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LEED (Leadership in Energy and Environmental Design) is a voluntary, consensus-based, market-driven program that provides third-party verification of green buildings. Participation in the voluntary LEED process demonstrates leadership, innovation, environmental stewardship and social responsibility. LEED projects have been successfully established in 135 countries. International projects, those outside the United States, make up more than 50% of the total LEED registered square footage. LEED unites us in a single global community and provides regional solutions, while recognizing local realities.

LEED-certified buildings are designed to:

- ✓ Lower operation costs and increase asset value
- ✓ Reduce waste sent to landfills
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- ✓ Be healthier and safer for occupants
- ✓ Reduce harmful greenhouse gas emissions
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## CONSTRUCTION SERVICES DIVISION

***Elements of Excellence***  
***Facility of Higher Learning***

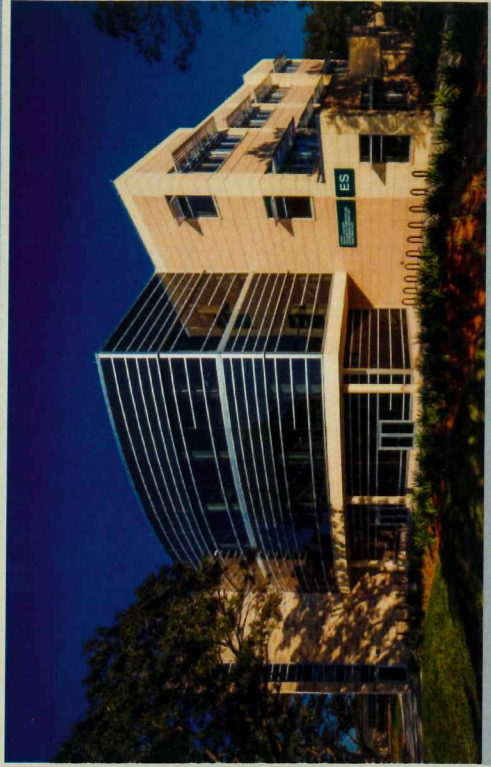
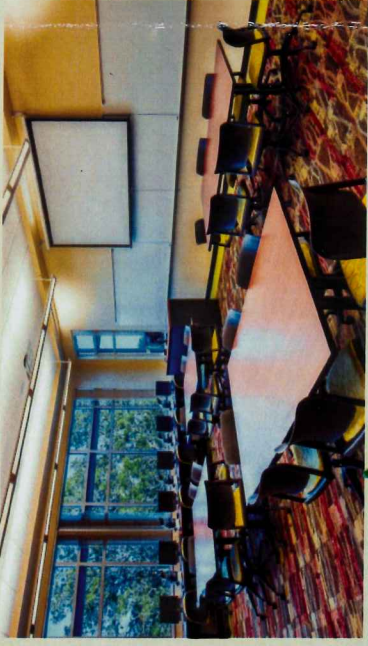


**Ethics & Social Sciences Building**

*St. Petersburg College – Clearwater Campus*

**A.D. MORGAN**  
CORPORATION

*Leaders in Providing Construction Solutions*



**Elements of Excellence:**

- ✓ **ABC Eagle Award - Excellence in Construction**
- ✓ LEED Certified - Gold (Pending)
- ✓ 100% Local Area Subcontractors
- ✓ 34% WMBE Participation
- ✓ \$162,000 in Sales Tax Savings
- ✓ Re-use of Feature Limestone - Harvested from Original Building
- ✓ Smart Building Systems
  - Occupancy Sensors for Lighting & Temperature Control
  - Zoned CO2 Monitoring
- ✓ Hi-tech Educational Systems support 21<sup>st</sup> Century Demands for College Facilities
  - Energy Recovery Ventilator Technology
  - Condensate Recycling System



North Lobby Café



Faculty Office



South Elevation



South Lobby Entrance

**Project Facts:**

- ✓ **Three-story Masonry Curtain-wall Construction with Architectural Limestone Façade**
- ✓ **Project Size:** 61,080 Sq. Ft. New Construction
- ✓ **Project Completion:** December, 2012
- ✓ **Construction Manager:** The A.D. Morgan Corporation
- ✓ **Architect:** Harvard Jolly, Inc.

*Leaders in Providing Construction Solutions*

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Within Reach

St. Petersburg College

**SPC**

# Title III: Strengthening The College Experience to Enhance Student Success



October 2013

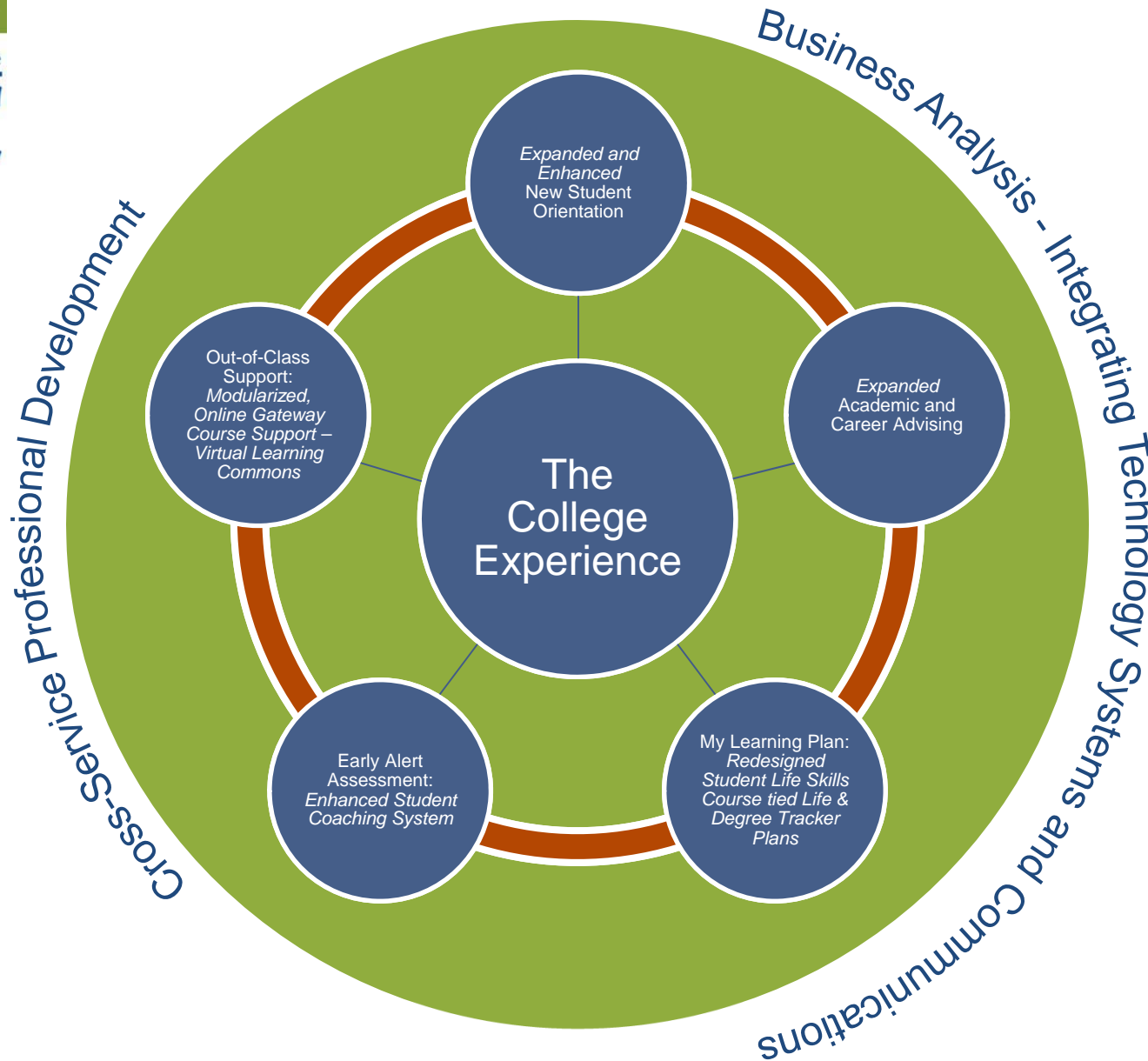
**Title III Strengthening Institutions Program**  
U.S. Department of Education

