

**The Florida College System
Council of Presidents
Friday, June 2, 2017**

MINUTES

Welcome and Call to Order

Dr. Ed Meadows, Council of Presidents Chair, called the meeting of the Council of Presidents to order at approximately 8:46 a.m. on Friday, June 2, 2017, at Marriott Casa Monica.

The following members of the Council of Presidents were present:

Mr. David Armstrong
Dr. Sarah Clemmons
Dr. Tom LoBasso
Dr. Lawrence Barrett
Dr. Jonathan Gueverra
Dr. John Holdnak
Dr. Ed Massey

Dr. Stan Sidor
Dr. Devin Stephenson
Dr. Tim Beard
Dr. Ed Meadows
Dr. Jackson Sasser
Dr. Thomas Leitzel
Dr. Jim Murdaugh

Also present were:

Ms. Madeline Pumariaga
Dr. Chris Mullin
Dr. Karinda Barrett
Mr. Rod Duckworth

Mr. Alex Anderson
Mr. Kenny Bell
Ms. Judy Green
Ms. Suzanne Pridgeon

Mr. Michael Brawer
Mr. Brian Babb
Mr. Eric Johnson
Mr. Andy Treadwell
Ms. Victoria Hernandez
Ms. Rachael Ondrus

Mr. Steve Schroeder
Ms. Sandra Cesaretti Ray
Mr. Ed Woodruff
Mr. Brian Thomas
Mr. Scott Balog

Dr. Robert Flores
Ms. Allyce Heflin
Ms. Abby Whiddon
Mr. Don Payton
Dr. John Gyllin
Mr. Patrick Rinard
Mr. Andy Barnes
Dr. John Wall
Ms. Marsha Kiner

Ms. Nanette Schimpf
Mr. Lloyd Dunkelberger
Dr. Judith Bilsky
Mr. Peter Elliott
Dr. Lenore Rodicio
Ms. Sheryl Vittitoe
Mr. Chris Hansen
Ms. Karen Moore

Recorder: Allyson Williams

1.0 Welcome and Remarks

2.0 Approval, Council of Presidents Minutes, April 7, 2017 meeting

Action: *Upon a motion by Jim Henningsen and a second by Jim Murdaugh the minutes of the April 7, 2017 meeting of the Council of Presidents were approved without objection.*

3.0 Report of the Chair, Dr. Tom LoBasso

3.1 Dr. Dale Campbell reported on UF Institute for Higher Education's Strategic Plan.

Applications are being accepted for the new Master's Degree in Student Affairs offered online. He also said the college is accepting applications for the 2018 Doctoral program cohort

3.2 Mr. Michael Brawer gave an overview of the Association. He covered information regarding the AFC Professional Development programs and an update on the Association's new building.

3.3 Ms. Kelly Warren shared the history of and gave an update on the FCSAA Programs and Services. Mrs. Warren referred to the FCSAA annual report and pointed out that a strategic plan is in place and shared how it is being implemented.

Dr. LoBasso referred to the COP annual meeting schedule that had been distributed. The attendees had a brief discussion on meeting in August. A meeting was tentatively scheduled for August 23-24 in Orlando.

3.4 Ratify, 2017-18 COP Committee Chair Appointments

Action: *Upon a motion by John Holdnak and a second by Jim Henningsen the 2017-2018 COP Committee Chair Appointments, was ratified without objection.*

3.5 Approval, 2017-18 AFC and FCSAA Annual Institutional Assessments

Action: *Upon a motion by Ed Massey and a second by Tom Leitzel the 2017-18 AFC and FCSAA Annual Institutional Assessments were approved without objection.*

4.0 Report of the Chancellor, The Division of Florida Colleges

Mr. Chris Mullins reported for the Division of Florida Colleges, he shared a press conference would be held at 10:00am this morning with Governor Scott regarding the special session on resolving the state budget appropriations. Mr. Mullins shared about the progress of the Student Success Center that is being structured in the state of Florida. The concept began in Arkansas and Michigan and is supported by Jobs for the Future. The application from Florida for a planning grant has been submitted. Florida's effort will be partnered with the Pew Foundation and Jobs for the Future. He also reported that they are using College Graduate Succeed for Institutional Research data tool. More info on that

will be coming forward. Mr. Mullins reported on the advances with the app, Find My Major.

5.0 Report from the Division of Career and Technical Education

No Report

6.0 Committee and Task Force Reports

6.1 Articulation Coordinating Committee

Dr. Ed Massey reported that the committee has been focusing on articulation and keeping the agreement between the institutions within the state. He also reported on mathematics and the common prerequisites (1033/1100) that the state requires institutions to offer students. He referred to a county breakdown of mathematics completions rates in public schools. Dr. Massey expressed concerns regarding the expansion of college to college program agreements. It could have an adverse impact on statewide agreements if content and prerequisites begin to vary.

6.2 Distance Learning Committee

No Report

6.3 Florida College System Risk Management Consortium

Dr. Henningsen referred to the distributed packet. There were five items that needed to be ratified. They have been reviewed and approved by the Operations Committee. (See Attached Talking Points)

Ratify 1. Property and Casualty Optional Programs Renewal

Ratify 2. Property Casualty Program Budget

Ratify 3. Support of the use of FEMA reimbursements

Ratify 4. Plan Document

Ratify 5. Audits

Dr. Henningsen highlighted the Employee Benefits Program has been averaging a 5% rate increase.

Action: *Upon a motion by Dr. Meadows and a second by Dr. Stephenson the five action items were ratified by consent without objection.*

6.4 Media and Public Relations Committee

Dr. Leitzel reported that the media plan to include focus on expanding social media advocacy is being developed and will be sent soon for all Presidents to review.

6.5 Florida Chamber Committee

Dr. McGee reviewed information provided by Tony Carvajal, and encouraged all colleges to strengthen partnership with the Florida Chamber. She reported that

there is a \$1000 base price for an Institutional membership. Material regarding membership will be sent out to all presidents.

6.6 FCSAA

Ms. Kelly Warren addressed the budget report; a copy was available in the previously distributed packet. There is a large amount of carry over in some academic divisions so a formula was created to distribute those funds accordingly.

Action: *Upon a motion and a second the 2017-18 FCSAA budget was approved without objection.*

Dr. McGee was presented a superhero award for her contributions.

(The meeting was stopped momentarily for Governor Scott's press conference.)

6.7 FCS Support and Council Reports

6.7.1 CIA

Dr. Corragio reported the CIA was meeting the following week and report will be provided at the next COP meeting.

6.7.2 COBA

Mr. Mazur was introduced as the incoming chair for COBA. He gave a report on the joint meeting with CIOs.

6.7.3 CSA

No Report

6.7.4 FCRD

Mrs. Jackie Skryd gave a report from the spring conference. Twenty-three of the twenty-eight colleges were represented. Next conference will be in September at Daytona State College.

7 AFC Report

Dr. Flores gave a report for the activities of the AFC. He encouraged all to continue sharing their story.

8 Other Business

Dr. Ed Meadows adjourned the Council of Presidents meeting at approximately 10:47 a.m. with out objection.

The Florida College System Council of Presidents
Teleconference on COP Legislative Budget Request
Tuesday, August 29, 2017

Minutes

Welcome and Call to Order

Pres. Tom LoBasso called the meeting of the Council of Presidents to order at 2:01 p.m.

The following Presidents were in attendance for the call:

David Armstrong

Jim Henningsen

Tom LoBasso

Jeff Allbritten

Lawrence Barrett

Jonathan Gueverra

Cynthia Bioteau

Leslie Hapner for John Holdnak

Ken Atwater

Ed Massey

Stanley Sidor

Lenora Rodocio for Eduardo Padron

John Grosskopf

Michael Brawer

Devin Stephenson

Ava Parker

Tim Beard

Ed Meadows

Angela Falconetti

Jackson Sasser

Ann McGee

Thomas Leitzel

Carol Probstfeld

Jack Hall for Joe Pickens

Tonjua Williams

Jim Murdaugh

Sandy Shugart

Recorder: Sharlee Whiddon

Pres. LoBasso informed the group that he and Pres. Parker had been to Tallahassee to meet with legislative staffers, the Florida Chamber, editorial board of Florida Trend, as well as working with the trustees commission.

