



SPC Board of Trustees Strategic Planning Workshop

December 12, 2017
Real-Time Record



Executive Summary

2017 Accomplishments

| | |
|---|---|
| <p>Accreditation Reaffirmation & QEP</p> <ul style="list-style-type: none"> • Ready, Set, Succeed! • Rapid Response Team • Group Me • Student Mindsets • We got it!!! • Collaboration Success! • Team Work! • Strong Board Participation • Faculty Lead • Dr. Williams! | <p>Employee Professional Development</p> <ul style="list-style-type: none"> • Wildly successful presidential search decision • HR Revitalization underway • Leadership SPC • Delta for Chairs • CETL seminars • Narrowing the Gulf Conference • Moving the Needle Conference • Employee Onboarding • CSEC Leadership training • Supervisor training • ESL classes • QM award • KEY faculty plan |
| <p>Recruitment and Retention Plan</p> <ul style="list-style-type: none"> • FUSE/IGNITE • Advisors in High Schools • 5% growth in FTIC for fall • PCS/SPC partnerships • Cross functional team developing plan – due in March • NSF Grants awarded • Educational Ecosystems • Dr. Williams! • FUSE for high school recruitment • 111 Standard Courses • SPaC enhancements • Titan Thursdays • Medical Magnet/HEC partnerships • Foundation grows Biz partnerships to 70+ • Advisor pages and dashboard | <p>Pathways Initiative (College/Classroom Experience, Learning Beyond the Classroom)</p> <ul style="list-style-type: none"> • Case Management/Assigned advisors fully implemented • SPARC • Quality Matters Award • TRIAD Leadership Teams • Campus Career & Academic Community events • Workplace • Dean introduction videos • \$2Million in Foundation Scholarships • Program Open Houses • Pathways Council • Complete Institutes • Faculty leadership • STEM week • Business expo • Dr. Williams! |
| <p>3-Year Financial Plan & 3-Year Facilities Plan</p> <ul style="list-style-type: none"> • Start work on health insurance plan • Dr. Williams! • Budget Realignment (agree) • St.Pete/Gibbs Student Success Center ground breaking • Open Bay Pines & Clearwater Library • Overall expense reduction • Reduced reliance on fund balance • SPCHS is a National Blue Ribbon School and a state school of Excellence | <p>Other 2017 Accomplishments</p> <ul style="list-style-type: none"> • Hurricane Irma response <div data-bbox="875 1499 1403 1875" style="border: 1px solid black; padding: 10px;"> <p style="background-color: #4a86e8; color: white; padding: 5px; text-align: center;">Best of 2017 One-Word Highlights</p> <p style="font-size: small; text-align: center;">Text SPC1 to 22333 once to join, then text your message</p> </div> |

Executive Summary – Continued

SPC’s Visionary Pillars

Your Community, Your College

- Responsive to the community's needs
- Reaching out to communities to build new legacies of success
- Provider of quality, accessible and innovative education
- Partner with community members to provide inclusive educational opportunities and services.

Collegiate Culture

- Engaging students, employees, and the community in a full spectrum of Titan experiences that builds pride and a connection to the college and creates an invested community.
- Helping students, employees, and the community to make meaningful connections to the college.
- Creating a collaborative educational environment which provides academic excellence, consistent delivery of quality services, and a community of care in a supportive and engaging culture
- Developing a student experience through academic and community engagement.

Economic Opportunity & Mobility

- One College, putting our students and communities to work by meeting the needs of business and industry.
- The college will be a mechanism for change by preparing students to be ready for employment that will allow for economic success and generational transformation.

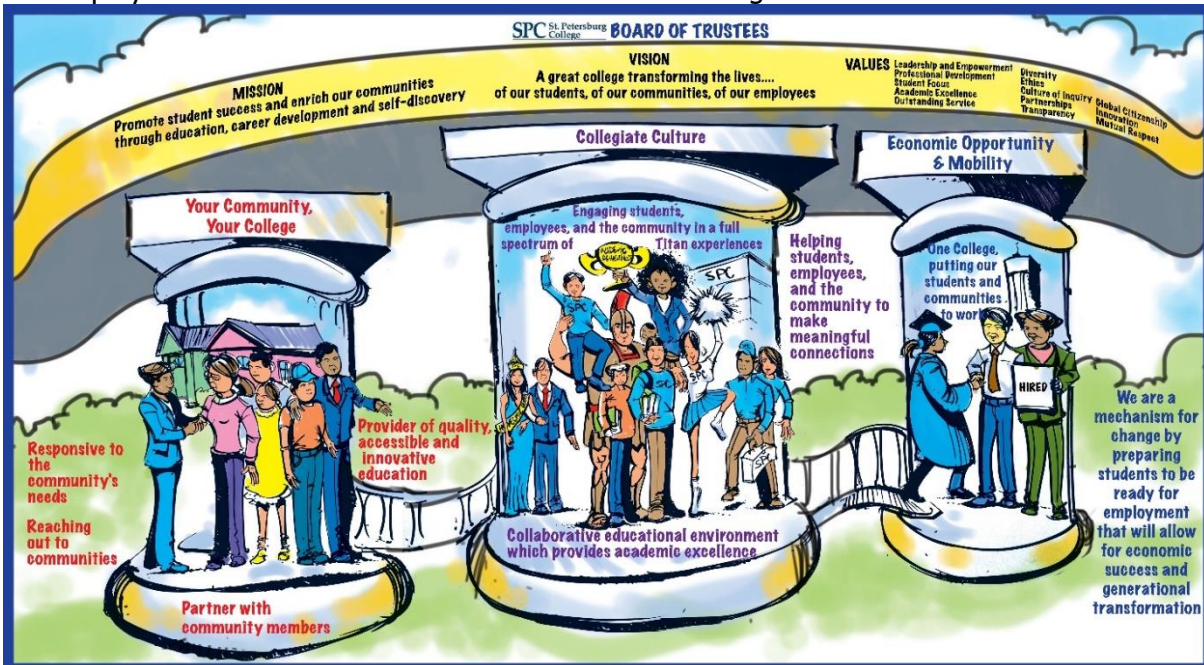


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SPC Board of Trustees - Strategic Planning Workshop

St. Petersburg College, EpiCenter, 13805 58th Street N. Clearwater, FL 33760
 Collaborative Labs, (Tropics Lab) Tuesday, December 12, 2017, 9am – 12pm

| Time | Agenda | Collaborative Activity |
|-----------------|---|---|
| 8:45am – 9:00am | <ul style="list-style-type: none"> • Accomplishments for 2017-18 Strategic Objectives • Key Words – Best of 2017 Highlights: Real-Time Word Cloud | We will invite participants to: <ol style="list-style-type: none"> 1) Write Accomplishments for each Strategic Objective on the digital displays. 2) Text one word examples of SPC’s Best of 2017 Highlights to create a Word Cloud |
| 9:00am – 9:10am | Call to Order <ul style="list-style-type: none"> • Invocation • Pledge of Allegiance | |
| 9:10am – 9:45am | Welcome, 2017 Highlights, Setting the Stage <ul style="list-style-type: none"> • Welcome: Chair Stonecipher, Trustees, and Dr. Williams, President • SPC’s Best of 2017 Accomplishments & Highlights: Andrea Henning • Chair Stonecipher will set the stage for our successful 3-Year Visioning Session by reviewing 2017, including the work of the Presidential Transition Team. | Board of Trustee Members and volunteers will reference the Accomplishments on the digital display, as well as the Real-Time Word Cloud and will share examples of SPC’s Best of 2017 Highlights. Chair Stonecipher will share thoughts on the Board’s Role, as well as review 2017 successes to springboard into our 3-Year Visioning Session. |

| | | |
|-------------------------|---|--|
| <p>9:45am – 10:30am</p> | <p>Identifying SPC’s Visionary Pillars</p> <ul style="list-style-type: none"> • The Board will convene as a team and will reference SPC’s current <i>Vision, Mission and Values</i> and will begin “operationalizing” these by identifying supporting Visionary Pillars. • We will invite SPC team members to deploy into parallel teams to also brainstorm Visionary Pillars. • The Board can reference Pillar examples (Florida Chamber’s Six Pillars; Valencia’s three Pillars; SPC Teams’ real-time ideas generated in breakout teams, etc.) and brainstorm Pillars that will support SPC’s Vision & Mission. • The Board and SPC teams will be prompted to review and prioritize SPC’s Top Visionary Pillars. • We will reconvene as a full group and the Board will share their prioritized Visionary Pillars and SPC teams will share their top Visionary Pillars. • The Board will review all the prioritized ideas and reach consensus on the Top 3 – 5 Visionary Pillars that can best support SPC’s Vision. | <p>Definition: Pillars <i>provide strength and support to hold up the vision.</i></p> <p>The Board of Trustees team:</p> <ul style="list-style-type: none"> • Nathan Stonecipher, Chair • Katie Cole, Vice Chair • Bridgette Bello, Trustee • Bill Foster, Trustee • Deveron Gibbons, Trustee • Dr. Tonjua Williams, President <p>Other SPC team members will be invited to deploy into breakout teams to brainstorm and prioritize real-time ideas for the Board to reference.</p> |
|-------------------------|---|--|

| | | |
|--------------------------|---|--|
| <p>10:30am – 11:45am</p> | <p>Defining SPC’s Visionary Pillars</p> <ul style="list-style-type: none"> Teams will brainstorm and prioritize definitions for each of the Top 3 – 5 Visionary Pillars. The Board will discuss and further prioritize the definitions they want to move forward for each Visionary Pillar to be synthesized, reviewed and finalized at the January Board of Trustees Meeting. | <ul style="list-style-type: none"> We will deploy into new teams (each Board Member will join a cross-functional SPC team). Teams will brainstorm definitions for each of the Top 3 – 5 Visionary Pillars (one at a time), and will select their top definition for consideration. We will reconvene as a full group and will quickly review the top definitions for each of the Visionary Pillars. We will take a poll of the full group to see which definitions are rated highest. The Board will discuss which definitions they want to move forward and be synthesized, reviewed and finalized at the January Board of Trustees Meeting. |
| <p>11:45am – 12:00pm</p> | <p>Wrap-Up & Next Steps for Success</p> <ul style="list-style-type: none"> Chair Stonecipher Dr. Williams will invite Board Member and Participant highlights as well as identify next steps for success. | |

Attendees:

**Collaborative Labs' Engagement at St. Petersburg College
Participant Sign-In**

Sponsoring Client: **SPC Board of Trustees Workshop** Collaborative Engagement: **12/12/17**

As a Participant of the Collaborative Labs at St. Petersburg College, information from my participation in this Collaborative Labs' engagement will be kept by the College as proprietary information for the sponsoring client, not open to the public record, except as may be required as a student record and by law. I hereby authorize St. Petersburg College, the Collaborative Labs' engagement and its employees or representatives to photograph, record, tape, film or capture in permanent form my name, likeness, image, voice, and work products captured during the course of this Collaborative Labs' engagement for the sponsoring client. I further grant SPC my full permission to edit and reproduce any images, recordings or videos for use in any documentation relating to this Collaborative Labs' engagement and to provide such documentation to the sponsoring client. The sponsoring client and/or its legal representatives may allow for the reproduction and public publishing of any information presented and captured during the Collaborative Labs' engagement through separate written authorization.