- **Funder:** U.S. Department of Education
- **Total Award:** \$2,238,734
- **Timeframe:** Five Years - October 1, 2013 – September 30, 2018
- 
- **Focus:** Enhance *The College Experience*
- **Objectives:** Increased student achievement, persistence, retention and graduation rates
- **Grant Leader:** Dr. Linda Hogans, Executive Director of Retention Services



# Title III Overview





# The College Experience



- **Develop a Comprehensive Enrollment System**
  - Improve New Student Orientation on campus and online
  - Expand the Student Life Skills Course
  - Enhance integrated academic advising
- **Enhance Teaching and Learning**
  - Reform Gateway course teaching and learning
  - Infuse professional development to support faculty
  - Develop a comprehensive virtual learning common
- **Integrate support services**
  - Refine multi-service integration
  - Incorporate an inclusive customer service relationship Management System
  - Intensify Multi Service Cross Training of academic and student services staff

# Primary Components

As a result of the College Experience; first time in college (FTIC) student:

- achievement (success rate: earning grades A, B, C) will increase by 20% in Gateway Courses;
- persistence (fall to spring enrollment) will increase by 15%;
- retention (fall to fall enrollment) by will increase 5%; and
- graduation will increase by 10%.

## Expected Outcomes

### Grant Personnel - DOE Title III SIP

**Program Description:** The goal of Title III Strengthening Institutions Program (SIP) is to help institutions become self-sufficient and expand their capacity to serve low-income students by providing funds to improve and strengthen the institution's academic quality, institutional management, and fiscal stability.

Job Title	Funding Source	Annual Wage	Year 1	Year 2	Year 3 (SPC pays 20%)	Year 4 (SPC pays 40%)	Year 5 (SPC pays 60%)	Fully Institutionalized (year 6)
Program Director I	Title III	\$61,942.00	\$ 61,942	\$63,794	\$ 52,058	\$ 39,822	\$ 23,332	\$ -
	SPC		\$ -	\$ -	\$ 13,012	\$ 26,549	\$ 44,366	\$ 69,052
Instructional Design Analyst	Title III	\$49,400.00	\$ 49,400	\$50,398	\$ 41,127	\$ 30,440	\$ 19,332	\$ -
	SPC		\$ -	\$ -	\$ 10,279	\$ 20,966	\$ 32,074	\$ 54,553
Human Resources Trainer	Title III	\$23,109.00	\$ 23,109	\$23,566	\$ 19,230	\$ 14,232	\$ 9,036	\$ -
	SPC		\$ -	\$ -	\$ 4,807	\$ 9,805	\$ 15,001	\$ 25,508
Senior Admin. Services Assistant	Title III	\$13.28	\$ 27,622	\$28,184	\$ 28,746	\$ 29,328	\$ 29,910	\$ -

									Total
Total Personnel-SPC			\$ -	\$ -	\$ 28,099	\$ 57,321	\$ 91,441	\$ 149,113	\$ 325,973
Total Benefits-SPC			\$ -	\$ -	\$ 9,835	\$ 20,062	\$ 32,004	\$ 52,190	\$ 114,091
Total SPC			\$ -	\$ -	\$ 37,934	\$ 77,383	\$ 123,445	\$ 201,303	\$ 440,064

# Institutionalizing Personnel



Activity	Term
<b>Title III Kick-off Celebration</b>	Fall 2013 (October 15 <sup>th</sup> )
<b>Advertise and hire grant personnel</b> <ul style="list-style-type: none"> <li>• Project Director</li> <li>• Instructional Design Analyst</li> <li>• Human Resources Trainer</li> <li>• Sr. Administrative Services Asst.</li> </ul>	Fall 2013
<ul style="list-style-type: none"> <li>• <b>Develop Title III Website</b></li> </ul>	Fall 2013
<b>Develop Title III Committees</b> <ul style="list-style-type: none"> <li>• Title III Taskforce</li> <li>• CRM Subcommittee</li> <li>• Business Plan Review</li> </ul>	Fall 2013

# Next Steps





# Communications and Outreach

*Diana Sabino, Executive Director  
Marketing and Public Information*

*Students and parents want access and information that is immediate and personalized for their needs.*

**- Craig Chanoff, Senior VP and General Manager of Blackboard**

*Students routinely ignore, don't see, and/or delete mass emails originating from a College or University.*

**-2012 Student Focus Group**

*If the precedent for cluttered messaging is set early, it is far more likely for future communication attempts to be dismissed.*

**-US Student Satisfaction Survey**

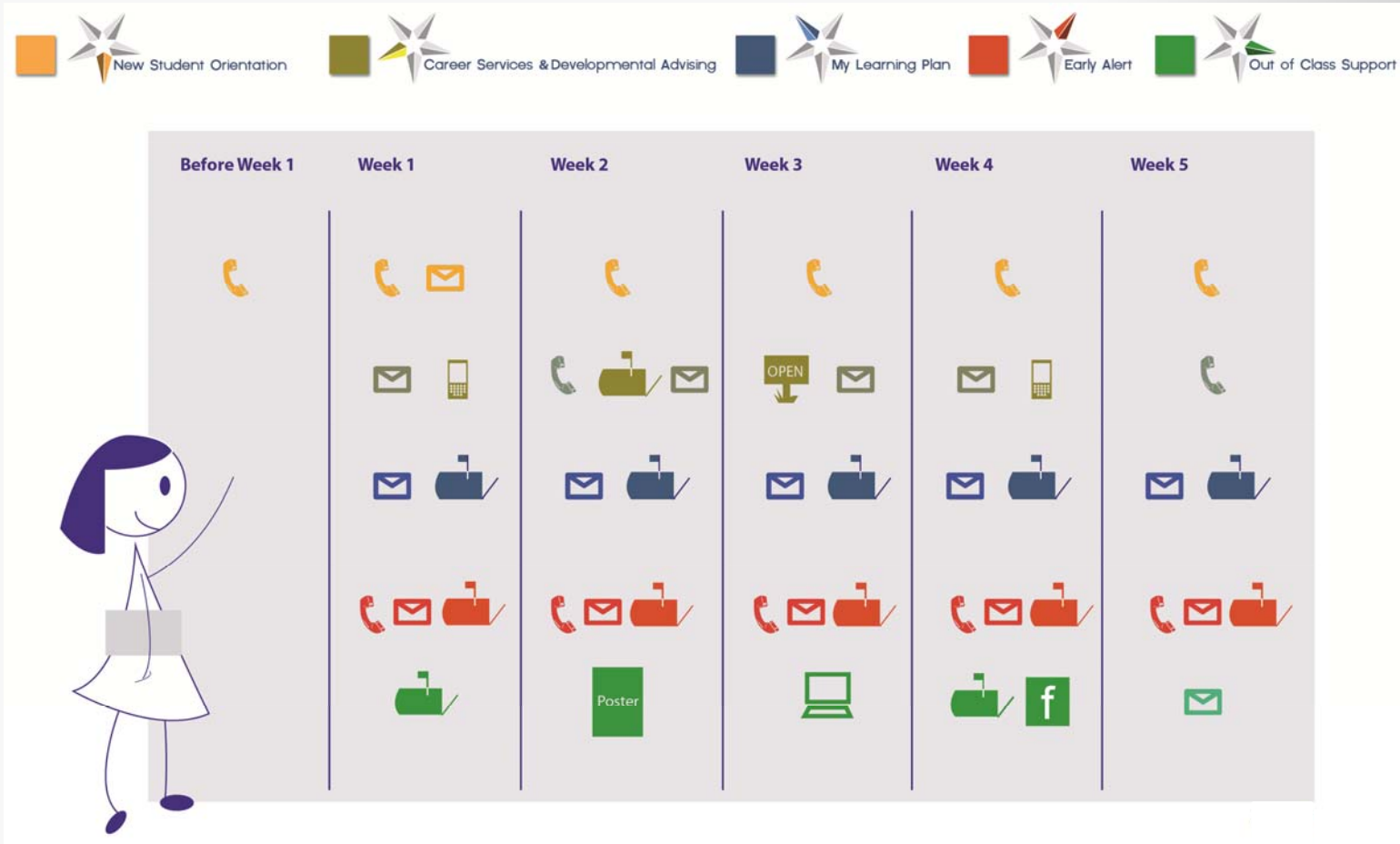
*Students stated that the most compelling and effective communication was hearing about other students' experiences living away from home and how they plan their finances.*

