

**The Florida College System
Policy & Advocacy Committee
Friday, September 30, 2016
Pensacola State College
Pensacola, Florida**

MINUTES

Welcome and Call to Order

Dr. Tom LoBasso, Policy and Advocacy Committee Chair, called the meeting of the Policy and Advocacy Committee to order at approximately 8:35 a.m. on Friday, September 30, 2016 at Pensacola State College in Pensacola, Florida.

The following members of the Policy and Advocacy Committee were present:

Mr. David Armstrong
Dr. Jason Hurst
Dr. Jim Henningsen
Dr. Tom LoBasso
Dr. Jim Richey
Dr. Jeff Allbritten
Dr. Jonathan Gueverra
Dr. Cynthia Bioteau
Dr. John Holdnak
Dr. Ken Atwater
Dr. Ed Massey

Dr. Stanley Sidor
Dr. Sasha Jarrell
Ms. Ava Parker
Dr. Tim Beard
Dr. Ed Meadows
Dr. Eileen Holden
Dr. Jackson Sasser
Dr. Thomas Leitzel
Dr. Carol Probstfeld
Dr. Jim Murdaugh

Also present were:

Ms. Madeline Pumariega
Dr. Chris Mullin
Ms. Wendy Sikora
Mr. Eric Godin
Ms. Judy Green

Ms. Shelly Ford
Mr. Alex Anderson
Ms. Cora Merritt
Ms. Pam Forrester

Mr. Michael Brawer
Mr. Robert Batsel
Mr. Mike McKee
Mr. Andy Treadwell

Ms. Victoria Hernandez
Ms. Rachael Ondrus
Ms. Sandy Cesaretti Ray
Mr. Scott Balog

Ms. Juanita Scott
Mr. Aaron West
Mr. Patrick Rinard
Ms. Kelly Warren
Mr. Chauncey Fagler
Dr. Judy Bilsky
Mr. Chris Hansen
Mr. Peter Elliott

Ms. Debbie Douma
Ms. Sheryl Vittitoe
Mr. Craig Johnson
Ms. Abby Whiddon
Ms. Nanette Schimpf
Mr. E.H. Levering
Mr. Andrew Barnes
Mr. Joe Mazur

Recorder: Tina Ingramm

1.0 Approval of Minutes

1.1 Approval, Policy & Advocacy Meeting Minutes, June 3, 2016

Action: *Upon a motion by Dr. Carol Probstfeld and a second by Dr. Eileen Holden, the minutes of the June 3, 2016 meeting of Policy & Advocacy Committee were approved without objection.*

2.0 2017 Legislative Session

Dr. Tom LoBasso referred to the handout entitled The Florida College System Council of Presidents. He reported the 2017 legislative priorities include the following: enhance 2+2 articulation, increase workforce programs, improve campus safety and security, no tuition increase, and ease unfunded waivers. The PECO request is \$100 million, which aligns with the Chancellor's request.

Dr. LoBasso asked President Armstrong if capital improvement fee bonding needed to remain a priority. President Armstrong reported many institutions have critical needs. Chancellor Pumariega stated the law allows bonding, but there is reluctance to take on the debt. She urged the presidents to be proactive and talk with legislators and the governor regarding the strength of the system. Dr. Meadows suggested removing capital improvement fee bonding from the LBR.

Chancellor Pumariega reported workforce programs are up; however, the system is down 1.9%.

Dr. LoBasso reported the final legislative priorities will be approved in November.

Action: *Upon a motion by Dr. Ed Meadows and a second by Mr. David Armstrong, the 2017 draft legislative priorities were approved without objection.*

The Chancellor reported the Division has their own LBR with different amounts, but the same categories.

Dr. Jim Murdaugh expressed his concern regarding the no tuition increase wording. Dr. LoBasso stated the document is still a draft and will revise the language.

2.1 Approval, Florida Trend Advertising Plan

Ms. Nanette Schimpf referred to the handout entitled Florida Trend Advertising. She reported the Council of Presidents decided to pursue advertising opportunities in *Florida Trend*, which include three two-page spreads in February, March, and April. To cover the cost of the advertising, it has been recommended for each of the colleges to pay an equal share of \$1,568.14. With messages focused on the system as a whole, each college will receive equal value from the advertisements. Each college will also have their logo on the ads.

Dr. Jonathan Gueverra asked how the impact of the ads will be measured. Ms. Abby Whiddon stated a matrix of viewership will be emailed.

Dr. Ken Atwater asked if individual colleges would still be able to purchase their own ad. Ms. Whiddon stated they would be able to.

Dr. Tim Beard expressed his concern with the smaller colleges having to pay the same amount as the larger colleges. Dr. Jim Murdaugh suggested excluding the six small colleges and equally divide the amount across the other 22 colleges.