As a willing participant, I hereby release SPC and the sponsoring client to freely use my name, information, images and digital recordings captured during this event in any print, video or digital publishing's related to this Collaborative Labs' engagement.

| Print Name | Signature | Date | Email Address |
|-----------------------|-------------------|----------|--------------------------------|
| 1. Toniqua Williams | Toniqua Williams | 12/12/17 | williams.toniqua@spcollege.edu |
| 2. Debra Buehler | Debra Buehler | 12/12/17 | buehler.debra@spcollege.edu |
| 3. Miss Bell | Miss Bell | 12/12/17 | bell.miss@spcollege.edu |
| 4. Ekema Haden | Ekema Haden | 12/12/17 | haden.ekema@spcollege.edu |
| 5. Diane Ford | Diane Ford | 12/12/17 | ford.diane@spcollege.edu |
| 6. Brian Miles | Brian Miles | 12/12/17 | miles.brian@spcollege.edu |
| 7. Susan D. Baker | Susan D. Baker | 12/12/17 | baker.susan@spcollege.edu |
| 8. Joseph Smiley | Joseph Smiley | 12/12/17 | smiley.joseph@spcollege.edu |
| 9. Joe Davis | Joe Davis | 12/12/17 | davis.joe@spcollege.edu |
| 10. Rose Somerville | Rose Somerville | 12/12/17 | somerville.rose@spcollege.edu |
| 11. Bernadine Perry | Bernadine Perry | 12/12/17 | perry.bernadine@spcollege.edu |
| 12. Darlene W. Barber | Darlene W. Barber | 12/12/17 | barber.darlene@spcollege.edu |
| 13. Elaine C. Gaudin | Elaine C. Gaudin | 12/12/17 | gaudin.elaine@spcollege.edu |
| 14. Suzanne Trinkle | Suzanne Trinkle | 12/12/17 | trinkle.suzanne@spcollege.edu |
| 15. The Adams | The Adams | 12/12/17 | adams.the@spcollege.edu |
| 16. Dennis | Dennis | 12/12/17 | dennis.dennis@spcollege.edu |
| 17. Rick Rogers | Rick Rogers | 12/12/17 | rogers.rick@spcollege.edu |
| 18. Nikki Ford | Nikki Ford | 12/12/17 | ford.nikki@spcollege.edu |
| 19. Steve V. Hahn | Steve V. Hahn | 12/12/17 | hahn.steve@spcollege.edu |
| 20. Greg Hensley | Greg Hensley | 12/12/17 | hensley.greg@spcollege.edu |

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| Print Name | Signature | Date | Email Address |
|--------------------|-----------------|----------|-------------------------------|
| 1. James Hight | James Hight | 12/12/17 | hight.james@spcollege.edu |
| 2. Steve Van | Steve Van | 12/12/17 | van.steve@spcollege.edu |
| 3. Kim Hartman | Kim Hartman | 12/12/17 | hartman.kim@spcollege.edu |
| 4. Nancy M. Gaudin | Nancy M. Gaudin | 12/12/17 | gaudin.nancy@spcollege.edu |
| 5. James M. Gaudin | James M. Gaudin | 12/12/17 | gaudin.james@spcollege.edu |
| 6. James Corcassio | James Corcassio | 12/12/17 | corcassio.james@spcollege.edu |
| 7. Ann W. Gaudin | Ann W. Gaudin | 12/12/17 | gaudin.ann@spcollege.edu |
| 8. Gloria Hight | Gloria Hight | 12/12/17 | hight.gloria@spcollege.edu |
| 9. James M. Gaudin | James M. Gaudin | 12/12/17 | gaudin.james@spcollege.edu |
| 10. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 11. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 12. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 13. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 14. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 15. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 16. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 17. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 18. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 19. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |
| 20. Dawn Colaneri | Dawn Colaneri | 12/12/17 | colaneri.dawn@spcollege.edu |

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| Print Name | Signature | Date | Email Address |
|-------------------|----------------|----------|------------------------------|
| 1. Bill Gray | Bill Gray | 12/12/17 | gray.bill@spcollege.edu |
| 2. Kimberly Davis | Kimberly Davis | 12/12/17 | davis.kimberly@spcollege.edu |
| 3. | | | |

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| Print Name | Signature | Date | Email Address |
|--------------------|-----------------|----------|-------------------------------|
| 1. Steven White | Steven White | 12/12/17 | white.steven@spcollege.edu |
| 2. James Gaudin | James Gaudin | 12/12/17 | gaudin.james@spcollege.edu |
| 3. James Gaudin | James Gaudin | 12/12/17 | gaudin.james@spcollege.edu |
| 4. William Pollock | William Pollock | 12/12/17 | pollock.william@spcollege.edu |
| 5. James Gaudin | James Gaudin | 12/12/17 | gaudin.james@spcollege.edu |
| 6. Melissa Gordon | Melissa Gordon | 12/12/17 | gordon.melissa@spcollege.edu |
| 7. | | | |



**SPC Board of Trustees
Strategic Planning Workshop**

December 12, 2017



Call to Order

- Invocation
- Pledge of Allegiance



Nathan Stonecipher, Chair, St. Petersburg College Board of Trustees: Thank you all for being here today. We'll have the invocation and the Pledge and get started.

Ms. Cole, Board of Trustees member, led the invocation.

Chair Stonecipher: We know it's a busy time of year for everyone. I want to thank you for being here in such great numbers. It's an opportunity for us to talk and listen. It's the time to set the vision of where we want to go as a college. Knowing that makes me the most excited – it's very appropriate to have this meeting right now.

I want to thank Andrea for putting this process together, leading us through it and keeping us on point. I'll turn it over to her.

Andrea Henning, Executive Director, Collaborative Labs & Workforce Institute, St. Petersburg College: Welcome. As you have shared...This is the best Board of Trustees meeting of the year. We're going to celebrate the past and look into the future. Let me share our objectives:



We'll look back and recognize the accomplishments of 2017. In a moment I'll ask you to highlight those. Also, we have the one-word highlights of 2017.

Then we will quickly look into the future – what will SPC look like over the next three years? We are looking for *Visionary Pillars for Success*. We won't develop the full three-year plan today, just the pillars that can support our 3-year plan. These Pillars are the containers that will not only support our Vision and Mission, but will also hold our goals, objectives, strategies and actions for the next three years. Then, we'll start our strategic plan.

Workshop Objectives

Workshop Objectives

1. Leverage SPC's 2017 Accomplishments
What does our Success look like in 3-Years?
2. Identify our Visionary Pillars
3. Define our Visionary Pillars
4. Highlight our Next Steps for Success



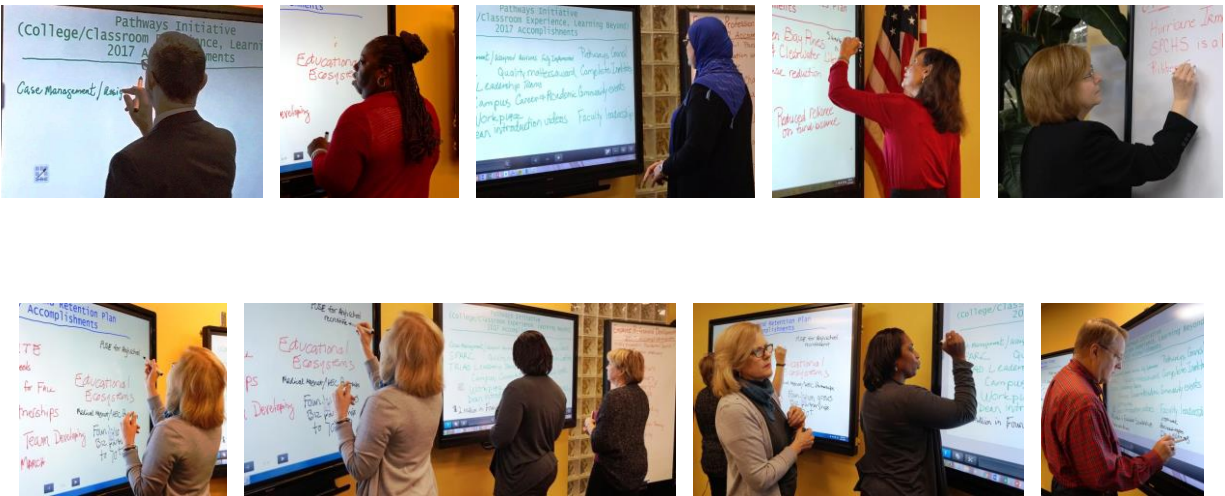
Facilitated Solutions. Immediate Results

Accomplishments for 2017-18 Strategic Objectives

Key Words – Best of 2017 Highlights: Real-Time Word Cloud

We will invite participants to:

1. Write Accomplishments for each Strategic Objective on the digital displays.
2. Text one word examples **of SPC's Best of 2017 Highlights** to create a Word Cloud



Andrea: Let's look at our accomplishments of 2017.



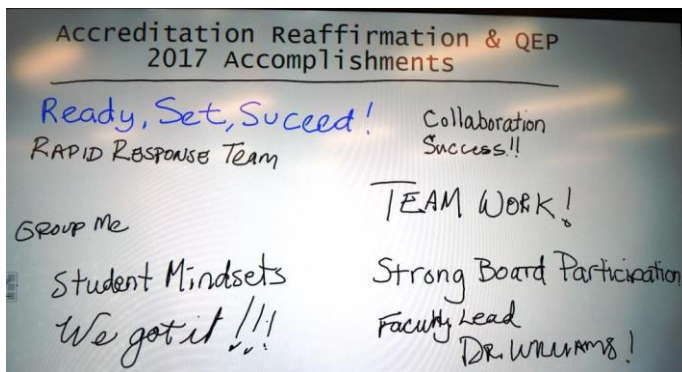
Accreditation Reaffirmation & QEP 2017 Accomplishments



Dr. Sabrina Crawford, Executive Director, Institutional Research & Effectiveness: Having been involved in multiple re-accreditations – this was the best. The sense of teamwork, the faculty really delved into it to consider what is best for students. It was inspiring.

Darlene Westberg, Faculty, College of Computer & Information

Technology: I was a part of this; it was exciting to see everyone come together. It was good to look at something to offset what was put upon us. It was exciting.



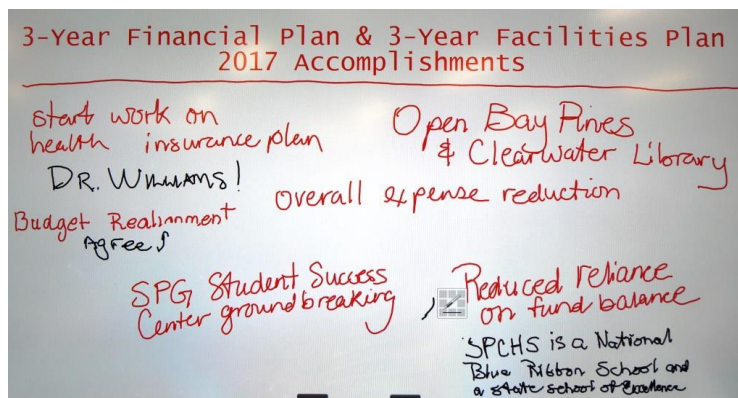
- Accreditation Reaffirmation & QEP 2017 Accomplishments**
- Ready, Set, Succeed!
 - Rapid Response Team
 - Group Me
 - Student Mindsets
 - We got it!!!
 - Collaboration Success!
 - Team Work!
 - Strong Board Participation
 - Faculty Lead
 - Dr. Williams!

