

MINUTES OF THE FEBRUARY 16, 2016 MEETING OF THE BOARD OF TRUSTEES OF ST. PETERSBURG COLLEGE

The Board of Trustees of St. Petersburg College met on Tuesday, February 16, 2016 at the St. Petersburg College Clearwater campus, 2465 Drew Street, Clearwater, Florida. The following Board members were present: Chairman Dale Oliver, Vice Chair Lauralee Westine, Bill Foster, Deveron Gibbons, and Nathan Stonecipher. 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, February 16, 2016, at the Clearwater campus ES building room 104, 2465 Drew Street Clearwater, Florida. The meeting will be held for the purpose of considering routine business of the College; however, there are no rules being presented for adoption or amendment at this meeting.

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

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

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

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

16-021. In accordance with the Administrative Procedure Act, the following Agenda was prepared:

AGENDA

**ST. PETERSBURG COLLEGE BOARD OF TRUSTEES
February 16, 2016**

CLEARWATER CAMPUS (ES 104)
2465 DREW STREET
CLEARWATER, FL 33765

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. Ronald Branam (*Not Attending*)
- B. Recognitions/Announcements

III. COMMENTS

- A. Board Chair
- B. Board Members
- C. President
- D. Public Comment pursuant to §286.0105 FS

IV. REVIEW AND APPROVAL OF MINUTES

Board of Trustees' Meeting of January 19, 2016 (*Action*)

V. MONTHLY REPORTS

- A. Board Attorney
- B. General Counsel
- C. Faculty Governance Organization (FGO) – Dr. Richard Mercadante, Chair
- D. Career Service Employee Council (CSEC) – Ms. Mary Jo Golley, Vice Chair,
Mr. Rick Gibson, Chair

VI. STRATEGIC FOCUS AND PLANNING

- A. STUDENT SUCCESS AND ACHIEVEMENT
 - 1. Online Revitalization Update– Dr. Susan Colaric, Associate Vice
President, Online Learning and Services (*Presentation*)

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2. Student Loan Default Update – Mr. Mike Bennett, Associate Vice President Financial Assistance Services (*Presentation*)

B. BUDGET AND FINANCE

1. Financial Overview – Ms. Janette Hunt, Acting Budget and Compliance Director (*Presentation*)
2. Revenue Projections for 2016- Ms. Janette Hunt (*Presentation*)
3. Monthly Financial Report - Ms. Janette Hunt (*Presentation*)
4. Enrollment Planning and Analysis – Dr. Jesse Coraggio, Vice President, Institutional Effectiveness and Academic Services (*Presentation*)

C. ADMINISTRATIVE MATTERS

1. Human Resources
 - a. Personnel Report (*Action*)
 - b. Faculty Evaluation and Contract Review Process– Dr. Anne Cooper, Senior Vice President, Instruction and Academic Programs (*Presentation*)
 - c. Faculty Continuing Contracts and Annual Contracts (*Action*)

D. ACADEMIC MATTERS

1. Proposed 2017-2018 Academic Calendar – Mr. Djuan Fox, Coordinator, Special Projects (*Presentation/Action*)
2. Art and Entertainment Baccalaureate Degree Proposal – Dr. Jonathan Steele, Dean of Humanities and Fine Arts, Dr. Patrick Hernly, Academic Chair, MIRA, Dr. Barbara Hubbard, Department Chair, Humanities Mr. Djuan Fox (*Presentation/Action*)

E. STRATEGIC PRIORITIES

1. Marketing and Outreach – Ms. Diana Sabino, Executive Director of Marketing and Strategic Communications (*Presentation*)

VII. CONSENT AGENDA

- A. OLD BUSINESS (**items previously considered but not finalized**) – NONE
- B. NEW BUSINESS

1. GRANTS/RESTRICTED FUNDS CONTRACTS
 - a. Health Resources and Services Administration (HRSA) – Organ Donation (*Action*)
 - b. Juvenile Welfare Board – New Programming /Services Expansion or Enhancement (*Action*)
2. BIDS, EXPENDITURES, CONTRACTS OVER \$325,000 - NONE
3. CAPITAL OUTLAY, MAINTENANCE, RENOVATION, AND CONSTRUCTION – NONE

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

March 15, 2016, 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 February 16, 2016, he or she will need a record of the proceedings. It is the obligation of such person to ensure a verbatim record of the proceedings is made, §286.0105, Florida Statutes.

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

***No packet enclosure**

Date Advertised: February 5, 2016

Confirmation of Publication

[Notice of meeting](#)

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16-022. Under Item I, Call to Order

The meeting was convened by Chairman Oliver at 9:00 a.m. The invocation was given by Mr. Foster and was immediately followed by the Pledge of Allegiance.

16-023. Under Item II, Preliminary Matters

None

16-024. Under Item II-B, Recognitions/Announcements

None

16-025. Under Item III, Comments

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

Ms. Westine shared that she had the opportunity to visit the Tarpon Springs campus and was grateful that she did. She commented on the newness, freshness and openness of the campus and urged other Board members to visit the campus, which she said felt like a small private college. Dr. Law thanked Ms. Westine for the text he received from her immediately following her visit.

Mr. Gibbons commended Mr. Mark Strickland, Interim Provost of the Seminole Campus, for the excellent job he is doing. Mr. Gibbons also commented on the excellent performance of Dr. Eric Carver, Interim Provost of the Health Education Center.

Mr. Gibbons shared that he ran into Mr. Brian Miles, Associate Vice President - Administrative Planning & Operations Support, while on a visit to Tallahassee. Mr. Miles was with the Leadership SPC group and commented that he was proud of the way the staff handled themselves on their visit. Mr. Gibbons added that he felt it was important for the group to know the local administrators as well because it strengthens the relationships between them and the College.

Dr. Law stated that he and Mr. Gibbons met with Mr. Minson Rubin to arrange the transfer of Mr. Rubin's collection of memorabilia of St. Petersburg to the management and control of St. Petersburg College. One exhibit of the items is currently underway and two more are in development.

Mr. Gibbons also commented on the memorabilia collection of Mr. Rubin, stating that the items dated back to the opening day of Gibbs High School in St. Petersburg. Mr. Gibbons expressed his pride that St. Petersburg College is going to be able to preserve that history and that young people can be proud of this heritage.

Dr. Law also announced that, with the leadership of Dr. Tonjua Williams, Senior Vice President, Student Services, and Dr. Mark Strickland, a recognition event was held on January 23, 2016, to honor Mr. Tom Johnson, a long-time supporter of St. Petersburg College's athletic program. Dr. Law shared that Mr. Johnson passed away earlier this week.

Mr. Gibbons thanked Mr. Mike Bennett, Associate Vice President, Financial Assistance Services for his work to reduce the default rate of student loans.

Mr. Gibbons noted that a Mr. Harish Katharani, who is a St. Petersburg College graduate, is now the CEO of a \$20B chain of pharmacies in Houston, Texas. Mr. Gibbons noted that Mr. Katharani's organization handles the pharmacy needs of the UN and our soldiers.

16-026. Under Item IV, Review and Approval of Minutes

The minutes of the January 19, 2016 Meeting of the Board of Trustees of St. Petersburg College were presented by the chairman for approval. Mr. Gibbons moved approval of the minutes as submitted. Ms. Westine seconded the motion. The motion passed unanimously

16-027. Under Item V, Monthly Reports

Under Monthly Reports

Dr. Richard Mercadante, Chair, Faculty Governance Organization (FGO), welcomed the two new Board members and presented an overview of the FGO. Dr. Mercadante reported that the FGO represents the 384 full-time faculty of the college. There are monthly faculty meetings to discuss issues that might eventually be presented to the administration. He remarked on the open dialogue held between the FGO and the College's administration. He stated that there are regularly scheduled meetings with the Provosts and Dr. Law and he expressed appreciation for the open lines of communication.

Dr. Mercadante stated that the FGO strongly opposes legislation allowing the open carry of weapons on campus with the exception of trained security personnel. He added that the FGO also made a recommendation for a phone system to report emergencies and this has been implemented and received great response from staff members.

In addressing future topics, Dr. Mercadante reported that the FGO is encouraging faculty members to increase their participation in student clubs. Another topic is that of student mental health, as there is a recognition that this affects student success. He encouraged Board members to call him with any concerns they might have.

Ms. Mary Jo Golley, Vice-Chair, Career Service Employee Council (CSEC), reported on recent accomplishments and new goals of the CSEC. She informed the Board that the CSEC was formed approximately four-and-a-half years ago and represents 633 staff members of St. Petersburg College. Ms. Golley explained the Titan Award, which is to be presented to three career staff members in the spring semester and three more in the fall semester.

Other accomplishments include the establishment of professional development hours for serving on the CSEC and the Employee Growth Plan which will be replacing the former employee annual performance evaluation beginning in July.

Ms. Golley shared the future goals of the CSEC which include recruiting new Council members, revisiting the bylaws and creating an On-Boarding Guide for new employees.

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16-028. Under Item VI – A, Strategic Priorities

Under Strategic Focus and Planning:

A. STUDENT SUCCESS AND ACHIEVEMENT

1. Online Revitalization Update– Dr. Susan Colaric, Associate Vice President, Online Learning and Services (*Presentation*)

Dr. Susan Colaric, Associate Vice President, Online Learning and Services, presented an update on Online Revitalization. Dr. Colaric reported that currently 30% of SPC's students take online-only courses, 36% take face-to-face only courses, and 34% take a mix of online and face-to-face courses. Dr. Colaric shared that there is an effort to provide online student services to all students and to prepare faculty and students to be successful in the online academic environment.

Dr. Colaric shared that a Smart Start Orientation has been developed to provide a common orientation experience for all students that focuses on success factors. To date, 5,626 students have participated. In addition, 36,723 students, faculty and staff have accessed Introduction to MyCourses. She added that there have been over 250,000 page views for the MyCourses Support and Student Services Hub. Efforts will continue to add to this system.

Dr. Colaric added that proctored testing is also being developed online with input from student interviews. In addition, efforts are being made to prepare faculty for proficiency in the online environment through tiered certifications. Over 1,700 faculty members have completed the first tier with many completing the other four tiers. In addition, faculty educational opportunities and a database are available to support faculty members in incorporating technology into their courses.

Dr. Colaric commented that the Online Revitalization initiative is a cooperative effort. Eight revised courses were launched in the fall term with 2,830 students attending. Twenty-two more courses will be launched in the spring semester. She noted that 10,000 students have enrolled in revitalized courses.

Dr. Colaric shared the analysis of success rates for the fall terms over the past three years. She noted that in the eight courses that were analyzed, all but one saw higher success rates in fall 2015 than in the previous two years. She shared that the one course that did not show an improvement was an Express course that will be monitored going forward.

Mr. Stonecipher asked what factors influenced the selection of courses for online revitalization. Dr. Colaric responded that the courses with the highest attendance as well as courses offered only online were considered first. Dr. Law asked how many courses would be modified through this initiative and Dr. Colaric said there will be about 600 courses that will be offered completely online. She added that the plan is to offer 25 additional courses per semester, but that through continuous improvement, this effort will revisit courses on a continuing basis.

Mr. Gibbons commented that online courses are growing fast and asked if there is a training course for students to prepare them for online classes. Dr. Colaric responded that this is covered in the Smart Start Orientation and a student readiness survey is under development. A shorter version of the survey was piloted in January where students can get immediate feedback and directed towards individualized areas where they need to improve. The survey asks questions about their computer skills, their computer equipment and their readiness to take online courses.

Mr. Gibbons asked what the grade limit was for a student to get remediation – a C-, a D or failure. Dr. Colaric responded that the academic advisors get involved to help the student decide the right modality and help them stay connected to the faculty at all times. Mr. Gibbons stated that if a student fails an online course, the College might want to consider remediation before they enroll in another online course. Dr. Law stated that this is discussed often and he noted that the online demand is growing at the expense of on-campus evening classes. For this reason, more resources are being directed at the online environment.

Dr. Law shared that restrictions around last-minute enrollments into online courses have been put in place in order to provide students ample time to go through the preparation they need for that environment. He noted that St. Petersburg College continues to be the largest provider of online courses in Florida - currently 110,000 student semester hours per semester. Dr. Law commented that he thought K-12 students were required to have an online learning experience. This was confirmed by members of the audience. Dr. Law recognized Dr. Colaric for her spectacular work on this initiative.

Ms. Westine asked if there was a specific number of failures that would cause an online course to be taken offline. Dr. Law responded that the math courses are a problem in either case. They have a 55% success rate this year, up from 42% last year. He stated that it is his desire to stay on track and monitor it carefully. Mr. Gibbons offered his support for this approach and noted that while Eckerd College is known for its strong writers, he would like SPC to be at the same level.

Mr. Stonecipher stated that the improvements were impressive and asked if Dr. Colaric thought it was the result of student support services or redesigning the online courses. Dr. Colaric stated that she felt it was the result of both efforts as well as the certification of faculty. She said that improvements will continue to be made and, although she is happy with the improvements, she is still not satisfied with the success rate numbers.

Chairman Oliver asked if there was a way to track how many students taking online math classes are coming in for tutoring. Dr. Colaric shared that there is an embedded online tutor that can log in at the same time as the student and has “whiteboard” capability to help the student. In addition, the College has contracted a Smart Thinking system that is available 24/7 to students. She stated that the number of students using the Smart Thinking system is quite high.

2. Student Loan Default Update – Mr. Mike Bennett, Associate Vice President Financial Assistance Services (*Presentation*)

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Mr. Michael Bennett, Associate Vice President, Financial Assistance Services, provided an update on student loan default. Mr. Bennett explained how the current student loan default rate was calculated. The numerator of the calculation, 1075, was determined by the number of borrowers who entered repayment in one year and defaulted in that same year or during the next two years during the period of 10/1/11 to 9/30/14. The denominator, 6591, was determined by borrowers who entered repayment during the one-year cohort period in that same date span. The current cohort default rate for FY2012 is 19.5%, down from the projected 39.1%. The current projected cohort default rate for FY2013 is 36.6%.

Mr. Bennett explained that under the Higher Education Opportunity Act, postsecondary institutions with three-year cohort default rates of 30% or higher for three consecutive years – or more than 40% in any one year – may lose eligibility for certain Title IV federal student aid programs for three consecutive years. Currently, the college is below projections.

Mr. Bennett shared that SPC outsourced default loan collection to a company called The i3 Group. The contract began on June 30, 2014 at a cost of \$12,916 per month. Students have access to financial aid counselors and to-date, there have been 3,182 “cures.” Students also have a portal to their financial aid information where they can view their loan balance and payment amounts. There have been 5,365 account activations.

Mr. Bennett informed the Board that there are monthly meetings with i3 and five of his staff members and remarked that the staff members are learning a lot from the organization. He noted that data is compiled from the system weekly in order to monitor activities.

Mr. Bennett commented that cohort default data is released nationally and he has created a Tampa Bay Loan Consortium to address student loan defaults. The consortium meets three times a year. He commented that if the College’s rate were to drop to 16%, it would fall in the middle of the range for Florida colleges, but that he is striving for a 10% default rate.

