

MINUTES OF THE SEPTEMBER 17, 2024 MEETING OF THE BOARD OF TRUSTEES OF ST. PETERSBURG COLLEGE

The Board of Trustees of St. Petersburg College met on Tuesday, September 17, 2024 at the St. Petersburg College EpiCenter, Room 1-453, 13805 58th Street N, Clearwater, Florida. The following Board members were present: Chair Jason Butts, Vice Chair Deveron Gibbons, Katie Cole, and Thomas Kidwell. Also present was Tonjua Williams, President of St. Petersburg College and Secretary to the Board of Trustees. Proof of public notice of this meeting is included as part of these minutes. Notices were duly posted.

NOTICE OF MEETING BOARD OF TRUSTEES, ST. PETERSBURG COLLEGE

The Board of Trustees of St. Petersburg College will hold a public meeting to which all persons are invited, commencing at 9:00 a.m. on Tuesday, September 17, 2024 at the St. Petersburg College EpiCenter, Room 1-453, 13805 58th Street N, Clearwater, Florida. The meeting will be held for the purpose of considering routine business of the College; however, there are no rules being presented for adoption or amendment at this meeting.

A copy of the agenda may be obtained within seven (7) days of the meeting on the [SPC Board of Trustees website](#) at www.spcollege.edu, or by calling the Board Clerk at (727) 341-3241.

Members of the public are given the opportunity to provide public comment at meetings of the Board of Trustees concerning matters and propositions on the agenda for discussion and Board action. At the Board meeting, in advance of the time for public comment on the agenda, individuals desiring to speak shall submit a registration card to the Board Clerk, Ms. Rebecca Brown, at the staff table. Policy and procedures regarding public comment can be found on the [SPC Board of Trustees website](#) at www.spcollege.edu

If any person wishes to appeal a decision made with respect to any matter considered by the Board, he or she will need a record of the proceedings. It is the obligation of such person to ensure that a verbatim record of the proceedings is made. Section 286.0105, Florida Statutes.

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this meeting is asked to advise the agency five business days before the meeting by contacting the Board Clerk at 727-341-3241. If you are planning to attend the meeting and are hearing impaired, please contact the agency five business days before the meeting by calling 727-791-2422 (V/TTY) or 727-474-1907 (VP).

In accordance with the Administrative Procedure Act, the following Agenda was prepared:



ST. PETERSBURG COLLEGE

Board of Trustees Meeting

September 17, 2024

SPC EpiCenter (1-453)

13805 58th Street N

Clearwater, FL

REGULAR MEETING: 9:00 A.M.

I. CALL TO ORDER

- A. Invocation
- B. Pledge of Allegiance

II. RECOGNITIONS/COMMENTS

- A. Retirements
 - Mr. Michael Bennett (*Attending*)
- B. SPC Spotlights
 - Mr. RJ Jacques, New Associate Administrative Vice President Marketing and Strategic Communications
- C. Board of Trustees
 - Chair
 - Trustees
- D. General Counsel

III. REVIEW AND APPROVAL OF MINUTES

Board of Trustees' Meeting August 20, 2024 (*Action*)

IV. PUBLIC COMMENT Pursuant to §286.0105 FS*

V. PRESIDENT'S REPORT

- Course Success Rates & Program Completions in 2023-2024 – Dr. Matthew Liao-Troth,
Vice President, Academic Affairs

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- Fall 2024 Profile & Enrollment Strategy Impacts – Dr. Jamelle Conner, Vice President, Student Affairs
- Workforce at SPC – Dr. Jackie Skryd, Vice President, Workforce and Corporate Partnerships

VI. CONSENT AGENDA

A. OLD BUSINESS (items previously considered but not finalized)

B. NEW BUSINESS

1. ADMINISTRATIVE MATTERS

- a. Human Resources
 - i. Personnel Report (*Action*)
- b. Credit Curriculum: Spring 2025 (0645) (*Action*)
- c. Carryforward Spending Plan (*Action*)