3-Year Financial Plan & 3-Year Facilities Plan 2017 Accomplishments

Fatma Hedeia, SGA President, Clearwater: We are excited about how the libraries worked out. We'd love for everyone to come see it.

Brian Miles, VP, Admin/Business Services & IT: I want to commend everyone for their sacrifice in realigning the budget this year. Personally and professionally, I'd like to thank everyone for their sacrifice for making these changes.

Frances Neu, VP, Institutional Advancement & Executive Director, SPC Foundation: The opening of the Bay Pines. The facilities group has done a lot of work. And the naming of the Silverberg Center.



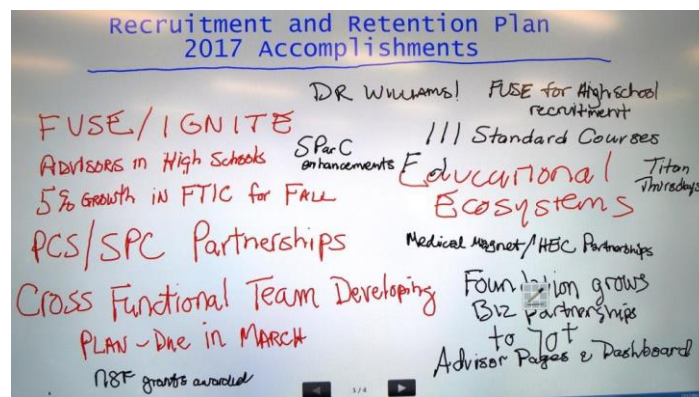
- 3-Year Financial Plan & 3-Year Facilities Plan 2017 Accomplishments**
- Start work on health insurance plan
 - Dr. Williams!
 - Budget Realignment (agree)
 - St.Pete/Gibbs Student Success Center ground breaking
 - Open Bay Pines & Clearwater Library
 - Overall expense reduction
 - Reduced reliance on fund balance
 - SPCHS is a National Blue Ribbon School and a state school of Excellence

Recruitment and Retention Plan 2017 Accomplishments



Karen Sommerville, Career & Academic Advisor: I'm so excited about the FUSE program. This has opened up excitement. It's a reason for students to think they are going to come here first. It's an opportunity for us to grow. I think it will be a key to retention because they have to finish their two-year degree to continue on to the university.

Jackie Skryd, Executive Director, Grants Development: We got two National Science Foundation grants. One came last Friday that built on the FUSE program. They both support students moving into STEM programs. The other is in biomedical technologies. They are over \$3M.



Recruitment and Retention Plan 2017 Accomplishments

- FUSE/IGNITE
- Advisors in High Schools
- 5% growth in FTIC for fall
- PCS/SPC partnerships
- Cross functional team developing plan – due in March
- NSF Grants awarded
- Educational Ecosystems
- Dr. Williams!
- FUSE for high school recruitment
- 111 Standard Courses
- SParC enhancements
- Titan Thursdays
- Medical Magnet/HEC partnerships
- Foundation grows Biz partnerships to 70+
- Advisor pages and dashboard

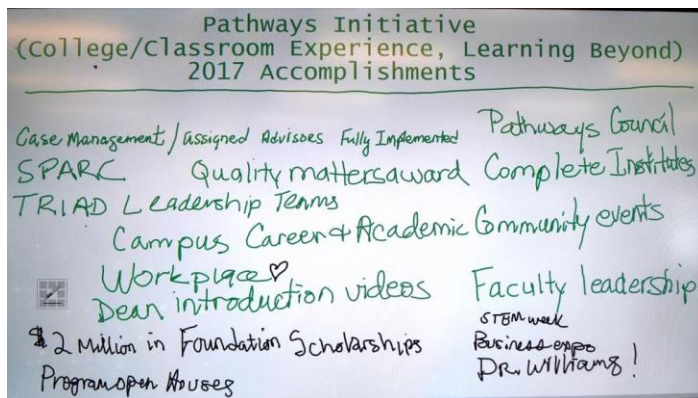
**Pathways Initiative (College/Classroom Experience, Learning Beyond)
2017 Accomplishments**

Dr. Tonjua Williams, President, St. Petersburg College: I want to applaud the FGO for the Classroom Experience and the Learning Experience and how to help students succeed in the classroom. We just started that this semester. Thanks to Dr. Ulrich, Heather and Joe Leopold. Thank you for getting that off the ground.

Darlene: I did send out a SPARC to students who had not signed up and I got the greatest notes back. I want to thank Jamie Ferrazano for his work on that.

Susan Demers, Dean, College of Policy Ethics & Legal Studies: The ways the triads in the pathways – library, advisors and the academic side brought things together. Regularized communications.

Dr. Joseph Smiley, Dean, Social & Behavioral Sciences: We’ve created an atmosphere where students can go through an enriched experience. I’m very excited about that.



**Pathways Initiative
(College/Classroom Experience,
Learning Beyond)
2017 Accomplishments**

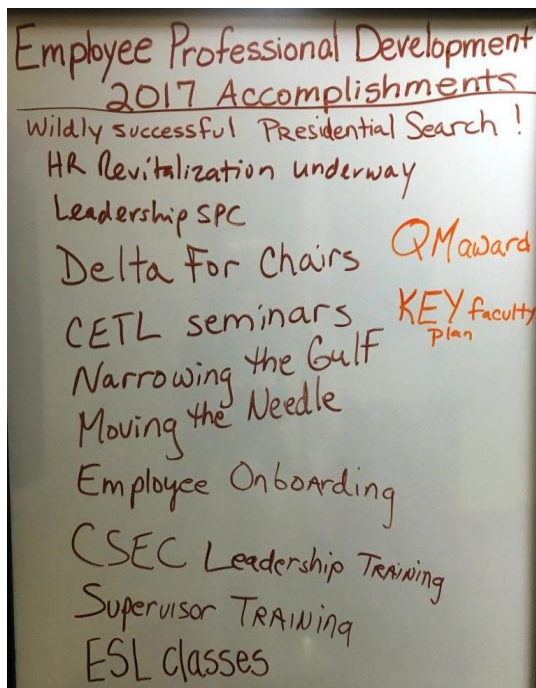
- Case Management/Assigned advisors fully implemented
- SPARC
- Quality Matters Award
- TRIAD Leadership Teams
- Campus Career & Academic Community events
- Workplace
- Dean introduction videos
- \$2Million in Foundation Scholarships
- Program Open Houses
- Pathways Council
- Complete Institutes
- Faculty leadership
- STEM week
- Business expo
- Dr. Williams!

Employee Professional Development 2017 Accomplishments

Deborah Boyle, Chief of Staff: Wildly successful presidential outcome decision!

Mr. Bill Foster, Trustee: I was a small part of that search (*Laughter*). As I observed three different leadership styles from Karl, to Bill to Tonjua... she listens, she brings a freshness to the role as leader of this institution. Every accomplishment that we've seen, her leadership, freshness and working with your collaboration has made a difference.

Dr. Williams: The CETL seminars have been very effective for the faculty and the team. Cutting edge thinking, processes and procedures. The movement of the faculty, the leadership of the provosts and deans has been great. Being open and collaborative is changing the trajectory of the College. It is you that is making that happen. For professional development and employee experience, we are well on our way.



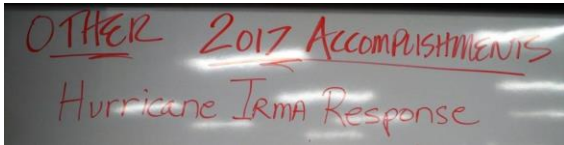
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| <ul style="list-style-type: none"> • Wildly successful presidential search decision • HR Revitalization underway • Leadership SPC • Delta for Chairs • CETL seminars • Narrowing the Gulf • Moving the Needle • Employee Onboarding • CSEC Leadership training • Supervisor training • ESL classes • QM award • KEY faculty plan |

Other 2017 Accomplishments



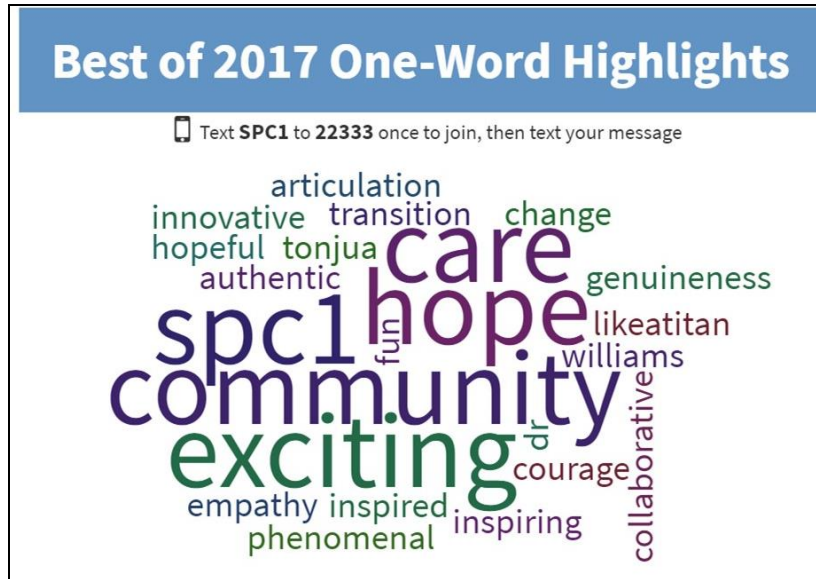
Frances: Over \$2M in scholarships. Over 70 business partnerships and we want to expand them beyond scholarships to mentorships, internships and other opportunities.

Dr. Williams: Good work by the whole team on Hurricane Irma.



- | Other 2017 Accomplishments |
|---|
| <ul style="list-style-type: none"> Hurricane Irma response |

Andrea: Let's look at our one-word highlights. Anyone want to share?



Frances: It looks like what we are trying to create is a community of hope and care. Taking the community by storm. We're going to take our rightful place in the community.

Ms. Bridgette Bello, Trustee: I ditto everything that Mr. Foster said. Embracing the Titan has given us a brand this year.

Andrea: Let's hear it for the Titans (*Applause*).



Welcome, 2017 Highlights, Setting the Stage

- Welcome: Chair Stonecipher, Trustees, and Dr. Williams, President
- **SPC's Best of 2017 Accomplishments & Highlights:** Andrea Henning
- Chair Stonecipher will set the stage for our successful **3-Year Visioning Session** by reviewing 2017, including the work of the Presidential Transition Team.
- Board of Trustee Members and volunteers will reference the Accomplishments on the digital display, as well as the Real-Time Word Cloud and will share examples of SPC's Best of 2017 Highlights.

Chair Stonecipher will share thoughts on the Board's Role, as well as review 2017 successes to springboard into our 3-Year Visioning Session.



Chair Stonecipher: Thank you for your comments on this year. I want to set the stage for the next couple of hours. I also want to give an overview of where we've been and the role of the Board. Our responsibility is to develop and support cost effective policies that support our mission. I think the role is more emotional than that – it is tied to the vision. We paint the 10,000 foot view and then turn it over to the staff and faculty to make it happen. We fully understand that it doesn't happen without your dedication.

