

Board of Directors Quarterly Meeting
 February 12, 2024
 MINUTES

Date: February 12, 2024

Time: 6:00-7:00 p.m.

Location: SPC Clearwater Campus, 2465 Drew Street, Building/Room LI-109

Board members present: Brett Bina (virtual), Jo-Lynn Brown, Gershom Faulkner (virtual), Tom Furlong, Nikki Gaskin-Capehart (virtual), Michelle Grimsley (virtual), Alysén Heil (virtual), Kimberly Jackson, Adam David Johnson (virtual), Valerie Lavin, Daniel Mageras, Mike Meigs, Elizabeth Sembler, Mark Strickland, Tarruck Wheeler (virtual)

ISPS/SPC representation present: Aron Bryce, Susan Demers, Sam Jenkins, Matthew Lee, Matthew Liao-Troth, Sharon Panov

Guests: Dan Shuey (CRI CPA)

Discussion Items	Action/Response
1. Welcome/Call to Order	<i>Chair Jo-Lynn Brown</i> called the meeting to order at 6:03 p.m.
2. Approval of minutes	November 13, 2023 meeting minutes were unanimously approved. D. Mageras (motion) V. Lavin (second)
3. Public Comment	There were no public comments.
4. Committee Reports A. Finance & Budget B. Steering C. Strategic Plan D. Statewide	<p><i>Mike Meigs, Treasurer</i>, presented the proposed 2024-2025 budget for review and approval. The 2024-2025 budget was unanimously approved. T. Furlong (motion) M. Strickland (second)</p> <p><i>Executive Director Kimberly Jackson</i> gave an overview of the budget creation/approval process.</p> <p><i>Dan Shuey, CPA, CRI</i> provided a 4-year (FYE 2021-2025) budget comparison.</p> <p><i>Dan Shuey</i> presented the current financial statements as of December 31, 2023. The balance sheet shows: Cash position of \$312,490, 60/40 equity account \$7,492,361, short-term bonds \$7,264,007. Total assets were \$15,068,860, accounts payable total \$1,000, with \$123,853 due to SPC for cost allocations for the quarter. Net assets total \$14,160,706. Net revenue was \$783,052. The Statement of Activity YTD totals: donations \$2,675, investment income net of fees \$196,551, sponsorships \$5,500, personnel costs including benefits \$291,839, travel \$21,000, insurance \$7,000; advertising \$14,898, auditing fees \$15,600. Total expenditures were \$385,113. Investment gains and losses YTD \$961,221. Trust interest income \$2,217. Total net profit was \$783,052.</p> <p><i>Director Elizabeth Sembler</i> asked about depreciation. <i>Dan Shuey</i> responded that ISPS has not recorded any fixed assets. <i>Director Mark Strickland</i> added that ISPS, as a direct-support organization of SPC, uses college equipment and office space.</p>

	<p>The Financial Statements were unanimously approved. N. Gaskin-Capehart (motion) E. Sembler (second)</p> <p>February 5, 2024 Steering Committee Meeting minutes were approved as there was not a quorum available at the committee meeting. E. Sembler (motion) D. Mageras (second)</p> <p><i>ED Jackson</i> presented board terms and committee assignments for 2024-2025 year. Nominations for 2024-2025 officers were presented for review and approval: Jo-Lynn Brown, Past Chair; Alysen Heil, Chair; Dan Mageras, Co-Chair.</p> <p>2024-2025 board structure, including officers, was unanimously approved. A. Johnson (motion) E. Sembler (second)</p> <p>Board terms were unanimously approved. D. Mageras (motion) V. Lavin (second)</p> <p>A discussion was held on conducting a board evaluation. <i>Dir. Mark Strickland</i> said 360 may not be appropriate for this board since it is commonly used with faculty. <i>ED Jackson</i> will consider other options. <i>Director Tom Furlong</i> said more history and awareness of ISPS is needed to effectively conduct an evaluation of if ISPS is meeting the statewide mission.</p> <p><i>Dir. Sembler</i> said, with everything that has been accomplished so far, it's time for the Strategic Plan to be updated. <i>ED Jackson</i> provided a review of priorities met in the strategic plan with a focus on statewide impact updates. <i>ED Jackson</i> directed the board to review the real-time records for previous workshops on the strategic plan and revisit some of those ideas. <i>Dir. Furlong</i> said to consider and report on what the strategic plan is going forward, updating the strategic plan for review by the board. <i>ED Jackson</i> said the Strategic Plan Committee will review in the new year.</p> <p><i>Florida Statewide Coordinator, Aron Bryce</i>, reported on upcoming initiatives and remaining events for the year: FCSSGA Conference, Economic Development forum where ISPS partnered with SPC Public Policy program, and the Cong. Bill Young documentary partnering with USF-Tampa.</p>
<p>5. Executive Director Report</p> <ul style="list-style-type: none"> A. 2023 Report B. Outreach C. 24-25 Programming D. Statewide Updates E. Web/Social Analytics 	<p><i>ED Jackson</i> the 2024-2025 programming: Earth Day Beach Clean Up (April), Transportation in Florida (April), Healthcare (April), Courageous Stories at SPC (May), FCSSGA Conference (June/July), Grand Debate Student Professional Series (August), Artificial Intelligence Economic Impact (September), Cybersecurity in Florida (October), Grand Debate Preliminary (October), Grand Debate Finals (November), Economic Discussion with Jerry Parrish (January 2025), Everglades Foundation (February 2025). Waiting until end of March to add more detailed</p>