2. GRANTS/RESTRICTED FUNDS CONTRACTS

- a. Firehouse Subs Public Safety Foundation Grant (*Action*)
- b. Florida Department of Education—Tampa Bay Consortium College Reach Out Program (*Action*)
- c. Florida Department of Education – Workforce Development Capitalization Incentive Grant (CAP) (*Action*)
- d. Florida Education Fund - Center of Excellence Program (*Action*)
- e. U.S. Department of Education - TRIO Student Support Services (*Action*)
- f. U.S. Department of Justice, Office of Community Oriented Policing Services (COPS), Community Policing Development: Law Enforcement Products and Resources Grant (*Action*)
- g. U.S. Department of Justice, Victims of Crime Act (VOCA) Formula Grant Program via Office of the Florida Attorney General, Division of Victim Services-Victim of Crime Assistance Program (*Action*)

3. BIDS, EXPENDITURES, CONTRACTS OVER \$325,000

- a. Lease Transfer, JAQOB, Inc. dba Nature’s Table—Epi Center (*Action*)
- b. Enterprise Fleet Management – Fleet Lease Agreements (*Action*)

4. CAPITAL OUTLAY, MAINTENANCE, RENOVATION, AND CONSTRUCTION

- a. Professional Service Contracts (RFQ 07-23-24) (*Action*)
- b. Authorization to Close on Health Education Center South Annex (*Action*)

VII. INFORMATIONAL REPORTS

A. Direct Support Organization

1. Institute for Strategic Policy and Solutions (*Information*)
2. St. Petersburg College Foundation (*Information*)

B. Palladium at St. Petersburg College (*Information*)

C. Leepa Rattner Museum of Art (*Information*)

D. Fiscal Year End 2023-2024 College General Operating Budget Report with Tuition Revenue (*Information*)

VIII. NEXT MEETING DATE AND SITE

October 8, 2024, Allstate Center, DeSoto Room

IX. ADJOURNMENT

*St. Petersburg College Board of Trustees welcomes public comments during its regular monthly meetings. Any person or group wishing to make public comments must complete a "Public Comment Card." Procedures for making public comments are as follows:

1. Complete Public Comment card including your name, address, telephone number and agenda item number referring to the purpose of your public comment.
2. Prior to the start of the Board of Trustees Meeting, submit the completed card to the Board of Trustees Clerk. Comment Cards will not be accepted at any other time during the meeting.
3. When your name is called, approach the podium with the microphone, and state your name and address for the record.
4. Comments are limited to three minutes. This is the opportunity for people to make public comments regarding an agenda item prior to the approval of the agenda item.

Student appeals for grades or discipline issues are not heard by the St. Petersburg College Board of Trustees. Students wishing to file an appeal are referred to the SPC Board of Trustee Procedure P6Hx23-4.36.

Any person(s) not adhering to the Board's guidelines or who make comments which could be perceived as slanderous or disruptive may be barred from making future comments before the Board .

Items summarized on the agenda may not contain full information regarding the matter being considered. Further information regarding these items may be obtained by calling the Board Clerk at (727) 341-3241.

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Under Item I, Call to Order

The meeting was convened by Chair Butts at 9:00 a.m. The invocation was given by Trustee 9:00am and was immediately followed by the Pledge of Allegiance.

Under Item II – Recognitions/Comments

A. Retirements

- Mr. Michael Bennett

Dr. Williams recommended adoption of the retirement resolution. The above retiree was in attendance and, joined by colleagues, received his resolution as presented by Chair Butts and President Williams.

B. SPC Spotlights

- Mr. RJ Jacques, New Associate Administrative Vice President Marketing and Strategic Communications

Mr. Jesse Turtle, Vice President, Institutional Advancement and Executive Director Foundation introduce Mr. RJ Jacques as the new AAVP for Marketing and Strategic Communications. Mr. Jacques shared his gratitude of joining SPC and looks forward to sharing knowledge and skills and developing the next generation of workforce leaders and scholars.

