the Board. He questioned how community concern reached the level it has since no decision has been made by the Housing Authority yet. He assured the speakers that the position of St. Petersburg College has always been one of support for the community and the College will continue to listen to their concerns. He added that he would present additional information regarding this matter to the Board after the Housing Authority meeting.

Ms. Westine commented that the College did not approach the Housing Authority regarding this space. St. Petersburg College was invited to submit a proposal Ms. Westine stated she was proud of the proposal made by staff to the Housing Authority. She encouraged the staff to continue to work with the community.

**14-097. Under Item X, President's Report**

None

**14-098. Under Item XI, Next Meeting Date and Site**

The Board confirmed its next meeting date and site as Tuesday, June 17, 2014, 9:00 a.m., at the Epi Center.

**14-099. Under Item XII, Adjournment**

Having no further business to come before the Board, Chairman Gibbons adjourned the meeting at 11:21 a.m.

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**William D. Law, Jr.**

**Secretary, Board of Trustees**  
St. Petersburg College  
FLORIDA

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**Deveron Gibbons**

**Chairman, Board of Trustees**  
St. Petersburg College  
FLORIDA

**Attachments**  
**Board Memos and**  
**Supplemental Materials**

**Board of Trustees Meeting**  
**May 20, 2014**



## **Foundation Update Fiscal Year Ending March 31, 2014**

**May 20, 2014**



### **Financial Assets**

FY 2014	\$59 million
FY 2013	\$52 million
FY 2012	\$48 million
FY 2011	\$46 million

**An increase of 29% over four years**

**May 20, 2014**

## Revenues

FY 2014	\$2,037,334
FY 2013	\$1,640,678
FY 2012	\$1,404,662
FY 2011	\$1,067,946

An increase of 91% over four years

May 20, 2014

## Contributions: Number and Type

	FY 2011	FY 2012	FY 2013	FY 2014
Contributions	610	654	790	978
Donors	515	561	670	822
Gifts for Scholarships	323	370	462	567
Gifts for Programs	218	190	254	411
Tribute Gifts	37	28	74	67
Online Gifts	13	21	46	94

May 20, 2014

### Contributions: Gift Size

	FY 2011	FY 2012	FY 2013	FY 2014
Gifts ≥ \$1,000	78	87	116	187
\$1,000 - \$4,999	46	51	64	125
\$5,000 - \$9,999	9	16	21	27
\$10,000 - \$24,000	12	12	16	20
\$25,000 - \$49,999	8	5	10	12
\$50,000 and over	3	3	5	3

May 20, 2014

### Contributions: Source

	FY 2011	FY 2012	FY 2013	FY 2014
Individual	425	481	558	687
Corporate	36	33	48	55
Clubs/Organizations	30	21	38	47
Foundations	18	17	16	18
Estate Gifts	6	9	10	15

May 20, 2014

## Scholarship Update Through Spring 2014

Session	Eligible Applicants	Recipients	Average Award	Total Awarded
Session I (Fall 2013)	871	653	\$615	\$401,966
Session II (Spring 14)	1,280	683	\$745	\$433,128
Session III (Summer 14)	TBA	TBA	TBA	TBA
First Gen (Session I & II)		424	\$400	\$ 169,534
<b>TOTAL (Session I &amp; II)</b>	<b>2,151</b>	<b>1,760</b>		<b>\$1,004,628</b>

May 20, 2014

## FOUNDATION ACCOMPLISHMENTS

### Board Development

- Eight new members over past 18 months
- Adopt mandatory giving policy
- Mandatory committee involvement

### Foundation Committees

- Executive
- Finance & Investment
  - Investment Policy Statement update
- Development & Events (new)
- Governance (new)
  - Replaces Nominations Committee
  - Oversees Board education and engagement
  - Reviews/recommends policy updates

### Programs

- Increased Innovation Grant Funding by 114%
- Leepa Rattner of Art Partnership
  - Secured \$50,000 Exhibition sponsor
  - Secured \$400,000 Endowment
- Palladium Partnership
- Secure funding for First Gen Scholarship State Match
- Expand Employee Giving participation by 20%

### Events

- Innovation Grants Showcase Luncheon
- Employee Giving Recognition Reception
- Scholarship Luncheon
- Snell Bishop House / First Gen Scholarships
  - First fundraiser in seven years

May 20, 2014

## STRATEGIC PRIORITIES

### Support 3% Enrollment Increase

- Develop strategy to expand marketing efforts and outreach to:
  - Current students
  - Prospective students
- Board exploring scholarship campaign options to grow funding

### Contributions

- Increase gift number and size
- ID high net worth individuals
- Expand business partnerships

### Development & Events

- Launch membership society
- Develop event opportunity w/ broad appeal to expand visibility and involvement
- Grow Board by 2-3 new members over next 18 months

### Alumni Association

- Explore opportunities to improve efficiencies w/in the alumni organization and increase outreach and involvement

May 20, 2014

## CORPORATE PARTNERS \$1,000 +

1st United Bank

AmeriLife Group, LLC

Bank of America, NA

The Bank of Tampa

Barnes & Noble Booksellers

Bayou Grande Coffee Roasting

Billmore Construction Company

Bright House Networks, Inc.

Caberfiedh Productions, Inc.

Crown Automotive Group

DeLoach & Hofstra, P.A.

Duke Energy, Inc.

Fifth Third Bank

Freedom Bank

General Dynamics

Great Bay Distributors, Inc.

Gregory, Sharer & Stuart PA

Hanger, Inc.

Heritage Insurance

Jagged Peak, Inc.

Kinder Morgan

Liberty Mutual Group

Raymond James Financial, Inc.

RBC Wealth Management

Sabal Trust Company

Scarr Insurance Group

Smith & Associates Realtors

Sylvia Rushé Insurance Agency

Tampa Bay Trane

The A.D. Morgan Corporation

The Nielsen Company

Transamerica

Trenam Kemker

Wells Fargo, Inc.

May 20, 2014



## FOUNDATION BOARD OF DIRECTORS

### OFFICERS

**Kenneth P. Cherven, Chairman**  
Bank of Tampa  
President - Pinellas Division

**Bill McCloud, Vice Chairman**  
Senior Vice President  
Wolla Transportation

**Joseph G. Blanton, Immediate Past  
Chairman / Financial and Investment  
Committee Chair**  
Raymond James and Associates

**Theresa K. Furnas, Treasurer**  
A/P Financial and Business Services  
St. Petersburg College

**Frances Neu, Secretary**  
VP Institutional Advancement SPC/Executive  
Director, St. Petersburg College Foundation

**Stephen O. Cole**  
MacFarlane Ferguson & McMullen

**Paul Demirdjian**  
President/CEO  
Jagged Peak, Inc.

**John W. Dasher**  
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Bright House Networks - Pinellas Region

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President, Admiral Farragut Academy

**Jenn Greacen**  
Executive Director  
The Clear Agency

**Robert L. Hilton**  
First Vice President, Mustard Seed Advisors  
Raymond James Financial, Inc.

**Beth A. Horner**  
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**Dr. William D. Law, Jr.,**  
President, St. Petersburg College

**Walter L. "Skip" Schafer, Jr.**  
Circuit Court Judge

**Steven R. Shepard**  
Ret. Sr. VP & Gen. Counsel  
Western Reserve Life Assurance Co. of Ohio

**Shan Shikarpuri**  
President, Shan Shikarpuri & Associates, P.A.

**Richard B. Winning**  
Vice President, Derby Lane


**David Zillig**  
Ret. Co-Owner, Jani-King International

May 20, 2014

## QUESTIONS?

May 20, 2014

May 20, 2014

**MEMORANDUM****TO:** Board of Trustees, St. Petersburg College**FROM:** William D. Law, Jr., President **SUBJECT:** 2014 Legislative Session, Preliminary Report

The Florida Legislature concluded the current Legislative Session on May 2, 2014. This is a preliminary summary as many amendments are still under review and bills are moving to the Governor's desk for signature. Below is a summary of the legislative budget which compares the current year with the 2014-2015 budgets for both the Florida College System (FCS) and St. Petersburg College, followed by a summary of key bills that impact the Florida College System and the College.

**Florida College System Budget**

<b>Funding Category</b>	<b>2013-14 Total Funds</b>	<b>2014-2015 GAA HB 5001</b>
Program Fund (operations budget)	1,101,198,710	1,132,423,739
Performance Based Incentives (end-year distribution)	5,000,000	5,000,000
Commission on Community Service	433,182	683,182
Florida Virtual Campus	12,329,843	9,006,230
Northwest Regional Data Center	50,400	0
<b>Total State Funds</b>	<b>1,119,012,135</b>	<b>1,147,113,151</b>
\$ Increase in the Program Fund Over Prior Year		<b>31,225,029</b>
% Increase Over Prior Year		<b>2.8%</b>
Tuition Increase	0%	0%

**St. Petersburg College Budget Issues**

<b>Funding Category</b>	<b>2013-14 Total Funds</b>	<b>2014-2015 GAA HB 5001</b>
Program Fund (base operations budget)		66,266,165
• FRS Adjustment (pass through)		304,267
• FRS Health Subsidy Retirees (pass through)		38,343
• Operating Cost of New Facilities		336,168
• Compression		618,056
• Funding Model Allocation (operations budget)		350,717
• Dual Enrollment (non-recurring)		109,338
• A Day on Service (non-recurring)		<u>1,000,000</u>
Total Program Fund	54,691,412	53,482,092
Lottery	12,517,061	15,540,962
<b>Total State Funds</b>	<b>67,208,473</b>	<b>69,023,054</b>

\$ Increase Over Prior Year		<b>1,814,581</b>
% Increase Over Prior Year		<b>2.7%</b>
<b>PECO:</b> funding allocations for general renovation for each college are not released yet by DOE.		
<b>PECO:</b> Bay Pines Marine Science		<b>\$2,500,000</b>
<b>Tuition Increase</b>		<b>0%</b>

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### **Summary of Selected Bills Impacting the Florida College System**

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#### **1. Proviso Language – General Appropriations Act (House Bill 5001)(Enrolled)**

Proviso is language in the General Appropriations Act attached to a specific appropriation which directs or authorizes how the funds can be expended; it expires after one year.

- **Adult General Education Program Fees:** Fees are to be assessed in accordance with §1009.22 F.S., which is amended by House Bill 851. Please see a summary in this report.
- **Industry Certification Performance Funding:** \$5,000,000 in performance-based funding for industry certifications. Electrician training was added to the list of allowed certifications. Department of Education (DOE) must distribute the funds by June 15, 2015, and must establish reporting procedures for earned certifications.
- **Performance Funding:** By no later than December 31, 2014, the Commissioner of Education shall recommend to the Governor and legislative leaders a performance funding formula to be used to allocate funds to Florida College System (FCS) institutions. The recommendations shall include up to ten performance measures, appropriate performance benchmarks for each measure, and a detailed methodology for allocating performance funding to the colleges. At a minimum, the measures must include job placement rates, cost per degree, and graduation/retention rates. In addition, the performance benchmarks and allocation methodology shall include institutions' current performance effectiveness as well as rates of improvement.

#### **2. Appropriations Conforming Bill (House Bill 5101)(Enrolled)**

Conforming bills are part of the Budget Conference and conform Florida law to the provisions in the budget. Unlike proviso language, these are permanent changes to law.

- **Moratorium on Florida College System (FCS) Baccalaureate Programs:** Retains current law governing the FCS baccalaureate programs, however, prohibits the State Board of Education and St. Petersburg College from approving any new baccalaureate degree programs between March 31, 2014 and May 31, 2015 in any Florida College System (FCS) institution.
- **Public Education Capital Outlay (PECO) Sinking Fund:** Makes the payment of debt service the first priority expenditure from the PECO and Debt Service Trust Fund. Creates a method to save funds necessary to cover bond payments and requires the legislature to set aside funds.
- **State Universities:** Created Florida Center for Cybersecurity at USF and a master's degree in analytics at New College.
- **FL Virtual Campus:** Created the Florida Academic Library Services Cooperative and transferred the Florida College System and State University System library services and online catalog functions to the University of West Florida under the direction of the Complete Florida Plus Program. Includes the statewide online student advising services and support functions.
- **Complete Florida Plus Program:** describes duties.
- **K-12:** Requires development and implementation of a digital classroom plan, to include computer science and technology instruction.
- **Creates the Florida National Merit Scholar Incentive Program:** Any National Merit Scholar or Achievement Scholar who is a Florida resident, and who enrolls in baccalaureate program at a regionally accredited public or private postsecondary institution is eligible for a scholarship.

- ***Provisions Related to Dual Enrollment (DE):***
  - Requires school districts to pay standard tuition rate for dual enrollment on public postsecondary campus from funds provided in the Florida Education Finance Program (FEFP). When not offered on the college campus, the school district must pay a portion of salary and benefits when the instruction is provided by the postsecondary institution. Allows agreements to offer courses on a school district site, however allows no payment to the postsecondary institution if the instruction is provided by the school district.
  - Removes provision for other costs (administrative costs) colleges may charge.
  - Public postsecondary institutions may only receive payment for spring and fall. Summer tuition is subject to an annual appropriation.

### 3. **Dual Enrollment & Early College Collegiate High School (CS/SB 850)**(Enrolled)

- ***Collegiate High School Program – Dual Enrollment Provisions:***
  - Requires each Florida College System institution to work with school districts to establish one or more collegiate high school programs in the service area.
  - At a minimum this must include an option for grades 11 or 12, for at least one full school year, to earn Career and Professional Education (CAPE) industry certifications and complete 30 credit hours through dual enrollment toward the first year of college for an associate or baccalaureate degree.
  - Beginning with 2015-16 school year, if the college does not establish a program in its service area, another FCS institution may do so. Contracts must be executed by January 1 of each school year for implementation of the program during the next school year.
  - Allows school boards to execute a contract with a state university or nonprofit independent college or university (ICUF) that is SACS accredited.
  - Requires the State Board of Education to withhold funding for noncompliance.
- ***Career and Professional Education (CAPE) Provisions:***
  - Requires the Commissioner to recommend the CAPE Industry Certification Funding List, and include the career pathways list approved for the FL Gold Seal Vocational Scholars Award.
  - Requires the Articulation Coordinating Committee to review and make recommendations to the State Board of Education regarding articulation of postsecondary credit for related degrees for approved industry certifications.
  - Specifies K-12 funding for CAPE certificates including additional funding for CAPE Acceleration Industry Certifications that articulate for 15-29 college credit hours and 1.0 FTE for those that articulate for 30 or more college credit hours.

### 4. **Post-Secondary Education Tuition and Fees (HB 851)** (Enrolled)

- ***Florida Prepaid:*** Amends law so that tuition differential tuition impact on prepaid is negated.
- ***Tuition:***
  - For **adult education**, eliminates reference to non-residents, resulting in single block tuition of \$45 per year or \$30 per term for all students.
  - For all public postsecondary education:
    - Corrects the current level of tuition stated in the Statute. Tuition is established in the Appropriations Act, and did not increase.
    - Specifies that if the resident undergraduate tuition per credit hour at workforce education institutions, Florida College System institutions, or state universities is not provided in the General Appropriations Act, the tuition must remain the same as the prior fiscal year

- Eliminates the annual rate of inflation increase of the resident undergraduate tuition per credit hour at workforce education institutions, FCS institutions, and state universities.
  - For universities, reduces the maximum aggregate sum that the tuition and tuition differential fee may increase for state universities from 15% to 6%. Limits differential tuition to preeminent universities, with cap now of 6%, and that 6% is tied to performance standards
- ***Out-of-State Fee Waivers/Undocumented Students (“Dream Act”)***
  - Requires all public higher education to waive out-of-state fees for students who are undocumented for federal immigration purposes and who:
    - Attended a secondary school in Florida for 3 consecutive years immediately prior to graduation from Florida high school.
    - Apply for enrollment within 24 months of high school graduation.
    - Submit official Florida high school transcript.
  - Waivers limited to 110% of required credit hours.
  - Reporting is required as to the number and value of the waivers.
  - Requires the State University System system-wide cap to include covered students.
  - Requires that priority in non-resident enrollment system-wide is to be given to veterans with waivers over students given waivers according to this Act.
  - Students granted the waivers are not eligible for state financial aid.
- ***Residency for Tuition Purposes:***
  - Amends definition of parent to allow for either or both parents, any guardian, or any person in a parental relationship.
  - Reduces the amount of time a child must live with a relative from 5 years to 3 years in order to use the relative’s documentation to establish residency for tuition purposes.
  - States that a dependent child cannot be denied classification as a resident for tuition purposes solely based on the immigration status of the parent. (Codifies the 2012 ruling in Ruiz, et al, v. Gerard Robinson, et al.)
  - Simplifies the statute related to residency status changes due to marriage.

**5. Florida GI Bill (CS/CS/HB 7015) (Signed into law April 1, 2014; Chapter No. 2014-1)**

The first bill to pass the 2014 Legislative Session is the Florida GI Bill, CS/CS HB 7015, with an effective date of July 1, 2014. The bill provides education and employment opportunities, including:

- Increases funding for Educational Dollars for Duty, EDD.
- Allows National Guard training funds (EDD) to cover training for industry certifications and continuing education to maintain licensure.
- Provides for public higher education to waive out-of-state fees for an honorably discharged veteran who physically resides in Florida while enrolled in the institutions.
- Creates the “Veterans Employment and Training Services Program” (VETS) in the Department of Veterans Affairs. Florida Is For Veterans, Inc. (FIV) is to run the program, and will create a grant program to fund specialized training specific to a business. The grants can be allocated to any training provider, including FCS institutions

**6. Educator Certification (CS/CS/CS HB 433)(Signed into law, May 12, 2014)**

Students who take a baccalaureate degree in education must complete an internship as a degree requirement. Current law requires the student’s supervisor for the field experience to have a Florida teaching certificate,

which would not be feasible for out-of-state or out-of-country, online students. The bill amends the requirements as follows.

- Instructional personnel in another state must have received “clinical educator” training or its equivalent in that state, hold a valid professional certificate issued by that state, and have at least three years of teaching experience in prekindergarten through grade 12.
- Instructional personnel on a U.S. military base outside the U.S. must have received “clinical educator” training or its equivalent; hold a valid professional certificate issued by a state, U.S. territory, or the Department of Defense (DOD); and have at least 3 years teaching experience in prekindergarten through grade 12.
- Requires the State Board of Education to adopt rules that would expand training for renewal of professional certificates for educators who must complete training in teaching students with disabilities.
- Revises K-12 educator certification requirements to authorize the use of additional assessment options, align competencies across preparation program types, and provide flexibility for training and in-service requirements.
- Allows additional examinations that may be used by teacher certification applicants to demonstrate mastery of subject area knowledge.
- Allows a consortium of charter schools to develop a professional development system

**7. Nursing Education Programs (CS/CS/CS SB 1036)(Enrolled)**

- Revises the definition of “clinical training” to include clinical simulation and the definition of “practice of professional nursing” to include “the teaching of general principles of health and wellness to the public and to students other than nursing students.”
- Increases the percentage of clinical training that may consist of simulation from 25 percent to 50 percent.
- Exempts a nurse who is certified by a health care specialty program that is accredited by the National Commission for Certifying Agencies (NCCA) or Accreditation Board for Specialty Nursing Certification (ABSNC) from the biennial continuing education requirement.
- Requires a person who fails to take the licensure examination within 6 months after graduation to complete an examination preparatory class that is approved by the Board of Nursing. Prohibits the use of state or federal funds to pay for the prep class.
- Requires the graduate passage rate to be calculated based on first-time test takers who take the examination within 6 months of graduation.
- Requires an approved program to require a graduate who does not take the exam within 6 months of graduation to enroll in a prep class.

**8. Public Records Regarding FERPA: (CS/SB 646) (Signed into law, May 12, 2014)**

This bill reenacts the public record exemption for education and student applicant records held by a public postsecondary educational institution. A student’s education records may not be released without the written consent of the student, except in accordance with, and as permitted by, FERPA.

**Bills that Failed**

- Florida Retirement System [HB 7173](#) and [SB 1114](#)
- Textbooks Postsecondary [CS/HB 355](#) and [CS/SB 530](#)
- School District’s Technical Colleges [CS/CS HB 7057](#) and [CS/SB 1202](#)
- Postsecondary Tuition FCS Baccalaureate Degrees [CS/SB 1148](#) and [CS/SB 1710](#)
- Preference in Awarding State Contracts [CS/CS/SB 612](#) and [CS/HB 801](#)
- School Safety (Guns on Campus) [CS/HB 753](#) and [CS/SB 968](#)

- Background Screening [SB 1204](#) and [C/ HB 707](#)
- Public Records [CS/CS/HB 135](#) and [SB 728](#)
- Public Records and Meetings [SB 1648](#) and [CS/HB 1151](#)
- Regarding School Safety [HB 753](#)

## VI – B.1 College Experience Spring 2014 Results

St. Petersburg College  
**SPC**



**Spring 2014 Course Success**  
*Board Of Trustees Meeting* *May, 2014*

*The Course Success Rate is the number of A, B, and C letter grades divided by the overall number of grades.*

A, B, C  
A, B, C, D, F, W, WF, I

Fall	Number of Grades	Success Rate
Overall Spring 2012	94,415	73.4%
Overall Spring 2013	91,678	74.4%
Overall Spring 2014	88,196	74.9%

## Course Success Rates

Source: Pulse Business Intelligence System, Campus Success Rates dashboard, Data extracted May 19, 2014.



	Spring 2012	Spring 2013	Spring 2014	Two Year Difference
<b>Overall FTIC</b>	<b>60.0%</b>	<b>66.6%</b>	<b>65.1%</b>	<b>5.1%</b>
<b>Gender</b>				
Male	54.9%	61.8%	62.7%	7.8%
Female	64.8%	71.0%	67.2%	2.4%
<b>Ethnicity</b>				
Black/African American	48.6%	59.2%	59.1%	10.5%
Hispanic/Latino	60.2%	75.6%	68.1%	7.9%
White	63.2%	66.5%	66.6%	3.4%
<b>Male/Ethnicity</b>				
Black/African American Male	42.2%	57.0%	58.3%	16.1%
Hispanic/Latino Male	52.7%	69.7%	67.6%	14.9%
White Male	59.0%	60.5%	63.4%	4.4%

Note: Excludes Pass/Fail Grading basis courses and audits. Note: FTIC refers to students who are First-Time-in-College (FTIC).

## FTIC Comparison

Source: Pulse Business Intelligence System, Campus Success Rates dashboard, Data extracted May 12, 2014.

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Dev Ed Courses	Spring 2012	Spring 2013	Spring 2014	Two Year Difference
<b>Overall FTIC</b>	<b>57.5%</b>	<b>64.6%</b>	<b>66.5%</b>	<b>9.0%</b>
African American Male	37.8%	53.2%	62.8%	25.0%
Hispanic Male	50.9%	64.5%	73.5%	22.6%
African American	45.9%	58.4%	63.4%	17.5%
Male	52.2%	60.4%	65.1%	12.9%
Hispanic	59.4%	70.8%	68.6%	9.2%
White Male	56.9%	61.0%	64.8%	7.9%
White	62.0%	65.6%	67.8%	5.8%

Note: Excludes Pass/Fail Grading basis courses and audits

## FTIC Developmental Courses

Source: Pulse Business Intelligence System, Campus Success Rates dashboard, Data extracted May 12, 2014

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Gateway Courses	Spring 2012	Spring 2013	Spring 2014	Two Year Difference
<b>Overall FTIC</b>	<b>57.7%</b>	<b>67.2%</b>	<b>64.5%</b>	<b>6.8%</b>
Hispanic Male	50.6%	70.1%	67.6%	17.0%
Hispanic	56.4%	75.5%	70.0%	13.6%
African American Male	43.8%	62.2%	57.4%	13.6%
Male	52.5%	61.2%	61.4%	8.9%
African American	50.2%	61.7%	58.5%	8.3%
White Male	55.4%	59.3%	61.2%	5.8%
White	60.2%	67.3%	65.2%	5.0%

Note: Excludes Pass/Fail Grading basis courses and audits

## FTIC Gateway Courses

Source: Pulse Business Intelligence System, Campus Success Rates dashboard, Data extracted May 12, 2014

Courses	All FTIC Students	Likely College Ready	Dev Ed Recommend	Dev Ed Strongly Recommend
<b>Math Recommendations</b>				
MAT 1033	54.7%	58.7% (46)	37.8% (37)	18.2% (22)
Developmental Ed Courses	62.7%	72.7% (11)	44.6% (56)	58.8% (51)
<b>Writing Recommendations</b>				
ENC 1101	61.0%	57.6% (144)	74.0% (50)	33.3% (18)
Developmental Ed Courses	70.2%	82.4% (17)	76.7% (30)	50.0% (12)
<b>Reading Recommendations</b>				
ENC 1101	61.0%	61.4% (132)	57.1% (63)	52.9% (17)
Developmental Ed Courses	71.4%	100.0% (3)	71.4% (21)	85.7% (7)

Note: Excludes Pass/Fail Grading basis courses and audits

## Prediction Model Outcomes

Source: Pulse Business Intelligence System, Campus Success Rates dashboard, Data extracted May 12, 2014

- Three consecutive terms of overall course success rate increases; Overall college increased 0.5%
- Students improved course success rates in Developmental Education (Hispanic students were the exception).
- African American Males increased 25.0% in developmental courses over the last three Spring terms and Hispanic males increased 22.6%
- Decrease in Gateway course success rates due to Developmental Education Reform

## Noteworthy Observations

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## Questions?



