

**FLORIDA POLYTECHNIC UNIVERSITY
STRATEGIC PLANNING COMMITTEE**

MEETING MINUTES

The Terrace Hotel

Ballrooms A and B

329 East Main Street

Lakeland, FL 33801

September 9, 2015 at 11:45 AM

I. Call to Order and Roll Call

Chair Bob Stork called the meeting to order at 11:26 a.m.

Maggie Mariucci called the roll: Chair Bob Stork, Trustee Veronica Perez-Herrera, and Trustee Don Wilson were present (Quorum).

Other trustees present: Trustee Mark Bostick, Trustee Frank Martin, Trustee Christina Drake, Trustee Sandra Featherman, and Trustee Dick Hallion were present.

Staff present: President Randy Avent, Ghazi Darkazali, Gina DeJulio, Tom Hull, Crystal Lauderdale, Rick Maxey, Maggie Mariucci, Mark Mroczkowski, Elhami Nasr, Scott Rhodes, and Steve Warner were present.

II. Public Comment

There were no requests received for public comment.

III. Approval of Minutes

Trustee Wilson made a motion to approve the Strategic Planning Committee meeting minutes for December 19, 2012, February 15, 2013, February 25, 2013, and March 11, 2015. Trustee Perez-Herrera seconded the motion; a vote was taken, and the motion passed unanimously.

IV. Florida Equity Report

Kevin Calkins represented the Florida Equity Report to the Board. This report is required by Florida law to ensure there is no discrimination at any level within the University. The report reviews policies and procedures relating to gender and ethnic equity with regards to academic program enrollment, student services, and employment.

Trustee Perez-Herrera made a motion to approve the Florida Equity Report. Trustee Wilson seconded the motion; a vote was taken, and the motion passed unanimously.

V. FIPR Annual Report

Dr. Brian Birky presented the Annual Report of the Florida Industrial and Phosphate Research Institute (FIPR).

Trustee Martin inquired what can be done to aggressively market FIPR Institute in order to become a leader. It was noted there is a need to work more closely with the University to access marketing strategies already in place.

Trustee Wilson made a motion to approve the FIPR Annual Report. Trustee Perez-Herrera seconded the motion; a vote was taken, and the motion passed unanimously.

VI. Informational Items/Update

A. 2015-16 Marketing and Communications Strategic Plan Overview

Crystal Lauderdale provided an overview of Marketing and Communications for 2015-16.

The department's primary objectives for 2015-16 are:

1. Build brand awareness and affinity among target audiences
2. Generate leads for student, faculty recruitment and advancement
3. Facilitate and support internal communication

It was noted the budget for FY16 has been tentatively set a \$2M.

B. Office of Industry Partnerships

Sean Malott reported the Second Annual Industry Partner Summit was held April 9, 2015. The University has made strong progress in the number of partners within the industry hub and a dashboard document for progress updates has been developed.

The primary focus is on the following:

1. Create Academic Internships for Undergraduate Students
2. Identify Industry Projects – Engineering Design 1 and Design 2
3. Host Industry Lecture Series
4. Create Mentor Network
5. Establish Advisory Board
6. Develop Sponsored Research Opportunities
7. Host Third Annual Industry Partner Summit

Trustee Stork requested baseline figures on where the University is headed in terms of industry partnerships versus where we have been. This information is to be provided to the Board during the December, 2015 Board of Trustees meeting.

With no further business to discuss, the Strategic Planning Committee meeting adjourned at 12:18 p.m.