B. Board of Trustees

- Chair

Chair Butts applauded the Foundation team for a wonderful

- Trustees

Trustee Cole congratulated the college on an amazing SPC Day. Congratulated President Williams on her 37 years at the college.

Trustee Kidwell Congratulated Dr. Williams on being honored as a Top 10 Most Admired

C. General Counsel

Ms. Mia Conza, Vice President, General Counsel and Compliance, reported the college and UFF, the full-time faculty union, have reached a tentative agreement on the collective bargaining agreement during their last session on August 14th. Both parties are currently working on a red line version of the agreement to ensure consistency. The college provided feedback on the agreement on September 5th and is awaiting a response from UFF.

It was noted that the faculty recently voted on the CBA, which has been approved by the union. However, the college is still awaiting feedback on the final version before moving forward. Ms. Conza also mentioned that there is an ongoing unfair labor practice complaint filed by the union, with a hearing scheduled for next Thursday. The college is currently focused on preparing its defense. Once the finalized agreement is received from the union, the college will present it to the Board.

Under Item III, Review and Approval of Minutes

The minutes of the August 20 2024 Meeting Minutes of the Board of Trustees of St. Petersburg College were presented by the chairman for approval. Trustee Kidwell moved approval of the minutes as submitted. Trustee Cole seconded the motion. The motion passed unanimously

Under Item IV, Public Comments

None

Under Item V – President’s Report

She reported that SPC hosted the "Building the Blue" conference, funded by the National Science Foundation, which brought together local, state, and national experts to discuss the blue economy, future job skills, and the education necessary to develop those skills. Dr. Williams extended her gratitude to Dr. Erica Moulton for her leadership in this event.

Additionally, she mentioned a legislative delegation meeting held the previous week at the Seminole campus, where Dr. Matthew Liao Troth and Dr. Barbara Hubbard presented on the arts and the college's community impact.

Dr. Williams and Melissa Gonzalez are conducting individual meetings with local legislative delegates to ensure alignment on the college’s legislative budget request.

She also shared that she was one of ten presidents invited to Apple in California to learn about AI and emerging technologies in education. SPC plans to bring staff back to explore how to leverage these technologies effectively.

Dr. Williams highlighted her recent visit with the new faculty cohort to address their questions and experiences, aiming to enhance support for their acclimatization to the campus.

Finally, a revised Board meeting schedule was provided, which includes additional campus meetings as requested by Trustee Gibbons during the August meeting.

Course Success Rates & Program Completions in 2023-2024 – Dr. Matthew Liao Troth, Vice President, Academic Affairs

Dr. Liao-Troth shared that the Summer 2024 success rates reached an all-time high of 83.8%. However, one-third of the college's withdrawals are attributed to students who are no-shows, with many others withdrawing due to personal reasons. Notably, most students are not fully withdrawing but instead dropping one class while completing their remaining courses. Post-pandemic, the college comfortably exceeds the 80% success threshold, marking the first year that course success rates across all modalities—face-to-face, online, live online, and asynchronous—are above 80%, indicating that 80% of students passed.

For Spring 2024, the college had 2,359 graduates completing a total of 2,520 degrees, diplomas, and certificates, with 142 students earning multiple credentials. In Summer 2024,

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there were 820 students who completed 870 different credentials, with 47 duplicates. Among the completers, 55% were women and 34.9% were minorities.

Overall completions over the past year have seen a decline, from 6,913 at the beginning of the pandemic to 5,669 currently. This decrease is largely due to fewer new students starting during the pandemic. However, Fall enrollment has increased over the past two years, and there is an anticipation of rising completion rates in the future. In terms of demographics, just over 70% of completers were white, while just over 10% were Black and about 10% identified as Hispanic.

