

Board of Directors Quarterly Meeting

November 8, 2021

Minutes

Date: November 8, 2021

Time: 6:00-7:00

Location: Hybrid – Zoom/Collaborative Labs, Tropics Room 1-424, 13805 58th Street No, Largo

Board members present: Jo-Lynn Brown (virtual), Aron Bryce (virtual), Ken Burke (in person), Nikki Gaskin-Capehart (virtual), Gershon Faulkner (virtual), George Greer (in person), Adam Johnson (virtual), Daniel Mageras (virtual), Elizabeth Sember (in person), Irene Sullivan (virtual)

Board members absent: Deveron Gibbons, Watson Haynes, Jeff Johnson, Laurie King

Ex-officio members present: Kimberly Jackson (in person), Tonjua Williams (in person)

SPC Administration: Susan Demers (in person), Matthew Liao-Troth (in person)

ISPS Team members present: Sam Jenkins, Matthew Lee, Sharon Panov

Guests present:

Discussion Items	Action/Response
1. Call to order	Chair Irene Sullivan called the meeting to order at 6:02 p.m.
2. Review and approval of minutes from last meeting	The minutes from the August meeting were unanimously approved.
3. Leadership Report <ul style="list-style-type: none"> - Dr. Tonjua Williams, President, St. Petersburg College - Dr. Matthew Liao-Troth, Vice President, SPC - Dr. Susan Demers, Dean, SPC - Dr. Kimberly Jackson, Executive Director, ISPS 	<p>Dr. Tonjua Williams, President, SPC – stated that ISPS is huge part of SPC’s trajectory forward. ISPS BOD has accomplished what she and the board had discussed back in 2018 regarding the Institute’s organization, intention, purpose, and vision including student involvement, statewide expansion, and inclusive civil discourse of difficult and courageous conversations throughout Pinellas County and the State. Her vision for SPC is to change, to educate, and to include. Her vision for ISPS is to be the state’s arm of SPC to engage students in critical thinking, bring community leaders together for discussion, and help students and the community weigh the pros and cons and make educated decisions. She commended the BOD, led by Executive Director Kimberly Jackson, on accomplishing the challenges set back in 2018 by gaining wider recognition of ISPS and SPC, and putting together an impressive strategic plan. The original vision for what ISPS was designed to do, as far as the statewide initiative, was to include the other 27 colleges in Florida. ED Jackson has already reached out to those institutions to build partnerships. Discussion regarding the ISPS budget will be postponed to after the first of the year. At the request of SPC Trustee Deveron Gibbons at the September BOT meeting, a rubric is being developed to assist the board in decision-making regarding the \$14 million balance being transferred from SPC Foundation to ISPS. The rubric will be presented to the board in late January or early February, in time to create the budget for the new fiscal year beginning April 1, 2022. The funds will be available in February.</p> <p><i>Pres. Williams</i> agreed with <i>ISPS Director Ken Burke</i> that finance committee meetings should be postponed until there is more information available on the budget.</p> <p><i>Dir. Burke</i> said the finance committee will need some lead time to develop the board’s policy to match the expectations regarding fundraising, based on whether a fiscally conservative or aggressive approach is taken to cover the</p>

estimated \$400,000 annual budget recently proposed to the board. *Pres. Williams* said the Institute may want to also consider partnerships and other ways of generating revenue to cover operational expenses, but all of that is being considered while creating the rubric. *ISPS Director Liz Sembler* stated that the Finance Committee has been hyper-focused on rules associated with investing ISPS funds and how to have an annual budget where we may no longer be living off the interest. Just to confirm, the committee cannot do that now because more info is coming that may affect that. *Pres. Williams* added that there has not been a final decision on investment strategies, but we want to be sure we're handling the funds properly.

ED Jackson stated that since the BOT's approval of the transition, efforts have been made to educate the board on the nature of the funds, how the funds came from Foundation, and how ISPS as a non-profit, is also a Direct Support Organization (DSO) of SPC, and the challenges that unique situation presents. The strategic plan was created when she came on board and is still new. The current board is a transition board being made up of mostly new members, which provides an opportunity for change of focus. The board needs to be receptive and nimble to how it evolves based on research and iterations. She doesn't expect the strategic plan to change, only the way it is delivered.