Mr. Bennett shared information regarding the *It’s My Future Campaign*. This is a comprehensive program to encourage financial literacy and debt management. He stated that the program is working in that there has been a decline in loan recipients. Mr. Bennett said that he and Dr. Law have been active at the state and national legislative levels and have testified regarding proposed changes in the regulations to address the \$1.2T student loan crisis.

Ms. Westine thanked Mr. Bennett for his presentation and commented that a year ago the College was very close to the 40% level. She added that financial management could also be part of the outside stresses for students preventing them from being successful.

16-029. Under Item VI – B, Budget and Finance

B. BUDGET AND FINANCE

1. Financial Overview – Ms. Janette Hunt, Acting Budget and Compliance Director (*Presentation*)

2. Revenue Projections for 2016-17 – Ms. Janette Hunt (*Presentation*)
3. Monthly Financial Report Ms. Janette Hunt

Ms. Janette Hunt, Acting Budget and Compliance Director, presented the financial overview, the revenue projections for 2016-17, and the Monthly Financial Report. Ms. Hunt took the time to give a brief overview of the various funds in the College Budget. Current fund balances are as follows:

FY 2014-15 End of Year Unencumbered Fund Balance Summary

- Fund 1 – General Operating Funds (\$19.7M)
- Fund 2 – Restricted Funds (\$6.97M)
 - Student Activity (\$3.35M)
 - Grants and Contracts (\$3.62M)
- Fund 3 – Auxiliary Funds (\$6.54M)
 - Enterprises established to provide non-instructional services
 - Self-supporting
- Fund 7 – Facilities Construction and Renovation (PECO) Funds (\$18.88M)

Dr. Law added that student fees are also collected, per legislatively designated areas, at the same time that tuition is collected. Ms. Westine asked what the College charges per credit hour for fees. Dr. Law responded that tuition is approximately \$70 and fees are approximately \$25. He noted that there are also some course-specific fees, but many of them were dropped and replaced with a technology fee.

Ms. Hunt informed the Board that the Governor released state appropriation budget numbers for FY 16/17. The allocation for the CCPF (performance fund) is approximately \$52M and the Lottery fund is approximately \$16M. She shared that there is a possible additional \$1M MLK Day of Service funding. Ms. Hunt stated that the FY 16/17 budget is flat to the current fiscal year and is approximately \$150M.

Dr. Law noted that the College's Government Relations Director is Mr. Edward Woodruff. Dr. Law noted that both the Florida House and Senate have passed budgets, but have not yet named conferees. He added that he is going to Tallahassee this week and that early reports are that performance funding will be the same as last year. He informed that Board that he is committed to improving the College's position, but it is unclear who is controlling the decision. He added that the funding for the St.Pete/Gibbs campus improvements will likely be approved.

Mr. Foster asked about the \$1M for MLK Day funding. Dr. Law responded that Florida Representative Darryl Rouson is a good friend of the College and was looking for a way to find funding for an MLK Day of Service in the local community. There is some confusion about how the funding is handled but it is the preference of the college to simply be a pass-through, rather

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than have the funds embedded in the budget. Dr. Law did note that feedback from the community on the Day of Service was very positive.

Mr. Foster commented that, while he loved the Day of Service for the community, he did not want the \$1M funding to be part of the College's budget. Dr. Law assured him that he will continue to work on this issue and Mr. Gibbons commented that Dr. Law has done a very good job meeting with legislators on this issue, explaining that this is not the College's project, but that St. Petersburg College is only acting as the fiscal administrator. Dr. Law added that St. Petersburg College has partnered with three other local colleges to benefit the surrounding communities.

Ms. Hunt then presented the monthly budget report to the Board. She shared that current revenues are 60% of the budgeted amount; the projected target for the month was 61%. Expenses are at 56% of the budgeted amount; the projected target for the month was 57%. She noted that Adjunct expenses, 55%, are also tracking to the budget, which is flat with last year's adjunct expenses. Ms. Hunt projected a decrease to this over the next several months. Finally, Ms. Hunt stated that the Operating Budget Fund Balance is at approximately \$6M.

4. Enrollment Planning and Analysis – Dr. Jesse Coraggio, Vice President, Institutional Effectiveness and Academic Services (*Presentation*)

Dr. Jesse Coraggio, Vice President, Institutional Effectiveness and Academic Services, explained how the College is planning for enrollment for the upcoming year. Dr. Coraggio stated that the process has two goals: the Academic Course Schedules are designed to meet student needs and courses will not be canceled once posted on the schedule and revealed to students. He noted that there are two key phases: planning and management.

Dr. Coraggio shared that the planning phase begins a year ahead and the management phase begins at registration for the first semester of the year. There is a Course Planning and Budget Committee comprised of members of faculty, administration and staff. Historical Student Semester Hours were considered and there has been an enrollment decline as expected with the improved economy. Spring projections are for a continued decline. However, the past two summers have been flat. Dr. Coraggio said the goal was to build enrollment.

The committee recommendations are for the overall AY2016-17 guaranteed schedule to be built to match AY2015-2016 actual enrollment in order to meet students' need. The committee will review Standard Course Load (SCL) for specific courses and promote the use of technology to expand course offerings. Technology will allow the College to offer courses simultaneously across campuses without students having to travel. Program trends are also considered. Overall, it is desired to reach a balance of Student Semester Hours for revenue planning.

Dr. Coraggio shared the Deans' criteria for strategic growth:

1. High Need, High Demand: Review of current job opening and projected job openings within fields.

2. Attractiveness to Online Markets: review of existing course modalities and program demand for online learning.
3. Recent Course Growth: Review of enrollment trends by course within program.
4. Articulation opportunities with other schools: review of other Universities and State Colleges with similar programs.
5. Existing Capacity: Availability of Faculty and Resources to accommodate enrollment growth.

Dr. Coraggio noted several activities that occur during the management phase, such as a daily review of enrollment patterns by the Deans and Academic Chairs, the ability to implement additional course offerings if the demand requires them, and to add incremental Equated Credit Hours (ECH) payments for faculty who may be asked to take on larger headcount classes. Ms. Westine asked what size classes the College strives for and Dr. Coraggio responded that it depends on the type of class. Dr. Law noted that it usually falls between 24 and 30 students, but noted that some can be as high as 40 students or limited by equipment in areas such as Health Sciences. He added that every course has a target number.

Dr. Coraggio explained that this data was pulled from the Pulse Business Intelligence System as of January 11 and the link is sent to 150 College staff every day. Enrollment is compared to capacity. Capacity is currently at 280,259 SSH. He noted that classes were 90.5% full as of January 11. Remaining slots and year-over-year trends are also analyzed. Enrollment is currently down 2.5% from the prior semester.

Dr. Law added that 90% is the clearing level for students to find a course. It means that there is capacity for a student to build a schedule. He noted that trends are considered from the prior semester and that new sections can be added as needed. He explained that a budget is built based on best projections and the cost of offering that schedule is determined. Dr. Law noted that the budget and schedule have been reduced based on current projections. He explained that this process is very complex, but is monitored on a daily basis.

Ms. Westine expressed her gratitude for the explanation of how the process works.

16-030. Under Item VI - C, Administrative Matters
Under Administrative Matters,

Information regarding these items are as follows:

1. Human Resources
 - a. Personnel Report (*Action*)

The Board considered Personnel Items VI-C.1a. Mr. Gibbons moved approval. Ms. Westine seconded the motion. The motion passed unanimously.

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- b. Faculty Evaluation and Contract Review Process– Dr. Anne Cooper, Senior Vice President, Instruction and Academic Programs (*Presentation*)

Dr. Anne Cooper, Senior Vice Present, Instruction and Academic Programs, gave an overview of the Faculty Evaluation and Contract Process. Dr. Cooper explained that new faculty are provided with training on the Learning Management System, given departmental support and training from the Center for Excellence in Learning in a cohort program. New faculty members meet monthly to learn about the College and student populations. The meetings address a variety of topics such as student success, excellence in teaching and becoming part of the College outside the classroom.

Dr. Cooper explained that in the faculty's second year, the cohort continues and they take part in a project to solve problems or address an academic area of need. One project looked at faculty competencies which are now the basis for faculty evaluation. Faculty 180 will document and include data on how faculty members are performing.

Dr. Cooper reported that all budgeted faculty are evaluated on an annual basis. There is a rubric provided for self-assessment. The evaluation sections include student success data, student surveys, instructional strategies, course information, professional development activities, faculty college contribution outside the classroom and scholarly contributions.

The Board considered Personnel Items VI-C.1c. Mr. Gibbons moved approval. Ms. Westine seconded the motion. The motion passed unanimously.

Information regarding this item is as follows:

- c. Faculty Continuing Contracts and Annual Contracts (*Action*)

Dr. Cooper explained that there are currently 384 full-time faculty members. Of those, 298 are on continuing contract, 76 are being recommended for an annual contract, and 10 are being recommended for continuing contract. Faculty members are asked to provide their portfolio through an online system. Since student engagement is a key priority for the College, faculty are asked to provide information about what they are doing to provide out-of-classroom support, how they are participating in College committees and information about their own professional development activities and plans.

Dr. Cooper reported that faculty are given \$1500 to spend towards professional development over a two-year period. In addition, the Center of Excellence in Teaching and Learning (CETL) provides grants and the College Foundation also provides Innovation grants. In addition, budgeted faculty members can apply for sabbaticals. Faculty members can also arrange for guest speakers and online services are provided for professional development.

Dr. Cooper then explained the Deans' role in the review process. First, the Deans review the faculty data and documentation. The Deans also do in class observations and provide feedback. Next, the Deans present contract recommendations to Dr. Law and Dr. Cooper. The Deans also provide feedback to each faculty member.

Dr. Cooper asked for the Board's approval of recommendations for 74 annual contracts with two delayed decisions until May of 2016 and the recommendations for eight continuing contracts with one delayed decision until May of 2016. There was one non-renewal recommendation.

16-031. Under Item VI – D, Academic Matters

D. ACADEMIC MATTERS

1. Proposed 2017-2018 Academic Calendar – Mr. Djuan Fox, Coordinator, Special Projects (*Presentation/Action*)

Mr. Djuan Fox, Coordinator, Special Projects, explained how the proposed 2017-2018 Academic Calendar is created. He noted that there are several departments involved. Per legislative rules, the College is given some leeway within certain limits and, as in previous years, St. Petersburg College has built in an early exception period and a late exception period in order to allow students more time to meet with advisors. He noted that publishing the calendar well in advance gives students critical dates to use in their personal planning.

The Board considered Item VI.D.1 under Academic Matters. Ms. Westine moved approval. Mr. Gibbons seconded the motion. The motion passed unanimously.

2. Art and Entertainment Baccalaureate Degree Proposal – Dr. Jonathan Steele, Dean of Humanities and Fine Arts, Dr. Patrick Hernly, Academic Chair, Humanities, Dr. Barbara Hubbard, Department Chair, Humanities
Mr. Djuan Fox (*Presentation/Action*)

Dr. Jonathan Steele, Dean of Humanities and Fine Arts, explained that the Art and Entertainment baccalaureate degree was first considered in response to requests from students at St. Petersburg College to provide further training in this discipline. The goals of the program are to create a professional workforce degree program serving multiple technological and arts areas which service the needs of the Pinellas County Community. The new degree will emphasize "real world" entrepreneurial skills through high-quality, practical curriculum, and flexible project-based, collaborative experiences.

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Dr. Hernly shared data suggesting an unmet need for the proposed degree both statewide and in the immediate service area. He noted that job opportunities in this area are projected to increase in double-digit amounts and that several of the job openings require a baccalaureate degree.

Dr. Hubbard reported that there is community support for this degree as well. She explained that St. Petersburg College held a Collaborative Lab with local employers and educational institutions. The results of that Collaborative Lab made clear the need for a credit-based program. Dr. Hubbard noted that other schools were not inclined to offer such a program. She shared that students enrolled in 2014/15 courses in this area of study showed a 70% positive response when asked if they would enroll in a baccalaureate degree program if offered. Of those surveyed, 94% asked for further information.

Dr. Hubbard shared that a Developing A Curriculum (DACUM) session was held with local employers who suggested the need for program graduates to be better equipped to collaborate across disciplines within the industry.

Dr. Steele explained the make-up of the proposed 120 credit hour program curriculum. It would include 64 credits in lower division courses and 56 in upper division. Within the upper division credits, 20 credits would be in major core classes, 18 in general education, and 18 in sub-plan courses such as Music Industry Recording Arts (MIRA), Digital Arts, and Photographic Technology. Dr. Steele explained that the upper division course pathway would be a continuation of the three AS program pathways.

Dr. Steele explained the budget for this program. He noted that the program would begin with existing full-time faculty and some additional adjunct faculty. There would be no new full-time faculty added at the beginning. In addition, existing facilities and equipment would be used at the start, although he noted that there would be additional needs as the program grows.

Dr. Steele then reviewed the program enrollment projections. He noted that the projections are conservative, but show an initial projected enrollment of 32 students in the first year, growing to a projected 157 students by the fourth year. Projected revenue growth is \$70,675 in the first year and \$520,125 in the fourth year.

Dr. Steele then shared some key dates with the Board for the launch of this new baccalaureate degree program. If the Board votes approval of the program at this meeting, SACS will be notified this month. Reviews by the Division of Florida Colleges and the State Board of Education are tentatively scheduled for April and May respectively. Marketing initiatives would begin in May of 2016 and the program would begin in the spring semester of 2017.

Mr. Foster asked about the availability of such a degree elsewhere in the Southeastern United States. Dr. Steele responded that there are some baccalaureate degrees available in music and digital arts at some Florida schools, but no similar cross-discipline collaborative programs exist in Florida. He stated that USC in California has a program to teach students to work in cross-discipline teams, and other schools in Tennessee and Boston offers music focused programs. He

underscored that no other school has the capacity to educate creative teams, which are needed to produce the product that employers are looking for.

Mr. Foster commented that he wanted to make sure that marketing for the program is strong. He also wants to create committed partners with employers rather than employer participants to create a guaranteed employment scenario for graduates. Dr. Steele shared that Mindy Grossman of HSN was part of the DACUM event and other participants showed an interest in being on an advisory committee.

Mr. Stonecipher asked if the current facilities and equipment were up-to-date and capable of supporting the proposed program. Dr. Steele responded that he has received a list of equipment requests from his staff and has asked them to be patient. He noted that he has budgeted for a few items in the first and second years. He also noted that the College has facilities such as the Palladium in St. Petersburg, the Digitorium at the Seminole Campus and the Music Center at the St. Petersburg Campus. Also, the Clearwater Fine Arts building has just been renovated. Dr. Steele stated that he would bring additional requests forward as the program grows.

The Board considered Item VI.D.2 under Academic Matters. Mr. Gibbons moved approval. Mr. Stonecipher seconded the motion. The motion passed unanimously.

