

AGENDA

ST. PETERSBURG COLLEGE BOARD OF TRUSTEES February 21, 2017

HEALTH EDUCATION CENTER
TEACHING AUDITORIUM
7200 – 66th STREET N
PINELLAS PARK, FL 33781

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. Denise Kerwin (*Not Attending*)
- B. Recognitions/Announcements - None

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 17, 2017 (*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. Jeanne Trimble, 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*)
- B. BUDGET AND FINANCE
 - 1. Monthly Financial Report - Ms. Janette Hunt, Director of Budget and Compliance (*Presentation*)

2. 2017-2018 Enrollment Model – Dr. Jesse Coraggio, Vice President, Institutional Effectiveness and Academic Services (*Presentation*)

C. ADMINISTRATIVE MATTERS

1. Human Resources
 - a. Personnel Report (*Action*)
2. Naming of Facilities
 - a. Mrs. Maria Nieves Edmonds – Tarpon Springs, Women on the Way Center (*Action*)
 - b. Dr. John M. Chapin – Bay Pines STEM Center, Science Labs (*Action*)

D. ACADEMIC MATTERS

1. Proposed 2018-2019 Academic Calendar – Mr. Djuan Fox, Coordinator, Academic Projects (*Presentation/Action*)
2. Faculty Evaluation and Contract Review Process – Dr. Anne Cooper, Senior Vice President, Instruction and Academic Programs (*Presentation*)
3. Faculty Annual Contract and Continuing Contract Recommendations (*Action*)

E. STRATEGIC PRIORITIES

1. Marketing, Recruitment and Outreach – Dr. Kevin Gordon, Provost, Downtown Campus and 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. ACADEMIC MATTERS
 - a. Workforce and Professional Development Curriculum Changes (*Action*)
2. GRANTS/RESTRICTED FUNDS CONTRACTS
 - a. JP Morgan Global Philanthropy – Collaborative Action Research Grant – Smart Start: Helping College Students Get on the Right Path to Degrees and Careers (*Action*)
 - b. National Science Foundation – Improving Undergraduate STEM Education (IUSE) – Education and Human Resources (EHR) (*Action*)

VIII. INFORMATIONAL REPORTS

A. Quarterly Report of Contract Items

IX. PRESIDENTIAL SEARCH UPDATE

Presidential Search Timeline (*Information*)

Presidential Search Advertisement (*Action*)

X. PUBLIC ACCESS/UNAGENDAED ITEMS

XI. PROPOSED CHANGES TO BOT RULES MANUAL – Public Hearing –

- 6Hx23-4.73 Requirements of the College of Public Safety – Southeastern Public Safety Institutes

XII. PRESIDENT'S REPORT

Legislative Update

XIII NEXT MEETING DATE AND SITE

March 21, 2017, Allstate Center, AC-103

XIV. ADJOURNMENT

If any person wishes to appeal a decision made with respect to any matter considered by the Board at its meeting February 21, 2017 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: January 20, 2017

[Confirmation of Publication](#)

[Notice of meeting](#)

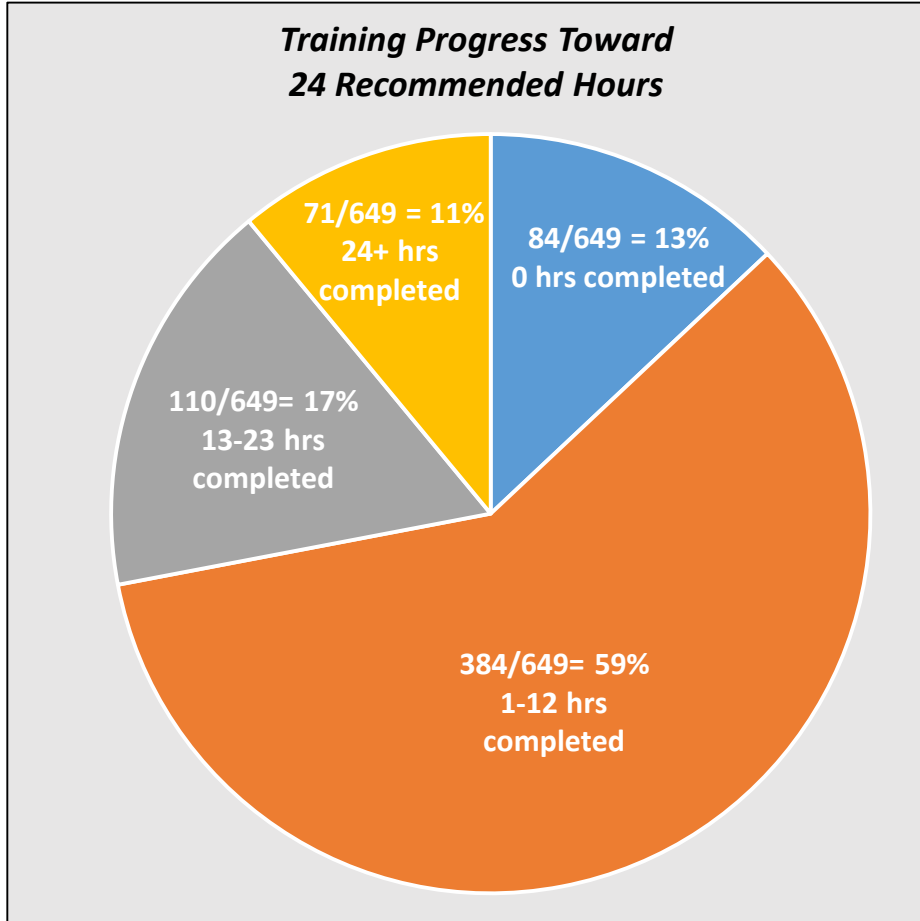
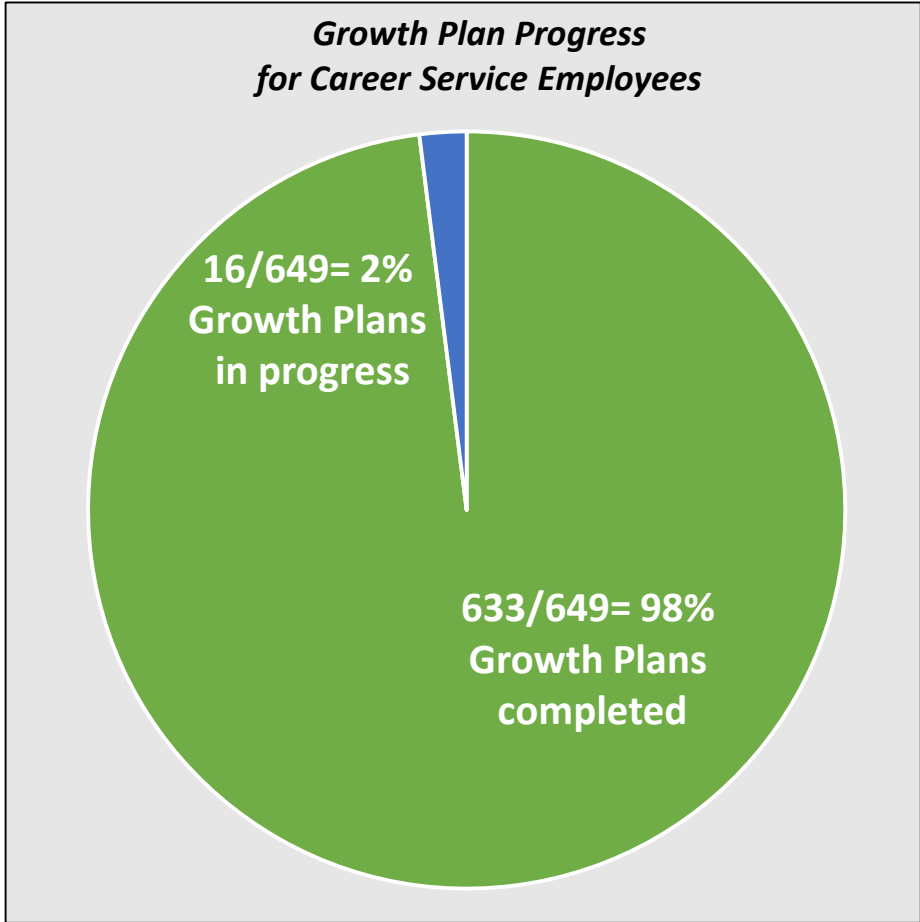
CAREER SERVICE EMPLOYEE COUNCIL

UPDATES

- ❖ SharePoint Site
- ❖ Employee Growth and Success Initiative

Career Service Employees – Professional Development

-as of 2/1/17



**Data Sources:
Growth Plan System &
SkillPort Reports**

Career Service Employee Council

IN PROGRESS

- ❖ Retiree Emeritus Luncheon - 4/11/17
- ❖ Employee Appreciation Luncheons

St. Petersburg College
Board of Trustees
Financial Report as of January 31, 2017

Janette Hunt
February 21, 2017

Report as of January 31, 2017

	Budget	Actual	% of YTD	YOY
Revenue				
Student Tuition & Out-of-State Fees	\$ 56,560,516	\$ 44,689,370	79.0%	-4.3%
State Appropriation - CCPF	\$ 51,695,712	\$ 30,310,268	58.6%	0.0%
State Appropriation - Lottery	\$ 16,693,508	\$ -	0.0%	0.0%
Performance Funding	\$ 3,652,774	\$ 2,130,784	58.3%	2.1%
Operating Cost for New Facilities	\$ 128,429	\$ -	0.0%	0.0%
Learning Support Access Fee	\$ 1,834,042	\$ 1,375,741	75.0%	-4.4%
Distance Learning Fee	\$ 3,814,485	\$ 2,962,815	77.7%	-2.4%
Technology Fee	\$ 2,818,596	\$ 2,163,280	76.8%	-4.8%
Lab Revenue Fees	\$ 1,714,401	\$ 1,531,246	89.3%	-6.1%
Industry Certifications	\$ 150,000	\$ -	0.0%	0.0%
Other Revenues	\$ 5,397,200	\$ 2,630,209	48.7%	-2.8%
Other Student Fees	\$ 1,622,007	\$ 499,700	30.8%	-11.7%
Fund Transfers In	\$ 3,556,839	\$ 3,137,653	88.2%	88.2%
Stabilization Reserve	\$ 2,173,009	\$ -	0.0%	0.0%
PO Rollovers & Accruals	\$ 2,291,443	\$ -	0.0%	0.0%
Total Revenue	\$ 154,102,961	\$ 91,431,066	59.3%	-0.6%

