

**ASSOCIATION OF FLORIDA COLLEGES**  
**Florida College System Council of Presidents'**  
**Zoom Meeting Minutes**

**August 20, 2021**

**1:00 pm**

**Policy and Advocacy Committee Meeting**

- 1.0 Welcome and Remarks  
Dr. Tonjua Williams, called the August 20, 2021, Policy and Advocacy Committee Meeting to order at 1:00 p.m. She welcomed everyone and thanked Mr. Seth McKeel, Ms. Lacey Hofmeyer, and Ms. Eired Eddy for the work they have done for the Policy and Advocacy Committee. She stated they meet weekly to make the Council of Presidents stronger.
  
- 2.0 Legislative Update  
Mr. McKeel gave a brief update. He shared that he assisted Council of Presidents' Chair Dr. Falconetti at the recent State Board of Education meeting. He reported that Senator Diaz conceded the leadership race to Senator Albritton. He stated that he was looking forward to seeing everyone at the upcoming Legislative reception.

**COP Business Meeting**

- 1.0 CALL TO ORDER - Welcome and Remarks  
Dr. Angela M. Garcia-Falconetti, chair, called the August 20, 2021, Council of Presidents' Business Meeting to order. She welcomed everyone to the meeting. She asked Ms. Kiner to call the roll.
  
- 2.0 Quorum Check  
Marsha Kiner, AFC Executive Director, took the roll of the presidents who were present on the Zoom. Ms. Kiner confirmed a quorum was met for the meeting. Presidents in attendance were:

President Greg Haile  
Dr. Sarah Clemmons  
Dr. Tom LoBasso  
Dr. Lawrence Barrett via proxy Mike McKee  
Dr. John Avendano  
Dr. John Holdnak  
Dr. Stanley Sidor  
President Madeline Pumariega

President Ava Parker  
Dr. Timothy Beard  
Dr. Angela M. Garcia Falconetti  
Dr. Paul Broadie  
Dr. Georgia Lorenz  
Dr. Thomas Leitzel  
Dr. Carol Probstfeld  
President Joe Pickens  
Dr. Tonjua Williams  
Dr. Jim Murdaugh  
Dr. Kathleen Plinske

3.0 Council of Presidents' Minutes

3.1 Council of Presidents' Zoom Business Meeting Minutes – June 18, 2021

**Action:** *Upon a motion by Dr. Leitzel and a second by Dr. Broadie the June 18, 2021, Council of Presidents' Business Meeting Minutes were unanimously adopted.*

4.0 Report of the Chair – Dr. Angela M. Garcia-Falconetti

Dr. Falconetti stated she was grateful to serve as the Chair for the upcoming year and looked forward to working alongside Dr. Williams and Dr. Beard. She welcomed Dr. Barrett as the Parliamentarian. She directed everyone to the AFC website to note who is serving on the Steering Committee team. She shared the Council of Presidents has defined its legislative priorities. The legislative priorities will focus on academic excellence, career attainment, and job placement as outline in HB 1507 to support emerging technology and to maintain safe, up-to-date facilities. The three priorities are specifically aimed to accelerate Florida colleges to meet the three focal points 1) continued investment in the Florida College System program fund; entailing a strategic increase investment to help each college implement HB1507. To expand nursing and additional healthcare programs in response to the growing demands for quality employees, high need medical support occupations and to supply job ready employees in areas such as cyber security, drone manufacturers, and other advanced technologies. 2) Infrastructure in the form of public education capital outlay which includes maintenance and repairs to ensure that learning environments remain optimal and safe for learning. 3). Performance funding for student success in industry certification incentives. To maintain operating at optimal levels. She stated the budget approved by the State Board of Education includes 25 million for student success performance funding and 14 million for industry certification incentives as well as a sum for PECO funding for maintenance, repairs, and projects.

She also welcomed the newest President to the Council, Dr. Plinske of Valencia College.