Pres. LoBasso - The purpose of today's conference call is to go over the 2018 Legislative Priorities, \$106 million Request, so we can be timely as we move forward.

Pres. Ava Parker referred to the document draft that had been emailed to all prior to the call. She informed all that the lobbyist worked closely with the Chancellor's office during their retreat to create this recommendation. She wanted all to be prepared to answer the specific question, what happened with the \$30 million cut? She said the staff was interested in knowing what things were cut as well how each survived the cut. She stated, this is not automatic so it is important to show how you were impacted by the cut. The \$30 million has been imbedded within the request to show this money is needed back in the budget.

Pres. Atwater has with some of his delegation and they wanted to know if the cut Dev Ed money is needed back. The answer is yes. He said he was unable to find where the LBR document stated to restore or replace the \$30 Million. Dr. Atwater asked, "Why would the strategy not be for asking for money back?" since great publicity was given from the governor's office and other supporters regarding the adverse impact of the cut. She stated that is in Workforce Preparation and Student Success and Completion. If the \$25 million and \$67 million are added you get the \$30 million, along with an additional 30 plus million, in those two areas. Pres. Parker explained that if it's specifically stated to request the \$30 million back, it will lead to questions about what was specifically cut to make up for the loss, and the answer to that will vary significantly. If the \$30 million had been received it would have been used for Workforce Preparation and Student Success and Completion. Pres. Atwater added that he has spoken with some delegation members who feel the colleges were treated unfairly. If the momentum is there I want to be very direct in asking for the money to be restored and he can justify the cuts that were made and how the college was impacted. To bury the lost money in the \$106 million may not be a good strategy.

Pres. LoBasso - Perhaps there is a way to put that in the communication, i.e., that it's time to invest in the number one system in the country, and that this cut will have long-term effects on our system and a slow erosion on our quality. In the narrative when the initiatives are described it could be woven in that it is time to invest, state the current advising ratios, and how the invest will promote completion.

Pres. Probstfeld – I like the strategy of embedding the funds, but the words "increase" and "enhance" could be replaced with "restore and enhance" or "restore and increase", so it is clear that the funds have been cut and we want to get them back and then some.

Pres. Gueverra stated that at least one sentence should say, that doing this will also restore the \$30 million in cuts, which would address Ken Atwater's concern about whether or not it's clear we are getting it back in this request.

Pres. Parker reminded all to keep in mind that there are those who feel that because it is due to developmental education, it was cut for that reason. She also stated, because it was tied to that particular issue, we may not want to come back and say restore the money to developmental education when there is not a line item with that program. Maybe say that within the Workforce and Student Success language this would allow us to make up what we lost.

Pres. Massey said that if we go back and address the past then we will not move forward. I like the idea of using the words, “enhance “ and “restore” and putting that into the wording of the request, but he is supportive to move forward and getting the money back the way it is distributed in this plan. He has met with some in delegation and he was not asked about the past or lost money. He will be meeting with the Senate president in the next few weeks and does not anticipate discussing the lost money with him either.

Pres. Murdaugh said they confused the cuts, when they talk about we were cut in developmental education and part of our story needs to be each institution absorbed the cuts differently as has been stated. They cut the colleges, not developmental education.

Lenora Rodocio suggested having some sort of opening paragraph at the beginning of the narrative, as right now it jumps into Workforce Preparation. By adding something at the front end that talks about the importance of our base budget for our day-to-day operations, then the legislative budget request for this year will enhance the programs that are of strategic interest to the state.

Pres. Parker will try and take the comments that have been received and change the language and see if we can get consensus on things like restore and enhance as well as an opening paragraph. Maybe even include a sentence about, restore the \$30 million. It seems to be a judgment call versus a right or wrong answer. Please be sure when you present the document that you talk about the document as well, you want to be sure that they see the numbers. With the workforce preparation, the primary issue is we are tying ourselves to the industry sectors that are important to the Florida Chamber relationship and the 2030 report. Pres. McGee will share more about that.

Pres. Gueverra shared confusion for the bullet point on Workforce Preparation. The first sentence on workforce training in high demand occupations and lists a number of areas and is followed by a sentence that ties the Florida Chamber and our Gap Analysis with just two areas. It is not coherent and consistent.

Pres. Meadows added that we need to include a sentence stating that if the request is funded 100%, this will fully restore the \$30 million. If they understand that funding the request at 100% fully restores the \$30 million and then provides the rest of the money we will meet the emerging needs of the system. Would that clarify that you have embedded the request throughout the document? Dr. Meadows responded that we are asking for \$76 million in new money.

Pres. Murdaugh asked if the \$106 million included the \$25 million in Workforce, \$67 million in Student Success, and the \$14 million for industry certification, but doesn't include the \$40 million for performance funding.

Pres. LoBasso clarified that the \$25 million and the \$67 million combines the \$42 million for advising and the \$25 million for guided pathways, and would be requested to be put in our formula, and then a \$10 million increase in stated investments. So they are reflecting the increase from \$30 million to \$40 million in performance funding and \$4 million increase for industry certifications. It will be clarified because it doesn't say in Workforce that would be requested through our formula.

Pres. McGee pointed out that the narrative under Workforce Prep could move tie to the mention of the Florida jobs 2030 at the very beginning.

Pres. Parker explained that one thing that we are tempting to do with LBR is to show how the system is the answer for many of the concerns that are facing the state. That is why you are seeing the Workforce Preparation tied to the Florida Chamber 2030 and the student success and completion tied to HECC and the attainment goals of the state. So the idea is how we can remind people of what we already know and that we are the system that is going to help solve the problems for the state of Florida. That is why you see the 67.1 million and other bullets; the number that matters so much to us is our average advisor rate of 730:1.

Pres. Gueverra added if our attainment goal is 55% and now it is only 39%, then that should be woven in there so that people can see the gap and where we want to get to.

Pres. Meadows said if we can get a read from the Chancellor's office on enrollment for the system and overall and even if it's only 1%, I think in that lead in paragraph we could mention, as one of our justifications, that the system is beginning to grow in enrollment. I think we need to ask, did the system grow this fall? Discussion ensued regarding how system has grown but less than 5%, so the question is do we include a number that is less than 5%. Pres. Meadows suggested just a statement that the system is now growing again, increasing the number of students we serve. Point out that we are no longer shrinking.

Pres. Parker asked if there were any more comments on President Gueverra's recommendation on not breaking up funding asks for increasing advising and strengthening guided pathways, and just go with \$67 million total figure.

Pres. Sidor expressed that if we go with individual issues someone may check them off.

Pres. Massey agreed that we just go with one total. Also under Gateway Course Success, in the last sentence it sounds as though we have already accomplished those things, instead of asking for money to accomplish those things to meet the math and English barriers. It says the colleges have productively altered the approach; we are not stating the need.

Judy Bilsky offered that if the presidents would like we can redo the survey that we did last year on the counselor/advisor to student ratios, but it cannot be done in the next two weeks, it will take at least eight weeks.

She added that highlighting Florida Chamber 2030 would be a very good thing politically. Also we have our own Gap Analysis, and there were significant discrepancies in some of the job clusters and the demand numbers between those two. We should consider how to reconcile the differences?

Dr. Bilsky said that we know we have a state board meeting coming up. As your liaison, if these edits are to be done are those something you want to incorporate into the remarks for the meeting on the 13th and will there be any handouts for that meeting? The Division wants to know this week. Pres. LoBasso said we can begin drafting this statement that talks about the system and the investing that is necessary for the system. If the edits can be done, I don't see a problem handing them out.

Chancellor Pumariega said that in regards to the timing, having this sooner rather than later is best. It will be included in the board packet and goes to board members and it becomes public the day of the state board of education meeting. You may get questions from state board members to speak further about parts so that is the advantage of having it earlier as it will then inform what the next part of the legislative budget request piece, which is the governor's recs, and then the house and the senate budget. Once you refine the language, the second part is executing on where there request are made. When Pres. Murdaugh makes comments at State Board of Education talking about cuts, while not going back, the enrollment as a system does have an uptick, while we still have some colleges whose economic areas are rebounding much faster and seeing more of a flat or enrolment decline there are many colleges who are seeing a robust enrollment. It then sets the tone for what the legislative request is and supports everything that is being discussed on this call. I think it would be a good idea to have that ready to submit to board members. In regards to the legislative budget request for the departments that happened about a month ago, that preparation for the legislative budget request you may see at the September board meeting, the Department of Education Legislative Budget Request. That is the first budget request to come out, followed by the House and the Senate.