Dr. Williams noted that the increase in Associate of Arts (AA) graduates among the Spring completers is a key reason the college is focusing on transfer opportunities. Through the "Unlocking Opportunities" initiative, the college is prioritizing both job placement and facilitating transfers. With a significant number of AA degree seekers, the team is collaborating to enhance the transfer pipeline and develop better articulations and pathways, ensuring a smoother transition for students.

Fall 2024 Profile & Enrollment Strategy Impacts – Dr. Janelle Conner, Vice
President, Student Affairs

Dr. Conner presented an overview of student demographics and enrollment strategies for the Fall semester. She emphasized the importance of increasing enrollment while ensuring students are set up for success in the classroom. The percentage of degree enrollments has shifted, with the non-degree group—comprising dual enrollment students transitioning between AA degrees and baccalaureate programs, as well as those taking enrichment courses—now at 20%. The minority population has increased by nearly 6% year-over-year, with Hispanic, Black, and other groups all seeing growth between 5% and 6.5%. Dual enrollment rose by 11%, and full-time student numbers increased by 2%. The college has exceeded its budgeted tuition goal that is now at 101% with many students expressing a preference for more face-to-face classes, especially during their first term.

Regarding Fall enrollment strategies, Dr. Conner announced the onboarding of two new engagement coordinators who will collaborate with the enrollment team to connect with community organizations, including churches and recreation centers. Additionally, three new student onboarding advisors will assist students from application to course registration.

To support economic advancement, the college has partnered with new employers—Advent Health, USAA Insurance, Spectrum, and Dairy Queen—who are offering tuition assistance for their employees. This Fall, SPC will host its Halloween Spooktacular event, aimed at attracting families and prospective students for the Spring term. Upcoming initiatives include "Spring into Enrollment" webinars in November and ongoing monthly "Better Job, Better Job" webinars.

Dr. Conner noted a 4% increase in applications compared to last year, with a notable 10% increase from applicants in poverty zip codes. New student headcount is up 5%, with first-time college students increasing by 1% in headcount and 2% in student service hours. However, readmitted students have decreased by 11%, prompting the college to develop strategies and partnerships to reconnect with these students. The team has personally reached out to students who stopped out with 24 credits or less to discuss the Last Mile Scholarship.

Fall enrollment events were successful, with over 500 attendees at the Explore SPC event and 400 at the "Get It Done" sessions in June and July. The college conducted 115 community events, 80 high school visits, and 84 SPC-hosted events, resulting in over 2,700 appointments with recruiters.

Dr. Conner highlighted the use of Titan Hub for student communication, noting a 19% increase in attendance at the First-Time Titan Orientation, with 100 students participating. Success rates for attendees were 80%, compared to 64% for those who did not attend. Retention rates also showed a significant difference: 89% for those who attended the orientation versus 78% for those who did not, and only 56% of students who did not attend returned for the following term, compared to 71% for those who did.

Looking ahead, participation in the First-Time Titan Orientation will be mandatory for the next cohort of Promise Scholarship students. In 2024, the Promise Scholarship program will expand from 5 to 8 Title 1 high schools. This Fall, there are 768 Promise Scholars enrolled, with a 9% increase from the original 5 schools and a 29% increase from the additional 3 schools. Promise scholarship students now represent 31% of first-time college enrollments.

Trustee Cole inquired about the success rates for the first cohort of Promise Scholars. Dr. Conner reported that the rate was approximately 56%. With the orientation becoming mandatory for the next cohort, they expect to see an improvement in this figure. Trustee Cole expressed pride in the Promise Scholarship initiative and encouraged the team to find solutions to enhance success rates. She also asked about the readmitted students and whether the college had determined the reasons for their non-return during the phone calls. Dr. Conner explained that the reasons varied and that her team is diligently working to connect with these individuals, ensuring they have the support needed to return and complete their studies when the time is right.

Chair Butts asked if the college considered text messaging students when they miss class. Dr. Williams and Dr. Conner shared they will look into it. He also asked if the college was working on the peer mentor program. Dr. Liao Troth shared it has been piloted and the college will have a more formalized method next year.

