

**Association of Florida Colleges
Council of Presidents Business Meeting
Thursday, November 8, 2018
Wyndham Orlando**

Meeting Minutes

1.0 Welcome and Remarks

Dr. Murdaugh called the November 8, 2018 meeting of the Council of Presidents to order at 11:01 a.m.

The following members of the Council of Presidents were present in the room or on the phone: (proxy)

Gregory Haile
Jim Henningsen (Jillian Ramsammy)
Tom LoBasso
Jeff Allbritten
Kevin Hyde (John Wall)
Ken Atwater
Ed Massey
Eduardo Padron (Lenore Rodicio)
John Grosskopf
Devin Stephson (Jack Capra)
Tim Beard
Ed Meadows
Angela Garcia-Falconetti
Jackson Sasser
Georgia Lorenz
Thomas Leitzel
Joe Pickens
Jim Murdaugh
Sandy Shugart (Bill Mallowney)

2.0 Council of Presidents Minutes

2.1 Approval, Council of Presidents Meeting Minutes, October 5, 2018

Action: *Upon a motion by Dr. Meadows and a second by Dr. Massey, the Council of Presidents Meeting Minutes from the October 5, 2018, meeting were approved unanimously.*

3.0 Report of the Chair –President Ava Parker, Chair

3.1 Update on the CCBA

Dr. Angela Kersenbrock, Executive Director of the Community College Baccalaureate Association, presented a power point to the Council that detailed the

Community College Baccalaureate Association. The power point will be available on the AFC website. Dr. Kersenbrock distributed CCBA membership applications as well as her business card and encouraged anyone who wanted more information to contact her directly.

3.2 Sub-Council 2018-19 Programs of Work – COP Legislative Budget Request

The 2018-19 COP Sub-Council Chairs presented to the Council a summary of their sub-council program of work as well as how they will support the Council of Presidents Legislative Budget Request.

3.3 Apprenticeship Program Panel

Mr. Ted Norman, State Director of Apprenticeships for the Division of Career and Adult Education presented a power point to the Council explaining the National Structure of Apprenticeship Programs. The presentation will be available on the AFC website. An apprenticeship panel comprised of Dr. Lenore Rodicio, Mr. Mark Wagner, Mr. John Meeks, and Ms. Melanie Ferren, and moderated by Mr. Norman, shared information on the structure of apprenticeship programs at their institutions.

4.0 Report from the Chancellor, Division of Career and Technical Education – Mr. Rod Duckworth

No Report

5.0 COP Committee and Work Group Reports - Waived

6.0 COP Support Councils Reports

Reports were shared during 3.2

7.0 Florida College System Activities Association

Ms. Kelly Warren introduced the Florida College System Student Government Association State President, Adam Maxwell. Ms. Warren also referred to her distributed FCSAA report.

8.0 Association of Florida Colleges Report – Mr. Michael Brawer

Dr. Coleman-Ferrell thanked the Council for their support throughout the 2018 year. She gave an update on her three goals as president of the Association of Florida Colleges. She announced that her first goal, to increase membership by 10% was exceeded and the membership increased by 11%. Her second goal to expand professional development offerings, through efforts offerings were doubled this year as well as attendance at professional development events. Her third goal of increasing advocacy was strongly met with the help of the Council. Dr. Coleman-Ferrell introduced the AFC President for 2019, Marjorie McGee.

9.0 Other Business

Dr. Murdaugh adjourned the meeting of the Council of Presidents at 12:43 p.m.

Council of Instructional Affairs
Subcommittee Report for Council of Presidents

The following report contains a summary of recent activities of the Council of Instructional Affairs (CIA).

Mathematics Pathways

The CIA is committed to working closely with the Division of Florida Colleges and the Florida Student Success Center on the mathematics pathways work that has begun. This work aligns with the COP LBR priority for STEM and Gateway Initiatives for Student Pathways.

A meeting of the Florida Mathematics Re-Design Workgroups will be held at Polk State College on February 14th and the CIA will be represented. It is anticipated that ongoing discussions about Intermediate Algebra (MAT1033) will continue. The impact of MAT1033 on student success was studied by Florida State University's Center for Postsecondary Success and results are available at <https://www.floridacollegesystem.com/sites/www/Uploads/SSC/CPSmathpathwaysRev.pdf>.