Report as of January 31, 2017

	Budget	Actual	% of YTD	YOY
Personnel & Benefits				
Instructional/Faculty-Full time	\$ 28,899,727	\$ 16,308,655	56.4%	-2.5%
Administrative	\$ 10,275,180	\$ 6,677,705	65.0%	3.1%
Career (Non-Instructional)	\$ 21,729,661	\$ 10,959,169	50.4%	-1.1%
Professional	\$ 15,874,846	\$ 7,653,422	48.2%	-2.2%
Adjunct/Supplemental	\$ 14,341,325	\$ 7,217,496	50.3%	-4.3%
Other Professional OPS	\$ 766,481	\$ 109,510	14.3%	-0.2%
Non-Instructional OPS and OT	\$ 2,459,839	\$ 1,445,565	58.8%	-8.4%
Student Assistants	\$ 428,000	\$ 162,762	38.0%	-12.0%
Health Insurance	\$ 11,854,547	\$ 8,264,180	69.7%	3.0%
Other Personnel Benefits	\$ 11,700,854	\$ 7,346,997	62.8%	0.2%
Total Personnel & Benefits	\$ 118,330,460	\$ 66,145,462	55.9%	-1.1%
Current Expense				
Total Current Expense	\$ 32,341,920	\$ 15,454,415	47.8%	-4.0%
Capital				
Total Capital	\$ 3,430,581	\$ 1,472,256	42.9%	-6.3%
Total Operating	\$ 154,102,961	\$ 83,072,133	53.9%	-1.9%
Revenue over Expense	\$ -	\$ 8,358,934		

Year End Revenue Projection

	Budget	Actual	Δ
Revenue			
Student Tuition & Out-of-State Fees	\$ 56,560,516	\$ 52,705,886	-7%
State Appropriation - CCPF	\$ 51,695,712	\$ 51,695,712	0%
State Appropriation - Lottery	\$ 16,693,508	\$ 16,693,508	0%
Performance Funding	\$ 3,652,774	\$ 3,652,774	0%
Operating Cost for New Facilities	\$ 128,429	\$ 128,429	0%
Learning Support Access Fee	\$ 1,834,042	\$ 1,703,277	-7%
Distance Learning Fee	\$ 3,814,485	\$ 3,751,560	-2%
Technology Fee	\$ 2,818,596	\$ 2,619,607	-7%
Lab Revenue Fees	\$ 1,714,401	\$ 1,714,401	0%
Industry Certifications	\$ 150,000	\$ 150,000	0%
Other Revenues	\$ 5,397,200	\$ 5,397,200	0%
Other Student Fees	\$ 1,622,007	\$ 891,414	-45%
Fund Transfers In	\$ 3,556,839	\$ 3,556,839	0%
Stabilization Reserve	\$ 2,173,009	\$ -	-100%
PO Rollovers & Accruals	\$ 2,291,443		-100%
Total Revenue	\$ 154,102,961	\$ 144,660,607	-6%

FY17/18 Revenue Projection

	FY16/17 Budget	FY17/18 Budget
Revenue		
Student Tuition & Out-of-State Fees	\$ 56,560,516	\$ 50,887,002
State Appropriation - CCPF	\$ 51,695,712	\$ 51,695,712
State Appropriation - Lottery	\$ 16,693,508	\$ 16,693,508
Performance Funding	\$ 3,652,774	\$ 3,652,774
Operating Cost for New Facilities	\$ 128,429	\$ 128,429
Learning Support Access Fee	\$ 1,834,042	\$ 1,674,390
Distance Learning Fee	\$ 3,814,485	\$ 3,526,830
Technology Fee	\$ 2,818,596	\$ 2,577,247
Lab Revenue Fees	\$ 1,714,401	\$ 1,714,401
Industry Certifications	\$ 150,000	\$ 150,000
Other Revenues	\$ 5,397,200	\$ 5,397,200
Other Student Fees	\$ 1,622,007	\$ 1,036,414
Fund Transfers In	\$ 3,556,839	\$ 3,556,839
Stabilization Reserve	\$ 2,173,009	\$ -
PO Rollovers & Accruals	\$ 2,291,443	\$ 350,000
Total Revenue	\$ 154,102,961	\$ 143,040,746

- Projected 3.59% SSH decline from FY16/17 actual SSH

- Legislative Session Begins March 7
- Proposed Performance Funding Model Changes

- In Accordance with SSH

- Anticipate Insignificant Change

- Barnes & Noble Commission Feb.
- Review of Auxiliary Fund

- Reducing the reliance on fund balance

FY17/18 Budget Planning Schedule

Date	Activity
March 7	Legislative Session Begins
March 21	BOT Update: Projected Expenses
March 31	Strategic Budget Request Presentation Day
April 18	BOT Update: Draft Budget (w/ Strategic Budget Requests)
May 5	Legislative Session Ends
May 16	BOT Budget Approval
June 20	BOT Budget Approval (alternate date if needed)
June 30	Budget Due to State

Questions?



**St. Petersburg College
Financial Report
As of January 31, 2017**

	Budget	Actual	% of YTD	PY Budget	PY Actual	PY % of YTD	YOY
Revenue							
Student Tuition & Out-of-State Fees	\$ 56,560,516	\$ 44,689,370	79.0%	\$ 56,498,805	\$ 47,065,869	83.3%	-4.3%
State Appropriation - CCPF	\$ 51,695,712	\$ 30,310,268	58.6%	\$ 53,660,965	\$ 31,453,299	58.6%	0.0%
State Appropriation - Lottery	\$ 16,693,508	\$ -	0.0%	\$ 14,934,524	\$ -	0.0%	0.0%
Performance Funding	\$ 3,652,774	\$ 2,130,784	58.3%	\$ 2,404,418	\$ 1,352,483	56.2%	2.1%
Operating Cost for New Facilities	\$ 128,429	\$ -	0.0%	\$ 172,604	\$ -	0.0%	0.0%
Learning Support Access Fee	\$ 1,834,042	\$ 1,375,741	75.0%	\$ 1,831,810	\$ 1,454,343	79.4%	-4.4%
Distance Learning Fee	\$ 3,814,485	\$ 2,962,815	77.7%	\$ 3,752,441	\$ 3,004,225	80.1%	-2.4%
Technology Fee	\$ 2,818,596	\$ 2,163,280	76.8%	\$ 2,815,337	\$ 2,295,646	81.5%	-4.8%
Lab Revenue Fees	\$ 1,714,401	\$ 1,531,246	89.3%	\$ 1,714,401	\$ 1,635,880	95.4%	-6.1%
Industry Certifications	\$ 150,000	\$ -	0.0%	\$ 150,000	\$ -	0.0%	0.0%
Other Revenues	\$ 5,397,200	\$ 2,630,209	48.7%	\$ 5,397,200	\$ 2,778,809	51.5%	-2.8%
Other Student Fees	\$ 1,622,007	\$ 499,700	30.8%	\$ 1,622,007	\$ 688,786	42.5%	-11.7%
Fund Transfers In	\$ 3,556,839	\$ 3,137,653	88.2%	\$ 3,568,839	\$ -	0.0%	88.2%
Stabilization Reserve	\$ 2,173,009	\$ -	0.0%	\$ 2,173,009	\$ -	0.0%	0.0%
PO Rollovers & Accruals	\$ 2,291,443	\$ -	0.0%	\$ 2,291,443	\$ -	0.0%	0.0%
Total Revenue	\$ 154,102,961	\$ 91,431,066	59.3%	\$ 152,987,803	\$ 91,729,339	60.0%	-0.6%
Personnel & Benefits							
Instructional/Faculty-Full time	\$ 28,899,727	\$ 16,308,655	56.4%	\$ 28,170,380	\$ 16,611,687	59.0%	-2.5%
Administrative	\$ 10,275,180	\$ 6,677,705	65.0%	\$ 9,710,187	\$ 6,007,253	61.9%	3.1%
Career (Non-Instructional)	\$ 21,729,661	\$ 10,959,169	50.4%	\$ 22,119,336	\$ 11,402,951	51.6%	-1.1%
Professional	\$ 15,874,846	\$ 7,653,422	48.2%	\$ 16,591,094	\$ 8,365,595	50.4%	-2.2%
Adjunct/Supplemental	\$ 14,341,325	\$ 7,217,496	50.3%	\$ 14,691,325	\$ 8,022,451	54.6%	-4.3%
Other Professional OPS	\$ 766,481	\$ 109,510	14.3%	\$ 766,481	\$ 111,071	14.5%	-0.2%
Non-Instructional OPS and OT	\$ 2,459,839	\$ 1,445,565	58.8%	\$ 2,430,981	\$ 1,632,132	67.1%	-8.4%
Student Assistants	\$ 428,000	\$ 162,762	38.0%	\$ 415,000	\$ 207,547	50.0%	-12.0%
Health Insurance	\$ 11,854,547	\$ 8,264,180	69.7%	\$ 11,554,547	\$ 7,707,442	66.7%	3.0%
Other Personnel Benefits	\$ 11,700,854	\$ 7,346,997	62.8%	\$ 11,705,085	\$ 7,324,705	62.6%	0.2%
Total Personnel & Benefits	\$ 118,330,460	\$ 66,145,462	55.9%	\$ 118,154,416	\$ 67,392,833	57.0%	-1.1%
Current Expense							
Travel	\$ 629,676	\$ 432,547	68.7%	\$ 619,926	\$ 462,294	74.6%	-5.9%
Repairs & Maint	\$ 872,674	\$ 552,376	63.3%	\$ 898,392	\$ 632,587	70.4%	-7.1%
Rental/Leases	\$ 445,340	\$ 23,364	5.2%	\$ 445,340	\$ 94,663	21.3%	-16.0%
Insurance (Non Health)	\$ 1,708,272	\$ 1,102,351	64.5%	\$ 1,708,272	\$ 1,165,766	68.2%	-3.7%
Utilities	\$ 5,800,000	\$ 2,960,397	51.0%	\$ 5,800,000	\$ 3,350,006	57.8%	-6.7%
Services and Fees	\$ 7,734,988	\$ 3,094,113	40.0%	\$ 7,734,988	\$ 2,925,339	37.8%	2.2%
Scholarships/Fee Waivers	\$ 1,559,895	\$ 1,858,174	119.1%	\$ 1,559,895	\$ 2,246,366	144.0%	-24.9%
Materials and Supplies	\$ 5,928,526	\$ 2,650,459	44.7%	\$ 5,470,922	\$ 3,104,184	56.7%	-12.0%
Tech Expense/Licensing	\$ 2,805,757	\$ 1,681,258	59.9%	\$ 2,805,257	\$ 1,440,358	51.3%	8.6%
Bad Debt/Unemployment	\$ 1,147,782	\$ (6,453)	-0.6%	\$ 1,147,782	\$ (76,726)	-6.7%	6.1%
Other Current Expense	\$ 3,709,010	\$ 1,105,828	29.8%	\$ 3,295,417	\$ 945,644	28.7%	1.1%
Total Current Expense	\$ 32,341,920	\$ 15,454,415	47.8%	\$ 31,486,191	\$ 16,290,481	51.7%	-4.0%
Capital							
Computer Refresh Leases	\$ 2,904,221	\$ 1,335,536	46.0%	\$ 2,820,836	\$ 1,277,753	45.3%	0.7%
Capital Purchases	\$ 526,360	\$ 136,720	26.0%	\$ 526,360	\$ 368,343	70.0%	-44.0%
Total Capital	\$ 3,430,581	\$ 1,472,256	42.9%	\$ 3,347,196	\$ 1,646,096	49.2%	-6.3%
Total Operating	\$ 154,102,961	\$ 83,072,133	53.9%	\$ 152,987,803	\$ 85,329,410	55.8%	-1.9%
Revenue over Expense	\$ -	\$ 8,358,934		\$ -	\$ 6,399,929		