16-032. Under Item VI – E.1, Strategic Priorities

1. Marketing and Outreach – Ms. Diana Sabino, Executive Director of Marketing and Strategic Communications (*Presentation*)

Ms. Diana Sabino, Executive Director of Marketing and Strategic Communications, reviewed marketing approaches and data with the Board. Digital marketing has increased substantially using a wide variety of social media technology, web presence and campaign tools such as responses to student applications, response cards, events, phone calls and live chats. She noted that the onboarding process has been condensed and supported by technology. A system called OneVoice has been implemented that places the student at the center of all College activities. Ms. Sabino also shared that the College website has been undergoing a redesign and a site called the SPC Marketplace will be launched soon.

Ms. Sabino talked about the brand story of St. Petersburg College and shared that the first edition of SPC Magazine has been issued. As part of the 150,000th Graduate Program, six individuals were selected to share their SPC stories via video. Ms. Sabino shared some of the video with the Board.

16-033. Under Item VII - A, Consent Agenda

MINUTES OF THE FEBRUARY 16, 2016 MEETING OF THE BOARD OF TRUSTEES OF ST. PETERSBURG COLLEGE

Under Old Business
NONE

16-034. Under Item VII-B.1, Grants/Restricted Funds Contracts

The Board considered all Items under VII-B. Mr. Gibbons moved approval Mr. Stonecipher seconded the motion. The motion passed unanimously.

Information regarding these items is as follows:

1. GRANTS/RESTRICTED FUNDS CONTRACTS
 - a. Health Resources and Services Administration (HRSA) – Organ Donation (*Action*)
 - b. Juvenile Welfare Board – New Programming /Services Expansion or Enhancement (*Action*)

16-035. Under Item VII-B.2, Bids, Expenditures and Contracts over \$325,000

NONE

16-036. Under Item VII-B.3, Capital Outlay, Maintenance, Renovation, and Construction

NONE

16-037. Under Item VIII, Informational Reports

16-038. Under IX, Public Access/Unagendaed Items

NONE

16-039. Under Item X, Proposed Changes to BOT Rules Manual – Public Hearing

NONE

16-040. Under Item XI, President’s Report

Dr. Law informed the Board that a report on the Joint Use Library at the Clearwater Campus will be presented at the next meeting, but that the drawings are 75% finished and all parties are in agreement.

Dr. Law also shared that the Pathways initiative in San Antonio is creating a positive response in actualizing the classroom experience.

Dr. Law shared photo books that were created by the organization that furnished the Midtown Campus with each member of the Board and for former Board Chairman Mr. Terry Brett.

Dr. Law assured the Board that he would keep them informed of any developments that come from his upcoming trip to Tallahassee.

Mr. Gibbons asked if former trustees Mr. Bob Fine and Ms. Bridgette Bello could be invited to attend the March Board Meeting so the Board can thank and recognize them for their service. Mr. Gibbons asked Mr. Brett to stand and acknowledged his service through some tough times and for standing firm during the search for a new College president.

16-041. Under Item XII, Next Meeting Date and Location

The Board confirmed its next meeting date and location as Tuesday, March 15, 2016, 9:00 a.m., at the EpiCenter

XII. ADJOURNMENT

Having no further business to come before the Board, Chairman Oliver adjourned the meeting at 10:59a.m.

William D. Law, Jr.
Secretary, Board of Trustees
St. Petersburg College
FLORIDA

Dale Oliver
Chairman, Board of Trustees
St. Petersburg College
FLORIDA

Attachments
Board Memos and
Supplemental Materials

Board of Trustees Meeting
February 16, 2016

V – C. Faculty Governance Organization (FGO)



Faculty Governance Organization (FGO)

- Organization
- Recent Topics
- Goals for Future

V- D Career Service Employee Council

The slide has a blue background with a white wavy line at the top. The title "Career Service Employee Council" is in white. Below it, the text "CSEC Introduction to new SPC Board of Trustees Members" is in white. The "Recent Accomplishments" section lists three items in white. The "New Goals" section lists three items in white. The SPC logo is in the bottom right corner.

Career Service Employee Council

CSEC Introduction to new SPC Board of Trustees Members

Recent Accomplishments

- Career Service Employee Titan Award.
- Employee Professional Development hours for participation in CSEC Steering Committee.
- CSEC Growth Plan begins July, 2016.

New Goals

- Recruiting new CSEC Steering Committee members for 2016-18 term.
- CSEC Bylaws Revisions
- On-Boarding Guide for new members

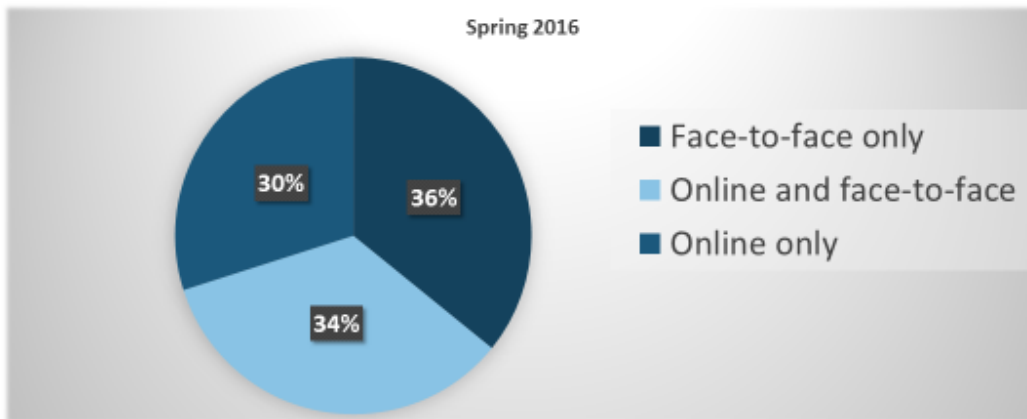
St. Petersburg College
SPC

Online Revitalization

Online Learning & Services

Instructional Method

Spring 2016



Online Revitalization

- Student services
- Student and faculty readiness
- Revitalized online courses

Student Services

Welcome to Introduction to MyCourses - START HERE



SPC myCourses Support & Student Services Hub

PROCTORED TESTING



Student Services

Welcome to Introduction to MyCourses - START HERE



SPC myCourses Support & Student Services Hub



5,626 students
89% MLP
98% Career
60% LRC

PROCTORED TESTING

SPC St. Petersburg College

Student Services

Welcome to Introduction to MyCourses - START HERE



SPC myCourses Support & Student Services Hub

36,723 users accessed *Introduction to MyCourses*

34,803 students
717 faculty
681 staff



5,626 students
89% MLP
98% Career
60% LRC

PROCTORED TESTING

SPC St. Petersburg College

Student Services

Welcome to Introduction to MyCourses - START HERE



36,723 users accessed *Introduction to MyCourses*

34,803 students

717 faculty

681 staff

PROCTORED TESTING

SPC myCourses Support & Student Services Hub

Page views since started - 249,777

Average page views per month - 31,222

Page views for January 2016 - 68,250



5,626 students

89% MLP

98% Career

60% LRC

Student Services

Welcome to Introduction to MyCourses - START HERE



36,723 users accessed *Introduction to MyCourses*

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SPC myCourses Support & Student Services Hub

Page views since started - 249,777

Average page views per month - 31,222

Page views for January 2016 - 68,250



5,626 students

89% MLP

98% Career

60% LRC

Faculty Certifications

	All	Online/ Blended Teaching	Online Development	Online Reviewer
MyCourses for Faculty	✓	✓	✓	✓
Teaching an Online/Blended Course		✓	✓	✓
Developing an Online Course			✓	✓
Applying the QM Rubric			✓	✓
QM Peer Reviewer				✓

Faculty Certifications

	Completed
MyCourses for Faculty	1,708
Teaching an Online/Blended Course	533
Developing an Online Course	114
Applying the QM Rubric	194
QM Peer Reviewer	46

Faculty Services



Faculty educational opportunities
Scheduled on-campus – 433 hours
Support tickets – 5,099 total
email – 3,147
phone – 1,287
meetings – 665



MyResources for Faculty
Page views since started – 54,871
Average page views per month – 6,859
Page views for January – 12,384

Revitalized Courses Fall 2015

- CGS 1100: Computer Applications
- EDF 3660: Education & Public Policy in the U.S.
- ENC 1101: Composition I
- GEB 1011: Introduction to Business
- HUM 1020: Introduction to Humanities
- MAT 1033: Intermediate Algebra
- MAT 1100: Exploration of Mathematics and Quantitative Reasoning
- PHI 1600: Studies in Applied Ethics

2,830 students

Revitalized Courses Spring 2016

- ARH 1000: Understanding Art
- ATE 1211: Animal Physiology
- ATE 2638L: Animal Lab Procedures Lab II
- ATE: 4854: Leadership in Veterinary Technology
- BSC1005C: Biological Sciences with Lab
- CGS 1070: Basic Computer and Information Literacy
- ECO 2013: Principles of Macroeconomics
- ENC 1102: Composition II
- ESC 1000C: Earth Science with Lab
- HUM 2210: Western Humanities: Ancient to Renaissance
- HUM 2233: Western Humanities: Baroque to Contemporary



Revitalized Courses Spring 2016

- HUM 2270: Humanities: East-West Synthesis
- MAC 1105: College Algebra
- MAN 3303: Management and Leadership Practices
- MAT0028: Developmental Mathematics II
- NUR3874: Application of Pharmacology Concepts in Nursing Therapy
- NUR4636: Community Health Nursing Theory
- NUR4636L: Community Health Nursing Practicum
- PAD3874: Community Relations Theory and Practice
- REL2300: World Religions
- SLS1101: The College Experience
- STA2023: Statistics

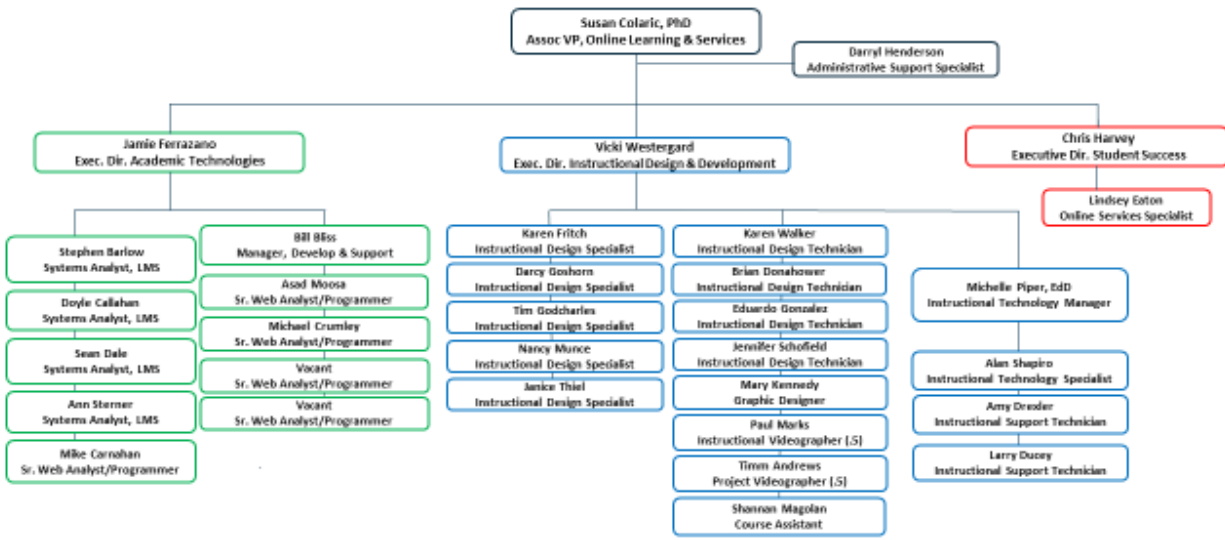
10,311
students



Revitalized Courses - Analysis

Class	Fall 2013 Success Rate	Fall 2014 Success Rate	Fall 2015 Success Rate	Fall 2013 Withdrawal Rate	Fall 2014 Withdrawal Rate	Fall 2015 Withdrawal Rate
HUM1020	NA	NA	76.2%	NA	NA	5.8%
EDF3660	72.4%	70.0%	80.0%	6.9%	15.0%	10.0%
PHI1600	71.3%	73.3%	75.8%	8.7%	8.8%	7.2%
GEB1011	68.8%	71.0%	73.5%	7.8%	10.9%	8.2%
CGS1100	64.1%	59.4%	70.5%	11.5%	17.5%	11.3%
MAT1033	52.4%	42.8%	54.8%	11.8%	14.4%	12.4%
ENC1101	66.1%	65.6%	55.8%	8.2%	9.6%	7.4%
MAT1100	NA	NA	65.5%	NA	NA	11.3%

Source: SPC Pulse BI, Acad Org Success Rates By Course Dashboard, Data Extracted December 14, 2015.



VI – A.2 Student Loan Default Update

St. Petersburg College
SPC

What SPC is doing to
Reduce Student Loan Defaults

*Board of Trustees Meeting
February 16, 2016*

An Achieving
The Dream
Institution

St. Petersburg College
SPC

- How is it calculated?
 - Numerator
 - Borrowers who entered repayment in one year, and defaulted in that year or the next two years
 - Defaulted from 10/1/2011 – 9/30/2014
 - SPC FY 2012 3 YR CDR numerator: **1075**
 - Denominator
 - Borrowers who entered repayment during the one-year cohort period
 - Entered repayment between 10/1/2011 – 9/30/2012
 - SPC FY 2012 3 YR CDR denominator: **6591**
- SPC FY 2012 YR Official CDR: $1075 / 6591 = 19.5\%$
 - Down from projected 39.1%
- SPC FY 2013 YR Projected CDR: 36.6
 - Down from projected 36.6%

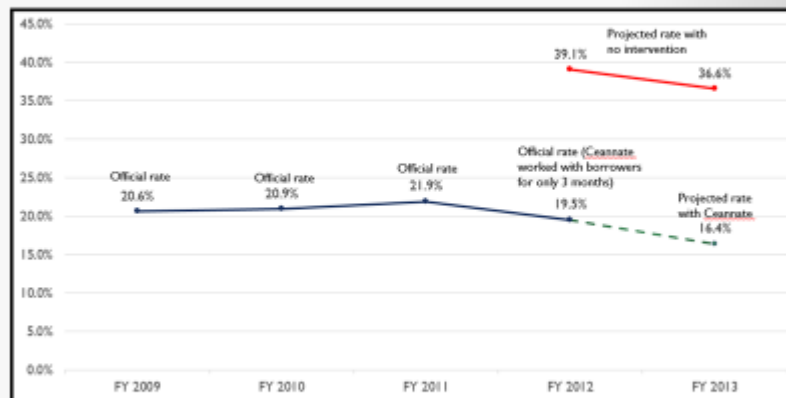
2012 Official Cohort Default Rate (CDR)

An Achieving
The Dream
Institution

2

- Loan default sanctions
 - Under the Higher Education Opportunity Act, postsecondary institutions with three-year cohort default rates of 30% or higher for 3 consecutive years – or more than 40% in any one year – may lose eligibility for certain Title IV federal student aid programs for 3 consecutive years.