Dir. Sembler asked if the board will receive any direction on the statewide initiative. *Pres. Williams* said Dr. Liao-Troth is on the Florida Council for Instructional Affairs and will work with other college VPs and ED Jackson to develop a state-wide plan.

Matthew Liao-Troth, VP Academic Affairs – provided an overview of the transition of ISPS from Student Services to Academic Affairs and how ISPS fits in with SPC. ISPS was previously under leadership of Mark Strickland, Provost of Seminole campus because the Institute is located on that campus. The job of the campus provost is to provide services for the students. When he joined SPC last year, Dr. Williams had asked how he saw ISPS fitting in on the academic side of the college. What came to mind was: how to integrate students better in the programming; how to better connect with faculty; how to make build better bridges to and serve other state institutions; looking at policy issues locally, regionally and statewide and connecting different parts of the state to talk about those issues, and further connect those with students and the educational mission of the college.

Susan Demers, SPC Lead for ISPS, Dean of Policy, Ethics and Legal Studies – The state college and university system has been mandated by the State to 1) require students take a civics course, and 2) pass a civic literacy exam. This means developing curriculum, creating conversations with faculty, and providing opportunities for student success and future participation in the American democracy. ISPS will be instrumental in statewide efforts to accomplish this. *Dir. Sembler* said she is very excited about the initiatives that will help students statewide. The college will be the leader for creating these collaborative opportunities.

Kimberly Jackson, Executive Director – provided an overview of upcoming short-term steps: (Nov 2021-Jan 2022) hire ISPS accountant, transfer ISPS funds, approve a new board member; ISPS team will present strategic plan and budget to BOD for approval (Feb 2022), and then to SPC BOT (Mar 2022) for approval. Next fundraiser for Autism Awareness is scheduled for April 25, 2022 at the Vinoy Golf Club. *Dir. Sembler* suggested the language be clear

	<p>regarding fundraising from the outset where the funds are going and how they will be used. <i>ED Jackson</i> said we are expecting the new accounting firm to advise on those matters. Four accounting firms have submitted proposals. Needs include bookkeeping, assistance in transition, creating policies. <i>ED Jackson</i> shared a slide showing current board of directors' terms, officers, and committees. <i>Dir. Burke</i> suggested terms begin April 1. A vote was taken and all approved.</p>
<p>4. Finance Committee Report: Daniel Mageras, Chair, Finance Committee</p>	<p>Dan Mageras, Chair of ISPS Finance Committee, provided brief background of how funds came to ISPS: State gave ISPS 7 million dollars to start, fund, and grow. That amount doubled. The task now for the board is to stick to the mission of ISPS, and potentially grow and sustain the Institute in perpetuity if possible. He was not able to give a full report on the financial statements usually presented by the ISPS accountant. <i>Dir. Mageras</i> opened the floor for discussion on the financial statements. <i>Dir. Sembler</i> asked where the funds from the autism fundraiser are being held. <i>ED Jackson</i> responded that those funds are in the ISPS checking account and have not been used. She has discussed with the board various options for specifically utilizing those funds for autism awareness. <i>Dir. Burke</i> said to eliminate confusion, those funds should be listed on the financial statements as restricted funds, a liability. <i>ED Jackson</i> suggested documenting concerns for the new accountant and postponing approval of the financials until a later date.</p> <p><i>Dir. Sembler</i> stated that it is important to be clear when fundraising that we are either raising funds for a partner/organization or raising funds for ISPS operations. <i>ED Jackson</i> said a person will be needed to create policy regarding best practices for fundraising. <i>Dir. Sembler</i> questioned the benefits of raising funds for another organization when we should be focused on raising money for ISPS. <i>ED Jackson</i> stated that, as is customary with non-profits, a portion of the funds are used for operational expenses. <i>ED Jackson</i> will work with the strategic planning and finance committees on clear mission and message for fundraising. <i>Pres. Williams</i> said the board should decide if ISPS will fundraise for other organizations or specifically for ISPS. <i>ISPS Director Gershom Faulkner</i> said we don't want to limit ourselves; consider partnering with organizations and splitting the proceeds. <i>Dir. Burke</i> said having a plan will help in discussions regarding fundraising goals.</p> <p>There was further discussion on understanding why the financial report was not approved – was it the information provided or policy-related concerns? Since the Institute's accountant usually gives that report and provides additional information as needed, all agreed that:</p> <p>The presentation and approval of the financial statements is postponed.</p>
<p>5. Executive Director's Report - Kimberly Jackson, Esq. - Sam Jenkins - Matthew Lee</p>	<p><i>ED Jackson</i> shared a slide that listed community partners up to date, including government partners, chambers of commerce, SPC staff and faculty, student clubs/groups, community groups. Statewide college impact efforts include rebranding, social media, and relevant programs. ISPS has engaged with Pasco-Hernando State College, Eastern State Florida College, Florida College System Student Government Association, Florida Department of Education, Miami-Dade Circuit Court, and Pasco County Sheriff's Office.</p> <p><i>ED Jackson</i> requested board members assist with choosing topics and speakers for the next programming year, county-wide/statewide collaborations, and potential sponsors. The board was asked for preferred</p>