**-USAA Student Experience Report**

## Changing Industry



*Students routinely ignore, don't see, and/or delete mass emails originating from a College or University.*  
 -2012 Student Focus Group



# Root Cause Analysis

*If the precedent for cluttered messaging is set early, it is far more likely for future communication attempts to be dismissed.*  
 -US Student Satisfaction Survey

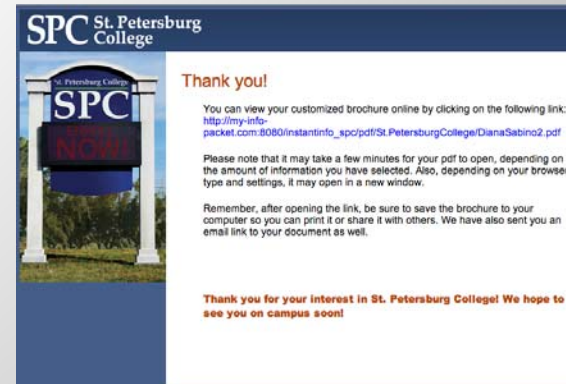


1

2



3



# Prospective Students

*Students and parents want access and information that is immediate and personalized for their needs.*  
- Craig Chanoff, Senior VP and General Manager of Blackboard

- Student Onboarding Process for Customer Relationship Management (CRM) implementation
- Website Redesign for Prospects and Community
- Internal Admin SharePoint
- MySPC Student Hub
- Inquiry Capture and Tracking
- Inquiry routing and handling
- Application Process Redesign
- Marketing Dashboard



# Next Steps: Action Plan

*Students stated that the most compelling and effective communication was hearing about other students' experiences living away from home and how they plan their finances.*  
-USAA Student Experience Report



[askmaria.spcollege.edu](http://askmaria.spcollege.edu)

**Ask Maria**





Print
Social
Online

#AskMaria
SPC St. Petersburg College

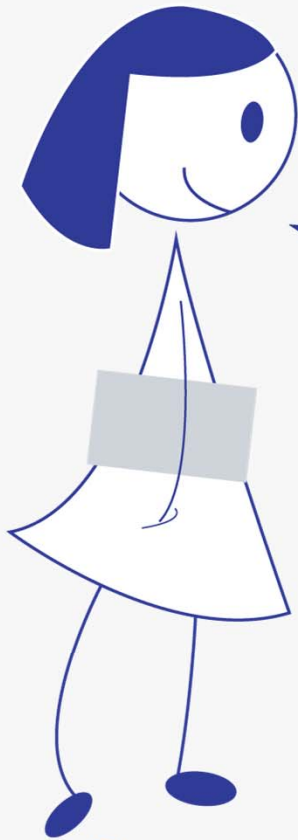
## Campaign QUICK GUIDE

### ASK MARIA BLOG

Marketing & Public Information  
 DESCRIPTION : ASK MARIA BLOG  
 PREPARED FOR : CAMPUS PROVOSTS  
 PROJECT NO. : 13-0743  
 DATE : 09/16/2013

askmaria.spcollege.edu

# Campaign Guide



"Where can I find information to help direct me to narrow my career choices, help pick classes for a major?"

"How do I apply for financial aid for study abroad?"

"How many years do you have to be in college to get a business degree?"

"If someone is working full time, what is a good amount of credits to take a semester?"

"If there was a dangerous weather conditions, how will I get informed if we have class or not?"

Study Habits?

Programs?

Scholarships?

Clubs?

## Ask Maria

## By the Numbers on Oct. 8th

295 Questions

3,023 Visitors

9,125 Total Page Views

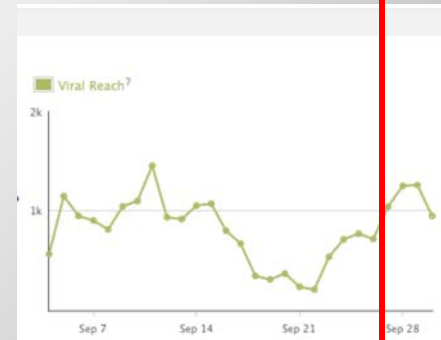
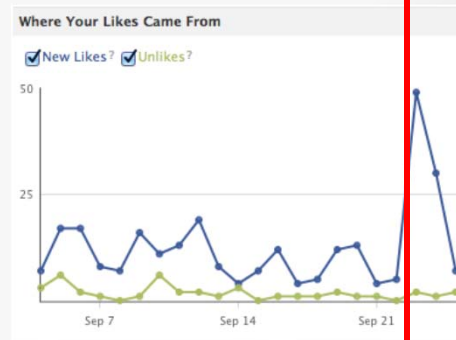
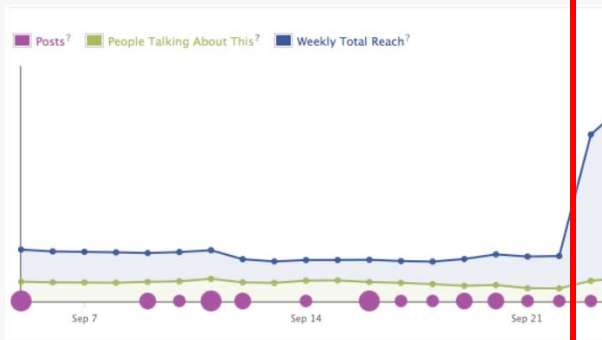
15% Mobile Visits

21% Mobile SPC wi-fi

10% of all traffic was generated by Social Media

83% of social media traffic was generated by Facebook

44.5% of visits were linked from the spcollege.edu home page



# Ask Maria: Analytics

- **Published Word Cloud**
- **Vlog from Maria**
- **FAQ Slider**
- **Category selection on form**
- **Promotion of the College Experience**

## **Ask Maria: Next Steps**

**DIRECT LINK**  
Higher Ed Insights from St. Petersburg College

HOME ARTICLES AUTHORS LISTENING POSTS SPC

# CONNECT TO HIGHER ED INSIGHTS

## WELCOME AND INTRODUCTION

- ACADEMIC UPDATES [READ MORE](#)
- INTERNATIONAL TOPICS [READ MORE](#)
- LEGISLATIVE MATTERS [READ MORE](#)
- ONLINE EDUCATION [READ MORE](#)
- STUDENT LIFE [READ MORE](#)
- STUDENT SUCCESS [READ MORE](#)

# Direct Link



### October 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
Welcome and Introduction by Dr. Law						
13	14	15	16	17	18	19
Recap Innovation Grant Luncheon – Innovation Grant Open Video Link to this week's Board of Trustee Meeting						
20	21	22	23	24	25	26
Spring Registration Process						
27	28	29	30	31		
Developmental Education Reform						

### November 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Developmental Education Reform			1	2
3	4	5	6	7	8	9
Scholarships and Grants						
10	11	12	13	14	15	16
Live Listening Post: Dr. Law						
17	18	19	20	21	22	23
Online Education Revitalization						
24	25	26	27	28	29	30
International Programs						

### December 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
Financial Aid / Payment Plan						
8	9	10	11	12	13	14
Stream the Board Workshop Meeting						
15	16	17	18	19	20	21
Spring Registration Update						
22	23	24	25	26	27	28
Financial Aid / Payment Plan Update						
29	30	31				
Testing, New Student Orientation, Registration						

**Direct Link: Content Calendar**

Questions?