St. Petersburg College  
**SPC**

VI – B.2 Streamlined Admissions

**Pre-Admissions Advising Efforts**

**Enrollment Advising Outreach Efforts**

**In with the New**

**Critical Path**

- Personalized
- Timely
- Relevant

**Digital Ads**

**Applicant to Enrollee Process**

**SPC St. Petersburg College**

**Pre-Admissions Advising Efforts**

Weekly Advising Expenditures					
SPC	State	Private	International	Domestic	Non-Domestic
1,000	500	200	100	100	100
2,000	1,000	400	200	200	200
3,000	1,500	600	300	300	300
4,000	2,000	800	400	400	400
5,000	2,500	1,000	500	500	500
6,000	3,000	1,200	600	600	600
7,000	3,500	1,400	700	700	700
8,000	4,000	1,600	800	800	800
9,000	4,500	1,800	900	900	900
10,000	5,000	2,000	1,000	1,000	1,000

**Enrollment Advising Outreach Efforts**

**In with the New**

**Critical Path**

- Personalized
- Timely
- Relevant

**Digital Ads**

**SPC St. Petersburg College**

# Pre-Admissions Advising Efforts

Weekly Activity Summaries						
	SPC Website	Mail-ins & Vendors	Inbound Phone	Inbound Email	Incomplete Apps	
5.03 -- 5.09	189	25	507	106	189	
4.26 -- 5.02	181	22	518	42	121	
4.19 -- 4.25	152	31	468	76	N/A	
4.12 -- 4.18	175	139	288	80	N/A	

# Enrollment Advising Outreach Efforts

Enrollment Advising Outreach Efforts 2/20 - 5/2/14							
Campus	# of Applicants	# of Calls made	# of students reached	# of messages left	# of emails sent	Applicant changed his/her mind	Bad phone #
CL	111	304	40	70	45	1	5
District	357	490	205	252	105	0	6
DT/MT	27	28	11	16	1	1	2
HEC	25	41	17	24	8	0	0
SE	77	93	26	35	20	0	5
SPG	119	150	79	107	4	0	13
TS	163	128	46	75	41	0	9
<b>Total</b>	<b>909</b>	<b>1054</b>	<b>445</b>	<b>609</b>	<b>224</b>	<b>2</b>	<b>40</b>

"Your call confirmed to me that I made the right choice by applying to SPC."

"I can't believe you're calling me. This is amazing!"

"I am very impressed that your institution called me."



# Outreach

## Enrollment Advising Outreach Efforts 3/29 - 5/2/14

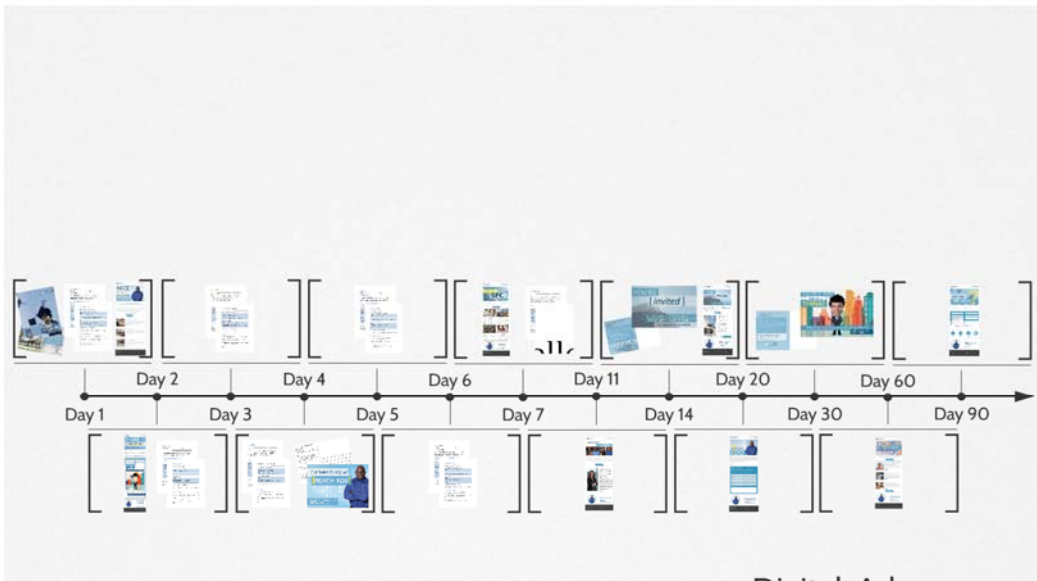
Campus	# of Applicants	# of Calls made	# of students reached	# of messages left	# of emails sent	Applicant changed his/her mind	Bad phone #
CL	111	104	40	70	45	1	5
District	387	490	205	282	105	0	6
DT/MT	27	28	11	16	1	1	2
HEC	25	41	17	24	8	0	0
SE	77	93	56	35	20	0	5
SPG	119	180	70	107	4	0	13
TS	163	128	46	75	41	0	9
<b>Total</b>	<b>909</b>	<b>1064</b>	<b>445</b>	<b>609</b>	<b>224</b>	<b>2</b>	<b>40</b>

## EFFORTS

**“Your call confirmed to me that I made the right choice by applying to SPC.”**

**“I can’t believe you’re calling me. This is amazing!”**

**“I am very impressed that your institution called me.”**



### Critical Path

- Personalized
- Timely
- Relevant

### Digital Ads

# In with the New

**Dear Sirs,**

**Congratulations!** Having a high school diploma is the first major milestone of many in college. You have worked hard to earn this diploma, and you are now ready to start your college journey. We are excited to have you join the SPC Membership College as a new student. We will be providing you with the information you need to get started on your college journey.

**SPC Membership College offers:**

- Personalized and relevant content for each student, including a personal advisor who will be your go-to person for all things SPC.
- A variety of courses and programs to choose from, including online and on-campus options.
- A supportive and inclusive community where you can find your place and thrive.
- A variety of resources and services to help you succeed, including tutoring, career counseling, and financial aid assistance.
- A variety of opportunities to get involved and make a difference on campus.

**Next Steps:** Please contact your advisor or advisor to discuss your options from SPC Membership College. You will be provided with a personal advisor who will be your go-to person for all things SPC.

**For more information on all our programs and services, please visit our website at [www.spc.edu](http://www.spc.edu).**

**We are excited to have you join the SPC Membership College and start your college journey with us. We look forward to seeing you on campus!**

**Best regards,**

**Director of Admissions and Student Records**

**Dear Student,**

We are excited to have you join the SPC Membership College as a new student. We will be providing you with the information you need to get started on your college journey.

**SPC Membership College offers:**

- Personalized and relevant content for each student, including a personal advisor who will be your go-to person for all things SPC.
- A variety of courses and programs to choose from, including online and on-campus options.
- A supportive and inclusive community where you can find your place and thrive.
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**We are excited to have you join the SPC Membership College and start your college journey with us. We look forward to seeing you on campus!**

**Best regards,**

**Director of Admissions and Student Records**



## ALMOST HERE!

*Terrific! You're Almost Here!*

Dear Student,

We are excited to have you join the SPC Membership College as a new student. We will be providing you with the information you need to get started on your college journey.

**SPC Membership College offers:**

- Personalized and relevant content for each student, including a personal advisor who will be your go-to person for all things SPC.
- A variety of courses and programs to choose from, including online and on-campus options.
- A supportive and inclusive community where you can find your place and thrive.
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**For more information on all our programs and services, please visit our website at [www.spc.edu](http://www.spc.edu).**

**We are excited to have you join the SPC Membership College and start your college journey with us. We look forward to seeing you on campus!**

**Best regards,**

**Director of Admissions and Student Records**

**[SPC Membership College]**

Dear XXX,

Congratulations! Earning a high school diploma is the first huge milestone of many to come. We know how excited you must be as you approach your graduation day. You have many choices to consider for the next phase of your life.

As you and your family weigh all your options, take a few moments to find out why St. Petersburg College is a smart choice for you.

St. Petersburg College offers:

- Personalized attention designed to help you succeed -- including a personal advisor, free tutoring, free career counseling, free online tools to help you plan your course of study and stay on track and more.
- Excellent instruction from faculty members who are second to none - at a cost that is 40% less than a state university
- Certificate and Associate Degree programs that can get you into the workforce in two years or less.
- Associate degree transfer plans that allow you to easily enter any state university.
- Bachelor's degrees in high demand fields, such as computer and information technology, biology, health care, education and business.
- A college experience that is close to home, but collegiate with academic rigor and student life activities

Make St. Petersburg College your college of choice. Once you graduate from XXXX XXXX High School in June with a standard high school diploma, you will be accepted as a St. Petersburg College Titan.

If you are eager to get your college career started, you even can start summer classes on June 16, after your high school graduation.

St. Petersburg College has a long track record of success. Our graduates -- the teachers, nurses, police officers, firefighters, IT professionals, business leaders and more -- are the people who keep this community strong.

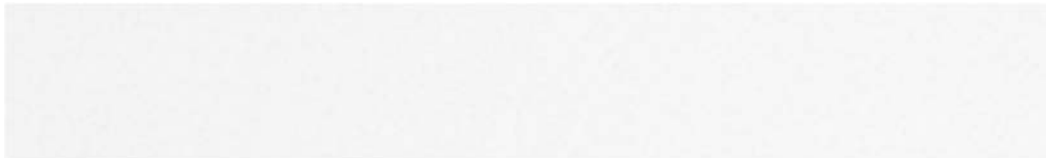
Whatever you want to do, wherever you want to go, St. Petersburg College can help you get there.

The next step is up to you.

Return the enclosed card for more information and to have an advisor contact you right away.

Or apply immediately at [www.spcollege.edu/apply](http://www.spcollege.edu/apply).

And, again, congratulations on all that you have achieved so far. We know it is just the beginning!



Back



Front

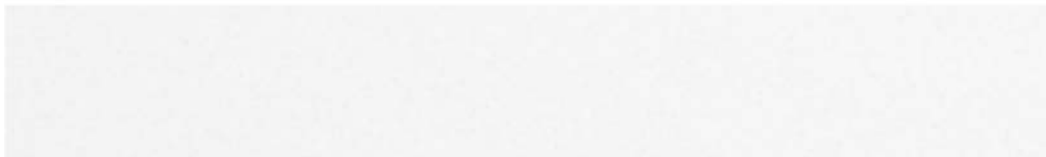
Closed Mailer



First Panel Open



Fully Open





Hello <<First Name>>!

Our records indicate that you have started the process of becoming a SPC student, but something has prevented you from finishing. It is not too late for you to attend our [Summer 2014 Term](#)! Please be sure to complete the SPC application for admission that you recently initiated by going to [www.spcollege.edu](http://www.spcollege.edu) and complete the following two steps:

1. Click on Admissions/Apply Now
2. Click on Already Started an Application (to retrieve the application you initiated but did not complete)

If you have any questions or issues, SPC representatives are available to help! They can be reached by phone (727) 341-4772, e-mail [information@spcollege.edu](mailto:information@spcollege.edu), or in person at one of our [conveniently located campuses](#).

With more than [100 academic programs](#) and an innovative network of [support and partnerships](#), SPC provides a solid foundation for achievement and success. In a recent survey, 98% of our graduates indicated that they would recommend SPC to a friend. Please finish your [application](#) today!

If you have already submitted your application, please disregard this message about applying. We are still here to help!

Sincerely,

Susan P. Fell, Ph.D.

Director of Admissions and Student Records

# ALMOST HERE!

*Terrence -  
You're Almost Here...*

Hi Terrence,

You are only a few steps away from your goal of getting registered to start your classes - let's complete your application!

We have your application on file and you can easily pick up where you left off by visiting [www.spcollege.edu](http://www.spcollege.edu). Simply click on the Admissions/Apply now button and select "Already Started an Application". You will then be ready to jump right in and complete your application.

**It's that easy.**

If you have any questions, or need assistance with completing the application, I would be happy to assist you in any way. Please call me at (727) 341-4722 or email me at [Alisha@spcollege.edu](mailto:Alisha@spcollege.edu).

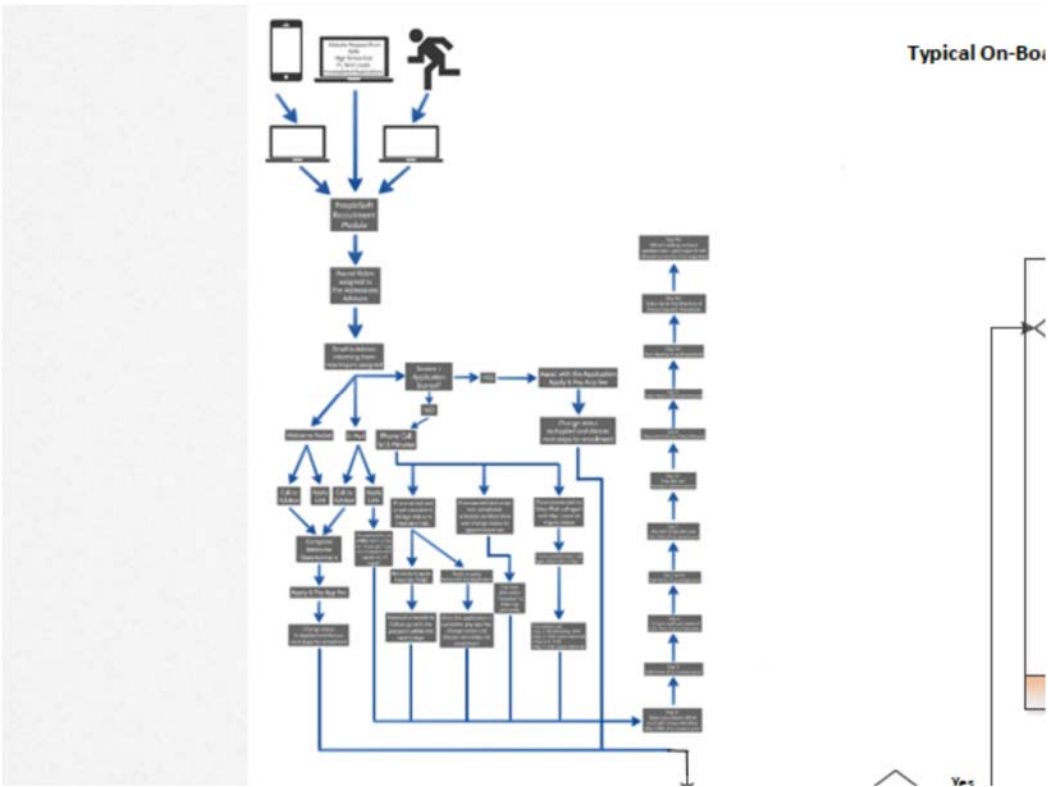
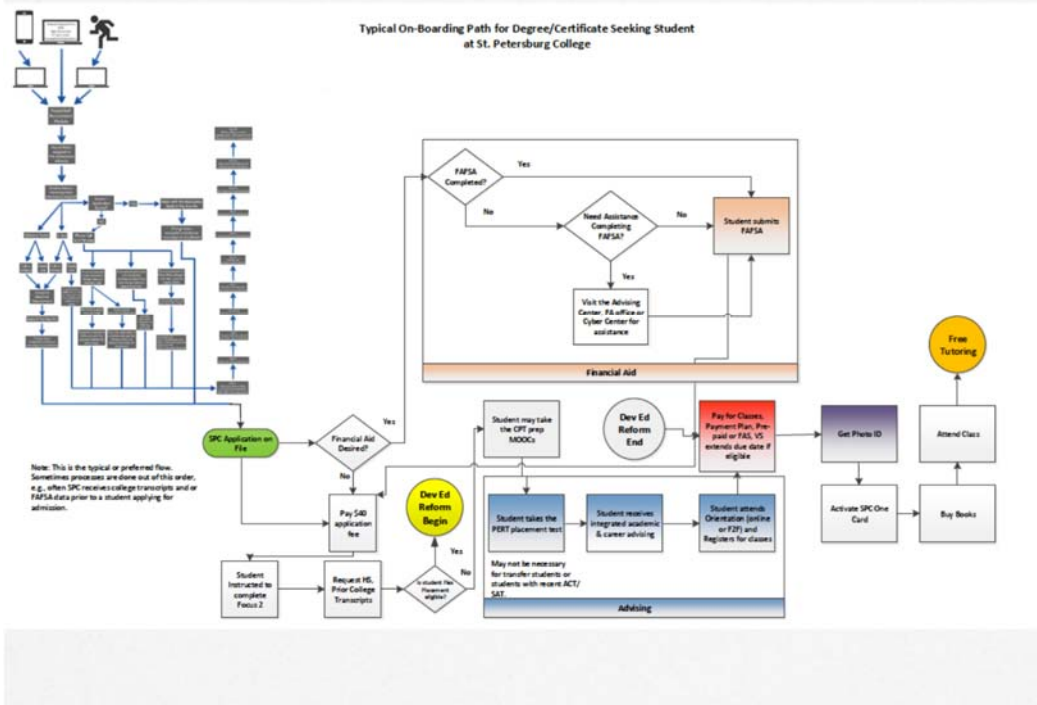
Thank you for your interest in St. Petersburg College; we will do all that we can to ensure that you have a great college experience!

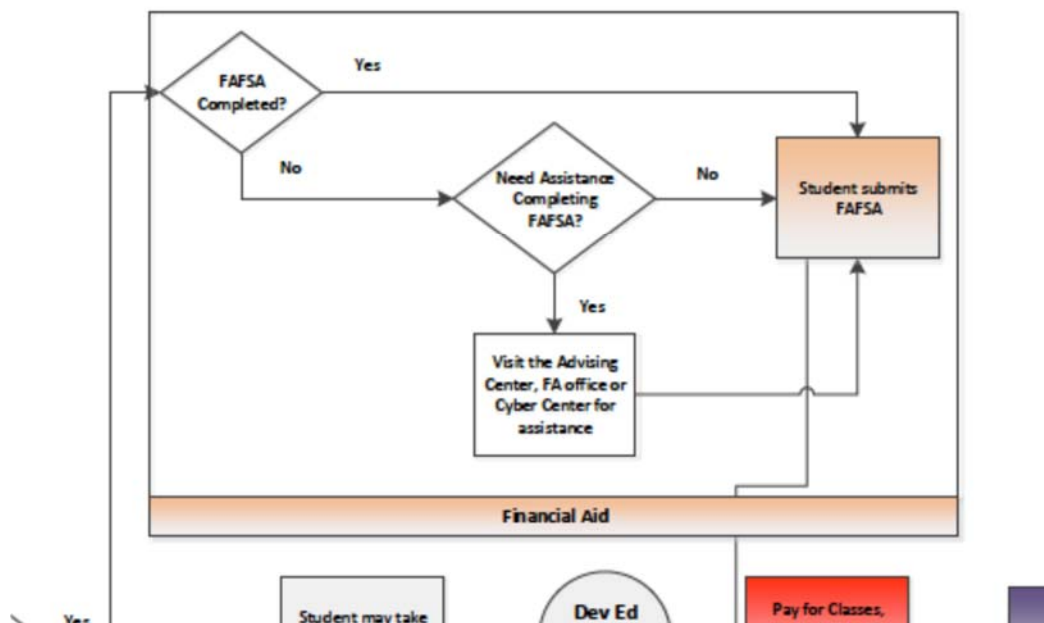
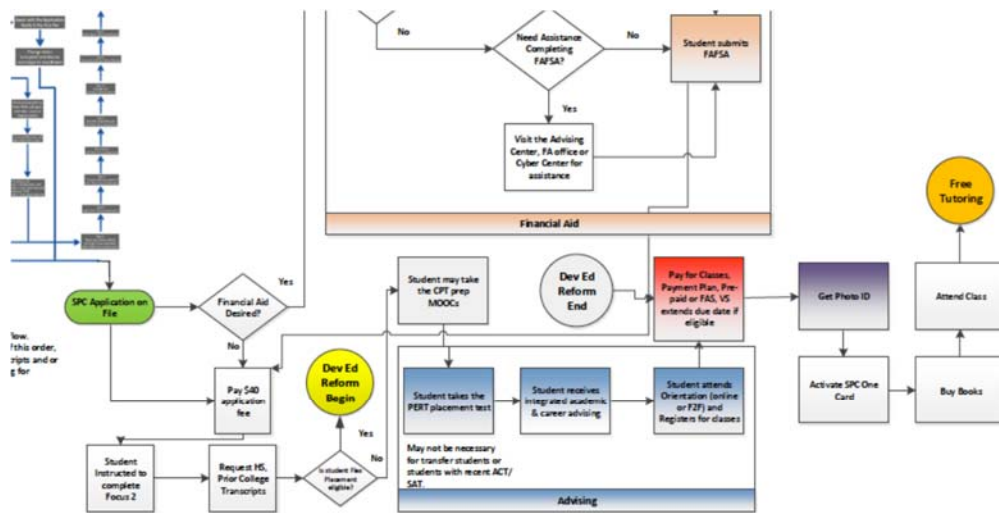
Complete your application today...your future awaits!

Sincerely,

Alisha Brinkly  
Admissions Advisor  
St. Petersburg College







# Critical Path

- Personalized
- Timely
- Relevant

## Digital Ads

The digital ads for St. Petersburg College (SPC) are organized into several sections:

- Reason #1:** A large graphic showing "96%" with the text "Job placement rate of SPC workforce graduates." and an icon of a briefcase.
- Reason #2:** A graphic showing "50% LESS" with the text "Tuition about 1/2 the cost of state universities." and a circular arrow icon.
- Reason #3:** A graphic showing "100 ACADEMIC PROGRAMS", "20+ BACHELOR'S DEGREES", and "1 FOCUS: YOU" with a person icon.
- Reason #4:** A graphic showing "100%" with the text "100% of SPC graduates are employed." and a person icon.
- Reason #5:** A graphic showing "98%" with the text "Our graduates who would recommend SPC." and a person icon.
- Reason #6:** A graphic showing "20+" with the text "20+ years of experience in workforce education." and a person icon.
- Reason #7:** A graphic showing "96%" with the text "Job placement rate of SPC workforce graduates." and a person icon.

At the bottom, there are two screenshots of a website:

- The left screenshot shows a "why SPC?" page with a navigation menu and a person walking.
- The right screenshot shows a "tell us about you" form with fields for name, email, phone, and address, along with a "submit" button and a person wearing a hard hat.

WHY CHOOSE SPC?

*reason #7*

96%



Job placement rate of SPC workforce graduates.



**SPC** St. Petersburg College



WHY CHOOSE SPC?

*reason #2*



Tuition about 1/2 the cost of state universities.

**SPC** St. Petersburg College





**WHY CHOOSE SPC?**

*reason #3*

**100**  
ACADEMIC  
PROGRAMS

**20+**  
BACHELOR'S  
DEGREES

**1**  
FOCUS:  
YOU



**SPC** St. Petersburg  
College




**WHY CHOOSE SPC?**

*reason #5*

**98%**

Our graduates  
who would  
recommend  
SPC.

**SPC** St. Petersburg  
College



# why SPC?

Take a quick tour and find out why thousands just like you chose SPC to build their dreams.



