

MINUTES: July 21, 2022

MEETING: NORTH FLORIDA COLLEGE SUMMER WORKSHOP
MADISON, FLORIDA

TRUSTEES PRESENT: Mr. Ricky Lyons, Chair
Mr. Billy Washington
Mr. Mike Williams

TRUSTEES ABSENT: Mr. Travis Coker
Mrs. Sandra Haas
Mr. David Howell
Mr. Al Williams
Mr. Gary Wright

STAFF PRESENT: Larry Akers
Tyler Coody
Allison Finley
Dani Mays
Traci McClung
Jennifer Page
Micah Rodgers
Michelle Wheeler, Recording secretary

Mr. Rob Sniffen, Board Attorney

The workshop was called to order at 9:00 a.m. by Chair Ricky Lyons, who opened the meeting with prayer followed by the pledge of allegiance.

DEVELOPMENT AND EXTERNAL AFFAIRS

Traci McClung gave an overview of the Foundation's activities and along with an explanation of the spreadsheet provided.

- Mr. Washington asked about total for Madison being largest fund even though not largest population. It was explained that this is due to greatest need.
- Breakdown of "Other" category from counties outside of the district
- Mr. Lyons asked to see a breakdown of how many students are served by county. Ms. McClung agreed to provide this at a future meeting.
- \$25,000 donation for Last Mile
- Summary of Executive Committee Meeting
- Plans for programs and partnerships
- Plans to use money left over from Take Stock In Children (\$174,000 for pre-paid scholarships, \$168,671 unrestricted interest on endowment)

- Ideas to use as matching funds for capital campaign
- Future fundraising plans, possibility for another DSO to raise funds
- Alumni project to build community
- Needs trustee involvement for assistance and expertise
- Needs to fill vacancy for Foundation Board Member from Suwannee County
- Mr. Lyons shared his experience with the college as a Lafayette County Resident
- Dani Mays added that out of 1820 students, 450 (24%) are from Suwannee County, 410 (22%) are from Madison. Taylor is the third largest. 120 are from Lafayette (7%), 278 are from other counties. These numbers include our BSN students.

COLLEGE ADVANCEMENT

Allison Finley presented information regarding the following:

- Marketing and Branding Strategies with StoryBrand workshop
- Bowling ball theory
- Framework for messaging that positions the student as the hero and NFC as the guide
- Opportunity/Dreams/Potential, NFC is the first step to do more
- Gauging how we are doing based on the goals of individual students
- One-liner for targeted marketing
- Identified target groups
 - i. Ambitious
 - ii. Parents that hover
 - iii. Workforce
 - iv. Single Moms, etc.
- Map with easy steps for call to action and slick landing page
- Restructuring to make sure we meet the students where they are and that we are keeping our promises
- Streamlined application
- Campus Branding
- To-Do list, homework on how to help promote NFC

EMPLOYEE SERVICES

Tyler Coody gave an overview of the attached PowerPoint presentation highlighting these points:

- Employee Salary Benefits Package
- Social Media ads for recruitment and strengthening internal marketing
- Online application software ready to launch
- New employee swag bag
- Salary increases
- Current employee opportunities with *New* positions noted
- Reorganization of employee structure
 - Vice President
 - Associate Deans
 - Academic Affairs
 - Student Services
 - CWE
 - Allied Health
- Goals for employee growth and paths to advancement
- Job description clarification
- Health insurance changes ahead. NFC will still pay 100% for employee
 - Wants to gather information from local brokers to see more affordable options for family coverage.
- Employment Statistics

10:00 a.m. 10-minute Break

INSTITUTIONAL RESEARCH & EFFECTIVENESS

Dani Mays presented the following:

- Building data awareness around campus with Monthly Data Meetings
- Has opened a stream of data requests after possibilities became known
- Early alerts and transfer data
- Examples of studies completed
- “Crimson bucket”: students that have gone off the radar
 - Working to intervene and find out why we are losing them
 - Engagement with Dual Enrollment
 - Logging notes to see if more services are needed, such as childcare, transportation or technology, to remove obstacles that are causing them to quit.
 - Academic Success Center Tutoring services and how the early alerts have helped to salvage students that were struggling.

- Mr. Lyons stated that he would like to see if counties with A-rated schools are performing well at the college level.
- Ms. Mays is excited that this type of information is being used to strategically guide the college. She also shared statistics regarding AA graduates transfer information that show NFC is outpacing FCS with our transfers to universities.
- Strategic plan goals and objectives
- Sentinel Stats initiative

ADMINISTRATIVE AND BUSINESS SERVICES

Dean Micah Rodgers presented an overview of the following:

- Sources of revenue, increases in personnel costs
- Personnel cost is around 70% for the past 5 years (largest expense)
- Utilities is next largest, working to install solar panels to reduce
- New construction and renovations
 - CWE Building – Architect selection, construction costs, scaling back, wants to look at existing spaces instead. Constructing a new facility is too risky at this time, but we need to launch the program soon. Will look into other options if there are no strong objections to this idea.
 - Career and Transfer Center – goal is to help the “crimson bucket” students map out their educational goals and enroll in the right programs. Construction nearly complete.
 - Deferred maintenance \$5.4 Million: projects submitted for approval
- Budgeting priorities
 - How information is shared and aligned with priorities
 - Policies on internal controls and separation of duties
 - Audits and transparency
 - Facilities Master Plan
 - External funding: going after every dollar we can from donors, State, or Federal

STUDENT AFFAIRS AND ENROLLMENT SERVICES

Vice President Page discussed the following:

- Digital Badging: HB1507 Postsecondary Institutions are required to award students a nationally recognized digital badge for successful completion of skills.