*Within Reach*

St. Petersburg College

**SPC**

# Employee Health Insurance 2014

## Update and Recommendations

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*Presented to  
SPC Board of Trustees*

*Oct. 15, 2013*





# 2013 Recap

- **Stability for employees:**
  - No increase in premiums
  - No increase in co-pays
  - 2nd year of high-deductible/low-premium plan with Health Savings Account (HSA)
- **\$100 Wellness Incentive** for employees completing health-risk assessment and biometric screening
- **Addition of deductible on traditional plans** (non-HSA)

Plan	Deductible
Employee only	\$250
Employee + child(ren)	\$275
Employee + spouse/DP	\$350
Family	\$500

# 2013 Recap

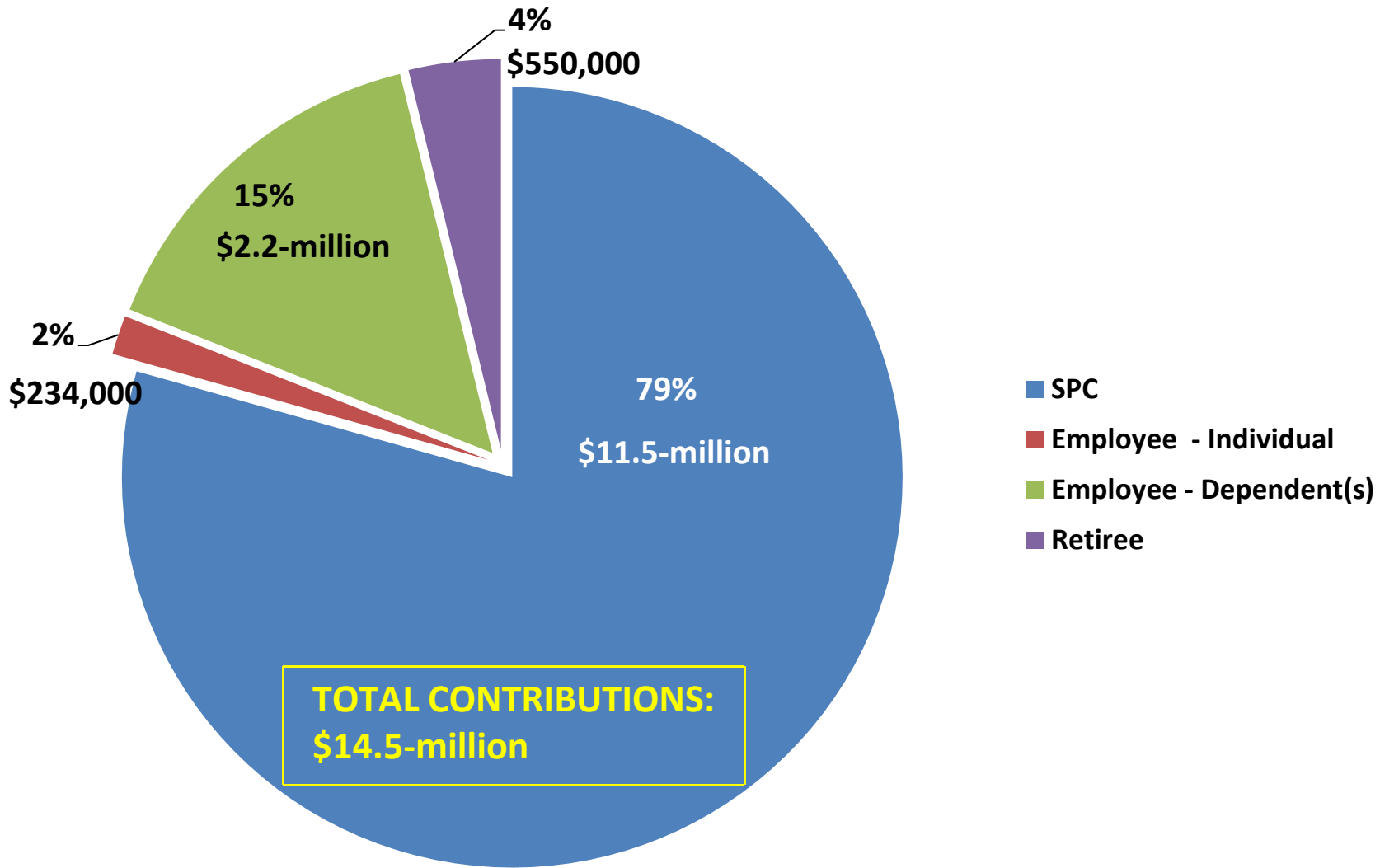
## Deductible shifts cost-sharing

<b>TOTAL CLAIMS DATA SPC-paid</b>	<b>2012 (Jan.-June)</b>	<b>2013 (Jan.-June)</b>	<b>Percent change</b>
Medical	\$3.9-million	\$3.7-million	- 5%
Pharmacy	\$1.8-million	\$1.3-million	- 28%
Medical/Pharmacy	\$5.7-million	\$5-million	- 13%

---

<b>PHARMACY USE</b>	<b>2012 (Jan.-June)</b>	<b>2013 (Jan.-June)</b>	<b>Percent change</b>
Generic utilization	70.2%	74.2%	+ 4%
Brand utilization	29.8%	25.8%	- 4%

# Medical contributions



- SPC
- Employee - Individual
- Employee - Dependent(s)
- Retiree

Snapshot: September 2013



# 2014 Plan Design

## Recommendations

- ✓ No increase in premiums, deductibles or co-pays
- ✓ All new hires in 2014 are *only* offered the high-deductible/low-premium (HSA) plan
- ✓ Offer incentives for those taking HSA plan:

Plan	SPC Seed	Employee contrib. to get max match (optional)	SPC 2:1 match (max \$1,000)	Maximum SPC contribution (seed + match)	Estimated cost to SPC
Employee	\$500	\$500	\$1,000	\$1,500	\$78,600
Family	\$1,000	\$500	\$1,000	\$2,000	\$219,200



# 2014 Plan Design

## Projected recurring savings

Action	Estimated savings to SPC
New hires offered HSA	\$200,000 - \$300,000
Additional RX discounts + rebates from Aetna	\$270,000
New prescription clinical programs from Aetna	\$ 75,000
	<b>\$545,000 - \$645,000</b>