Workforce at SPC – Dr. Jackie Skryd, Vice President, Workforce and Corporate Partnerships

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Dr. Skryd provided an update on the Workforce division at SPC, noting that September is Workforce Development Month and acknowledging her staff. Program enrollment has increased by 23% over the previous year, with nearly 2,200 individuals trained, partly due to the introduction of nine new high-value programs, such as RN remediation and soldering. Funding from sources like the Spear Family Foundation has helped offset tuition costs for students. The state's Open-Door program, which aims to increase the number of credentialed workers for in-demand occupations, has also played a crucial role, serving over 350 students last year—about 70% of whom used tuition assistance for workforce programs—and 55% of these students were minorities. Dr. Skryd shared success stories from students benefiting from the Open-Door grant, highlighting that the college received \$1.3 million last year and has secured the same amount this year, with plans to strategically allocate these funds for maximum impact.

Another contributor to enrollment growth has been the expansion of corporate training contracts, which includes creative solutions to meet employer needs, such as the redesign of the Certified Clinical Medical Assistant program in partnership with Brevard Health. This collaboration led to SPC receiving the first-place Exemplary Practice Award from the Association of Florida Colleges. The college has also worked closely with academic teams to expand articulations for short-term credentials to degrees, creating a total of 24 articulations last year and with another 27 in progress, resulting in over 1,500 students receiving credits and \$589,000 in tuition savings.

Looking ahead, SPC plans to develop new programs and implement targeted marketing campaigns to raise awareness, while also engaging previous completers to encourage further education. New lab spaces have been developed on campuses, including the Christ Sprowls Workforce Innovation Hub in Tarpon Springs, which opened in February and offers training in soldering, CNC machining, and drones. A new Future Lab site is also being established at Midtown, focusing on Industry 4.0 technologies, funded through the Florida Job Growth and CAP funding. The college will soon launch short-term training programs for roles like Semiconductor Technician and Smart Automation from the Keene building during renovations expected to last two years.

Dr. Skryd emphasized the importance of developing corporate partnerships, which have grown to nearly 850, significantly increasing total leveraged resources to nearly \$500,000, up from \$45,000 two years ago. Job placements are up to 2,600 from 1,600 last year. The focus this year will be on creating scalable job placement tracking strategies to better understand where students are finding employment. Dr. Skryd mentioned the collaboration with regional educational institutions, which SPC is leading to form a talent development alliance aimed at addressing the pipeline needs of local businesses.

In response to Trustee Gibbons' question about alumni engagement, Dr. Skryd noted efforts to work with companies offering tuition assistance programs to improve usage and create

opportunities for alumni to upskill, encouraging them to “Learn, Earn, and Return.” She also highlighted the St. Pete Works program, which has trained over 700 individuals from the City of St. Petersburg’s community redevelopment area, with nearly 600 graduates and about 450 placed in jobs at an average wage of \$17 per hour.

Additionally, Dr. Skryd mentioned the Mental Health First Aid program funded by the Substance Abuse and Mental Health Administration, which has trained nearly 500 individuals across five counties in Tampa Bay over the past two years. She also celebrated the 20th anniversary of the Collaborative Labs, which has expanded its space to SPC’s Downtown Center.

Regarding Workforce division expenses, Dr. Skryd reported that they operated with \$3.77 million in training, up from \$3.47 million last year, resulting in a surplus of \$841,000. Certification testing generated \$14,000 last year, with student certification funding totaling \$932,000, an increase from \$800,000.

Trustee Gibbons asked about the number of programs to be offered at Midtown, to which Dr. Skryd responded that five programs will be funded by the grant, with a commitment to produce 1,000 completers. When asked about job availability for these completers, Dr. Williams and Dr. Skryd expressed their goal of achieving 100% job placement.

Dr. Williams continued her report by stating that all documentation for the state health insurance plan was submitted on time. Open enrollment will begin on October 14th, and communications will be sent to the college community. She expressed her gratitude to the staff for their hard work in meeting the insurance deadlines.