- Issues with consistency and execution, will hold DOE accountable for the credentials.
- Career and Transfer Center Vision: To help students choose their career goals with purpose and meaningful decisions. Trying to address low transfer rates.
New position to fill: Career and Transfer Advisor
- Sentinel Solutions: Workshop opportunity born through interdepartmental discussions. A campus-wide effort to cross train and learn about everyone's departments to better help our students and meet their needs. Trying to keep our students out of the crimson buckets and on their way to complete and meet their goals.
- Academic Affairs: Quality assurance and program assessments.
 - Learning outcomes and how we determine they are ready to enter the workforce or transfer to upper-level courses.
 - Methods to measure. Last year we assessed diversity, focusing on technology this year.
 - Using the results to improve courses to better align with competencies.
 - Formative assessments when goals are not met to make changes along the way, rather than summative assessments at the end.
 - Additional training opportunities offered
 - Engaging faculty in cross departmental discussions to enrich the student experience
 - Focus Groups to learn what we need to fix
- Perry
 - Hired a director, Cindy Dunkle
 - Found a suitable location next to Winn-Dixie. 6,000 sq. ft.
 - Owner is willing to accommodate us and renovate the space
 - Federal Grant providing seed money
 - Programs to offer
 - Bridge RN in partnership with DMH
 - CDL
- Live Oak
 - Challenges and opportunities
 - Suggestion from Chair Lyons to expand into Branford
- Bachelor's Degrees
 - In conversation with superintendents regarding needs
 - Bachelor's in Education
 - Bachelor's in Business Administration
- Expansion of CWE
 - Need to do more to serve labor force
 - Welding

- Nursing – CNA’s needed at Advent Christian Village
- Charter School
 - In contact with Florida Keys and their consultant
 - Advice was to not do this on our own
 - President Gueverra is helping us receive priority
 - Application process is very intense
 - Working to identify best location whether we go with academic focus or career and workforce focus. Different counties would be better suited for each.

There was a brief discussion regarding challenges with accreditation.

Lunch Break

PRESIDENT’S HIGHLIGHTS

President Grosskopf discussed the following

- Transcript for Doctoral Program
 - Coursework and comprehensive exams are complete
 - Beginning dissertation
- Professional Development – at least one activity per month outside regular duties
- Major Projects
 - Mentoring Program
 - Funding Equity – major victory with construction of new formula emphasizing equity, but still working to accomplish what we need
 - Institutional Recognition
 - Strategic Plan timing
 - Data with Dani meetings -holding decision makers accountable for making data-informed decisions
 - Perry Location ready to secure the location and begin work
 - Virtual CIO and path to network maintenance and computer services staffing
 - Political challenges with funding vetoes. Need a legislator to champion our needs
 - Performance funding would benefit us because we do perform well
 - Need to expand campus in other counties with service centers and charter schools
 - Potential resistance in Taylor for career-focused charter school
 - Potential resistance in Suwannee for academic-focused charter
 - No official determination for location has been made yet

- Proudest accomplishment is current leadership team
- Mr. Williams expressed appreciation for the quality of the information presented today. Chair Lyons shared excitement for growth into other counties in our district.
- President Grosskopf then shared the importance of our purpose in meeting the needs of the students in our district in spite of the challenges with income and performance to remove barriers that our students face. He also stressed the need to focus on the health and enrollment of our institution.
- Charter School Discussion – tailoring curriculum toward the student’s goals, both career and collegiate
- Daycare center for students; to remove obstacle and expand Early Childhood Program
- Partnership for Imaging program

Chair Lyons excused the President for the next portion of the meeting

ATTORNEY TIME

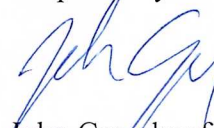
Mr. Rob Sniffen discussed the following:

- HB7 – Training on August 11
- Mr. Washington asked about providing a training opportunity on Ethics and Public Records for the community
- Training idea on HR issues as a community service
- Trustee role and separation from day-to-day control over staff
- Mr. Williams asked about the hospital and funding they received for parking
 - Mr. Washington shared a letter that he received from their Board Chair
- Evaluations to be completed now that the presentations have been made

President Grosskopf was invited to come back in.

The meeting was adjourned at 1:41p.m.

Respectfully submitted,


John Grosskopf
President


Ricky Lyons
Chair