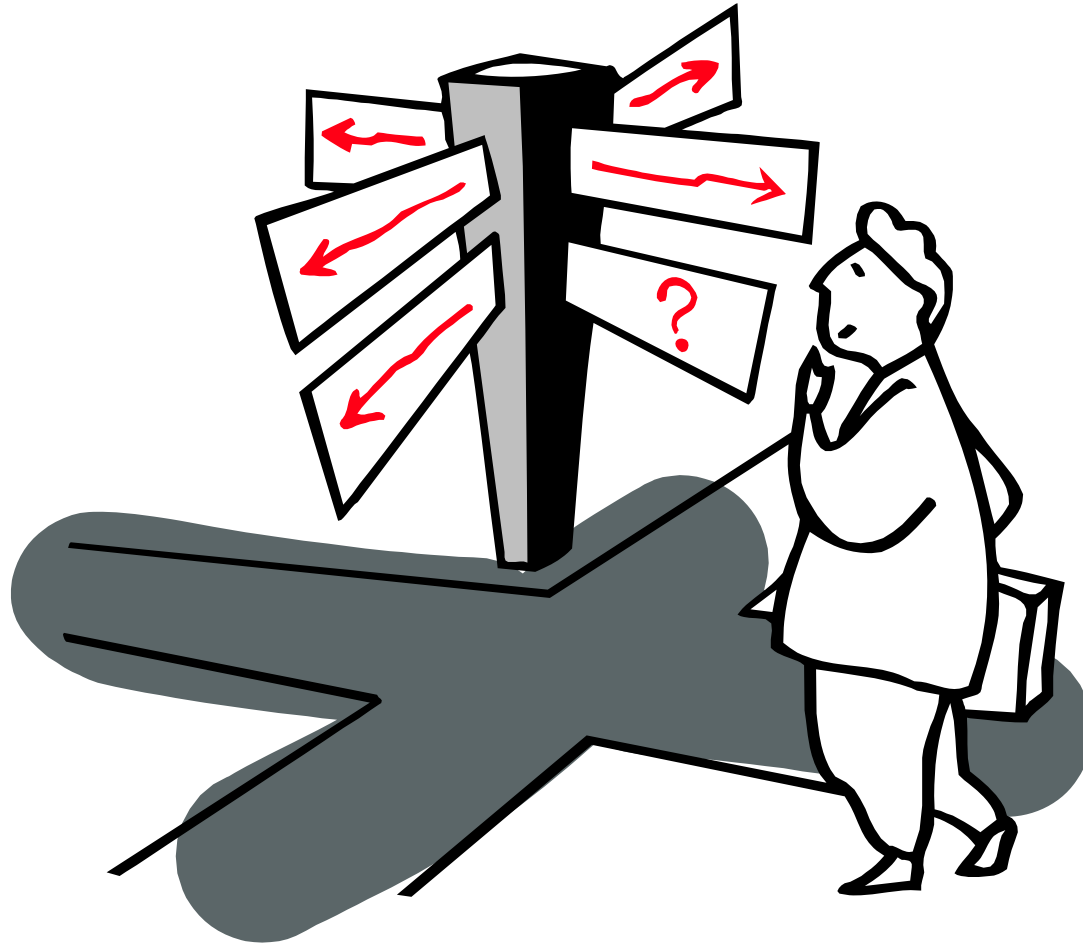
### Prescription savings for members

- Current mail-order RX savings applied to retail prescriptions of maintenance medications
- Through CVS, get 90-day RX for cost of 60-day fill



# Timeline

Action	Timing
Individual coaching session with current HSA members	Oct.14-18
Employee workshops / Benefits Fair	Oct. 22 (All College Day)
Online Open Enrollment (employees)	Nov. 4-10
Retiree/COBRA Open Enrollment	Nov.1-22
New plan year starts	January 1, 2014



**Questions?**

# Learning Management System Recommendation & Online Education Revitalization

*October 2013*



ENC1101 - Composition I (Online/0470) Haber - 564/1074

Notices Syllabus Calendar Lessons Communication Reports Management Automate

Home ▶ Course

Map

- expand collapse
- Notices
- Syllabus
- Calendar
- Lessons
- Communication
- Reports
- Management
- Automate

ENC1101 - Composition I (Online/0470) Haber - 564/1074

Edit Page

Start this course at the beginning.

Section Announcements

View: Past Present All | Sort: Descending  
There are no new announcements.

Section Mail

**View Inbox**  
View, read, and compose messages

**Quick Message**  
Skip the Inbox and start your message.

**Unread Messages**  
ENC1101 - Composition I (Online/0470) Haber - 564/1074 0 messages

Section Calendar

There are no events for this week.

Institutional Resources

Below are some links that are helpful:

- SPC General Policies Information
- MySPC Login

# Online education framework

- Change has been looming since Blackboard purchase of ANGEL in 2009
- Revitalization of Online Education requires updated functionality

## Why Replace ANGEL?

- **Committee composition**
  - Representing all sites & disciplines, upper and lower divisions
  - 22 faculty
  - 13 A&P staff
- **Monthly meetings from February 2012**
- **Final recommendation meetings in August 2013**



## Selection Committee

- Created formal values structure
- Educated members on products, options and decision points
- Presented extensive product demos
- Reviewed feedback from customers
- Analyzed products using detailed rubric
- Discussed choices and held a vote

## Committee Activity

- **LMS Evaluation Committee recommends Desire2Learn (D2L) as SPC's next learning management system**
  - Chosen by 72% of committee faculty, 77% of committee as a whole
- **Proposed contract duration November 2013 to August 2019**

## **Recommendation**

- **Desire2Learn, Inc (1999)**
  - Cutting edge applications for interactivity, collaboration, student success
  - Tools integrated for ease of use, accessibility
  - D2L's education-oriented staff understands the needs of faculty and students
  - Florida D2L peers include: Daytona State College, Broward College, U. of West Florida

## About the Company

- **Mobile access** allows phone and tablet access to student and faculty functions
- Students choose where reminders and alerts are sent – texts or **social media** (Facebook , Twitter)
- **Collaboration tools** allow student-initiated sessions
- **Integrated video** tools for faculty and students
- Web conferencing feature with **whiteboard** capabilities
- Insights **dashboard** charts students progress
- Faculty can set **automatic alerts** or encouragements

## Student Access=Student Success

## Desire2Learn:

- Fully satisfies all of the points on the values structure
- Reaches beyond a traditional Learning Management System to be an **Integrated Learning Platform**
- Provides all of the tools needed to take St Petersburg College's online education to the next level and to support student success.

# Reflections on Desire2Learn



## Step 1 – Desire2Learn chosen, presented to Board for approval

## Step 2 – Revitalizing Online Education Project, August – November 2013

MEMORANDUM

To: Dr. Anne Cooper  
Dr. Richard Mercadante  
From: Bill Law  
President  
Subject: Online Course Renewal at St. Petersburg College  
Date: August 28, 2013

The need to select and install a replacement for the existing Learning Management System (LMS) is both necessary and timely. The work of the committee that has evaluated possible replacement options represents a disciplined and careful approach to support the critically important choice we will make in the coming weeks. I am anxious to receive the final report and recommendations of that committee.

The replacement of the LMS should also trigger a comprehensive review of organizational and instructional practices that support high quality online learning. That review has not been undertaken and should be tied closely to the technical LMS recommendation. The purpose of this communication is to outline ideas necessary for that comprehensive review. The process for structuring the review should emerge from this white paper, recognizing that some preliminary work has already been initiated.

I would be remiss if I didn't observe that some faculty and programs have been involved in online course revitalization continuously and have developed exceptional online experiences for our students. Some faculty have spent significant time in professional development and training that has led, in some cases, to national awards for exemplary programs and practices. This level of introspection and commitment is the standard to which we should aspire across all online offerings.

**ONE: SOME BASIC ISSUES:**

- A. St. Petersburg College (SPC) is presently the largest provider of online education in the Florida College System (FCS); approximately 10% of all the online education offered through the 28 colleges is offered by SPC;
- B. St. Petersburg College's long-standing commitment to providing convenient access for local citizens provided the basic framework for adopting broad-

# Part of a Broader Vision

- 70+ faculty, deans, provosts and other stakeholders addressing six issues:
  - Big Picture – Vision
  - Online Course Development and Delivery
  - Faculty Roles and Support
  - Student Readiness for Online Learning
  - Academic and Student Services
  - Organizational Structure
- Committee report to Board November 22
- Strategic discussions with Board December 10

## Revitalizing Online Education

- Changing the software
  - Look and feel
  - Ease of access
  - Cutting edge technology
  - More powerful tools
- Improving support services for online students
- Changing how faculty teach online



## Online Education at SPC



# Questions



**SPC** St. Petersburg College  
 INSTITUTE FOR STRATEGIC POLICY SOLUTIONS

St. Petersburg College: Institute for Strategic Policy Solutions  
 and The Florida College System present

# Closing the Gap: The Florida College System Civics Literacy Initiative

**Oct. 9-10**

St. Petersburg College  
 Seminole Campus Conference Center

**In cooperation with**  
 Bob Graham Center for Public Service  
 Lou Frey Institute of Politics and Government  
 Education Commission of the States  
 Florida College System Council of Presidents

**Sponsored by**



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Education Commission  
 of the States



**SPC** St. Petersburg College  
 INSTITUTE FOR STRATEGIC POLICY SOLUTIONS



# Closing the Gap: The Florida College System Civics Literacy Initiative

**Wednesday, Oct. 9**

8-9 a.m. Registration and continental breakfast

## Opening session

9-9:15 a.m.

### Welcome and Opening Remarks

Dr. Jim Olliver, Provost, SPC Seminole Campus  
Dr. Randy Hanna, Chancellor, Florida College System

### Introduction of Keynote

#### Speaker

Dr. Bill Law, President, St. Petersburg College

9:15-10:15 a.m.