CIA/CSA February Meeting

The CIA will meet on February 20-22 at Florida State College at Jacksonville. Since the October 2018 meeting was cancelled due to Hurricane Michael, the agenda will be carried over to February.

There will be a pre-conference workshop on Wednesday:

CSA/CIA – Leadership Workshop
The Evolution of Student Affairs and Academic Affairs in Florida's Community Colleges
Before the Meeting Convening!

A meeting focused on baccalaureate degrees will also occur on Wednesday.

The CIA/CSA agenda for Thursday leads with legislative and substantive updates from the Division of Florida College. An overview of the kick-off of the mathematics pathway workgroups will be shared. The afternoon sessions will include a panel on strategic academic scheduling and a dialogue on the financial aid gap for those students who do not satisfy common prerequisites before completing their associate degree.

The business meetings follow on Friday.

Legislative

The CIA is poised to assist the COP with any information or presentation requests leading up to legislative session.

Note: The Board of Governors January 30th 2+2 Articulation Committee meeting will focus on "dual enrollment and its impact on students using the 2+2 articulation agreement."

Council of Instructional Affairs
Subcommittee Report for Council of Presidents

January 11, 2019 COP Meeting Report Submitted by Council of Instructional Affairs Chair Julie Alexander

Florida College System Council of Presidents

Agenda Item Request Form

Agenda Item Name: Council on Student Affairs Report

Date of COP Meeting for Agenda Item Consideration: January 11, 2019

Presenter: Dr. Marielena DeSanctis

Description of Agenda Item: Update

The CSA will meet, in conjunction with CIA and OSEC on February 20-22 at Florida State College at Jacksonville. Since the October 2018 meeting was cancelled due to Hurricane Michael, the agenda will be carried over to February.

There will be a pre-conference workshop on Wednesday before the official start of the meeting:

CSA/CIA – Leadership Workshop: The Evolution of Student Affairs and Academic Affairs in Florida’s Community Colleges

This is a free workshop open to anyone on a space available basis.

A meeting focused on baccalaureate degrees will also occur on Wednesday along with a joint planning session of the CIA, CSA, and OSEC leadership teams.

The CIA/CSA agenda for Thursday leads with legislative and substantive updates from the Division of Florida Colleges. An overview of the kick-off of the mathematics pathway workgroups – which meet at Polk State College on February 14th - will be shared. CSA will be represented at the mathematics pathways meeting by incoming chair, Dr. Sheri Rowland. The afternoon sessions will include a panel on strategic academic scheduling and a dialogue on the financial aid gap for those students

who do not satisfy common prerequisites before completing their associate degree.

The business meetings follow on Friday.

Legislative

Dr. DeSanctis met with representatives from The Moore Agency, on November 26th, to discuss the creation of a customizable template that could be used to support the Legislative Budget Request (LBR) for Advising and Advising Support Technology. The agency requested that CSA develop some standard talking points and determine the standard data that would be included on the flyer. To that end, CSA Executive team met on December 3rd and completed their collaborative assignment on December 14th via the submission to The Moore Agency.

The talking points and standard data document are submitted as an attachment to this report. The highlighted items are indicative of the supporting statements that received most support from CSA membership.

Update from The Moore Agency regarding the progress on the one-page supplemental support material for Advising and Advising Technology:

We are in the process of finalizing the primary resources that will be used by the presidents, college staff, trustees and college lobbyists throughout committee weeks and session. These include the Legislative Budget Request (LBR) one-pager, "About the Florida College System" fact sheet, and an infographic that focuses on degrees and certifications and the importance of investing in the college system. These will be shared with the COP at next week's meeting where the steering committee will review and hopefully provide final approval.

Once those pieces are all set and Presidents Parker and Murdaugh decide on our approach with legislators (with the counsel of the Southern Strategy team), we can begin to work

on the supplemental materials such as the CSA Advising piece and any others the COP/lobbying team determine are necessary. We should know more after this next COP meeting.

CSA stands ready to continue to assist, as needed, with supporting the LBR initiatives and any other legislative priorities as determined by COP.