information, to ensure alignment with the college's preference in relation to the Florida mandate, but the plan is to hold programs with an economic focus. ISPS will step back and do "more soft programming" until legislative session ends and there's clarity on what is allowed in the current state political climate. *Dir. Lavin* asked for more information on the event titled "Courageous Stories." *ED Jackson* said that event highlighted SPC students and their struggles and challenges economically, etc. – to increase student engagement. *ED Jackson* provided a broad overview of some of the programs. *Dir. Lavin* asked how the topics might affect the student population. *ED Jackson* said ISPS will continue to do workforce programs, adding that transportation is an important topic. *Dir. Lavin* added that housing is also an important topic. *Director Alysén Heil* said there's an AI degree for Florida colleges in 2023-2024 framework, workforce is a focus for the State, and agrees that transportation is an issue for students.

Dir. Furlong requested clarification and additional details before approving the proposed event lineup presented: what are the details of what happens toward the goal of each program, progression of the programming, what is done and why, what is the impact.

The board agreed to approve only the potential topics presented as part of an Economic Series.

V. Lavin (motion)

E. Sembler (second)

ED Jackson said further review by the statewide committee, then detailed event information can be presented at the May board meeting. *Dir. Sembler* requested that when a format, etc. is secured with details to let the board know. *Dir. Lavin* asked about events held elsewhere in Florida. *ED Jackson* said although ISPS has established relationships with other state colleges, currently ISPS does not have the capacity to do so until sometime in the fall.

Dir. Furlong suggested, for instance, holding meetings in April to review programs and engage with stakeholders, get feedback, to plan for fall programming. His concern was that planning was still in progress in February for programs taking place in April. *ED Jackson* agreed to move the Transportation program to fall. *Dir. Furlong* has suggestions for how to engage with stakeholders and other colleges on that topic.

Aron Bryce gave an update on the mentorship program with former ISPS board members Ken Burke and George Greer. *Dir. Lavin* asked if it is a requirement that mentors be ISPS board alumni. *ED Jackson* responded that the current program is a pilot program, that mentors should have a background check and are a good fit before pairing them with students.

Communications Coordinator Matthew Lee provided an update on web and social analytics from November 13, 2023 to present. The spike in engagement in November represents promotion of Grand Debate and Congressman Young's documentary. A top referral website was Tampa Bay Business and Wealth magazine. There were 95% new vs. 5% returning

	<p>visitors to the ISPS website. There were 6 new Facebook followers with 272 visits, total reach of 1,700 accounts; 13 new followers, 59 visits, and reach of 197 for Instagram. ISPS currently has 55 followers.</p> <p><i>Dir. Sembler</i> asked if there was follow-up to the 60 inquiries on the “Contact Us” page. <i>Matthew</i> said all inquiries are vetted and legitimate inquiries are followed up on.</p> <p><i>Dir. Lavin</i> asked if research is conducted on the types of people who like or follow ISPS. <i>Matthew</i> responded that privacy settings dictate how much information is available.</p> <p><i>Matthew</i> said he could send monthly updates with marketing materials. <i>Dir. Lavin</i> said to tag her on social media posts and suggested having an agreed-upon comment to include regarding the Institute in promotions.</p>
<p>6. Chair’s Report</p> <ul style="list-style-type: none"> A. BOD Giving B. Meeting dates, locations C. Spotlights D. New Chair 	<p><i>ED Jackson</i> invited the board to try to achieve full board giving goals by March 31. Upcoming board meeting dates were reviewed.</p> <p><i>ED Jackson</i> recognized board members: Valerie Lavin, finalist for TBBW’s Women Who Win award; Brett Bina, participant in an investors panel discussion; Nikki Gaskin-Capehart, profiled in WMNF.</p> <p><i>Chair Brown</i> welcomed Dr. Alysén Heil as new Chair, Daniel Mageras as new Vice-Chair.</p> <p><i>ED Jackson</i> thanked the board for a “very robust year.” She invited the board to view the 2023 highlights.</p>
<p>7. New Business</p>	
<p>8. Comments</p>	
<p>9. Wrap-up and Adjournment</p> <p><i>Respectfully submitted by Sharon Panov, Recorder.</i></p>	<p>The meeting was adjourned at 7:32 p.m.</p> <p>Next BOD quarterly meeting is scheduled to be held on May 13, 2024.</p>