Where we could be



Where we would be

- Outsourcing student loan help
 - Contract
 - Start date - 6/30/2014
 - Cost per month - \$12,916.00
 - i3 Group
 - Students speak with a live trained student loan counselor
 - 3,182 cures!
 - iontuition™
 - Online portal where students can view loan balance, payment amount, due dates, etc.
 - Can be activated through single sign-on through MySPC
 - 5,365 activations!
 - Reporting
 - SPC compiles data weekly to monitor activities
 - Monthly conference calls



Where we are now
- a World of Difference!



Ceannate Statistics
2005/2016

Current Cohort Default Rate calculated as most recent NSEDS data (not published) or actual rate (published).
There are no published or actual rates as produced by the Department of Education, and are calculated based on the most recent NSEDS report in the system.

Year	Defaulted Rate	Defaulted Rate	Defaulted Rate	Defaulted Rate
2011	10.1 (2011 - 6/30/2011)	10.1	10.2 (2011 - 6/30/2011)	10.2
2012	10.1	10.1	10.2	10.2
2013	10.1	10.1	10.2	10.2
2014	10.1	10.1	10.2	10.2
2015	10.1	10.1	10.2	10.2
2016	10.1	10.1	10.2	10.2

Year	Expected repayment Rate	Expected repayment Rate	Expected repayment Rate	Expected repayment Rate
2011	10.1 (2011 - 6/30/2011)	10.1	10.2 (2011 - 6/30/2011)	10.2
2012	10.1	10.1	10.2	10.2
2013	10.1	10.1	10.2	10.2
2014	10.1	10.1	10.2	10.2
2015	10.1	10.1	10.2	10.2
2016	10.1	10.1	10.2	10.2

Year	2013	2014	2015
Number of	1,000	1,100	1,200
Disbursements	1,000	1,100	1,200
Cost	10.0%	11.0%	12.0%

Year	Total Delinquencies (Number/Total Loans)
2011	100
2012	120
2013	150
2014	180
2015	200
2016	220

Year	Total Cures (Percentage/Total)
2011	10.0%
2012	11.0%
2013	12.0%
2014	13.0%
2015	14.0%
2016	15.0%

iontuition Registrations - January, 2015

1,000 (1,000 missing users)

Where we are now
- a World of Difference!



TYPE	Institution	Default Rate
SCCC	Tallahassee Community College	23.3
SCCC	Daytona State College	21.1
SCCC	College of Central Florida	20.8
SCCC	South Florida State College (formerly South Florida Community College)	20.0
SCCC	State College of Florida, Manatee-Sarasota	20.0
SCCC	St. Petersburg College	19.0
SCCC	Florida Keys Community College	18.3
SCCC	Eastern Florida State College (formerly Brevard Community College)	18.0
SCCC	Indian River State College	18.9
SCCC	Santa Fe College	18.8
SCCC	Pasco-Hernando State College (formerly Pasco-Hernando Community College)	18.5
SCCC	Seminole State College of Florida	18.2
SCCC	Northwest Florida State College	17.6
SCCC	Valencia College (formerly Valencia Community College)	17.0
SCCC	Palm Beach State College	16.3
SCCC	Pensacola State College	15.9
SCCC	Hillsborough Community College	15.8
SCCC	Florida State College at Jacksonville	15.6
SCCC	Florida Gateway College (formerly Lake City Community College)	15.4
SCCC	Florida SouthWestern State College (formerly Edison State College)	15.3
SCCC	Gulf Coast State College	15.0
SCCC	St. Johns River State College	14.4
SCCC	Broward College	12.4
SCCC	Chapala College	12.3
SCCC	Miami Dade College	10.6
SCCC	Lake Sumter State College (formerly Lake-Sumner Community College)	7.9
SCCC	Polk State College	5.2
SCCC	North Florida Community College	0.0

How do we compare to other Florida Colleges?

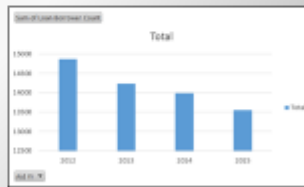
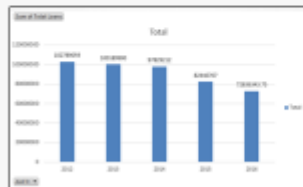


- ***It's MY FUTURE!*** campaign
 - A comprehensive program to encourage financial literacy and debt management
 - Goals
 - Lower borrowing levels
 - Lower delinquency and default
 - Lower Cohort Default Rate
 - Website updates including:
 - Don't borrow if you don't have to
 - If you need to borrow, borrow only what you need
 - Buckslips
 - SLS class presentations



Where we are now – a World of Difference!

- Financial Literacy efforts working!
 - Since our high in 2012, we have seen a steady decline in student borrowing, while seeing no decline in the amount of Federal Pell Grant we disburse
 - Projected 2015-16 student loan volume: \$76 M (\$26 M reduction over a 5-year borrowing period!)
 - Pell Grant volume: \$50-55 M annually



Where we are now
– a World of Difference!



Questions?

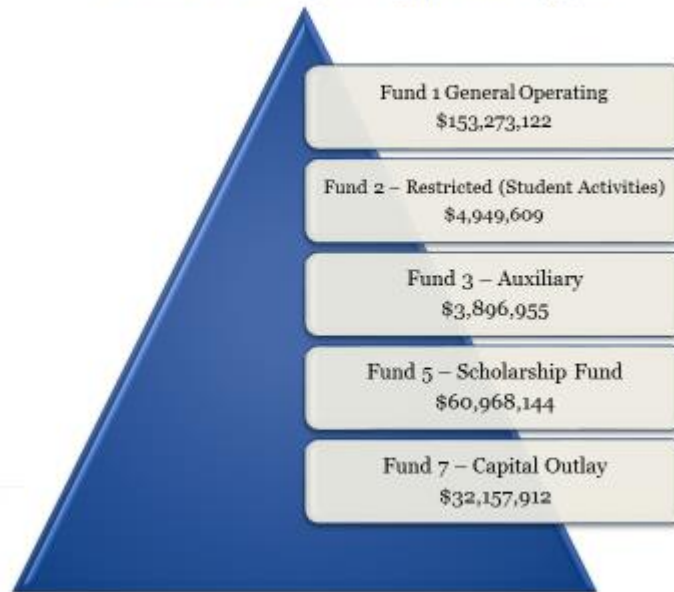


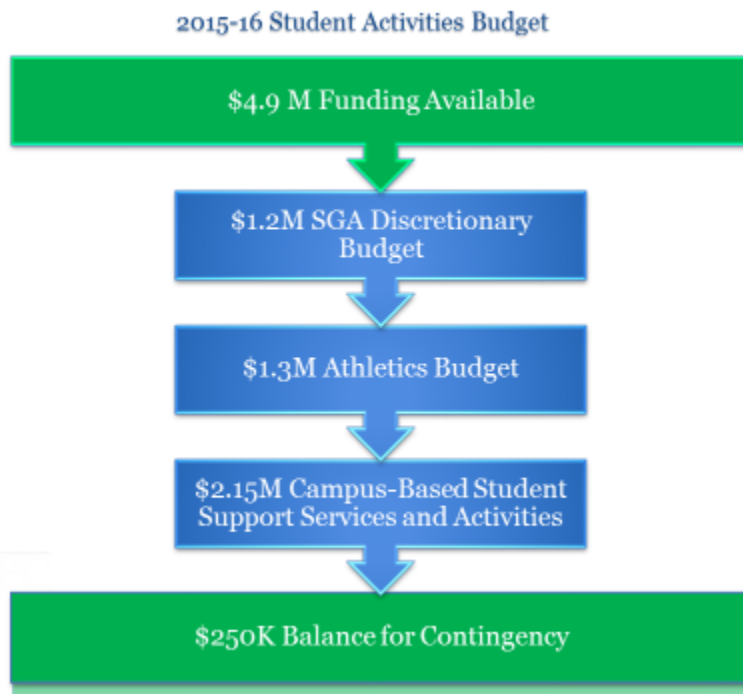


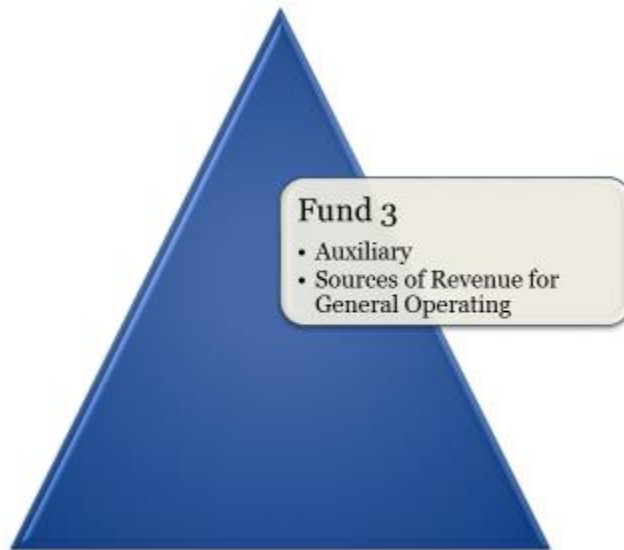
St. Petersburg College Board of Trustees Financial Overview and Monthly Financial Report

Janette Hunt
February 16, 2016

Review of College Budget/Fund Types







Fund 3: Auxiliary

Revenues:	
Bookstore Commissions/Space Lease	\$ 1,989,230
Bookstore Textbook Credit Contribution	\$ 500,000
Food Services/Vending Commissions	\$ 150,000
Residual Financial Aid Funds	\$ 75,000
Royalties-Ethics Textbook	\$ 60,000
Royalties-Excess Bandwidth	\$ 385,036
Pay For Print Sales	\$ 94,232
Seminole Library Rentals	\$ 3,000
Ground Tower Lease	\$ 35,356
Interest	\$ 50,885
Fund Balance	\$ 554,216
Total Revenues	\$ 3,896,955
Expenses:	
Auxiliary Services Administrative Costs	\$ 185,225
Computer & Equipment Leases	\$ 72,649
Materials, supplies, misc. services	\$ 32,242
Total Expenses	\$ 290,116
Transfers Out to Other Funds:	
Operating Budget Fund	\$ 2,701,839
Scholarship Fund Mae J Williams	\$ 5,000
Textbook Bookstore Credits	\$ 900,000
Total Transfers Out to Other Funds	\$ 3,606,839
Total Expenses & Transfers	\$ 3,896,955
Excess of Revenues Over Expenses & Transfers	\$ -



2015-16 Auxiliary Funding in Operating Budget







2015-16 Capital Outlay (Construction, Remodel, Renovation, & Equipment)



FY 2014-15 End of Year Unencumbered Fund Balance Summary

Fund 1 – General Operating Funds (\$19.7M)

Fund 2 – Restricted Funds (\$6.97M)

- Student Activity (\$3.35M)
- Grants and Contracts (\$3.62M)

Fund 3 – Auxiliary Funds (\$6.54M)

- Enterprises established to provide non-instructional services
- Self-supporting

Fund 7 – Facilities Construction and Renovation (PECO) Funds (\$18.88M)



Estimated FY16-17 St. Petersburg College Operating Budget

Revenue	FY15-16B Budget	FY16/17 Budgeted Projections	House Proposed Budget	Senate Proposed Budget
Student Tuition & Out-of-State Fees	\$ 56,498,805	\$ 56,498,805	\$ 56,498,805	\$ 56,498,805
State Appropriation - CCPF	\$ 54,863,174	\$ 54,863,174	\$ 52,486,111	\$ 52,062,589
State Appropriation - Lottery	\$ 14,934,524	\$ 14,934,524	\$ 16,683,508	\$ 16,179,031
Performance Funding	\$ 1,202,209	\$ 1,202,209	\$ -	\$ -
Operating Cost for New Facilities	\$ 172,604	\$ 172,604	\$ 172,604	\$ 172,604
Learning Support Access Fee	\$ 1,831,810	\$ 1,831,810	\$ 1,831,810	\$ 1,831,810
Distance Learning Fee	\$ 3,752,441	\$ 4,249,215	\$ 4,249,215	\$ 4,249,215
Technology Fee	\$ 2,815,337	\$ 2,815,337	\$ 2,815,337	\$ 2,815,337
Lab Revenue Fees	\$ 1,714,401	\$ 1,714,401	\$ 1,714,401	\$ 1,714,401
Industry Certifications	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000
Other Revenues	\$ 5,397,200	\$ 5,397,200	\$ 5,397,200	\$ 5,397,200
Other Student Fees	\$ 1,622,007	\$ 1,622,007	\$ 1,622,007	\$ 1,622,007
Fund Transfers In	\$ 3,556,839	\$ 3,556,839	\$ 3,556,839	\$ 3,556,839
Revenue Stabilization Reserve	\$ 2,173,009	\$ 2,173,009	\$ 2,173,009	\$ 2,173,009
One-Time Non-Recurring Funds	\$ 2,291,443	\$ 2,291,443	\$ 2,291,443	\$ 2,291,443
Total Revenues - Fund 1x	\$ 152,975,803	\$ 153,472,577	\$ 151,662,289	\$ 150,714,290

Assumptions:

- Tuition budgeted flat to this fiscal year
- Senate budget proposal does not include the \$1M for MLK Day
- House and Senate budget proposal does not include performance based funding



Revenue Focus

ST. PETERSBURG COLLEGE

FY15-16 OPERATING BUDGET TO ACTUAL REPORTING: July 1 - Jan 31

Revenue	FY15-16 Budget	FY15-16 Actual	% YTD Actual to Total Budget	% Tracking to YTD Budget
Student Tuition & Out-of-State Fees	\$ 56,498,805	\$ 47,066,605	83%	
State Appropriation - CCPF	\$ 54,863,174	\$ 32,129,541	59%	
State Appropriation - Lottery	\$ 14,934,524	\$ -	0%	
Performance Funding	\$ 1,202,209	\$ 676,242	56%	
Operating Cost for New Facilities	\$ 172,604	\$ -	0%	
Learning Support Access Fee	\$ 1,831,810	\$ 1,454,343	79%	
Distance Learning Fee	\$ 3,752,441	\$ 3,004,225	80%	
Technology Fee	\$ 2,815,337	\$ 2,295,646	82%	
Lab Revenue Fees	\$ 1,714,401	\$ 1,635,680	95%	
Industry Certifications	\$ 150,000	\$ -	0%	
Other Revenues	\$ 5,397,200	\$ 2,723,385	50%	
Other Student Fees	\$ 1,622,007	\$ 689,712	43%	
Fund Transfers In	\$ 3,556,839	\$ -	0%	
Revenue Stabilization Reserve	\$ 2,173,009	\$ -	0%	
One-Time Non-Recurring Funds	\$ 2,291,443	\$ -	0%	
Total Revenues - Fund 1x	\$ 152,987,803	\$ 91,675,579	60%	61%