That is why this meeting is so important. We find out what our needs are and then spend the next three years on exactly how to get there. The thing that came up this year – your ability to be flexible. Two new board members, a new president, new budget demands, new enrollment challenges. Nothing has slowed down, but we're still going the right way. That is so encouraging to the Board. You mentioned collaboration, organization, listening, coming together, team work – we are appreciative of that.

Today, we're going to move forward a little differently than we have in the past. We are going to come up with three pillars that the things in our mission and vision will fall into. We have had a fantastic transition team. They have worked tirelessly together, sometimes pushing aside our personal needs in the interest of what is good for the College and students. It's our goal to walk parallel tracks to what the transition team has come up with.

Be open and honest. Don't be afraid to speak your mind. We have to choose three things, but everything that is in the College's vision will be incorporated into the pillars. I did want to open it up to other comments from the Board or President.



Dr. Williams: Today's exercise is extremely important to me. It is the building of the foundation on how we are going to work and play. It's the broad strokes in this painting. A lot of the recommendations you have already made will be worked on while we work on the plan. We don't want to wait a long time. We're just working on the pillars, but your recommendations and other required things will be included. We'll be addressing the low-hanging fruit and you will continue to work on this process.

Mr. Deveron Gibbons, Trustee: When I read the Transition Team report I wanted a summary of the overarching themes.

Chair Stonecipher: It's in the report and Mr. Goodman is here to answer questions.



Identifying SPC's Visionary Pillars

- The Board will convene as a team and will reference SPC's current *Vision, Mission and Values* and will begin "operationalizing" these by identifying supporting **Visionary Pillars**.
- We will invite SPC team members to deploy into parallel teams to also brainstorm Visionary Pillars.
- **The Board can reference Pillar examples** (Florida Chamber's Six Pillars; Valencia's three Pillars; SPC Teams' real-time ideas generated in breakout teams, etc.) and brainstorm Pillars that will support SPC's Vision & Mission.
- The Board and SPC teams will be prompted to review and prioritize **SPC's Top Visionary Pillars**.
- We will reconvene as a full group and the Board will share their prioritized Visionary Pillars and SPC teams will share their top Visionary Pillars.
- The Board will review all the prioritized ideas and reach consensus on the **Top 3 – 5 Visionary Pillars** that can best support SPC's Vision.

Definition: **Pillars** *provide strength and support to hold up the vision.*

The Board of Trustees team:

- Nathan Stonecipher, Chair
- Katie Cole, Vice Chair
- Bridgette Bello, Trustee
- Bill Foster, Trustee
- Deveron Gibbons, Trustee
- Dr. Tonjua Williams, President

Other SPC team members will be invited to deploy into breakout teams to brainstorm and prioritize real-time ideas for the Board to reference.

Visionary Pillars

Identify our
Visionary Pillars
(that will provide
strength and support to
hold up our Vision)

CollaborativeLabs
St. Petersburg College
Facilitated Solutions. Immediate Results

Andrea: Please go to the page that has SPC’s Vision, Mission and Values. We are here to operationalize them as we springboard into the next three years as we develop the pillars. Let’s read the mission together.



Mission: Promote student success and enrich our communities through education, career development and self-discovery.

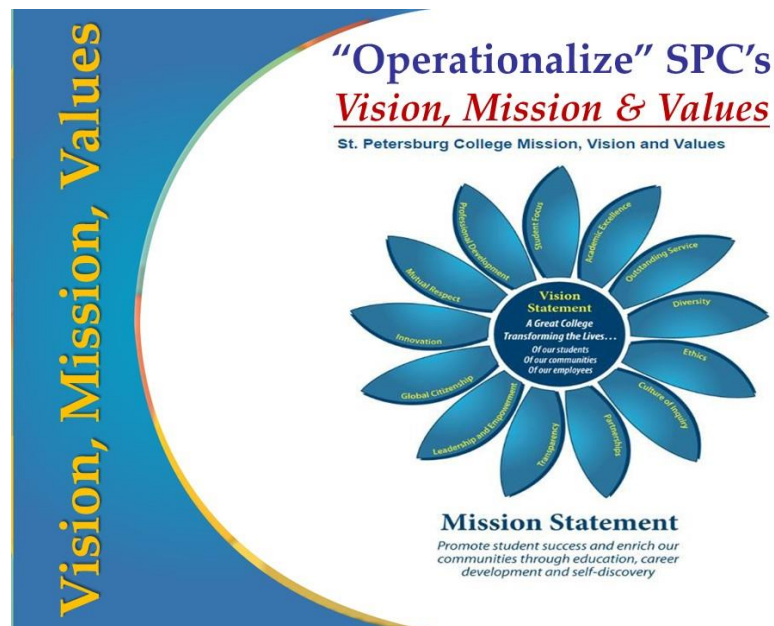
Andrea: So the mission is our purpose. Our vision is where we want to go.

Vision: A great college transforming the lives of our students, of our communities, of our employees.

Andrea: Let’s read the thirteen values:

| Value Statements | |
|----------------------------|-------------------------------------|
| Student focus | Transparency |
| Academic Excellence | Leadership & Empowerment |
| Outstanding Service | Global Citizenship |
| Diversity | Innovation |
| Ethics | Mutual Respect |
| Culture of Inquiry | Professional Development |
| Partnerships | |

Andrea: Those are our 13 values. This is why we exist; this is where we are going, our purpose and our behaviors. We’re going to operationalize this to provide strength and support to our mission.



Valencia has three great pillars: *Education, Workforce and Economy, and Community.* Underneath those are definitions. We'll identify pillars and then create definitions.

VALENCIA'S COMMITMENT
To improve quality of life through access, expanded opportunities, and well-being in our community

EDUCATION
Transforming the student experience at Valencia College and across the education ecosystem to produce real results

WORKFORCE AND ECONOMY
Building on our success producing technologists and professionals while expanding opportunity for advancement for the rest of the economy

COMMUNITY
Transforming our community beyond jobs and economy to sustain a better quality of life

The Florida Chamber of Commerce has six pillars.



| | | | |
|--|--|--|--|
| | <p>Talent Supply and Education</p> <p>From Pre-K-12 to lifelong learning, talent is quickly becoming Florida's best economic development tool. A talented workforce is the foundation for growth and future success.</p> | | <p>Innovation and Economic Development</p> <p>Florida's future is an innovation economy. But in order to remain competitive, our state must ensure we are creating an environment for innovators and disruptive technology to thrive and should focus on attracting and growing emerging industries.</p> |
| | <p>Infrastructure and Growth Leadership</p> <p>Is our state prepared for the water, energy, transportation and telecommunications demands between now and 2030? Florida's seaports, airports, spaceports, highways, railways and supporting infrastructure needs to be able to grow smarter for the next six million residents.</p> | | <p>Business Climate and Competitiveness</p> <p>Does our state provide the resources for businesses to not just start not also grow, whether it's by creating a welcoming tax climate or ensuring there is a workforce and talent pipeline ready for the jobs of the future?</p> |
| | <p>Civic and Governance System</p> <p>Florida's civic and governance systems play an important role in today's economy and society. To meet today's challenges and provide tomorrow's solutions, Florida must continue to cultivate leaders, engage youth in their communities, and promote participation in civic affairs.</p> | | <p>Quality of Life and Quality Places</p> <p>Florida's unique natural resources make it a great place to live, learn, work and play. But Florida can't depend on its sunshine alone. Our state must continue to plan for a future that encourages and creates opportunities for prosperity, makes smart decisions on healthcare systems and more.</p> |

Andrea: You can see they are broad enough to contain any goal or strategy that we can develop. That’s what we are here to do. We will be working in teams. We have two team configurations. The first one will be to build the three pillars. You will stay in this room for that. You have been assigned to a team. Once you deploy to teams, you will appoint a keyboarder and a spokesperson who will share your top pillar. Music is your cue to move.

PJ is going to bring ThinkTank up on screens. ThinkTank is our brainstorming software. The Board will have their own brainstorming bucket. We’ll ask you to identify your top three pillars that you think are broad enough to contain the key goals and objectives over the next three years.

The other teams will also have their own buckets. So, you’ll brainstorm your pillars and then pick your top three and put them into your top pillar buckets. Then we’ll ask the teams to report out. Then the Board can synthesize these.

Let’s deploy to our teams.



Identifying SPC’s Visionary Pillars – Team Reports



Teams: Identifying SPC's Visionary Pillars

| SPC BOT | | | Team 4 | | |
|------------|-------------|---|----------|-------------|---|
| Nathan | Stonecipher | Chair, SPC Board of Trustees | Anne | Cooper | SVP, Instruction and Academic Programs |
| Katie | Cole | Vice Chair, SPC Board of Trustees | Brian | Miles | VP, Administrative/Business Services & Information Tech |
| Bridgette | Bello | Trustee, Board of Trustees | Jamelle | Conner | Provost |
| Bill | Foster | Trustee, Board of Trustees | Jimmy | Chang | Dean, Mathematics |
| Deveron | Gibbons | Trustee, Board of Trustees | Greg | Nenstiel | Dean, College of Business |
| Dr. Tonjua | Williams | President, St. Petersburg College | Joven | Jocelyn | Student Assistant/Student Life/SPG |
| | | | Cynthia | Seay | Sr. Administrative Services Assistant/Admissions & Records |
| Team 1 | | | Team 5 | | |
| Mike | Bennett | AVP, Financial Assistance Services | Jesse | Coraggio | VP, Institutional Effectiveness and Academic Services |
| Tom | Furlong | Policy Consultant | Frances | Neu | VP, Institutional Advancement & Ex. Dir. Foundation |
| Zoran | Stanisic | Sr. Director, Enterprise Systems | Rod | Davis | Acting Provost |
| Mark | Strickland | Provost | Susan | Demers | Dean, College of Policy Ethics & Legal Studies |
| Kim | Hartman | Dean, College of Education | Joseph | Smiley | Dean, Social & Behavioral Sciences |
| Djuan | Fox | Coordinator, Academic Projects | Adam | Goodman | President, The Victory Group |
| Darlene | Westberg | Professor CCIT | | | |
| Suzanne | Gardner | General Counsel | Shannon | Ulrich | FGO President, Professor, Natural Sciences |
| Team 2 | | | Team 6 | | |
| Deborah | Boyle | Chief of Staff | David | Creamer | Sr. Dir. Network Systems & Telecommunications |
| Jim | Waechter | AVP, Facilities Planning & Institutional Services | Pat | Rinard | Interim SVP, Student Services |
| Stan | Vittetoe | Provost | Scott | Fronrath | Provost |
| Joe | Leopold | Dean, Communications | Richard | Flora | Dean, School of Veterinary Technology |
| Janette | Hunt | Acting AVP, Budgeting and Compliance | Jonathan | Steele | Dean, Humanities & Fine Arts |
| Jeanne | Trimble | Senior Supervisor/Facilities/AC | Fatma | Hedeia | SGA President, student Clearwater Campus |
| Amy | Lockhart | AVP Financial and Business Services/DO | Lisa | Borzewski | Academic Chair/Math/Seminole |
| Team 3 | | | Team 7 | | |
| Susan | Colaric | AVP, Online Learning and Services | Rita | Farlow | Assistant Director, Strategic Communications |
| Eric | Carver | Provost | Heather | Roberson | Academic Director, Center of Excellence for Teaching & Learning |
| Susan | Baker | Dean, College of Nursing | | | |
| Natavia | Middleton | Dean, Natural Science | Kevin | Gordon | Provost |
| Jason | Krupp | Director, Workforce Services | Brian | Frank | Dean, College of Public Safety Administration |
| Belinthia | Berry | Director/Workforce Institute/EpiCenter | Sabrina | Crawford | Exec. Director, Institutional Research & Effectiveness |
| Bill | Grey | Emergency Management Coordinator | Starla | Metz | Principal, SPCHS |
| | | | Karen | Sommerville | Career and Academic Advisor |