## Tell us about you

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email	Phone
<input type="text"/>	<input type="text"/>
Address	City
<input type="text"/>	<input type="text"/>
State	Zipcode
<input type="text"/>	<input type="text"/>
Preferred method of contact	
<input type="text"/>	
Area of Interest	Highest Level of Education
<input type="text"/>	<input type="text"/>
Yes, please contact me with more information about St. Petersburg College.	
<input type="button" value="Send request »"/>	







## **Application Received**

95% received online

**Applicant is contacted by phone by Enrollment  
Advisor next business day**


**Congratulations, Welcome, Review Next Steps**

*If Applicant is not reached, an email is sent. Then the Applicant is phoned again one week later.*


**Encourage Student to:**

- **Apply for Financial Aid,**
- **Pay the Application Fee,**
- **Complete the Focus 2 Career Assessment Inventory,**
- **Review Residency status and all remaining Admissions items**
- **Review Payment options**





Student submits High School Transcripts (if required)



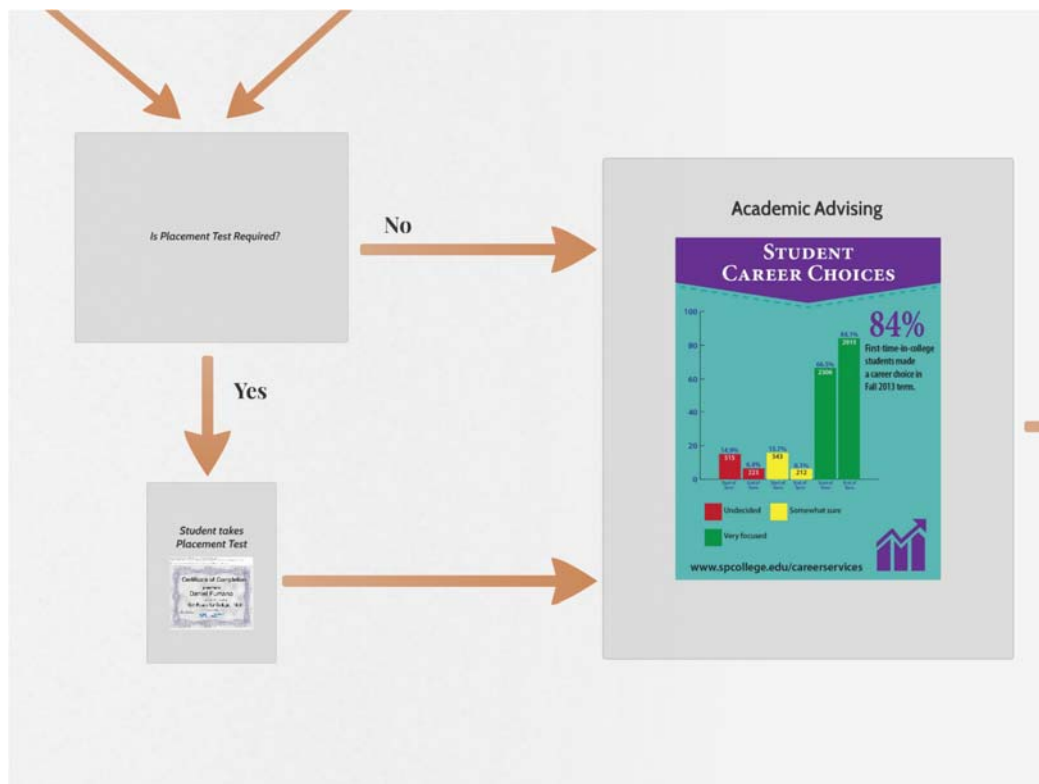
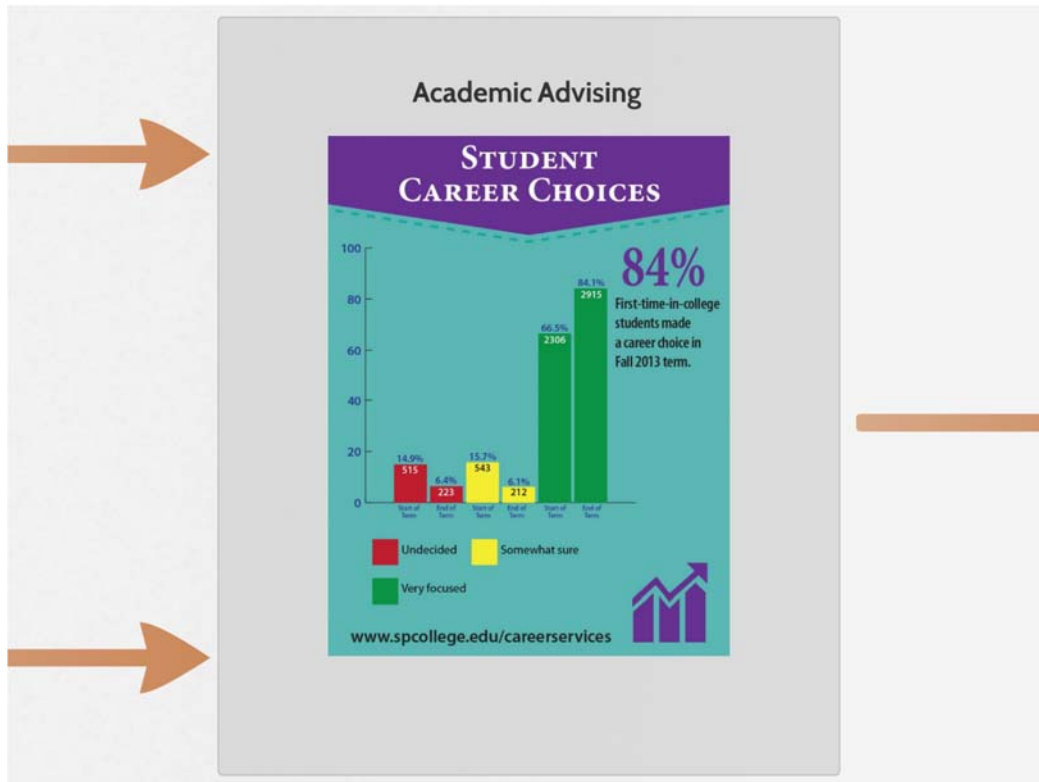
*Student Submits College Transcripts (if applicable)*



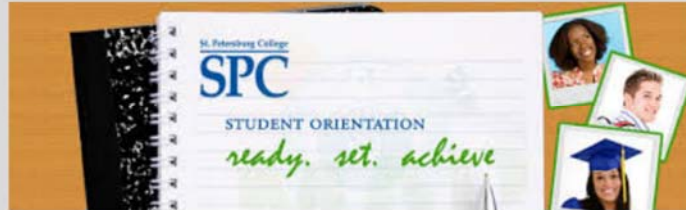
## *Is Placement Test Required?*

## *Student takes Placement Test*





## ***New Student Orientation***



***During Orientation, the student will complete  
the first 2 terms of Learning Plan***





Student's Photo is Taken



*Student Registers*

**REGISTER NOW  
FOR FALL**

Classes start August 18



### Tuition and Fees are Paid

The screenshot shows the SPC St. Petersburg College website. The main heading is "Affordable tuition rates". Below it, a text block explains that SPC courses cost less per credit hour than those at a public university or private college. A table lists current tuition rates per credit hour for Fall 2013 terms:

Category	Florida Residents	Out-of-state Residents
Lower division (900-2999)	\$107.75	\$382.00
Upper division (3000-4999)	\$118.75	\$421.75

Additional elements include a "How to Apply" sidebar, a "Key Dates" section, and a "Make college easier to pay for" banner.



### Student Begins Class



# MARKETING UPDATE

May 20, 2014

**Pre-Admissions**

**Communications**

**Enhanced Application**

**Area of Interest**

**Digital**

In the first year of our three-year enrollment growth plan, our primary focus is on setting a strong foundation that will impact conversions through the inquiry to registration cycle, thereby inspiring more students to register.

We will be focusing on three primary objectives:

- 1) Redeveloping the foundation that will impact conversions
- 2) Achieving relevant, timely and personalized communications
- 3) Enhancing our application

Our metrics have shown that only 40% of our current applicants actually finished the application and an additional 40% that apply actually registered and started class. Increasing this metric to 60% puts us in a better position to load the inquiry pipeline with more direct response sources in our second year – this is our goal.

As a team, we work towards defining the critical path for students and then aligning the relevant, timely and personalized communications designed to positively impact student success throughout that path. We are examining communications in three general categories: 1) Prime Intake, 2) Semester-based and 3) Current Student Announcements. In this assessment, our efforts are also to enhance our application and continue to strengthen the implemented inquiry to application Pre-Admissions process to convert more inquiries into committed applicants.

An enhanced application is part of the critical path. We are focusing not only on what the student sees and experiences throughout the application, but also working to prevent roadblocks from them finishing what they start.

Focusing on the foundation in the first year will allow us to ensure students are acquiring the service and support they need to make it through the inquiry to enrollment process so that they can apply, register and make it to class in the best shape for learning.

*Diana Selbino*



**Redeveloping the foundation that will impact conversions**

**Achieving relevant, timely and personalized communications**

**Enhancing our application**

**SPC St. Petersburg College**  
MARKETING AND PUBLIC INFORMATION

## Pre-Admissions

On March 31st, the Recruiters transitioned to Pre-Admissions Advisors under the structure of Marketing and Public Information. Since that time, processes, communications, training and the reorganization of roles and responsibilities have taken place, all focused on a data-driven approach to move more of those prospects that are sitting on the fence to completing their applications.

Since this transition, we have seen steady growth in inquiries generated to the college and more outbound calls being made, along with hopeful trends in application generation in looking at the past two weeks versus last year.



### Weekly Activity Summaries

	SPC Website	Mail-ins & Vendors	Inbound Phone	Inbound Email	Incomplete Apps
5.03 – 5.09	189	25	507	106	189
4.26 – 5.02	181	22	518	42	121
4.19 – 4.25	152	31	468	76	N/A
4.12 – 4.18	175	139	288	80	N/A

We know that time spent assisting inquiries over the phone has proven successful in the past, with approximately 700 applications generated in one week. This new process has solidified our alignment with the college's value of providing superior student support. There is a complete 90-day process

that includes internal training, new welcome packets, phone call scripts, emails, direct mail and microsites. Data is being tracked as a prospect moves from inquiry to appointment, to interview to application, so as to have a better idea of where we need more focus in the funnel.

Research shows that immediate response time is key, since prospects are typically shopping for multiple colleges at once and usually apply within the first four days of initiating a school search online. The 90-day process is geared to support that research, with calls heavy in week one and then "drip" marketing picking up to bring back interest in week 2 through day 90. We have also extended the hours in which we take incoming and make outbound calls, from 8:30 AM to 7:00 PM, Monday through Friday to be able to provide greater customer service to prospective students.

Pre-Admissions Advisors have been trained to be able to help a student who is stuck in the application. Live Chat is getting ready to launch within the application, to give applicants immediate assistance by a trained chat advisor, the moment they face a challenge in completing the application.

Use of Student Assistants and Ambassadors has also changed to be able to assist in routing calls and information emails to appropriate departments. Especially during peak recruitment seasons, the general 4772 extension gets many callers, which usually results in heavy hold times. Student Assistants and Ambassadors will be a great help in taking the initial call, obtaining the prospect's contact information and then "warm-call transferring" the inquiry to their dedicated pre-admissions advisor who can personally help them the rest of the way, towards application completion.

At this time, the process is being deployed and tracked manually. However, with the PeopleSoft Recruitment Module launch, and then later with CRM (Customer Relationship Management), we will be able to convert the same process seamlessly into an automated delivery model.

## Communications

In preparation for Customer Relationship Management (CRM) software and as part of the Title III grant, we have implemented the Business Plan Review (BPR) Subcommittee. The objective for the BPR is to create processes that streamline and unify communications throughout the college. The BPR Committee and Consultant have been established and a kick-off meeting has been held. The product of this review will inform college-wide decision-making, resource allocation and communications. Five Collaborative Labs have been scheduled to:

- 1) define the overall process and outline the process and communications
- 2) inquiry to application
- 3) application to registration
- 4) the College Experience: Student Success
- 5) Foundation, Career Services and Alumni Relations

Our goal is to establish one voice for one college through our communications by ensuring:

- Consistent tone
- Standardized look and feel
- Centralized theme
- Streamlined approach
- Personalization
- Relevancy to the student
- Timely delivery
- Unified messaging



## Enhanced Application

With a full and solid process at hand, we are now analyzing what items in the current application can exist throughout that process, rather than just within the application or registration areas.

An enhanced application will:

- Focus on what the student sees and experiences
- Utilize data for optimization
- Create application categories with a slightly different focus based on the student's needs.
- Reduce roadblocks that prevent a student who starts the application from completing it and paying the fee
- Focus on where action items should occur in the full inquiry to registration process so that they are relevant and timely to the student and so that it helps them progress through the items required



## Area of Interest

Focusing on an area of interest approach will allow us to:

- Include both credit and non-credit offers under one umbrella
- Provide the prospect with a wider window of options that align with their interests
- Position SPC as an authoritative source on education and training with a depth of offerings in specialized degree pathways.

- Generate more word-of-mouth recognition, when collateral is passed around with more program offerings included
- Help us to get the student educated on the options and prepared for their Focus 2 survey and meeting with their career advisor.

Keyword and competitor research has been conducted to identify high traffic keywords for areas of interest that we would want to rank for. This is a Search Engine Optimization technique that helps get ranked for programs that we offer, and that are too expensive to pay to be ranked for.

With area of study blogs, faculty, deans and staff can all participate as content contributors, and have the access to post news and information about their programs directly to the website and within a monthly E-Newsletter that will go out to prospects and any current students who subscribe. Programmatic faculty are really the industry influencers and experts on the trends inside the program and allowing them this access will better serve our students by giving them an insider look into the classroom, techniques and tools being used as well as recent success stories, for example. It will also help our Search Engine Optimization, as we get more and more content, with industry buzzwords, being linked back to our main site.



## Digital

Just from our signs and prominent locations, we already obtain organic recognition on the street, but how can we raise our relevancy online? This is part of our approach in our first year of our enrollment growth plan, with a move to digital marketing. Through re-targeting and use of YouTube pre-roll videos where we only get charged if someone watches the full video, we can start to tell our story and brand SPC online, in order to make a prospect's short list of where they intend to apply for college. This approach will also position us nicely for year two, when we are ready to start bidding on keywords to drive more direct response traffic to new high converting landing pages. Since quality score, relevancy, link building and other Search Engine Optimization practices can help us to bid less for high traffic keywords that are highly competitive and well paid for.

A Request for Proposal (RFP) has gone out to 12 different website vendors, most of which have had extensive experience in developing websites for institutions of higher education. Internally, a RFP Review Team and a Website Development Taskforce and Steering Committee have been formed to work through the requirements for a new website for the college. The new website should focus on the prospective student and in getting them the information they need at that time, to apply. A Current Student Hub Site will better serve current students by providing a one stop, single sign on location, where students can obtain messaging, view class schedules, pay, register and attend class, etc. Additionally, an Intranet would better serve our internal faculty and staff in finding resources needed to best perform their jobs, as well as benefit information and current news items.

14-0301-05

## Timeframes Overview

### 60-day window

- Inquiry Form Posting to PeopleSoft
- Live Chat within the Application
- Community Relations and Outreach Planning
- Critical Path and Prime In-Take Communications

### 90-day window

- BPR (Business Process Review) Report Delivered
- Semester Based Communications
- Current Student Communications
- Application Revision
- Area of Study Blogs
- Program Slicks
- Re-Targeting and YouTube Pre-Roll Digital
- Stream Radio
- Update and mail College Experience Report. Fall Faculty distribution and E-Flipbook format for e-mail campaign
- Direct Link Re-Launch and promotion campaign
- Online program marketing

### 180-day window

- Program Area of Study booklets
- View Book
- How-to Videos
- Student bloggers, social media interns and next strategy for Ask Maria
- Plan to promote scholarships to prospects before they apply.
- Corporate Training marketing and communications plan

### By July 1, 2015

- High School Enrollment Plan with Honors College Promotion
- Niche Marketing Plan
- Transfer Plan Promotion
- Video tours of each area of study, including workforce programs
- Hallway tour signage at campuses
- Website Redesign
- Current Student Hub Site
- Intranet Site for Faculty and Staff
- Storefront Tool Kits: Flyers, brochures, business cards, post cards, tablecloths, letterhead, pull up banners

### Next Fiscal Year, 2016

- Transfer of Credit Calculator
- Prospect Pathway Interactive Career Tool
- CRM Implementation and built in Text Messaging
- Mobile Site/App Redesign
- Pay Per Click (PPC) and Niche Marketing
- Inquiry driving approach with aggressive direct response marketing

## Questions?

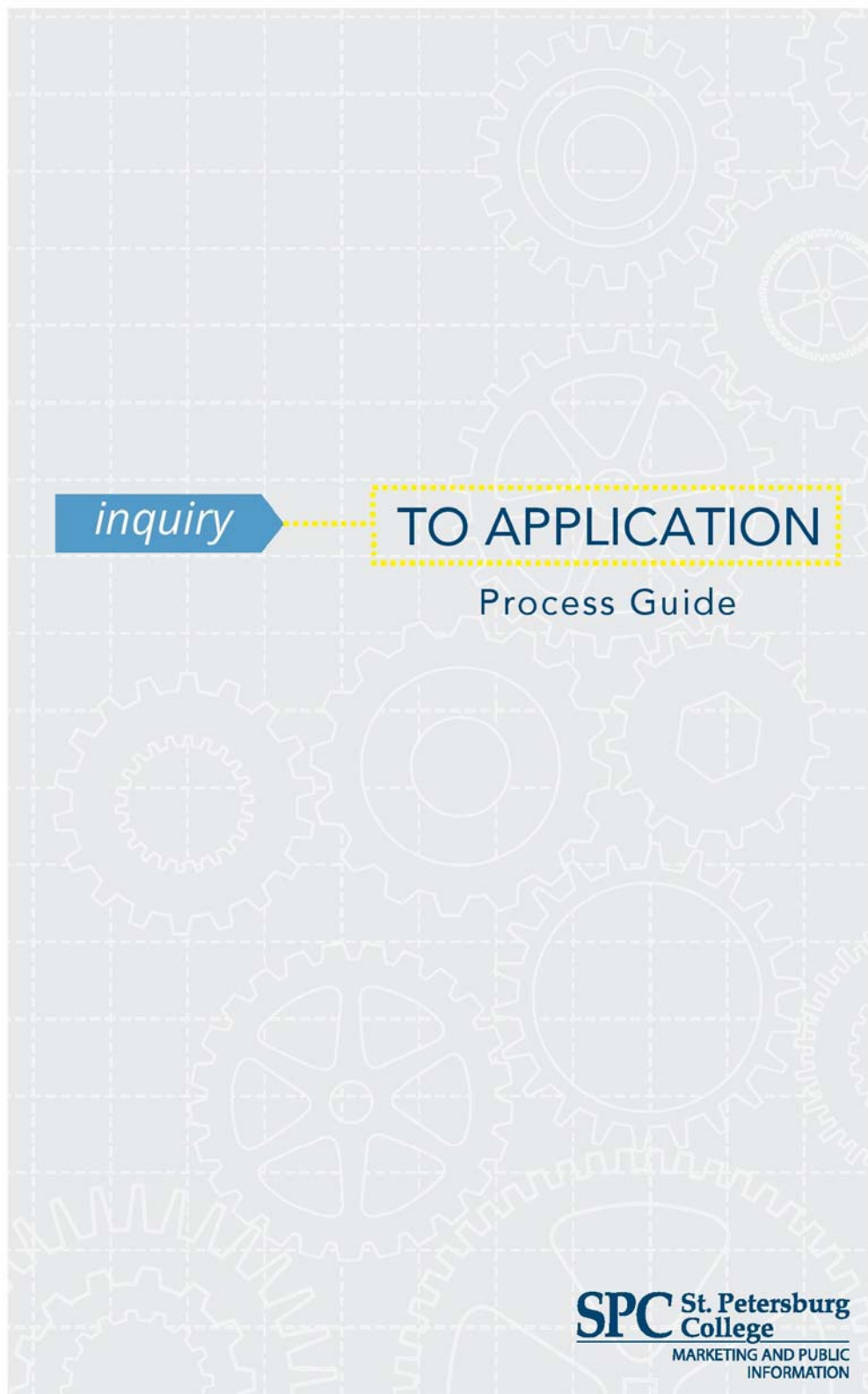
### Contact us.

727-341-3274

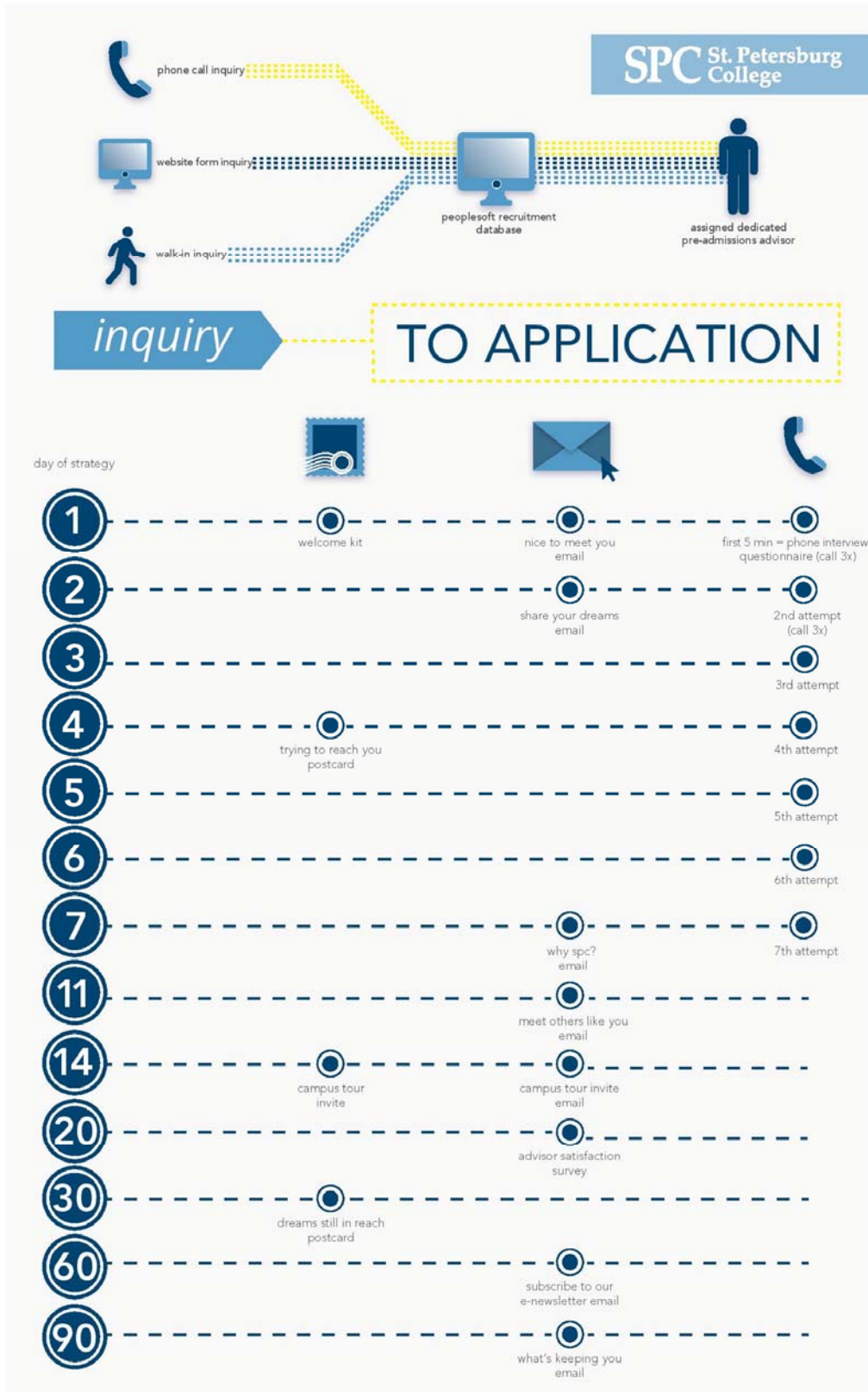
marketing@spcollege.edu

spcollege.edu/MPI

VI – B.2att Inquiry to Application Process Guide









## DAY ONE

### WELCOME PACKET:

A comprehensive direct mail package that features a welcome letter from the prospect's dedicated advisor as well as information on the area of study the prospect inquired about, next steps to apply and highlights of why the prospect should choose SPC.

### NICE TO MEET YOU EMAIL:

The same day the prospect requests information, a dedicated advisor is assigned to the prospect and a "nice to meet you" introductory email is received. This will come before the first call attempt so the prospect will already have the advisors contact information and a face to go along with the name. This is an important initial communication to the prospect as it will show the timely and personal attention the prospect will come to expect from SPC.

### PHONE INTERVIEW/QUESTIONNAIRE

Within 5 minutes that the inquiry is received, the prospect will receive a phone call from their dedicated advisor. The advisor will focus on the needs of the prospect through a series of questions to learn more about them, align SPC's offerings with their needs and provide personalized follow up as necessary.

SPC St. Petersburg College

# NICE to meet YOU



Thank you for your interest in our Business program. As requested, a packet of information tailored to your interests is on its way in the mail.

Choosing the right college can be both exciting and challenging. As your personal admissions advisor, it's my job to make sure you have all the tools you need to be successful and to make the transition to St. Petersburg College as seamless as possible. The first step is to apply. It only takes about 10 minutes. I am pleased to answer any questions you may have and I look forward to talking with you.

**Direct line: 727-341-3400**



St. Petersburg College  
Pre-Admissions  
727-341-3400

Connect With Us:



**Day 1: PRE-ADMISSIONS ADVISOR INTERVIEW**

**GOAL:**

To increase applications by providing superior customer service to those who have requested information from St. Petersburg College. By focusing on the needs of the prospect through a series of questions, we can learn more about each individual to align our offerings with their needs and provide personalized follow up as necessary.