## 5.0 Report of the Chancellor, Division of Florida Colleges

Chancellor Kathy Hebda thanked President Pumariega for hosting the State Board of Education at Miami Dade College. She stated that Dr. Falconetti's remarks to the Board were well received, and she highlighted the adoption of Hillsborough Community College's first Baccalaureate Program in nursing. She also shared the July State Board of Education meeting held at St. Petersburg College was well received and Dr. Williams and her staff did a great job of hosting. She stated that she is very proud to be the Chancellor representing the Florida College System.

She reported on the passing of SB366 aimed at helping students gain access into the Florida College System. This bill clarifies the types of out of state high school equivalency diplomas that can be accepted for students who do not have a standard high school diploma.

The second bill to pass was HB1507, which is the rule for the Open Door Grant Program. She stated now that the rule has passed, they are planning another webinar. More information will be disseminated once the grant application is sent out to institutions. They have a working deadline of September 15 to get the grant applications out for institutions to apply. She stated it will be a competitive process. There will be a short timeline to return applications.

She stated several rules are pending for the October State of Education Board meeting including, General Education Core Course Options, Civic Literacy Competency, Textbook Affordability, and Dual Enrollment Scholarship Program. She also said they are completing a rule clean-up in the agency repealing out of date rules. Those should be repealed at the next State Board of Education meeting.

She shared at the estimating conference that adjustments submitted by the Florida College System for FTE projections were accepted. The conference focused on the estimate for the first year 2021 - 2022 which is the current year of projections. The second focus was on the first projections for the 2022 - 2023 year.

## 6.0 Report of the Chancellor, Division of Career and Adult Education

Chancellor Henry Mack reported the Division is currently preparing local-level institutional performance data, based on the statewide CTE audit metrics to serve as an informational resource for the colleges. These performance metrics are based on the existing student record-level data that colleges already submit to the agency. The Division will send descriptive data to college leadership within the next few weeks. Upon receiving local-level data, no action will be required; however, it is recommended that institutional leadership review the data to self-evaluate their local program performance using the CTE audit

benchmarking criteria. HB 1507 requires a rulemaking process to regulate the CTE audit process. He asked everyone to review the data, ask questions, and suggest any changes that may be helpful.

He shared that The Get There 365 program will celebrate its first year anniversary with a celebratory campaign launch. A focus on adult education has been added with language filters in Creole and Spanish on the Get There website. He is still committed to navigating the procurement process to help offset the cost of marketing on the local level. If anyone has questions or suggestions related to Get There and/or Apprentice Florida, please reach out to him or the Director of Outreach Improvement, Sierra Anderson.

He gave a brief update on the Credentials of Value (CoV). They are working to develop a framework that will define what a valuable credential is in the State of Florida. This work is supported by the Bill and Melinda Gates Foundation and is facilitated with the help of the Education Strategy Group. The workgroup concluded its initial findings and recommendations. The Education Strategy Group will be using data and preliminary thresholds to calculate effectively what credentials will end up on the list using the indicators established. He stated they do not anticipate the completion of the framework until late fall.

He reported that through the partnership with the Florida Student Success Center (FSSC) under Chancellor Hebda, the Florida Association for Career and Technical Education (FACTE) with the procurement of licensing for Association of College and University Educators (ACUE), will allow CTE faculties to go through courses to receive certification in effective college instruction from ACUE. He stated this is a great way for the agency to pay for professional development for CTE faculty. The Division of Career and Adult Education has completed one cohort with 33 faculty and will launch another two across the FCS. He thanked the presidents for allowing them to help engage CTE faculty in offering quality professional development.

## 7.0 COP Committee and Work Group Reports

### 7.1 Articulation Coordinating Committee

There was no report from the Articulation Coordinating Committee.

### 7.2 Distance Learning Committee

There was no report from the Distance Learning Committee.