Board of Trustees – Brainstorming Visionary Pillars



BOT: Brainstorming Visionary Pillars

1. Career, Living Wage Job, Affordable Degree (SPC BOT)
2. Improving the lives and quality of life of students (graduating and getting a living wage job in career of choice) (SPC BOT)
3. Opportunity (for community to become our business and businesses to hire and train their workforce) (SPC BOT)
4. Graduate-ready Employer (SPC BOT)
5. Student-ready College (SPC BOT)
6. Employee-ready Graduates (SPC BOT)
7. Student-ready College for Graduate-ready Employers (SPC BOT)
8. Build Branding and Passion for the College (SPC BOT)
9. SPC Faculty & Staff (a place they want to come to work and teach) (SPC BOT)
10. Business Recruitment (customized training and certification so that students come out with a job) (SPC BOT)
11. Culture of the College (Student & Faculty Satisfaction) (SPC BOT)
12. Learning, Working, Exploring, Partnering (SPC BOT)
13. Collegiate Experience (A great place to learn, work and grow; One-SPC: focused on student learning and success; transparency between the campuses; Culture of Care & Trust:) (SPC BOT)
14. Economic Opportunity and Mobility (SPC BOT)
15. Transform Lives (SPC BOT)
16. Learn (SPC BOT)
17. Work (SPC BOT)
18. Partner (SPC BOT)

BOT - Top Visionary Pillars

- 1. Economic Opportunity & Mobility (SPC BOT)**
- 2. Your Community; Your College (SPC BOT)**
- 3. Collegiate Culture (SPC BOT)**

Chair Stonecipher: We had a difficult time thinking big picture, but as a table we are on board with a lot of similar things. The first one was economic opportunity and mobility. We want to be the engine of that in Pinellas County. We can define that later, but we were looking at building talent pipelines. We're the plan, not the fall back. We're the first one that municipalities and businesses come to.

The second one centered on the collegiate environment. No matter where students are attending classes, they have the same experience. That holds for the faculty as well. Do students feel like they are a part of St. Petersburg College? That SPC1 idea.

Finally, we talked about diversity and inclusion. We want to be the lead in community connections. Great diversity and inclusion because of what we are involved in in the community.

Teams – Brainstorming Visionary Pillars

Teams - Brainstorming Visionary Pillars

1. Economic mobility (Team 5 Tropics)
2. Credo (Team 6)
3. Community (Team 3 Tropics)
4. Student Success (Team 7)
5. Personal Enrichment (Team 3 Tropics)
6. Meeting the Student where they are -equity (Team 2 Tropics)
7. Access (Team 2 Tropics)
8. Partnerships (Team 2 Tropics)
9. Community economic transformation (Team 4 Tropics)
10. Building partnerships (Team 4 Tropics)
11. Community ecosystem (Team 5 Tropics)
12. Value-Cost Benefit (Team 2 Tropics)
13. Transformational (Team 3 Tropics)
14. Multiple educational opportunities (Team 4 Tropics)
15. Innovation (Team 4 Tropics)
16. Life Long Learners (Team 1 Tropics)
17. Academic excellence (Team 5 Tropics)
18. Regional/national higher ed leader (Team 4 Tropics)
19. Student growth (Team 6)
20. Workforce and Economic Development (Team 1 Tropics)
21. Titan family (Team 5 Tropics)
22. Financial innovation (Team 4 Tropics)
23. Civic Beacon (Team 1 Tropics)
24. Personal Growth (Team 3 Tropics)
25. Lifelong Learning & Personal Enrichment (Team 2 Tropics)
26. Culture of care (Team 5 Tropics)
27. Community of Care (Team 7)
28. Student support (Team 6)
29. Communication (Engagement) (Team 6)
30. Student retention (Team 6)
31. Education (Team 6)
32. Workforce & Education development (Team 6)
33. Civic and Community Developmental systems (Team 6)
34. Student Collaboration (Communication effective) (Team 6)
35. Enriching Community Partnerships (Team 6)
36. Quality of Life (Team 6)
37. Critical Success factors (Team 6)
38. Business partnerships (Team 6)
39. Growth Leadership (Team 6)
40. Community Conduit (Team 7)
41. Building community with our students (Team 1 Tropics)

42. Commanding the spotlight (Team 5 Tropics)
43. Solid foundation for your next step (Team 7)
44. SPC is the Community's College (Team 7)
45. Amplifying SPC's commitment to the community (Team 5 Tropics)
46. Serving ecosystem (Team 5 Tropics)
47. Empowering our community (Team 5 Tropics)
48. Empowering your future (Team 7)
49. Lifetime connection to excellence (Team 5 Tropics)
50. Transformational (Team 7)
51. Community Engagement (Team 2 Tropics)
52. Student Ready College - creating a culture of care, meeting the students where they are, equity, adapting to learning styles, accessibility (Team 2 Tropics)
53. Career and Educational Pathways (Team 2 Tropics)
54. Personal Growth (Team 7)
55. Teaching and learning to achieve academic excellence (Team 5 Tropics)
56. Community based, community driven, community proud (Team 5 Tropics)

Teams - Top Visionary Pillars

1. Education (Team 3 Tropics)
2. Career Development (Team 3 Tropics)
3. Workforce and Economic Development (Team 2 Tropics)
4. Unified culture of care and trust (Team 4 Tropics)
5. One voice - communicated powerfully (Team 5 Tropics)
6. Exploring the future today (Team 5 Tropics)
7. Culture of Innovation (Team 6)
8. The Community's College: Scholarship, Partnership, Care (SPC) (Team 7)
9. Authentic Community (Team 1 Tropics)
10. Pathway to opportunity (Team 5 Tropics)

Team 1



Melanie Paden, Faculty: We talked about authentic community – by that we meant we want to be real with each other and serve the actual people who are in our community and not what we expect them to be. The community of care. Serving the real people, not just the idea of people. What the Board was talking about touches on all three of them.

Team 2



Joe Leopold, Dean, Communications: Workforce and economic development. We feel that this is the direction that will shape where we are going. Student-ready college. Building closer ties to businesses including partnerships. Connections to alumni who serve as success mentors and examples to graduates. Finally, this has implications for branding.

Team 3



Speaker: Transformation of our students through education, career development and personal growth. Transform community with economic opportunity and mobility, collegiate environment (One College) and community, diversity, inclusion.



Team 4



Brian: Peter Drucker said, "Culture eats strategy for breakfast." A community of care and also trust. Leading at the speed of trust – Covey says that "as trust goes up, so does performance and efficiency."

Dr. Anne Cooper, SVP, Instruction & Academic Programs: Unified as the One College.

Team 5



Dr. Shannon Ulrich, Faculty, Natural Science: Ecosystem kept coming up. Energy comes into ecosystem. Transferring it and transforming lives. Community grows and flourishes. We had five pillars. You are seeing "one voice that is communicated powerfully." Not only how the community perceives us and also how we perceive the community. Also, within the college. Exploring the future today – showing students that by coming here today, they can make their tomorrow better.

Team 6



Dr. Lisa Borsewski, Chair, Mathematics: We mirrored the *culture of care* conversation through the lens of innovation. Feeling empowered to respond to student needs and stay on the edge of what's happening in the moment for students and the community.

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| Team 7 |
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Heather Roberson, Academic Director, CETL: We came up with a pillar that has three prongs. We are the community's college. What does that mean to the community? Why do they come to us? Transformation, growth – take the first step for the next step. Scholarship, partnership and care – that spells SPC! (*Applause*)

Andrea: Good stuff, yes? Board of Trustees, we now have all kinds of pillars for you to consider. We'll revisit the ones the Board brought forward. Now, let's go back to some of our teams. Do you have others you want to bring forward? Which ones really resonated with you?



Chair Stonecipher: The good news is that a lot of these are saying similar things. I don't think we are far off as a group. There are a couple that jumped off the page.

Culture of innovation – just adding that to the overall culture. Exploring the future today. Incorporate the opportunity that is here. Also, the authentic community – especially because that was in a lot of conversations – not hypotheticals or on a page. We're talking to real people who are in the classroom or on line and increasing their upward mobility through life. I think a lot of this will come down to how we define these.

Andrea: Those three in particular align well with what you selected. Do you see where you want to tweak?

Ms. Katie Cole, Trustee: I like the community's college with respect to #3. It ties to a brand.

Ms. Bello: I think that discounts our ability to provide baccalaureate programs.

Dr. Williams: We belong to something like 24 communities. Be the plan, not the fallback – being in those communities. SPC is sometimes considered a community college and sometimes a state college that offers a baccalaureate. We try to be part of the communities we are in. We belong to these many communities.

Team 7: That's exactly what we meant.

Speaker: Your community, your college.

Speaker: We have four-year degrees, too.

Andrea: It sounds like that is resonating with everybody. What about Collegiate Environment?

Chair Stonecipher: That incorporates a lot of the culture and care we talked about. Culture, care and trust. We thought that's where it would be best fitted.

Speaker: Collegiate Learning Environment?

Ms. Cole: Does that include student activities?



Dr. Williams: We wanted to make sure folks understand we have clubs, sports and that it includes respect, support and care. If we put learning in there, it might narrow that concept.

Heather: We kept coming back to scholarship. We're also thinking about our employees and the community. Personal growth, inclusion, innovation – it can mean a different thing depending on why you're coming to SPC.

Sabrina: We spent a lot of time on tag lines. What are the five things you represent? Partnership, care, scholastics. Then we had SPC. If you are asked in a grocery store, it should roll off your tongue.

Dr. Cooper: Can it incorporate the culture?

Chair Stonecipher: How do we phrase this so that it is all-encompassing?

Speaker: Do we embrace life-long learning and do we want to say scholarship and life-long learning?

Dr. Williams: It still seems more academic in nature. We need to serve the whole student. People have told me often that they didn't know we had clubs and other activities. We'll still be able to highlight the academic success and learning – it's huge. I think it's important to remind students and employees that it's the whole student. The employee is included in that.

Melanie: Are they two different pillars? The idea of scholarship and learning – does that need to be separated out from getting engaged on campus, going to clubs? We support them because research says that if you are engaged, then this happens.

Dr. Williams: Learn, work and grow. How do we express that in a way to people so they understand that?



Adam Goodman, President, Victory Group: That's a great way to say that: learn, work and grow. There needs to be a value proposition. Exploring, leading the future today. Something that talks about the future. We are doing something here that others aren't doing.

Andrea: What about economic opportunity and mobility? The key to our success is to make sure that these pillars are broad enough to contain all the rich strategies.

Dr. Williams: Dr. Goodman talked about SPC being a great place to learn, work and grow.

Ms. Bello: I think it's the collegiate experience.

Mr. Gibbons: Economic opportunity – what does that mean? It doesn't allow you to ask the next question. It doesn't allow for you to give the explanation. It sounds like any other college in the country.