**INSTRUCTIONS:**

Pre-Admissions Advisors will continue to follow up with the prospect that they have had prior contact with (appointment set or interview held) until the prospect applies.

If no contact has been established after 7 days of attempts (3 calls on day 1 and 2 and 1 call per day for days 3 to 7) then follow-up by the Pre-Admissions Advisors will end and Drip Database Marketing will take over by the Marketing and Public Information team.

The number of calls made/received and the number of inquiries, appointments, interviews and applications will be used to track performance of Pre-Admissions Advisors weekly. Results of phone contacts are to be logged.

When the Pre-Admissions Advisor receives a new inquiry, they will be informed through an email generated by the system. It is important to make an initial phone call to the new prospect within the first five minutes. If no contact was made, the advisor will call again mid-day and then likewise after 5 PM. A voicemail will only be left for the prospect on days 3 and 7. After day 3, advisors will need to do a search/match in People Soft to determine if the inquiry has applied before making contact. If they have applied, the advisor should then log the status.

**Day 1: INTERVIEW**

Student Name \_\_\_\_\_ Date \_\_\_\_\_

Pre-Admissions Advisor \_\_\_\_\_

Hi, this is \_\_\_\_\_, your personal Admissions Advisor from St. Petersburg College. We received your request for information about our \_\_\_\_\_ program. I wanted to connect with you to help you get started and to answer any questions you may have. I would like to learn more about yourself to be able to provide you with personalized assistance in line with your educational and career goals.

First START with Employment, Experience & Earnings

I see that you expressed interest in our \_\_\_\_\_ program.

So, tell me, are you working now?

<p><b>IF YES:</b>                  What do you do? _____                  How long have you been there? _____                  What is your schedule like? _____                  How do you feel about your earnings? _____                  Tell me about what you would like to do? Dislike to do? _____                  _____</p>
<p><b>IF NO:</b>                  Are you currently looking for work? How is that going? _____                  What is your past work experience like? _____                  What would your ideal job be like? Dislike? _____                  _____</p>

Then CONTINUE about Emphasis & Experience  
 Now I think it would be good to understand some of your strengths.

What do you really enjoy? \_\_\_\_\_  
 What are you good at? \_\_\_\_\_  
 What is a project that you have done that you are really proud of? \_\_\_\_\_  
 \_\_\_\_\_

Then CONTINUE to Education  
*It would be helpful to understand your prior education.*

What impact will college have on your life? \_\_\_\_\_

Do you have a standard high school diploma or GED?

**IF YES:**  
 HS Diploma \_\_\_\_\_ GED \_\_\_\_\_ What year? \_\_\_\_\_  
 Where did you attend High School/get your GED? \_\_\_\_\_

**IF NO:**  
 Provide information on SPC's GED offering and indicate "NHS" on log.

Have you attended college before?

**IF YES:**  
 Where? \_\_\_\_\_ When? \_\_\_\_\_  
 Tell me about your experience and what you studied \_\_\_\_\_  
 Did you finish your program? Why or why not? \_\_\_\_\_  
 What do you see as your biggest challenge to attending college and getting your degree? \_\_\_\_\_

What is important to you in choosing a college? \_\_\_\_\_

What field are you interested in and how long have you been interested in that field? \_\_\_\_\_

Then CONTINUE to your wrap up

Ok. Based on what you told me, it sounds like a \_\_\_\_\_ degree from SPC would be a good solid path for you because ...

Summarize what you have learned about them and provide the top three reasons why SPC could be the right choice as they relate to this future student.

Reason 1: \_\_\_\_\_  
*Example: Student success is our goal and we want to ensure all students have the tools and resources they need to finish what they start.*

Reason 2: \_\_\_\_\_  
*Example: We offer free tutoring and career advising, right from the start.*

Reason 3: \_\_\_\_\_

*It sounds like SPC would be a great fit. The next step is for you to apply. It's really simple and takes only about 10 minutes. Can I assist you in applying right now?*

**IF YES:**

*Great, lets get started.*

Guide them to or through the application. If they don't complete the application with you, schedule a time to call them back to see if they need any assistance and/or to verify that they have applied so you can congratulate them and be the first to welcome them to SPC.

**IF NO:**

*OK, as your personal advisor, I am here to help you and to ensure that getting started with us is a simple and smooth process. Is there a time I can call you back to see how you are doing in your application so I can offer to answer any questions you may have?*

Forward schedule a time and date to call them back and follow up with the prospect with the goal of application completion.

**OUTCOME:**

\_\_\_ Applied  
 \_\_\_ Will apply. Follow up scheduled for: \_\_\_\_\_  
 \_\_\_ Not Ready. Follow up scheduled for: \_\_\_\_\_  
 \_\_\_ Interview not complete. Interview Scheduled for: \_\_\_\_\_





## DAY TWO

### SHARE YOUR DREAMS EMAIL:

This email communication will encourage the prospect to connect with SPC through social media and interact with a visual representation of the outcome of an education from SPC. An element of v is key to this communication to assist with on the prospect's social media networks, and later in follow-up with a postcard that reminds the prospect that their dreams are still in reach.



SPC St. Petersburg College

# SHARE [your dreams]

Hi Kyle,  
Did you know that those who share their dreams with others are much more likely to achieve them? We want to help accomplish your dreams. In fact, at SPC, it's our goal to ensure all students have the tools they need to be successful.

### TELL US ABOUT YOU:

First Name	Last Name
Gender	Area of Interest College of Business College of Education Communications Veterinary Technology Natural Sciences Computer & Information Technology

CAMERA FACEBOOK UPLOAD

*Kyle Bell - future business leader of America*

SPC St. Petersburg College

share your dream





#### **DAY FOUR**

##### **TRYING TO REACH YOU POSTCARD:**

If the advisor is unsuccessful reaching the prospect by phone, a hand-written postcard from the advisor will be dropped in the mail to the prospect. This communication will reinforce a personalized approach to helping the prospect get started at SPC.

*I've been trying to*

**[REACH YOU]**

**SPC** St. Petersburg  
College



OFFICE OF PRE-ADMISSIONS  
ST PETERSBURG COLLEGE  
PO BOX 13489  
ST PETERSBURG FL 33733-3489

*Dear Kyle,  
It's not too late to apply  
for our upcoming semester.  
If you are still interested, I  
look forward to helping you  
get started.*

*Sincerely,  
Henry Johnson*

Henry Johnson  
Admissions Advisor  
727-341-3400  
johnson.henry@spcollege.edu

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## **DAY SEVEN**

### **WHY SPC? EMAIL:**

This email communication will invite the prospect to take a virtual and interactive tour of why SPC is a smart choice for their educational needs. The pillars of the SPC brand will be reinforced in the email and throughout the experience on the website.

SPC St. Petersburg College



TAKE THE TOUR



St. Petersburg College  
Office of Pre-Admissions  
727-341-3400

Connect With Us





## **DAY ELEVEN**

### **MEET OTHERS LIKE YOU EMAIL:**

This communication will give a personal look into how current students at SPC are succeeding and thriving in their chosen fields. The prospect will be able to see him or herself in others to encourage them in taking the next step by applying to SPC.







## **DAY FOURTEEN**

### **CAMPUS TOUR INVITATION POSTCARD:**

A postcard of an upcoming campus tour will encourage prospects to come to meet campus staff and see the innovative facilities and dedicated support centers available to students. This opportunity allows the prospect a first-hand experience to see what it's like to be an SPC student. The student may use the URL provided to submit an R.S.V.P.

### **CAMPUS TOUR INVITATION EMAIL:**

This email communication will coincide with the postcard and offer an opportunity to RSVP for the tour throughout the email and save the date to their mobile device calendar or desktop calendar.

YOU'RE

[ *invited* ]

ST. PETERSBURG COLLEGE  
CLEARWATER CAMPUS TOUR

FRIDAY, MAY 16 @ 5:30-6:30 PM

OFFICE OF PRE-ADMISSIONS – ST. PETERSBURG COLLEGE  
CLEARWATER CAMPUS  
2465 DREW ST.  
CLEARWATER, FL 33765

Dear Kyle,

*Experience first-hand what it's like to be a SPC student.*

- Meet with others like you
- Tour our industry-standard labs and facilities
- Learn about your career options
- Visit our learning centers where students access resources like free tutoring, career advising, out-of-class support and more!

RSVP online at [spcollege.edu/campustours](http://spcollege.edu/campustours)

**SPC** St. Petersburg  
College

Program viewing / click to view photo



# YOU'RE [ *invited* ]

## CLEARWATER CAMPUS TOUR

Take the opportunity to visit student services, the campus library, the wellness center, the bookstore and student life areas. Questions are encouraged during this casual and interactive one-hour walking tour. Reserve your spot today.

[RSVP NOW](#)



[SAVE TO CALENDAR](#)



St. Petersburg College  
Clearwater Campus  
2465 Drew St.  
Clearwater, FL

Connect With Us:



## **DAY TWENTY**

### **ADVISOR SATISFACTION SURVEY EMAIL:**

To ensure that SPC provides the best possible application experience, this email will ask the prospect for feedback on the process and the attentiveness of the advisor to his or her needs. This data will help us improve the inquiry to application process moving forward.

Pracium viewing? Click to view online



Kyle,

At SPC, we take student success seriously and your feedback will help me know how I can improve to help others. Please take a moment to complete a brief survey regarding my levels of service. Your response is greatly appreciated.

Thank you,  
Henry

**HOW DID I DO?**  
Take a moment to rate my performance.

(1=least effective and 5=very effective)

	1	2	3	4	5
Professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What else would you like to share?



**[ HENRY JOHNSON ]**  
Your admissions advisor

P: 727-341-3400  
E: johnson.henry@spcollege.edu





### **DAY THIRTY**

**YOUR DREAMS ARE STILL WITHIN REACH POSTCARD:**  
This direct mail postcard will take the interactive element from the day two email and send it to the prospect on the front of the postcard. This will be a reminder to the prospect that the outcome they envisioned is still attainable at SPC.



OFFICE OF PRE-ADMISSIONS – ST PETERSBURG COLLEGE  
PO BOX 13489  
ST PETERSBURG FL 33733-3489

Dear Kyle,  
*Your dreams are still within reach.*

It's not too late to get started on the path to a new career or advance your current career. St. Petersburg College is just the place for you, with a community of dedicated faculty and staff that are all focused on making sure you'll have the resources and tools you need to be successful.

Classes are starting soon. Take the next step and apply today. Need help? Your advisor is here to assist you.

Apply online [spcollege.edu/apply](http://spcollege.edu/apply)

Henry Johnson - Your admissions advisor  
727-341-3400  
[johnson.henry@spcollege.edu](mailto:johnson.henry@spcollege.edu)

**SPC** St. Petersburg  
College



## **DAY SIXTY**

### **SUBSCRIBE TO OUR E-NEWSLETTER EMAIL:**

At this point in the inquiry to application process, the goal is to keep in touch with the prospect. This email will invite them to subscribe to an electronic newsletter, that is specific to their program area of interest in order to receive periodic updates and keep SPC top-of-mind.

SPC St. Petersburg College

# STAY [IN TOUCH]

SPC College of Business

SUBSCRIBE TODAY



SUBSCRIBE NOW



St. Petersburg College  
College of Business  
727-791-2433

Connect With Us:





## **DAY NINETY**

### **WHAT'S KEEPING YOU EMAIL?:**

This email communication is the final attempt to reach out to the prospect and encourage him or her to complete the application and take the next step at SPC.

Program viewing / List to view items

SPC St. Petersburg College



Kyle,  
Are you ready to make a change? Tell me how I can help you take the next step. Your success is my priority.

Henry



St. Petersburg College  
Office of Pre-Admissions  
727-341-3400

Connect With Us:



# ALMOST HERE!

*Terrence -  
You're Almost Here...*

Hi Terrence,

You are only a few steps away from your goal of getting registered to start your classes - let's complete your application!

We have your application on file and you can easily pick up where you left off by visiting [www.spcollege.edu](http://www.spcollege.edu). Simply click on the Admissions/Apply now button and select "Already Started an Application". You will then be ready to jump right in and complete your application.

**It's that easy.**

If you have any questions, or need assistance with completing the application, I would be happy to assist you in any way. Please call me at **(727) 341-4722** or email me at [Alisha@spcollege.edu](mailto:Alisha@spcollege.edu).

Thank you for your interest in St. Petersburg College; we will do all that we can to ensure that you have a great college experience!

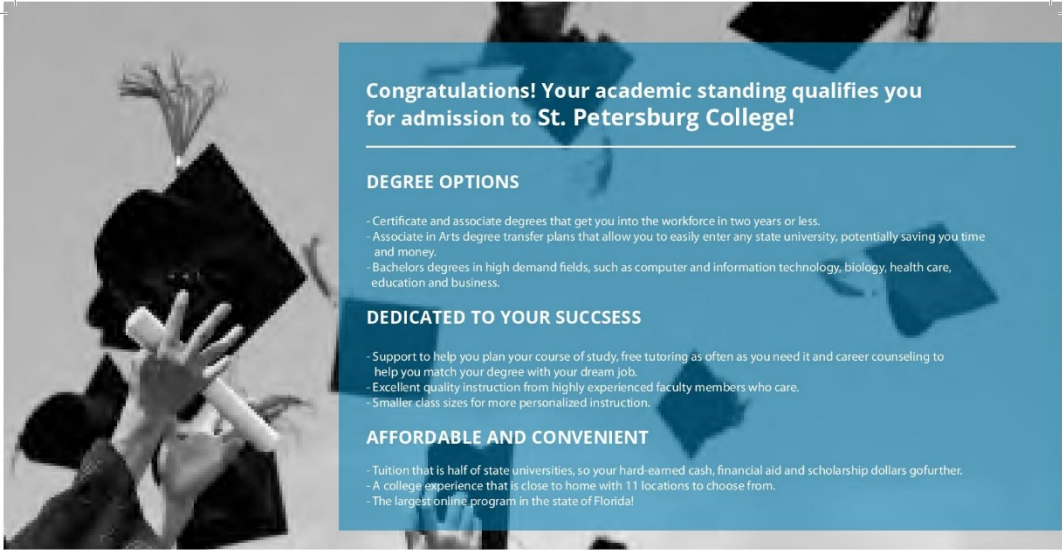
Now complete your application...your future awaits!

Sincerely,

Alisha Brinkly  
Admissions Advisor  
St. Petersburg College







**Congratulations! Your academic standing qualifies you for admission to St. Petersburg College!**

---

**DEGREE OPTIONS**

- Certificate and associate degrees that get you into the workforce in two years or less.
- Associate in Arts degree transfer plans that allow you to easily enter any state university, potentially saving you time and money.
- Bachelors degrees in high demand fields, such as computer and information technology, biology, health care, education and business.

**DEDICATED TO YOUR SUCCESS**

- Support to help you plan your course of study, free tutoring as often as you need it and career counseling to help you match your degree with your dream job.
- Excellent quality instruction from highly experienced faculty members who care.
- Smaller class sizes for more personalized instruction.

**AFFORDABLE AND CONVENIENT**

- Tuition that is half of state universities, so your hard-earned cash, financial aid and scholarship dollars go further.
- A college experience that is close to home with 11 locations to choose from.
- The largest online program in the state of Florida!

Terrence Lastname  
 1111 Street Name st.  
 St. Petersburg, FL 33711

**SPC** St. Petersburg College



**SPC** St. Petersburg College

**YOUR FUTURE AWAITS...**

▼

# SHAPE

HANDS ON LEARNING

Careers  
Choice Time  
talent Personality life  
Make **Build** goals skills  
CLOSE TO HOME

ONLINE CLASSES

OUT OF CLASS SUPPORT  
**DREAM** change direction  
[ SPC St. Petersburg College ]  
1 ON 1 COUNSELING  
PERSONAL ATTENTION  
Options

degree prepared  
COST EFFECTIVE

workforce

**COLLEGE EXPERIENCE**  
connections Achievement  
**VALUE** resources

LIVE CHAT

# YOUR

[ SPC St. Petersburg College ]

friendly helpful

four year courses

**success**  
Help APPROACHABLE INSTRUCTORS

# FUTURE

DEGREE

business ready

[ SPC St. Petersburg College ]

PUBLIC SERVICE

grow Preperation  
critical thinking  
knowledge

SUCCESS career

**GRADUATION**

**Your path to success starts at St. Petersburg College!**

To learn more about programs and services available to you, call us at: 727.341.4722.



49113

VI – B.2att Inquiry to Application Welcome Kit



**SPC** St. Petersburg  
College

WELCOME TO  
YOUR FUTURE

[spcollege.edu/apply](http://spcollege.edu/apply)



A large, leafy tree in a campus setting. The tree is the central focus, with its thick trunk and spreading branches. The leaves are green and yellow, suggesting autumn. In the background, there are other trees and a building. In the foreground, two people are sitting at a picnic table. The text "FOCUSED on you" is overlaid on a blue rectangular background in the upper left corner.

**FOCUSED**  
*on you*



Office of Pre-Admissions  
727-341-3400



Dear Kyle,

Thanks for your interest in the Business program at St. Petersburg College. My name is Henry Johnson and I am your personal advisor here at SPC. Please contact me if you have any questions or need help applying. Your success is our top priority.

St. Petersburg College has a long track record of success. Our graduates are the people who keep this community strong. Find out why they chose SPC:

**Degree options**

- Certificate and associate degrees that get you into the workforce in two years or less.
- Associate in Arts degree transfer plans that allow you to easily enter any state university, potentially saving you time and money.
- Bachelors degrees in high demand fields, such as computer and information technology, biology, health care, education and business.

**Dedicated to your success**

- Support to help you plan your course of study, free tutoring as often as you need it and career counseling to help you match your degree with your dream job.
- Excellent quality instruction from highly experienced faculty members who care.
- Smaller class sizes for more personalized instruction.

**Affordable and convenient**

- Tuition that is half of state universities, so your hard-earned cash, financial aid and scholarship dollars go **much** further.
- A college experience that is close to home with 11 locations to choose from.
- The largest online program in the state of Florida!

Whatever you want to do, wherever you want to go, St. Petersburg College can help you get there. It is our top priority to ensure that every student has the resources and support to be successful.

Review the information in this packet and call or email me if I can help you in any way. You can also take the next step right now and apply online at [www.spcollege.edu/apply](http://www.spcollege.edu/apply).

I look forward to assisting you,

Henry Johnson  
Direct Line: 727-341-3407  
Email Address: [Johnson.Henry@spcollege.edu](mailto:Johnson.Henry@spcollege.edu)

## WHY SPC

**SPC** St. Petersburg  
College

### VALUE

Tuition that's about 50% less than the state universities for similar quality courses



### SUCCESS

Free tutoring, resources and support you need to succeed



### CHOICE

Over 100 academic programs and 25 degrees to choose from



### OPPORTUNITY

Internships and free career advising to help you find the right job



### CONVENIENCE

More online classes than any other state college



[spcollege.edu/apply](http://spcollege.edu/apply)



## [Sheree E. Clark class of '12]

### Meet Sheree

Hometown: Clearwater, FL  
 Program: MGMT + ORG Leadership (MOL)  
 Graduated: 2012

Favorite book (non-academic):  
*The Desire Map by Danielle LaPorte*

Favorite SPC Memory:  
*Capstone + graduation*

Favorite SPC Professor:  
*Dr. Amy Savers*

What makes SPC special to you?  
*SPC has great class sizes, professors,  
 a strong focus on leadership, relevant  
 courses + initiatives*

Why did you choose to attend SPC?  
*SPC is an exceptional college, rich in  
 opportunity. You get out what you put  
 in.*

What's one thing everyone should know about SPC?  
*I had been dual enrolled + was impressed  
 w/ the education.  
 I also liked their campuses.*

Business owner Sheree E. Clark graduated from SPC with a bachelor's degree in management and organizational leadership in 2012. At 26, Sheree runs Words by Design, LLC, a photographic art business. "Running my company has given me insight into just how much value SPC has truly given to me," Sheree said. In her daily work, she uses the principles of lean business practices, marketing, supply threats and more that she learned at SPC. "I just took on the opportunity. I was really determined to be self-sufficient and it just really has worked out for me."

"Knowing the fundamentals of business practices and terminology is an incredible advantage," she said. "I realize how much SPC set me up to be familiar with the business industry and management."



“

"I boast about SPC because they've given me a front-line position regarding leadership, knowledge and opportunity,"

[Meet Others]

OTHERS LIKE YOU



## BUSINESS

SPC St. Petersburg College

Gain global perspective and real world leadership experience in our College of Business. We offer hands-on learning and internship opportunities, and we prepare you for an exciting career in business administration, international business, management and organizational leadership, or sustainability management.

Learn more at [spcollege.edu/cob](http://spcollege.edu/cob)



### CAREER OUTLOOK

Every business, regardless of size or industry, needs talented managers and administrators to help it succeed. Through 2022, employment in business and financial operations occupations is expected to grow 12.5 percent.



Source: Bureau of Labor Statistics

### FACULTY EXCELLENCE



Robin Wilber, Professor of Finance, makes sure you can compete with graduates from other universities. She integrates The Business Strategy Game Simulation, a world-renowned program, into the capstone course she designed, allowing you to gain the business and leadership experience of running a multi-million dollar company. The inaugural class competed online against schools around the world and came in second. The second capstone class placed first in the worldwide competition.

### DEGREES AND CERTIFICATES

#### ASSOCIATE DEGREES

Business Administration  
Insurance Services  
Industrial Management Technology

#### BACHELOR'S DEGREES

Business Administration  
Sustainability Management  
International Business  
Management and Organizational Leadership

#### CERTIFICATES

Accounting Applications  
Business Administration  
Entrepreneurship  
International Business  
Management/Leadership  
Marketing



#### OTHERS LIKE YOU

read more →

[spcollege.edu/apply](http://spcollege.edu/apply)



YOUR NEXT STEP

SPC St. Petersburg College

# APPLY ONLINE

You're ready to take the next step. SPC offers the tools to make the admissions process quick and easy. In less than 10 minutes, you'll be on your way. Have questions? Henry, your personal admissions advisor, is standing by to help you.

[spcollege.edu/apply](http://spcollege.edu/apply)

(contact info below)

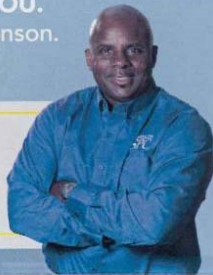


save my card ↘

↙ peel and stick

**HI! NICE TO MEET YOU.**  
My name is Henry Johnson.  
*I'm here to help you.*

Henry Johnson  
727-341-3400  
johnson.henry@spcollege.edu



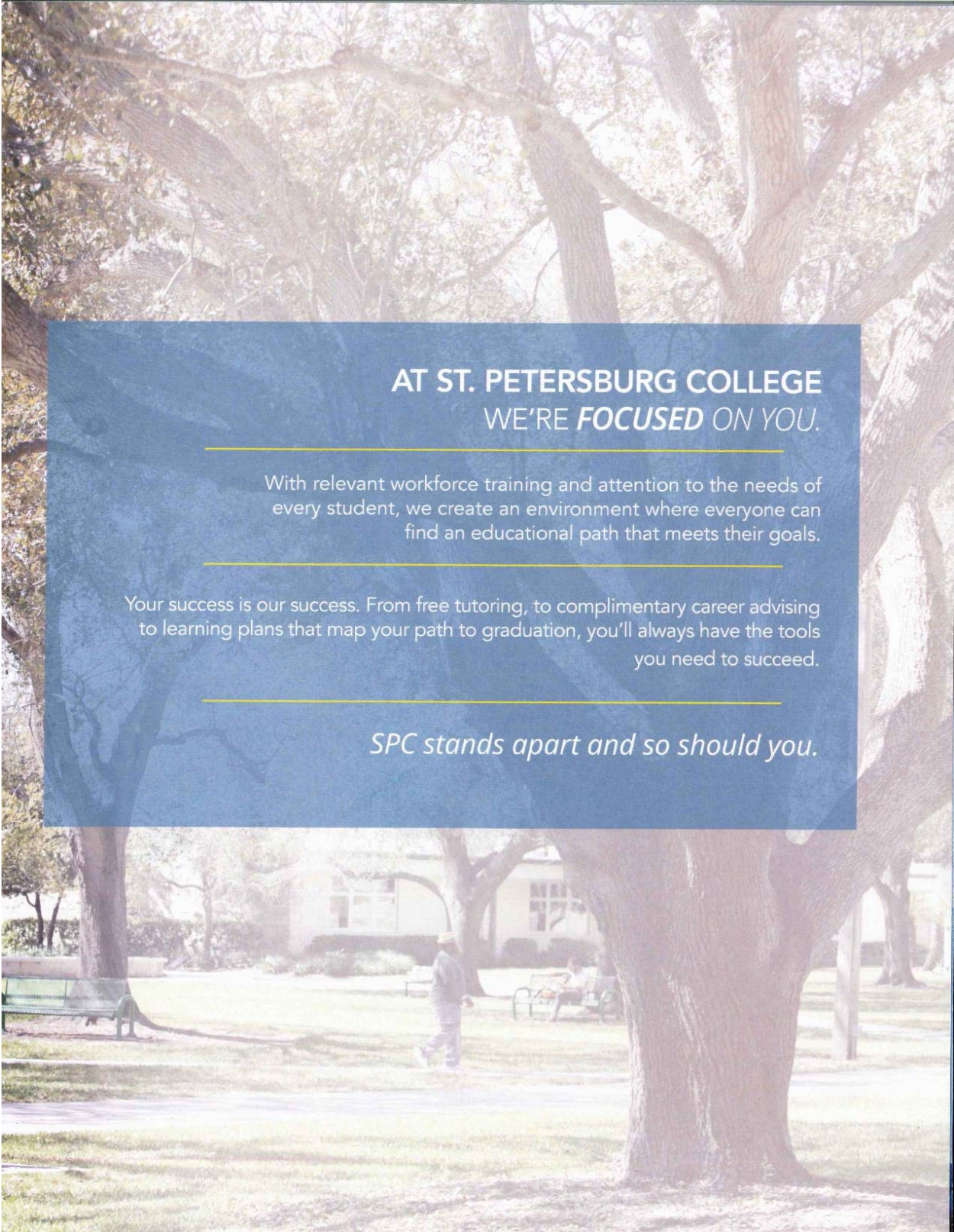
*you're almost there...*

## APPLY NOW!

- quick online process
- admissions advisors are standing by

[spcollege.edu/apply](http://spcollege.edu/apply)





**AT ST. PETERSBURG COLLEGE**  
WE'RE *FOCUSED ON YOU.*

---

With relevant workforce training and attention to the needs of every student, we create an environment where everyone can find an educational path that meets their goals.

