

The Florida College System
Council of Presidents
Friday, December 1, 2017
Teleconference

Dr. LoBasso called the teleconference meeting of the Council of Presidents to order at approximately 11:02 a.m.

Mr. Brawer called role, the following members of the Council were present via phone (proxy):

Mr. David Armstrong
Dr. Jim Henningsen (Ms. Jessica Throckmorton)
Dr. Tom LoBasso
Dr. Lawrence Barrett (Mike McKee)
Dr. Cynthia Bioteau (Ms. Katie Ross)
Dr. John Holdnak (Ms. Loretta Costin)
Dr. Ken Atwater (Mr. Eric Johnson)
Dr. Ed Massey (Mr. Andrew Treadwell)
Dr. Eduardo Padron
Dr. Devin Stephenson (Ms. Cristie Kedroski)
Ms. Ava Parker
Dr. Ed Meadows (Ms. Sandy Ray)
Dr. Angela Garcia-Falconetti
Dr. Ann McGee
Dr. Thomas Leitzel
Dr. Carol Probstfeld (Mr. Brian Thomas)
Mr. Joe Pickens (Mr. Jack Hall)
Dr. Jim Murdaugh (Mr. Scott Balog)
Dr. Sandy Shugart (Mr. Bill Mallowney)

Dr. LoBasso began by stating this would be a meeting to discuss the media and public relations plan. President Parker expressed concerns from others about where we are and what is being done to prepare for January.

Ms. Karen Moore referred to the plan that had been previously sent. She drew attention to the one page Legislative Priorities and the 2 page COP statement on Senate Bill 540. She spoke about the plan and engagement. Each month has a different focus of expertise, which were in conjunction with the priorities listed in the Florida Chamber 2030 plan. The goal was to have a two pronged effort, one for statewide activities through statewide media sources and the other for each college to leverage relationships with their own media to engage them and talk about what the statewide college system priorities are, and then tailor down to any college specific priorities. Each college was asked to hold an editorial board meeting with their local media. After the meeting, Moore Communications would like to leverage the media that comes out of that.

Ongoing meetings are taking place with the Florida Chamber. Starting next week Florida Chamber Foundation is taking the videos from the October COP meeting and has packaged them in to twelve interviews with Presidents and will be subdividing those into several one minute videos that will be up on the Florida Chamber website as well as the AFC website.

The Florida Trend ad will be in the January publication. The landing page will be up in the next 10 days. A notice will be sent when the website is live. In the plan, is having meetings with local delegations and district meetings. A summary from the meetings should be sent to Moore Communications.

Dr. McGee shared a concern for getting the FCS COP Statement on SB 540 distributed to advisory committees, foundation boards, trustees, business leaders. Also she mentioned a possible change for paragraph three, last sentence. Dr. LoBasso stated that sentence could be removed. Karen Moore will remove the sentence and the statement will be resent.

President Parker asked to add as a part of the outreach plan that presidents and college leaders identify different leaders to call on behalf of the council. Ms. Karen Moore stated that is in the plan, but we do need to be aggressively getting this plan out over the next few weeks.

Mr. Chris Hansen gave a recap of a meeting with Senator Hukill. Senator Hukill shared with him that she thought Majority Leader Rodriguez would carry House Bill 831 through the House. The House Bill will actually be carried by Mr. Joe Gruters. Mr. Hansen and Mr. Gruters will be meeting on December 5, at 3:30 p.m. Mr. Brian Thomas shared that he has spoken with Joe Gruters and he is willing to work with the group and share those with Senator Hukill. A meeting with the Governor will be scheduled in January.

President Parker asked for Mr. Hansen to make recommendations to the presidents, who will be in Tallahassee, as to who to meet with and the specific items to be addressed. Mr. Hansen shared the HB 831 has not yet been referenced, but perhaps would be by next week. His suggestion was to highlight to your local delegation that HB 831 as filed is not favored. Chancellor Pumariega reminded the Council to be tactful on the policy. She said there needs to

be a focus on the money end of it, not tied to the policy. Mr. Hansen said it is important to wait and officially hear the Senate's position.

Mr. Michael Brawer gave an update on the Trustees Commission Legislative Conference to be held in January. He encouraged everyone to make hotel reservations and register trustees quickly. The program begins January 10, at 9:30 a.m. Mr. Brian Ballard will do the big picture outlook. Mr. Brandon Busted, Executive Director of Education and Workforce Development with Gallop, has been invited to address trends in higher education and workforce. The Chancellor will provide a system update. President Parker will review the 2018 Legislative Priorities for the COP. There are plans for two panels, one from the CRC which will be moderated by Mr. Bill Mullooney and the other panel will be a Florida Chamber panel led by Mr. Mark Wilson. A reception is being scheduled, hopefully at the Governor's Mansion. The program continues on January 11, with breakfast at the Capitol Café. The Cabinet Room has been secured for the group to meet with Legislators.

President Parker asked Mr. Bill Mullooney to provide a CRC update. Mr. Mullooney shared that he had been reviewing and comparing the old law and compared it with the new law. He shared language from the old State Board of Community Colleges. He has created a reference to show the flow of governance and how it will be shared.

President Parker adjourned the teleconference at approximately 12:10 p.m.