Pres. Parker stated that on the performance based incentive funding – 1. Suggest we are reaffirming our support for the current metrics. 2. We are looking for a total of \$80 million for Performance, \$40 million in institutional investments and a one-time recurring investment of \$40 million to be distributed based upon our status and performance funding. With regards to PECO we don't have a dollar amount yet. We have existing approved projects that we are hoping to receive funding through completion. That number will come later. Referring to Deferred Maintenance we are asking for \$210 million for this year that is based upon the data that was submitted. A number came from the division and it was divided based upon what we think an annual appropriation would be in that area. Operating Cost of New Facilities – asking for \$5 million this year.

Pres. Murdaugh asked that in regards to the State Board meeting will we be seeing what the Department (of Education) is putting in so that we can determine the extent to which we have overlap.

Chancellor Pumariega said the Department LBR it is not out yet, and she will get it out as soon as it is available. It has to go to the state board to be voted on. We put in some proposals to have considered around Workforce Training and having the dollars restored in that area as well as the success strategy. It

will probably land on having the \$30 million back but somewhere in performance funding. There will be a presentation on the Department LBR at the next meeting.

Pres. Murdaugh expressed concern that you have seen our proposal, but we have not seen your proposal. He questioned why we are making the presentation for COP at this time?

Chancellor Pumariega responded that it is important to make the case for support, and the DOE LBR serves to inform the legislature but the legislature has the final say on the appropriations it has for the entire budget. While the DOE is one source of information, the governor is the second; it's important that the beginning of making the case to the legislature starts as early as possible.

Pres. Parker said there may be a recommendation to restore the \$30 million through Performance Funding model. We need to pay close attention to and see if there is a way to influence that so it is more the funding model versus the performance funding for the \$30 million. The \$30 million came from our recurring base not from money we are expecting from our performance.

Pres. Beard said we need a true restoration, not against performance funding but we need those recurring dollars back in the works. I will be very direct with my delegation.

Chancellor Pumariega said that historically DOE has had a budget that informs the Governor's budget, the governor's budget historically hasn't passed in its entirety and legislator's budget has been the final one at the end of 60 days. They all play an information piece but the advocacy to the legislature is the most important.

Pres. Sidor suggested making a comment of concern regarding restoring the funding to performance. It is very difficult to support faculty and staff on variable funding.

Pres. LoBasso asked for a motion to accept the overarching initiatives with some additional modifications, in the wording that has been discussed. If we can get that passed, that way we can move forward and hit those other timelines.

Pres. Gueverra – So moved

President Bioteau – Second

Action – *Upon a motion by President Gueverra and a second by President Bioteau the motion to accept the overarching initiatives with some additional modifications, passed without objection.*

Pres. Parker stated that she worked with the lobbyists and with Karen Moore's office on a complete advocacy plan, in addition to our LBR request. We are looking at different ways to spread our message. We have a draft list of activities we hope to accomplish throughout the year. We are looking to focus on different areas each month, that line up with our LBR.

Pres. McGee encouraged the Florida Chamber membership to nonmember colleges. Membership for a college is only \$1000. As we continue to count on them for their support we need to show our support by joining.

Pres. Parker said to please keep in mind that we have Chamber memberships and the Chamber Foundation memberships. It is important that we have representation at both, in order to build upon the relationship we have with the Chamber.

Pres. LoBasso adjourned the meeting at 3:02 p.m.

**2017-18 AFC Policy and Advocacy Media Plan
Special Assessment Proposal**

Based on Moore Consulting Group's submission for the Social Media Plan costs, below is the breakdown per partner (28 colleges plus AFC and DFC) for the Special Assessment:

Available unencumbered funds in 2017-18 P and A budget:

\$24,461.00 (\$13,461 Misc. Project Expense; \$11,000.00 reserve per new policy)

Plan Cost:

Option 1: with no FL Trend ads: \$41,000;

Assessment per partner - no unencumbered funds) = \$1,367.00

with unencumbered funds = \$551.00

Option 2 with one (1) FL Trend ad: \$57,380.00;

Assessment per partner - no unencumbered funds = \$1,912.67.00

with unencumbered funds = \$1,098.00

Option 3 with two (2) FL Trend ads: \$69,070.00;

Assessment per partner - no unencumbered funds = \$2,302.33.00

with unencumbered funds - \$1,487.00

2016-17 Special Assessment: \$1,460 per partner

ASSOCIATION OF FLORIDA COLLEGES COUNCIL OF PRESIDENTS

Communications Campaign 2017-2018

JUNE 26, 2017

DRAFT PLAN



SCOPE OF WORK

Shape opinions. Shift behaviors.
Incite action.

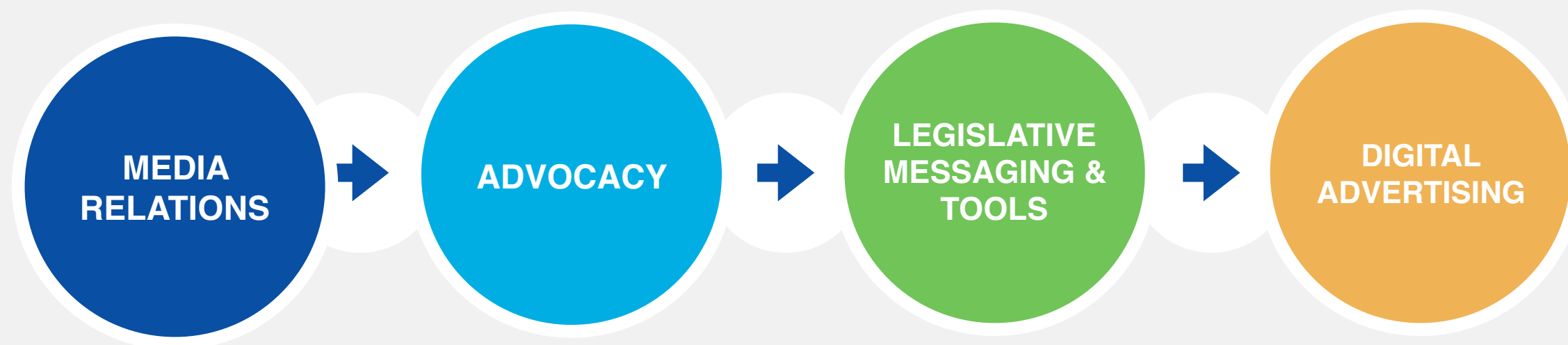
Recommended Approach



MCG will support the Association of Florida Colleges (AFC) and the College of Presidents with the necessary communication tools and mobilization tactics to deliver your message—before, during and after the 2018 legislative session. Our success in the advocacy arena is led by experienced senior practitioners who understand the legislative process and its key players, and are passionate about policy matters.

Scope of Work:

- + Media Relations
- + Advocacy
- + Legislative, Messaging & Tools
- + Digital Advertising



Recommended Approach



As a full-service integrated communications firm, MCG is uniquely qualified to provide the recommended services by our team of communications experts. For this upcoming legislative session, MCG recommends a fully integrated approach that leverages assets through paid, earned, and owned media channels.

Integrated Communications

In today's world of boundless communication channels, it takes an innovative strategy to break-through and educate your audience to incite action. MCG believes to effectively and efficiently reach your target audiences, a multichannel strategy that maximizes the intersection between paid, earned and owned media channels, ensures authentic engagement while remaining cost effective.

The scope of work outlines a comprehensive approach for the legislative engagement strategy that will set a strategic course of action for effective communications execution. By leveraging paid, owned and earned media, we can successfully tell the Florida College System story in a way that resonates with our target audiences.

Throughout our engagement, MCG will provide analytics and measurement to ensure thorough reporting on our communications activities.