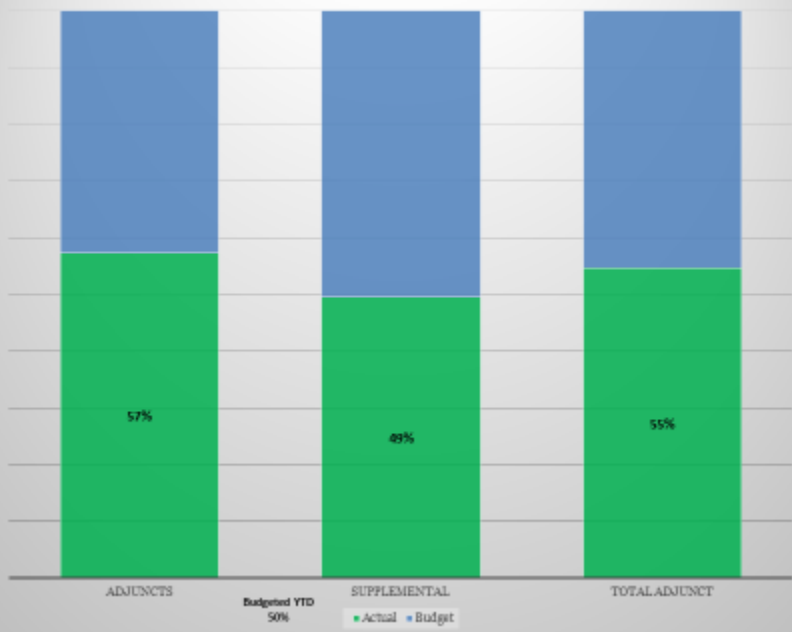
Budgeted
YTD 66%

Expense Focus

Operating Costs	FY15-16 Budget	FY15-16 Actual	% YTD Actual to Total Budget	% Tracking to YTD Budget
Personnel & Benefits				
Total Personnel & Benefits	\$ 118,154,416	\$ 67,139,878	57%	56%
Current Expense				
Total Current Expense	\$ 31,771,510	\$ 16,991,907	53%	52%
Capital Spending				
Total Capital Spending	\$ 3,347,196	\$ 1,537,068	45.9%	56%
Total Operating Costs - Fund 1x	\$ 153,273,122	\$ 85,668,853	56%	57%
Total Remaining Funds (Surplus/Deficit)	\$ (285,320)	\$ 6,006,726		

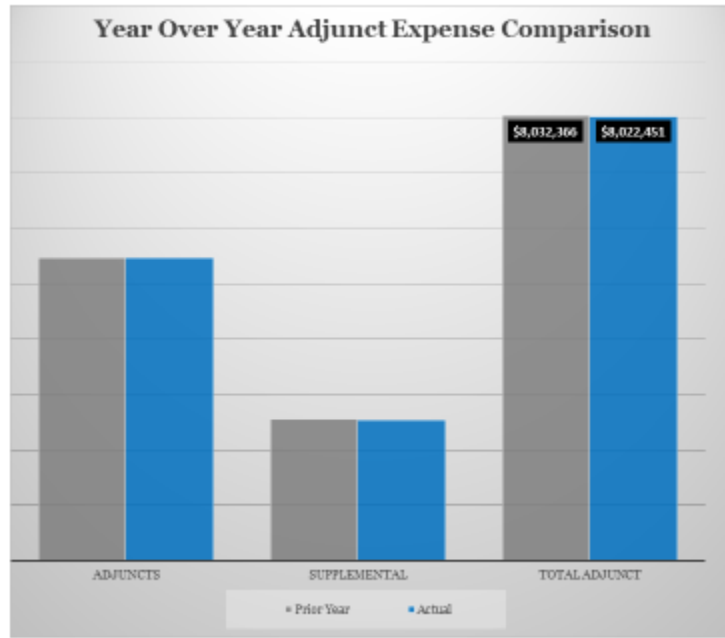
Expense Focus

Adjunct Expense Tracking to Budget Trend





Expense Focus



Operating Budget Fund Balance Trends





Questions?

VI – B.4 Enrollment Planning and Analysis

St. Petersburg College
SPC

Enrollment Planning and Analysis

*Board of Trustees Meeting
February 16, 2016*

An Achieving Institution

St. Petersburg College
SPC

Guaranteed Academic Course Schedule

- Academic Course Schedule designed to meet student needs.
- Courses will not be canceled once posted on the schedule and revealed to students.

Values

An Achieving Institution

2

Two Key Phases of the Process:

1. Planning Phase
2. Management Phase

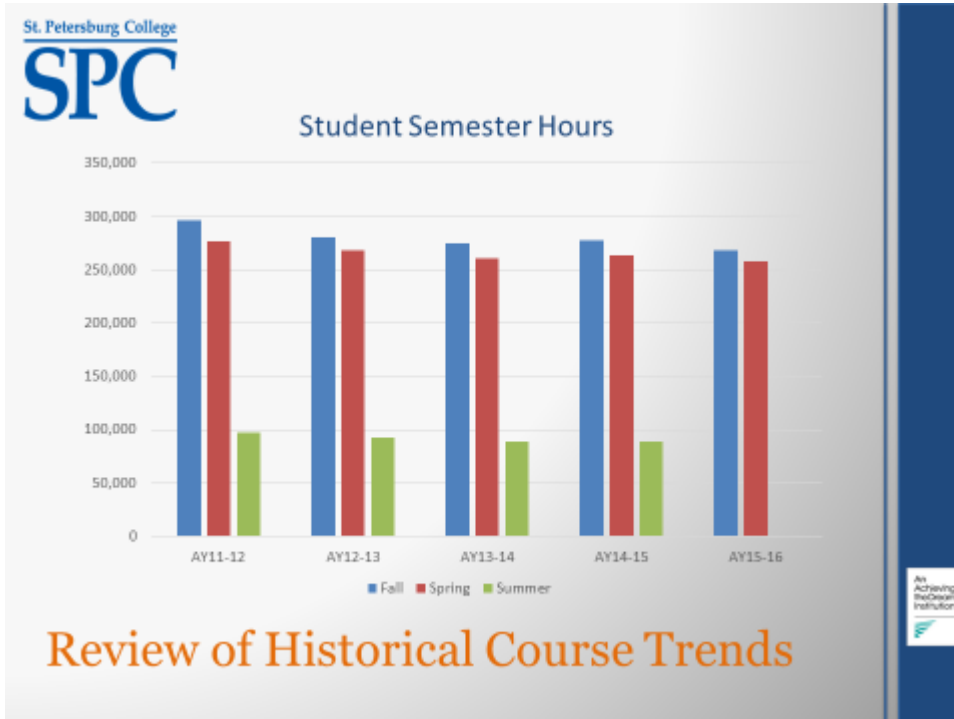
Implementation



- Jimmy Chang, Dean, Mathematics
- Greg Nenstiel, Dean, Business
- Anne Cooper, SVP, Instr. and Academic Programs
- Jesse Coraggio, VP, IE & Academic Services
- Tonjua Williams, SVP, Student Services
- Doug Duncan, SVP, Admin/Business Services & IT
- Djuan Fox, Coordinator, Special Projects
- Jamelle Conner, Provost, SP/Gibbs Campus
- Marvin Bright, Provost, Tarpon Springs Campus

Course Planning and Budget Committee





- St. Petersburg College
SPC
1. Overall AY2016-17 guaranteed schedule built to match AY2015-2016 actual enrollment in order to meet students' need.
 2. Review Standard Course Load (SCL) for specific courses.
 3. Use of technology to expand course offerings.
- ## Committee Recommendations
- An Achieving the Dream Institution

1. **High Need, High Demand:** Review of current job opening and projected job openings within field.
2. **Attractiveness to Online Markets:** review of existing course modalities and program demand for online learning.
3. **Recent Course Growth:** Review of enrollment trends by course within program.
4. **Articulation opportunities with other schools:** review of other Universities and State Colleges with similar programs.
5. **Existing Capacity:** Availability of Faculty and Resources to accommodate enrollment growth.

Dean's Criteria for Strategic Growth



Management Phase

Implemented during student
registration



St. Petersburg College

SPC

- Daily review of enrollment patterns by Deans and Academic Chairs
- Tentative courses and Courses Consideration Guidelines
- Incremental ECH Increases

Schedule Management



St. Petersburg College

SPC

Prior Term	Budgeted SSH	Current SSH Capacity	Actual SSH	Remaining SSH	Percent Full SSH	On-Hold SSH
258,875	252,731	280,259	253,637	26,622	90.5%	5,683

Note: Excludes Off-site Dual Enrollment (Open Campus).

Enrollment

Source: BI - Daily Enrollment Dashboard, Data Extracted January 11, 2016





Prior Term	Budgeted SSH	Current SSH Capacity	Actual SSH	Remaining SSH	Percent Full SSH	On-Hold SSH
258,875	252,731	280,259	253,637	26,622	90.5%	5,683

Note: Excludes Off-site Dual Enrollment (Open Campus).

Enrollment

Source: BI - Daily Enrollment Dashboard, Data Extracted January 11, 2016



Budget Compare

Prior Term	Budgeted SSH	Current SSH Capacity	Actual SSH	Remaining SSH	Percent Full SSH	On-Hold SSH
258,875	252,731	280,259	253,637	26,622	90.5%	5,683

Note: Excludes Off-site Dual Enrollment (Open Campus).

Enrollment

Source: BI - Daily Enrollment Dashboard, Data Extracted January 11, 2016



St. Petersburg College
SPC

Year-over-Year Change

Prior Term	Budgeted SSH	Current SSH Capacity	Actual SSH	Remaining SSH	Percent Full SSH	On-Hold SSH
258,875	252,731	280,259	253,637	26,622	90.5%	5,683

Note: Excludes Off-site Dual Enrollment (Open Campus).

Enrollment

Source: BI - Daily Enrollment Dashboard, Data Extracted January 11, 2016

An Achieving the Dream Institution

13

St. Petersburg College
SPC



Questions?

An Achieving the Dream Institution

February 16, 2016

MEMORANDUM

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President *WDL*
SUBJECT: Personnel Report

Approval is sought for the following recommended personnel transactions:

HIRE Budgeted Administrative & Professional			
Name	Title	Department/Location	Effect. Date
Sussex,Kaitlyn M	Certificate Prgm Coordinator	Corporate Training DO	02/15/2016-06/30/2016
Doyle,Victoria G	Development Officer	Resource Development DO	02/01/2016-06/30/2016

TRANSFER/PROMOTION Budgeted Administrative & Professional			
Name	Title	Department/Location	Effect. Date
Johns,Charlotte D	(Acting) Scholar&StuFin AsstDir	Scholarships/Stu Fin Assist SPG	01/25/2016-06/30/2016
Reesher,Shaeleigh A	Academic Program Manager	Provost HC	12/14/2015-06/30/2016
Mullarkey,Amy L	Disability Resources Manager	Provost TS	01/25/2016-06/30/2016

HIRE Budgeted Career Service			
Name	Title	Department/Location	Effect. Date
Odom,Kenneth Orlando	Accounting Support Assistant	Business Office SPG	01/11/16
Martin,Brittany E	Administrative Svcs Specialist	Marketing & Strategic Comm DO	01/11/16
Ojeda,Marvin A	Custodial Crew Leader	Custodial Services SE	01/25/16
Tran,Chau N	Custodian	Custodial Services SPG	02/01/16
Cheskidova,Svetlana I	Instructional Support Spec.	Learning Resources SPG	01/11/16
Battista,Robert	Landscaper	Landscape Services CL	01/06/16
Boucher,Mary E	Sr Administrative Svcs Assist	Provost HC	01/19/16
Leger,Annette J	Sr Administrative Svcs Speclst	Provost SPG	01/11/16
Dye,Jared A	Student Support Specialist	SPC Downtown	01/19/16
Rivera,Megan Rhea	Student Support Specialist	Student Support Services CL	02/01/16
Walker,Clarence Kenneth	Technology Support Specialist	Provost CL	01/11/16

TRANSFER/PROMOTION Budgeted Career Service			
Name	Title	Department/Location	Effect. Date
Salmon,Diane C	Sr Administrative Svcs Speclst	Corporate Training DO	01/11/16

TRAVEL OUTSIDE THE CONTINENTAL UNITED STATES			
Name	Title	Department/Location	Effect. Date
Wolter,Timothy	Faculty	Humanities SPG	03/04/2016-03/16/2016

The purpose of this trip is to travel to Rome, Italy, and to offer St. Petersburg College students an educational opportunity to introduce the humanities curriculum within the Italian culture and excursions to religious and historical sites. They will be travelling to these sites following the changes in history over the various periods of time. The benefit to the College is to contribute to the international education of students by providing opportunities that encourage global awareness and perspectives.

Funded by the Humanities Department. Estimated cost to the College is \$4,572.51.

Gillis,Arlene	Faculty	Orthotics & Prosthetics (O&P)	02/14/2016-02/20/2016
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The purpose of this educational trip is to travel to Bogota, Columbia, and to present about the the O&P profession at El Sena University and volunteer at a military hospital. The benefit to the College is industry and college exposure.


Funded by the O&P Department. Estimated cost to the College is \$1,747.00

Doug Duncan, Senior Vice President, Administrative/Business Services & Information Technology and the Strategic Issues Council Members bringing the actions forward, recommend approval.
 Sw0202161

February 16, 2016

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Faculty Contract Review Process (Information)

The faculty contract review process was completed on January 25, 2016. The deans addressed a number of factors associated with each faculty member as part of the decision making process. These factors include:

- Student Course Success Rates
- Student Course Survey of Instruction Scores
- Participation in Out of Class Support
- College Service and Duties Outside the Classroom
- Professional Development Completed
- Professional Development Plan for coming year to address areas for growth
- Class Observations

The information associated with each faculty member was presented to the Senior Vice President of Instruction and Academic Programs and the President to ensure a thorough review was accomplished.

Eighty-six faculty were reviewed of which 76 were for annual contracts and 10 were for continuing contracts. Of the 76 reviewed for annual contracts 74 are recommended, 2 decision delayed until May, 2016. Of the 10 reviewed for continuing contracts 8 are recommended, 1 non-renewal and 1 decisions delayed until May, 2016.

The review process highlights faculty's focus on the teaching and learning process and the employment of a variety of methodologies to improve the engagement of their students. The Faculty Cohort support process operated by the Center for Excellence in Teaching and Learning is providing positive results as new faculty work to adapt their teaching expertise to our current student population in support of student success.

