



**Friday, September 16, 2016
Advisory Committee Meeting
Hilton Carillon Park
950 Lake Carillon Drive
St. Petersburg, FL 33716
10:15 a.m. – 11:15 a.m.**

Meeting Minutes

Attendees: Dr. James Connolly, Dr. Susan Garrett, Belinthia Berry, Pat Gehant, Sean Kennedy (The Greenhouse), Abdul Lateef (Plasma Therm), Tom Morrissette (Central Pinellas Chamber of Commerce), Joan Read (Pinellas County Government), Kaitlyn Sussex, Fred Tucker, Marie Couch, Kathleen Waugh, Kerry Carter (Career and Academic Advisor, SPC Midtown Campus) and Diane Salmon

10:20 – 10:30 Introductions

Pat Gehant

The meeting was called to order by Pat Gehant and opening remarks and introductions were made.

**10:30 – 11:10 New Offerings/
Workforce Institute Reorganization**

Dr. James Connolly

Most of the Workforce Institute course offerings are being consolidated under 2 program coordinators: Innovation and Information Technology Coordinator (Fred Tucker) and the Business/Finance Coordinator (Kaitlyn Sussex).

Global Corporate College (GCC) and customized training

Belinthia Berry

- 767 people have been trained between July 2016 and now
- SPC has provided training for 40+ companies such as Achieva Credit Union and Pinellas County Government
- 1st GCC contract with Ceridian
 - SQL training for Ceridian in Atlanta and eventually training in California and potentially in Toronto
- Received \$84,000 in net revenue in the first quarter

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- Upcoming conferences in the Continuing Education Health area and Information Technology – we are managing our SPC and other business conferences
- Companies have expressed a need for leadership and management training
- Pat Gehant suggested marketing our classes through conferences to businesses who have left the area and may return to the Tampa Bay area – connecting students with businesses
- Kathleen Waugh’s last date with Workforce Institute is September 23, 2016; she is transferring to SPC’s Human Resources department.

Innovation and Information Technology

Dr. Susan Garrett

New grants and marketing with a focus on classes to guide students

David Hopkins reported strong 1st quarter sales numbers:

- Averaged \$200,000 in sales initially
- Increased sales
- New programs: Project Management, Drones/Unmanned Aerial Systems (UAS), CMA and CNA to CMA

Pat Gehant questioned the impact of closing of ITT. Dr. Connolly and David Hopkins responded:

- Students are degree-seeking
- ITT is not an accredited institution; it is difficult to transfer students into SPC’s programs
- Everest and Fortis students in a similar situation
- Is there a possibility of these students transferring to our certificate programs?
- State will grant 6 credits if completed coursework meets our certificate requirements
- There are financial aid issues resulting from the school closures – students do not have the ability to move over to a state school

Susan Garrett: Our programs are sold to individual students as well as to our corporate clients. More new programs are now being offered:

- Drones/UAS – we have a complete curriculum now and the program is growing
- Combined information technology with innovative technology – offerings go hand-in-hand
- Business and finance programs are consolidated
- CE Health programs are consolidated

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Fred Tucker, Coordinator for Innovation and Information Technology programs

- Traditional IT offerings continue
- UAS (drones) offerings – 130 students have completed the drone course
- FAA has implemented new rules for operating drones – 41 students have completed the program and 11 have passed the FAA certification test
- New courses coming:
 - 1st UAS video editing course will be offered next month
 - UAS entrepreneurship course
 - UAS advanced flying course
 - Podcasting courses: the first of four classes will be offered next month; the instructor spoke with the SPC MIRA program about these new podcasting classes to be offered

Kaitlyn Sussex, Coordinator for Business and Finance Programs

- Project Management course (PMP/CAPM certification course)
 - 18 students enrolled in the first quarter, 8 more than projected
 - There are no certification numbers yet, the students have not yet tested
- Entrepreneurship program to come; it is in the early planning stage
 - Currently feeder classes to the entrepreneurship program are offered
 - Entrepreneurship program will be a two-week program – one week in class and one week as a CAPSTONE project, and finally a class presentation
 - Digital marketing strategies is an example of feeder class

Susan Garrett, CE Health programs

- There has been an increase in students and instructors from closing for-profit schools
 - Phlebotomy
 - CNA to CMA
 - Medical scribe and transcription
- Looking to expand CMA to be considered financial aid eligible
 - Offering classes at the Midtown campus, and soon to be at the Oldsmar location and possibly the Tarpon Springs campus
- New relationship with the Salvation Army
 - Adult rehab. center on 66th Street
 - David Hopkins met with some of the residents
 - Our course information will become part of the residents' intake program
 - Certifications in MSSC/CPT one of the programs

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- SPC apprenticeship grants
- Pathways to Hope grant
- Prepping the first group of 19 residents to test

Sean Kennedy asked if the program could be applied to other populations, and Susan Garrett responded yes: Goodwill, Urban League and CASA.

Susan Garrett noted that she and Susan Colaric are working to develop certifications in instructional design/instructional technology.

- The need is there in the corporate world for these courses
- 4 (?) new certifications. – certificates embedded in other certifications
- Create a professional association for these occupations at SPC – could be a pipeline to funnel these students into these new programs
- Hope to fully launch by May 2017

Pat Gehant asked about a survey course on IOT (Internet of Things) – is this a possibility.

- Tech Data does this
 - Can this be a new course through SPC
 - Instructors from Tech Data
 - Introduces students to explore ideas for IT uses
- Are we creating courses attached to specific certifications?

Susan Garrett: Not all courses lead to certifications; we are building classes to lead to a certification or industry need.

Pat Gehant: Do we map our programs to an academic degree? Susan Garrett responded that the Pathways model is a way to map our programs to a degree program; our programs are also a career pathway without a degree.

11:10-11:20 Discussion and Feedback

Tom Morrisette: How to get employers to speak with educators as to what they need, e.g., Association Management program needed.

Abdul Lateef: Specific degrees

- Connecting industry needs with job pool
- Not many qualified candidates available
- Once hired, further career development of employees—managers have to find the classes and programs for their employees

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Joan Read: There is a need for replacing craft workers who are aging out of the county labor force

- Craft workers aging out and need for new people in their skillset
- Leadership performance – need help with moving metrics of evaluation of groups to individuals: leadership training needed
- Apprenticeship program for crafts people would be helpful
 - County has favored hiring of experienced people moving to the area
 - How to create a system to transfer body of knowledge to a newer, younger population.

Sean Kennedy: The City of St. Petersburg is in need of developers.

Pat Gehant: The chambers can market to the Northeast to attract workers.

Kerry Carter (Career and Academic Advising, MT Campus): Regarding the CMA program, asked about financial aid for students. David Hopkins suggested phlebotomy – there is a grant available for this program.

11:20 Meeting concludes

Next meeting:

**Friday, February 17, 2017
7:30 AM-9:00 AM**

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