MEDIA RELATIONS

Media Relations

Media relations garners an intrinsic third-party endorsement by reaching audiences through the credibility of the media. Earned media opportunities will be identified year round, as well as during strategic time periods, such as committee weeks and session. The following tactics will be leveraged to effectively communicate with targeted media:

- + Identify key spokesperson(s) and provide media training as needed
 - Council of Presidents (COP) Leadership
 - Influential stakeholders in key districts
- + Monitor and leverage traditional and non-traditional media landscapes to identify opportune times for coverage
 - Media Availability
 - Op-Eds
 - News Releases
 - Letters to the Governor and House/Senate leadership
- + Utilize testimonials and videos provided by the colleges and AFC to provide authentic voices about the Florida College System
 - Students with compelling stories
 - Alumni with success stories
- + Develop talking points
 - Elevator speech
 - FAQs
 - Sound bites



Advocacy

Successful advocacy campaigns start with a story, and the Florida College System has a powerful story to tell. By identifying key stakeholders and champions, empowering them with the tools and knowledge to act, and inciting them to take action, we can make a statement in the 2018 session. MCG will provide strategies and develop tools to successfully engage advocates throughout committee week, session, and the time that follows.

A sampling of key stakeholders to activate include:

- + Students and alumni
- + Board of Trustees members
- + AFC Members

Tools to educate and engage include:

- + FAQ to educate on legislative issues
- + Sample letter to Legislators or the Governor
- + Social media messaging provided via social media cheat sheets for use on Twitter

Key stakeholder deployment tactics:

- + Support messaging and collateral for meetings with key legislators
- + Encourage advocacy actions, such as letter writing campaigns or phone calls on policy issues
- + Create content for social media engagement and campaign
- + Facilitate college social media engagement and ensure consistent usage of campaign hashtags
- + Coordinate with college PIOs to ensure consistent and effective engagement
- + Leverage events or promotional opportunities (Trustee/AFC Capitol Day, student government fly-ins, etc.)



LEGISLATIVE MESSAGING & TOOLS

Legislative Messaging & Tools

To effectively communicate the legislative messages to target audiences, MCG will work with the COP to ensure their legislative agenda is founded on clear, concise, messaging that removes the academic jargon and emphasizes “human-speak.” Once messaging is finalized through the approval process, the MCG team will identify collateral tools that can be effectively used by lobbyist, advocates, and presidents.

Collateral recommendations may include, but is not limited to:

- + Issue specific rack cards
- + Palm cards
- + Infographics
- + FAQ documents
- + One-pagers

If budget is available, MCG recommends the following assets to enhance engagement:

+ Dynamic Landing Page

The landing page would serve as the central hub that can easily switch content to reflect the happenings of the Legislature and intended calls to action. This also provides a location for digital advertising to point users toward the AFC website for additional SEO and leveraged engagement. The landing page provides enhanced performance analytics, and could house video testimonials and stories. Additionally, this page can serve as a point to collect emails, collect digital letters of public support and other messages that can serve as additional initiatives to move to legislative action.



DIGITAL ADVERTISING

Digital Advertising

Layering digital advertising to enhance the media relations and advocacy work the MCG team recommends a highly-targeted digital engagement. We will utilize advanced targeting capabilities available through paid Facebook to engage specific stakeholders, create look-alike audiences, and geo-fence the Capitol. Facebook allows for several dynamic ad format and destination experiences.

+ Paid Social - Facebook:

Facebook is one of the largest advertising platforms in the world. It allows you to reach a highly targeted audience by location, age, interests, language and more. MCG will utilize this platform to reach the desired target audience throughout the entire state of Florida. Facebook will allow us to reach the desired target audience in a relevant environment where they are engaged and active. MCG will evaluate and test many different types of placements, but the following are some of the formats currently available.

- Photo: Use beautiful images to convey your message
- Video: Tell your story with sight, sound and motion
- Carousel: Show multiple images and videos in a single ad
- Slideshow: Create lightweight video ads to connect with people across rural areas and low connection speeds
- Collection: Tell a story with a single ad that showcases multiple products and messages
- Canvas: Create full screen, fast-loading mobile web experiences
- Leads: Collect customer contact information and data easily on mobile devices



Digital Advertising Flight Plan

AFC - Legislative Support Campaign

August 01, 2017 - February 28, 2018

Summarized by Month - Group by Program, None - Color coded by Program

	2017					2018		Totals
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
Facebook								
Facebook Local Awareness								
Total Cost	\$ 2,500.00	\$ 3,500.00	\$ 1,500.00	\$ 500.00		\$ 10,000.00	\$ 10,000.00	\$ 28,000.00
Total Cost	\$ 2,500.00	\$ 3,500.00	\$ 1,500.00	\$ 500.00	-	\$ 10,000.00	\$ 10,000.00	\$ 28,000.00



SCOPE OF WORK	DELIVERABLES	ESTIMATED TOTAL FEES
DIGITAL ADVERTISING (HARD COSTS & MANAGEMENT)	<ul style="list-style-type: none">• Development of digital advertising flight plan• Digital advertising management:<ul style="list-style-type: none">• Campaign & Content Development & Planning• Hard costs associated with the purchasing and placement of Facebook advertisements on digital platform	<p>\$4,500 digital management</p> <p>\$28,000 advertising hard costs</p>
ASSETS & TOOLS	<ul style="list-style-type: none">• Development of dynamic landing page/microsite	<p>\$5,000 landing page/microsite</p>



WHAT WE KNOW TO BE TRUE

WE DON'T WORK WITH CLIENTS.

You're not our client, you're our partner - we're in this together.

FOCUS ON THE AUDIENCE AND SUCCESS WILL FOLLOW.

We understand success starts and ends with moving your target audience to action. So, we start and end there.

WE TAKE COMFORT OUTSIDE OF THE COMFORT ZONE.

While rooted in research, we take leaps to create new paths to success.

THERE IS POWER IN DEVELOPING POTENTIAL.

There is more to a job candidate than what's on paper – we believe great work can be found in DNA.

IF YOU BUILD IT, THEY WILL STAY.

The framework for building an experienced and dynamic team lives in the foundation of an extraordinarily awesome work atmosphere.

COME AS YOU ARE.

We embrace a non-traditional approach to creating great work, fostering collaboration and innovation in everything we do.

THIS ISN'T SURVIVOR.

Our team works in collaboration with one another, not on an island. We stop silos dead in their tracks.

WE SLEEP WELL AT NIGHT.

We take pride in the work we do and the partners we work with.

ALL THE GOOD IDEAS ARE TAKEN.

We strive to develop great ideas.

WE BELIEVE IN HAPPILY EVER AFTER.

Every brand has a story to tell – we ensure it's positively memorable.



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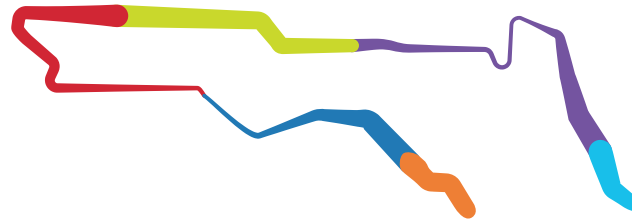
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www.moorecommgroup.com



PATHWAYS CONSORTIUM

• *Great Twenty-Eight* •



Using Pathways to Improve Student Success in the Florida Colleges

Council of Presidents Meeting
October 5, 2017

Presenters



Jesse Coraggio, Ph.D.
*Vice President of Institutional
Effectiveness and Academic
Services*

St. Petersburg College



Feleccia Moore-Davis, Ph.D.
*Provost, Vice President for
Academic Affairs*

**Tallahassee Community
College**



Tina Hart, Ph.D.
*Vice President of Enrollment
& Student Services*
Indian River State College



Esmeralda Sweeney
*Interim AVP, Student
Achievement Initiatives*
Broward College



**Representing Florida's Four
AACC Pathways Schools**



AACC Pathways Institute Series: A NATIONAL INITIATIVE



Who is involved in this Pathway Initiative?

