ADVISORY COMMITTEE MEETING MINUTES WOMEN ON THE WAY (WOW)

DATE: April 7, 2017 - 9 AM - St. Petersburg/Gibbs, Social Arts Building, Room 114

MEMBERS PRESENT: Laura Bentz, Belinthia Berry, Shirley Crumbley, Ann Donald, Loretta Horne, Qiona Gibbons, Dr. Misty Kemp

SPC: Rena Bello, Pepper Harth, Rosemary King, Mary Wall, Nikishea Wright

MEMBERS ABSENT: Cynthia Burnham, Patricia Colin, Nikki Gaskin-Capehart, Dr. Linda Hogans, Terri Lipsey-Scott

DISCUSSION/RECOMMENDATIONS	ACTION
Meeting called to order at 9:03 am by Chairman Dr. Misty Kemp and roll call was conducted.	A motion was made by Dr. Misty Kemp for approval of 9/13/16 minutes. Minutes approved by Laura Bentz, seconded by Belinthia Berry.
Online Orientation and Webinars	
Jason Nicholson was contacted to assist with setting up Webinars for WOW students. We decided to use the existing college Webinars. WOW would also like to create an online New Member Orientation, and possibly video tape some of the workshops. Online Stats: SPC #1 online college in FL out of 112 colleges 38 th in nation 20,000 students/year participate 650 courses online modalities 50 programs are strictly online (not all BA, but AS, Certs in every program)	ANN DONALD: Will work with Shirley Crumbley, Jason Nicholson and Chris Harvey to develop and implement these online options. WOW: Obtain permission from student and speaker to be recorded/videoed.
	Meeting called to order at 9:03 am by Chairman Dr. Misty Kemp and roll call was conducted. **Online Orientation and Webinars** Jason Nicholson was contacted to assist with setting up Webinars for WOW students. We decided to use the existing college Webinars. WOW would also like to create an online New Member Orientation, and possibly video tape some of the workshops. Online Stats: SPC #1 online college in FL out of 112 colleges 38th in nation 20,000 students/year participate 650 courses online modalities 50 programs are strictly online (not all BA, but AS,

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WOW Updates	Women's Leadership Conference MISTY KEMP: Shared the positive leadership conference survey results with the members. Final headcount: 52 students, 15 staff – total 67. The goal was to	SHIRLEY AND MISTY: Applied for the Silverberg Endowment Grant to sponsor the 2018 Leadership Conference titled,
	have 80 students participate, very happy that 65% participated. Desiree Woroner conducted "Communicating with Confidence" and had the highest requested	"Marketing Your Brand".
	session. "Professionalism in your Space" may or may not be a topic next year.	
	Social Media: Slight miscommunication; Students wanted to be introduced to social media.	SHIRLEY CRUMBLEY: We will try something different next year:
	SHIRLEY CRUMBLEY: Two students were uncomfortable with the prayer. Will be mindful of the diversity and religious beliefs.	Moment of silenceMore genericNo prayer
	Program Expansion MISTY KEMP: The Tarpon Springs Student Support Advisor position is posted, closes 4/10/17. Tarpon Springs will conclude the expansion. SHIRLEY CRUMBLEY: Rosemary King was introduced as the new Advisor for Clearwater.	SHIRLEY CRUMBLEY: The candidate will start this summer. Dr. Bright has Identified Alpha Building, Room 401 as the WOW location for Tarpon Springs. Once the spring semester is over, renovations will begin.
	SHIRLEY CRUMBLEY: The Board of Trustees and Dr. Law approved WOW center at Tarpon Springs be named in honor of Maria Edmonds.	Naming ceremony scheduled for June 6, 2017 @ 2:00pm

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WOW Updates cont.	Enrollment Report	
	SHIRLEY CRUMBLEY: Even with the decline in enrollment WOW will continue to engage and encourage students to enroll.	ADVISORS: Will reach out to students who have not registered.
	 448 students enrolled for Spring, 2017 236 students enrolled for summer (as of 4/7/17) 	ann Donald: I would suggest a postcard be designed to send to students to let them know "WOW misses you" if you haven't seen them in a semester or
	QIONA GIBBONS: Do not forget to reach out by phone to the students who you do not see on a regular basis.	two.
	ANN DONALD: Do you have a Marketing Campaign? Have meeting with Marketing once expansion is complete, to advertise expansion and program's vision.	SHIRLEY CRUMBLEY: Will schedule meeting with Marketing. Possibly create "Miss You" post cards for students we have not seen in a semester or two.
	SHIRLEY CRUMBLEY: Would like to have the students come up with a logo for WOW. Will have a logo contest and let the students vote and judge.	WOW ADVISORS: Create Logo Contest.
	NIKISHEA WRIGHT: WOW is now open until 7pm on Mondays! Student traffic is slow, but they have to get use to the program having a late night.	WOW ADVISORS: Post and continue to remind students of Monday evening hours.

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WOW Updates cont.	Dr. Hogans' Retirement MISTY KEMP: Dr. Hogans, Retention Services Executive Director announced her retirement as of June 30, 2017. An all college celebration is planned for May 19, 2017, 1-3 pm, EPI TECH Bldg., Board Room 451, 453.	
	MISTY KEMP: Shirley Crumbley and Dr. Misty Kemp submitted a proposal to the Silverberg Endowment for a grant – additional \$5,000 towards next year's conference.	MISTY KEMP: Will inform committee if grant is approved.
Open Forum	SHIRLEY CRUMBLEY: What would be the specific vision/goals from the Advisory Committee for the WOW Program? How can we capture this data?	MISTY KEMP: I'd like to see a push on academic pathways. How does the College Experience come across to students to identify and stay on path to graduation and what was learned along the way. • Empowerment • Self esteem • Vision reflecting getting on path, staying on path, learning process • Strengthening current services • Align student requirements with college initiatives

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Open Forum cont.	IDEALS TO REACH OUT TO STUDENTS: MISTY KEMP: Utilize clearing house. ANN DONALD: Send SPARC to all students.	SHIRLEY CRUMBLEY: Research methods we can pull data to track our students after graduation. Create graduation survey, not exit survey.
	RENA BELLO: Have a WOW Reunion? Utilize alumni.	SHIRLEY CRUMBLEY: Contact alumni, create alumni connection, and find out where they are now.
	MISTY KEMP: Possibly provide mentors for our students.	SHIRLEY CRUMBLEY: Speak with legal team to discuss guidelines/training.
Adjournment	MISTY KEMP: Meeting was adjourned at 10:40 am -A motion was made by Laura Bentz, seconded by Ann Donald.	SHIRLEY CRUMBLEY: -Next meeting Fall Advisory Committee Meeting, September, 2017. We will have a break out room at this meeting.