

**The Florida College System  
Policy & Advocacy Committee  
Thursday, February 5, 2015  
TCC Capitol Center  
Tallahassee, Florida**

**MINUTES**

**Welcome and Call to Order**

Dr. Jim Henningsen, Council of Presidents Chair, called the meeting of the Policy and Advocacy Committee to order at approximately 8:31 a.m. on Thursday, February 5, 2015 at TCC Capitol Center in Tallahassee, 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. Jeff Allbritten  
Dr. Chuck Hall  
Dr. Jonathan Gueverra  
Dr. John Holdnak  
Dr. Ken Atwater  
Dr. Ed Massey  
Dr. Chuck Mojock

Mr. John Grosskopf  
Dr. Ty Handy  
Dr. Katherine Johnson  
Dr. Ed Meadows  
Dr. Jackson Sasser  
Dr. Ann McGee  
Dr. Thomas Leitzel  
Mr. Joe Pickens  
Dr. Bill Law  
Dr. Jim Murdaugh

Also present were:

Ms. Kathy Hebda  
Ms. Kasongo Butler  
Ms. Judy Green  
Ms. Wendy Sikora  
Mr. Rod Duckworth

Mr. Scott Parke  
Mr. Scott Kittel  
Mr. Liam McClay  
Mr. Daniel Blackman  
Mr. Joe Follick

Mr. Michael Brawer  
Ms. Nancy Morgan  
Mr. Matthew Holliday  
Mr. Eric Johnson  
Mr. Andy Treadwell  
Ms. Victoria Hernandez  
Mr. Jorge Conforme  
Ms. Erin McColskey

Mr. Steve Schroeder  
Ms. Sandy Ceseretti Ray  
Mr. Jack Hall  
Mr. Ed Woodruff  
Mr. Don Payton  
Mr. Brian Thomas  
Mr. Bill MULLowney

Dr. Dan Rodkin  
Mr. Richard Becker  
Dr. Gina Doeble  
Mr. Saul Reyes  
Ms. Nancy Botero  
Mr. Chauncey Fagler  
Ms. Petra Kohlman Sanchez

Ms. Kelly Warren  
Ms. Tamara Sakagawa  
Ms. Stacey Webb  
Mr. E.H. Levering  
Ms. Kaitlin McMurry  
Dr. Linda Miedema

Recorder: Tina Ingramm

## 1.0 Approval of Minutes

### 1.1 Approval, Policy & Advocacy Meeting Minutes, January 9, 2015

**Action:** *Upon a motion by Dr. Katherine Johnson and a second by Dr. Jim Murdaugh the minutes of the January 9, 2015 meeting of Policy & Advocacy Committee were approved without objection.*

## 2.0 2015 Substantive Issues

Dr. Jim Henningsen reported there is a draft bill on textbook affordability and the presidents have been asked for their feedback from the Governor's office. Mr. Bill Mallowney reported that agreeing on the design principles would be most beneficial. The five drafted design principles are as follows:

- Ensure consistency between similar statutes
- Make is simple for students and their families to use the sales tax exemption
- Recognize current practice of instructional materials
- Move from current timeline for publishing course textbooks online from 30 days before the course begins to 14 days before the first day of registration
- Change the way board meetings are noticed

Dr. Jim Henningsen asked Mr. Mallowney to work with the lobbyists and support councils on this.

Mr. Matthew Holliday reported there are 688 bills filed. The lobbyists are watching the firearms on campus bill. Dr. Ken Atwater asked if the Policy and Advocacy Committee had a position on this bill and suggested partnering with law enforcement on the position of this bill. Mr. Steve Schroeder reported the Chief of Police Association opposes the bill and the Florida Sheriff's Association has not taken a position at this time. Dr. Jim Henningsen stated the law enforcement agencies can be contacted. Dr. John Holdnak recommended the Policy and Advocacy Committee to craft a position to oppose the bill.

**Action:** *Upon a motion by Dr. John Holdnak and a second by Mr. John Grosskopf, the Policy and Advocacy Committee to craft a position to oppose the firearms on campus bill was approved by without objection.*

Dr. Jim Murdaugh suggested a friendly amendment to state the Policy and Advocacy Committee endorses the position taken by the professional law enforcement agencies.