1. Alamo Colleges (TX)

2. Bakersfield College (CA)

3. Broward College (FL)

4. Cleveland State Community College (TN)

5. Columbus State Community College (OH)

6. Community College of Philadelphia (PA)

7. Cuyahoga Community College (OH)

8. El Paso Community College (TX)

9. Front Range Community College (CO)

10. Indian River State College (FL)

11. Irvine Valley College (CA)

12. Jackson College (MI)

13. Lansing Community College (MI)

14. Linn-Benton Community College (OR)

15. Monroe Community College (NY)

16. Mt. San Antonio College (CA)

17. Northeast Wisconsin Technical College (WI)

18. Paris Junior College (TX)

19. Pierce College District (WA)

20. Prince George's Community College (MD)

21. St. Petersburg College (FL)

22. San Jacinto College (TX)

23. Skagit Valley College (WA)

24. Stanly Community College (NC)

25. South Seattle Community College (WA)

26. Tallahassee Community College (FL)

27. Tulsa Community College (OK)

28. Wallace State College (AL)

29. Western Wyoming Community College (WY)

30. Zane State College (OH)





Pathways Video

National Pathway Institute Series Topics

#1: Implementing Pathways at Scale

#2: Mapping Pathways

#3: Student Intake and Academic Support

#4: Ensuring Students are Learning

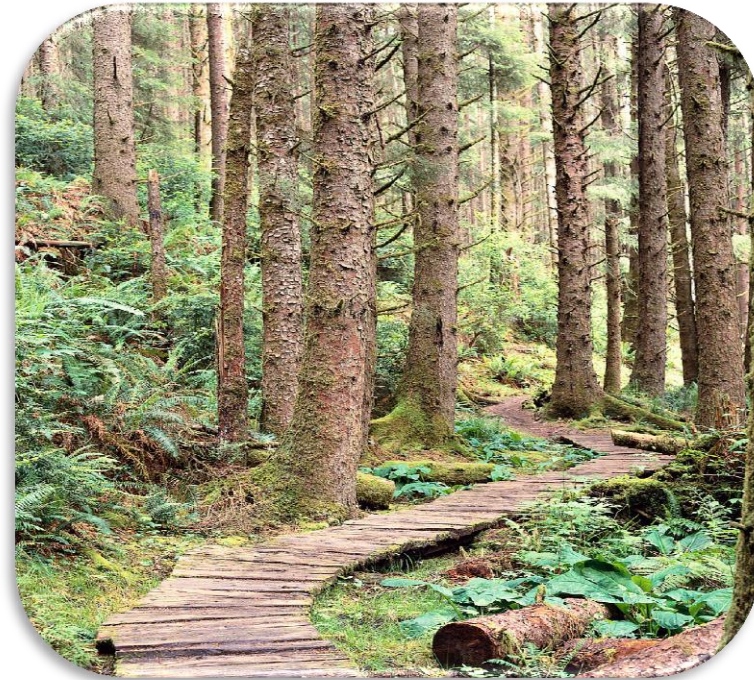
#5: Pathways to Transfer and Employment

#6: Policy Meets Pathways

Making a Case for Pathways



“Before”



“After”

Too many students wander because they are:

- Undecided in regard to career goals
- Unaware of the elements of a chosen career
- Disconnected regarding the initial curriculum and their career choice

“I want clear expectations. I don’t like ambiguity.” – SPC Student

Making a Case for Pathways

- Avg. # of credits completed for AA degree = 81 CHs
- Avg. # of credits completed for AS degree = 93 CHs
- University Excess Hours Fees 100% Increase over 110% CHs
- New Financial Aid language interpretations
- 2,500 Students Enrolled in Fall 2015 and did not return Spring 2016 (All with Good Academic Standing)

Emerging Best Practices within the Four Pillars

- I. Clarify paths to student end goals
- II. Help students choose and enter a pathway
- III. Keep students on path
- IV. Ensure Students are Learning

*Support students beginning “with the end in mind”
from first contact until employment or transfer.*

Emerging Best Practices:

Pillar One: Clarify the Path

The IRSC Enrollment Center



New Student Orientation

- Revised
- Face-to-Face
- Online (BlackBoard)

***Onboarding –
“starting strong” with
career exploration,
revised NSO, required
Student Success
Course, Guided
Pathway & Growth
Mindset.***

Welcome Desk

Career + Transfer
Assessment

Financial Aid
Veterans' Center

Assigned
Advisor



Career Coach

Helping Students Make Data-Based Career Decisions

The screenshot shows the IRSC Career Coach website. At the top is the IRSC logo and navigation links: Home, Careers, Programs, and Career Assessment. A 'Welcome to Career Coach!' message is followed by a 'Tutorial Video' button. Below this is a search bar with the text 'Search careers or browse all careers' and a prompt 'What kind of job do you want?'. Another section prompts the user to 'Enter your program or browse all programs' with a 'Search' button. On the right, a graph titled 'How well does it pay?' shows salary progression from \$40k to \$105k based on experience and education. A map of Florida indicates a radius of up to 100 miles from zip code 34981. A 'NEXT STEPS' button labeled 'Request Information' is also visible.

8

Meta-Majors

Transfer Services Center

Provides resources for a smooth transition between lower and upper level degree programs:

- Research careers, majors, and colleges
- Transfer Planning & Application Assistance
- University Articulation Agreements
- Bachelor's Degree Day
- Graduate School Fairs (Fall/Spring)

**Detailed
information on
target career and
transfer outcomes.**



- Plan advisor to advisor interactions between IRSC and University Advisors
- Track students transferring to universities



Advising - Services + Checkpoints



INDIAN RIVER STATE COLLEGE
PROGRAM AA - Business Administration Track
Meta Major: Business
2016-2017 Guided Pathway
11080 Credit Hours 60

First Semester			
Course Number	Title	Credit Hours	Prerequisites
ENG1101	English Composition I	3	
MAT1050	Intermediate Algebra	3	
NSC1005	Life Science	3	
AMH2000	American History: Discovery through Reconstruction	3	
SLS1101	Student Success	3	
Total Semester Credit Hours		15	
Second Semester			
Course Number	Title	Credit Hours	Prerequisites
ENG1102	English Composition II	3	ENG1101 (C- or higher)
MAT1100	College Algebra	3	MAT1050 (C- or higher)
OSG2001	Introduction to Geospatiality	3	
AMH2020	American History: Reconstruction to the Present	3	
ACG2001	Financial Accounting I	3	
Total Semester Credit Hours		15	
Third Semester (Summer)			
Course Number	Title	Credit Hours	Prerequisites
OSG1100	Intro to Computer Applications for Business	3	
Total Semester Credit Hours		3	

Customized Guided Pathways

- Restructured Advising Services
- Advising Excellence Academy
- 25-50%/50-75% & Potential Graduate (PG)
- Off-Plan Alerts
- Monitoring - Dashboards - ReachOuts



RIVER Support
Resources
Support Services to
help you succeed

Summer Retention Rates - Fall Cohort Term to Summer 2017
First-Time in College and First-Time Baccalaureate Students
May 8, 2017

	Fall 2016 Cohort	Fall 2015	Fall 2014	Fall 2013
FT	FT	FT	FT	FT
50.0%	29.2%	33.0%	10.3%	1.5%
46.7%	30.1%	23.6%	18.6%	16.1%
51.7%	43.8%	34.5%	14.6%	8.0%
33.3%	28.2%	27.2%	3.5%	14.3%
50.7%	31.0%	53.6%	17.5%	10.0%
54.4%	51.6%	47.1%	13.9%	9.1%
55.2%	45.8%	32.1%	25.9%	12.0%
				0.0%
44.4%	36.8%	63.6%	10.0%	18.2%
56.3%	43.3%	27.3%	6.3%	17.2%
41.5%	33.6%	28.6%	16.0%	2.5%
27.3%	35.7%	50.0%	15.4%	20.0%
54.2%	37.5%	30.0%	8.3%	18.7%
51.3%	42.9%			
50.0%				
33.3%	26.7%	38.5%		
44.0%	50.0%	25.0%	13.5%	13.0%
		100.0%		
52.9%	41.5%	35.1%	15.2%	8.7%
25.0%	22.2%	36.3%	14.3%	8.3%
53.6%	25.0%	30.0%	17.1%	8.9%
48.1%	54.1%	42.0%	17.1%	6.7%
45.8%	42.1%	41.7%	31.3%	8.3%
25.0%	26.3%	33.0%	25.0%	10.0%
38.9%	25.0%	57.1%	5.0%	16.7%
0.0%	0.0%		0.0%	0.0%
100.0%	0.0%	28.6%	42.3%	25.0%
55.0%	41.5%	40.6%	19.5%	0.0%
29.4%	21.4%	36.4%	25.0%	0.0%
50.0%	30.5%	36.1%	13.2%	8.0%
32.7%	51.1%	100.0%		
41.1%	34.2%			
41.5%	43.8%	33.3%	0.0%	0.0%
			0.0%	5.0%
52.0%	50.0%	46.7%	16.7%	15.4%
44.0%	41.5%	52.2%	12.3%	14.6%
52.5%	43.6%	26.3%	10.3%	3.5%

Welcome Desk

Career + Transfer
Assessment

Financial Aid
Veterans' Center

Assigned
Advisor

Course sequences, critical courses, embedded credentials, and progress milestone checks with *Assigned Advisor*.