Explore your future today - that could include collegiate sports. You can go to a math class and be an astronaut. That statement makes you think, "What does that mean?"

Ms. Cole: Under #2, we also want to capture the importance of the administrative side of the house. What goals can we include to make sure it happens?

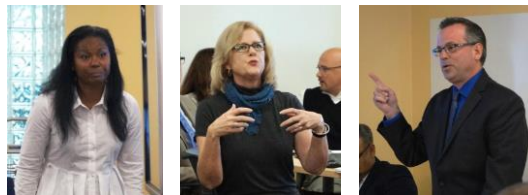
Mr. Gibbons: Streamlining processes, scheduling across the campuses. You can attach it to those.

Speaker: You mentioned revisiting the other models. I liked Team 7's. Simple, meaningful. Scholarship, partnership and care – it's so good.

Speaker: Part of "your community, your college" is to come here first.

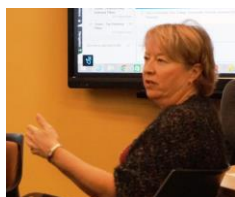
Speaker: Trustee Gibbons is right – what makes us different? It is that educational experience. Our graduates and alumni come back to us – we provide that touchstone.

Dr. Jesse Coraggio, VP Institutional Effectiveness & Academic Services: I like everything about this. Why don't we call it *The Titan Experience* and then describe what that is. As an institution, I really want to add a pillar about education that stands apart from the other pillars.



Adam: I'd like to second that. Explore your future today. We are going to write it as real people talk and remember it. It's about the recall and rallying aspect of these ideas. We want to show attitude – we are going to be better than everybody else, cutting edge, flex better, one voice, all together. I advocate that we reflect that in the language of this vision.

Dr. Williams: Good point.



Dr. Susan Colaric, Associate VP, Online Learning: We need to know who our target is. We have to have someone in mind that we are building this message for.

Speaker: We're about inclusion, right?

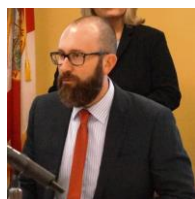
Shannon: The transition team talked a lot about online.

Fatma: I am a student. I am what a lot of those students look like. We can't exclude anyone or focus on one group. Our community college is a community, not just one age group.

Speaker: Dr. Coraggio's idea of The Titan Experience sounds like it fits all of those groups really well. We can describe activities or engagements that fit you at any stage of life.

Mr. Foster: Whether it's a pillar or a branding, a tag line. We are Titans. Building Titans daily. If you think about what a Titan is: Giant, stands out for greatness and achievement, powerful and influential. You can be all kinds of things – we are building Titans daily.

Melanie: I think a lot of this is separated between marketing and branding. We don't have to lose this. The strategic plan is more for you to plan over the next five years. Isn't it more for us? The branding is more community facing?



Chair Stonecipher: There is a fine line for what we want for overreaching pillars and how we brand it. I don't want to get too lost in the weeds in how we brand it.

Dr. Williams: What do we want SPC to be known for over the next three years? This is who we are and what we want to be known for. Everything we talked about will either help us along the way or be pillar-worthy. Changing lives, transforming Pinellas County to be a better place to live, work and play. At the end of the day, what three things do we want to be known for in this county that sets us apart? What makes SPC stand above everyone else? What will we be good at? Education: Provide great learning. Moving this county and bringing about economic stability – that would be a pillar. I want to make sure we stay on the high level and stay on the visionary pieces. All the other pieces will either be part of the marketing or branding or part of the things we measure. Once we have those three things, we can put meat on the bones.

Dr. Stan Vittetoe, Provost, Clearwater: Learning and working. Learning is an active thing. It's not education. It's also a common word, it's not jargon. Working is like that, too. I like the idea of a verb – we are dynamic.

Suzanne Gardner, General Counsel: I like growing, but I also like looking to the future – I like exploring.

Mr. Gibbons: We talked about being known for something. I had an opportunity to meet Jack Kemp, Secretary of Housing. He asked where I was from and when I told him, he said, "That's where Eckerd College is. I have three or four people in my office who went to Eckerd. They are the best writers." That is what they are known for. When we talk about being known for something, we have to put a foundation together. We have to nail down to that.

We're talking about learning, scholarship, education, collegiate. When I see young people focused on their devices... How are we going to engage them and spark them to ask the next

questions? It's not the same thing as it was 25 years ago. It needs to speak to a lot of people and make sure all of them are engaged in asking the next question. Scholarship doesn't do it for me – it's about paying for it. If you are trying to engage other people – young folks don't communicate the way we do.

Jesse: "Learning, working, exploring" is missing community. Partnering – that would be a fourth that I would strongly recommend.

Darlene: I was a high school dropout. I am who I am because I went to this school. Affordability is upper most for the poverty stricken person. I got the best education here. My education was better here than Eckerd or USF. This was the best foundation. In the community, I ask people where they are in school, or went to school. I am so proud of that. We need to instill that.

Ms. Cole: Some of this suggests that we may need to wordsmith our mission and vision.



Doing? For the sake of today's exercise, if we are trying to create the pillars, I think they are supposed to be a little more specific. Take us farther towards what we are trying to do. I would suggest that we look at the mission and vision and consider reworking the words. Read the mission. I think we can make it more engaging. How we achieve that mission is providing that college experience and making sure our students, faculty and employees have that experience. I don't want to get stuck there. For the next three years, what are the three or four things...?

Dr. Williams: And those things will inform every decision we make. I think you're right that we may have to wordsmith the mission and vision. The Board has done a great job – you'd be real proud. Dr. Vittetoe said to make it livable, breathable. We can take some simple words. I'm totally married to economic opportunity. Learning, working – that's why students come to us. Partnerships, that's an area that we know we have to improve. Education, community – I'm wondering if the Board could look at what we have up here to see if we have words we can use.

Ms. Bello: Some of these were ambiguous. It needs to be clear.

Chair Stonecipher: Most of these will have definitions after them.

Dr. Williams: Learning, partnering – then work on adding to those?

Chair Stonecipher: I think that's too general still. I'm reading Valencia's statement about building the economy.

Dr. Williams: So we agree that #1 is OK.

Ms. Cole: Are we avoiding the "student-ready college?"

Brian: Exploring the future today – learn, work and grow. You could add "partner." Then you can build subsets under those pillars.

Ms. Cole: I'm having trouble fitting transparency into that.

Starla Metz, Principal, Collegiate High School: We used the word *transform* – instead of *grow*. Transforming lives, not just helping them to grow.

Dr. Williams: Economic opportunity, meeting the needs of the community, partnerships, transformation of lives. We've got some good opportunities. We just need to narrow them down.

Chair Stonecipher: I struggle with this – I want something that is general enough that people can add to it. I don't think "Learn, work, and grow" gives us enough of a vision. I am still leaning towards economic opportunity and mobility. I love "Your community, your college." I think we just need to define what that means. Collegiate Culture – I want students to be engaged and I want those that work here to love the culture of St. Petersburg College. I want to be sure that experience is front and center in our minds with a lot of the decisions we will make.

Mr. Foster: I think we have some consensus because a lot of what we heard can be fit into these. I think we have enough to work with.

Speaker: I feel like we are getting too bogged down with words. "Collegiate culture and experience" contains everything we're trying to say. As a student, that's what I would look like.

Rod Davis, Acting Provost, Tarpon Springs: Educate, collaborate and celebrate – those can contain all of the suggestions we've heard so far.

Dr. Cooper: Shouldn't the pillars be a noun and the descriptions are the action words for how we operationalize those?

Chair Stonecipher: As we come up with these three or four pillars and define them, there will be an opportunity to wordsmith this a little bit. Today, we're trying to come up with the big ideas.

Rita Farlow, Assistant Director, Strategic Communications: I'm looking at these other pillars. What are the things we want to be known for?

Mr. Gibbons: We have the catch-all. We can always go back and change. Let's move on and get the second tier of information and maybe that will give us what we need.

Chair Stonecipher: We'll move forward with these three now.

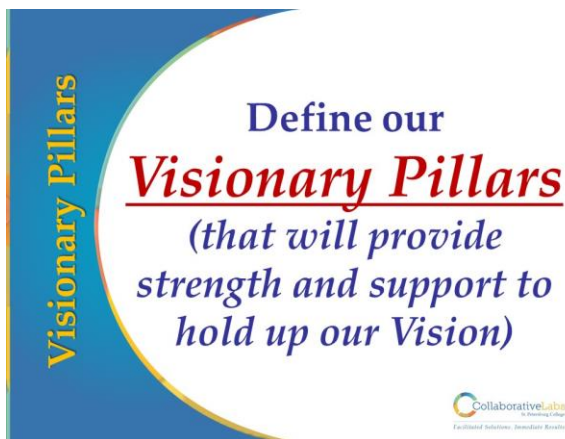
Mr. Gibbons: Maybe we have an email where we can send suggestions to.

Three Visionary Pillars:
Economic Opportunity & Mobility
Your Community, Your College

Collegiate Culture

Defining SPC's Visionary Pillars

- Teams will **brainstorm and prioritize definitions** for each of the **Top 3 – 5 Visionary Pillars**.
- The **Board** will discuss and further **prioritize the definitions they want to move forward for each Visionary Pillar** to be synthesized, reviewed and finalized at the January Board of Trustees Meeting.
 - We will deploy into new teams (each Board Member will join a cross-functional SPC team).
 - Teams will **brainstorm definitions** for each of the **Top 3 – 5 Visionary Pillars** (one at a time), and will select their top definition for consideration.
 - We will reconvene as a full group and will quickly review the top definitions for each of the Visionary Pillars.
 - We will take a poll of the full group to see which definitions are rated highest.
 - The Board will discuss which definitions they want to move forward and be synthesized, reviewed and finalized at the January Board of Trustees Meeting.



Andrea: The next round has seven teams. We'll accelerate the definition phase. Teams 1 and 2 will be working on Pillar #1's definition: *Economic opportunity and mobility*. Teams 3 and 4 will work on *Your Community, Your College*. Teams 5, 6 and 7 will work on *Collegiate Culture*.

Once you get to your teams, you'll elect a keyboarder. You'll brainstorm definitions and then we'll ask you to identify your top two or three definitions. We'll give you about ten minutes to do that.