**Action:** *Upon a motion by Dr. Jim Murdaugh and a second by Dr. Ken Atwater, the friendly amendment to state the Policy and Advocacy Committee to endorse the position taken by the professional law enforcement agencies was approved by without objection.*

There is a pair of fee exemption bills. One bill is regarding students that have been adopted from the Department of Children and Families and the other addresses veterans.

The Department of Children and Families bill will expand the exemptions and to increase the time frame to claim these exemptions until the student is 28 years old. The exemptions will allow the student to have unlimited attempts at remedial course work. Dr. Jonathan Gueverra asked how these students will be identified. Ms. Kasongo Butler stated clarification is still needed.

The veterans fee exemption bill states if in-state tuition rates are not given to the veteran or their qualified dependent, the college will be unenrolled from the GI Bill.

Dr. Chuck Mojock asked if the PECO voluntary contributions bill is being tracked by the

lobbyists. Mr. Holliday stated it is being watched.

Mr. Joe Pickens reported there is a friendly bill that adds two trustees to St. Johns River State College to ensure all counties in the college's service area are represented. There will be no change in the statute.

Dr. Jim Henningsen referred to the handouts entitled Untitled (Attachment A) and % of Model Funded Including Total Rev-Updated with 2014-15 Appropriations (Attachment B.) He reported legislators are interested in how the colleges would want compression money distributed, if money is available. After a discussion, Dr. Henningsen recommended the distribution index be used.

**Action:** *Upon a motion by Dr. Ty Handy and a second by Dr. Ed Meadows, the distribution index to be used, if compression money is available, was approved with two objections.*

Dr. Ann McGee asked for a run using the \$35 million request.

Dr. Ed Massey reminded the presidents to keep the line of communication open.

Dr. Jim Henningsen adjourned the Policy and Advocacy Committee meeting at approximately 9:26 a.m. without objection.

**The Florida College System**  
**Thursday, March 5, 2015**  
**Conference Call**

**MINUTES**

**Welcome and Call to Order**

The Council of Presidents Media Project Committee conference call took place at 10:30 a.m. on Thursday, March 5, 2015.

The following colleges had a representative present on the conference call:

Broward College	Seminole State College
College of Central Florida	South Florida State College
Daytona State College	State College of Florida
Florida Keys Community College	St. Johns River State College
Florida State College at Jacksonville	St. Petersburg College
Gulf Coast State College	Tallahassee Community College
Indian River State College	
Lake-Sumter State College	Division of Florida Colleges
North Florida Community College	Moore Communications Group
Palm Beach State College	Association of Florida Colleges
Pasco-Hernando State College	
Polk State College	

Mr. Michael Brawer introduced Moore Communications Group.

Ms. Abby Whiddon reported Moore Communications Group has developed a legislative message for the Council of Presidents. They created collateral material for the Trustees to use as they visited legislators. Moore Communications Group also pitched an op-ed piece statewide, with six media outlets running the piece. Following the op-ed, media availability was sent out to education reporters statewide.

Moore Communications Group is currently working on a second op-ed piece regarding performance funding. Once the piece is approved, it will be sent to the presidents.

Daytona State College asked how reporters were chosen to be reached out to. Moore Communications Group stated the op-ed piece was sent out the Editorial Page Editor; however, collaboration with the colleges is welcome. Mr. Brawer stated the PIOs will be included moving forward. The first op-ed piece was a fast track piece.

Ms. Whiddon reported Moore Communications Group will provide each college with a postcard template and ask the colleges to solicit students to write about how an increased investment from the Florida Legislature will impact the college they are enrolled at. Each college will be asked to complete 200-300 hand written postcards. This information will be collected via the #myFLcollege tagboard. Moore Communications Group will provide the colleges with a poster to help solicit the postcards and encourage immediate use of #myFLcollege. Also, at the Rally in Tally on April 9, the keynote speaker will be the given postcards detailing how students can benefit from an increased investment. FSCJ asked if this could be included with another event at each college. Ms. Whiddon responded yes, the colleges are free to integrate it with another event. Polk State Colleges asked when the template postcard would be available. Ms. Nanette Schimpf stated the template will be available next week and sent to the colleges both as a PDF and in InDesign.

Social media cheat sheets will also be sent to the colleges every two weeks. Data to be included in the social media cheat sheet was requested.

A schedule of regular calls will be emailed next week.