Gateway Math Strategies

Quality Enhancement Plan (QEP) & Developmental Math

Fall 2017

MAT1033

Embedded Tutors

MAT1100

Active Learning Strategies

Course Success

**BASELINE YEAR
2012-2013**

FALL 2015

FALL 2016

57%

68%

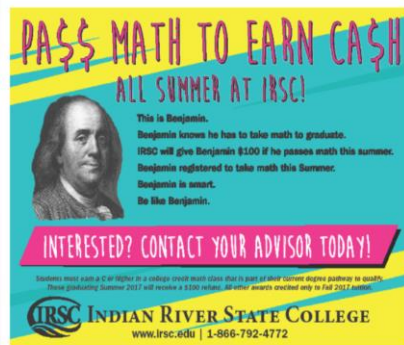
71%



Solving the Math Problem

Strategies

- "Summer of Math"
- \$100 rebate
- 25% rule

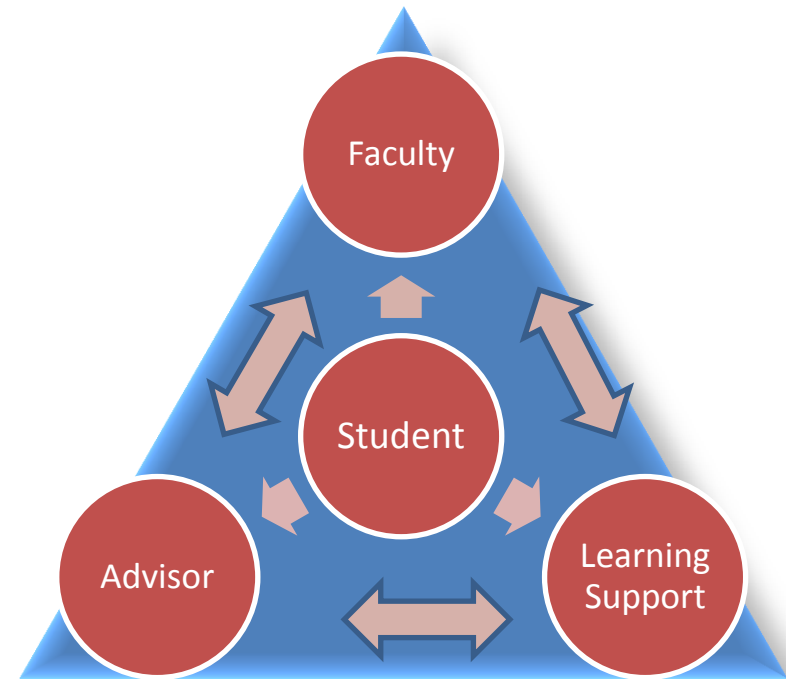
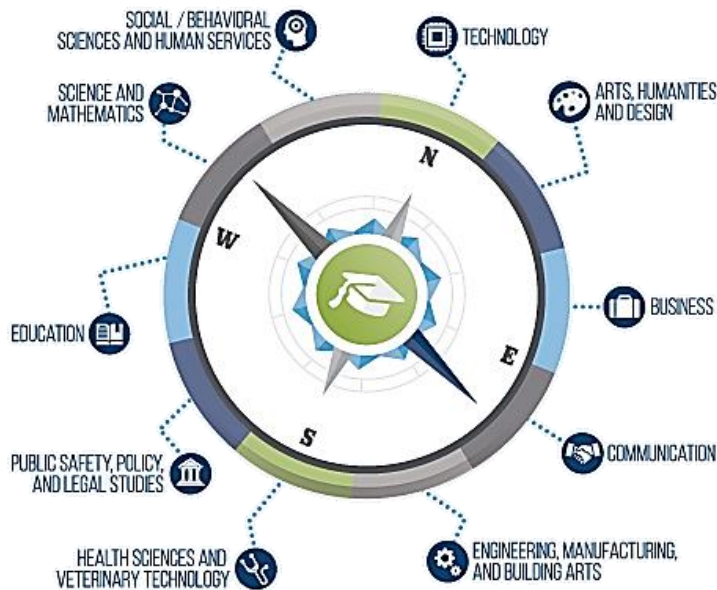


***Math and other core coursework
aligned to each program of study.***

Pillar Two: Getting Students on the Path

From Passion to Profession...

Students who feel connected to their passion/career and supported by the college will be more engaged and ultimately more successful.



Triad Leadership Model



Funeral Services and Arts



School of Veterinary Technology



Health Information Technology



Physical Therapist Assistant



Health Sciences



Radiography



Nursing



Respiratory Care



HEALTH SCIENCES AND VETERINARY TECHNOLOGY
AT ST. PETERSBURG COLLEGE

Health Sciences and Veterinary Tec...

Closed Group

Joined ▾ Share ▾ Notifications ▾

Search this group 🔍

Discussion Members Files Events Photos

Write Post Add Photo/Video Add File More

Write something...

PINNED POST

Josh Brown
April 27 at 10:59am

The Deans welcome you to the Health Sciences and Veterinary Technology Career & Academic Community!

We feel very privileged to have amazing students like you in our health programs. We have stellar programmatic accreditations, strong program completions rates, consistently high certification rates, and impressive employment rates within six months of graduation. If you are looking for a high tech, high touch, always changing, and team oriented profession, you are in the right place.

We are here to help you reach your career & academic goals.

Dr. Ludwig, Dean, College of Health Sciences
Dr. Flora, Dean, Veterinary Technology & Health Programs
Dr. Baker, Dean, College of Nursing

Matthew Bodie, Kelliann Ganoo and 3 others
Seen by 13

Like Comment

ADD MEMBERS Import

+ Enter name or email address...

MEMBERS 371 Members (1 new)

L N C C K S

INVITED See More

schneider.virginia@spcollege.edu
Send Reminder

rogers.ted@spcollege.edu
Send Reminder

REQUESTS (4) See All

Pat Alvarez ✓ ✕

Andrea ✓ ✕

Terri Hogan ✓ ✕

Invite by Link

Invite by Link

Anyone with a St. Petersburg College email address and this link will be able to join this group

Create Link

CREATE NEW GROUPS

Groups make it easy to share with coworkers about specific projects and topics.