2017-18 Enrollment Model

*St. Petersburg College
Board of Trustees Meeting
February 2017*



To create a proposed model for 2017-18 academic schedule using historical trend data that:

1. Meets students' needs and
2. Reasonable from a budgetary perspective.

Purpose



Two Linear Regression 2017-18 Projection Models

1. Six-year model resulted in a 2.6% decline in enrollment.
2. Three-year model resulted in a 4.5% decline in enrollment.

Initial Linear Regression Models

While the college has experienced overall enrollment declines over the last few years a few areas have shown growth:

- Upper Division Courses
- Online Courses

- Using this information, four groups mutually exclusive were created.

Historical Trends

Year	LD online	UD online	LD FTF	UD FTF	Total	% Diff
2014-15	197,011	57,581	351,605	23,674	629,871	
2015-16	191,090	57,887	332,962	22,977	604,916	-4.0%
2016-17	175,048	59,982	318,340	21,300	574,670	-5.0%

- Summer 2017 was estimated based on the 5% decrease in enrollment for Fall 2016 and Spring 2017.

2017-18 Enrollment Model

	LD online	UD online	LD FTF	UD FTF
Adjusted Change Factors	-2.8%	8.3%	-5.9%	-7.4%
Adjustments %	-1.0%	n/a	1.5%	1.0%
Adjustments SSH	-1701	0	4493	197

- 2017-18 Enrollment was estimated using Change Factors that described the historical change in Fall/Spring enrollment from 2015-16 to 2016-17.
- Some Additional Adjustments were made to allow for additional on-ground courses.

2017-18 Enrollment Model

Year	LD online	UD online	LD FTF	UD FTF	Total	% Diff
2014-15	197,011	57,581	351,605	23,674	629,871	
2015-16	191,090	57,887	332,962	22,977	604,916	-4.0%
2016-17	175,048	59,982	318,340	21,300	574,670	-5.0%
2017-18	170,147	64,975	299,558	19,724	554,404	-3.5%

- This resulted in an estimated -3.5% reduction in academic schedule enrollment.

2017-18 Enrollment Model

Year	LD online	UD online	LD FTF	UD FTF	Total
2017-18 (Less Open Campus)	170,147	64,975	288,058	19,724	542,904

- Finally, Offsite Dual Enrollment (Open Campus) was removed from the model using the previous year of historical data (Less 11,500 SSH).
- 542,904 is the proposed budgeted enrollment number for 2017-18.

2017-18 Enrollment Model




Questions



Feb. 21, 2017

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Request to begin the process to appropriately honor Mrs. Maria Nieves Edmonds, former Associate Provost, Tarpon Springs Campus, and a co-founder and first coordinator of the St. Petersburg College Women on the Way program.

Approval is sought to name the Women on the Way Center on the Tarpon Springs Campus as follows, “Maria Nieves Edmonds Women on the Way Center.”

Women on the Way was established at St. Petersburg College in 1981 as a resource and support center for women. Its goal was to provide women with access to skill training and other resources needed for success in an academic setting. The original site was on the Clearwater Campus.

Specific services provided by Women on the Way include scholarship assistance and counseling; workshops and seminars on time management, parenting and success strategies; a textbook lending library; and a boutique to provide women with appropriate clothing, toiletries and small household items.

Women on the Way participants struggle with balancing home, childcare needs, work and academics. The program provides motivation and resources to help participants (currently more than 300) graduate from college and become self-sufficient.

In June 2015, the Board of Trustees approved expanding the Women on the Way program to include branches at the Cecil B. Keene, Sr. Student Achievement Center in St. Petersburg, and the St. Petersburg/Gibbs, Seminole and Tarpon Springs campuses.


The Women on the Way Center in Tarpon Springs is currently scheduled to open for Fall Term 2017.

In accordance with Board of Trustees Rule # 6Hx23-6.14, NAMING OF COLLEGE FACILITIES, the following committee members: Nathan Stonecipher, Tonjua Williams, Linda Hogans, Marvin Bright, Stan Vittetoe, and Shirley Crumbley met on Wednesday, February 1, 2017 to recommend the naming of Women on the Way, Tarpon Springs Campus in honor of Mrs. Maria Edmonds.

February 21, 2017

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: William D. Law, Jr., President 

SUBJECT: Request to begin the process to appropriately honor Dr. John M. Chapin, former Dean of Natural Sciences, St. Petersburg College

Approval is sought to name the Science Labs at the Bay Pines STEM Center as follows, “Dr. John M. Chapin Science Lab.”

The Bay Pines STEM Center, a hands-on teaching center for Science, Technology, Engineering and Mathematics, is currently near completion adjacent to the Intracoastal Waterway in south Pinellas County.

The \$4.8 million facility will include:

- Classrooms capable of being subdivided for multiple simultaneous uses with appropriate laboratory infrastructure ;
- Facilities for student research, both small group projects and some individual projects;
- A multipurpose room to accommodate as many as 100 people for demonstrations, lectures and conferences;
- Facilities for small boat docking, saltwater tanks, and outdoor space to support meetings and student interaction.

In his role as Dean of Natural Sciences, Dr. Chapin was the overseer of this project following his return to St. Petersburg College in 2012.

In addition, he worked with others to successfully update the College’s Natural Science curriculum, including the development of a college-wide Human Anatomy and Physiology program with appropriate laboratory schedules. He also developed new courses and course updates in Biological, Earth and Environmental sciences.

He led faculty teams that brought two new A.S. degrees into the curriculum – Biotechnology Laboratory Technology and Biomedical Engineering Technology.

But perhaps most importantly, he willingly took the lead in the planning and development of the Bay Pines STEM Center, acquiring partnerships and other support as the Center began to take shape. It was always his goal and desire that the Center serve as a

testament to the College's commitment to Environmental Science education and Technology training throughout the 21st century and he worked tirelessly toward that end.

In accordance with Board of Trustees Rule # 6Hx23-6.14, NAMING OF COLLEGE FACILITIES, the following committee members: Nathan Stonecipher, Anne Cooper, Natavia Middleton, Jennifer Fernandes, Kathleen Adams, Linae Boehme met on Wednesday, February 1, 2017 to recommend the naming of Bay Pines science labs, in honor of Dr. John Chapin.