### 7.3 Florida College System Risk Management Consortium

Dr. John Holdnak shared the Operations Committee met and invited the Florida College System to participate. He stated the meeting presented great outcomes and the format allowed for participants to ask questions. He referenced the information included in the Board materials and asked Mr. Chauncey Fagler and Mr. Justin Piazza from Florida College System Risk Management Consortium to explain the

details of the recommendation from the Operations Committee for the 2022 employee benefits plan year budget. He also stated the Council of Presidents' attention would be needed for a vote. Mr. Piazza reported that due to the strong oversight and direction of the Operations Committee the employee benefits program and platform are in good stead administratively and financially. Approximately 95% of premium dollars that come into the consortium go back to pay claims, 3% goes back to Stop Loss insurance to protect against high-cost claims and, 2% goes into admin, electronic enrollment, consulting, and audits. He stated the committee's recommendation was for ratification to approve the employee benefits budget of 142 million with an overall pool increase of 4.4%. President Holdnak asked the chair to act on the proposed changes for approval.

**Action:** Upon a motion by Dr. Holdnak and a second by President Parker the 2022 employee benefits budget was unanimously ratified.

#### 7.4 Media and Public Relations Committee

Dr. Tom Leitzel asked Ms. Karen Moore to present the report for the Media and Public Relations Committee. Ms. Moore reported that Logan Lewkow was no longer with The Moore Agency and Ms. Kendra Parsons will be the point person for the Council of Presidents. Ms. Moore reported they are continuing with the statewide media coverage. She also stated from January 1 until August 20, 428 stories about the Florida College System have been shared. The majority of them were during the Legislative session, however, post session there has been a great response with the hometown heroes' program and highlighting legislative priorities. She shared they will be having a PIO/Lobbyist Information phone call at 2:00 p.m. on September 16. She stated the most successful campaign was the Faces of the Florida College System last spring. Because of its success, they would like to see it revised during committee week this fall. She requested any institutions that did not previously submit a student to be highlighted to please forward that student information to be included in the file. She also shared that Capitol Press Corps said they do not have the resources to report in the manner they previously reported, therefore they depend on Twitter to look at what stories to write about and what opinions are being shared by influencers. She asked if anyone has meetings with local delegations to please take photos and share them on social digital channels. She stated if you don't have the bandwidth to do that, please send them to The Moore Agency and they will post the stories to the institution, Council of Presidents, and The Moore Agency digital channels. Ms. Parsons reported on using the Investing in the Florida College System tool as a resource for recording the impact with individual institutions.

## 8.0 COP Support Council Reports

### 8.1 Council of Instructional Affairs

Dr. Amy Locklear shared the focus of CIA is currently on new legislation and its impact on instruction. She stated the group is grateful to Chancellors Hebda and Mack and especially Executive Vice Chancellor Carrie Henderson for their guidance on the details of the new legislation. She reported that SB1108 on Civic Literacy is expected to have a significant impact on staffing at FCS institutions because of the requirement for all AA, AS, and Baccalaureate students to take either POSX041 or AMHX020 as a graduation requirement beginning in 2022, plus pass an assessment exam to be administered in testing centers.

HB1507 requires colleges to offer a money-back guarantee for any program that does not appear on the Labor Market Estimating Conference's In-Demand jobs list and three other programs that do appear on the list. The same statute also creates a list of Credentials of Value, based on the expected salary of graduates that will impact what programs FCS institutions may offer and/or will be funded.

HB1507 also impacts the General Education requirements in the AS degrees, requiring one course from each of the five GenEd areas. This will require curriculum changes to several programs and may impact staffing.

HB233 has attracted attention from faculty members as they seek to implement the prohibition against "shielding" students from opinions they find offensive and the ability of students to record lectures for personal use or complaints against the college. CIA is grateful to the group of college counsel who created a document offering guidance on the legal ramifications of the section of the bill regarding the recording of lectures.

### 8.2 Council of Student Affairs

Dr. Laura Sidoran reported the landscape of enrollment management is changing as it is more than just recruiting new students, but also includes caring for current students by implementing necessary support and approaching student care in a holistic manner. Mental health issues are of utmost concern with stress, anxiety, and depression of students (and staff/faculty) increasing over the last 17 months.