The Chancellor reported the Division will also contribute their portion. Mr. Michael Brawer added the AFC will also contribute in exchange for equal logo representation.

Action: *Upon a motion by Dr. Jim Murdaugh and a second by Dr. Jason Hurst, the Florida Trend advertising cost to be distributed across the 28 colleges equally and to include the Division and the AFC was approved without objection.*

Chancellor Pumariega distributed *Florida Trend's Next*.

Dr. Ed Meadows adjourned the Policy and Advocacy Committee meeting at approximately 9:47 a.m. without objection.

DRAFT

The Florida College System (FCS) Council of Presidents (COP) Steering Committee collaborated on Substantive Legislative Issues for the 2017 Legislative session. These priorities focus on the *Governor's 2015 challenge for a 100% Completion rate* and the *2016 Finish in 4 and Save More* initiatives, while supporting Florida's increasing workforce and economic development needs in the most effective manner.

Moreover, the components of the newly revised FCS Funding Formula will allow for a more equitable distribution of state funds to meet student and program priorities, and deliver outcomes expected by statewide and community stakeholders.

2017 Council of Presidents Legislative Priorities and Funding Request

The COP supports the Department of Education Legislative Budget Request for the 2017-18 Florida College System Program Fund appropriation. In addition, the COP requests new funding to be used by a college as needed, as described below:

- \$40 million performance funding
- + \$60 million funding through the formula
- **\$100 million new funding**

Justification:

- **Enhance 2 + 2 articulation** by managing a seamless process of successfully transitioning students through a four- year completion track, AND
 - **Build student awareness of 2+2 deadlines and degree programs** to support students' educational/career goals and entry into the workforce, through further collaboration with State University System (SUS) staff.
 - **Increase advising and academic support** to strengthen overall student retention and ensure a greater percentage of students utilizing 2+2 articulation. Key to that effort is improving the ratio of advisors and tutors to students, which is critical to student completion success.
 - In October 2016 an aggregate report of FCS institutions revealed that the average ratio between students and advisors is 730:1. *Optimally, the ratio should be 400:1.* Twelve (12) of the FCS institutions sampled have counselors on staff which brings the average ratio of students and advisors + counselors to 666:1.
 - In October 2016, an aggregate report of FCS institutions also revealed that on average FCS employed only seven (7) full-time "face-to-face" academic tutors each, (ranging from 31 to 0) and 51 part-time face-to-face" tutors each, (ranging from 350 to 5). In addition, 23 colleges reported contracting with outside vendors for online virtual tutoring hours (approximate average of 2,600 hours annually) in an attempt to supplement face-to-face academic support.
 - **Implement new technology** to track student progress by providing dashboards to advisors to certify that students finish in four years and earn the proper prerequisites for transfer into a State University.

- **Increase Workforce Programs** to meet current and emerging labor market demands for local and regional business and industry, providing a pipeline to high wage jobs.
 - **Fund FCS STEM programs** nonexistent at either FCS or SUS institutions. Emphasize STEM fields such as bio and eco technology, cyber security and the broad range of health-care fields.
 - **Offset program costs for career and technical programs** which cost more to operate than general education courses. By expanding workforce programs, state wide implementation and facilitation will increase costs to colleges.
 - **Increase advisors** overseeing students in workforce programs to assist with enrollment and completion in certificate and degree programs
The FSU Center for Economic Forecasting and Analysis is developing an FCS programs/workforce gap analysis to be completed by January 2017. This data will assist colleges to direct students toward high-need workforce programs, and align degrees and certificates to employer job demand.
- **Improve campus safety and security** for an all-encompassing approach to campus safety and prevention.
 - **Empower students, faculty and staff** with the technology, equipment, training, personnel, program implementation and defensive services to mitigate threats, prepare for and handle emergencies such as fire, natural disasters or violence.
- **Invest funding needed to offset increasing operating expenses.** The FCS has provided accessible and affordable education to over 800,000 students annually with zero to minimal tuition changes for the past five years.
 - **Operating costs are increasing** statewide for health insurance, utility rates and materials. Institutions are providing the same great quality services while increasing our efforts in student retention, completion and workforce development.
- **Costs of unfunded student waivers** require an offset for the numerous fees waived annually to various student groups.
- **Support the Department of Education's PECO Request for \$100 million.** The DOE's prioritization process ranks PECO projects with a focus on STEM projects and high wage programs in the FCS.
 - **System-wide deferred maintenance of facilities** is critical for campuses impacted by aging facilities used by over 800,000 FCS students annually.
 - **Degradation of facilities** creates life-to-safety hazards and failing infrastructure impacting the health of students, faculty and staff.
 - **Complete existing projects** and recently approved projects.