### Keynote Address

Gov. Bob Graham

### Question and Answer Session

10:15-10:30 a.m.

### Break

10:30 a.m.-12:15 p.m. **Workshop Session One**

*Why We Are Here: A Brief Summary of Civics Education Initiative*

Dr. Tom Furlong, President, Bachelor Degree Access Strategies, LLC

*Civics Initiative Strategy I: Develop Civics Literacy Models for Integration Across the Curriculum*

Facilitator: Dr. Kasongo Butler, Assistant Chancellor, Florida College System

*Current Status/Best Practices*

Dr. Edward Bonahue, Provost and Vice President for Academic Affairs, Santa Fe College

*An Innovative Approach to Civics 101*

Dr. Emma Humphries, Assistant in Citizenship, Bob Graham Center for Public Service, University of Florida

Panel Discussion: *Methodologies and Impediments*

Panelists: Dr. Emma Humphries; Dr. Joseph Smiley, Dean of Social and Behavioral Sciences, St. Petersburg College; and Dr. Jan Lloyd, Assistant Vice President for Student Development, Seminole State College

*Summary of Strategies*

Dr. Kasongo Butler

12:15-1:15 p.m.

### Lunch

1:15-2:45 p.m.

### Introduction of Luncheon Speaker

David Klement, Executive Director, Institute for Strategic Policy Solutions, St. Petersburg College

*How the Florida College System Can Collaborate with K-12 in Civics Education Expansion*

**Speaker** Pam Stewart, Commissioner, Florida Department of Education

### Workshop Session Two

*Civics Initiative Strategy II: Best Practices in Civics Education*

*Analysis of Survey Results*

Dr. Kasongo Butler, Assistant Chancellor, Florida College System

*Examples of Best Practices*

Dr. Susan Demers, Dean, College of Policy, Ethics and Legal Studies, St. Petersburg College and Prof. Jeff Kronschnabl, Instructor in Charge, College of Policy, Ethics and Legal Studies, St. Petersburg College

*Mission Statements, After-Action Strategy and Civics Education Exchange*

Dr. Kasongo Butler, Dr. Susan Demers and Prof. Jeff Kronschnabl

2:45-3 p.m.

**Break: Workshop moves to second floor tiered classroom, LI 270**

3-4 p.m.

### Workshop Session Three

*Civics Initiative Strategy III: Create Opportunities for Student Civics Engagement*

*Current Status and Options*

Speaker: Dr. Kasongo Butler

Panel Discussion

Dr. Richard Murgo, Professor of Political Science, Tallahassee Community College; Doug Ryan, Executive Director, Florida Model Legislature and Florida Model U.N.; and Earl Fratus, Associate Professor, Political Science and History, St. Petersburg College

4-6:30 p.m.

### Break

6:30 p.m.

### Dinner

Introduction of Dinner Speaker: Dr. Susan Demers

**Speaker** Eugene K. Pettis, Esq., President, The Florida Bar

## Thursday, Oct. 10

8-8:30 a.m.

### Continental Breakfast

8:30-10 a.m.

### Workshop Session Four

*Civics Initiative Strategy IV: Develop Strategies for Engaging Domestic and International Immigrants in American Civic Life*

Facilitator: Dr. Tara Newsom, Associate Professor, Social and Behavioral Sciences, St. Petersburg College

#### *One College Experience*

Dr. Jackson Sasser, President, Santa Fe College

#### *Panel Discussion: Methodology and Impediments*

Dr. Jackson Sasser; Dr. Suzanne Preston, Professor of Social Science, St. Petersburg College; Joshua Young, College-wide Director, Institute for Civic Engagement and Democracy, Miami Dade College; and Jared Ferreira, past president, FCS Student Government Association

#### **Breakout session to develop strategies for implementing this goal system-wide**

#### **Summary of strategies identified by the breakout groups**

10-10:15 a.m.

### Break

10:15-11:30 a.m.

### Workshop Session Five

*Civics Initiative Strategy V: Develop a Statewide Civics Engagement Campaign and Evaluation Process to Increase Civics Awareness and Action*  
Facilitator: Dr. Dennis Gallon, President, Palm Beach State College

#### *Process for Evaluation*

Dr. Paul Baumann, Director, National Center for Learning and Civic Engagement, Education Commission of the States

#### Panel Discussion

Dr. Dennis Gallon; Dr. Paul Baumann, and Dr. Bill Law, President, St. Petersburg College

#### Summary of Evaluation Options

11:30-11:45 a.m.

### The Finish Line

*Measuring Progress: A Process for Follow-Through Reporting to the Institute for Strategic Policy Solutions*

Dr. Randy Hanna, Chancellor, Florida College System; Dr. Kasongo Butler, Assistant Chancellor, Florida College System; and David Klement, Executive Director, Institute for Strategic Policy Solutions, St. Petersburg College

11:45 a.m.-noon

### Wrap-Up and Adjournment

Dr. Bill Law; Dr. Jackson Sasser; Dr. Dennis Gallon; Dr. Tom Furlong, President, Bachelor Degree Access Strategies, LLC

## Project Background

Closing the Gap: The Florida College System Civics Literacy Initiative aims to infuse and enhance civic learning and democratic engagement for students in the Florida College System. This initiative is inspired and supported by former Florida Governor and U.S. Senator Bob Graham, who has made the revival of civics education a passion since retiring in 2005. His book, *America, The Owner's Manual: Making Government Work for You*, is a virtual textbook for teaching citizens how they can participate in their democracy in effective ways.

The project, in partnership with the Bob Graham Center for Public Service at the University of Florida, the Lou Frey Institute of Politics and Government at the University of Central Florida, the Education Commission of the States and the FCS Council of Presidents, seeks to close the civics education gap that many American leaders regard as a national crisis and to regenerate citizen engagement. The ultimate goal is to teach the basics of democracy to the current and succeeding generations in the state college

system and to provide tools and resources for the K-12 school system. The purpose of this workshop is to design the tools and methods to put into action five initiatives identified by key stakeholders at a strategy session in April:

- Develop models to integrate civic literacy into cross-curriculum coursework
- Survey the Florida College System for best practices and establish an on-going clearing house to measure progress and share successes
- Embed civic literacy in the mission statements of the colleges in the FSC
- Develop a FCS Model Legislature
- Develop strategies to promote civic engagement among domestic and international immigrants and other special populations

As a state-approved statewide policy center, the Institute for Strategic Policy Solutions at St. Petersburg College serves as the vehicle for the project and the clearing house for its ongoing operation.

## Featured Speakers



### **Bob Graham**

*Former Florida Governor and U.S. Senator*

Bob Graham served two terms as Florida governor and three terms as a U.S. Senator. As one of Florida's most respected statesmen, he has a distinguished record of 38 years of public service, including 12 years as a member of the Florida Legislature. Since leaving public office in 2005, following his 2004 presidential campaign, he has made the decline of civics education and citizen engagement one of his top priorities, along with the geopolitics of international terrorism. Graham is recognized for his leadership on issues ranging from economic development to healthcare to environmental preservation, as well as his service on the Senate Select Committee on Intelligence — including 18 months as chairman in 2001-02. Graham also serves as chair of the Board of Overseers of the Bob Graham Center for Public Service at the University of Florida. He is the author of several books including *America: The Owner's Manual*, which teaches the skills of civic participation, and *Keys to the Kingdom*, a novel of suspense which draws upon his background in government and intelligence.



### **Pam Stewart**

*Commissioner, Florida Department of Education*

Pam Stewart brings a broad range of educational experience and perspective to her role as Commissioner. She has served as Deputy Chancellor for Educator Quality at the Florida Department of Education and Deputy Superintendent for Academic Services. As Chancellor of Public Schools at the FLDOE, she oversaw K-12 student achievement; curriculum, instruction and student services; school improvement; and educator quality. She also would oversee the management and delivery of affiliate programs such as K-12 Race to the Top projects, Just Read, Florida!, the Office of Early Learning and Florida's Virtual Education Program. These areas and programs provide support for Florida's pre-K-12 education system, which serves more than 2.7 million students and 192,000 educators. Stewart holds a bachelor's degree in elementary education/early childhood from the University of South Florida, a master's degree in counselor education from the University of Central Florida, and a certificate in educational leadership from Stetson University.