Recruitment, Outreach and Marketing

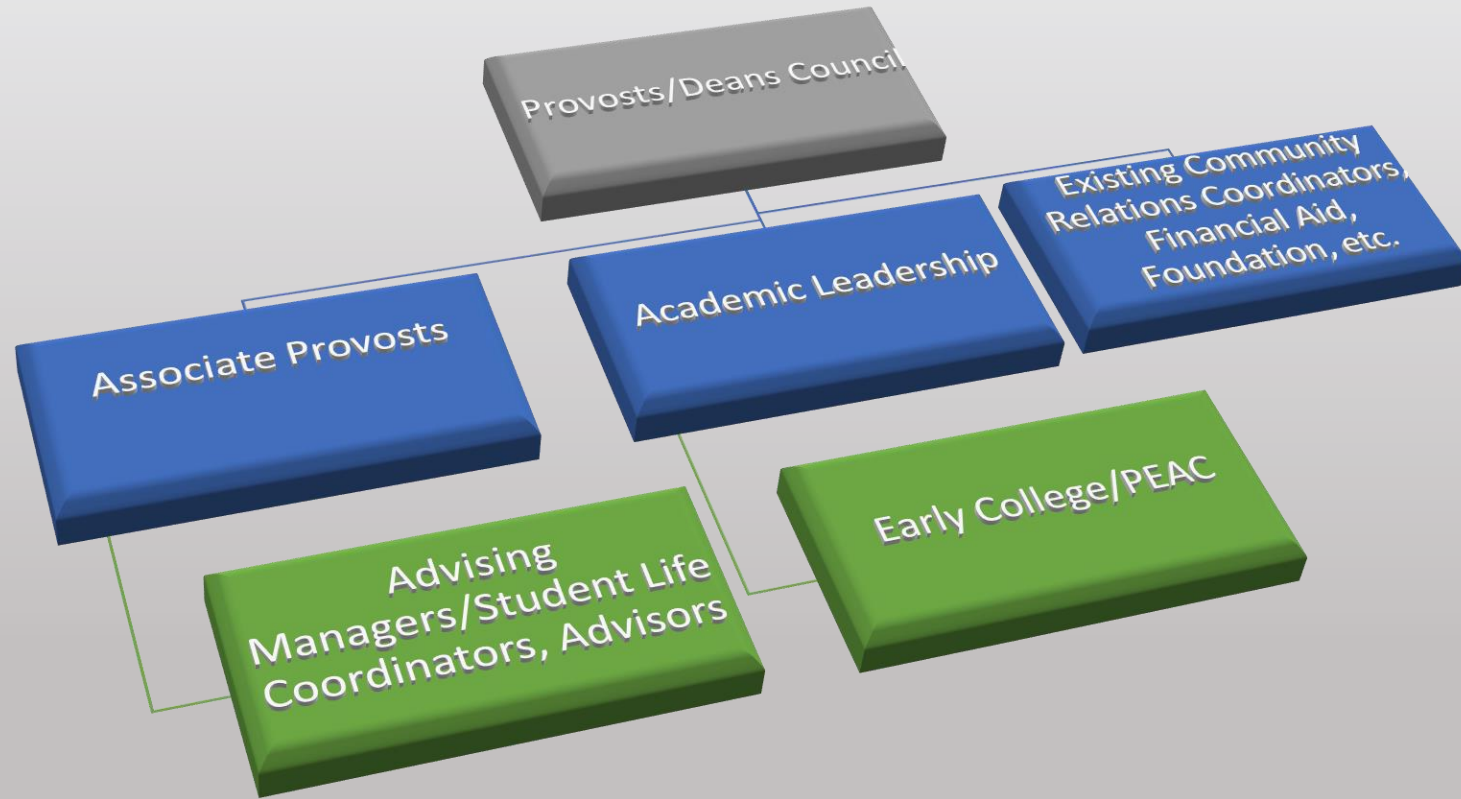
Dr. Kevin Gordon, Provost

Diana Sabino, Executive Director

St. Petersburg College

SPC

Recruitment Team



Community Relations and Outreach Update

Created a Recruitment Committee

Improved the pre admissions onboarding process

Developed New Recruiting Initiatives for targeted populations

Increased Presence in High Schools

Monitoring Success Weekly

The collage features several key items:

- SPC St. Petersburg College** logo and branding.
- SPRING REGISTRATION SIGN UP TODAY** banner.
- COMMUNITIES** infographic showing various campus and community groups.
- CAREER - ACADEMIC COMMUNITIES** infographic detailing support services.
- 10 THINGS TO CONSIDER WHEN CHOOSING A COLLEGE** infographic with numbered tips.
- PROUD SPONSOR OF DIXIE HOLLINS HIGH SCHOOL** banner.
- www.spccollege.edu** and **SPC St. Petersburg College** text.
- spcollege.edu** website address.
- FOR MORE COLLEGE TIPS VISIT SPC'S COLLEGE 101 BLOG: SPC.EDU/COLLEGE101** text.

New Student Recruitment Goal: 2% Increase

4,802 New students Fall 2017

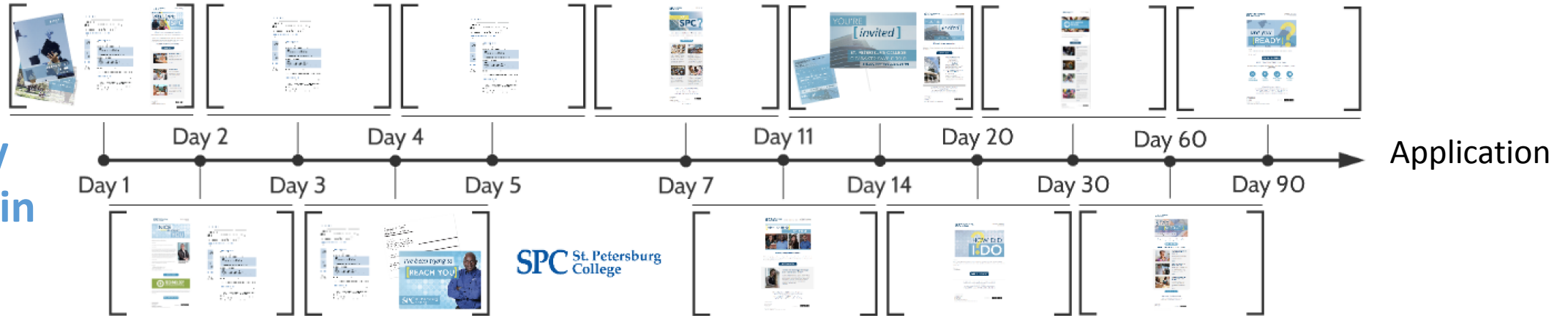
Stretch Goal of 5000 New Students

59% App to Enrollee Conversion

Type	Number	With 2% increase
FTIC	3,051	3,112
Transfer to SPC	1,237	1,262
New non-degree seekers <i>(excluding all accelerated HS programs)</i>	420	428
Total	4,708	4,802

Onboarding Funnel: BEFORE

Inquiry & Call-in



Meet with an Advisor

Walk-In




Other entry point:

- Event form

New GTKY Card Funnel

GETTING TO KNOW YOU!

TITANS



Today's date _____ / _____ / _____

Name _____
First Last

Mailing address _____

City _____ State _____ ZIP _____


Phone () _____

E-mail _____

Date of Birth _____

What campus are you interested in attending?

- Tarpon Springs
- Clearwater
- EpiCenter
- Seminole
- St. Petersburg/Gibbs
- Downtown
- Midtown
- All State
- Fully Online



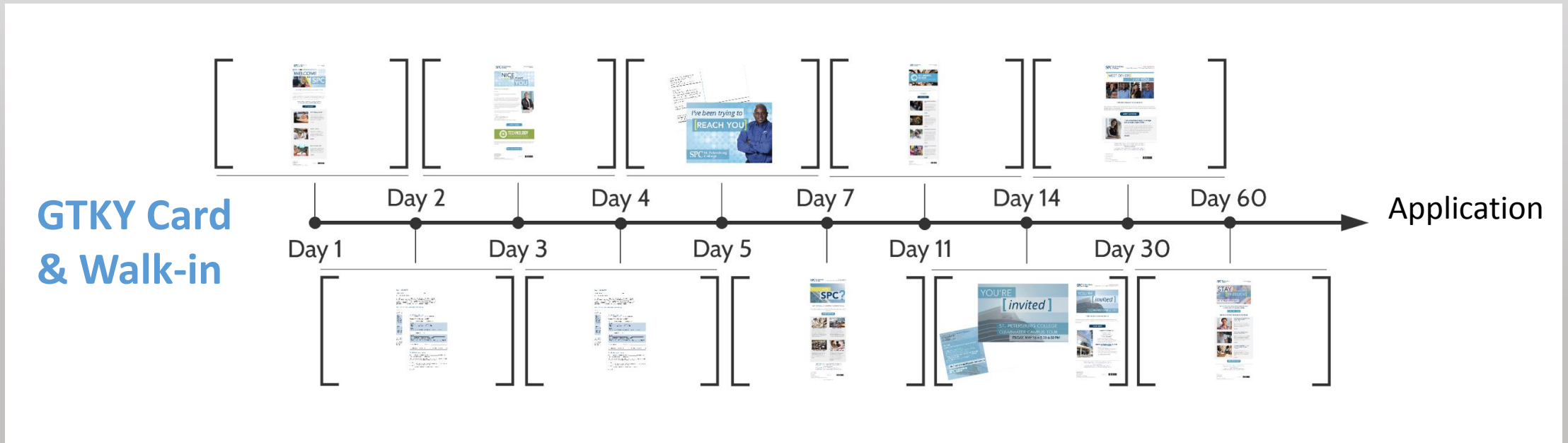
Please complete this form so that we can provide you with more information about SPC.

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
Date of Birth *	<input type="text"/> <small>Format as 01/01/2000.</small>
Street Address	<input type="text"/>
City	<input type="text"/>
State or Province	<input type="text" value="Florida"/>
Zip/Postal Code *	<input type="text"/>
Phone	<input type="text"/>
Email *	<input type="text"/>
Please indicate the campus on which you would like to take classes *	
	<input type="text" value="Please select..."/>

Staff Facing Inquiry Form

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
Street Address	<input type="text"/>
City	<input type="text"/>
State or Province	<input type="text" value="Florida"/>
Zip/Postal Code	<input type="text"/>
Primary Phone	<input type="text"/>
Email *	<input type="text"/>
Honors Intent?	<input type="text" value="No"/>
Year of High School Graduation *	<input type="text" value="YYYY"/>
Area of Interest *	<input type="text" value="General Studies and transfer degrees"/>
Method of Contact (Source) *	<input type="text" value="Please select..."/>
Additional information or note <input type="text"/>	

GTKY Card Onboarding Funnel: AFTER



Advisors in High Schools

PCS High School	SPC Campus	SPC Advisors	Frequency
Boca Ciega	SPG	Dwayne Climes	Weekly
Clearwater	CL	Courtney Autry	Weekly
Dixie Hollins	SPG	Dwayne Climes	Weekly
Countryside	CL	Karen Sommerville	Weekly
Dunedin	CL	Ryan Marsh	Weekly
East Lake	TS	David Wilburn	Weekly
Gibbs	DTMT, AS	Kerry Carter	Weekly
Lakewood	AS	Christian Aguillon	Weekly
Largo	SE	Derrick Bullard	Weekly
Northeast	SPG	Kevin Bell	Weekly
Osceola	SE	Chris Miller	Weekly
Palm Harbor	TS	Ann Sofia	Weekly
Pinellas Park	HEC	John Crane	Weekly
Seminole	SE	Johnathan Helms	Weekly
St. Petersburg	DTMT, AS	Aja Aspilaire	Weekly
Tarpon Springs	TS	Rania Samartiz	Weekly