Teams: Defining SPC's Visionary Pillars

| Team 1 - Forest | | | Team 5 - Forest | | |
|------------------------|-------------|--|-------------------------|-------------|---|
| Mike | Bennett | AVP, Financial Assistance Services | Jesse | Coraggio | VP, Institutional Effectiveness and Academic Services |
| Deborah | Boyle | Chief of Staff | Frances | Neu | VP, Institutional Advancement & Ex. Dir. Foundation |
| Tom | Furlong | Policy Consultant | Rod | Davis | Acting Provost |
| Mark | Strickland | Provost | Susan | Demers | Dean, College of Policy Ethics & Legal Studies |
| Kim | Hartman | Dean, College of Education | Joseph | Smiley | Dean, Social & Behavioral Sciences |
| Djuan | Fox | Coordinator, Academic Projects | Katie | Cole | Vice Chair, SPC Board of Trustees |
| Deveron | Gibbons | Trustee, Board of Trustees | Lisa | Borzewski | Academic Chair/Math/Seminole |
| Amy | Lockhart | AVP Financial and Business Services/DO | Belinthia | Berry | Program Director/Workforce Institute/EpiCenter |
| Team 2 - Forest | | | Team 6 - Tropics | | |
| Suzanne | Gardner | General Counsel | David | Creamer | Sr. Dir. Network Systems & Telecommunications |
| Jim | Waechter | AVP, Facilities Planning & Institutional Services | Scott | Fronrath | Provost |
| Stan | Vittetoe | Provost | Richard | Flora | Dean, School of Veterinary Technology |
| Joe | Leopold | Dean, Communications | Jonathan | Steele | Dean, Humanities & Fine Arts |
| Janette | Hunt | Acting AVP, Budgeting and Compliance | Bridgette | Bello | Trustee, Board of Trustees |
| Dr. Tonjua | Williams | President, St. Petersburg College | Karen | Sommerville | Career and Academic Advisor |
| Fatma | Hedeia | SGA President, student Clearwater Campus | Susan | Baker | Dean, College of Nursing |
| Bill | Grey | Emergency Management Coordinator | Jeanne | Trimble | Senior Supervisor/Facilities/AC |
| Team 3 - Forest | | | Team 7 - Tropics | | |
| Brian | Miles | VP, Administrative/Business Services & Information Tech | Rita | Farlow | Assistant Director, Strategic Communications |
| Jamelle | Conner | Provost | Heather | Roberson | Academic Director, Center of Excellence for Teaching & Learning |
| Jimmy | Chang | Dean, Mathematics | Kevin | Gordon | Provost |
| Greg | Nenstiel | Dean, College of Business | Brian | Frank | Dean, College of Public Safety Administration |
| Nathan | Stonecipher | Chair, SPC Board of Trustees | Sabrina | Crawford | Exec. Director, Institutional Research & Effectiveness |
| Adam | Goodman | President, The Victory Group | Bill | Foster | Trustee, Board of Trustees |
| Cynthia | Seay | Sr. Administrative Services Assistant/Admissions & Records | Darlene | Westberg | Professor CCIT |
| Starla | Metz | Principal, SPCHS | Zoran | Stanisic | Sr. Director, Enterprise Systems |
| Team 4 - Forest | | | | | |
| Susan | Colaric | AVP, Online Learning and Services | | | |
| Shannon | Ulrich | FGO President, Professor, Natural Sciences | | | |
| Eric | Carver | Provost | | | |
| Natavia | Middleton | Dean, Natural Science | | | |
| Jason | Krupp | Director, Workforce Services | | | |
| Joven | Jocelyn | Student Assistant/Student Life/SPG | | | |
| Anne | Cooper | SVP, Instruction and Academic Programs | | | |
| Pat | Rinard | Interim SVP, Student Services | | | |

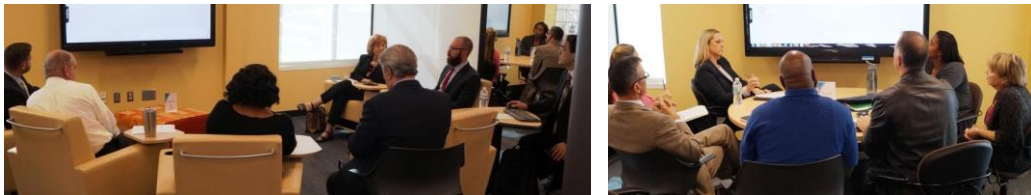
Mark Strickland, Provost, Seminole: The struggle is to be all things to all people. The college will be a mechanism for change by preparing students to be ready for employment that will allow for economic success and generational transformation. There is really nothing else to add to that. It encompasses all students.



Dr. Vittetoe: We included One College in terms of providing services. We've also been a little divided between credit and non-credit. We want to be sure that we are putting students to work in our communities and businesses and industries.

Andrea: We'll further synthesize these two and bring those back to you in January.

Teams 3 & 4: Pillar 2 - Your Community, Your College



Brainstorming Definitions

1. Partner and collaborate to provide educational opportunities. (Team 4 Forest)
2. Meeting students where they are. (Team 4 Forest)
3. Inclusive of diverse populations (Team 4 Forest)
4. Center for community and development (Team 4 Forest)
5. Center for community development (Team 4 Forest)
6. Ecosystem---Creating a lasting legacy of success (Team 3 Forest)

Your Community, Your College: Top Definitions

- 1. Responsive to the community's needs (Team 4 Forest)**
- 2. Reaching out to communities to build new legacies of success (Team 3 Forest)**
- 3. Provider of quality, accessible and innovative education (Team 3 Forest)**
- 4. Partner with community members to provide inclusive educational opportunities and services. (Team 4 Forest)**



Jamelle Conner, Provost, St.Pete/Gibbs: We stole one of Team 4's. Responsive to community needs. Build relationships with our neighbors. Provider of quality, accessible and innovative education. Lastly, #2, we need to reach into families in the community to help them build legacies around where they want to come.

Speaker: The last one. So the community knows they can come to us.

Chair Stonecipher: I really like that first definition. I like keeping the word "responsive" in there. We can say, "Yes," and respond quickly to the community needs.



Teams 5, 6, & 7: Pillar 3 - Collegiate Culture



Brainstorming Definitions

1. Titan Pride (#Titanpride) (Team 6)
2. Establishing an on campus experience (retention based: speakers series, volunteering, clubs, athletics, honors college, faculty and alumni mentors, etc). (Team 6)

Collegiate Culture: Top Definitions

1. **Engaging students, employees, and the community in a full spectrum of Titan experiences that builds pride and a connection to the college and creates an invested community. (Team 7)**
2. **Helping students, employees, and the community to make meaningful connections to the college. (Team 7)**
3. **Creating a collaborative educational environment which provides academic excellence, consistent delivery of quality services, and a community of care in a supportive and engaging culture (Team 5 Forest)**
4. **Developing a student experience through academic and community engagement. (Team 6)**

Rod: We focused on culture. Academic excellence, quality service and community of care. We felt that #3 touches on the academic side of the house and the culture of who we are as an institution.

Dr. Scott Fronrath, Provost, Allstate: Student – what does the student want? What is the student engagement piece? Developing a student experience through academic and community engagement. What does this mean? Developing student experience through engagement.

Dr. Brian Frank, Dean, College of Public Safety: We had two: #1 – really talked about what a Titan means and even talked about what that means on different campuses. #2 – also making a connection to the College.



Ms. Cole: One thing we talked about was the community's interest in the Collegiate Experience. That there is a benefit to living in a collegiate community – sporting events, and other activities.



Andrea: Now are there any pillars that we need to tweak – any missing pillars? *No further comments.* Then, let's wrap it up.

Wrap-Up & Next Steps for Success

- Chair Stonecipher and Dr. Williams will invite Board Member and Participant **highlights** as well as identify **next steps for success**.



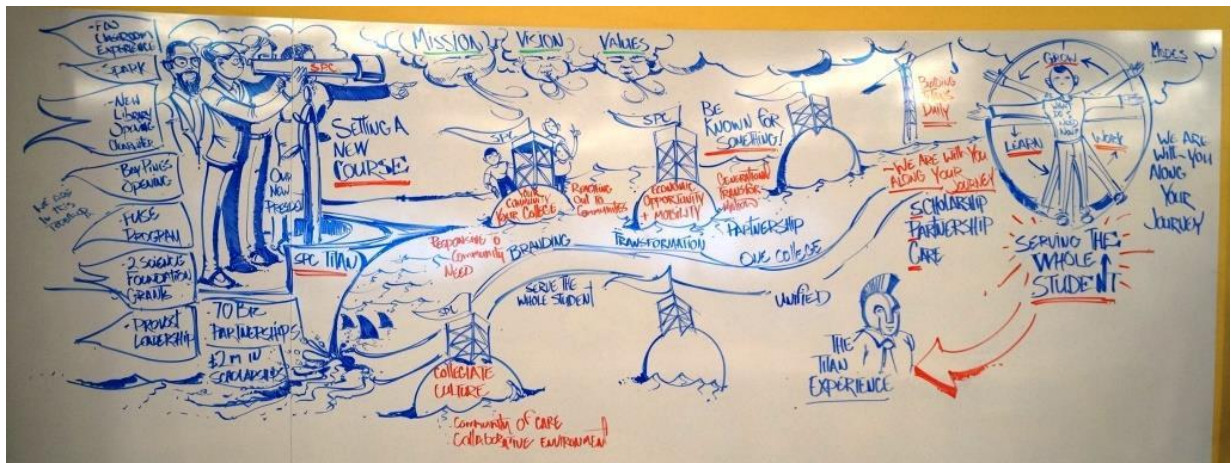
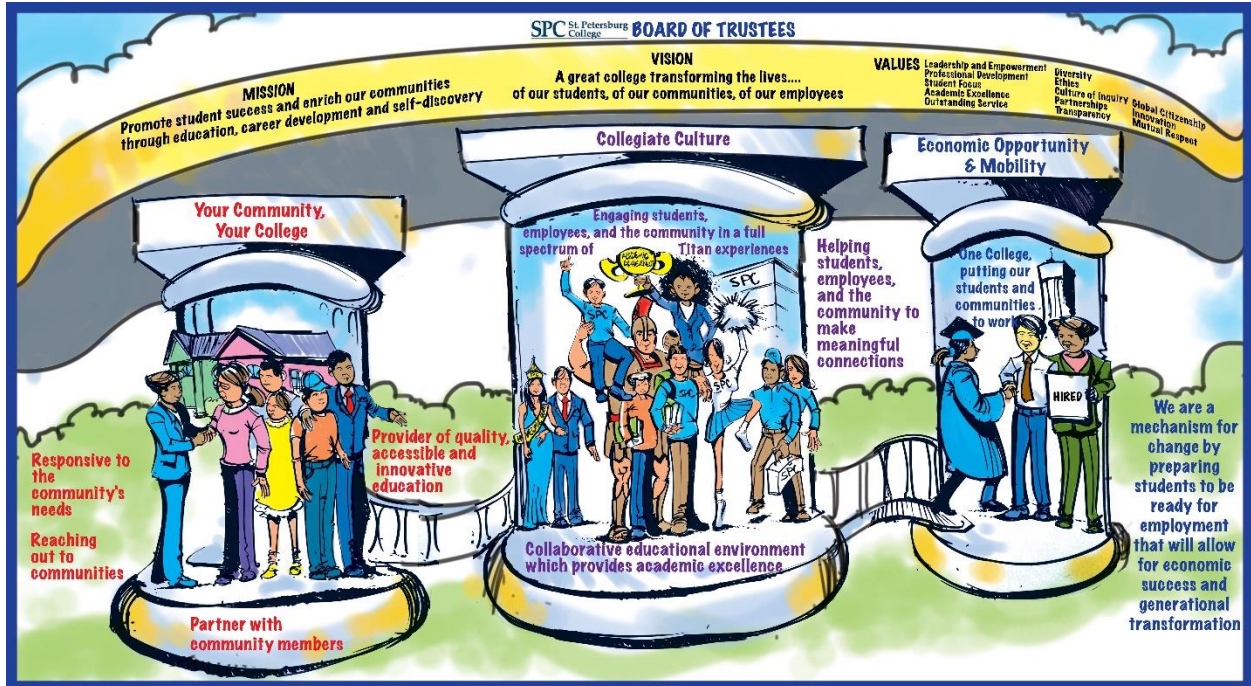
Chair Stonecipher: Again, I want to thank everyone who came to help us through this today. It was helpful to hear what you were thinking. I'm looking forward to the next step. You will wordsmith a little bit, and get it fine-tuned and presented back to the Board. I want this to be something we are consistently thinking of over the next three years and consider with our goals and every decision we make. I know this may force us to think outside the box. I'm ready, are you?

