

**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 Pumariaga  
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. Jack Hall  
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.