Recruitment Events

Events from 1/4/17-2/17/2017

Events	Headcount
139	2174

Events from 1/4/17-5/17/2017

Events	Expected Headcount *
277	16936

Weekly Measurement of Success

Metrics

Events and participants

Weekly High School Visits by Advisors and Number of Student
Contacts

GTKY Cards Received and Follow Up Taken

Request for Information and
follow up

Applications from prior
week and their source

Website Requests for Information Efforts

Calendar Year to Date

Year	Incoming	Active Application	Conversion
2016	1433	301	21.0%
2017	1908	407	21.3%

1/22 – 2/11

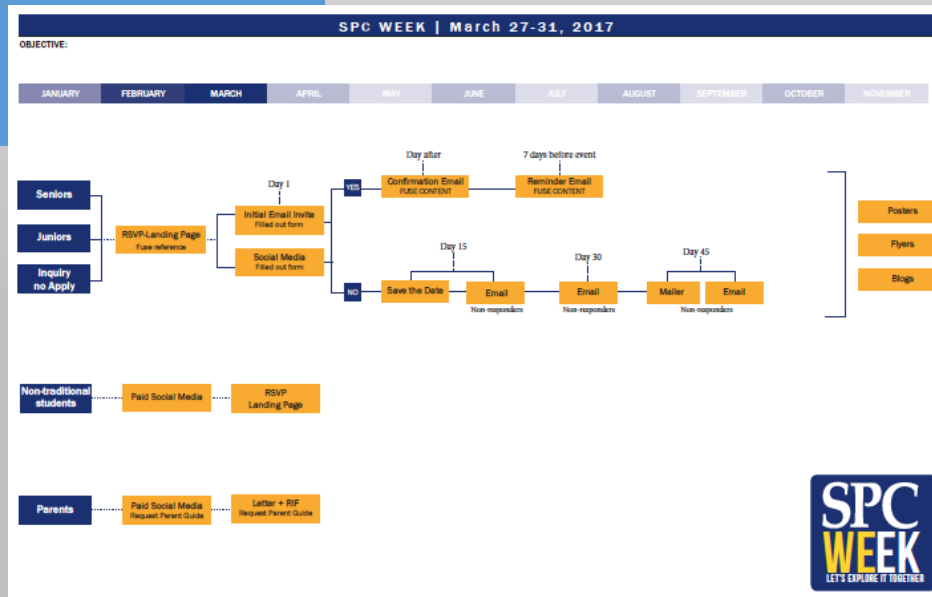
Week	Incoming	Active Application	Conversion	Comparable Week Incoming
1/22 – 1/28	276	75	27.1%	193
1/29 – 2/4	264	53	20.1%	183
2/5 – 2/11	262	45	17.2%	192

Major College-Wide Events

Audiences:

- High School lists
- Apply no Enroll
- Past Associate Graduate
- Past Certificate Graduate
- Inquiry no Apply
- Past student non-return
- Community
- Transient
- Parents

- FAFSA Event- February 7, 18, 21, 2017
- SPC Week Open House- March 27-31, 2017
- Career Exploration Event- June 5, 2017
- Get it Done Event- July 17, 2017
- College Visit Day- October 19, 2017



EXPLORE SPC
COME. MEET. APPLY FOR FREE
March 27-31, 2017
Harrison, let's explore it together!

Take a walking tour and experience your campus. First hand, explore clubs and campus life, get on-campus help applying to SPC and get help planning your class schedule.

SPC WEEK
ST. PETERSBURG COLLEGE
March 27-31, 2017

Have you heard about Fuse?

Come and visit a campus near you

Apply for Free

EXPLORE SPC

MARCH 27-30

Pick the date and campus that works best for you

- SPC Midtown Monday, March 27
- St. Petersburg/Gibbs Campus Tuesday, March 28
- Clearwater Campus Wednesday, March 29
- SPC Downtown Wednesday, March 29
- Seminole Campus Thursday, March 30
- Tarpon Springs Campus Thursday, March 30

COME These open house events are from 2-7 p.m. Come for the entire event or stop in at any time.

- Take a walking tour of the campus
- Explore clubs and campus life
- Explore college majors

MEET Get it done in one day, SPC staff are waiting to serve you.

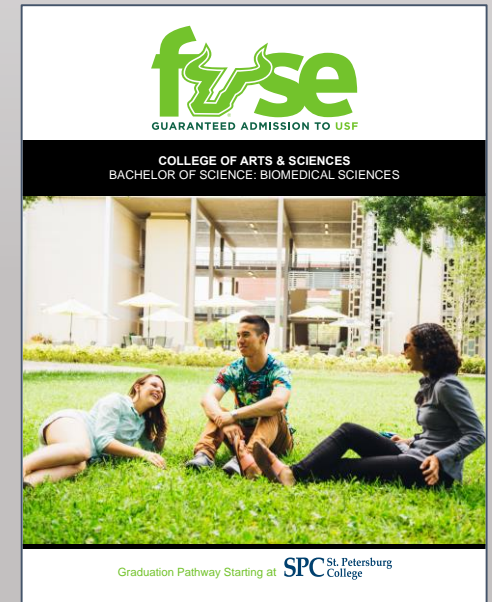
- Meet faculty and advisors
- Get advice about which career is right for you
- Learn about financial aid and complete your FAFSA

APPLY FOR FREE Application fee waived if you apply that day.

Want us to send you a reminder about this event?
LEARN MORE KNOW.SPC.EDU/EXPLORE

SPC St. Petersburg College

Fuse Marketing





Progress Update

- ✓ Design new marketing resources
 - ✓ Completed
- ✓ Coordinate strategy for outreach efforts (K-12, Churches, Community Centers, Businesses, etc.)
 - ✓ In Place with assigned advisors
- ✓ Train Collaborators and provide a recruitment resource guide
 - ✓ Training Occurred 2/10/17 and continuous
- ✓ Develop processes that drives recruits into the pre-admissions and application to enrollment processes.
 - ✓ Launched 2/12/17
- ✓ Expand efforts with College-Wide Recruitment committee regular meetings.
 - ✓ Weekly Webinars 2/8/17



Questions?



St. Petersburg College

SPC

February 21, 2017

MEMORANDUM

TO: Board of Trustees, St. Petersburg College

FROM: Bill Foster, Chair

SUBJECT: Presidential Search Advertisement

Approval is sought to delegate authority for the approval of the Presidential Search advertisement to the current Chair of the St. Petersburg College Board of Trustees.

In an effort to include additional input gleaned from the Tarpon Springs and Midtown Community Forums, and keep to the proposed timeline for selecting the next President of St. Petersburg College, it is recommended that the final approval of the Presidential advertisement be delegated to the current Chair of the Board of Trustees.

The ad will be published in *The Chronicle of Higher Education* and the *Diversity Issues in Higher Education*. Applications will begin February 22, 2017 and conclude at midnight on March 13, 2017.

Bill Foster, Chair, Board of Trustees, St. Petersburg College, recommends approval.

Veterans Health Network Inc.
Proposed Assisted Living Facility
Project Cost
January 26, 2017

Land Acquisition	\$ 1,500,000
Real Estate fee on land	\$ 45,000
Land closing Expenses	\$ 35,000
Site Work	\$ 800,000
Landscaping & Irrigation	\$ 350,000
Permit & Fees	\$ 250,000
Construction	\$19,320,000
Furnishing & Moveable Equipment	\$ 800,000
Professional Fees	
Civil Engineer	\$ 75,000
Survey	\$ 10,000
Soil Boring	\$ 15,000
Phase 1 Environmental	\$ 8,000
Wild Life Reports	\$ 10,000
Landscape Architect	\$ 25,000
Architect & Building Engineers	\$ 1,064,000
Appraisal	\$ 10,000
Interior Design	\$ 80,000
Reimbursable Expenses	\$ 25,000
Development Consulting	\$ 625,000
Start-up & Pre-Opening Costs	\$ 320,000
Operating Losses to obtain positive cash flow	\$ 400,000
Contingency	<u>\$ 300,000</u>
Total	\$26,067,000

Veterans Housing Network



Developing micro-farm communities for veterans, providing them with income using hydroponics



Spiros Pettas
Email Verified
195 Facebook Friends
Community
Palm Beach, Florida
United States
1 Team Member
[Contact](#) • [See More Details](#)

About Veteran Farmers Micro-Farming Housing Project

Community • Palm Beach, Florida, United States

Contact

Spiros will be able to reply directly to the email listed on your Indiegogo account.



Spiros Pettas

Campaigner

[Contact](#) • [See Full Profile](#)

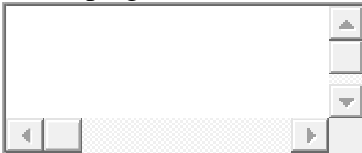
Verifications

Email Verified

[195 Facebook Friends](#)

Impact

1 Campaign Created



500 / 500

Send Message

Recent activity

Spiros Pettas added an image 4 months ago

1 team member



[Spiros Pettas](#)

Campaigner

At Indiegogo, nurturing a trusted open platform is our top priority. [Learn more](#)

Your message has been sent!

The campaign owner has received your message and can respond via email.

Veteran Farmers Co-Operative

Executive Summary

For Micro-Farm Housing Project.

CONCEPT

The idea for Veteran Farmers Co-Operative “Micro-Farm” Housing project was created to provide a solution to many problems in our society; The problems of Homeless Veterans, Unemployment in the veteran community, and the availability of some crops that have a high environmental impact to harvest.

The “Micro-Farm” project will improve the quality of life of veterans by build homes exclusively for veterans that are eco friendly, using the latest technological methods to save energy and outfit those homes with a hydroponics greenhouse to provide an opportunity to the veteran to earn some, or all of their annual living expenses as easily as walking out the back door.

By combining the basics of living, with a strategic use of technology to help produce a healthy lifestyle in the most economical way. We will grow/sell/trade our way into a flourishing business model by;

1. Designing communities that will consist of a minimum of 75 homes on one acre lots. In the back of each Property we will construct two 30x100 ft, total of 6000 sf green houses.
2. Using the latest technologies in vertical hydroponics methods, Solar Energy, and efficient water management techniques we can;
 - a. Eliminate the use of harmful chemicals and pesticides.
 - b. Cut our water usage to only 10% of the water used in traditional farming.
 - c. Grow up to five times more the produce using vertical hydroponics than conventional flat soil methods.

d. Growing produce two to three times faster using hydroponics, due to the highly controlled environment.

