

ISPS Board meeting – May 24, 2021

Draft reviewed by K. Jackson, M. Strickland, S. Panov, & E. Fontana 6/8/2021

Attendance:

In person: Jo-Lynn Brown, Aron Bryce, Ken Burke, Nikki Gaskin-Capehart, George Greer, Adam Johnson, Laurie King, Debra Prewitt, Elizabeth Sembler, Irene Sullivan, Mark Strickland, Jamelle Conner

Virtually: Gershom Faulkner, Deveron Gibbons, Watson Haynes, Jeff Johnson

ISPS Staff & Support Team: Kyle Bell, Kimberly G. Jackson, Sam Jenkins, Jacqui May

Minutes

- Hon. Irene Sullivan welcomed the group and called the meeting to order at 6:04 p.m.
- Kim Jackson welcomed group and led introductions.
- Judge Sullivan called for a review of the minutes of the February 22, 2021 meeting.
 - Board members were asked to select “yes” or “no” on hard copy poll or via zoom chat.
 - Subsequent review of these records indicates all present voted “yes” with the exception of G. Faulkner and D. Gibbons who did not respond to the poll.
- Kimberly Jackson provided the Web Content Specialist Update
- Jacqui May shared an overview of ISPS state outreach for the period March – May 10, 2021
 - Completed analysis of existing civic policy/engagement organizations indicates a reduction from 2010.
 - Academic-affiliated were identified. These organizations are based in just ten of Florida’s 67 counties. However, some do offer programs and services outside of their base region.
 - With a goal of expanding ISPS’s reach, particularly to underserved areas of the state, Board members were asked to respond to a poll question re: their interest in discussing statewide connections and resources, as well as program thoughts.
 - Subsequent review of the poll indicates the majority of members are interested in participating in this capacity.
 - Statewide outreach continues to grow via direct contact to targeted departments and programs at State Colleges and some State Universities.
 - Statewide Chambers of Commerce and Civic Groups will be approached. Board members invited to share any connections/introductions they may have.
 - J. May represented ISPS at two conferences and delivered presentations:
 - Florida College System Student Government Association’s Annual Conference
 - Calandra Institute’s Annual International Conference
 - J. May provided an overview of Resource Development:
 - Prospect Research & Development
 - Golf tournament fundraiser administrative update
 - Plans for donor / sponsor management and stewardship
- J. May presented on ISPS’s Instagram status.
- Sam Jenkins discussed ISPS’s Facebook status.
- Aron Bryce explained the Earth to Autism social media takeover.

- S. Jenkins provided an overview of ISPS programs through Fall 2021.
 - Summer 2021:
 - Social Series – Food Insecurity from an Intergenerational Standpoint 5/26
 - Social Series – Mental Health and the Criminal Justice System 6/25
 - Social Series – Criminal Justice Reform 7/8
 - Fall 2021:
 - Political Series – The Terri Schiavo Case with Hon. George Greer
 - Economic Series – Growing Jobs in Florida: Workforce Development
 - Economic Series – Clean Energy in Florida
 - Political Series – Focus on China: International Impact
 - End of Year Celebration
- K. Jackson presented:
 - The Catalyst partnership and emphasized it is a tool for creatively gauging audience growth. One example was the summary of the recent ISPS Pinellas Legislative Delegation program.
 - Future Programming: Regarding future programming, it is anticipated as in-person programming resumes audiences will be selective and expect to have the option to participate via technology/remotely for some time.
 - Partners: ISPS considers partners to be entities that offer time and talent, in the form of panelists, promotions, and other non-monetary forms of support, not necessarily funds.
 - Sponsors: ISPS has begun cultivating sponsors, including AARP Florida, and major sponsors for the Autism Awareness fundraiser. There have also been a number of in-kind sponsors.
 - Catalyst Impact Council: This resource provides important analytics including participant demographics and related data.
 - Future goals: Continue to build the ISPS brand, be known as a source of quality nonpartisan conversations.
 - Marketing update: Intention is to continue to responsibly build the ISPS brand and enhance the demographic reach. Example of this is the electronic billboards. These are a way of generating awareness in Northern Pinellas County. Provost Strickland helped identify the locations.
 - Thanks to Jo-Lynn Brown for supporting the development of a marketing reach strategy.
 - N2 Publishing – target audiences in affluent areas including Hyde Park and Sarasota. N2 will also provide social media support and relationship building.
 - WUSF FM 89.7 Radio – aligned with target audiences.
 - WSMR 89.1 Radio
 - ISPS will look for other outlets for statewide reach.
- Jo-Lynn Brown provided insight to marketing strategy:
 - Don't put eggs in one basket.
 - Want something sustainable.
 - The more audiences hear the more they engage.
 - Board members can feel free to contact Jo-Lynn to further discuss.
- K. Jackson concluded by stating marketing analysis will continue to form a strategic, intentional plan.