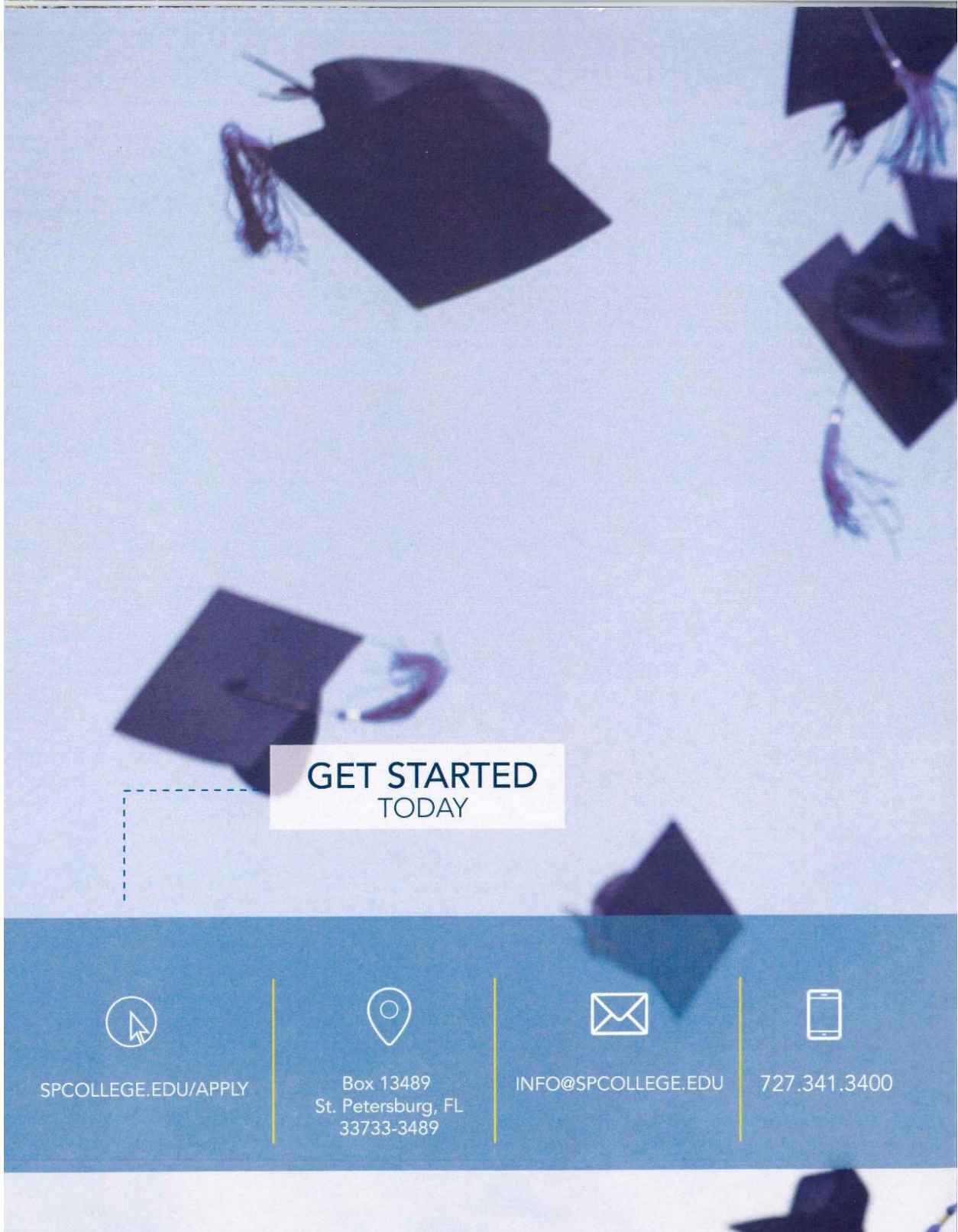
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Your success is our success. From free tutoring, to complimentary career advising to learning plans that map your path to graduation, you'll always have the tools you need to succeed.

---

*SPC stands apart and so should you.*





**GET STARTED  
TODAY**



[SPCOLLEGE.EDU/APPLY](https://SPCOLLEGE.EDU/APPLY)



Box 13489  
St. Petersburg, FL  
33733-3489



[INFO@SPCOLLEGE.EDU](mailto:INFO@SPCOLLEGE.EDU)




727.341.3400

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College

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

**SUBJECT:** Fiscal Year 2014-2015 College General Operating, including Tuition and Fees

**Within the FY14-15 operating budget proposal, St. Petersburg College will be able to maintain its open door policy, support student access and success, renew and refresh important instructional technologies.**

**Key elements of the 2014-15 budget proposal are as follows:**

- **Implementation of a strategic 3% enrollment growth plan**
- **No tuition increase for Associate or Baccalaureate degree programs**
- **Greatly expands tutoring and learning center support funded by a change in the Learning Support Access Fee from \$2 to \$3**
- **Provide a modest (2%) compensation increase tied to the strategic enrollment growth plan. The compensation increase will be authorized and effective as of the first pay period in October 2014, reflective of achieving the 3% enrollment growth target.**

We believe that this approach will allow students to benefit from the continued improvements in the college schedule, its support beyond the classroom and for a quality learning environment.

In addition to the following narrative, a budget summary is attached.

**Fund 1 General Operating Budget** - The College's General Operating Budget is based on the 2014-2015 General Appropriations Act (House Bill 5001). It includes the \$1 per credit hour increase in the Learning Support Access Fee.

Pursuant to state rule 6A-14.0716, the College must prepare and submit a budget for the current unrestricted fund to the Chancellor as designee of the Commissioner of Education by June 30, 2014. In accordance with Florida statutes (1011.30), this operating budget must be approved by the College's Board of Trustees prior to the submission to the Department of Education (DOE). Any future revisions to this operating budget must be presented to and approved by the Board.

**Student Fees per Credit Hour would be modified as follows:****Lower Division Credit Programs**

	<b>2013-2014 Fees</b>	<b>2014-2015 Fees</b>	<b>% Change</b>
<b>Florida Residents</b>			
Tuition Fee	\$80.94	\$80.94	
Student Activity & Service Fee	7.63	7.63	
Financial Aid Fee	4.04	4.04	
Technology Fee	4.04	4.04	
Capital Improvement Fee (CIF)*	11.10	13.10	
<b>Tuition and Fees</b>	<b>\$107.75</b>	<b>\$109.75</b>	<b>1.9%</b>
<b>Non-Residents</b>			
Tuition Fee	\$80.94	\$80.94	
Out-of-State Fee	242.97	242.97	
Student Activity & Services Fee	7.63	7.63	
Financial Aid Fee	16.20	16.20	
Technology Fee	16.20	16.20	
Capital Improvement Fee (CIF)*	18.96	20.96	
<b>Tuition and Fees</b>	<b>\$382.90</b>	<b>\$384.90</b>	<b>0.5%</b>

**Post-Secondary Adult Vocational Non-Credit Programs**

	<b>2013-2014 Fees</b>	<b>2014-2015 Fees</b>	<b>% Change</b>
<b>Florida Residents</b>			
Tuition Fee	\$68.60	\$68.60	
Technology Fee	3.43	3.43	
Capital Improvement Fee (CIF)*	3.60	3.77	
<b>Total Registration Fees</b>	<b>\$75.63</b>	<b>\$75.80</b>	<b>0.2%</b>
<b>Non-Residents</b>			
Tuition Fee	\$68.60	\$68.60	
Out-of-State Fee	205.82	205.82	
Technology Fee	13.72	13.72	
Capital Improvement Fee (CIF)*	14.40	15.08	
<b>Total Registration Fees</b>	<b>\$302.54</b>	<b>\$303.22</b>	<b>0.2%</b>

**Upper Division Credit Programs**

	<b>2013-2014 Fees</b>	<b>2013-2014 Fees</b>	<b>% Change</b>
<b>Florida Residents</b>			
Tuition Fee	\$91.79	\$91.79	
Student Activity & Services Fee	9.18	9.18	
Financial Aid Fee	4.59	4.59	
Technology Fee	4.59	4.59	

Capital Improvement Fee (CIF)*	8.55	10.55	
<b>Tuition and Fees</b>	<b>\$118.70</b>	<b>\$120.70</b>	<b>1.7%</b>
<b>Non-Residents</b>			
Tuition Fee	\$91.79	\$91.79	
Out-of-State Fee	275.53	275.53	
Student Activity & Services Fee	9.18	9.18	
Financial Aid Fee	18.37	18.37	
Technology Fee	18.37	18.37	
Capital Improvement Fee (CIF)*	8.55	10.55	
<b>Tuition and Fees</b>	<b>\$421.79</b>	<b>\$423.79</b>	<b>0.5%</b>

\*The Legislature authorized an increase in the Capital Improvement Fee from 10% of tuition (and Out-of-State Fees for Non-Residents) to 20% with a maximum annual increase of \$2 per credit hour.

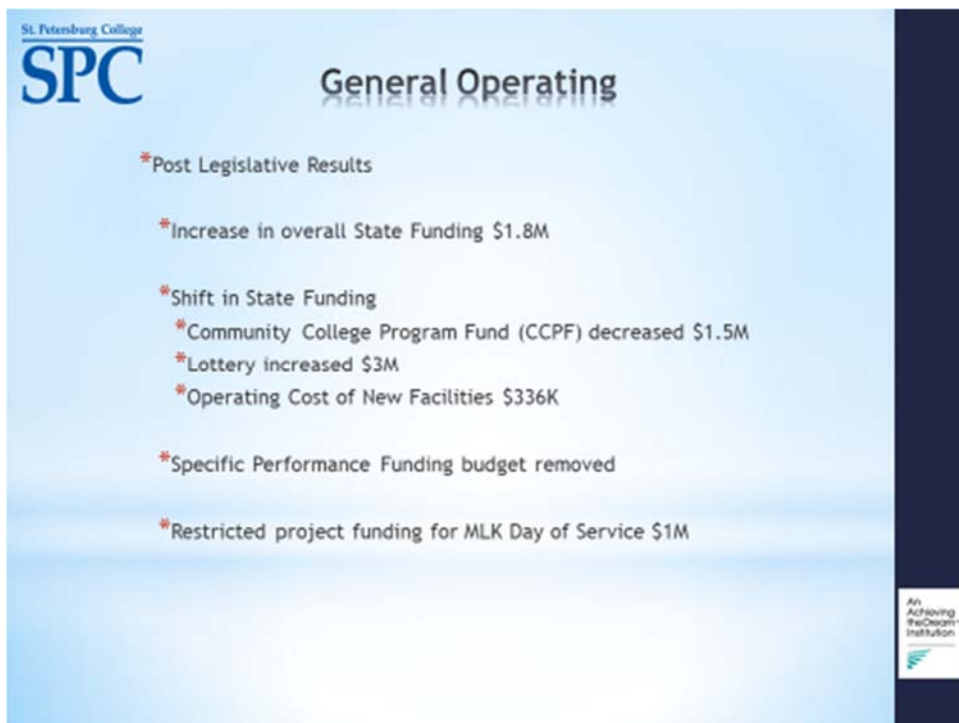
Doug Duncan, Senior Vice President, Administrative/Business Services & Information Technology, and Jamelle Conner, Associate Vice President, Strategic Execution and Systems Support, recommend approval.

Attachment

jjc051214

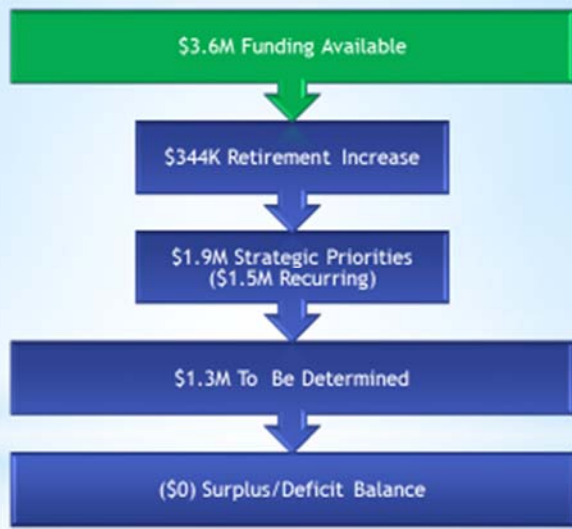


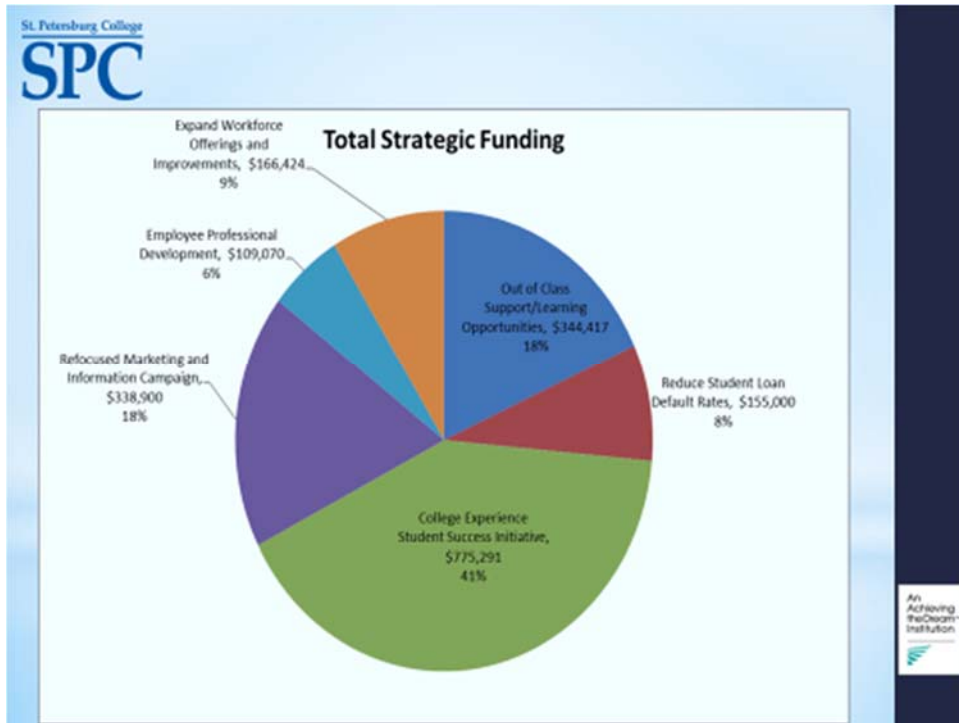
VI – C.1 Fiscal Year 2014-2015 College General Operating, including Tuition and Fees



## 2014-15: Funding the Strategic Plan

	Amount
▪Projected Revenue	
▪ Upper Division: Tuition, Tech, and Lab 3% Growth	\$243K
▪ Learning Access Fee	\$641K
▪State Appropriations	
▪CCPF	(\$1.5M)
▪Lottery	\$3M
▪Industry Certifications	\$150K
▪Operating Cost of New Facilities	\$336K
▪Additional Funds from Reallocation and/or Expense Reductions	
▪Budgeted Position Salary Savings	\$313K
▪Utilities	\$275K
▪Non-Recurring Transfer from Auxiliary	\$155K
Subtotal	\$743K
▪Net Operating Revenue to Fund Plan	\$3.6M





St. Petersburg College  
**SPC**

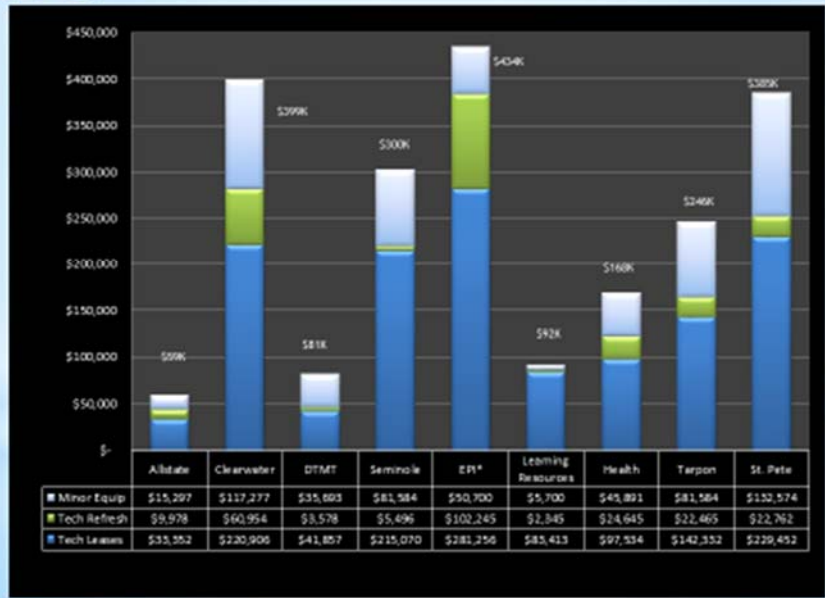
### College Experience Student Success Initiative \$776K

### Out of Class Support/Learning Opportunities \$345K

- Career Services \$149K
  - Support Staff
    - Job Specialists (3 - TS, SPG, SE)
    - Career Advisor (1 - DT/MT)
    - Staff Assistants (2 - SPG, SE)
  - Software and supplies
- Student Coaching System (Early Alert) systems enhancements and maintenance \$36K
- New Student Orientation \$5K
- Student Support Positions \$436K
  - Financial Aid Counselor (DT/MT)
  - Student Support Cyber Advisors (6)
  - Veterans Services Coordinator
  - Student Support Assistant (DT)
  - Front Desk Assistant (MT)
  - Disabilities Resources (HEC)
  - Administrative Services Specialist (SPG)
- My Learning Plan Improved system functionality and usage \$150K
- Tutoring Positions (7 - SPG Math, SE Science, TS Math, CL Computers, Virtual Math, Virtual Science, HEC/VT) \$267K
- Academic Program Resources \$50K
  - Part-Time Coordinator AS Health Sciences Program
  - Veterinary Technology Academic Chair
  - Part-Time Administrative Specialist - College of Computer & Information Technology (CCIT)
- Project for Accountable Justice Support \$28K

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Maintain Campus Discretionary Budgets



FY14-15 Operating Budget Discussion

St. Petersburg College  
**SPC**

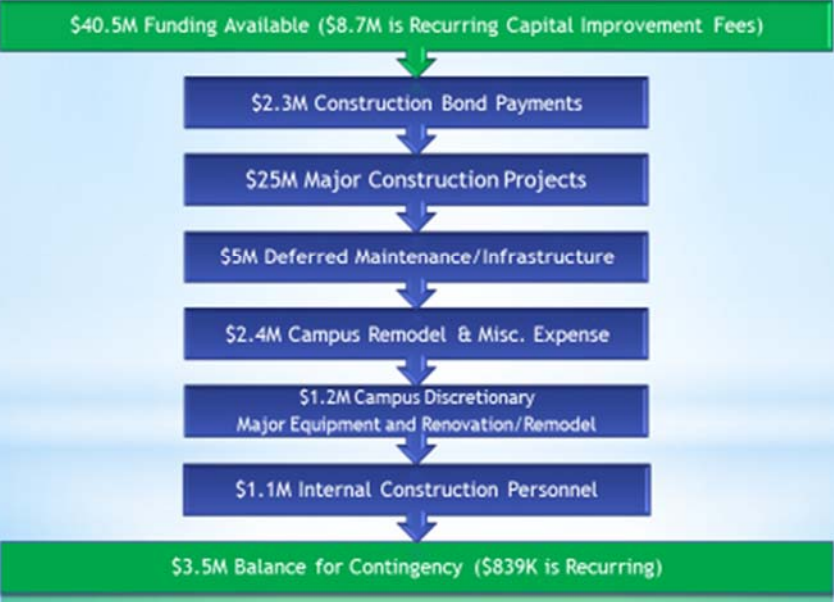


**Fund 7**  
• Capital Outlay

An Achieving the Dream Institution

St. Petersburg College  
**SPC**

**2014-15 Capital Outlay (Construction, Remodel, Renovation, & Equipment)**



\$40.5M Funding Available (\$8.7M is Recurring Capital Improvement Fees)

\$2.3M Construction Bond Payments

\$25M Major Construction Projects

\$5M Deferred Maintenance/Infrastructure

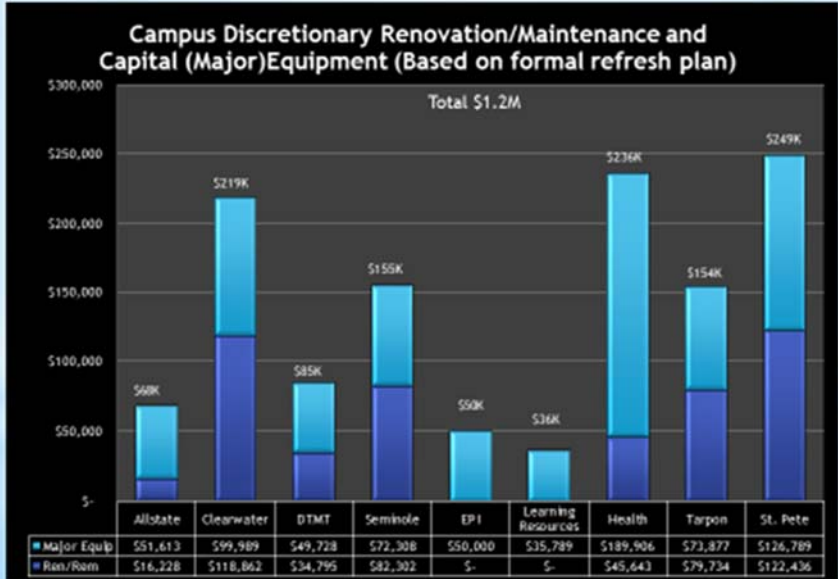
\$2.4M Campus Remodel & Misc. Expense

\$1.2M Campus Discretionary Major Equipment and Renovation/Remodel

\$1.1M Internal Construction Personnel

\$3.5M Balance for Contingency (\$839K is Recurring)

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### Major Construction Projects FY14-15 Budget

Project	Total FY14-15 Project Budget (Not inclusive of project dollars spent in prior years)
Midtown Education Center	\$13.3M (Total \$15M)
Clearwater Library	\$5.7M (Total \$6.6 M)
Bay Pines	\$4.6M (Total \$4.8M)



St. Petersburg College  
**SPC**

## FY15-16 Capital Improvement Plan (Five Year Projection)

<b>Renovation Projects</b> \$10.2M	<ul style="list-style-type: none"><li>• \$6,103,692 College wide roofs, HWC, Utilities and other infrastructural critical needs</li><li>• \$1,344,296 Renovate/remodel Fine Arts Auditorium Clearwater</li><li>• \$2,800,000 Remodel/Renovate Health Education Center Annex Phase I</li></ul>
<b>Remodeling Projects</b> \$2.1M	<ul style="list-style-type: none"><li>• \$612,475 Relocate Learning Support Center Downtown Campus</li><li>• \$1,354,699 Language Arts Building Clearwater</li><li>• \$154,234 Enlarge Food Service Seminole Campus</li></ul>
<b>New Construction Projects</b> \$11.5M	<ul style="list-style-type: none"><li>• \$6,236,596 Library/Student Support Services Clearwater Campus</li><li>• \$1,628,092 (planning) Student Support Services and Classroom Building SPG</li><li>• \$1,717,078 Library Classroom Building Tarpon Springs Campus</li><li>• \$1,999,449 College of Nursing, Health Education Center</li></ul>