Create Group

MORE WAYS TO CREATE

SmartStart Orientation

Workplace By Facebook



Third Pillar: Emerging Best Practices

Helping Students Stay on The Path

- **Entire Institutional Redesign: A Student-Centered Approach**
 - ✓ Increased Collaboration
 - ✓ Increased Engagement
 - ✓ Alignment of policies, practices, and business processes
- **At-Risk Monitoring and Support**
 - ✓ Academic Success Centers: Over 50% of Enrolled Students
 - ✓ Courses Flagged
- **Limited-Access Program Alternatives**
 - ✓ Nursing Program
- **Course Scheduling with students in mind!**
 - ✓ Acquired Student Success Collaborative from the Education Advisory Board (EAB)

Emerging Best Practices:

Pillar Four: Ensuring Learning Occurs



- Faculty Engagement is Imperative
- Strengthen assessments - systematic and coherent
 - **CONTINUOUSLY IMPROVE**
 - Learning Outcomes Assessment
 - Support Faculty Innovation: Mini grants
- Contextualized Learning
- Discipline appropriate strategies for **High Impact Practices**
 - Experiential Learning throughout the path: Internship Programs
Apprenticeships



active learning

collaborative practice skills importance strategies techniques welcome social tools

application development Put create environment Relate

Apply Comprehend



Pathways to Transfer and Employment

- Focus on the end goal
 - Align programs with career path jobs of economic importance
 - All students need workforce skills
 - Integrate employment information into programs
 - Assess Market Value of your programs and certificates
- Assess University Partners graduation rates
 - Assess transfer success: Enter into Junior year status? losing credits?
 - Implement Reverse Transfer
 - Institutionalize your mapping processes
 - Auto Grad
 - Bridge 2 U
 - Partner with University Partners to create shared experiences (advising, student life) to support successful transition into University Environment

Lessons Learned

- Sustainable change begins with the Institutional culture
- Data use/literacy is key in establishing the need for change
- A college-wide commitment to contribute will drive success.

Next Steps

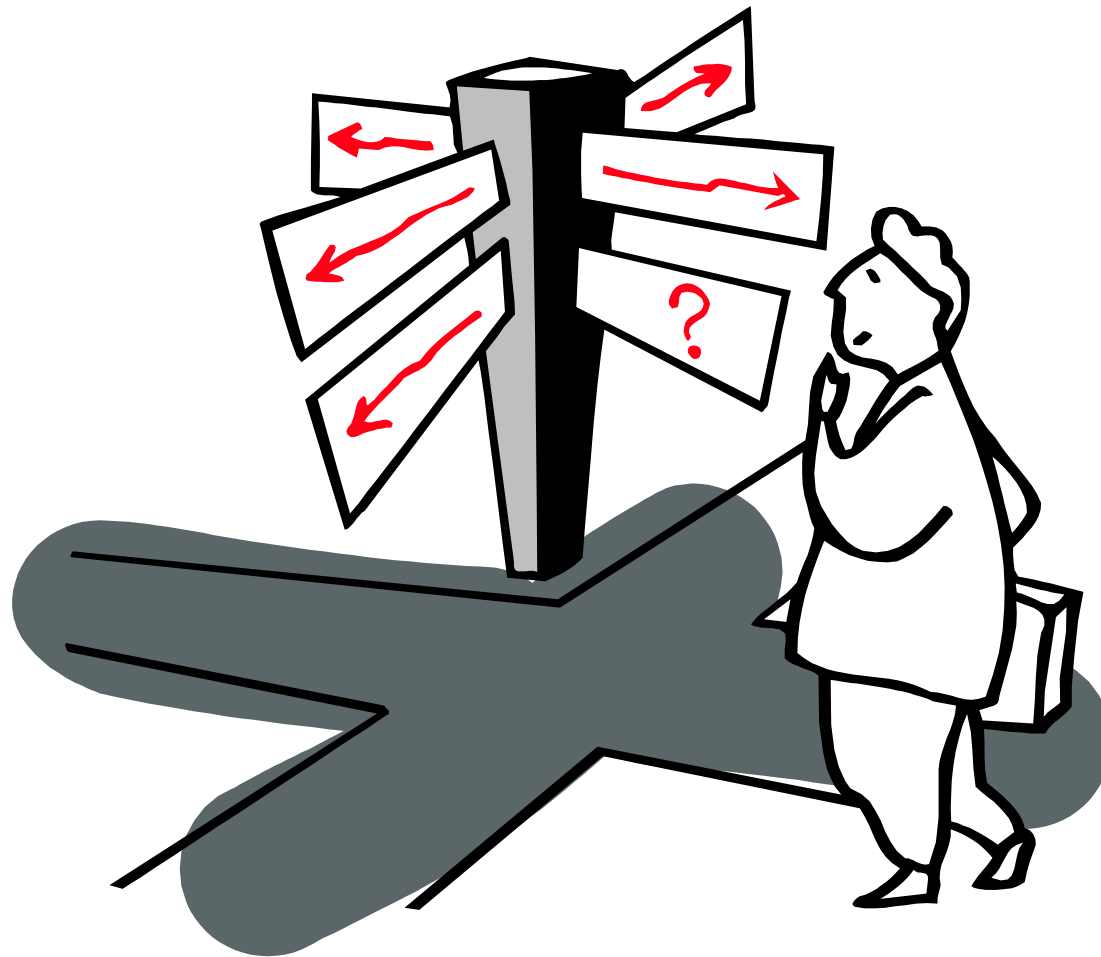
- Creating a Florida model for supporting pathways development for all 28 State Colleges
- Strengthening a “bridge to University” model to support our students transition success and expanding reverse transfer opportunities.
- Strengthen partnerships with K-12 to enhance articulation
- Creating a repository of best practices along the four pillars

Florida Pathways Consortium

- Sustain Florida as the National Leaders for student completion
- Establish a Coaching Model
 - Begin with a select cohort of Colleges
 - Facilitate Continuous improvement
 - Participants will have access to:
 - Deeper stakeholder network
 - Repository of knowledge, talent and skills
 - Access to evidenced based best practices and proven methods for moving practices from pilot to scale
 - Access to Workshops
 - Access to Network Meetings: virtual and on site
 - Vendor guidance leading to cost savings for Pathway tools
 - Access to data to guide decisions



Questions?



Florida College System Activities Association Report to the Council of Presidents

October 5, 2017

1. FCSSGA Goals from FCSSGA President Jacobi Bedenfield
2. Approval of 2017-2018 Executive Committee
3. 2017 FCSAA Hall of Fame Class
4. 2017-2018 FCSAA Schedule

Florida College System Activities Association 2017-2018 Executive Committee

President	Dr. Carol Probstfeld	State College of Florida
President-Elect	Dr. Bob Bade	Pasco-Hernando State College
COP Representative	Dr. Stan Sidor	Lake-Sumter State College
CIA Representative	Dr. Sidney Valentine	South Florida State College
COBA Representative	Peter Elliott	Polk State College
CSA Representative	Dr. Patrick Rinard	St. Petersburg College
CAA Chair	Bob Deutschman	Broward College
Brain Bowl State Advisor	Christina Dwyer	State College of Florida
FCSSGA State Advisor	Rochelle Popp-Finch	Indian River State College
Forensics State Advisor	John Schultz	Tallahassee Community College
Model UN State Advisor	Dr. Rich Murgu	Tallahassee Community College
Music State Advisor	Michael MacMullen	Palm Beach State College
Publications State Advisor	Lizbeth Martin	Palm Beach State College
Theatre State Advisor	Jeanine Henry	Eastern Florida State College
Member at Large	Dr. Mike Bosley	Valencia College
Member at Large	Will Dunne	Daytona State College
Member at Large	Stephen Tomasovitch	St. Johns River State College
Member at Large	Dr. Melissa Lavender	Gulf Coast State College
Member at Large	Michael Coleman	Tallahassee Community College
FCSSGA President	Jacobi Bedenfield	Santa Fe College
Student at Large	Ciara McKaskill	Broward College
Student at Large	Nicholas Martin	Eastern Florida State College
Athletic Commissioner-Women*	George Sanders	Florida SouthWestern State College
Athletic Commissioner-Men*	Mike Matulia	Lake-Sumter State College
Legal Counsel*	Brain Babb	Daytona State College
FCS Representative*	Stephanie Leland	Chancellor's Office

*Non-voting member

2017 FCSAA Hall of Fame Inductees

Athletics Division – Mr. George Sanders, Florida SouthWestern State College

Forensics Division -- Ms. Thomas Gay (student), Tallahassee Community College

Publications Division – Ms. Elena Jarvis, Daytona State College

Student Government Division -- Ms. Rochelle Popp-Finch (student), Indian River State College

Student Government Division -- Mr. Walter Fitzpatrick (advisor), Florida State College at Jacksonville