Anne Cooper, Senior Vice President, Instruction and Academic Programs

dm021601

Faculty Evaluation and Contract Review Process

Anne M. Cooper, Ph.D – SVP, Instruction and Academic Programs
SPC Board of Trustees – February 16, 2016

SPC St. Petersburg College
INSTRUCTION AND ACADEMIC PROGRAMS

New Faculty Cohort – Professional Development

SPC St. Petersburg College
INSTRUCTION AND ACADEMIC PROGRAMS

1. Learning Management System Training
2. Departmental Mentoring and Ongoing Support
3. Year I – New Faculty Development Course
 - Understanding SPC and our students
 - Student success strategies
 - Excellence in teaching & learning
 - Collaboration and services
4. Year II – New Faculty Cohort Project
 - Address academic area of need
 - Recommended solutions

February 16, 2016

Faculty Annual Evaluation

SPC St. Petersburg
College
INSTRUCTION AND ACADEMIC
PROGRAMS

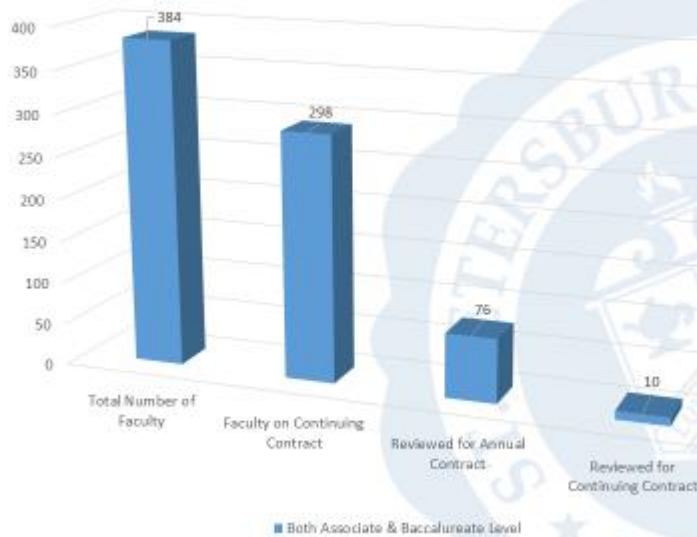
Faculty180

- All Faculty Evaluated Annually
- Data and documentation stored in Faculty 180 – e-portfolio tool
- Evaluation Sections include:
 - Student Success Data for 12 to 22 course/year
 - Student Survey of Instruction; minimum 10 courses – 200 to 240 surveys
 - Instructional Strategies
 - Course Information
 - Professional Development
 - College Contributions
 - Scholarly Contributions

February 16, 2016

Faculty

SPC St. Petersburg
College
INSTRUCTION AND ACADEMIC
PROGRAMS



February 16, 2016

Contract Review Process

- Faculty Role –Documentation and Data Review
 - Review Student Course Success Rates and Student Course Surveys
 - Student Engagement Strategies
 - Out of Class Support
 - College Service
 - Professional Development Completed
 - Professional Development Plan

February 16, 2016

Contract Review Process

- Deans Role
 - Reviews faculty data and documentation
 - Adds class observation and comments
 - Presents contract recommendation to President and SVP
 - Provides feedback to faculty member

February 16, 2016

Results of Contract Review

Reviewed for Annual Contract	76
Recommended	
Annual	74
Delay Decision until May 2016	2
Reviewed for Continuing Contract	10
Recommended	
Continuing	8
Delay Decision until May 2016	1
Non-Renewal	1


February 16, 2016



February 16, 2016

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Faculty Continuing Contract Recommendations

Approval is sought for the following personnel actions concerning faculty members to receive continuing contract (2016-2017), contingent upon the successful completion of satisfactory service in the current contract year and official documentation of successful completion of required graduate coursework.

Effective Date	Name	Title	Department
8/11/2016	Davis, Glenn	Instructor	EmergencyMedServices HC
8/01/2016	Fullard,Jeani Z	Instructor-12 month	College of Education TS
8/01/2016	Murphy,Beth E	Instructor-12 month	College of Nursing HC
8/01/2016	Norman,Anja	Chair,Social&BehaviorSc	Social Science CL
8/01/2016	Oakley,Shirley	Chair,Communications	Letters CL
8/01/2016	Osovitz,Michelle M.	Instructor-12 month	Natural Science TS
8/11/2016	Rupp,Marc	Instructor	Nursing HC
8/01/2016	Shellhorn,Wendy L	Instructor-12 month	College of Health Sciences HC


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

Ssw020216

February 16, 2016

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Faculty Annual Contract Recommendations

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

Recommend appointment to a contract (2016-2017), contingent upon the successful completion of satisfactory service in the current contract year.

Effective Date	Name	Title	Department
8/1/2016	Armstead, Jenice R	Chair, College of Business	Business Administration TS
8/1/2016	Bailey, April E	Chair, College of Business	Business Administration SE
8/1/2016	Barnes, Jonathan A	Chair, Humanities & Fine Arts	Fine & Applied Arts CL
8/1/2016	Bennett, Rachel Bartlett	Instructor-12 month	Paralegal Studies CL
8/1/2016	Boehme-Terrana, Linae M	Instructor-12 month	Natural Science CL
8/1/2016	Briggs, Jeffrey B	Instructor-12 month	Nursing HC
8/1/2016	Coronel, Rina S.	Instructor-12 month	College of Business EPIC
8/1/2016	Courtade, Angela M.	Instructor-12 month	Orthotics & Prosthetics HC
8/1/2016	Curtis, Jessica L	Instructor-12 month	College of Education CL
8/1/2016	Delgado, Margaret	Chair, College of Education	College of Education SPG
8/1/2016	Fair, Timothy A	Instructor, 12 month	Provost HC
8/1/2016	Gilleland, Amanda H	Chair, Natural Science	Natural Science SE
8/1/2016	Hanrahan, Patricia L	Chair, College of Business	Business Administration CL
8/1/2016	Harper-Judd, Jill A	Chair, Natural Science	Natural Science CL
8/1/2016	Hawkins-Johnson, Jacqueline	Chair, Nursing	Nursing HC
8/1/2016	Hernly, Patrick M.	Chair, Humanities & Fine Arts	Fine & Applied Arts SPG
8/1/2016	Hoeh Boyd, Emily	Instructor-12 month	College of Education CL
8/1/2016	Jackson, Kimberly G	Chair, Soc Sciences	Social Science DT

8/1/2016	Kolonoski,David E.	Chair, Mathematics	Mathematics SPG
8/1/2016	Long,Johnie V.	Chair, College of Business	Business Technologies SPG
8/1/2016	Louis,Louisana	Chair, Nursing UD (BSN)	Nursing HC
8/1/2016	Loureiro,Roberto V	Chair,Social&Behavioral Sci	Social Science SPG
8/1/2016	Maisch,Lara L	Instructor-12 month	College of Health Sciences HC
8/1/2016	Malave,Laura Helena	Chair,CollegeofComputer IT	Business Technologies SPG
8/1/2016	Maola,Chad J.	Instructor,12 month	Orthotics & Prosthetics HC
8/1/2016	McAllister,Melissa D	Instructor-12 month	College of Education TS
8/1/2016	Middleton,Natavia	Chair, Natural Science	Natural Science SPG
8/1/2016	Moore,Joy B	Chair, Mathematics	Mathematics SPG
8/1/2016	Nelson,Nydia N	Chair, Mathematics	Mathematics SPG
8/1/2016	Nulty,Dorothy	Instructor-12 month	Nursing HC
8/1/2016	Odutola,Adeniji A.	Chair, Ethics	Ethics TS
8/1/2016	Rewald,Charles P.	Instructor-12 month	Nursing HC
8/1/2016	Risberg,Chrissy	Chair,CollegeofComputer IT	Business Technologies TS
8/1/2016	Rivero,Douglas	Chair,Social&Behavioral Sci	Social Science SE
8/1/2016	Roe,Bobby W.	Instructor,12 month	Orthotics & Prosthetics HC
8/1/2016	Santos,Wanda I	Instructor-12 month	College of Education TS
8/1/2016	Schneider, Virginia B	Chair, Nursing	Nursing HC
8/1/2016	Stanley, Kevin	Chair, Humanities&Fine Arts	Fine & Applied Arts TS
8/1/2016	Viciere,Brandi L	Instructor-12 month	Nursing HC

 Recommend appointment to a contract (2016-2017), contingent upon the successful completion of satisfactory service in the current year based on 36 ECH.


Effective Date	Name	Title	Department
8/11/2016	Appleton,Anthony L	Instructor	Natural Science SPG
8/11/2016	Banks,Ian M	Instructor	Paralegal Studies CL
8/11/2016	Bell,Brian D	Instructor	Engineering Technology CL
8/11/2016	Burgess,Diana L	Instructor	Nursing HC
8/11/2016	Chastain,Heather C	Instructor	Nursing HC
8/11/2016	Coakley,Melissa M	Instructor	Ethics CL
8/11/2016	Concepcion,Iris N.	Instructor	Nursing HC
8/11/2016	Cross,William C.	Instructor	Business Technologies CL
8/11/2016	Daniels,Amanda R	Instructor	Nursing HC
8/11/2016	Davies,Joi B	Instructor	Mathematics SPG
8/11/2016	Downing,Carol L.	Instructor	Interpreter Training CL
8/11/2016	Estlund,Amber L	Instructor	Letters SE
8/11/2016	Geiger,Claire S	Instructor	Mathematics SPG
8/11/2016	Harris,Jay S	Instructor	Interpreter Training CL
8/11/2016	Jenks,Diane Lee	Instructor	Nursing HC
8/11/2016	Johnson,Hannah A	Instructor	Mathematics CL

8/11/2016	Kuopas,Cindy L	Instructor	Letters TS
8/11/2016	Lanham,Valerie	Instructor	Letters SPG
8/11/2016	Macogay,Eugene	Instructor	Respiratory Care HC
8/11/2016	Mistretta,Jennifer Lee	Instructor	Nursing HC
8/11/2016	Moriarty,Christian R	Instructor	Ethics SPG
8/11/2016	Nusspickel,Mark J	Instructor	Letters SPG
8/11/2016	Ong,Grace L	Instructor	Natural Science SE
8/11/2016	Paden,Melanie Woods	Instructor	Letters CL
8/11/2016	Pels,Margarite L	Instructor	Nursing HC
8/11/2016	Prifti,Bledar	Instructor	Social Science SE
8/11/2016	Sibbio,Ralph A	Instructor	Emergency Medical Services HC
8/11/2016	Simunac,Kristin	Instructor	Natural Science TS
8/11/2016	Stephanides,Ourania Z.	Instructor	Mathematics TS
8/11/2016	Uruena-Agnes,Adriana	Instructor	Social Science DT
8/11/2016	Van Doren,Tina L	Instructor	Nursing HC
8/11/2016	Vaughan,Joann T.	Instructor	Ethics SPG
8/11/2016	Vuurens,Karen A	Instructor	College of Education MT
8/11/2016	Wallace,Michael J	Instructor	Emergency Medical Services HC

Anne Cooper, Senior Vice President, Instruction and Academic Programs and the Strategic Issues Council Members
bringing the actions forward, recommend approval.
Ssw020216

February 16, 2016

MEMORANDUM

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President 
SUBJECT: Proposed Academic Calendars for 2017-2018

Approval is sought for the 2017-2018 Academic Calendar:

The proposed calendar was developed considering State Board Rules and Calendar Committee guidelines.

F.A.C. 6A-10.019, Required Annual Calendar for Schools and Colleges for Schools and Colleges, defines common calendars for colleges and universities, requires the following common starting dates:

- (a) The first three (3) weekdays after August 22;
- (b) The first three (3) weekdays after January 4;
- (c) The first three (3) weekdays after May 5.

As approved by the Board of Trustees the previous year, the College will again seek approval for an early exception to begin Term I classes for the 2017-2018 Academic Calendar year on Monday, August 14, a late exception to begin Term II classes on Monday, January 8 and a late exception to begin Term III classes on Monday, May 14.

The purpose for the requested exceptions is moving the start of the Spring semester by one week in order to improve student success. This provides an additional week for student advising, registration and financial activity before classes begin. This will provide students the opportunity to be better prepared on the first day of classes. This is similar to when the college had previously placed a week between the Spring and Summer semesters.

By starting the Spring semester a week later, the summer semester will shift by a week as well. This later Summer semester start date will provide additional opportunities for recent high school graduates to begin their education earlier by attending the summer semester.

Anne Cooper, Senior Vice President for Academic and Student Affairs, and Tonjua Williams,

ST. PETERSBURG COLLEGE
2017-2018 ACADEMIC CALENDAR

FALL 2017	TERM 1 – 2017 – 0535– AUGUST 14 – DECEMBER 8, 2017
April 19	General Registration
August 10-11	Faculty Report
August 14	Classes Begin
August 14	Fast Track 1 Mod Begins
August 18-December 2	Weekend Classes
September 4	Labor Day Holiday -College Closed
September 11	Express Classes Begin
October 6	Fast Track 1 Mod ends – Approved Grades due in PS by 4 p.m.
October 9	Fast Track 2 Mod begins
October 31	All College Day – No Classes
November 10	Veterans Day Observed – College Closed
November 22-November 26	Thanksgiving Holidays – College Closed
December 4-7	Exam Days
December 8	Approved Grades due in PS by 4:00pm (and end of Fast Track Mod 2)
December 9 (venue dependent)	Commencement
December 19 – January 1	Winter Break – College Closed
SPRING 2018	TERM II – 2018- 0540- JANUARY 8 – MAY 4, 2018
October 25 (2017)	General Registration
January 5	Faculty Report
January 8	Classes Begin
January 8	Fast Track 1 Mod begins
January 12-April 28	Weekend Classes
January 15	Martin Luther King, Jr. Holiday – College Closed
February 5	Express Classes Begin
March 2	Fast Track 1 Mod ends – Approved Grades due in PS by 4 p.m.
March 2	Spring Training Day
March 4-11	Spring Break Holiday – College Closed
March 12	Fast Track 2 Mod begins
March 30-April 1	Spring Holiday – College Closed
April 30-May 3	Exam Days
May 4	Approved Grades due in PS by 4:00pm (and end of Fast Track Mod 2)
May 5 (venue dependent)	Commencement
SUMMER 2018	TERM III –2018- 0545 - MAY 14 – JULY 20, 2018
March 21	General Registration
May 14	Faculty Report
May 14	Classes Begin (10 weeks)
May 14	Fast Track 1 Begins (First 8 Weeks of the term)
May 19 – July 15	Weekend Classes
May 28	Memorial Day Holiday – College Closed
May 29	Fast Track 2 Begins (Second 8 Weeks starts two weeks after the first day of the term)
June 11	Express Classes Begin
July 4	Independence Day Holiday– College Closed
July 6	Fast Track 1 Ends
July 18-19	Exam Days
July 20	Approved Grades due in PS by 4:00pm (and end of Fast Track 2)
July 21 (venue dependent)	Commencement

Annual Academic Calendar

Djuan Fox, Coordinator, Special Projects

SPC Board of Trustees – February 16, 2016

SPC St. Petersburg
College
INSTRUCTION AND ACADEMIC
PROGRAMS

Academic Calendar Build

SPC St. Petersburg
College
INSTRUCTION AND ACADEMIC
PROGRAMS

Purpose: To build an academic calendar that best supports student success, requires soliciting input from a cross-section of persons;

- Financial Services
- Student Services
- Provosts/Deans Council
- Faculty Governance Organization (FGO)
- Human Resources

Academic Calendar - Changes

As approved by BOT the previous three academic years, SPC has requested the following:

- Early exception to begin Fall Term I classes
- Late exception to begin Spring Term II and Summer Term III



Questions?

February 16 2016

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President



SUBJECT: New Baccalaureate Degree Application

Approval is sought to submit the baccalaureate proposal application to State of Florida to implement a new baccalaureate level education program.

The College seeks to submit the following Baccalaureate Proposal Application {pursuant to 6A-14.095, Florida Administrative Code (F.A.C.)}. The baccalaureate proposal application seeks approval to offer a Bachelors of Applied Science (BAS) in Arts and Entertainment Technology.