### **Eugene K. Pettis, Esq.**

*President, The Florida Bar*

Eugene K. Pettis is the first African-American to serve as President of The Florida Bar, which governs nearly 100,000 attorneys. In 2005, Pettis was elected by his peers to The Florida Bar's Board of Governors. Just six years after graduating law school, he was appointed by Gov. Lawton Chiles as the first African-American on the South Florida Water Management District's governing board (1991-99), where he eventually served as vice chairman. For eight years, Pettis served on the Board of Directors for the University of Florida Foundation and currently serves on the board of trustees at the university's Levin College of Law. He is a co-founder of Haliczzer Pettis & Schwamm, with his practice focusing in the areas of medical malpractice, personal injury, commercial litigation and employment law. He earned a bachelor's degree in political science at UF and graduated from the school's Levin College of Law in 1985. In addition to Martindale-Hubbell's top AV rating for his high professional and ethical standards, Pettis has earned numerous legal awards and accolades, including recognition by the Best Lawyers in America as the Lawyer of the Year for Employment Law in 2013.



**The Institute for Strategic Policy Solutions** at St. Petersburg College is dedicated to advancing academic excellence, community engagement, economic vitality and public understanding through high-quality, solutions-directed public policy programs. Its purpose is to enrich the education experience, engage with local government to promote unity and efficiency, facilitate economic activity, and involve citizens in their college and government.

**The Florida College System** is a network of 28 community colleges, colleges and state colleges serving nearly a million Floridians. It is the primary access point to higher education for Floridians, offering an array of programs designed to prepare students for entry into the workforce or opportunities to continue their education.

[www.spcollege.edu/solutions](http://www.spcollege.edu/solutions) | 727-394-6251



St. Petersburg College

**SPC**

# All College Day

*Engage | Encourage | Empower*



Oct. 22, 2013 | Clearwater Campus

# All College Day

## Schedule

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7:30-8:30 a.m.	Registration/Breakfast
8:30-9:30 a.m.	Session 1
9:45-10:45 a.m.	Session 2
11 a.m.-Noon	Session 3
Noon-1 p.m.	Lunch
1:15-2:15 p.m.	Session 4
2:30-3:30 p.m.	Session 5

## Arts Auditorium

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8:30-9:30 a.m.	Dr. Law Keynote – Faculty and Academic A&P
9:45-10:45 a.m.	Dr. Law Keynote – Non-Academic/Non-Student Services
11 a.m.-Noon	Dr. Law Keynote – Student Services
2:30-3:30 p.m.	Dr. Williams – Student Affairs

## Location of discipline — specific meetings for faculty — 1:30-3:30 p.m.

Note: Some meetings are not at Clearwater Campus.

Natural Science .....	EPI	Collaborative Labs (Tropics)
College of Policy, Ethics and Legal Services.....	CL	ES 216
Communications .....	CL	Library
Orthotics & Prosthetics.....	CL	BT 203
College of Computer and Information Technology.....	EPI	1-450
College of Business .....	CL	BT 206
Fine Arts & Humanities.....	CL	ES-113
Social Sciences .....	CL	ES 314 & 316
College of Education .....	EPI	2-429
College of Nursing .....	CL	SS-125
Mathematics .....	CL	LA-151
College of Public Safety Administration .....	AC	228
Physical Therapy .....	CL	BT-205
Human Services .....	CL	CR-170

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KEY: **AC** - Allstate Center    **EPI** - EpiCenter Tech    **CL**-Clearwater Campus

## Details

- **Registration** – Please check in by picking up your name tag in the registration area between the Natural Science and Math (NM) building and the Language Arts (LA) building from 7:30 to 8:30 a.m.
- **Breakfast** – A grab-and-go breakfast will be available during registration and throughout the morning in front of the Library. Coffee, water and bagels will be available.
- **Lunch** – A complimentary lunch of assorted sandwiches will be served.
- Complimentary bottled water will be available throughout the day while supplies last.

## Participant Planning Worksheet

	CHOICE	TITLE	ROOM
<b>SESSION 1</b> 8:30-9:30 a.m.	1		
	2		
	3		
<b>SESSION 2</b> 9:45-10:45 a.m.	1		
	2		
	3		
<b>SESSION 3</b> 11 a.m.-Noon	1		
	2		
	3		
<b>SESSION 4</b> 1:15-2:15 p.m.	1		
	2		
	3		
<b>SESSION 5</b> 2:30-3:30 p.m.	1		
	2		
	3		

### Socially Engaged: Take the title!

Get busy on All College Day posting comments and photos from and about the event on the college's Facebook page at [facebook.com/stpetecollege](https://facebook.com/stpetecollege) or via Twitter.

- Use the hashtag **#spcacd** in your All College Day posts and tweets.
- Posts and tweets sent from 8 a.m. to 4 p.m. with this hashtag will be tallied throughout the day.
- The college employee with the highest number of posts and/or tweets will win a trophy for their campus and a gift card as SPC's most socially engaged.
- Employees who post and tweet also will be entered in a random drawing. Five gift cards will be given away.

All winners will be announced in the *Blue & White*.

To participate, employees will need to use a Facebook or Twitter account that identifies them by name. Marketing and Public Information will be available throughout All College Day to help employees with the contest.



# All College Day

## Overview

### General Track

For most employees, this includes options covering a variety of professional and personal development topics.

### Advising Track

For student services, especially student advising staff. This includes critical updates to Development Education reform.

### 7:30-8:30 a.m.

#### College Fair

Location: Along the Quad

Learn more about SPC programs and organizations

- Association of Florida Colleges
- Athletics
- Center for Excellence in Teaching and Learning
- College Reach Out Program
- Collegewide Internships
- Disabilities Resources
- Leepa-Ratner Museum of Art
- Marketing & Public Information
- Palladium Theater
- SPC Health Benefits
- SPC Libraries: One Book One College
- Theater Program & Fine Arts
- Veterinary Technology
- Veteran's Services

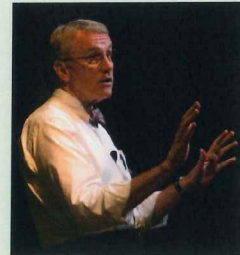
Socially Engaged: Take the title

### 11 a.m.-1 p.m.

#### Wellness Fair

Visit with wellness and benefit providers and groups during your lunch

- Advantica Care
- Aetna
- Back Break Massage
- Baycare
- Chef Sherell
- Corporate Care Works
- Custom Benefits
- Florida Hospital
- Liberty Mutual
- National University of Health Sciences
- SPC Benefits
- SPC Wellness
- Taoist Tai Chi Society
- The Legend Group
- and others



### President keynote sessions

President Law will speak on a variety of topics under the broad heading of Student Success and the Completion Agenda in each keynote address. In order to optimize the experience for all, the same message will be delivered in all three sessions with minor emphasis as appropriate to the particular audience. Select one session to attend.