- Kim presented an overview of the April 5, 2021 Golf Tournament Fundraiser
 - She thanked Judge Sullivan, J. Brown, and N. Gaskin-Capehart for attending.
 - Major sponsors were Northern Trust Bank, Sonia Raymund, and Steve Raymund.
 - Tournament financials were presented.
 - Tournament Award Fund Proposals were discussed:
 - Option I – focus on interdisciplinary options across SPC.
 - Productions could be hosted on the ISPS partnership tab, in the same way The Great Debate has been.
 - Elizabeth Sembler asked what oversight students would experience.
 - K. Jackson and L. King stated ISPS would work closely with Department Chairs, Instructors, and Students to introduce ISPS’s mission to students, and ongoing support and guidance to make certain productions align.
 - J. May re-capped proposal details from Dr. Sue Blanchard which included close supervision and mission alignment.
 - Option II – training SPC on invisible disabilities via Johns Hopkins Center for Autism
 - Ken Burke asked the cost of this training. K. Jackson stated the cost is \$1,500 per session. A session can accommodate up-to 50 participants.
 - Deveron Gibbons stated, “the creative process for students is very valuable.” He also remarked “the Board [of Trustees] perspective, we’re always looking to build partnerships, and we have worked really hard to work with Johns Hopkins.” He observed training regarding invisible disabilities might work well towards furthering community support and honoring calls for assistance regarding BLM and Law Enforcement. He noted SPC is looked at as training ground for Law Enforcement Officers before they go out into community. They attend our programs on their own or as cadets sent by local cities. As SPC is constantly called-upon by the agencies to help with training this would be a good thing.”
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 - Option III brought forth for discussion.
 - Dr. Laurie King inquired if providing training for all SPC public-facing employees during Discovery Day might be an option. Discovery Day is when SPC staff and faculty engage in a day of professional development. She stated she was thinking this training would be great to bring to the public-facing SPC team. Perhaps paying for a keynote speaker on how to recognize and communicate with individuals with disabilities.
 - K. Jackson stated she will inquire if the Johns Hopkins program would consider training non law enforcement personnel.
 - K. Jackson explained: A) Due to available funds ISPS can offer a combination of options. B) There are currently no time-constraints, and that the Board has time to fully consider and explore additional options prior to voting. A hybrid of programming would be possible.

Financials:

- Ellen Fontana, CPA presented financials.
 - She referred to Appendix B, current financials.
 - The Balance Sheet cash reflects \$52,000 at end of April.
 - The Profit and Loss report summarize amounts received to-date from the fundraiser.
 - She suggested if Golf Tournament Award Funds, indicated as restricted net assets, would not be spent-down soon they could be moved to a dedicated, separate account.
 - E. Fontana referenced the 501 (c) (3) Budget Amendment which will be finalized at the August meeting. The Amendment breaks-out the fundraiser and will indicate how funds will be voted on so there will be a new line in the budget. She noted it is not a big change. Just re-determination of how some monies would be spent.
 - She explained that year end financials is the only time there is fiscal overlap between the SPC Fund 21 and 501 (c) (3) reporting periods. It reflects all SPC funds coming in and appearing at the same time. She noted “this makes the budget a little difficult to look to. If anyone has any questions, they can always reach out to me.”
 - Year-end financials reflect a minor amount of payables from April, that related back to March. \$1,500 of restricted net assets for stipends will be reclassified, the College caught but I didn’t see after we sent these out.
- The Audit is underway and will be completed prior to the next board meeting.
- E. Fontana called for approval of an ISPS credit card. This will be ideal for things such as Quick Books online payments, and other items that the College PO or P Cards cannot be used for.
 - Dr. Jamelle Connor explained there is a precedent for this and the SPC Foundation (another 501 (c) (3) already has such a system in place and has established protocols. ISPS could follow the same existing controls for a credit card.
- N. Capehart made the motion to approve the ISPS credit card.
- K. Burke seconded the motion.
- Judge Sullivan called for a vote. The motion was approved.

New News:

- K. Jackson announced Bridgette Bello and Debra Prewitt were leaving the BoD. She thanked them both for their service. She acknowledged Ms. Bello’s encouragement to strengthen her growth virtually.
- K. Jackson welcomed Deveron Gibbons to the Board.
- D. Prewitt made remarks regarding her service to the Board and her future retirement plans.
- K. Jackson shared SPC President Williams has been made president of the board of the American Association of Community Colleges.
- Judge Sullivan asked the group to consider extending future meetings to 1.5 hours. No motion was made. No vote was taken.
- Judge Sullivan acknowledged K. Jackson’s honor at being named a “First Lady” of the St. Petersburg community by the Carter G. Woodson Museum.
- K. Jackson also mentioned her recognition by the Tampa Bay Lightning as a community hero.

Adjournment: Judge Sullivan adjourned the meeting at 7:35