

**ADVISORY COMMITTEE MEETING MINUTES
WOMEN ON THE WAY (WOW)**

DATE: June 12, 2015, 10:00 AM - 11:30 AM

MEMBERS PRESENT: Laura Bentz, Patricia Colin, Shirley Crumbley, Dr. Carleah East-Perkins, Dr. Linda Hogans, Loretta Horne, Joyce Robinson, and Stacey Mullin on behalf of Tiffany Taylor

SPC: Mary Wall

MEMBERS ABSENT: Dana Garlick, Christina Ornelas, Jackie Skryd, Magaly Tymms, Tiffany Taylor

TOPIC	DISCUSSION/RECOMMENDATIONS	ACTION
Welcome/Pledge of Allegiance	JOYCE ROBINSON, Chair Meeting called to order at 10:04am	Joyce thanked Mary Wall for taking minutes, welcomed everyone, recited Pledge of Allegiance, and conducted member introductions and business card exchanges
Roll Call		Shirley welcomed members, and conducted Roll Call
Approval of 9/9/14 Minutes		Minutes were approved by committee
Action Items from 9/9/14	Reviewed Action Items	
Fundraiser Brochure	SHIRLEY: Fundraiser brochure was in planning stages	Final brochure was presented
	LAURA requested electronic copy of brochure to post on GFWC's website	MARY to send electronic copy to Laura
Contact Directory	Members provided changes	Directory updated by Mary
Point of Service Surveys	Change language on surveys to indicate difference between direct vs indirect contact language.	MAGALY to provide update
	TRICIA: Suggested an Excel sign in sheet for students visiting WOW	SHIRLEY: Students need to sign in to Who's Next, shows students are participating in program services
National Science Foundation (NSF)		NSF Flyer sent out by Jackie Skryd – STEM, to all committee members

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<p>New Business:</p> <p>Program Relocation</p>	<p>SHIRLEY: WOW relocated from BT 101 to SS 107 in December, 2014 due to renovation to college</p> <p>TRICIA: Is this a permanent move?</p> <p>SHIRLEY: We will be here for a while as they renovate buildings on campus</p>	
<p>WOW Program Campus Expansion Plan</p>	<p>SHIRLEY: WOW to be expanded to 4 campuses over a 3 year roll out starting with Midtown, then St. Petersburg/Gibbs, Seminole and Tarpon Springs.</p> <p>JOYCE: This is great news! Pinellas Opportunity Council (POC) will assist with the clothes closet</p> <p>SHIRLEY: Shared power point explaining the need for the expansion plan. The full range of services are only offered at the Clearwater campus. Students have to travel to Clearwater to receive services.</p> <p>LAURA: What is meant by Success Rate?</p> <p>SHIRLEY: Student passed class with a grade of A, B, C</p> <p>DR. HOGANS: Explained the definition of Persistence; encompasses those students who came back a year later. Students who did not return usually have family/life issues.</p> <p>DR. EAST-PERKINS: Will there be a liaison on campuses? Full range of services on St. Pete/Gibbs campus?</p>	<p>SHIRLEY: Presentation goes before Board of Trustees on Tuesday, June 16, 2015. Shirley to update members on expansion approval from the Board of Trustees</p> <p>JOYCE: Will make arrangements with Shirley to pick up clothing donation</p> <p>SHIRLEY:</p> <ul style="list-style-type: none"> -Roll out Midtown (MT) this summer (2015) -June 19 meeting with leadership on MT campus -A follow-up meeting has been schedule for June 23 --Plan to have MT fully operational by Fall 2015 <p>DR. HOGANS: Paid positions will be posted to hire five Student Support Advisors to operate program on those campuses</p>

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<p>WOW Program Campus Expansion Plan (cont.)</p>	<p>LORETTA: Will Shirley be the Coordinator over all positions/campuses?</p> <p>LAURA: Any federal funds or just SPC?</p> <p>DR. HOGANS: SPC is dedicated to student success, and will fund this expansion.</p> <p>DR. HOGANS: Suggested we create a marketing engagement group to focus on areas of the expansion, to advertise and garner community support</p> <p>LORETTA: Suggested a communication template be developed for the committee, so when they are in the community they can have information about the program to extract support?</p> <p>TRICIA: Mayors love SPC and partnerships can develop in each city</p> <p>DR. EAST-PERKINS: Look at surrounding area to prevent duplication of resources. Narrow search to 5-10 mile radius</p> <p>SHIRLEY: Attended the Juvenile Welfare Board – South County Community Action Board Meeting and was very impressed with their board and different social service agencies represented (available resources to our students)</p> <p>DR. EAST-PERKINS:</p> <ul style="list-style-type: none"> ✓ Having resources available to students will have a huge impact on retention 	<p>DR. HOGANS: Advisors will report to Associate Provosts on respective campuses, but Shirley will oversee the program</p> <p>DR. HOGANS: Create working meetings to collaborate on marketing</p> <p>LORETTA: Develop what information is needed for the communication template</p> <p>DR. HOGANS: Market campuses into clusters: 1) DT/MT/SP/G 2) SE/TS</p> <p>SHIRLEY gave out brochures on the program and will present at one of their meetings</p>