In addition to our Veteran Farmers partners, we will independently maintain 5 acres of hydroponics within the community, which will be owned by our hydroponics operation and will employ several workers that will manage and oversee all the greenhouses in the community. These employees will provide training, and support for each homeowner and be responsible for monitoring the production, logistics and delivery of all the products.

WHO ARE OUR PARTNERS?

Too many of our bravest are coming back from fighting for our freedom, only to find a weak economy and high unemployment. Making it difficult to find a job and support their families and buy a home. By building a co-op with these veterans, we can provide them with homes that are fully ADA compliant, and with a source of income to help them provide for their families.

By employing the resources available like; VA homebuyer programs which make it easier to buy a home with zero down, and SBA loans and grants available to veterans which will enable our Veteran Farmers to buy a house and pay for the hydroponics infrastructure.

Additionally, other opportunities will exist for the now aging “baby boomers”, many of whom are retiring but want to keep an active lifestyle. The program will be available to anyone interested in working out of their own home and have an operation to produce organic products.

WHAT ARE THE BENEFITS OF THIS PROGRAM

This program is extremely scalable and duplicable. It can be implemented in majority of states. We can;

1. Enable military veterans, who are all too often treated as needy and non productive members of our society, to own a beautiful home and produce some of the best products in the industry while providing for his family and improving the quality of life.
2. Create many hundreds if not thousands of jobs across USA.
3. Because of the quantity of the houses we can build using our system of building, the first house will take 36 days and complete a home every 5 days thereafter.
4. Each home will include solar technology. We are working with Tesla to equip every home with a home battery, which can double the solar panel’s efficiency.
5. Provide organic produce to a demanding market, yielding a higher profit margin by minimizing the time from harvesting to the consumer. We have already established in-roads with food companies like Unilever that will commit to buy every product we produce in large quantities.
 - a. Additionally, we are exploring the opportunities to grow crops other than produce;
 - i. Herbs used in the health and medical industry.
 - ii. Plants that are used in the cosmetic industry.

iii. Stevia – a replacement for Sugar, is a new 58 billion market. Currently imported mostly from China because there is not sufficient local production in USA. Is an ideal product that can be grown quickly using hydroponic techniques.

ORGANIZATIONAL STRUCTURE

The total concept of this program will require the developing of a number of companies organized under a Non-profit foundation.

1. A non-profit foundation 501 will be established to buy and sell all products to the program without any profit. The purpose of establishing a non-profit foundation is to attract donation in any form that will assist our program and will have tax benefits to each donor.
2. A for profit development company will be established, and will be responsible for the development of all the communities in USA.
3. A for profit Hydroponics company will be established, and will own 50% of all hydroponics operations and products that will be generated by all communities. With the other 50% being owned by the Veteran Farmers. This company will be responsible of training, management, oversight, sales and distribution of all products.
4. Within the entire program, every aspect; from construction of homes, greenhouses, and hydroponics systems, will require training from our foundation to enable the veteran partners. As such, our mission emphasis will be on the key concept “Veterans helping Veterans”.

RECRUITMENT

To attract veteran farmer partners, we will employ a combination of; an interactive website, social media, videos, and digital presentations which will be distributed to various veteran service providers and associations to locate veterans that are willing to participate in our program by registering in our website.

1. Every registrant will be pre-qualified and assistance will provided to navigate the VA loan certification process. These recruitment efforts will also help us determine where we will develop the Micro Farm Communities.
2. Unlike the current method of community development, this method will provide the ability to have buyers for each house before we begin development of the community.



TO THE PINELLAS COUNTY ST PETE COLLEGE DELEGATION

VHN Concept Addressing Veterans Homelessness & Transitioning Soldiers

In Pinellas County, Florida

Executive Summary

Due to a confluence of real estate opportunities, political leadership, and a shared community intent to support military service veterans who, for whatever reason, have found themselves to be homeless or transitioning, and reside or come into Pinellas County, Florida, it is proposed that Veterans Health Network, Inc. a non-profit foundation be identified as a mechanism to purchase, Build, re-purpose and operate a Transition Campus as a temporary residence for military service veterans, in order to facilitate their successful reintegration back into the civilian workforce and society in general. We are also acquiring property to build an affordable 150 Bed ALF for Veterans. The veterans do not have adequate compensation to afford the average ALF do to the cost of the Building and the care required without the help of funding for acquisition and construction from the State. We will provide care for the Veterans that require care as they come out of Hospital care and need the care an ALF provides. The veterans that have become unable to provide their own care due to age, disability or other circumstance. Also, memory care for those that need help. Details will follow as the project develops.

Real Estate Opportunity

The campus will be comprised of a minimum of 30 acres and seven major buildings, including dormitories, classrooms and dining facilities. We are estimating that it could house a minimum of 500 homeless or transitioning veterans (up to a maximum of proximately 1000, depending on configuration) at one time. we would be situated on the SP College plot of land in the city of Seminole in the county of Pinellas in, FL.

Political Leadership

Federal support for re-purposing the subject property can be anticipated across the political spectrum. The property will be in District 66 in local Congressional District which. The two incumbent Congressmen on the Pinellas peninsula, i.e., Representative Gus Bilirakis (CD-12) and Representative Charley Crist (CD-13) have a patriotic and personal interest in supporting this proposal. Rep. Bilirakis is presently Vice Chairman of the Veterans Affairs Committee of the United States House of Representatives (and is the Chairman in this Session of Congress) has agreed to head up the project with the forming a bill and Rep. Charlie Crist is a Member of the U.S. House of Representatives has also agreed to work with us while he is in office. Both Members of Congress have a long history of supporting the military veteran community. Furthermore, both United States Senators from Florida, Bill Nelson and Marco Rubio, have been strong proponents of a robust national security and may be available to co-sponsor any necessary legislation in the United States Senate to support this proposal.

In the State of Florida, the Florida Department of Veterans Affairs is headquartered in Largo, FL in Pinellas County. Representative Larry Ahern, himself a veteran, represents this area in the Florida House of Representatives and the position of the Speaker of the House in the Florida House in this Session. The U.S. Department of Veterans Affairs operates a large VA Hospital and Benefits Office in Bay Pines and several outlying clinics throughout Pinellas County. The property is located approximately equidistant from the C.W. Bill Young Medical Center and Veterans Hospital in Bay Pines and the James A. Haley Veterans Hospital in Tampa, FL. It has been estimated that approximately 200,000 military veterans and their spouses reside in Pinellas County.

Shared Community Interest

The community of interest envisions a Veterans Village operated for the sole purpose of providing transitional housing and training for employment opportunities for our veterans. The interest is in ensuring that veterans who have served our Nation and may have fallen on hard times due to a variety of reasons to include the mental and physical results of combat and combat stress and may find themselves destitute and without the means to provide a residence for themselves, can be temporarily provided minimum shelter for an established period of time. It is envisioned that, at a minimum, such veterans would be provided fixed lodging at no personal cost for the purpose of establishing a mailing address and providing physical security and stability in a safe and supportive environment. Further, they would have the opportunity to access job counseling services through the U.S. Department of Labor and the Florida Department of Veterans Affairs, job training and placement in cooperation with both government and private sector employers, U.S. Department of Veterans Affairs healthcare and services, and faith-based counseling and religious services. Given the beautiful weather and warm temperatures of Pinellas County, we can anticipate a continuing presence of significant numbers of homeless veterans in our community.

Implementing the Vision

With Veterans Health Network, Inc. a non-profit veterans service organization dedicated to the purpose of providing a positive and reinforcing environment for transitioning and struggling homeless veterans, VHN will apply for funding to purchase and acquire the adequate property through the best funding mechanism available. This could include direct funding through the inclusion of a multi-year specific budget line item in the Federal Budget or access to acquisition and rehabilitation funds through a grant opportunity offered by a Federal Department or Agency, such as the Department of Veterans Affairs and/or the Department of Housing and Urban Development. It may include partnership funding with state and local entities including County Funding, as well as gifting from private foundations and other charitable enterprises. We are a non-tax paying institution.

Phase 1 would be from the efforts of VHN a non-profit organization, staffing it, acquiring funds and purchasing the property. Also, the tremendous efforts of Rick Moss in locating and negotiating the acquisition of property and soliciting the help of his contacts that love helping our Veterans.

Phase 2 would plan and direct the construction on the property to fit the purpose of the institution and ALF, our Architect, Dennis O'Keefe will plan and develop the various programs to intake, process, educate, assist and follow-up with transitioning and homeless veterans in developing the confidence, skills and focus to seek employment and prepare for re-integrating into society and becoming self-sufficient citizens.

Phase 3 would commence with the opening of the institution and the implementation of the full cycle operating programs and administrating processes by admitting Transitioning and homeless veterans to the campus that want to improve themselves through education and job placement.

Phase 4 would simultaneously commence to measure the program's success throughout the process and the full cycle from admission to re-integration.

Way Ahead

This proposal should be fleshed out in as much resolution as possible. Audiences with key political leaders as described above should be arranged by the ad hoc committee. The ad hoc committee should include various veterans' organizations and their representatives, political leadership with veteran backgrounds and other interested parties. A plan for success with timelines will be published after additional contacts with political and community leadership showing that we have the support and guidance to move ahead after the contract to purchase is signed.

Jim Wilson, President

Veterans Health Network, Inc.

(727) 485-3674

Email: Jim.Wilson@tampabay.rr.com

VeteransHealthNetwork@gmail.com

WWW.VeteransHealthNetwork.org

Prepared and updated by Captain Walter Steiner, USN (Ret.) and Jim Wilson, December 28, 2016



VETERANS HEALTH NETWORK, INC

A 501 (C)(3) CHARITY





VETERANS HEALTH NETWORK, INC



LETTER OF INTENT

Letter of intent for 30 acres MOL SP College Seminole Campus

The Lease for the 30 acres will be for 99 Years with the first Phase being the ALF project will be funded by Florida State Appropriations for \$25 million in the 2017 session of the Florida Legislature. State Representative Larry Ahern District 66 will be leading the 2017 Legislative charge in the Florida House of Representatives since the SPC Seminole 30-Acre site lies with in his District 66. The Veterans Health Network Inc is prepared to provide a deposit to be held in escrow of \$50,000 to be applied to the lease for the 30 acres of land.