In January 2014, with Board of Trustees approval, the College successfully submitted a Letter of Intent (LOI) to initiate the process for approval to offer a Bachelor of Applied Science in Arts & Entertainment Technology (BAS-AET).

During 2014 Legislative session, Senate Bill 1148 restricted the State Board of Education, and St. Petersburg College, from approving any new baccalaureate degrees before May 31, 2015. The moratorium has since expired. With the Board of Trustees approval, the full Baccalaureate Proposal Application will be submitted to the State Board of Education for final approval.

BAS-AET is a professional workforce degree program serving multiple technological and arts areas. It is focused on teaching “real world” entrepreneurial skills through high-quality practical, curriculum, and flexible project-based collaborative experiences.

According to the Strategic National Arts Alumni Project (SNAAP) survey, 69% of all currently employed arts graduates described their current jobs as “relevant” or “very relevant” to their training. An excerpt from the study says, “Given the diverse pathways our graduates will take, the frequency of self-employment and entrepreneurialism, and the deployment of artistic skills across social and occupational contexts, we must continue to expose our students to these broad competencies.”

This degree will offer Pinellas County residents the opportunity to earn a Bachelor of Applied Science in Arts and Entertainment Technology, a degree that compliments the traditional workforce emphasis of baccalaureate programs in state colleges by offering upward mobility into leadership/management for two-year graduates who are working locally in fields such music industry, digital media, film and video, and photography.

Anne Cooper, Senior Vice President for Instruction and Academic Programs, and Jesse Coraggio, Associate Vice President, Institutional Effectiveness, Research and Grants recommends approval.

VI – D.2 Art and Entertainment Baccalaureate Degree Proposal

New Program Proposal: BAS in Arts and Entertainment Technology

Jonathan Steele, Dean, Fine Arts and Humanities

Patrick Hernly, Academic Chair, MIRA

Barbara Hubbard, Academic Chair, Humanities

SPC Board of Trustees –February, 2016

SPC St. Petersburg
College
INSTRUCTION AND ACADEMIC
PROGRAMS

Purpose

SPC St. Petersburg
College
INSTRUCTION AND ACADEMIC
PROGRAMS

- Creating a professional **workforce degree** program serving **multiple technological and arts** areas which service the needs of the Pinellas County Community.
- The new degree will emphasize **“real world” entrepreneurial skills** through high-quality, practical curriculum, and flexible **project-based, collaborative experiences**.

Employability

- Workforce Region 14 – Pinellas County (2014-17)

Occupation	Projected Year 2017	Change %	Total Openings	Annualized Salary	Education Level
Producers/Directors	314	11.4	98	\$72,626	Bachelor's Degree
Film and Video Editors	81	6.7	20	\$38,688	Associate's Degree
Music Director and Composers	277	9.1	72	\$35,235	Bachelor's Degree
Broadcast Technicians	72	7.4	20	\$72,969	Associate's Degree
Media and Communication Workers	37	19.4	136	\$52,062	Associate's Degree
Sound Engineering Technicians	42	10.5	13	\$47,028	Associate's Degree
Art Directors	106	8.5	29	\$72,113	Bachelor's Degree
			147	\$55,817 avg.	

Source: Florida Department of Economic Opportunity (DEO) Employment Projections, Workforce Region: Pinellas County

Community Support

- Regional Colleges/Universities Support
 - USF
 - Eckerd
 - University of Tampa
- Community and Industry Support
 - Ruth Eckerd
 - HSN
 - City of St. Petersburg
 - Bluewater Studios



Community Support

- DACUM Participants
 - A DACUM session is an interactive session involving people who are knowledgeable about the field and would be able to have a helpful discussion on the abilities and traits needed in a four year graduate.
- Bright house Networks
- Capitol Theatre
- Cleartrack Studios
- HSN
- Mahaffey Theatre
- Studio@620
- The Poynter Institute
- WEDU



Curriculum Outline

Program Summary	Credits
Lower Division Course Credits	64
Upper Division Course Credits	56
Major Core	20
General Education	18
Sub-plan Courses MIRA, Digital Arts, and Photographic Technology	18
Total Program Credits	120

Academic Pathway

St. Petersburg College **Recommended Academic Pathway - Effective Spring 2017**
Arts and Entertainment Technology (BAS-AET)
Music and Recording Arts Subplan

Seq #	Course	Course Title	Credit	Type	Term Offered	Pre-Req	Options Available
1	ENT 2612	Creativity and Innovation in a Business Envir.	3	Core	F, Sp, Su		
2	ENC 1102	Composition III	3	Gen Ed	F, Sp, Su		Y
3	AET 300X	Collaborative Module I	2	Core	F, Sp	Y	
4	MUM XXXX	Advanced Critical Listening	3	Subplan	F, Sp, Su		
5	MAN3802	Principles of Entrepreneurship	3	Core	F, Sp, Su		
6	AET 300X	Collaborative Module II	2	Core	F, Sp	Y	
7	PHY XXXX	Natural Sciences	3	Gen Ed	F, Sp, Su		
8	MUM XXXX	Advanced Mixing Techniques	3	Subplan	F, Sp, Su		
9	MUM XXXX	Audio for Media Technology	3	Subplan	F, Sp, Su		
10	MGF 1107	Liberal Arts Math II	3	Gen Ed	F, Sp, Su		Y
11	MUL 1010	Music Appreciation	3	Gen Ed	F, Sp, Su		Y
12	MAR 4413	Sales, Negotiating and Customer Relationship	3	Core	F, Sp		
13	AET 400X	Collaborative Module III	2	Core	F, Sp	Y	
14	POS 2041	American National Government	3	Gen Ed	F, Sp, Su		Y
15	MUM XXXX	Seminar in Music Technology	3	Subplan	F, Sp		
16	MAR 4836	Concept and Product Development	3	Core	F, Sp, Su		
17	AET 400X	Collaborative Module IV	2	Core	F, Sp	Y	
18	BSC XXXX	Natural Sciences	3	Gen Ed	F, Sp, Su	Y	Y
19	MUM XXXX	Advanced Music Production	3	Subplan	F, Sp, Su		
20	MUM XXXX	Advanced Post Production Sound	3	Subplan	F, Sp, Su	Y	

Sub-plan Details

MIRA – 18 Credit Hours

Advanced Critical Listening: Analysis of Contemporary Production Techniques
 Advanced Mixing Techniques
 Audio for Media Applications
 Seminar in Music Technology
 Advanced Music Production
 Advanced Post Production Sound

Digital Arts – 18 Credit Hours

Multimedia Video Editing
 Advanced Digital Storytelling
 Production Studio III
 Advanced Videography
 Advanced Motion Graphics
 Advanced Computer Graphic Design

Photographic Technology – 18 Credit Hours

Photographic Lighting Techniques
 Videography
 Advance Digital Photography
 The Professional Environment
 Advance Illustrative Photography
 Photography Thesis

Budget (new costs)

SPC St. Petersburg
College
INSTRUCTION AND ACADEMIC
PROGRAMS

Expenditures	Year 1	Year 2	Year 3	Year 4
Personnel	21	42	42	42
	Sections	Sections	Sections	Sections
Faculty FT Salaries/Benefits	\$18,530	\$74,120	\$74,120	\$74,120
Faculty PT Salaries/Benefits	\$12,434	\$49,734	\$49,734	\$49,734
Faculty Support: Lab Specialists (increase PT to FT Positions)	\$48,600	\$48,600	\$48,600	\$48,600
Operating Expenses				
Materials/Supplies	\$5,000	\$5,000	\$5,000	\$5,000
Curriculum Development (19 Total New Courses)	\$22,736 (10)	\$21,168 (9)	0	0
Capital Outlay				
Other Equipment (*based on 4-yr lease)	\$16,842	\$36,500	\$36,500	\$36,500
Total	\$124,142	\$235,122	\$213,954	\$213,954

Enrollment Projections

SPC St. Petersburg
College
INSTRUCTION AND ACADEMIC
PROGRAMS

	Headcount	Student Semester Hours	Projected Revenues (SSH)
Year 1	32	576	\$70,675
Year 2	80	2,160	\$265,032
Year 3	95	2,565	\$314,726
Year 4	157	4,239	\$520,125

Headcount x Avg. CH Per Semester X 3 Semesters = Total Cr Hrs Per Year

Total Cr Hrs Per Year x Upper Division Tuition Rate = Projected Revenue

*Includes all coursework



Timeline

Key Dates

January 2014	Letter of Intent Approved by BOT
February 2014	Received Letter of Support from University of South Florida (USF)
April 2014	Received 'No Alternative Proposals' Memo from State Board of Education
April 2014 – May 2015	Moratorium Implemented
February 2016	Board of Trustees Review/Approval SACS Notification Submitted
March 2016	SPC Budget Workshop
April 2016 (Tentative)	Division of Florida Colleges Review
May 2016 (Tentative)	State Board of Education Review
May 2016	Curriculum/Marketing Initiatives Begin
January 2017	Program Proposed Start - Spring 2017