CSA is planning with CIA and CWE for the upcoming Joint Councils meeting in October. CSA members are looking forward to getting more information and guidance on the new legislation to assist in moving from paper to practice.

CSA is going to focus their October meeting on topics such as core student supports, equity & diversity, student engagement, holistic student support, and enrollment/retention efforts.

### 8.3 Council of Business Affairs

Mr. Andy Barnes, Vice-Chair for COBA, reported they continue to meet monthly with discussions focusing on HERRF funds and COVID response. He reported that due to COVID they will have a scaled back in-person meeting on September 12 – 13, with the FCS Division staff and the Auditor General (AG) as a guest. The agenda will focus on HERRF compliance, expected audit topics, and improved audit coordination with the AG office. COBA is currently building a repository of ED correspondence regarding allowable HERRF expenditures to share with the AG during the meeting to facilitate better alignment and to understand what the audit HERRF program will look like in the coming years.

They are continuing their four workgroups. They had a new Business Officer training led by Joe Mazur at Seminole State College, Fund Balance workgroup led by Gina Doeble at Florida SouthWestern State College, Funding Formula workgroup led by Chuck Prince at College of Central Florida, and a Space Utilization workgroup led by Julia Jackway at State College of Florida Manatee-Sarasota. The September meeting function is to be an organizational meeting to establish new workgroups or finalize existing workgroups and they continue to look for input from the COP and other stakeholders to see what other areas to work on.

Dr. Tonjua Williams asked Mr. Barnes if the Council was continuing to work on putting something together on the utilization of public funds and how they are used as a system. He stated they are.

### 8.4 Florida Council for Resource Development

Ms. Kristen Gammon reported FCRD continues to meet monthly. Grant professionals also meet monthly with special workshops scheduled with state or federal agency staff. She shared the FCRD's Fall Gathering date is October 6<sup>th</sup> and the Spring Conference dates are April 27-29. Both events will be virtual. She thanked the COP for the continued support of professional development for the Resource Development staff.

### 8.5 Council for Workforce Education

Ms. Kim Moore, Co-Chair, presented for CWE. She shared an update to the Council leadership, starting with herself as the new Co-Chair, and Joey Long as the 2022 -2023 Co-Chair-Elect. They focused on looking at revising their council work mode; to ensure they remain nimble and responsive to system needs. They created six workgroups that will

focus on key areas that are currently relevant. These workgroups will be led by Councilmember chairs. The responsibilities will include items like policy review, identification of best practices, system impact, and system recommendations. She stated the CWE is looking forward to working with the COP.

#### 9.0 Florida College System Activities Association

Dr. Avendano asked Ms. Kelly Warren to report on behalf of FCSAA. Ms. Warren stated that as part of the constitution and by-laws the Presidents assembly (COP) is required to approve the Executive Committee Roster each year. The list was presented on page one of the written report and would require approval.

**Action:** *Upon a motion by Dr. Lorenz and a second by Dr. Broadie, the FCSAA 2021 - 2022 Executive Committee the motion unanimously passed.*

Ms. Warren also reported the 2021 -2022 calendar was included in the written report. Ms. Warren stated that due to COVID everything on the academic divisions as well as the CAA and Executive committee meetings have been virtual. In November, they are planning for their first in-person event with the State Student Government Advocacy Conference on November 2 - 3, 2021 at Tallahassee Community. She asked if there was any concern with the conference being planned for in-person. She received feedback from various groups around the state that some would not be allowed to travel. She requested feedback from the COP asking if they had a concern with the event being held in person. She did state they are ready to pivot at any moment to a virtual meeting. She will not sign a hotel contract at this time due to non-flexibility in the hotel industry with contract cancellations. She will provide a list of hotels for attendees to book on their own. President Parker asked how many attendees were expected, and she expressed concern if the space was large enough to socially distance. Dr. Murdaugh said he is comfortable with the space being large enough. Dr. LoBasso stated that it was too early to decide where to host, however, it was prudent to make the decision not to sign a hotel contract. He also said if the current situation does not change, they will pivot as they have done in the past. President Parker stated she thought the event was sooner and asked what date would be the latest before a decision had to be made to switch to a virtual event. Ms. Warren and Dr. Murdaugh agreed that would be by October 1. Dr. Falconetti stated that Ms. Warren's plan and timeline appeared fine, and they should proceed unless there was discontent from others, and there was none.