VETERANS HEALTH NETWORK, INC



The Adult Living Facility (ALF)

The stage one project is the ALF, it will provide a place for the Veterans that are elderly and not able to care for themselves. This will provide an affordable, safe, controlled place for these Veterans.

Another wing will be for those with head trauma or another reason that you can't make good decisions.

The last wing will be for the soldiers that come home with disabilities that will not allow them to care for them selves. These are also the potential students that the college needs according to your projections. These Veterans are good for the school, as they will have an income and need to get a 4 year accredited degree that allows them to get into a profession that they enjoy and are able to accomplish.



VETERANS HEALTH NETWORK, INC



Veterans Transitional Village

Dear Board Members

Did you know that more than 600 Veterans (that's more than 22 a day) come home from combat to take their own life every month. But you have the power to stop it. These men and women go through horrid experiences.

They come back to the States with no transitional help, no jobs, homeless and many commit suicide. You can help with our combined mission to at no cost to them, through various programs to intake, process, educate, assist and follow-up with transitioning and homeless veterans in developing the confidence, skills and focus to seek employment and prepare for re-integrating into society and become self-sufficient citizens. This is the perfect symbiotic relationship between the School and the Village to help the Veterans that need training and the school that needs more funded students.



VETERANS HEALTH NETWORK, INC



Veterans Transitional Village

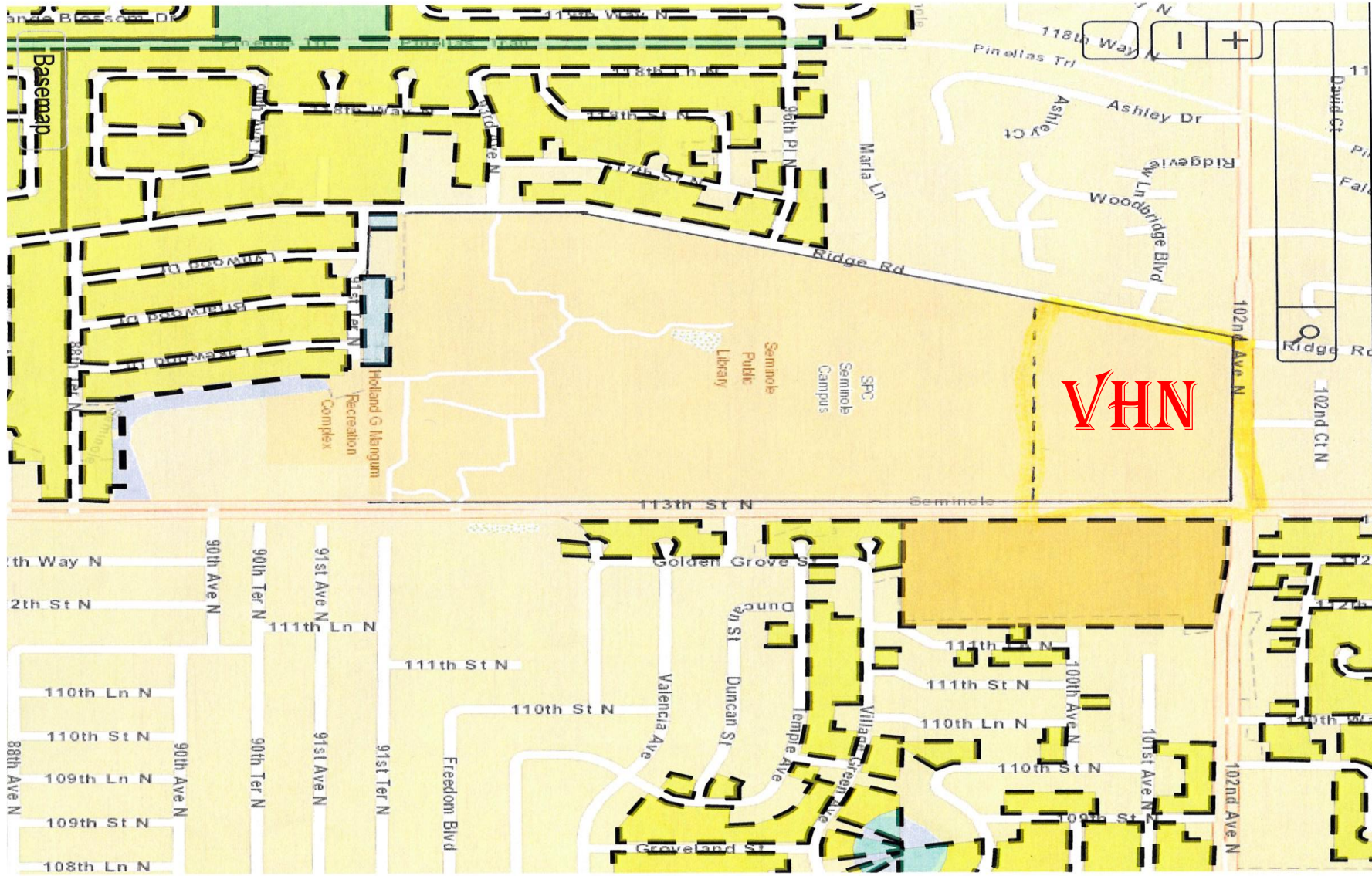
- The SP College is down in student hours, we can help
- New enrolment is down 5.3%, we can help
- Nursing students are down 7%, we can help
- Total enrolment is down 4%, we can help
- Baccalaureate is down 14%, we can help

By us being on the campus with 100 plus funded students two times a year in phase 1 & 2. the ALF will have 120 permanent residents. Several in this facility will be there through graduation, plus training and jobs for your students. The medical center also provides jobs for your students and graduates. The Transitional Village will increase your enrollment with 200 plus Soldiers ready to be trained, this will increase your enrollment as you serve our veterans and our country.

VETERANS TRANSITIONAL VILLAGE



Pinellas County Unincorporated - Zoning / Land Use Information



VETERANS TRANSITIONAL VILLAGE



Veterans Health Network
2/17/11



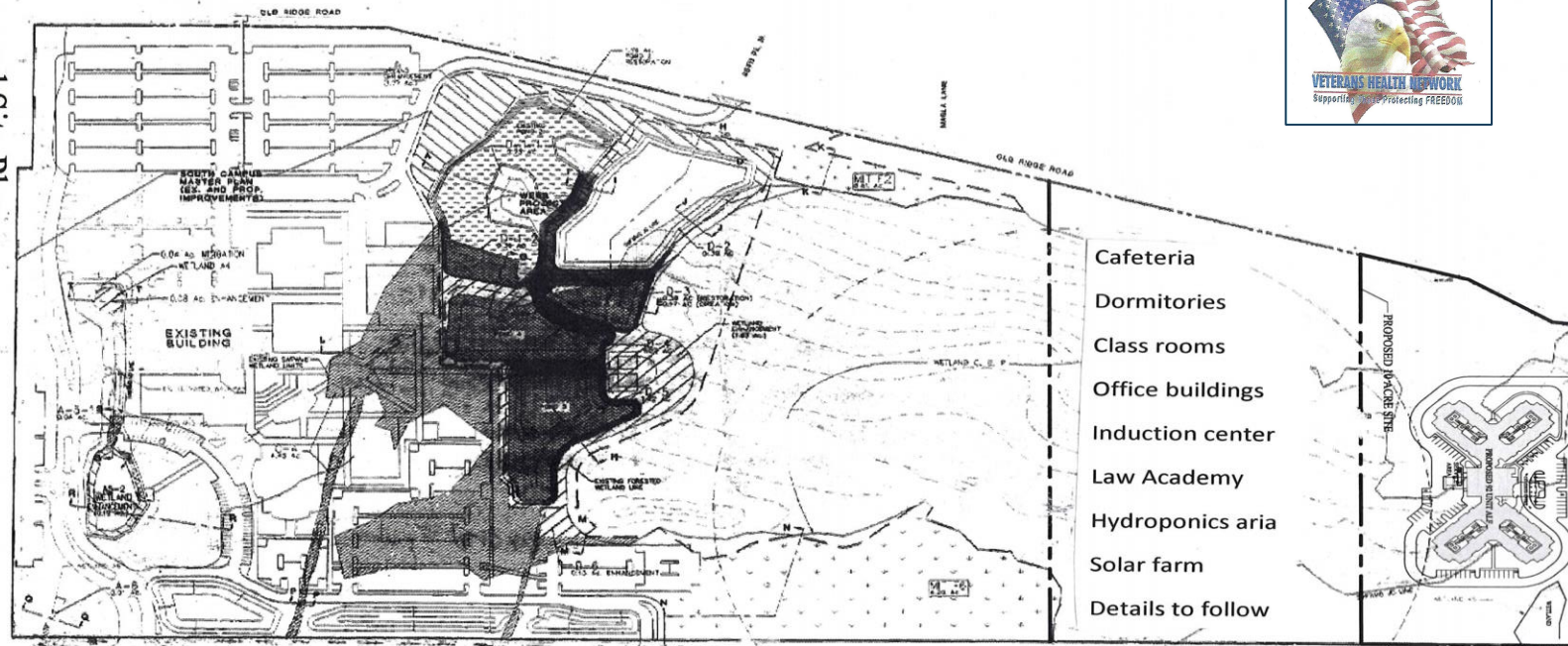
Keefe-Painter Architects LLC
3234 CUREN ROAD
PALM HARBOR, FLORIDA 34683 727-981-5885