Questions

St. Petersburg College

SPC



VI – E.1 Marketing Outreach



MARKETING & STRATEGIC COMMUNICATIONS UPDATE | DIANA SABINO | FEBRUARY 16, 2016

SPC St. Petersburg College

DIGITAL MARKETING

Fall Campaign

	Impressions	Clicks
Retargeting	19,828,645	25,764
Text Ads	6,437,647	30,073

WHY CHOOSE SPC? **#1** REASON

53% LESS THAN
state universities

WHY CHOOSE SPC? **#8** REASON

#1 PROVIDER
OF ONLINE
education*

WHY CHOOSE SPC? **#7** REASON

Choose from
OVER 100
industry-based
PROGRAMS

WHY CHOOSE SPC? **#2** REASON

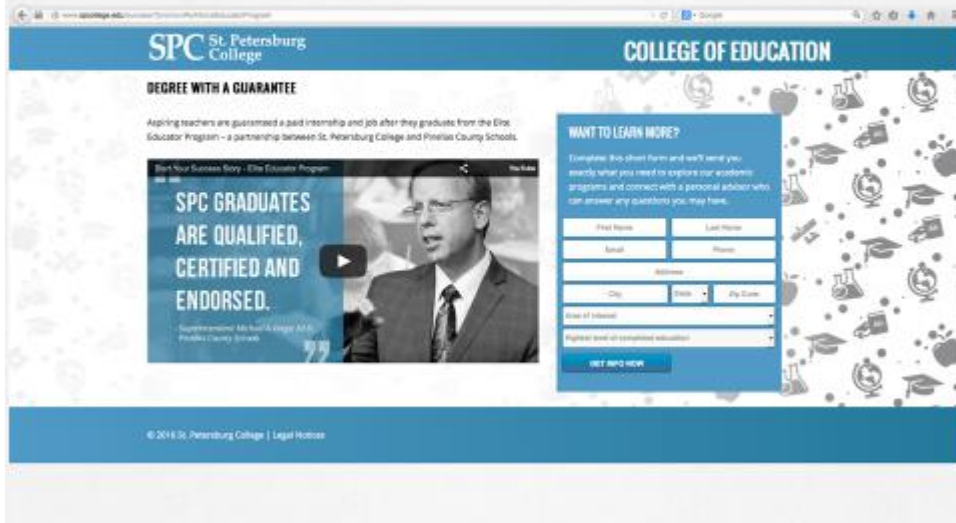
FOCUSED
on your
SUCCESS

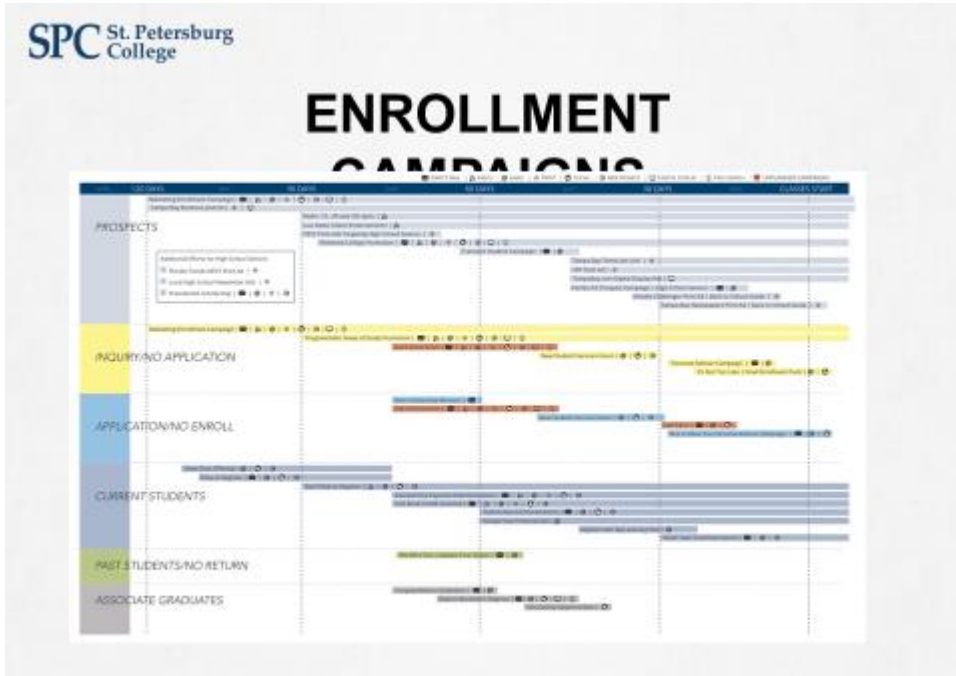
DIGITAL MARKETING

30,500+ Websites and Mobile Apps

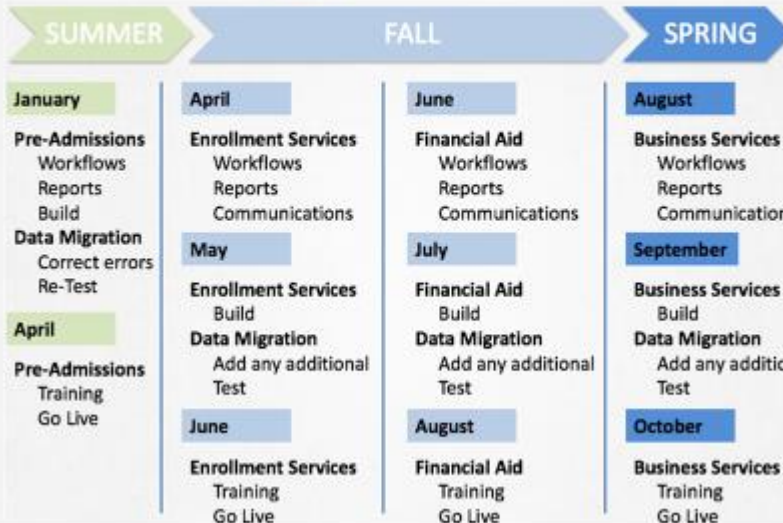


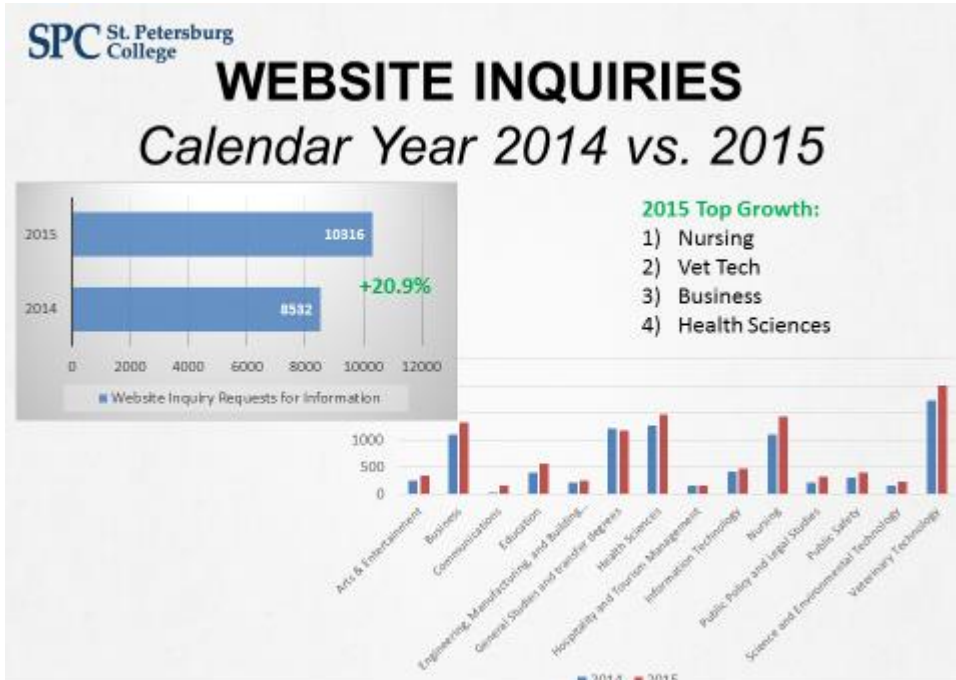
DIGITAL MARKETING



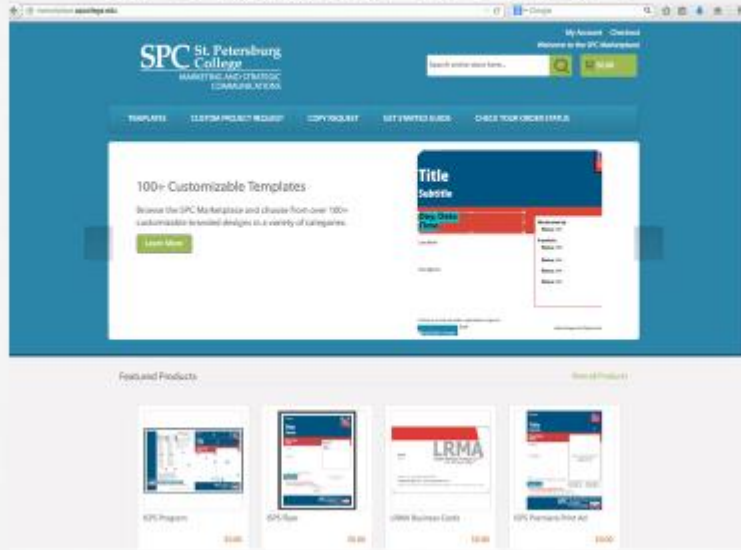


ONBOARDING PROCESS



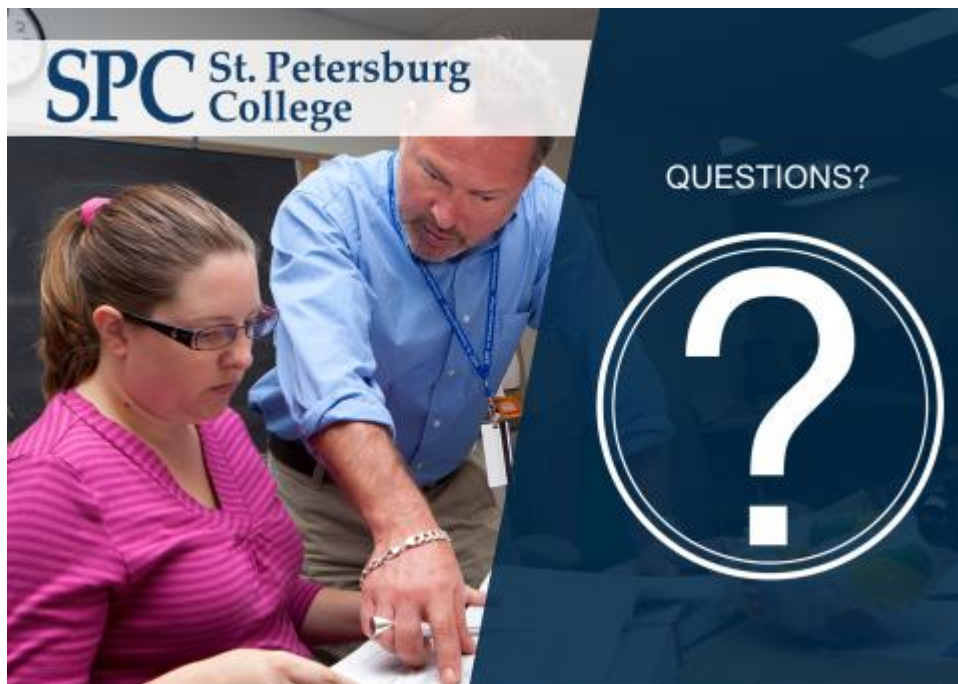


SPC MARKETPLACE



BRAND STORY






February 16, 2016

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Health and Human Services, Health Resources and Services Administration—Social and Behavioral Interventions to Increase Organ Donation

Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, by Tampa General Hospital in partnership with St. Petersburg College to the Health and Human Services (HHS), Health Resources and Services Administration (HRSA) for the Social and Behavioral Interventions to Increase Organ Donation funding opportunity. Permission is also sought to accept an estimated \$103,851 in funding over a three-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 proposed Linking Organ Donation and Bystander CPR For Enhanced Deceased Donor Registration in African Americans and Hispanics Over the Age of 50 (LIFE) grant program will support model interventions to address national health shortages by increasing donor registration in minority individuals over age 50 in the Tampa Bay Region. SPC's role will be to: 1) provide technology support services through Collaborative Labs, Workforce Institute, and Allstate Video Production Services; 2) provide access to campus populations for participant recruitment; and 3) serve as a program site on the SPC Clearwater campus.

This project builds a regional cohort of partnerships across healthcare, education, and social service institutions, serving to impact not only individuals in Tampa Bay, but also impacting health shortages and intervention models on a national scale. In addition to Tampa General Hospital and St. Petersburg College, project partners will include LifeLink Foundation, the American Heart Association, Beth Israel Deaconess Medical Center, Hillsborough Community College, and the Tampa Housing Authority.

The estimated period of performance will be from September 1, 2016 through August 30, 2019. The total project budget is approximately \$619,167, of which the College anticipates receiving an estimated \$103,851 over a three-year period. See attached Information Summary for additional information.

Anne Cooper, Senior Vice President, Instruction and Academic Programs; Suzanne L. Gardner, General Counsel; and James Connolly, Director, Workforce Institute, recommend approval.

Attachment

jm0128162

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

Date of BOT Meeting:	February 16, 2016
Funding Agency or Organization:	Health and Human Services, Health Resources and Services Administration
Name of Competition/Project:	Social and Behavioral Interventions to Increase Organ Donation
SPC Application or Sub-Contract:	Sub-Contract
Grant/Contract Time Period:	Start: 9/1/16 End: 8/30/19
Administrator:	James Connolly
Manager:	Belinthia Berry

Focus of Proposal:

The purpose of the proposed project, named the “Linking Organ Donation and Bystander CPR For Enhanced Deceased Donor Registration in African Americans and Hispanics Over the Age of 50 (LIFE)” grant program, is to reduce the gap between demand for organ transplants and the supply of organs from deceased donors through interventions to increase organ donation registration and/or family consent. Tampa General Hospital (lead) has proposed a model intervention that will combine information on donor registration with bystander CPR training for minority individuals aged 50 and older. Program activities will include participant training sessions and follow-up surveys, and will take place at three sites in the Tampa Bay region: SPC’s Clearwater campus, Hillsborough Community College’s Ybor campus, and the Tampa Housing Authority’s Senior Housing. Tampa General has also partnered with LifeLink Foundation, the American Heart Association and Beth Israel Deaconess Medical Center to facilitate this project. The program’s objectives are to: 1) increase donor registration for African American and Hispanic populations age 50 and older in the Tampa Bay region; and 2) expand organ donation awareness through increased communication with family members of new and registered donors.

SPC’s role during the grant period will be to utilize technology services to support program activities, provide access to students over age 50 for program recruitment, and serve as a program site on the Clearwater campus. Technology support services will include: 1) Collaborative Labs’ mobile technology to assist planning meetings, participant trainings, and organ donor registration; 2) Workforce Institute’s Lumens system to develop participant registration portals and surveys; and 3) Allstate Campus’ video production team to develop program marketing and training materials. All SPC grant activities will take place in Year 2 of the grant period. This program aligns with the

College’s mission of increased partnerships with area institutions and organizations while also promoting a culture of inquiry and innovation. The research design’s innovative approach could not only improve awareness of organ donation and bystander CPR for SPC students, but could also serve as a model intervention with potential for replication on a national scale.

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	\$ 53,453
Fringe Benefits	\$ 16,847
Travel	\$ 1,444
Subcontracts	\$ 4,500
Other (Materials and User Fees)	\$ 1,840
<u>Indirect Costs</u>	<u>\$ 25,767</u>
Total Budget	\$ 103,851

Funding:

Total proposal budget: (includes amount requested from funder, cash and in-kind matches listed below)	\$103,851
Total amount from funder:	\$103,851

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

Required match or cost sharing:	No	<input checked="" type="checkbox"/>	Yes
Voluntary match or cost sharing:	No	<input checked="" type="checkbox"/>	Yes
Source of match/cost sharing:	N/A		
Negotiated indirect cost:	N/A		
(Fixed) administrative fee:	N/A		
Software/materials:	N/A		
Equipment:	N/A		
Services:	N/A		
Staff Training:	N/A		
FTE:	N/A		
Other:	N/A		


College Values, Strategic Initiatives, and Activities Addressed:

Values:	1. Partnerships
	2. Innovation
	3. Culture of Inquiry

Strategic Initiative(s):	1. Outreach
	2. Student Engagement

February 16, 2016

MEMORANDUM

TO: Board of Trustees, St. Petersburg College
FROM: William D. Law, Jr., President 
SUBJECT: Juvenile Welfare Board of Pinellas County (JWB) – New Programming/Services Expansion or Enhancement

Confirmation is sought for a proposal that was submitted, subject to Board of Trustees' approval, to the Juvenile Welfare Board of Pinellas County (JWB), by St. Petersburg College for the New Programming/Services Expansion or Enhancement funding opportunity. Permission is also sought to accept an estimated \$408,025 in 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.

JWB has rereleased its previous solicitation under the same name from July 2015, which did not produce any awards as the board of directors felt the highest scoring applications did not align with the intent of the funding. As with the previous solicitation, the purpose of this program is to support the academic success of children below the age of 18 in Pinellas County. Spurred by the success of the Seminole Ecosystem, SPC is proposing the Pinellas County Educational Ecosystem Program. Targeting each of JWB's five high-risk zones in Pinellas County, the College will partner with area K-12 schools, non-profits, churches and other community organizations to develop Ecosystems in each of these communities, in conjunction with the associated SPC campus located in the identified area.

The Ecosystem program will be focused on three main components: 1) Community Engagement - further engaging community leaders to identify and address the needs of the community as they relate to student success and identify ways to leverage partnerships, resources and relationship to better serve youth in the community; 2) Educational Pathways – expanding SPC's current college exposure experiences to elementary, middle and high school students to include additional on-campus tours and visits to schools by SPC staff and students; and 3) Career Readiness - developing a Career Immersion summer program to help foster connections to career pathways and assist youth gain the skills necessary to find, get and keep employment.

The estimated period of performance is separated into two distinct budget periods: 1) Budget Period 1 will be from April 1, 2016 through September 30, 2016 totaling an estimated \$133,090; and 2) Budget Period 2 will be from October 1, 2016 through September 30, 2017, totaling an estimated \$274,935. The total project budget is projected to be \$408,025 over a year and a half period. See attached Information Summary for additional information.

Tonjua Williams, Senior Vice President, Student Services; Jesse Coraggio, Vice President, Institutional Effectives and Academic Services; and Suzanne L. Gardner, General Counsel, recommend approval.

Attachment
ks0126162

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

Date of BOT Meeting: February 16, 2016

Funding Agency or Organization: Juvenile Welfare Board of Pinellas County

Name of Competition/Project: New Programming/Services Expansion or Enhancement

SPC Application or Sub-Contract: SPC Application

Grant/Contract Time Periods: **Start:** 4/1/16 **End:** 9/30/17

Administrator: Jesse Coraggio

Manager: Tracy Garrett

Focus of Proposal:

Led by St. Petersburg College, the Pinellas County Educational Ecosystem (Ecosystem) Program is a collaboration of community partners and K-12 schools coming together to address the academic needs of young people in Juvenile Welfare Board's (JWB) five identified high-risk zones. The goal of this project is to increase student success in school by providing a structured, collaborative and intentional approach to the out-of-class educational support of youth throughout Pinellas County.

Building off of SPC's current services to youth in the community including college tours, career exploration and outreach activities, the Ecosystem will address the barriers that are impeding academic achievement by expanding educational activities and support, that are documented as promising creating opportunities for exposure to career and college planning and developing strategic collaborations and community engagement to establish a seamless educational pathways whereby eliminating duplication and maximizing resources.

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.)

The estimated period of performance is separated into two distinct budget periods:

Budget Period 1

Personnel	\$ 56,658
Fringe	\$ 17,904
Professional Services	\$ 29,000
Materials and Supplies	\$ 2,300
Participant Costs	\$ 7,000
Travel	\$ 890
Indirect Costs	\$ 19,338
Total Budget	\$133,090

Budget Period 2

Personnel	\$128,570
Fringe	\$ 42,182
Professional Services	\$ 37,500
Materials and Supplies	\$ 4,600

Participant Costs	\$ 20,000
Travel	\$ 2,136
Indirect Costs	<u>\$ 39,947</u>
Total Budget	\$274,935

Total Budget Request **\$408,025**

Funding:

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

\$ 598,129

Total amount from funder:

\$ 408,025

Amount/value of match:

Cash: N/A

In-kind: \$190,104 - *Difference between SPC's federally negotiated modified indirect cost rate (33%) and the JWB reimbursable cost maximum (17%) and portion of staff time toward program.*

Required match or cost sharing:

No Yes

Voluntary match or cost sharing:

No Yes

Source of match/cost sharing:

General Operating Budget

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. Academic Excellence
3. Outstanding Service
4. Diversity
5. Partnership

Strategic Initiative(s):

1. Outreach
2. Student Engagement
3. Student Support

Strategic Activity(ies):

1. Student Success-Out-of-Class Support