Upcoming events include Welcome Titans on September 20th, the Evening of Excellence on September 27th, the BEAM into Your Future Career event on October 8th, Discovery Day on October 29th, and the COP Trustees Joint Conference on November 7th and 8th.

Dr. Williams also acknowledged Dr. Matthew Liao-Troth for hosting seven academic leaders from Indonesia through the World Partnerships program, supported by the U.S. State Department.

Under Item VI – A, Old Business

NONE

Under VI-B, New Business

The Board considered Items VI – B.1a -VI. B.4 Trustee Cole moved approval. Trustee Kidwell seconded the motion. The motion passed unanimously.

1. ADMINISTRATIVE MATTERS

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- a. Human Resources
 - b. Credit Curriculum: Spring 2025 (0645) (*Action*)
 - c. Carryforward Spending Plan (*Action*)
2. GRANTS/RESTRICTED FUNDS CONTRACTS
- a. Firehouse Subs Public Safety Foundation Grant (*Action*)
 - b. Florida Department of Education—Tampa Bay Consortium College Reach Out Program) (*Action*)
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 - e. U.S. Department of Education - TRIO Student Support Services (*Action*)
 - f. U.S. Department of Justice, Office of Community Oriented Policing Services (COPS), Community Policing Development: Law Enforcement Products and Resources Grant (*Action*)
 - g. U.S. Department of Justice, Victims of Crime Act (VOCA) Formula Grant Program via Office of the Florida Attorney General, Division of Victim Services - Victim of Crime Assistance Program (*Action*)
3. BIDS, EXPENDITURES, CONTRACTS OVER \$325,000
- a. Lease Transfer, JAQOB, Inc. dba Nature’s Table—Epi Center (*Action*)
 - b. Enterprise Fleet Management – Fleet Lease Agreements (*Action*)
4. CAPITAL OUTLAY, MAINTENANCE, RENOVATION, AND CONSTRUCTION
- a. Professional Service Contracts (RFQ 07-23-24) (*Action*)
 - b. Authorization to Close on Health Education Center South Annex (*Action*)

The Board discussed the sale of the Allstate Center, with Trustee Gibbons requesting a pause on the sale until further discussions can take place to better understand future developments at the site. Trustee Cole raised a procedural question regarding the ITB and asked General Counsel whether a contract would be presented to the Board. Ms. Conza clarified that a contract would not come to the Board, as they had already approved the necessary steps for the sale, which was initiated by Trustee Gibbons.

Trustee Cole pointed out that the ITB reflects St. Petersburg College's commitment to positively impacting the community and that property sales should align with this mission. She confirmed that Trustee Gibbons' request for certain language to be included had been added, and the Board agreed that respondents should outline their proposals while prioritizing financial return for the college.

Dr. Williams reiterated that the Board had voted for the highest financial return and confirmed that the administration had diligently followed the guidance provided by the Board. She expressed anticipation for the Board's leadership moving forward.

Chair Butts shared that the informational reports were provided to the Board for review.

Under VII, Informational Reports

- A. Direct Support Organization
 - 1. Institute for Strategic Policy and Solutions (*Informational*)
 - 2. St. Petersburg College Foundation (*Informational*)
- B. Palladium at St. Petersburg College (Information)
- C. Leepa Rattner Museum of Art (Information)
- D. Fiscal Year End 2023-2024 College General Operating Budget Report with Tuition Revenue (Information)

Under Item VIII, Next Meeting Date and Location

The Board confirmed its next meeting date and location as Tuesday, October 8, 2024 9:00 a.m., at the SPC Allstate Center

XI. ADJOURNMENT

Having no further business to come before the Board, Chair Butts adjourned the meeting at 10:40am.

Tonjua Williams, Ph.D.
Secretary, Board of Trustees
St. Petersburg College
FLORIDA

Jason Butts
Chairman, Board of Trustees
St. Petersburg College
FLORIDA