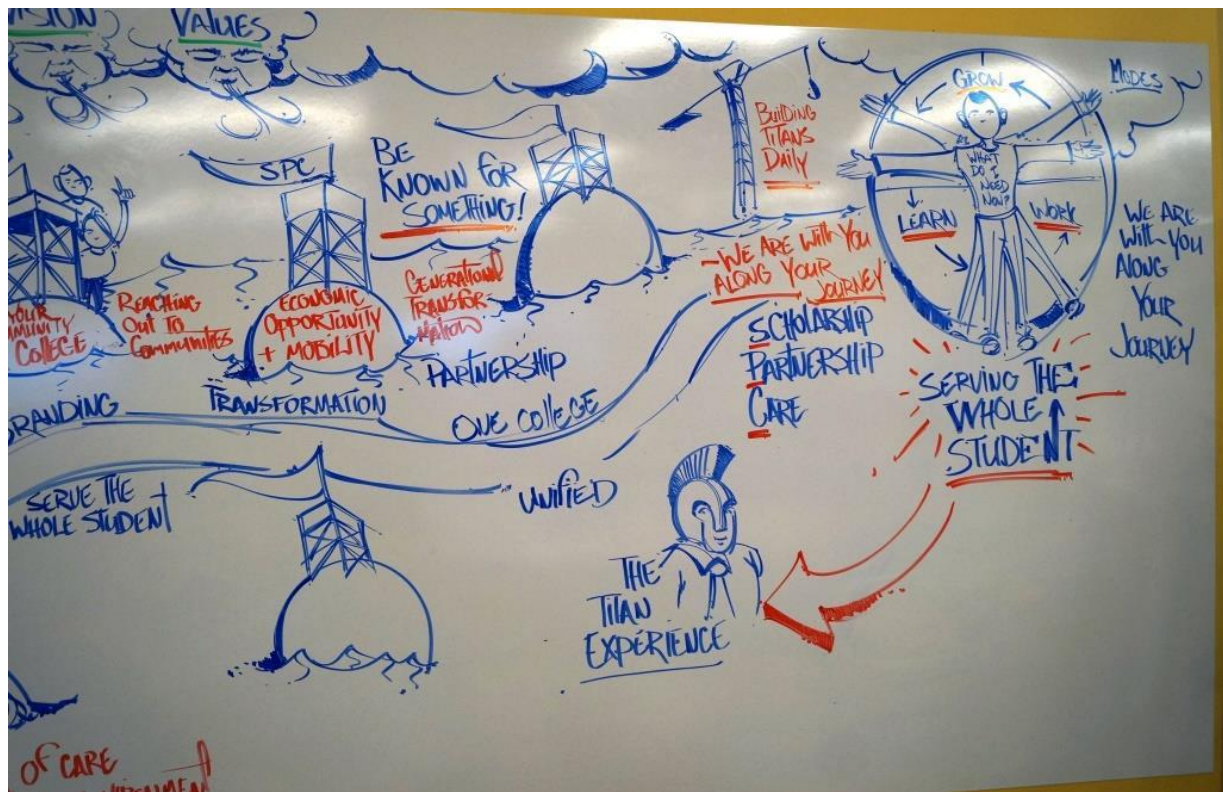
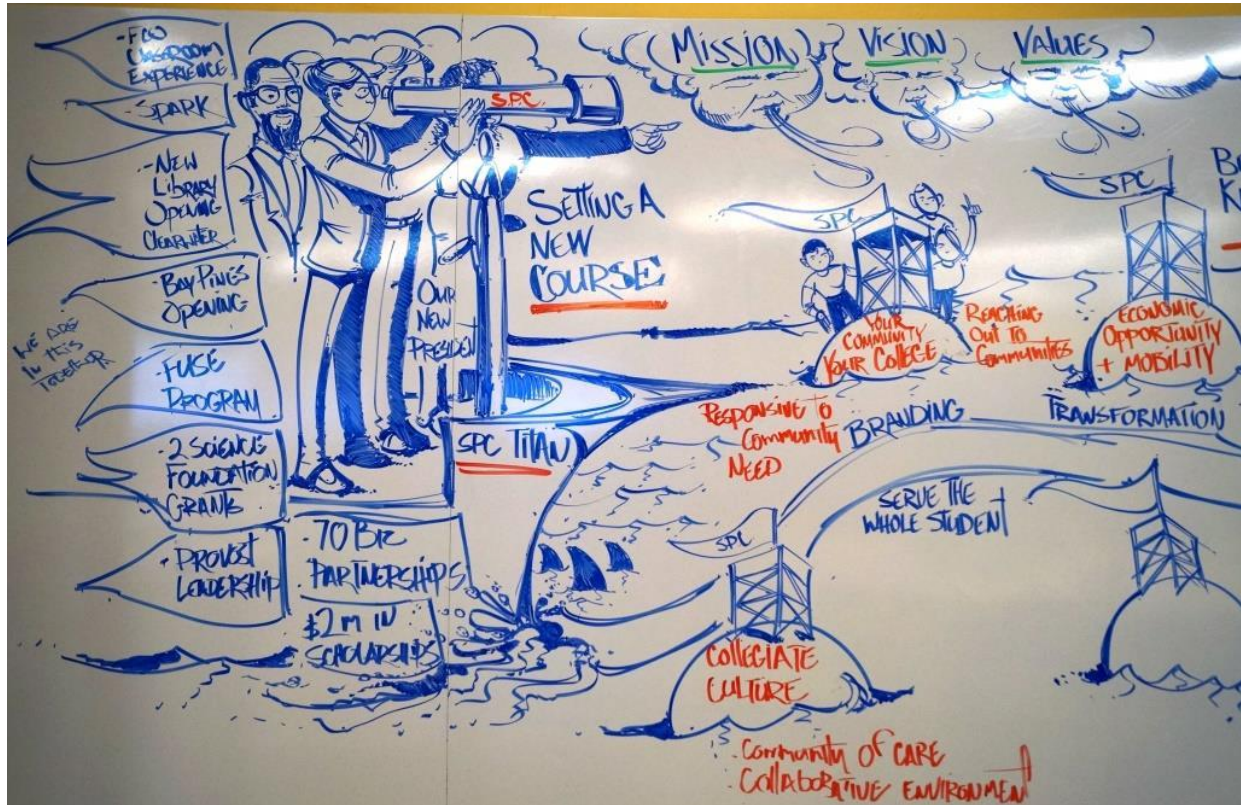


Dr. Williams: Thank you to Chair Stonecipher and the Board. You've been extremely engaged. The College family, you have been very involved. You will continue to be involved. Thank you to the students and the transition team. If I don't see you before the holidays, I wish you and your families happy holidays. Enjoy your time off because when we come back we are off and hoppin'!

Artwork

Insert full-color finished artwork here





SPC Mission, Vision, Values & Objectives for 2017-18**Mission:**

Promote student success and enrich our communities through education, career development and self-discovery.

Vision:

A great college transforming the lives of our students, of our communities, of our employees.

Value Statements:

- **Student Focus:** We believe students are the heart of SPC. All SPC resources, decisions and efforts are aligned to transform students' lives to empower them to finish what they start.
- **Academic Excellence:** We promote academic excellence through interactive, innovative and inquiry-centered teaching and learning.
- **Outstanding Service:** We commit to a culture where excellent service is expected and delivered by all SPC employees.
- **Diversity:** We foster a learning community in which the values, goals and learning styles of all students and members of the college community are recognized and supported.
- **Ethics:** We are dedicated to the highest standards of ethics and integrity while promoting a culture of stewardship.
- **Culture of Inquiry:** We encourage a data-driven environment that allows for open, honest dialogue about who we are, what we do, and how we continue to improve student success.
- **Partnerships:** We nurture relationships within the college and community that allow us to grow our knowledge, expand our reach and strengthen our impact on those we serve.
- **Transparency:** We embrace openness in communication by providing access to college processes and procedures, expenditures, institutional effectiveness and student success rates.
- **Leadership and Empowerment:** We are committed to the authority to lead and the creativity to inspire by providing accessible learning opportunities responsive to a range of community needs.
- **Global Citizenship:** We broaden perspectives and promote the principles of civil discourse and ethical responsibility in social, cultural and environmental matters both locally and abroad.
- **Innovation:** We actively seek and create new tools and techniques that facilitate and encourage cutting edge innovation in student education and services.
- **Mutual Respect:** We make a commitment to treat all members of SPC and our communities with mutual respect and empathy.
- **Professional Development:** We commit to providing all SPC employees ongoing opportunities for personal and professional growth.

Strategic Objectives for 2017 – 18

- To provide **Accreditation Reaffirmation** by the Southern Association of Colleges and Schools Commission on Colleges (SACS-COC) to include the development of the **Quality Enhancement Plan**.
- To develop and begin implementing a **Three-year Financial Plan** to address the impact of enrollment trends over the last few years (right-sizing the college). This plan would include the incorporation of the **Three-year Facilities Plan** to address current and future needs as well as identify potential ways to leverage existing resources to generate revenue.
- To continue the development and implementation of a robust collegewide **Recruitment and Retention Plan** to offset recent enrollment declines. This would include more community and industry engagement as well as the development of enrollment models to better project future college enrollment and assist in the budget development process.
- To continue the development of the **Pathways Initiative** for students, which includes **The College Experience, The Classroom Experience**, as well as **Learning beyond the Classroom** (FY'16-17 Ongoing Priority).
- **To enhance Employee Professional Development to boost employee commitment, productivity, and satisfaction** (FY16-17 Ongoing Priority).

Presidential Transition Team Recommendations

Communication is Caring:

We want to empower our college family to provide clear and consistent communication through an organized structure and process. One Voice, One College; Streamline and simplify; Top down and bottom up; Doing what works: Best Practices; Timely and relevant.

Branding is a message and an attitude:

Unified, consistent and available; Visual, vibrant and everywhere; Connection is emotional; Fresh, catchy and on message: (1) Building a better base for a strong future & (2) We are stronger together; Our best branding ambassadors are us; Titan Hall of Fame.

Student Engagement: SPC Students who are engaged walk the stage:

Engagement = retention and success; "Get involved"; One Time vs. All the Time; On-campus connection; Expand the fun off-campus; Leverage technology to power the SPC Connection; The conversation never ends.

Student Support: SPC: The support you need to succeed:

College-wide mentoring to mentor success; SPC is there for you on and off campus; Align on-campus and online; Something for everyone; It doesn't end with graduation.

Community Involvement: St. Petersburg College is OUR Community's College:

Vision has a roadmap: Cannot master our potential without a master plan; "What you need is what we have"

Start with YES and we will figure it out; Partnerships begin early; Community Partnership Office (CPO): Align all in community engagement into one Department.

Efficiency/Organization: Efficiency creates Empowerment:

An organizational chart that is organized: (1) A flow chart that flows; (2) Clarity of organizational structure; Less waiting on wait lists; Leveraging and prioritizing; Recognition = Happy Employees: *Small investments build big results.*