She shared final interviews for the new Associate Director will take place next week and her full-time clerical assistant is starting next week. The second clerical assistant will not start until after the Associate Director.



## 10.0 Association of Florida Colleges Report

AFC President Ray Coulter thanked Dr. Falconetti and Dr. Williams for meeting with the AFC Executive Committee last month. He stated the Executive Committee is very excited about working on the partnership with the Council of Presidents. He shared the AFC has started planning the Virtual Annual Conference and Meeting to be held on November 16 – 19. He reported that professional development continues to be a core value for the AFC and more courses will be offered this fall. He shared that in addition to the weekly professional development series (Access AFC) being offered to each college, the AFC would be hosting webinars on the Florida Retirement System, Florida Blue, Life Insurance, and “The Making Change Work For You” webinar hosted by the AFC Administration Commission. Ms. Kiner also thanked Dr. Falconetti and Dr. Williams for meeting with the AFC Executive Committee last month and for being a part of the AFC Board. She stated the AFC was looking forward to more feedback from the Council of Presidents, and she thanked everyone for their support of the AFC.

## 11.0 Announcements/Other Business

Dr. Falconetti stated moving forward when presenting agenda items to the Council of Presidents if there is a voting item(s), please state that in advance to ensure it is properly added to the agenda. She thanked Dr. Barrett, parliamentarian, for making sure this was addressed to keep the Council of Presidents effective as they conduct business. She announced the next Council of President's meeting in Tallahassee will have a virtual component for Presidents only. She reminded everyone the two-day schedule of events includes the Professional Development meeting, a Legislative Reception, and the Council of Presidents' Business meeting. She asked Ms. Kiner to confirm the location for the Business meeting. Ms. Kiner stated that due to COVID the search is continuing for a location to adequately social distance. She shared lodging has been secured at the Doubletree Hotel, and the information will be posted to the AFC website. Dr. Falconetti also shared the meetings would take place during Interim Committee Week. She also stated they are hosting the reception on a Tuesday because they believe more legislators would stop by on that day. She asked everyone to visit the AFC website for any changes to meeting locations. Dr. Falconetti wished everyone well at their institutions as the new semester begins. She stated that together we are stronger and she is looking forward to continued collaborations. She said we are resilient during these times, and nothing will stop us from serving our students well. She also we will push forward during the Legislative session to effectively share our stories and to do the best we can to be advocates for the system

and our students. There were no other items for the good of the order.

12.0 ADJOURN

Dr. Falconetti adjourned the August 20, 2021, Council of Presidents' Business Meeting at 2:29 p.m.

DRAFT

**REVISED**  
**Florida College System Council of Presidents**  
**Agenda Item Request Form**

**1. Agenda Item Name:**

FCSRMC Report

**2. Date of COP Meeting for Agenda Item Consideration:**

September 22, 2021

**3. Presenter:**

**4. Description of Agenda Item:**

- No items to present. Will be presenting at the October 21<sup>st</sup> meeting.