Action Requested:

COP Approval_____

Information Only _____

Discussion Item_____

List Background Information Provided:

Disposition of Item:

CSA Response on Why Advising Matters

I. Identify what statewide data should be used in the report

- Initial recommendation would be the *state performance metrics*: Retention, 150% completion, and % found continuing education or in jobs
- *Equity report data* showing gap in academic performance of students of color and white students

II. Proposed Framework and Sample Statements

Why Invest in Advising?

- Value of Advising
- Benefit of Technology-Assisted Advising
- ROI for Colleges

Below are all the sample statements provided. The highlighted ones are those that received the most support. I have left all statements on here in case the designer would find value in some of the other responses.

Value of Advising

- Advisors guide students through reflective thought and probing questions to help make the connection between what students choose to study and what they hope to pursue professionally.
- Advisors open the door to possibilities while controlling the journey to completion.
- Advising is not course registration. It is a form of teaching with technology.
- According to Achieving the Dream and the Pathways movement, “student supports redesign for pathways must produce an experience in which all students are supported in achieving their personal career and academic goals through intentional and early development of academic, career, and financial plans.”
- Transformational change will be required to move the needle on college completion. This change must focus on structural, process, and attitudinal change. Structural changes include adding more advisors and investing in student success software to allow for intentional, individualized student support
- Previous surveys completed by the National Academic Advising Association showed that the median number for advisor case loads

was 441 in two year colleges. Florida College System data shows the average case load is over 700 and at some institutions the ratio is over 1:1,000 (survey completed by Judy Bilsky, updated report February 2017).

Benefit of Technology-Assisted Advising

- Technology-enabled advising allows the advisor the time and space to better assess each student's needs and to develop a customized, holistic plan, and personal relationship, that supports student persistence and retention.
- Eighty-two percent of freshman and sophomore minority students from Florida in public higher education attend one of Florida's 28 state colleges. (<http://fldoe.org/schools/higher-ed>) Advisors combined with advising technology can provide intentional support in the advancement of student outcomes that influences local and national workforce. This includes providing the opportunity to educate minority, first generation and economically disadvantaged students for training in high wage careers.
- Advising technology supports the construction and organization of information that facilitates access and utilization in the provision of intentional services.
- Technology assisted advising systems allow higher-quality, customized and individualized, advising services that are more efficient and effective.

Return on Investment

- "The investment in 42 academic advisors resulted in an additional yearly cost of \$2 million, but it more than paid for itself because the increased retention rate meant more revenue for the school." Timothy M. Renick, Ph.D., VP for Enrollment Management and Student Success; Vice Provost and Professor, Georgia State University
- National research shows that holistic student supports, which includes advising, increases student retention and completion rates, which in turn, increases institutional outcomes and revenue.
- In addition to improving student success and satisfaction, eAdvisor has saved money for both the university and its students. Because eAdvisor provides information about how many students are in each major and where they are in their progress toward the degree, ASU can manage course offerings to match need—guaranteeing that seats in required classes are available for all students while teaching fewer classes for each graduate. Ultimately, eAdvisor saves ASU between \$6.5 and \$6.9 million dollars in instructional costs and about \$7.3 million in advising costs each year. Similarly, by leading students to graduate sooner, eAdvisor saves each student an average of \$24,500, the equivalent of one year's tuition and fees. Finally and most importantly, ASU produces an average of one thousand additional graduates per year as a result of eAdvisor. These graduates, many of

whom are members of less advantaged minority groups, are now enjoying the benefits of a college education, including the opportunity to pursue academic majors that best match their talents and interests.

This is also a good quote from CCRC article, Designing a System For Strategic Advising (p. 6) if they need research backed quotes:

Community colleges operate with constrained budgets that curtail their ability to provide the ideal form of developmental advising for every student. Evidence suggests that the brief and fragmented advising services students currently receive are insufficient to help many students overcome the challenges they face at college.

To provide students with more sustained and personalized advising, colleges must work to deliver their services more strategically—by identifying high-need students and offering them intensive advising when they enter college and providing “just-in-time” advising to low-need students when they reach critical milestones in their college pathway.

Suggestions for Legislative Brief: Use the demographic profile of the majority of FCS students and put a name on that “person”...use as a case scenario of why advising matters.