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<p>WOW Program Campus Expansion Plan (cont.)</p>	<p>JOYCE: This is wonderful opportunity for this committee to attend some of these community meetings to find out about the resources and promote WOW so Shirley won't have to do it by herself. Community partners will be key.</p> <p>LORETTA: Suggested a cheat sheet be developed of talking points for the committee so everyone will be on the same page when promoting WOW in the community</p> <p>STACEY: Is there a social media presence? WOW does not currently have a Facebook account. This could help with local community businesses to support WOW</p> <p>LAURA: We presented a check to WOW for scholarships and took a picture to post on GFWC Facebook page</p> <p>STACEY: When I attended the Appreciation Luncheon and was presented with a trophy award, I posted that on the Transamerica social media page, but I couldn't tag WOW only SPC A contact at an institution in Kentucky asked me to tell more about WOW</p> <p>DR. EAST-PERKINS: I am rebuilding my practice. I have hired someone to post blogs with programs specifically trained to monitor Twitter pages. You could have inspirational passages tagged with WOW. Ask students to help</p>	<p>SHIRLEY: -WOW has a good reputation maintained at SPC and in the community -When out in community, please refer to brochure when promoting support for program -Will send materials to members to tweak and make suggestions</p> <p>LORETTA: Will work with Mary to create a "talking points" cheat sheet</p> <p>SHIRLEY: College has social media where we can submit blogs and they post on various platforms</p> <p>SHIRLEY will look into having the WOW Student Assistant create a WOW Facebook account</p> <p>DR. HOGANS: Recommended to make sure it is ok with SPC to roll out a Facebook account, and to have student assistants be responsible for maintaining/monitoring the Facebook page by taking pictures and posting events</p> <p>SHIRLEY will ask the executive board members of PDA to take the lead on monitoring the Facebook account</p>

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WOW Program Campus Expansion Plan (cont.)	<p>TRICIA: Ask active students in WOW/PDA club to take pictures and monitor Facebook account</p> <p>JOYCE: -All students/info should go through Shirley -Everyone is excited to help Shirley as much as we can -“Let’s make it a reality by giving Shirley a call to help” -“Take energy and ideas and put into reality”</p>	
Midtown Grand Opening- August 1, 2015 @ 11:00am 1300 22nd Street South St. Pete, FL 33712	<p>SHIRLEY: MT Aug 1st grand opening 11 am – flyer supplied in folder/MT address is listed on agenda Announced - Space Allocation: There was no space in the new building, but eventually we hope to migrate to the new building</p> <p>TRICIA: How far away is the new building?</p> <p>SHIRLEY: -The new building is located a block away, everyone is excited WOW is coming Midtown</p>	<p>SHIRLEY will have a WOW table at the event advertising WOW is coming to Midtown Cecil B. Keene Building</p> <p>SHIRLEY: Current Midtown staff is moving to new building Monday, June 15, 2015. I am in the process of selecting office furniture</p> <p>SHIRELY: – Invite Advisory Committee Members to attend Open House at MT</p>
Open Items for Discussion	<p>LORETTA: Dr. Patricia Hanrahan, Academic Chair, College of Business, has offered to volunteer specifically to be a speaker for a Lunch Bunch workshop. Volunteer in accounting, teaching upper division communication classes, tutoring. She is open to another area in her background as well. She is an innovative, wonderful person with a varied background as a high school principal, marketing, experience in teaching, business community</p>	<p>JOYCE: SHIRLEY will reach out to Dr. Hanrahan for support</p> <p>POC has summer employment for students ages 14-17. Please call for more information and spread the word</p>

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Open Items for Discussion (cont.)	<p>Adjunct Faculty, Dr. Cary Siegel, COB 4 year program, could tie in as a speaker with business and work place</p> <p>LORETTA: My husband serves on several boards and can provide informational flyers. This can be turned into a list resources</p>	LORETTA: Will begin to collect flyers for resource list
Open Items	SHIRLEY: Please mark your calendars for Friday, November 6, 2015 for the Women on the Way Annual Appreciation Luncheon to be held at the Seminole Conference Center	<p>SHIRLEY: Next Meeting: SEPTEMBER 24, 2015 ~ Seminole Conference Center</p> <p>Sept 24th Fall Advisory Committee Appreciation Event at Seminole Conference Center. Breakfast and then breakout groups. Shirley will follow up to make sure a formal invite is sent from SPC.</p>
Adjournment	Meeting adjourned at 11:03 AM	SHIRLEY: Thank you for coming!