An Achieving the Dream<sup>SM</sup> Institution

St. Petersburg College  
**SPC**

\*Questions

An Achieving the Dream<sup>SM</sup> Institution



FINAL  
DIVISION OF COMMUNITY COLLEGES  
CIP - 2 SUMMARY  
Capital Improvement Plan and Legislative Budget Request  
2014-2015 to 2018-2019

COLLEGE: ST. PETERSBURG COLLEGE		2014-15	2015-16	2016-17	2017-18	2018-19	CIP 5YR TERM
PRI	PROJECT DESCRIPTION						
1	General Ren/Rem, Roofs, HVAC, ADA, Utilities, Site Improvements - Collegewide	\$6,103,692	\$6,103,692	\$6,103,692	\$6,103,692	\$6,103,692	\$30,518,460
	Ren/Rem Business Technologies Building - Clearwater Campus			\$1,227,314			\$1,227,314
	Ren/Rem Fine Arts Auditorium - Clearwater Campus		\$1,344,296				\$1,344,296
	Ren/Rem Social Arts Building - St. Petersburg Gibbs Campus				\$4,933,431		\$4,933,431
	Ren/Rem Natural Science Building North Wing - St. Petersburg Gibbs Campus			\$3,408,612			\$3,408,612
	Ren/Rem Indoor Firing Range - Altstate Center					\$1,200,000	\$1,200,000
	Ren/Rem Palladium Building, Site Imp - St. Petersburg/Gibbs Campus (FECG)	\$300					\$300
	Ren/Rem Orthotics & Prosthetics Building - Site Imp - Health Education Center (FECG)	\$8,450					\$8,450
	Ren/Rem District Office Building, Site Imp - Epi Center (FECG)	\$10,000					\$10,000
	Ren/Rem Student Services Building, Site Imp - St. Petersburg/Gibbs Campus (FECG)	\$26,500					\$26,500
	Ren/Rem Annex 2 Building, Site Imp - Epi Center (FECG)	\$2,000,000					\$2,000,000
	<b>TOTAL RENOVATION PROJECTS</b>	<b>\$8,148,942</b>	<b>\$7,447,988</b>	<b>\$10,739,618</b>	<b>\$11,037,123</b>	<b>\$7,303,692</b>	<b>\$44,877,363</b>

REMODELING PROJECTS:		2014-15	2015-16	2016-17	2017-18	2018-19	CIP 5YR TERM
PRI	PROJECT DESCRIPTION						
	Ren/Rem Language Arts Building - Clearwater Campus		\$1,354,699				\$1,354,699
	Ren/Rem University Partnership Building to Enlarge Food Services - Seminole Campus	\$154,234					\$154,234
	Ren/Rem Vacated Library Space in Fine Arts Building - Tarpon Springs Campus					\$1,617,465	\$1,617,465
4	Ren/Rem the Health Education Center Annex (Phase I) - Health Education Center	\$2,800,000					\$2,800,000
	Ren/Rem First Floor - Relocate Learning Support Center - Downtown Center		\$612,475				\$612,475
	Ren/Rem Third Floor - Add Visual Arts Labs, Dance Studio and Student Support - Downtown Center			\$1,628,850			\$1,628,850
	Ren/Rem Fourth Floor - Add Music & Choral Programs - Downtown Center			\$1,136,233			\$1,136,233
	Ren/Rem Palladium ADA Code Compliance - St. Petersburg/Gibbs Campus	\$750,000					\$750,000
	<b>TOTAL REMODELING PROJECTS</b>	<b>\$2,954,234</b>	<b>\$2,717,174</b>	<b>\$2,765,083</b>	<b>\$0</b>	<b>\$1,617,465</b>	<b>\$10,053,946</b>

NEW CONSTRUCTION PROJECTS:		2014-15	2015-16	2016-17	2017-18	2018-19	CIP 5YR TERM
PRI	PROJECT DESCRIPTION						
3	Construct Library Building/Student Support Services, Site Improvements - Clearwater Campus	\$6,236,596	\$4,475,394				\$10,711,990
2	Construct Student Support Services and Classroom Building - St. Petersburg/Gibbs Campus	\$1,628,092	\$14,632,828				\$16,260,920
	Construct New Classroom Laboratory Office Building - Seminole Campus			\$976,235	\$9,333,924	\$1,141,340	\$11,451,499
	Construct New Library Classroom Building - Tarpon Springs Campus		\$1,717,078	\$13,736,621	\$1,717,078		\$17,170,777
	Construct New Health & Sciences Building - Tarpon Springs Campus			\$974,827	\$7,796,620	\$974,828	\$9,748,275
5	Construct Marine Science Labs/Classrooms and Site Improvements, Utilities - Bay Pines	\$3,549,031	\$1,999,449				\$3,549,031
	Construct New Building to House the College of Nursing - Health Education Center			\$15,995,595	\$1,999,449		\$19,994,493
	Construct New Building to Relocate Remaining Programming at HEC - Health Education Center			\$1,972,090	\$15,776,723	\$1,972,090	\$19,720,903
	Natural Habitat Park and Site Improvements - Seminole Campus (FECG)	\$100,000					\$100,000
	<b>TOTAL NEW CONSTRUCTION PROJECTS</b>	<b>\$11,513,719</b>	<b>\$22,844,749</b>	<b>\$33,655,368</b>	<b>\$36,625,794</b>	<b>\$4,088,258</b>	<b>\$108,727,887</b>

GRAND TOTAL OF ALL PROJECTS		2014-15	2015-16	2016-17	2017-18	2018-19	CIP 5YR TERM
		<b>\$22,616,895</b>	<b>\$33,009,911</b>	<b>\$47,160,069</b>	<b>\$47,662,917</b>	<b>\$13,009,405</b>	<b>\$163,459,196</b>




**ST. PETERSBURG COLLEGE  
FY2014-2015 PECO BUDGET**

	FY14-15 Recurring	FY14-15 Non- Recurring	FY14-15 Budget Projection
<b>Projected Sources of Revenue</b>			
<b>Funds</b>			
PECO Projects (Categorical)		\$ 4,653,070	\$ 4,653,070
PECO General Renovation/Remodel (186)		\$ -	\$ -
O&P SPC Foundation Funds		\$ -	\$ -
SODA General Renovation/Remodel (265)		\$ 1,411,375	\$ 1,411,375
PY SODA General Renovation/Remodel (265)		\$ 1,140,139	\$ 1,140,139
City of Seminole (Habitat)		\$ -	\$ -
Capital Improvement Fees - Discretionary		\$ 4,490,814	\$ 4,490,814
Capital Improvement Fees - Discretionary	\$ 8,670,996		\$ 8,670,996
CLW Gym Proceeds		\$ 373,286	\$ 373,286
CO&DS		\$ 100,000	\$ 100,000
PY CO&DS		\$ 968,957	\$ 968,957
Fund 1 Transfer Out		\$ 18,188,090	\$ 18,188,090
Other Misc Sources		\$ 229,796	\$ 229,796
Grant Match Reserve		\$ 250,000	\$ 250,000
Fund Transfers In (Foundation Memorials)		\$ -	\$ -
<b>Total Fund Sources</b>	<b>\$ 8,670,996</b>	<b>\$ 31,805,527</b>	<b>\$ 40,476,523</b>
<b>Projected Uses of Revenue</b>			
Budgeted Personnel Salaries	\$ 685,200		\$ 685,200
Other Personnel		\$ 200,000	\$ 200,000
Employee Benefits - Retirement	\$ 47,416		\$ 47,416
Employee Benefits - FICA/Medicare	\$ 52,418		\$ 52,418
Employee Benefits - Health/Dental/Wellness	\$ 144,014		\$ 144,014
Personnel Costs charged to other Funds			\$ -
<b>Total Personnel &amp; Benefits</b>	<b>\$ 929,048</b>	<b>\$ 200,000</b>	<b>\$ 1,129,048</b>
<b>Major Construction</b>			
Midtown Education Center (F1 transfer)		\$ 13,100,000	\$ 13,100,000
Midtown Education Center (SCIF)		\$ 172,156	\$ 172,156
Cleawater Library		\$ 5,674,263	\$ 5,674,263
Bay Pines		\$ 4,653,070	\$ 4,653,070
Purchase existing Midtown property		\$ 1,300,000	\$ 1,300,000
<b>Total Major Construction</b>	<b>\$ -</b>	<b>\$ 24,899,489</b>	<b>\$ 24,899,489</b>
<b>Infrastructure Deferred Maintenance and Network</b>			
Deferred Maintenance	\$ 600,000	\$ 189,546	\$ 789,546
Campus Infrastructure Projects	\$ 800,000		\$ 800,000
Parking/Lighting Upgrades			\$ -
Collegewide Maintenance/Repair	\$ 407,718		\$ 407,718
Technology Infrastructure Maintenance	\$ 1,337,226	\$ 250,000	\$ 1,587,226
Bus, Float & Vehicle Replacement		\$ 229,796	\$ 229,796
<b>Total Infrastructure Deferred Maintenance and Network</b>	<b>\$ 3,144,944</b>	<b>\$ 669,342</b>	<b>\$ 3,814,286</b>
<b>Project Expense</b>			
<b>Allstate</b>			
Chiller Plant Replacement		\$ 1,203,498	\$ 1,203,498
Misc Maintenance and Ren/Rem	\$ 16,228		\$ 16,228
Capital Equipment	\$ 51,613		\$ 51,613
<b>Cleawater Projects</b>			
Misc Maintenance and Ren/Rem	\$ 118,862		\$ 118,862
Capital Equipment	\$ 99,989		\$ 99,989
<b>Downtown-Midtown</b>			
Misc Maintenance and Ren/Rem	\$ 34,795		\$ 34,795
Capital Equipment	\$ 49,728		\$ 49,728
Downtown faculty offices		\$ 175,000	\$ 175,000
Palladium-ADA Code Renovation		\$ 304,984	\$ 304,984
<b>EpiCenter/District Office</b>			
Capital Equipment - EpiTech	\$ 50,000		\$ 50,000
Capital Equipment - Facilities	\$ 100,000		\$ 100,000
Capital Equipment - DO/EpiServices	\$ 50,000		\$ 50,000
Workforce STEM		\$ 276,000	\$ 276,000
College-wide (out of class support projects)	\$ 35,789		\$ 35,789
College-wide (electronic sign replacement)		\$ 100,000	\$ 100,000
Foundation Memorials		\$ -	\$ -
<b>Health</b>			
Dental Chairs	\$ 85,000		\$ 85,000
O&P Grant		\$ 250,000	\$ 250,000
Vet Tech Demolition for parking			\$ -
Misc Maintenance and Ren/Rem	\$ 45,643		\$ 45,643
Capital Equipment	\$ 189,906		\$ 189,906
<b>Seminole</b>			
Green House/SWFMD		\$ 272,000	\$ 272,000
Misc Maintenance and Ren/Rem	\$ 82,302		\$ 82,302
Capital Equipment	\$ 72,308		\$ 72,308
<b>St. Pete</b>			
Misc Maintenance and Ren/Rem	\$ 122,436		\$ 122,436
Capital Equipment	\$ 126,789		\$ 126,789
<b>Tarpon</b>			
Olympia ADA			\$ -
LRMA Gallery & Multipurpose Lighting		\$ 75,000	\$ 75,000
Misc Maintenance and Ren/Rem	\$ 79,734		\$ 79,734
Capital Equipment	\$ 73,877		\$ 73,877
Contingency - Campus Discretionary Project Carryforward		\$ 375,000	\$ 375,000
Contingency - Collegewide	\$ -	\$ 150,000	\$ 150,000
<b>Total Project Expense</b>			
<b>Debt Service - Construction Obligations and Bonds</b>	\$ 2,268,588		\$ 2,268,588
JWB Payment		\$ 187,490	\$ 187,490
<b>Total Expenses</b>	<b>\$ 7,827,580</b>	<b>\$ 29,137,803</b>	<b>\$ 36,965,383</b>
<b>Remaining Funds</b>	<b>\$ 843,417</b>	<b>\$ 2,667,724</b>	<b>\$ 3,511,140</b>

<b>Funding Request</b>	<b>Committee</b>	<b>Personnel</b>	<b>Current Expense</b>	<b>Capital</b>	<b>Total</b>
Restrooms at Fire Training Complex	Systems			\$100,000	\$100,000
Defensive Tactics room mat replacement	Systems	\$0	\$0	\$50,000	\$50,000
Driving Skid Pad Repair	Systems			\$50,000	\$50,000
Training Vehicle Replacement	Systems			\$50,000	\$50,000
Facilities	Systems			\$300,000	\$300,000
Maintenance/Capital for the Palladium2	Systems		\$0	\$25,000	\$25,000
Classroom Furniture Refresh	Systems			\$20,000	\$20,000
Collaborative Labs' Technology Refresh	Systems			\$140,000	\$140,000
Completion of Laboratory Remodel at Seminole ca	Academic			\$375,000	<b>\$ 375,000</b>
Provide for an On-going Revenue Stream for Repairs, Replacements and Keeping up with Technology in the Digitorium	Systems			\$50,000	\$50,000
Right-Size Cafe Services on Campus	Systems			\$250,000	\$250,000
Remodel former Hard Drive	Student			\$125,000	\$125,000.00
Lyceum Auditorium Seating	Student			\$68,000	\$68,000.00
Safety and techical upgrades - Palladium	Student			\$375,000	\$375,000.00
Natural Science Habitat Trail - Tarpon Springs Cam	Academic			\$55,000	<b>\$ 55,000</b>
		Total		\$2,033,000	

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College  
**FROM:** William D. Law, Jr., President   
**SUBJECT:** FY13-14 July 1 – April 30 Fund 1 Financial Report

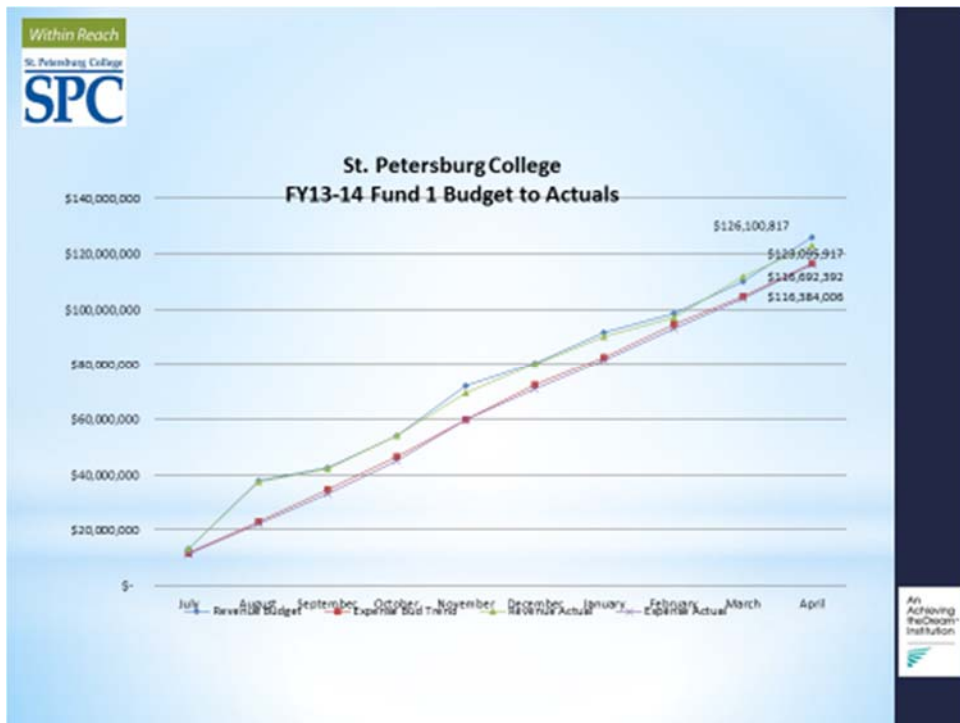
Attached for information is the Fund 1 financial report for FY13-14 July 1 – April 30 time period.

Financial Report Highlights Through April 30:

- Overall revenue is 2% under budgeted revenue projections primarily due to lower enrollment than anticipated.
- Total Operating Cost is currently 1% 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.2 FY13-14 July 1 – April 30 Fund 1 Financial Report



ST. PETERSBURG COLLEGE FY2013-2014 RECURRING OPERATING BUDGET TO ACTUAL REPORTING July 1-April 30				
Revenue	FY13-14 Budget	FY13-14 YTD Actual	% of YTD Budgeted Revenue	Year to Date %
<b>Revenue</b>				
Student Tuition & Out-of-State Fees	\$ 56,654,324	\$ 56,932,620	94%	
Learning Support Access Fee	\$ 1,289,004	\$ 866,695	75%	
State Appropriation - CCF	\$ 52,975,292	\$ 44,345,670	84%	
State Appropriation - Lottery	\$ 12,517,061	\$ 8,344,700	67%	
Operating Cost for New Facilities	\$ 106,158	\$ -	0%	
Distance Learning Fee	\$ 3,284,455	\$ 3,121,006	95%	
Technology Fee	\$ 2,885,697	\$ 2,882,661	92%	
Lab Revenue Fees	\$ 2,232,166	\$ 1,735,015	80%	
Other Revenue	\$ 3,492,617	\$ 2,598,609	74%	
Other Student Fees	\$ 1,723,879	\$ 1,238,633	72%	
Fund Transfers In	\$ 2,842,461	\$ 3,827,727	100%	
Revenue Stabilization Reserve	\$ 2,473,009	\$ -	0%	
One-Time Non-Recurring Funds	\$ 1,589,708	\$ -	0%	
<b>Total Revenue - Fund 1x</b>	<b>\$ 140,861,652</b>	<b>\$ 123,153,609</b>	<b>84.4%</b>	<b>84.5%</b>
<b>Operating Costs</b>				
<b>Personnel &amp; Benefits</b>				
Instructional Faculty Full Time	\$ 26,454,115	\$ 22,828,778	80%	
Administrative	\$ 21,087,244	\$ 16,811,709	80%	
Career/Non-Instructional	\$ 24,854,680	\$ 18,889,863	75%	
Adjunct Supplemental	\$ 15,054,760	\$ 12,125,867	81%	
Other Academic	\$ 264,537	\$ 152,264	58%	
Non-Instructional OPS and Overtime	\$ 2,882,895	\$ 4,367,663	150%	
Student Assistants	\$ 900,000	\$ 397,606	40%	
Personnel Benefits	\$ 22,378,182	\$ 21,738,707	97%	
<b>Total Personnel &amp; Benefits</b>	<b>\$ 114,877,813</b>	<b>\$ 94,842,649</b>	<b>82%</b>	<b>81%</b>
<b>Current Expense</b>				
Taxes	\$ 602,864	\$ 588,101	99%	
Repairs & Maintenance	\$ 1,617,064	\$ 836,479	52%	
Rentals/Leases	\$ 478,271	\$ 238,627	50%	
Insurance (Non-Health)	\$ 1,725,268	\$ 1,885,919	100%	
Utilities	\$ 6,075,055	\$ 4,489,890	74%	
Services and Fees	\$ 3,446,079	\$ 2,382,606	69%	
Scholarship Fee Waivers	\$ 1,519,895	\$ 812,712	54%	
Materials and Supplies	\$ 6,288,802	\$ 5,128,000	82%	
Tech Expense/Licensing	\$ 2,280,033	\$ 1,480,041	60%	
Reduction/Reemployment Compliance	\$ 1,347,792	\$ 1,187,352	88%	
Other Current Expense	\$ 1,489,697	\$ 754,206	51%	
<b>Total Current Expense</b>	<b>\$ 27,982,410</b>	<b>\$ 19,755,115</b>	<b>71%</b>	<b>79%</b>
<b>Capital Spending</b>				
Computer Refresh/Lease	\$ 2,488,268	\$ 2,829,894	80%	
Capital Purchases-Non-Recurring	\$ 695,341	\$ 598,348	80%	
<b>Total Capital Spending</b>	<b>\$ 3,283,609</b>	<b>\$ 2,846,242</b>	<b>79%</b>	<b>88%</b>
<b>Total Operating Costs - Fund 1x</b>	<b>\$ 146,861,652</b>	<b>\$ 116,384,006</b>	<b>80%</b>	<b>81%</b>
<b>Total Remaining Funds (Surplus/Deficit)</b>	<b>\$ -</b>	<b>\$ 6,769,603</b>		

Questions?



May 20, 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:**

<b>HIRE Budgeted</b>			
<b>Effect. Date</b>	<b>Name</b>	<b>Department/Location</b>	<b>Title</b>
3/31/2014	Dibuono,Michael	Criminal Justice AC	Academy Coordinator II
4/28/2014	Mederos Jr,Rolando A	Associate Provost CL	Administrative Svcs Specialist
7/1/2014	Colaric,Susan	Instruction & Academic Progr DO	AVP, Online Learning & Services
4/1/2014	Barlow,Alison A	Collaborative Labs DO	Mgr, Collaborative Labs
7/14/2014	Bright,Marvin	Provost TS	Provost
6/23/2014	Fronrath,Charles	Provost AC	Provost
4/21/2014	Papadopoulos,Kathy L	Campus Security SPG	Security Officer
4/7/2014	Ingargiola,Dominick J	Campus Security HC	Security Officer
4/7/2014	Krause,Daniel R Whitten,Raphael	Enrollment Management DO	Student Support Advisor
3/31/2014	Alphonso	Provost SE	Technology Support Specialist

<b>TRANSFER/PROMOTION Budgeted</b>			
<b>Effect. Date</b>	<b>Name</b>	<b>Department/Location</b>	<b>Title</b>
4/26/2014	Westlund,Margo M.	Accounting Services DO	Accounting Support Specialist
4/26/2014	Christensen,Eva K	Institutional Research DO	Coord, Curriculum Services
3/31/2014	Kachelriess,Billie J.	Facilities Plan & Inst Serv DO	Facilities Project Coordinator

3/15/2014

Sullivan,Jonathan A

Provost SE

Sr Technlgy Support Specialist

<b>HIRE Budgeted Faculty</b>			
<b>Effect. Date</b>	<b>Name</b>	<b>Department/Location</b>	<b>Title</b>

6/2/2014	Hernly,Patrick	Humanities & Fine Arts SPG	Academic Department Chair
6/30/2014	Miller,Taavy	Orthotics & Prosthetics HC	Faculty

<b>TRANSFER/PROMOTION Budgeted Faculty</b>			
<b>Effect. Date</b>	<b>Name</b>	<b>Department/Location</b>	<b>Title</b>

8/1/2014	Nelson,Nydia	Mathematics DT/MT	Academic Department Chair
8/1/2014	McGill,Lori	College of Nursing HC	Faculty

<b>HIRE Temporary/Supplemental</b>			
<b>Effect. Date</b>	<b>Name</b>	<b>Department/Location</b>	<b>Title</b>

5/2/2014	Langford,Tanya S	Fine & Applied Arts TS	Faculty - credit adjunct
5/5/2014	Springer,Diana M	Mathematics TS	Faculty - credit adjunct
5/5/2014	Turbee,Michele A	Letters SE	Faculty - credit adjunct
5/5/2014	Valliere,John R	Letters SE	Faculty - credit adjunct
5/5/2014	Henry,Lisa M	Corporate Training E&SS DO	Faculty - non-credit adjunct
4/21/2014	Kahle,Randall	Fire Science AC	Faculty - non-credit adjunct
5/1/2014	Lewis,Mary E	Corporate Training E&SS DO	Faculty - non-credit adjunct
4/7/2014	Marmo,Alana	Corporate Training E&SS DO	Faculty - non-credit adjunct
5/1/2014	Miller,Eric E	Fire Science AC	Faculty - non-credit adjunct
4/1/2014	Rousakis,James	Corporate Training E&SS DO	Faculty - non-credit adjunct
5/1/2014	Shane,William J	Corporate Training E&SS DO	Faculty - non-credit adjunct
4/25/2014	Garrity,Caren	Associate Provost CL	OPS Career Level 1
4/30/2014	Goltz,Michael Andrew	Associate Provost CL	OPS Career Level 1
4/25/2014	Kakoullis,James	Associate Provost CL	OPS Career Level 1
4/8/2014	Williams,John J	Landscape Services TS	OPS Career Level 1
4/14/2014	Hatin,Robert Joseph	Health Information Mgmt HC	OPS Career Level 2
5/5/2014	Cruz,Araceli	Enrollment Management DO	OPS Career Level 4
5/5/2014	Hunter,Tori E.	Enrollment Management DO	OPS Career Level 4
4/16/2014	Morrissey, Kathryn	Accounting Services SPG	OPS Career Level 4
5/5/2014	Powlett,Maycill M	Enrollment Management DO	OPS Career Level 4
5/5/2014	Reed,Gwendolyn H.	Enrollment Management DO	OPS Career Level 4

5/5/2014	Seay, Antonio R.	Enrollment Management DO	OPS Career Level 4
4/7/2014	Curry, Lindsay A	Provost HC	OPS Career Level 5
4/8/2014	DiMattei, Jonathan	Admin Information Systems DO	OPS Career Level 5
4/28/2014	Smith, Franklin C	Associate Provost CL	OPS Career Level 5
4/14/2014	Mobley, Chaye R	SPC-Downtown	OPS Career Level 6
4/15/2014	Barlow, Alison A	Collaborative Labs DO	OPS Professional
4/22/2014	Lloyd, George E	Human Resources DO	OPS Professional
4/26/2014	Marsters, Sylvia B.	SPC-Downtown	OPS Professional
4/23/2014	Xu, Hui	Fine & Applied Arts SPG	OPS Professional
5/1/2014	Ziesemer, Brandy G	Baccalaureate Programs/UPC	Percent-of-load

<b>TRAVEL OUTSIDE THE CONTINENTAL UNITED STATES</b>			
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<b>Effect. Date</b>	<b>Name</b>	<b>Department/Location</b>	<b>Title</b>
05/05/14-05/19/14	Greer, Sheree	Communications SE	Instructor

The purpose of this community sponsored research and creative development trip is to discover the cultural contributions and history of black ex-patriot writers and poets in Paris, France. Research and programming will be used to design and present interactive experiential presentations for college-wide initiatives and campus events (All College Day, African American History Month, etc.). Also, professional development inherent to the trip will contribute to course and module design for African American Literature (AML 1600) and Creative Writing (CRW2001) for spring 2015.