2017-2018 FCSAA Calendar

Aug. 9-11	FCSSGA Executive Board Retreat, Camp Kulaqua, High Springs
Aug. 14-15	Council for Athletic Affairs Executive Board Meeting, College of Central Florida
Sept. 27	Fall Council for Athletic Affairs Meeting, Conference Call due to Hurricane Irma
Sept. 29-30	Fall ITA Tennis Tournament, Eastern Florida State College
Sept. 29	Brain Bowl Fall Coaches Meeting, Conference Call
Sept. 29	FCSSGA District 2 Retreat, St. John's River State College, St. Augustine Campus
Oct. 5	Fall FCSAA Steering Committee Meeting, Daytona
Oct. 6	Fall FCSAA Executive Committee Meeting, Daytona
Oct. 6-7	FCSSGA District 1 Retreat, Riverside Camp Retreat, LaBelle
Oct. 6-7	FCSSGA District 4 Retreat, Pensacola State College
Oct. 12-14	Student Publications Conference, Orlando
Oct. 20-21	Florida Model United Nations Conference, Santa Fe College
Oct. 28	State Cross Country Meet, Tallahassee
Oct. 28-29	Baseball Fall Classic, Joker Marchant Stadium, Lakeland
Nov. 2-5	State Volleyball Tournament, Bradenton
Nov. 3	2017 FCSAA Hall of Fame Induction, Innisbrook, Palm Harbor
Nov. 3 & 5	State Women's Soccer Tournament, Daytona State College
Nov. 15-16	FCSSGA Legislative Conference, Tallahassee Community College/Capitol
Jan. TBA	FCSSGA District 3 Retreat, St. Petersburg College
Jan. 25-27	State Winter Music Symposium, Jacksonville University
Jan. 27	Softball All-Star Game/Showcase, Clearwater Leadoff Classic
Feb. 1-3	State Forensics Tournament, Tallahassee Community College
Feb. 9-10	Brain Bowl Regional Tournaments: Pensacola State College, College of Central Florida, State College of Florida, and Palm Beach State College
Feb. 16-17	FCSSGA Leadership and Legislative Conference, Florida State College at Jacksonville, Kent Campus
March 7-10	State Men's and Women's Basketball Tournaments, College of Central Florida
March 16-17	State Brain Bowl Tournament, Chipola College
April 13-15	State Tennis Tournament, Atlamonte Springs
April 13-14	FCSSGA Year End Conference and Elections, Indian River State College
May 2-6	State Softball Tournament, Seminole County/Soldier Creek Park
May 10-15	State Baseball Tournament, Joker Marchant Stadium, Lakeland
May 21-22	Council for Athletic Affairs Spring Meeting, Tampa
May 23	Spring FCSAA Executive Committee Meeting, Tampa
June TBA	FCSSGA Summer Advisors' Workshop

Florida College System Council of Presidents

Agenda Item Request Form

Agenda Item Name: COBA Report (see attached)

Date of COP Meeting for Agenda Item Consideration: 10/5/17

Presenter: F. Joe Mazur III, COBA Chair

Description of Agenda Item:

Action Requested:

COP Approval_____

Information Only X

Discussion Item_____

List Background Information Provided:

Disposition of Item:

COBA Report for 10/5/2017 COP Meeting

- COBA is meeting in Clearwater, September 27th – 29th, at the same hotel location that was canceled last year due to Hurricane Matthew. Included in that meeting will be the Council of Human Resources, the College Controllers, the College Financial Aid Directors, and the College General Counsels as well as the Division of Florida Colleges staff. Issues we will be discussing include the FCSRMC Siver Consulting Property Records Project; state and federal issues of interest between Financial Aid Directors and COBA; and other issues of interest between COBA and the General Counsels. COBA will be hearing reports from the FCSRMC, Division Staff, and the Chairs of both the CIA and CSA Councils.
- COBA will also be recognizing Ken Burdzinski of Pasco Hernando State College on his retirement as a Business Officer at the meeting.
- With the disruption by Hurricane Irma, COBA's work with the Division of Florida Colleges staff to review the Facilities portion and recommend updates to COP on the Funding Allocation Model has been delayed.

Respectfully submitted,

F. Joe Mazur III, COBA Chair

9/20/17

*Council of Student Affairs
Subcommittee Report for the Council of Presidents
October 5, 2017*

This report contains a summary of activities of the Council of Student Affairs.

- At the most recent joint CSA meeting in Cocoa Beach the division staff led a discussion on Next Steps from The Chancellor's Best Practice Symposium: Attainment, Achievement, Affordability and Access. In addition we heard from four of our institutions who have developed 2+2 agreements. We also had a presentation from Florida State College at Jacksonville on their newly developed "FSCJ Promise" Program.
- CSA, led by Dr. Pat Rinard at St. Pete College, is working on a white paper to bring attention to an issue related to student financial aid. When an AA degree is awarded, FCS institutions do not have a suitable Financial Aid eligible program to offer students who have earned the AA and who have remaining state mandated common prerequisites (SMCP) courses to complete. In most cases, these students become non-degree seeking students and must find funds to complete remaining courses before transfer. Alternatively, these students may transfer to one of our SUS institutions and receive Federal Aid while completing SMCP courses, paying a higher tuition, possibly incurring more student debt, and leaving the support services they have utilized. Native SUS students do not face these obstacle which demonstrates inequity between a students who starts at an FCS institution as compared to a native SUS student.
- CSA executive team held a day long planning session in June prior to our council meeting. For part of the day, CSA was joined by CIA for a joint discussion around issues impacting the division. As a result of that session, CSA has created subcommittees to look at best practices related to Retention/Completion, Affordability, Articulation, and Innovation.
- The next CSA meeting is scheduled for October 5-6 in Daytona Beach. Among the presentations scheduled will be a panel discussion on "Advising Strategies for Retention and Completion" as well as a discussion on student affairs' response to Hurricane Irma.

Report submitted by Chair Christine Davis, Ed.D.

Florida College System Council of Presidents

Agenda Item Request Form

Agenda Item Name: FCRD Sub-council Monthly Report

Date of COP Meeting for Agenda Item Consideration: October 5, 2017

Presenter: Jackie Skryd, Executive Director of Grants Development at St. Petersburg College and Chair, Florida Council for Resource Development

Description of Agenda Item:

Florida Job Growth Grants – Nearly \$107 million has been requested to date under the Workforce Training category for the Florida Job Growth Grant funds representing 59 applications. Over \$77 million of that total has been requested by Florida Colleges. The award announcement timeline has not been shared by the Florida Department of Economic Opportunity, however it is anticipated that awards will begin in the coming weeks because of the quick training design of the program.

Conference Outcomes & Strategic Planning – Fall Conference hosted by Indian River State College – September 28-29th. National Science Foundation project officer for Advanced Technical Education, Dr. Celeste Carter, led half day workshop for grant professionals ahead of slate of NSF deadlines in October and November, helping Florida colleges to gain competitive advantage for awards.

Board meeting: FCRD will focus on aligning strategic priorities and reporting to 2017-2018 CIA/CSA proposed themes for strategic planning.

Spring Conference to be held April 11-13, 2018 hosted by Miami Dade College.

Disaster Assistance - The U.S. Department of Labor, in cooperation with state and local partners, is setting aside funding and will be making grants to assess workforce needs in Florida and other hard hit areas. Labor Department assistance includes:

- Providing **Disaster Dislocated Worker Grants** based on workforce needs. The disbursement of funding will be determined as needs are assessed by state and local partners.
- Administering **Disaster Unemployment Assistance** - individuals may be able to recover wages under this program that provides “financial assistance to individuals whose employment or self-employment has been lost or interrupted as a direct result of a major disaster declared by the president of the United States and who are not eligible for regular unemployment insurance benefits.” Individuals can file an unemployment claim with the Florida Department of Economic Opportunity (DEO) via www.floridajobs.org. If a claim is accepted, one is guaranteed at least 50 percent of the average benefit in your state. DUA can last up to six months.

- Making funding available from **Disability Employment Initiative** grants to provide services, medical equipment, and other resources to individuals with disabilities who are affected by the hurricane.

Action Requested:

COP Approval_____

Information Only_X_

Discussion Item_____

List Background Information Provided:

Disposition of Item: