

**The Florida College System  
Policy & Advocacy Committee  
Friday, June 3, 2016  
Reunion Resort  
Kissimmee, Florida**

**MINUTES**

**Welcome and Call to Order**

Dr. Ed Meadows, Policy and Advocacy Committee Chair, called the meeting of the Policy and Advocacy Committee to order at approximately 8:35 a.m. on Friday, June 3, 2016 at the Reunion Resort in Kissimmee, Florida.

The following members of the Policy and Advocacy Committee were present:

Dr. Ed Meadows	Dr. Stanley Sidor
Mr. David Armstrong	Mr. John Grosskopf
Dr. Jason Hurst	Dr. Sasha Jarrell
Dr. Jim Henningsen	Ms. Ava Parker
Dr. Tom LoBasso	Dr. Tim Beard
Dr. Jeff Allbritten	Dr. Eileen Holden
Dr. Lawrence Barrett	Dr. Ann McGee
Dr. Jonathan Gueverra	Dr. Thomas Leitzel
Dr. John Holdnak	Dr. Carol Probstfeld
Dr. Ed Massey	Dr. Jim Murdaugh

Also present were:

Ms. Madeline Pumariega	Mr. Eric Godin
Dr. Chris Mullin	Dr. Karinda Barrett
Ms. Wendy Sikora	

Mr. Michael Brawer	Ms. Erin McColskey
Mr. Greg Haile	Mr. Steve Schroeder
Mr. Robert Batsel	Ms. Sandy Cesaretti Ray
Mr. Mike McKee	Mr. Ed Woodruff
Mr. Eric Johnson	Mr. Liam McClay
Mr. Andy Treadwell	Mr. Bill MULLowney
Ms. Victoria Hernandez	

Ms. Juanita Scott	Mr. Peter Elliott
Ms. Gean Ann Emond	Ms. Petra Kohlman-Sanchez
Dr. Naima Brown	Mr. Craig Johnson
Ms. Kelly Warren	Mr. Mark Lupe
Mr. Chauncey Fagler	Mr. Ken Burdzinski
Dr. Judy Bilsky	Ms. Cindy Hewitt
Mr. Don Payton	Mr. E.H. Levering

## **1.0 Approval of Minutes**

### **1.1 Approval, Policy & Advocacy Meeting Minutes, March 11, 2016**

*Action: Upon a motion by Dr. Jim Henningsen and a second by Dr. Ed Massey, the minutes of the March 11, 2016 meeting of Policy & Advocacy Committee were approved without objection.*

### **1.2 Approval, Policy & Advocacy Meeting Minutes, April 22, 2016**

*Action: Upon a motion by Dr. Ed Massey and a second by Dr. Jim Henningsen, the minutes of the April 22, 2016 meeting of Policy & Advocacy Committee were approved without objection.*

## **2.0 2017 Legislative Session**

Dr. Ed Meadows reported the chair of the Legislative Committee is Ms. Sandy Cesaretti Ray.

He also reported that with it being an election year, no bills are expected to be filed until November.

Ms. Victoria Hernandez reported Guns on Campus is expected to come back next session. The lobbyists will also be monitoring bills relating to 2+2, development education, and baccalaureate degrees.

Dr. Meadows reported he will be working with the Policy and Advocacy Chair and the Chancellor on the proposed budget in the coming months. The budget will be on the September agenda for approval.

## **3.0 2016-17 Policy and Advocacy Committee Budget**

Mr. Michael Brawer referred to the handout entitled 2016-17 AFC Policy and Advocacy Committee Proposed Budget.

*Action: Upon a motion by Mr. John Grosskopf and a second by Dr. Ann McGee, the 2016-17 Policy & Advocacy Committee proposed budget was approved without objection.*

Dr. Ed Meadows adjourned the Policy and Advocacy Committee meeting at approximately 8:48 a.m. without objection.



**TO:** Council of Presidents, Florida College System

**FROM:** Moore Communications Group

Karen Moore, APR, CPRC

**DATE:** Tuesday, September 20, 2016

**Re:** Florida Trend Advertising

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The Council of Presidents (COP) has decided to pursue advertising opportunities in Florida Trend, including three two-page spreads in February, March, and April. The ads will target legislators and business executives in Florida. To cover the cost of the advertising buy, it has been recommended for each of the colleges to pay an equal share. With messages focused on the system as a whole, each college will receive equal value from the advertisements and thus will pay equal shares.

Total advertising investment: \$43,908

#### **Equal Share per College**

Participating colleges to pay an equal share of the advertising spend. If all 28 colleges participate, each college will pay \$1,568.14. Each college is assured equal representation through logo placement in each ad (3).

#### **Creative Advertising Concepts**

The Florida Trend advertisements will showcase the “faces” of the Florida College System (FCS) students and the value the system brings to the state. With each Florida Trend issue having a distinct editorial focus, the advertisements will demonstrate the FCS’ value proposition to business leaders and communities statewide with a tie back to the issue’s focus:

- February 2017: Millennials
- March 2017: Advocacy
- April 2017: Economic Yearbook

Through strategic imagery and supporting copy, the advertisements will have a global theme with each featuring different elements helping to tell the FCS story. The tagline/theme will be integrated into all other collateral material. Moore Communications Group will work the Media and Public Relations Committee to determine the featured elements within each ad e.g. career pathways, 2+2, baccalaureate degrees, etc.