Funded by the Chicago Writers Collective.

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06/23/14-06/27/14	Gillis, Arlene	Orthotics & Prosthetics HC	Program Director II
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The purpose of this trip is to visit Kobe, Hyogo in Japan, present a presentation on accreditation alignment of O&P program goals and course objectives, and share the process used in the O&P Program internationally. The benefit to the College is networking, marketing O&P Programs internationally, and the NCOPE Presentation to O&P Educators to share best practices of the SPC O&P Program.

Funded by the National Commission on Orthotic and Prosthetic Education (NCOPE).

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06/21/14-07/01/14	Stark, Brandy	Fine & Applied Arts SPG	Instructor
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The purpose of this trip is to visit Rome, Italy, and to offer St. Petersburg College dual enrollment, collegiate high school and early college students an educational opportunity to apply the Humanities and Fine Arts Culture to the study of international relations in Italy.

Funded by the Humanities and Fine Arts Department. Total estimated cost to the College is \$4,477.48.

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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.

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Ssw0507141

Agenda Item VI – D.2a

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College

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

**SUBJECT:** Agreement between St. Petersburg College and STAR-TEC Enterprises, Inc., d/b/a Tampa Bay Innovation Center, for a lease of space at the Downtown Center.

**Approval is sought to enter into a Lease Agreement with STAR-TEC Enterprises, Inc., d/b/a Tampa Bay Innovation Center, whereby the Innovation Center will occupy first floor space (7,085 square feet) at the Downtown Center.**

This past winter, the College was approached by the Tampa Bay Innovation Center about the prospect of forming a partnership at the Downtown Center space formerly occupied by the Florida International Museum. Since its formation in 2003, the Center has worked with hundreds of technology clients who have developed over 70 new products, raised millions of dollars in seed money and grants and hold more than 100 patents. The Center's presence in the thriving downtown district will allow it to further enhance its mission as a small business incubator that serves to create technology and manufacturing jobs in the Tampa Bay area.

Under the agreement, the Innovation Center would lease space from the college at a fair market rate and the College would benefit from the partnership by exposing our students to the entrepreneurial environment associated with the Center and its vast resources of business planning, business intelligence, mentoring, strategy execution and technology transition.

St. Petersburg College (SPC) and Tampa Bay Innovation Center have agreed to the following terms and conditions for a lease of space at the Downtown Center:

- The 7,085 square feet are leased at a base rent of \$10.61 per square foot for a total of \$75,171.85 per year;
- Terms of the lease shall be three (3) years and shall commence upon the issuance of a Certificate of Occupancy;
- The agreement may be extended for one year term(s) if mutually agreeable by both parties. Lease rates for renewal periods will be adjusted based on the Consumer Price Index of All Urban Consumers (CPI-U).
- The College shall be responsible for all utilities, capital maintenance and repairs, custodial service and security service for the premises.

The lease agreement amendment is being provided to the Board as required by Florida Statutes, Chapter 1013.15 Lease, rental, and lease-purchase of educational facilities and sites, Section (1):



Prior to entering into or executing any such lease, a board shall consider approval of the lease or lease-purchase agreement at a public meeting, at which a copy of the proposed agreement in its final form shall be available for inspection and review by the public, after due notice as required by law.

Suzanne L. Gardner, Acting General Counsel; Doug Duncan, Senior Vice President, Administrative/Business Services and Information Technology; and Jim Waechter, Associate Vice President, Facilities Planning and Institutional Services; recommend approval.

Attachment

Jw052014

**LEASE AGREEMENT  
BETWEEN  
THE BOARD OF TRUSTEES OF ST. PETERSBURG COLLEGE  
AND  
STAR-TEC ENTERPRISES, INC., D/B/A TAMPA BAY INNOVATION**

**THIS LEASE AGREEMENT** (“Agreement”) entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2014, by and between the Board of Trustees of St. Petersburg College, a Florida public body corporate, whose mailing address is P.O. Box 13489, St. Petersburg, Florida 33733 (hereinafter, the “College”), and STAR-TEC Enterprises, Inc., d/b/a Tampa Bay Innovation Center, a Florida non-profit corporation, whose mailing address is 7887 Bryan Dairy Road, Suite 220, Largo, Florida 33777 (hereinafter, the “Innovation Center”).

**WITNESSETH:**

**WHEREAS**, the Innovation Center is a Florida-based non-profit corporation that was established to support business development in the form of business incubation and business acceleration services; and

**WHEREAS**, the College is legally constituted as a political subdivision of the state of Florida, engaged in the delivery of a broad spectrum of educational opportunities within Pinellas County, Florida, and additional on-line educational opportunities nationwide, including course offerings in business, management and marketing; and

**WHEREAS**, the College and the Innovation Center desire to enhance educational opportunities for students of the College including offering internships and assisting the College in arranging speaking engagements by business members in the St. Petersburg community at the College; and

**WHEREAS**, the College is the owner of that certain property located at 244-2<sup>nd</sup> Ave N, St. Petersburg, Florida, 33701, more commonly known as the Downtown Center (the “Property”); and

**WHEREAS**, the Innovation Center desires to lease from the College and the College desires to lease to the Innovation Center a portion of the Property consisting of approximately 7,085 square feet as is more fully set forth below; and

**NOW THEREFORE**, in consideration of the premises and one dollar and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and the promises and covenants contained herein, the parties hereto agree as follows:

1. **RECITALS.** The recitals set forth above are true and correct and are incorporated herein by reference.

2. LEASED PREMISES AND ACCESS TO COMMON AREA. The College does hereby lease to the Innovation Center, and the Innovation Center does hereby lease from the College a portion of the first floor of the Downtown Center consisting of approximately 6,143 square feet of exclusive use office space and approximately 942 square feet of shared use space, totaling approximately 7,085 square feet, as is more fully set forth in the floor plan attached hereto and made a part hereof as Exhibit "A" (the "Leased Premises"). By leasing shared use space, the Innovation Center shall have access to the common areas on the first floor of the Downtown Center including the hallways, corridors, restrooms and lounge as well as access to stairwells and elevators during the College's normal business hours to obtain access to and from the first floor. Restrooms will be unlocked and accessible to the Innovation Center after normal business hours. As a courtesy, the College may allow the Innovation Center to schedule use of the conference rooms in the Downtown Center if such use would not otherwise interfere with the College's use of these rooms.
3. TERM. The term of this Agreement shall be for a period of three (3) years and one (1) month commencing on the date Certificate of Occupancy is issued to the College, and continuing through and until June 30, 2017. This Agreement may be extended for consecutive one (1) year terms upon mutual agreement of the parties in writing before the end of any Term. Not less than ninety (90) days before the end of the Term each party shall give the other party written notice of its intent to renew or not renew the Agreement, as the case may be. For purposes of this Agreement, "Term" shall mean the initial term or any renewal term. Either party may terminate this Agreement upon ninety (90) days prior written notice to the other party. Notice shall be delivered by Certified Mail, Return Receipt Requested to the persons and addresses set forth in Section 28 of this Agreement.
4. RENT. The Innovation Center shall pay to the College rent for the Leased Premises in the amount of Ten and 61/100 Dollars (\$10.61) per square foot or \$75,171.85 annually during the initial three (3) year Term. The Innovation Center shall pay the rent in quarterly installments of \$18,792.97 on July 1<sup>st</sup>, and \$18,792.96 on October 1<sup>st</sup>, January 1<sup>st</sup> and April 1<sup>st</sup> during the Term. Rent under this Lease shall be prorated on a daily basis for any fraction of a quarter of occupancy. The College reserves the right to increase rent for subsequent renewal terms based upon any percentage increases in the United States Department of Labor, Bureau of Labor Statistics Consumer Price Index of All Urban Consumers (CPI-U), "All Items," U.S. Cities Average, (1982-1984 = 100) ("Index") from the Index in March in the month before the beginning of the immediately preceding Term or renewal term and the Index in March before the beginning of the new renewal term, however in no event will the CPI increase for any renewal term exceed six percent (6%). In addition to any rent increases from the Index provided above, the College reserves the right to

increase rent for the Innovation Center's pro-rated portion of any extraordinary utility rate increases that are imposed on the College for the renewal term. If the Index ceases to exist, the College in its sole discretion shall substitute a comparable index published by the Bureau of Labor Statistics, or successor or similar governmental organization.

5. EDUCATIONAL OPPORTUNITIES. The Innovation Center from time to time during the Term of this Agreement shall provide internship opportunities to students of the College. The College and the Innovation Center shall cooperate with one another in selecting students to participate in the internships and in coordinating scheduling for the time and duration of the internships. Additionally, the Innovation Center will work with the SPC Entrepreneurship Center to allow student access to the Innovation Center's programs for free, or at a discounted rate if the student needs to occupy space within the Leased Premises.
  
6. MAINTENANCE, UTILITIES AND SECURITY: The College shall provide to the Innovation Center for the Leased Premises: (i) utilities, including electrical, heating, ventilation and air conditioning, water, garbage and sewer; (ii) custodial services; and (iii) maintenance services, including maintenance of HVAC systems, roof, exterior walls and structural systems. Security for the Downtown Center shall be provided by the College during the normal hours of operation of the College as defined in paragraph 9, below. The Innovation Center shall pay to the College its pro-rata share of any future utility rate assessment, stormwater fee or other similar assessment that may be assessed from time to time to the College for the Downtown Center. The College will not provide networking, phone lines, internet access or technical support to the Innovation Center for the Leased Premises or any conference rooms.
  
7. USE. The Leased Premises shall be used and occupied by the Innovation Center for operating a technology and entrepreneurship center; for administrative office purposes, consistent with the Innovation Center's normal business operations; and for no other purposes. All use of the Leased Premises shall be in compliance with all laws. For purposes of this Agreement, "Laws" means all applicable present and future (i) federal, state, and local laws, statutes (including but not limited to Chapter 83, Florida Statutes), ordinances, rules regulations, and codes and the federal and state constitutions; (ii) decrees, orders, applicable equitable remedies and decisions by courts in cases where such decisions are binding precedent in the State of Florida; (iii) decisions of federal courts applying the Laws of the State of Florida; (iv) rules and procedures of the Board of Trustees of St. Petersburg College; and (v) rules, regulations and orders of quasi-official entities or bodies (e.g., boards and bureaus), as the same may be amended or supplemented from time to time.

8. HOURS OF USE. Unless otherwise agreed to by the College in writing, the Downtown Center shall be open 6:30am to 10:00pm, Monday-Thursday, and 6:30am – 6:00pm Friday and 12:00-6:00pm on Saturday and Sunday. The Innovation Center shall have access to the Leased Premises at times other than as set forth above through electronic security cards.
9. SIGNAGE. The Innovation Center shall be permitted to have exterior signage at the Downtown Center, but the signage must comply with the ordinances of the City of St. Petersburg, and must be approved by the College in conjunction with the approved site plan developed as part of the Phase III-Construction Documents. The College, in consultation with the Innovation Center, will provide signage in the interior of the Downtown Center indicating the location of the Innovation Center's leased facilities located therein. The Innovation Center will be responsible for restoring the entrance to existing facilities back to their original condition at the end of the lease.
10. PARKING. The Leased Premises does not include any parking accommodations in the College's parking garage. The Innovation Center shall make other arrangements for parking for its employees, volunteers, visitors and other invitees other than in the College owned parking garage.
11. ALTERATIONS TO THE PREMISES. The Innovation Center will not, without the College's prior written consent, make any material changes or alterations, additions or improvements in or about the Leased Premises. Such consent may be given in writing by the College's Facilities, Planning and Institutional Services, and shall be subject to the College's building and permitting department in compliance with the Florida Building Code (FBC) including the State Requirements for Educational Facilities (SREF), Florida Fire Prevention Code (FFPC), and the American's with Disability Act (ADA).
12. NO FURTHER ENCUMBRANCES. The Innovation Center shall not have any right to encumber or mortgage the Leased Premises or otherwise place a lien or judgment upon its leasehold interest or the fee, and shall save the College harmless from any liens, claims judgments and demands, of whatsoever nature, made by any third party, including, but not limited to, any subcontractors, materialmen and vendors in connection with any work performed upon the Leased Premises by or on behalf of the Innovation Center.
13. DEFAULT. Default by the Innovation Center. "Default" shall be the occurrence of any one or more of the following events which shall permit the College, subject to the cure periods herein stated, to immediately terminate this Agreement and take possession of the Leased Premises.
  - a. The Innovation Center's failure to pay any sum payable to the College which shall be and remain unpaid for more than thirty (30) days after the sum are due and payable.

- b. The Innovation Center's abandonment or vacation of the Leased Premises. For purposes of this Agreement, the Innovation Center will be deemed to have abandoned the Leased Premises if the Innovation Center is absent for more than fifteen (15) days and the rent is unpaid for any portion of that time, or if the Innovation Center is absent for more than thirty (30) days although the rent is fully paid.
  - c. The Innovation Center's voluntary or involuntary transfer of its leasehold interest hereunder to any other person or other entity, without the prior written approval of the College.
  - d. The Innovation Center's material breach of the performance of any other covenants, agreements, stipulations or conditions herein where such breach is not cured within a period of thirty (30) days after written notice by the College to the Innovation Center of such breach.
  - e. The filing of any bankruptcy proceedings on behalf of or against the Innovation Center.
  - f. Use of the Leased Premises by the Innovation Center other than as specified in Paragraph 7 or in non-compliance therewith.
  - g. The Innovation Center's encumbrance of the Leased Premises or the fee, or its allowing the Leased Premises or fee to be encumbered, or any other breach of the provisions in paragraph 12, herein.
14. **INSURANCE.** The Innovation Center shall maintain commercial liability insurance for personal injury and/or bodily injury including death, of not less than \$1,000,000 per person, or \$2,000,000 aggregate. The Innovation Center shall be required to maintain hazard insurance on its personal property located on or about the Leased Premises. The Innovation Center shall also maintain Workers' Compensation insurance as required by law. The "Board of Trustees of St. Petersburg College" shall be named as additional insured on all liability policies and a certificate of insurance shall be provided to the College prior to the Innovation Center occupying the Leased Premises.
15. **SUBLEASES.** The Innovation Center shall have the right to sublease the Leased Premises under the same terms and conditions of this Lease only insofar as the terms and conditions relate to the subleased portion of the Leased Premises so long as:
- a. The sublessee maintains insurance as follows:
    - i. General liability with a combined single limit of not less than \$1,000,000 per occurrence. The insurance must be in effect throughout the dates of the sublease. On all general liability policies, the "Board of Trustees of St. Petersburg College" shall be named as an additional insured; and
    - ii. Workers' compensation insurance as required by law.
  - b. Any sublease shall not relieve the Innovation Center from its duty to perform the agreements, covenants and conditions set forth in this Lease. Any sublease shall not create nor confer any legal duty or responsibility of



the College to a sublessee nor does it create or confer any claim or cause of action in favor of a sublessee against the College.

16. TAXES. To the extent applicable, the Innovation Center shall be responsible for and pay before delinquency all municipal, county, state and federal taxes assessed during the Term, against personal property of any kind owned by or placed in, upon or about the Leased Premises by the Innovation Center. The Innovation Center shall pay all applicable fees and taxes, if any, levied on the Leased Premises or the Innovation Center's leasehold interest therein, or the contents thereof including but not limited to sales taxes, property taxes and stormwater fees, and provide notice to the College of the payment of the same.
17. LATE CHARGE. If any payment due to the College is not paid within thirty (30) days after its due date, the Innovation Center shall pay a late charge equal to five percent (5%) of the late amount to compensate the College for the additional administrative expense and loss occasioned thereby. In addition, the College may assess a charge of Twenty Five and 00/100 Dollars (\$25.00) for any check from the Innovation Center returned to the College for insufficient funds. The late charge provided herein may be waived by the College upon a showing of good cause by the Innovation Center for such late payment.
18. FUNDING FOR COLLEGE. The College represents that it is a political subdivision existing under the laws of the State of Florida and is funded and relies upon the State for its programs and services. Should legislative appropriations be insufficient, to continue the operation of the Innovation Center, including the Leased Premises, the College may terminate the Lease with thirty (30) days notice to the Innovation Center, without further liability to the Innovation Center or any third party.
19. THIRD PARTY CLAUSE. This Agreement is for the sole benefit of the Innovation Center and the College and not for any third party. Except as expressly provided in this Agreement, there are no third-party beneficiaries of this Agreement. This Agreement does not create or confer any legal claim or cause of action in favor or any party not a signatory to this Agreement and the obligations and legal duties imposed on any party by this Agreement are owed exclusively to the other party or parties and are not owed to any party not a signatory to this Agreement.
20. DISCRIMINATION. Neither the College nor Innovation Center will discriminate in its employment practices, provision of services to College's students and the general public or otherwise on the basis of race, color, ethnicity, religion, age, sex, marital status, national origin, sexual orientation, gender identity, genetic information nor will either party to his agreement discriminate against any qualified handicapped individual. The parties hereto agree that sexual harassment constitutes discrimination on the basis of sex.

- 21 ENVIRONMENTAL/HAZARDOUS WASTE. Both the College and the Innovation Center shall not use, generate, manufacture, produce, store, release, discharge or dispose of, on, under or about the Leased Premises, or transport to or from the Leased Premises, any Hazardous Substances (as defined herein) or allow any other person or entity to do so. Both parties shall keep and maintain the Leased Premises in compliance with, and shall not cause or permit the Leased Premises to be in violation of, any applicable environmental laws. Both parties agree to hold each other harmless and each other's directors, officers, employees, agents, successors and assigns from and against any and all loss, damage, cost, expense or liability (including attorney's fees and costs) directly or indirectly arising out of or attributable to the use, generation, manufacture, production, storage, release, threatened release, discharge, disposal, transport or presence of a Hazardous Substance on, under, about, to or from the Leased Premises, including without limitation all foreseeable consequential damages and the costs of any necessary repair, cleanup or detoxification of the Leased Premises, in any way arising from the other party's respective acts. Notwithstanding the foregoing, any hold harmless provided herein by the College shall be limited to and subject to the extent and limitation of Chapter 768.28, Fla. Stat. and the above provision shall in no way act as a waiver of the College's sovereign immunity beyond that provided in Chapter 768.28, Fla. Stat. The College shall have the right to inspect the Leased Premises and audit Innovation Center's operations thereon to ascertain Innovation Center's compliance with the provisions of this Lease at any reasonable time, and Innovation Center shall provide periodic certifications to the College, upon request, that the College shall have the right but not the obligation, to enter upon the Leased Premises and perform any obligation of Innovation Center hereunder of which Innovation Center is in default, including without limitation any remediation necessary due to environmental impact of Innovation Center's operations on the Leased Premises, without waiving or reducing Innovation Center's liability for Innovation Center's default hereunder. All terms and provisions of this paragraph shall survive expiration or termination of the Lease for any reason whatsoever. **"Hazardous Substance"** means any substance, whether solid, liquid or gaseous which is listed, defined or regulated as a "hazardous substance," "hazardous waste" or "solid waste," or pesticide, or otherwise classified as hazardous or toxic, in or pursuant to any environmental requirement; or which is or contains asbestos, radon, any polychlorinated biphenyl, urea formaldehyde foam insulation, explosive or radioactive material, or motor fuel or other petroleum hydrocarbons; or which causes or poses a threat to cause a contamination or nuisance on the Leased Premises or any adjacent property or a hazard to the environment or to the health or safety of persons on the Leased Premises.
22. RADON GAS DISCLOSURE: Radon is a naturally occurring radioactive gas that, when it has accumulated in a building in sufficient quantities, may

present health risks to persons who are exposed to it over time. Levels of Radon that exceed federal and state guidelines have been found in buildings in Florida. Additional information regarding Radon and Radon testing may be obtained from your county public health unit.

23. **INSPECTION AND ACCESS TO PREMISES AND SUBLESSEE RECORDS.** The College shall have the right to enter the Lease Premises at all times upon reasonable notice to Innovation Center (except in the case of an emergency, in which case no prior notice need be given), to examine the Leased Premises, to survey the Leased Premises and make such repairs, alterations, improvements, or additions as the College may deem necessary or desirable at the College's expense, except for expenses incurred for such examination, surveying, repairs, alterations improvements or additions due to the actions of the Innovation Center, its officers, directors, agents, employees, contractors, invitees or licensees.
24. **INDEMNIFICATION.** The Innovation Center covenants and agrees to indemnify, defend and hold harmless the College and its students, faculty, employees, staff and invitees from and against any and all loss, claims, liabilities, fines, injury and/or damages to persons or property (including personal and real property of the College), penalties, suits, attorney's fees, including but not limited to fees incurred for service in trial and appellate courts, and expenses by reason of or arising out of any damage or injury to personal property, real property, or to persons caused by or resulting from the negligence or wrongful act and omissions of the Innovation Center in its use or occupancy of the Downtown Center or the Leased Premises, respectively. The College covenants and agrees to indemnify, defend and hold harmless the Innovation Center, its officers, employees and agents from and against any and all loss, claims, liabilities, fines, injury and/or damages to persons or property, penalties, suits, attorney's fees, including but not limited to fees incurred for service in trial and appellate courts, and expenses by reason of or arising out of any damage or injury to personal property, real property, or to persons caused by or resulting from the negligence or wrongful act and omissions of the College with respect to the Innovation Center's use or occupancy of the Downtown Center or the Leased Premises. Notwithstanding the foregoing, any indemnity or hold harmless provided herein by the College shall be limited to and subject to the extent and limitation of Section 768.28, Fla. Stat. and nothing provided herein shall in any way act as a waiver of the College's sovereign immunity beyond that provided in Section 768.28, Florida Statutes or as a waiver of any other defense the College may have to such claims.
25. **CONDEMNATION.** In the event of condemnation, the College may in its sole discretion terminate this Agreement as of the date the condemning authority takes title or possession, whichever first occurs. Any award or payment made in connection with a condemnation shall be the property of the

College, whether such award shall be made in settlement of contemplated condemnation proceedings or as compensation for diminution in value of the leasehold or for the taking of the fee, or as severance or other damages; provided, however, the Innovation Center shall be entitled to any separate award made to Innovation Center which does not diminish the College's award, such as for loss of or damage to Innovation Center's trade fixtures and removable personal property and any business damages or moving expenses. In the event that this Agreement is not terminated by reason of such condemnation, the College shall, to the extent of severance damages received by College in connection with such condemnation repair any damage to the Leased Premises caused by such condemnation, except to the extent that Innovation Center has been reimbursed therefore by the condemning authority.