#### Session 1 (8:30-9:30 a.m.) Faculty and Academic A & P

#### Session 2 (9:45-10:45 a.m.) Non-Academic and Non-Student Services

#### Session 3 (11 a.m.-Noon) Student Services (CS & A & P)

## SESSION SCHEDULE

SESSION TITLE	ROOM	SESSIONS				
		1	2	3	4	5
Duke Energy Grant Linked to Student Success	NM 201		2			
Education Planning: Funding The Future	NM 164		2			
Effective Business Communication	LA 195			3		
Effective Student Mentoring Using Dynamic Library Resources	ES 123				4	
Ensuring Academic Integrity in Online Exams	CR 142			3		
Everything Is Personal	NM 162	1				
Expand Your Teaching Toolkit: Strategies for Increasing Student Engagement and Success	LA 103		2			
Faculty Technology Showcase: Focus on Online Learning	NM 203			3		
Family Self Defense	BT 208	1				
Flipping Over the Flipped Classroom!	ES 322		2			
Florida on a Tankful	ES 318					5
Florida TRADE Consortium: What's That?	LA 195				4	
Florida TRADE Consortium: What's That?	LA 193					5
Foundations of Investing	ES 111					5
Four Steps to Financial Success	ES 125	1				5
From Knowing to Doing	LA 189			3		
FRS & DROP: The Detail You Need to Know	ES 218	1				
FRS & DROP: The Detail You Need to Know	NM 201				4	
Get Out of Class	LA 192				4	5
Getting Your Students to Think	SS 101			3		
Grants Funding 101: Research, Writing And Managing	ES 125				4	
Growing Futures: Career Programs & Career Pathways	BT 203	1				
Hispanic Cultural IQ Test for Law Enforcement	LA 153		2			
Homeland Security :Dealing With Workplace Violence	NM 101	1				
How SPC is Helping Students Achieve Their Dreams	ES 125		2			
How to Manage Tough Student Issues	NM 203		2			
Hyperfocus: Using Technology to Elevate Student Writing	NM 103		2			
Hypertension and High Cholesterol	ES 111	1				
Immigration and Its Impact on Florida and the U.S.	ES 318			3		
Implementing Turn-It-In and Interpreting Its Results	ES 303		2			
Incorporating Original Research in Your Course	NM 159			3		
Increasing Student Engagement With Interactive Softchalk Lessons	BT 201		2			
Influenza- Disease and Prevention	ES 216	1				
Innovative Collaborations and Partnerships With Industry	CCET			3		
Introduction to Microsoft Lync	ES 305	1				5
Introduction to the Wellness Center	SS 107	1	2	3	4	5
Ipad Tips and Tricks	ES 216			3		
It's a New World: Cultural Diversity in the College Community	ES 318		2			
Jam On It: Using Music to Establish Mood in the Classroom	LA 145		2			
Japanese Arts In Action: Create Your Own Sumi-E And Ikebana	BT 204	1				
Keep It, Toss It, Store It, Oh My!	BT 203			3		
Keep It, Toss It, Store It, Oh My!	ES 322				4	

## SESSION SCHEDULE

SESSION TITLE	ROOM	SESSIONS				
		1	2	3	4	5
Latin American Rhetoric Conference and Study Abroad Argentina	NM 157			3		
Legal Issues Impacting Higher Education: Trends and Updates	ES 305				4	
Less Prep: More Do	ES 320			3		
Let's Chat	LA 145			3		
Life As a Student is Stressful: You Can Help!	LA 189		2			
Living Strong and Cycling To Cure Cancer	BT 203		2			
LMS Integrated Personalized Learning Experience: Customizable Ebooks and Assessments	LA 193		2			
Making Group Work "Work" for Developmental Education	ES 113			3		
Managing Stress: Techniques for Coping With Stress in Your Life	SS 101		2			
Mathematics on Youtube	NM 158			3		
Microsoft Office 2010 New Features	ES 216		2			
Mitochondrial Wellness & Rechargeable Nutrients	NM 205	1				
New Advising Page Student Services/Advising Track	ES 203	NM 105	1			
New Advising Page Student Services/Advising Track	ES 204	NM 105	1			
New Advising Page Student Services/Advising Track	ES 207	NM 105	1			
New Advising Page Student Services/Advising Track	ES 209	NM 105	1			
Nine Ways Instructors Can Ensure Tutoring Success	ES 307		2			
Online Repository - Collaboration and Consistency	BT 208		2			
Our Mission and How We Can Help You	NM 162			3		
Out Of The Classroom, Onto The Campus	CR 170		2			
Perfecting Public Speaking	NM 162		2			
Photoshop Tips and Tricks	ES 314			3		
Planit - Strategic Performance Planning, Management, & Evaluation System	NM 158	1				5
Practical Bicycling for the Practical Cyclist	CR 170	1				
Pre-Diabetes	ES 305		2			
Project Management in Real-Life: Thanksgiving Dinner	NM 103	1				5
Psychological and Communication Interdisciplinary Approach to Teaching Diversity in the Classroom	ES 316			3		
Pulse: Measuring Success at SPC	LA 145	1				
Pulse: Measuring Success at SPC	LA 189				4	
Retirement Income Strategies	NM 205					5
Social Engineering: Peering Into the Darkness of the Internet	BT 208					5
Social Media's Influence on Decision-Making: A Prenatal Example	ES 320		2			
Social Security Strategies: Idea to Help Increase Your Social Security Income	ES 105	1				5
Social Security Strategies: Idea to Help Increase Your Social Security Income	ES 123			3		
Social Security Strategies: Idea to Help Increase Your Social Security Income	ES 307				4	
SPC Ipad Management & Application Order Process for SPC Ipad	NM 157	1				5
SPC Online Revitalization: Update and Dialogue with Committee Members	LA 153			3		
SPC Peoplesoft Financials Budget	LA 190	1			4	
SPC's Achieving The Dream: Online Teaching and Learning	ES 125			3		
Spc-R-Us: College After 50	ES 322			3		
Spreading the Word Via Share Point	NM 105				4	

## SESSION SCHEDULE

SESSION TITLE	ROOM	SESSIONS				
		1	2	3	4	5
Staying Energized and Avoiding Burnout	NM 203	1				
Staying Tough in Tough Times: Coping with Economic Uncertainty	NM 164					5
Stepping Into Social Media: Lessons Learned	ES 324		2			
Stress and Nutrition	NM 201	1				
Student Success: Building Success Through Feedforward Methodology	ES 105			3		
Students' Preparedness for Competing in a Global Society	CR 144		2			
Study Abroad 101	BT 204		2			
Take Control of Your Money, Live The Life of Your Dreams	SS 101	1				5
Teach With Your Ipad: Great Apps for the Anatomy Student	LA 191		2			
The Chatter That Matters . . . Your Words ARE Your Power	ES 316	1				
The Chatter That Matters . . . Your Words ARE Your Power	NM 101					5
The Simple Things	BT 205	1				
Tips for Maintaining a Beautiful Landscape	LA 151			3		
Total Withdrawal	ES 303			3		
Two Dozen Proven Ways That Triple My Productivity Teaching Online	CR 142		2			
Ultimate Loser Panel	NM 203					5
Understanding Caregiving: PROS and CONS	CR 142					5
Understanding Curriculum Choices Student Services/Advising Track	ES 203	NM 105	2			
Understanding Curriculum Choices Student Services/Advising Track	ES 204	NM 105	2			
Understanding Curriculum Choices Student Services/Advising Track	ES 207	NM 105	2			
Understanding Curriculum Choices Student Services/Advising Track	ES 209	NM 105	2			
Understanding Degree Audits (Advising Reports) and Student Exceptions (Alt Sats, Waivers, Credit Adjustments)	ES 314		2			
Understanding the Developmental Student In General Education Courses	BT 206		2	3		
Understanding Your Employers Flex Plan and the Benefits of Participating	ES 123	1				5
Using Mathematica to Support Higher-Level Mathematics Instruction	NM 157		2			
Using Moocs to Improve College Readiness	LA 190			3		
Valuing Generations at Work	NM 203				4	
Waking Up the Writer in You	LA 192		2			
Wellness Techniques for Success	BT 206	1				
What Scientists and Artists Can Learn From Each Other	NM 205		2			
What The Heck's a Think Tank?	ES 111				4	
What's for Dinner? Healthy Meal Ideas for Busy Families	ES 303	1				5
What's Up at the Museum?	CR 144	1			4	
Where Can I Find That?	ES 105				4	
Where We At?	BT 205				4	
Who Moved My LMS?	ES 303				4	
Work Place Ergonomics For Everyone: An Interactive Lecture	ES 307	1				
World Music Safari	ES 322	1				5
WOW Presentations: Prezi, Powerpoint and Assignment Guides	ES 218		2			5
Writing With Integrity: Reading Deeply, Writing Well	ES 111		2			
Writing Workshops That Work: Effective Peer Response	LA 192			3		
Your StatClass.Com: FREE Resource for Help Learning Elementary Statistics	NM 156		2	3		