NO SCALE

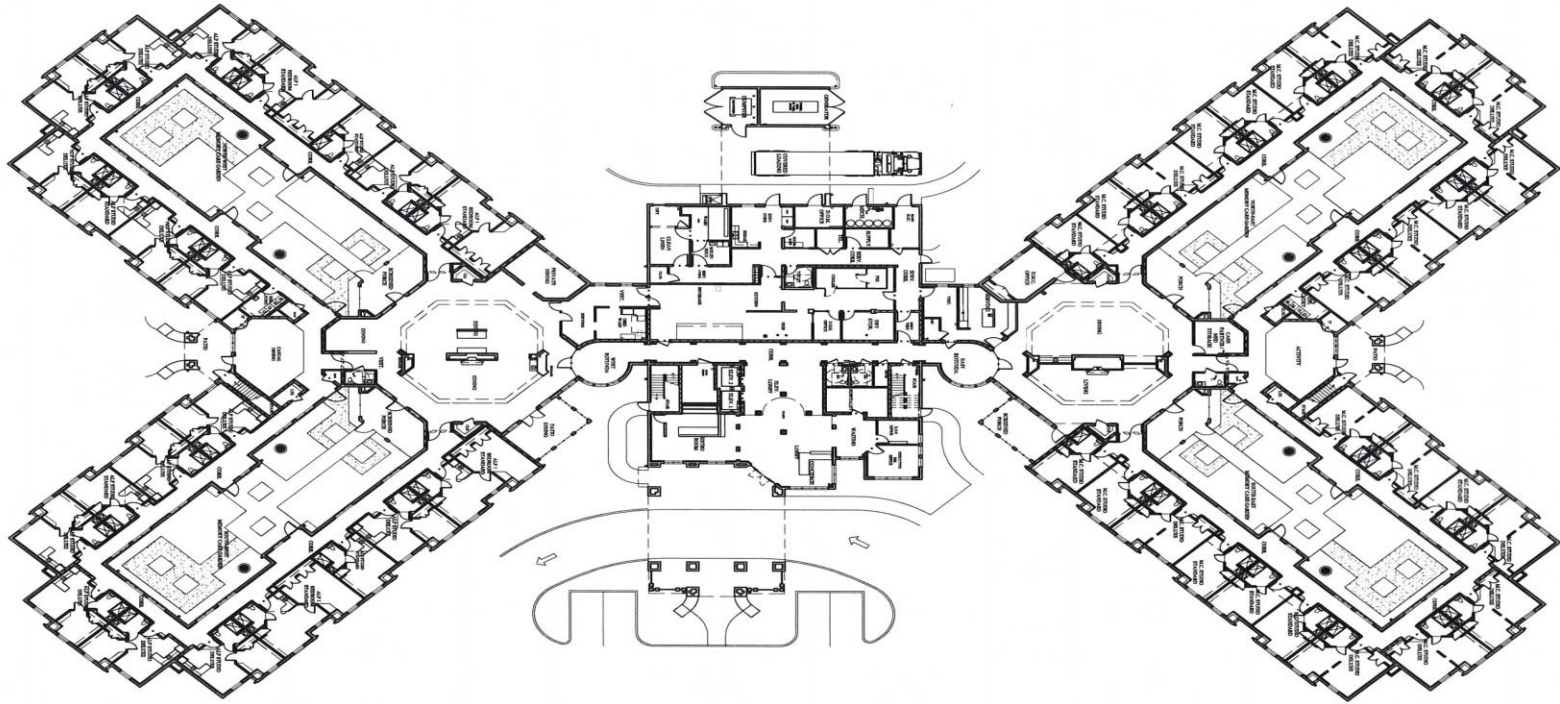
Proposed Site Plan

VETERANS TRANSITIONAL VILLAGE



SEP 24
2011

VETERANS TRANSITION VILLAGE



First Floor Plan
NO SCALE

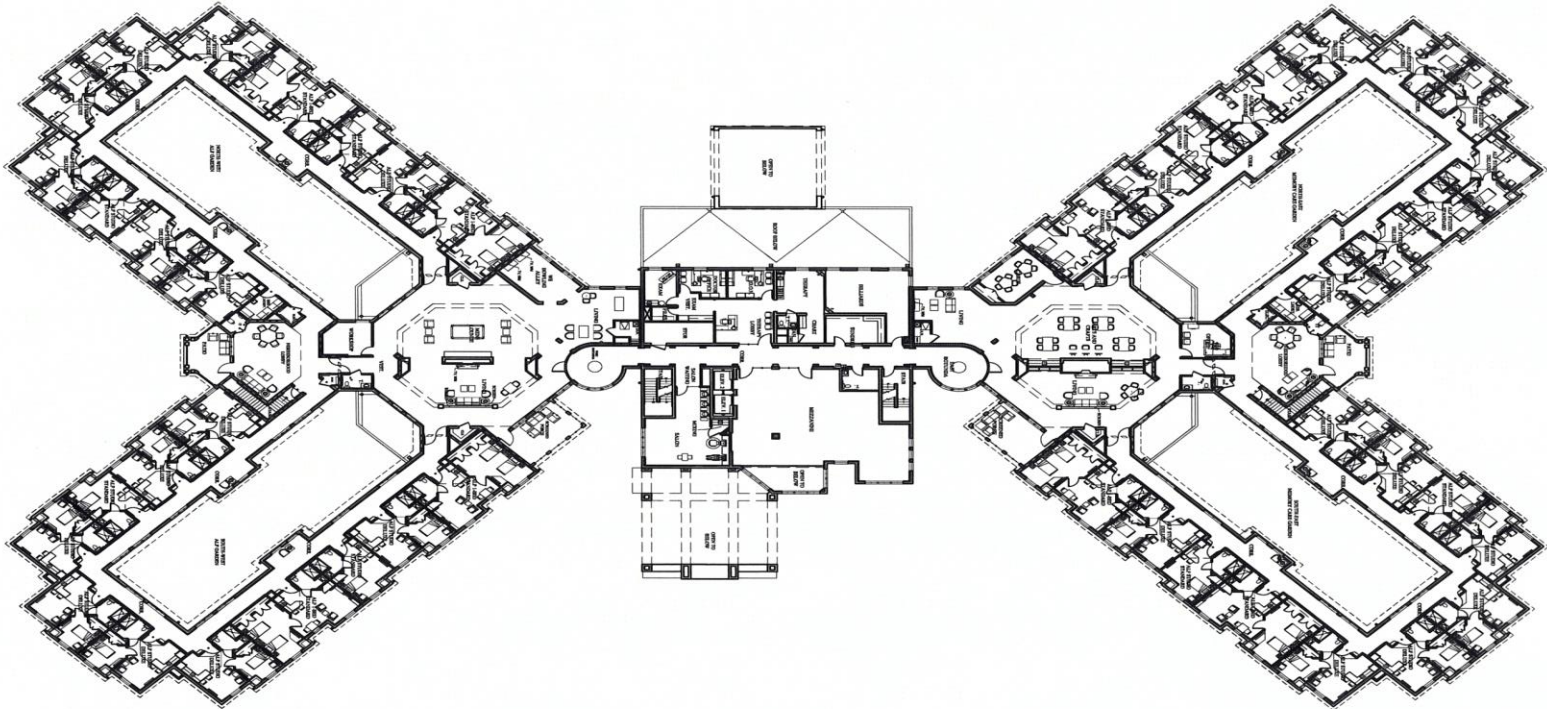
Veterans Health Network
2/17/11



Keefe-Painter Architects LLC
2924 CUMBER ROAD
PALM HARBOR, FLORIDA 34683 727-911-9865



VETERANS TRANSITIONAL VILLAGE



Second Floor Plan
NO SCALE

Veterans Health Network
2/17/11



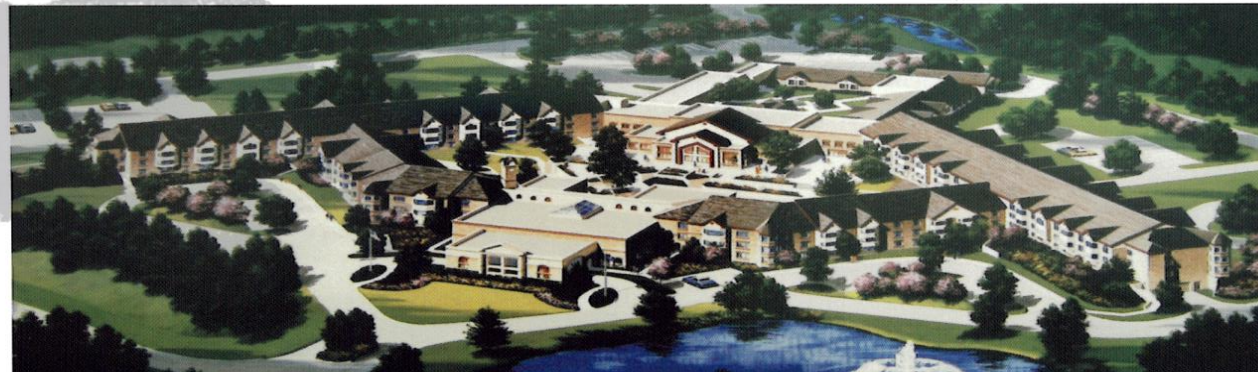
Keefe-Painter Architects LLC
2401 OLIVER ROAD
PALM HARBOR, FLORIDA 34683 727-971-9555



VETERANS TRANSITION VILLAGE



VETERANS TRANSITIONAL VILLAGE





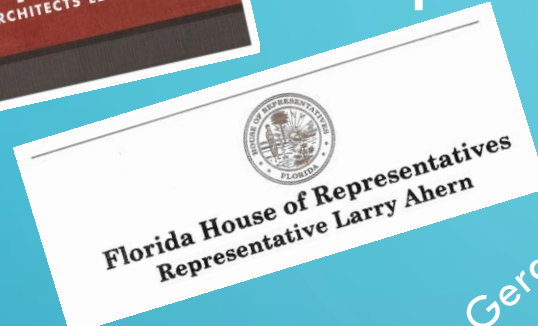
VETERANS HEALTH NETWORK, INC.



Sponsor



Dennis O Keefe



Supporters



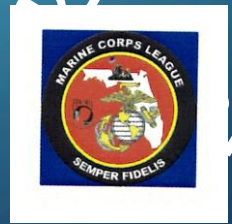
Dave Gerald



Jack Latvala



Love Veterans



Cal Tiger