26. CASUALTY. If the Leased Premises is destroyed or substantially damaged by fire or other casualty, the College in its sole discretion may either: (i) rebuild the Leased Premises and rent shall be abated until the Innovation Center is able to reoccupy the Leased Premises; or (ii) terminate this Agreement. If the College elects to terminate this Agreement as set forth herein, the College will repay the Innovation Center a pro-rata portion of the base rent paid during the quarter when the Leased Premises was destroyed or substantially damaged based upon the number of days remaining in such quarter.
27. PUBLIC RECORDS/STUDENT RECORDS. The provisions of Chapter 119, Florida Statutes; Family Educational Rights and Privacy Act (FERPA); and Section 1002.225, Florida Statutes shall apply to this Lease Agreement.
28. NOTICES. All notices given to the Innovation Center hereunder shall be forwarded to the Innovation Center at the following address, until the College is notified otherwise:

Tampa Bay Innovation Center  
Attn: Tonya Elmore, President and CEO  
7887 Bryan Dairy Road, Suite 220  
Largo, FL 33777

All notices given to the College hereunder shall be forwarded to the College at the following address, until the Innovation Center is notified otherwise:

St. Petersburg College  
Attn: Associate Vice President Facilities, Planning & Institutional Services  
P. O. Box 13489  
St. Petersburg, FL 33733

29. GOVERNING LAW AND VENUE. This Agreement shall be governed by the laws of the State of Florida. Any changes in the applicable laws, which

govern this Agreement, will necessitate a change in Lease terms and conditions, which may be effected thereby, at the time such changes may arise. In the event of any legal or equitable action arising from, growing out of or related to this Agreement, the parties agree that the jurisdiction and venue of such action shall lie exclusively within the courts of record of the State of Florida located in Pinellas County, Florida, and the parties specifically waive any other jurisdiction and venue.

30. LOSS; DAMAGE; INJURY; DEFECTS. The Innovation Center shall store its property in and shall occupy the Leased Premises at its own risk. The College shall not be responsible or liable at any time for damage to the Innovation Center's merchandise, equipment, fixtures or other personal property of the Innovation Center or the Innovation Center's business regardless of the cause, unless such damage is due to the College's negligence or wrongful act. The College shall not be responsible or liable to the Innovation Center for damage to either person or property that may be occasioned by or through the acts or omissions of third parties. Unless due to the College's negligence, wrongful act, or failure to comply with this Lease Agreement, the College shall not be liable for any defect in the Downtown Center, or parking area or any of the equipment, machinery, utilities, appliances or apparatus therein, nor shall it be responsible or liable for any damage to any person or to any property of the Innovation Center or other person caused by the running, backing up, seepage, or overflow of water or sewage in any part of the Leased Premises, the failure of any public utility in supplying utilities to the Leased Premises or for any damage caused by or resulting from any defect or negligence in the occupancy, construction, operation, use of any of the Leased Premises, Downtown Center, equipment, machinery, utilities, appliances or apparatus by any other person or by or from the acts of negligence of any occupant of the Leased Premises or the Downtown Center.
31. QUIET ENJOYMENT. Subject to the terms, covenants and conditions of this Agreement, the College warrants and covenants the Innovation Center shall peacefully and quietly have, hold and enjoy the Leased Premises during the Term.
32. SEVERABILITY. If any clause or provision herein shall be adjudged invalid or unenforceable by a court of competent jurisdiction or by operation of any applicable law, it shall not affect the validity of any other clause or provision, which shall remain in full force and effect.
33. WAIVER. The failure of either party to enforce any of the provisions of this Lease shall not be considered a waiver of that provision or the right of the party to thereafter enforce the provision.

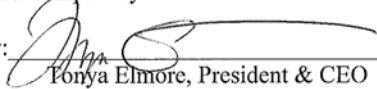
- 34. COMPLETE AGREEMENT. This Lease constitutes the entire understanding of the parties with respect to the subject matter hereof and may not be modified except by an instrument in writing and signed by the parties.
- 35. COUNTERPARTS. This Agreement may be executed in any number of counterparts, each of which shall be effective only on delivery and thereafter shall be deemed an original, and all of which shall be taken to be one and the same instrument, for the same effect as if all parties hereto had signed the same signature page. Any signature page of this Agreement may be detached from any counterpart of this Agreement without impairing the legal effect of any signatures thereon and may be attached to another counterpart of this Agreement identical in form hereto but having attached to it one or more additional signature pages.

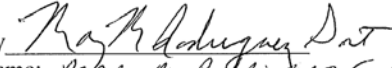
IN WITNESS WHEREOF the parties set their hands and seals on the dates set forth below.

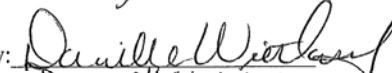
**INNOVATION CENTER:**

STAR-TEC Enterprises, Inc.,  
d/b/a Tampa Bay Innovation Center

Witnesses as to the  
Innovation Center:

By:   
Tonya Elmore, President & CEO

By:   
Name: Mary M. Rodriguez Gort

By:   
Name: Danielle Weinstadt

**COLLEGE:**

Board of Trustees of St. Petersburg College

Witnesses as to the College:

By: \_\_\_\_\_  
William D. Law, Jr., President  
and Secretary to the Board of  
Trustees of St. Petersburg  
College

By: \_\_\_\_\_  
Name: \_\_\_\_\_

By: \_\_\_\_\_  
Name: \_\_\_\_\_



Agenda Item VI – D.2b

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College  
**FROM:** William D. Law, Jr., President *WDL*  
**SUBJECT:** Request to Advertise for Construction Manager at Risk Services for the new Joint-Use Library, Clearwater Campus

**Authorization is sought to advertise for Construction Manager at Risk for the Joint-Use Library at the Clearwater Campus.**

The architect for this project, Canerday, Belfsky and Arroyo, was recommended and approved by the Board at the August 30, 2013 Board of Trustees meeting. The selection of the Construction Manager at Risk is the next step in the process as we move this project forward. The college will advertise, interview and recommend firms to the Board, ranked in preference. The selection process will follow our newly adopted procedure that was developed for the Midtown project and will include additional representation from the City of Clearwater, all in accordance with Florida Statute 287.055, under the Consultants' Competitive Negotiations Act.

The project will consist of approximately 60,000 gross square feet and will include the Joint-Use Library and various Student Support Services. It will include all site work, parking and signage. Approximate construction cost for the project is \$14,000,000. The project will be constructed on the Clearwater Campus.

Preliminary design discussions are underway with Dr. Stan Vittetoe, Provost, the users and the City of Clearwater. The development of the Educational Specifications and programming is underway and pertinent information obtained from the Collaborative Lab session is being incorporated into the programming and design decisions. Following are the milestone dates for the project:

November 2012	Request for Qualifications for Architect
August 2013	Recommendation of Architect to the Board
May 2014	Request for Qualifications for Construction Manager
August 2014	Recommendation of Construction Manager to the Board
Spring 2015	Presentation of Guaranteed Maximum Price (GMP)
Spring 2016	Project Completion

Doug Duncan, Senior Vice President, Administrative/Business Services & Information Technology; and Jim Waechter, Associate Vice President, Facilities Planning & Institutional Services, recommend approval.

Board of Trustees  
Construction Manager at Risk Project Approval Steps and Criteria

Board authorization for proposed construction projects will be requested in conjunction with the following stages of the planning and construction process:

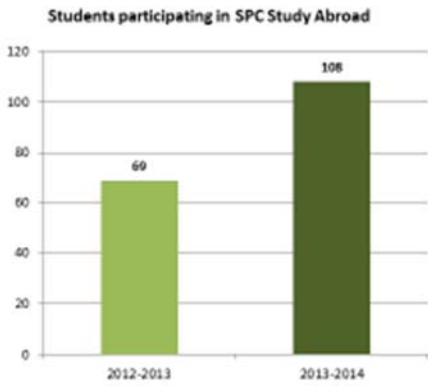
Project Name: Clearwater Joint-Use Library

1. Pre-design phase:
  - a.  Step 1- Approval of:
    - i. Project scope,
    - ii. time frame for construction,
    - iii. funding source(s) and;
    - iv. project budget
  - b.  Step 2 (if needed)- Site survey or spot survey approval
2. Design phase\*:
  - a.  Step 3- Architectural Services Request for Qualifications authorization
  - b.  Step 4- Recommendation to award Architectural Services approval
  - c.  Step 5- Construction Manager at Risk Request for Qualifications authorization
  - d.  Step 6- Recommendation to award Construction Manager at Risk services approval
3. Construction phase\*:
  - a.  Step 7 Project cost change orders in excess of statutory financial thresholds (if needed)
  - b.  Step 8- Final project completion and accounting approval

\*State Requirements for Educational Facilities 4.1(5) Construction Management/Total Program Manager (CM/TPM) provides: "To expedite project workflow and efficiently manage this type of contract, it is recommended that, where CM/TPM contracts are utilized, boards delegate project decision-making authority to the college president pursuant to Sections 1013.371(1)© and 1013.48, F.S., for survey approved projects including: submission of project documents for approval; award of contracts consistent with board pre-approved project time, scope, and budget; and approval of change orders within pre-established amounts".

VI – E.1 Expanding International Education

**International Programs: Study Abroad**



**57% increase in students**



**32% increase in awards 71% increase in funds**

5/22/2014 Board of Trustees

51

**International Programs: International Student Services**



- 57 countries currently represented
- 22% increase based on submitted applications for Fall 2014

5/22/2014 Board of Trustees

52

**International Programs: College-wide Internationalization**



**In 2013-2014 SPC International Programs**

**Increased faculty participation by 70%**

**Hosted:**

- Statewide International conference
- Delegations from Germany, Greece, India, Indonesia, Japan, and Pakistan

**Furthered institutional partnerships in:**

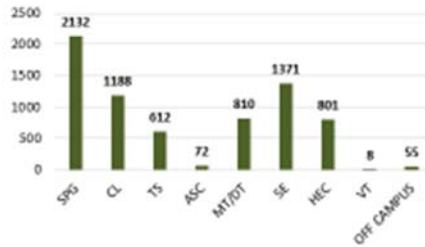
- Greece – Sister Cities/Study Abroad
- Ireland – Faculty Exchange
- Japan – College of Education collaboration

**Secured grants:**

- Department of State collaboration with FSU
- SPC Foundation Innovation Grant Measuring Students' Global Perspectives

**Increased International Programming outreach on all campuses**

**2013-2014 Event Participation to date\***



\* Excluding class visits, individual student advising, and required pre-departure and re-entry meetings for each Study Abroad program

**International Programs: Beyond the Data**



**Study Abroad changes lives**



## Elite Educator Program

- Collaborative partnership between SPC and Pinellas County Schools
- Strengthen preparation in STEM, reading, exceptional students and English Language Learners
- Monetary incentive upon completion of final internship
- Commitment to teach in PCS one year

May 9, 2014



## Differences in Current Program and Elite Educator Program

- Admission Criteria
- Cohort classes
- Coach/mentor
- Monthly seminars
- Increased field experience hours
- Additional math, science and elementary education classes in AA degree

May 9, 2014




Agenda Item VII – B.1a

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College

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

**SUBJECT:** Florida Department of Education—Tampa Bay Consortium College Reach Out Program (CROP)

**Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, to the Florida Department of Education by St. Petersburg College for the Tampa Bay Consortium College Reach Out Program (CROP). Permission is sought to accept an estimated \$522,173 in funding over a one-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.**

The goal of CROP is to provide academic support services and enrichment programs to middle and high school students who have the potential to complete college but may not have the skills and/or knowledge necessary to do so without additional support. As a regional initiative, CROP provides support and academic services to over 1,050 low income, educationally disadvantaged students in grades 6-12 across Tampa Bay. CROP's goal is to increase the number of such students, particularly minorities, who will qualify for and complete postsecondary education. The Tampa Bay Consortium's CROP, now in its 21<sup>st</sup> year, consists of the University of South Florida; Hillsborough Community College; State College of Florida, Manatee-Sarasota; and St. Petersburg College. St. Petersburg College serves as the fiscal and tracking agent for the Consortium and oversees the entire funding awarded to the Consortium.

The estimated period of performance will be from August 1, 2014 through July 31, 2015. The total project budget is projected to be \$522,173 over a one-year period. Of this amount, the College anticipates receiving approximately \$148,035 for its services over this same period. See attached Information Summary for additional information.

Suzanne L. Gardner, General Counsel; Tonjua Williams, Senior Vice President, Student Services; Karen Kaufman White, Provost; and Linda L. Hogans, Director, Special Programs, recommend approval.

Attachment

js0507142



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

**Date of BOT Meeting:** May 20, 2014

**Funding Agency or Organization:** Florida Department of Education

**Name of Competition/Project:** Tampa Bay Consortium College Reach Out Program (CROP)

**SPC Application or Sub-Contract:** SPC Application

**Grant/Contract Time Period:** **Start:** 8/1/14      **End:** 7/31/15

**Administrator:** Linda Hogans

**Manager:** Lacreacia Wright

**Focus of Proposal:**

The College Reach Out Program is a consortium of Hillsborough Community College; State College of Florida, Manatee-Sarasota; University of South Florida and St. Petersburg College serving as fiscal agent, that provides academic support services and enrichment programs to middle and high school students who have the potential to complete college, but may not have the skills and/or knowledge necessary to do so without additional support.

**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	\$ 85,076
Fringe	\$ 1,234
Supplies & Materials	\$ 15,000
Travel	\$ 35,725
Other (Workshops & Fees)	\$ 11,000
Contractual (Consortium Partners)	<u>\$ 374,138</u>
Total Budget	\$ 522,173

**Funding:**

Total proposal budget: (includes amount requested from funder, cash and in-kind matches listed below)	\$1,250,917
Total amount from funder:	\$ 522,173

Amount/value of match:	Cash: \$ 500,770 (SPC's Contribution - \$184,992)
	In-kind: \$227,974 (SPC's Contribution - \$0)
Required match or cost sharing:	No            Yes X
Voluntary match or cost sharing:	No            Yes X
Source of match/cost sharing:	Staff and Program Development funds, other College programs, and SPC Development Foundation scholarships for cash
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. Student Focus 2. Diversity 3. Academic Excellence
Strategic Initiative(s):	1. Outreach 2. Student Engagement 3. Student Support
Strategic Activity(ies):	1. Student Success and Out of Classroom Support

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College

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

**SUBJECT:** Criminal Justice Standards and Training Commission (CJSTC) – Florida Department of Law Enforcement (FDLE) – Law Enforcement Trust Fund

**Approval is sought to accept funding from the Florida Department of Law Enforcement (FDLE) on behalf of the Criminal Justice Standards and Training Commission (CJSTC) for FY 2014-2015. Permission is also sought to accept funding annually, if dispersed, and enter into any amendments, extensions or agreements as necessary, within the original intent and purpose of the contract.**

This funding will allow SPC to continue to administer the Law Enforcement Trust Fund monies in accordance with Florida Statutes. As an authorized CJSTC-certified training school, FDLE will disperse funds to SPC based upon a formula approved by the Commission that corresponds with the number of full-time law enforcement officers in the school's service area as of July 1<sup>st</sup> of each year. This funding allows law enforcement officers to attend required advanced and specialized training at no cost to the officer or agency. This is not a new source of funding but it is the first time that FDLE is requiring a contract be executed between themselves and the training schools throughout the State of Florida.

The initial estimated period of performance will be from July 1, 2014 through June 30, 2015. Anticipated revenue to the College will be approximately \$105,120 for FY 2014-15. The agreement itself does not expire until any substantive changes in Florida Statutes or Florida Administrative Code substantially alter the terms of the current agreement. SPC's allocation of funding each fiscal year will be determined by CJSTC. See attached Information Summary for additional information.

Suzanne L. Gardner, General Counsel; Anne Cooper, Senior Vice President of Instruction and Academic Programs; James C. Brock, Provost; and Eileen LaHaie, Executive Director, Center for Public Safety Innovation, recommend approval.

Attachment

el0507142

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

**Date of BOT Meeting:** May 20, 2014

**Funding Agency or Organization:** Criminal Justice Standards and Training Commission (CJSTC) – Florida Department of Law Enforcement (FDLE)

**Name of Competition/Project:** Law Enforcement Trust Fund

**SPC Application or Sub-Contract:** SPC contract

**Grant/Contract Time Period:** **Start:** 7/1/14      **End:** 6/30/15

**Administrator:** James C. Brock

**Manager:** Eileen LaHaie

**Focus of Proposal:**

SPC will continue to administer the Law Enforcement Trust Fund monies in accordance with Florida Statutes. As an authorized CJSTC-certified training school, FDLE will disperse funds to SPC based upon a formula approved by the Commission that corresponds with the number of full-time law enforcement officers in the school's service area as of July 1<sup>st</sup> of each year. This funding allows law enforcement officers to attend required advanced and specialized training at no cost to the officer or agency.

**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.)

Administration	\$ 3,744
Travel	1,512
Training	<u>99,864</u>
Total Budget	\$105,120

Note: Categories/amounts determined by CJSTC.

**Funding:**

Total proposal budget: (includes amount requested from funder, cash and in-kind matches listed below)	\$105,120
Total amount from funder:	\$105,120

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. Professional Development


Strategic Initiative: 1. Outreach

Strategic Activity: 1. Expanding Workforce Offerings

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College

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

**SUBJECT:** U.S. Department of Homeland Security, Federal Emergency Management Agency  
– Emergency Management Leadership Training Grant

**Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, to the U.S. Department of Homeland Security, Federal Emergency Management Agency by St. Petersburg College's Center for Public Safety Innovation (CPSI). Permission is also sought to accept funding for this proposal, if awarded, and enter into any amendments, extensions or agreements as necessary, within the original intent and purpose of the grant.**

The goal of the grant is to help prevent firefighter suicides by delivering suicide prevention training through regional workshops and national conferences. This funding will allow CPSI to deliver highly visible, national firefighter suicide prevention training through a train-the-trainer model that will help raise awareness among firefighters about suicide risks, occupational well-being, behavioral red flags, peer support programs, and intervention strategies for potentially suicidal co-workers. Funds from this grant will allow CPSI to deliver an 8-hour curriculum which is already developed to dozens of fire departments across the country.

The estimated period of performance will be from October 1, 2014 through September 30, 2015. Anticipated revenue to the College will be approximately \$191,977 during a one-year period. See attached Information Summary for additional information.

Suzanne L. Gardner, General Counsel; Anne Cooper, Senior Vice President of Instruction and Academic Programs; James C. Brock, Provost; and Eileen LaHaie, Executive Director, Center for Public Safety Innovation, recommend approval.

Attachment

el0507142



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

**Date of BOT Meeting:** May 20, 2014

**Funding Agency or Organization:** U.S. Department of Homeland Security -  
Federal Emergency Management Agency

**Name of Competition/Project:** Fire Prevention and Safety Program:  
Firefighter Suicide Prevention Training  
Grant

**SPC Application or Sub-Contract:** SPC Application

**Grant/Contract Time Period:** **Start:** 10/1/14      **End:** 9/30/15

**Administrator:** James C. Brock

**Manager:** Eileen LaHaie

**Focus of Proposal:**

SPC's Center for Public Safety Innovation (CPSI) is proposing a Firefighter Suicide Prevention Training program to help reduce firefighter suicides nationwide. The project will be executed through a train-the-trainer model which will equip individuals from fire departments to deliver suicide prevention trainings in their respective jurisdictions. Funds from this grant will allow for the delivery of an 8-hour curriculum which CPSI developed under previous grant funding.

**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 & Benefits	\$100,620
Travel	11,720
Consultants/Contractors	62,172
Supplies & Materials	<u>17,465</u>
Total Budget	\$191,977

**Funding:**

Total proposal budget: (includes amount requested from funder, cash and in-kind matches listed below)	\$202,081
Total amount from funder:	\$191,977

Amount/value of match:	Cash: N/A
	In-kind: \$10,104


Required match or cost sharing:	No	Yes	X
Voluntary match or cost sharing:	No	X	Yes
Source of match/cost sharing:	Waived funder's allowable indirect cost which was capped at 5% of total budget (\$10,104)		
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. Professional Development
	2. Partnerships
Strategic Initiative:	1. Outreach
Strategic Activity:	1. Expanding Workforce Offerings

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College  
**FROM:** William D. Law, Jr., President   
**SUBJECT:** University of Western Florida – Complete Florida Grant

**Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, to the University of Western Florida by St. Petersburg College for the Complete Florida initiative. Permission is sought to accept an estimated \$100,000 in funding over twenty-two months for this proposal, if awarded, and enter into any amendments, extensions or agreements as necessary, within the original intent and purpose of the grant.**

The University of Western Florida (UWF) is leading a legislatively funded initiative which aims to recruit, recover and retain adult learners and assist them in earning an associate's or bachelor's degree that is aligned to high-wage, high-skill workforce needs. Complete Florida is a program designed for qualified Floridians to complete a college degree within a reasonable and flexible timeframe using innovative approaches such as online learning, accelerated courses and intentional advising and coaching. The goal is to provide pathways for these adults to return to college complete their degree and expand their career options in areas of high need.

As the lead, UWF will develop the concierge-based student model, lead the recruitment and marketing campaign and identify the program areas needed to support the initiative. UWF will also lead the competency-based model prescribed for some of the degree programs offered through Complete Florida. UWF will partner with SPC and several others institutions to offer programs, specializations and concentrations that are accelerated and fully online, offering an A.S. to B.S. articulation, in areas such as the General A.A. Degree, Fire Science, Healthcare Informatics, IT Security, Technology Management, Health Services Administration and Management and Organizational Leadership. SPC's role will not only be to offer programs in these areas, but to devise ways to incorporate prior-learning assessments, competency-based learning, and advising into the delivery and support service model for students to succeed. The Complete Florida program will also give priority to veterans or active duty members of the United States Armed Forces.

The estimated period of performance will be from March 1, 2014 through December 31, 2015. The total project budget is projected to be \$2,000,000 over a twenty-two month period. Of this amount, the College anticipates receiving approximately \$100,000 for its services over this same period. See attached Information Summary for additional information.

Suzanne L. Gardner, General Counsel; Anne Cooper, Senior Vice President of Instruction and Academic Programs; James Olliver, Provost, Seminole Campus; and Vicki Westergard, Executive Director of eCampus, Web and Instructional Technology, recommend approval.

Attachment js0509142

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

**Date of BOT Meeting:** May 20, 2014

**Funding Agency or Organization:** University of Western Florida

**Name of Competition/Project:** Complete Florida

**SPC Application or Sub-Contract:** SPC Application

**Grant/Contract Time Period:** **Start:** 3/1/14      **End:** 12/31/15

**Administrator:** James Olliver

**Manager:** Vicki Westergard

**Focus of Proposal:**

The Complete Florida initiative was developed to improve the experience of adult learners within the state of Florida so that they are better able to complete their college degree. This project is part of the Complete Florida Degree Program, a new initiative established by the Florida state legislature. The goal is to recruit, recover and retain the state's adult learners, veterans being a priority, and assist them in completing an associate or baccalaureate degree aligned to high-wage, high-skill workforce needs. The major project objectives associated with the project include: 1) Increase degree production/educational attainment for the adult learner population in Florida aligning program offerings to the findings of the preliminary findings of the Florida Board of Governors Commission on Educational Access and Attainment and Labor Market Data; 2) Implement high quality programs through a partnership with the Florida College System, State University System and the state's Independent Colleges and Universities using innovative strategies including accelerated learning models, competency-based models and personalized services to support adult learners that will support persistence toward degree and student success; 3) Identify proposed changes to the statewide computer student advising system; 4) Identify any additional admissions and registrations policies and practices that could be further streamlined and automated for the purposes of assisting the adult learner; and 5) Collaboratively identify the applicable cost components involved in the development and delivery of distance learning courses, collect information on the components and submit the information report to Chancellors.

**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 & Fringe (Student Services Liaison)	\$ 55,000
Travel	\$ 3,000
Contractual (Smarthinking Supplement)	\$ 7,000
Student Information System Programming	\$ 5,000
Course Development Stipends	<u>\$ 30,000</u>

Total Budget \$ 100,000

**Funding:**

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

\$ 100,000

Total amount from funder:

\$ 100,000

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. Outstanding Services
3. Partnership
4. Innovation

Strategic Initiative(s):

1. Improved Processes


Strategic Activity(ies):

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

May 20, 2014

**MEMORANDUM**

**TO:** Board of Trustees, St. Petersburg College

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

**SUBJECT:** Seminole Community Library, Amendment of Intergovernmental Agreement between the City of Seminole and St. Petersburg College

**Approval is sought to enter into an Amended Intergovernmental Agreement with the City of Seminole regarding the Seminole Community Library at St. Petersburg College on the Seminole Campus. Permission is also sought to enter into any related agreements or amendments, as may be necessary.**

The Seminole Community Library Intergovernmental Agreement originally signed October 31, 2000, is being amended to update provisions as necessary to reflect library technology and system enhancements, revised institutional policies, organizational changes, community usage and facility utilization, as well as the name of the College and learning resource areas. The Amended provisions further make needed corrections and clarifications to the original Agreement as necessary, and delete the provisions of the First Amendment executed in 2008. The Amended Intergovernmental Agreement will commence upon full execution by the College and the City of Seminole, and will remain perpetual. The proposed revisions will not require a budget adjustment or additional expenditures on the part of the College.

Suzanne L. Gardner, General Counsel; Anne Cooper, Senior Vice President, Instruction and Academic Programs; James Olliver, Provost; and Joseph Leopold, Director, Learning Resources, recommend approval.

jl0508142