**5. Action Requested:**

- COP Ratification \_\_\_\_\_
- Information Item \_\_\_\_\_
- Discussion Item \_\_\_\_\_

**6. List Background Information Provided** (materials must be provided one week before the meeting):

**Disposition of Item**

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**Florida College System Council of Presidents**

**Agenda Item Request Form**

**Agenda Item Name: The Moore Agency Presentation/Report**

**Date of COP Meeting for Agenda Item Consideration: Sept 22, 2021**

**Presenter: Ms. Karen Moore / Ms. Kendra Parson**

**Description of Agenda Item: Media Relations Updates**

**Action Requested:**

**COP Approval:** N/A

**Information Only:** General Updates

**Discussion Items:** N/A

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**Disposition of Item:**



# Florida College System Council of Presidents

Business Meeting - September 22, 2021

# MEDIA RELATIONS

- Florida Trend Magazine
  - **November 2021** Issue
- Florida Politics
  - Opinion Editorial: **The FCS is Fueling Florida's Future**
  - Placement in Sunburn
- The Florida Channel
  - Dr. Falconetti interviewed on the Council's **legislative priorities**
- Tentative Press Conference
  - **Save the Date:** January 18, 2022, 1 p.m. at the Florida Capitol, Senate Rotunda



# PIO Meeting Recap

Virtual Meeting | September 16, 2021

- Topics Covered

- Overview of 2021-22 Communications and Legislative Teams
- Update on Media Relations
- FCS Collateral
- Important Dates

- Next Meeting

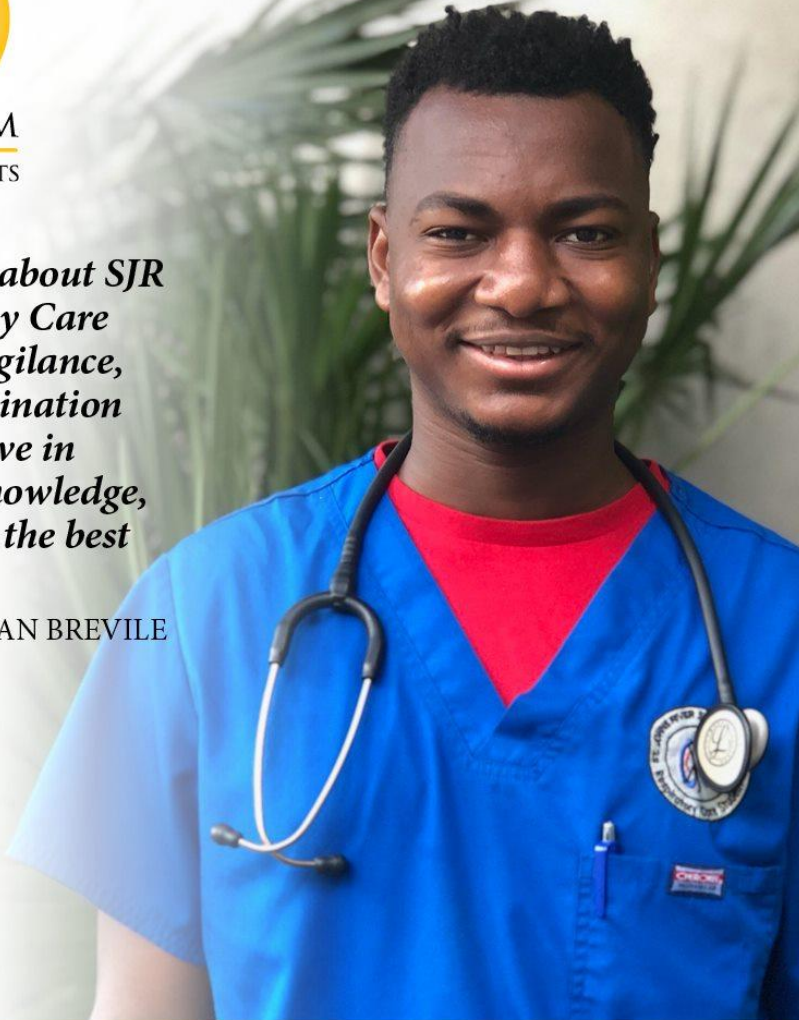
- Spring 2022 | Post Session Recap





*What I like most about SJR State's Respiratory Care program is the vigilance, drive and determination our professors have in advancing our knowledge, so that we can be the best we can be.*

