

**BREVARD COMMUNITY COLLEGE
BOARD OF TRUSTEES
WORKSHOP**

February 21, 2000
3:00 P.M.

Campus President's Conference Room
Titusville Campus

PRESENT: Eugene C. Johnson, Chairman; Betts O. Silvernail, Vice-Chairman; James W. Handley, Miriam E. Martinez, Dr. Alexandra Penn Williams, Joe D. Matheny, Attorney; Thomas E. Gamble, Secretary

1. CALL TO ORDER:

Mr. Johnson, Chairman, called the workshop meeting to order.

2. REVIEW OF STRATEGIC PLAN:

Dr. Gamble stated the strategic plan which will be reviewed today is not final. It does not represent the kind of comprehensive strategic planning he would eventually like to get to. He asked Dr. Koller approximately eight months ago to begin a process within the college to develop a rudimentary strategic plan and establish a steering committee and teams for the various components of the plan composed of faculty, staff and administrators. The teams have come up with what is being presented today. Dr. Gamble encouraged comments from the Board members. The document is being shared with student governments on all four campuses and student and faculty participation is anticipated at the town meetings. The Board's comments, along with other feedback, will be taken back to the teams for changes/additions before the strategic plan comes back to the Board as a final document; hopefully at the April 2000 Board meeting. Dr. Gamble stated a good strategic plan takes approximately one year. The current plan has been developed in six months and is a three-year plan. However, it is a plan that must be visited no less than one to two times a year. Dr. Gamble stated he felt it was important to communicate to the public that they have a say in the strategic plan. Dr. Al Koller has served as chair and Ms. Joni Oglesby has served as vice-chair of the Strategic Planning Committee.

Dr. Koller reported two aspects of the strategic plan were extremely important; how it is prepared and the way in which it is used. He reviewed a power-point presentation on the strategic plan. The report consisted of five goals and 28 strategies to guide day-to-day actions and major operating systems. Dr. Gamble reported at this time the plan is a "college" plan, however, he would like it to become a community plan on the direction of the college. It is important for the Board of Trustees to be involved and make adjustments. Mrs. Martinez stated she would like a study done on the demographics and needs of the area. Dr. Penn Williams asked how much of the FACT Book had been used to compile the objectives. Dr. Koller indicated the publication had not been used.

Dr. Gamble reported there is a problem with using information from the FACT Book as there has been a question regarding its accuracy. Dr. Penn Williams questioned how the strategic plan would be evaluated. Dr. Koller explained how indicators would be established for the strategies. Mrs. Silvernail suggested that the college determine who should be involved in the meetings and then approach those people directly. She asked if any companies have been contacted up to this point regarding the strategic plan and town meetings. Dr. Gamble reported the college has relied on the media for communication and suggested the strategic plan could be shared with Workforce Development and the Economic Development Commission, as well as large companies. Mrs. Martinez stated she would like to see the key areas and what we are going to do to initiate them. Dr. Koller reviewed the five goals – Instructional, Marketing, People, Partnerships, and Services and the strategies for each goal and briefly reviewed the handout.

Mrs. Silvernail asked if the plan included going out to the public school system, including administration and guidance counselors. Dr. Gamble reported that it did include approaching the school system and reviewed some of the ideas with the Board, including direct mailing to parents of perspective students. Dr. Koller reported on a preoccupation with competition with other colleges in Brevard. Dr. Gamble stated the college needed to get into the mode of “when do you want it and we’ll offer it ” for classes and programs. He highlighted partnerships with organizations that represent under-served and disabled populations to expand educational opportunities. Dr. Gamble stated he would need Board direction with how far the college goes in assuming the responsibility with what K-12 should be doing for itself. For instance, the Governor earmarked funds last year for this year where the college is supposed to help reduce the drop-out rate and the necessity for college prep courses. He questioned if this should not be the K-12 mission. He felt the college should partner with K-12, however, limits should be set on responsibilities. Dr. Koller reviewed the strategies for services which will also be improved through the implementation of the Banner System and the establishment of the Welcome Centers. Dr. Penn Williams asked about the elimination of courses that are no longer viable. Dr. Gamble reported the college has to act on this issue in time to meet the state deadline of April 1 as this affects faculty members and there is a notification requirement.

Mrs. Silvernail reported the information in the strategic plan is good and some of it specific, but the college may want to consider handing out paper to individuals attending the town meetings and request that they write questions on the paper and the questions be discussed at the meeting. She felt it should be clear at the beginning of the meeting that public input is requested. Dr. Gamble asked that Dr. Koller provide index cards for the public to use to write questions to be discussed at the town meetings. Mrs. Silvernail suggested approaching AARP and other organizations about the meetings. Dr. Gamble reported he will attend every town hall meeting, along with the nearest Campus President to provide answers to questions.

Mrs. Silvernail suggested that “mailers” be sent out to the public notifying them of the town meetings. Mrs. Martinez reported the information provided to the public should be prepared in terms of internal and external and how they will be affected. Dr. Penn Williams suggested since there is now someone on board to collect data that this would be a good opportunity to put the data to use. The baseline data needs to correspond with the strategies in the plan.

Mr. Johnson summarized the workshop and stated it was a good beginning and the college should continue to move forward.

3. **ADJOURNMENT**

There being no further business to come before the Board, the workshop meeting adjourned at 4:05 p.m.

APPROVED: _____
Chair, District Board of Trustees

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Secretary, District Board of Trustees