	<p>dates to meet for year-end celebration hosted at Irene Sullivan’s home. Members will choose between December 2 and December 9.</p> <p><i>ED Jackson</i> thanked silver, gold, platinum, and anchor sponsors for helping meet fundraising goals – a total of \$22,500 was raised for the year. <i>ED Jackson</i> shared a slide with the names of those sponsors in each category. Special thanks to Judge Sullivan for her support and encouragement.</p> <p><i>ED Jackson’s</i> speaking engagements included CEO’s Unplugged, St. Pete Arts Alliance Mayoral Q&A, Academy Prep, St. Pete Free Clinic, SPC Discovery Day. The mayoral debate was well received and was a great opportunity to advertise for ISPS.</p> <p><i>ED Jackson</i> shared a slide while reviewing the programs for the year: Live events included Growing Jobs in Florida (Sept 28), The Minimum Wage and Florida’s Businesses (Oct 19), The Terri Schiavo Case with Judge Greer (Oct 28); Upcoming events include Economic Impact of the Arts in Pinellas County (Nov 1), Clean Energy in Florida (Nov 9).</p> <p><i>Sam Jenkins, ISPS Project Coordinator</i> - shared slides of upcoming programs: Clean Energy in Florida (Nov 9), Great Debate (11/16), The US and China: International Engagement (Nov 18), Congressional Update with David Jolly (date tba). Sam shared the new ISPS program survey sent to participants after attending a program. Sam shared a slide with op-eds featured in Catalyst, The Weekly Challenger, and Tampa Bay Newspapers. These will be store in a database to keep track of how ISPS is expanding our footprint. Sam shared a slide highlighting social media posts and graphical statistics relating to activity. Sam shared a slide showing ISPS website insights including top pages, page views, top referrals. The forum with Judge Greer was our highest traffic event with over 120 signing up.</p> <p><i>ED Jackson</i> introduced ISPS new web content specialist Matthew Lee.</p> <p><i>Matthew Lee, Web Content Specialist</i> – provided overview of his job as web content specialist, which includes web content design and social media management. He shared a slide with Instagram posts he had created and graphics showing a rise in audience engagement, currently 103 Instagram followers. <i>ED Jackson</i> added that Instagram outreach is based on college policy, which affects the rate of growth. Alex Heinrich, SPC Social Manager, has said that over-posting is not advised. <i>Matthew</i> shared a slide to show board spotlights posted on social media highlighting board achievements. <i>Pres. Williams</i> requested the board members be tagged in social media posts.</p>
6. New Business	<p>Dr. Mark Strickland, SPC Seminole Campus Provost, was presented the board for approval as a new member. <i>Dir. Burke</i> asked for clarification on what the by-laws state regarding the maximum number of board members. <i>ED Jackson</i> responded that technically 17, including 2 non-voting members – <i>ED Jackson</i> and <i>Pres. Williams</i>, 15 voting members. Dr. Strickland’s membership will bring the total to 15.</p> <p>The board unanimously approved Dr. Mark Strickland as a new board member.</p>
7. Comments	<p><i>ED Jackson</i> thanked the ISPS team for working with her under pressure. She thanked the ISPS board members for their trust and support.</p>

	<i>Dir. Sembler</i> complimented ED Jackson for embracing the recent challenges presented and thanked her for all her efforts, in coordinating and setting up committees.
8. Wrap-up and Adjournment <i>Respectfully submitted, Sharon Panov, Recorder.</i>	The meeting was adjourned at 7:24 p.m. The next board meeting is scheduled for February 7, 2022.