- JEAN BREVILE



## Digital Campaign

- Currently Running through December
- New and Updated Profiles
- Interacting with members and elected leaders in real-time



# FCS is Fueling Florida's Future!



**THE FLORIDA COLLEGE SYSTEM  
IS WORKING FOR FLORIDA**



## Return on Investment



**\$15.42** Florida taxpayer ROI for every \$1 invested in FCS

**12% ROI** for students earning a FCS degree

**\$838,023** increase in expected worklife earnings with FCS degree

## Workforce



**95%** of FCS graduates stay and work or continue education in Florida

**10,000** new sustainable Florida jobs created by FCS completers

**\$26.6B** economic impact for Florida

## Front-line Heroes

FCS is the leader in training front-line hero graduates in 2020-21 academic year: **14,077**



Nurses and related healthcare careers: **8,295**



Emergency medical technicians and other emergency related careers: **3,002**



Law Enforcement: **1,824**



Firefighters: **956**

**Fueling Florida's Future!**

Over **33k** front line heroes have recently enrolled.

Sources: Florida Department of Education, Florida Tax Watch, and Economic Modeling Specialists Intl.

**Florida College System Council of Presidents**

**Agenda Item Request Form**

**Agenda Item Name: FCSAA Report**

**Date of COP Meeting for Agenda Item Consideration: Sept 22, 2021**

**Presenter: Dr. John Avendano / Ms. Kelly Warren**

**Description of Agenda Item: FCSAA Updates**

**Action Requested:**

**COP Approval:** N/A

**Information Only:** General Updates

**Discussion Items:** N/A

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**Disposition of Item:**

**Florida College System Activities Association**  
**Report to the Council of Presidents**  
September 22, 2021

***FCSAA Staff Updates***

Our new part-time Administrative Assistant is Ms. Kyeli Brennan, who started with us August 31. She is a sophomore Communications major at FSU. In high school, she was involved in athletics as a varsity volleyball student athlete (9th-12<sup>th</sup> grades and club volleyball 4<sup>th</sup>-12<sup>th</sup> grades) and in Student Government and clubs and organizations as her senior class president and the Fellowship of Christian Athletes president.

Our new FCSAA Associate Director is Mr. Rob Chaney. Rob comes to us from Tallahassee Community College where he has been the Athletics Director since 2009. He has served as the FCSAA Stats and Scoreboard coordinator since 2006. He has also managed the FCSAA's Athletics/Region 8 website since 2013. He's served as the Panhandle Conference Chair, Women's Basketball Chair, CAA Chair-Elect and is currently the CAA Chair. He'll start with us October 1. He has a bachelor's degree in Mass Communications from Auburn University and a master's degree in Christian Education from the New Orleans Baptist Theological Seminary. My thanks to Presidents LoBasso and Avendano for serving on the final selection committee.

We will have a second part-time administrative assistant joining us in early October. Our current athletic commissioners are on contract until December 31, 2021, to assist in getting our new Associate Director acclimated to that portion of his duties.

***Student Government Division***

The SGA division held a Virtual Presidents Assembly September 17. Update to come at COP meeting.

***Upcoming Events***

Sept. 24	FCSSGA Region 4 Leadership Retreat, Virtual
Oct. 1	FCSSGA Region 1 Leadership Retreat, Virtual
Oct. 8	FCSSGA Region 2 Leadership Retreat, Virtual
Oct. 13	Fall FCSAA Executive Committee Meeting, Virtual, 2pm-5pm
Oct. 15	FCSSGA Region 3 Leadership Retreat, Virtual
Oct. 29	FCSAA State/NJCAA Region 8 Cross Country Meet, Tallahassee
Oct. 29 and 31	NJCAA Region 8 Women's Soccer Tournament, EFSC

Respectfully submitted,

Kelly Warren, FCSAA Executive Director