

Board of Directors Quarterly Meeting
Monday, August 9, 2021 • 6:00-7:00 PM
Location: SPC EpiCenter/Collaborative Lab, Tropics (Room 1-424),
13805 58th Street North, Largo
Held in-person and virtual via Zoom

Meeting Minutes

Board members present: Jo-Lynn Brown (virtual), Aron Bryce, Ken Burke, Gershom Faulkner (virtual), Deveron Gibbons (virtual), George Greer, Watson Haynes (virtual), Adam Johnson (virtual), Daniel Mageras, Irene Sullivan
Ex-officio members present: Kimberly Jackson
SPC/ISPS Representation: Jamelle Conner (virtual), Mark Strickland, Ellen Fontana (virtual), Sam Jenkins, Jacqui May, Sharon Panov

Items to Discuss	Actions
1. Welcome / Call to Order (Hon. Irene Sullivan)	The meeting was called to order at 6:02.
2. Review and approval of May meeting minutes APPENDIX A	The minutes were unanimously approved.
3. Director's Report: (Kimberly G. Jackson, Esq.) <ul style="list-style-type: none"> Statewide Coordinator (Jacqui May, Ph.D.) 	<p>The director's report was accompanied by the attached BOD August 9, 2021 PowerPoint Presentation.</p> <p>Jacqui May, statewide coordinator, provided an overview of ISPS resource development including prospect and partner research, and establishment of an internal database. She shared development of outreach and development materials. These include grant research and application data, establishing stakeholder and partner engagement strategies, and expanding cohesive outreach strategies including State College partners.</p> <p>Statewide connections made include, but are not limited to:</p> <ul style="list-style-type: none"> Florida College System Student Government Association (J. May delivered an ISPS overview presentation to students and advisors statewide) Florida Department of Education (She served with university and college professors and K-12 educators from around the state as a history and civics content expert) Direct outreach to deans, associate deans, administrators, and faculty at all sister colleges Interfaced with prospective partners statewide – <ul style="list-style-type: none"> South Florida: Ocean Conservancy, Southwest Florida College; Everglades Conservancy & Coalition; Everglades business owners Panhandle: USF Center for Advancement of Human Rights FAMU History Dept Chair & faculty Central Florida: Lou Frey Joint Center for Citizenship Statewide: Florida Civic Advance partners

<p>▪ Project Coordinator (<i>Sam Jenkins</i>)</p>	<p>Details of statewide program design:</p> <ul style="list-style-type: none"> • Everglades series that will include economic, social, and policy related components with partners, including state colleges, statewide. • Additional statewide topics being considered: <ul style="list-style-type: none"> ○ affordable housing; ○ criminal justice/mental health series in partnership with Sheriff's office (based on discussion during past program and available grant funding). <p>J. May provided the ISPS communications summary:</p> <ul style="list-style-type: none"> • Newsletter: Newsletter sent out 2,904 open rate = 22.8% (643) click rate = 7.3%. How opened: 73.4 on desktop / 26.6% mobile device. 33.3% of readers clicked on links that took them back to the ISPS website. • Promotional Articles: Writing articles for the Catalyst relating to our programs on Criminal Justice Reform and Mental Health. • Blog: working with partners from the Ocean Conservancy to develop a series of timely yet "evergreen" articles for our website, to drive traffic our way. • Instagram: a) Reach = number of unique users who looked at our post: 685. New reaches = 59% of people reached were not already following us; b) Hashtags continue to be the strongest tool, 64% found us via hashtag usage; c) Impressions = total number of times content was seen / high-impression to reach ration = effective / engaging posts = 763 or 111 percent; d) Highest % of reaches and impressions came from Memorial Day and Mental Health posts: Memorial Day 68% increase reached/53 from hashtags = 92%, Mental Health program promos: 1) 74% increase (55 reached/45 from hashtags = 82%); 2) 70% increase in followers (55 reached/39 from hashtags = 71%). <p><i>Kimberly Jackson</i>, executive director, invited board members to read and share the ISPS newsletters. The most recent newsletter focused on Dr. Williams. Thanks to Dr. Williams who has been instrumental in the statewide efforts by connecting ISPS with her colleagues at state colleges. Due to a positive response, an information session is being planned to share information about ISPS with other state colleges.</p> <p><i>Sam Jenkins</i>, project coordinator, provided an update on Facebook activity from May-August:</p> <ul style="list-style-type: none"> • 7% increase in 'Likes,' 126% increase in engaged users, and an 8% increase in total reach, adding that there continues to be growth with Facebook utilizing organic strategies along with public notices. A recent video for Facebook was produced with Norm Bungard, a veteran and volunteer, who spoke with ED Jackson about his work and initiatives. <p><i>S. Jenkins</i> provided highlights of previous programs (see attachment BOD August 9, 2021 PowerPoint Presentation):</p> <ul style="list-style-type: none"> • January 29 - What's Next for US and Global Climate Policy and Action (virtual), with 63 in attendance. • February 18 - Cultivating B-Corps for People, Planet and Prosperity (virtual), with 41 attendees. • February 19 – What is a Guardianship and When Is It Appropriate (virtual); 36 attended.
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- February 25 – What Does Justice Mean? with Justice Peggy Quince; 42 attended.
- March 5 – Healthcare Access and Quality (virtual); 39 attended.
- March 19 – Incapacity Guardianships (virtual); 29 attended.
- March 25 – Cybersecurity and the Case of Oldsmar (virtual); 29 attended.
- March 26 - Statewide Economic Outlook for 2021 with Jerry Parrish (hybrid); 41 attended virtually, 15 attended in person.
- April 9 – Guardianships and Guardian Advocacies (virtual); 22 attended.
- April 13 – The Reality of Running for Office (virtual); 44 attended.
- April 20 – A Conversation with U.S. Ambassador Delano Lewis; 40 attended.
- April 20 – The Social Justice Institute (virtual) with keynote speaker Bakari Sellers; ED Jackson moderated a conversation with Dr. Chaio of Pinellas County Health Department at the beginning of the program.
- May 7 – Physical and Health Environment (virtual), with Dr. Frederic Guerrier of Roser Park Medical Center; 23 attended.
- May 10 – 2021 Pinellas County Legislative Wrap-up (virtual); 72 attended.
- May 26 – Food Insecurity from Intergenerational Standpoint (virtual); 50 attended.
- June 25 – Mental Health and the Criminal Justice System (virtual); 150 attended.
- July 8 – Criminal Justice Reform (Hybrid); 30 attended in person, 40 attended virtually.
- July 13 – St. Petersburg City Council Forum (hybrid); 50 attended in person, 1014 views online.
- July 14 – Mayor Forum (hybrid); 75 attended in person, 615 views online.

S. Jenkins shared a slide with several recent articles written about ISPS, including from Florida Politics about the mayoral forum and the Catalyst, and the food insecurity and criminal justice reform events.

A poll was conducted to gauge BOD interests regarding future programs. A worksheet was provided in the meeting packet.

S. Jenkins and *ED Jackson* discussed the Institute's plan to get back to face-to-face, but with the uncertainty of the Delta variant, would continue to also offer hybrid options.

S. Jenkins shared information on upcoming events (see attachment BOD August 9, 2021 PowerPoint Presentation):

- September 28 – Growing Jobs in Florida: Workforce Development (in-person) with Representative Chris Latvala and Dean Belinthia Berry at SPC Clearwater ES 104. SPC Trustee Deveron Gibbons asked if ISPS had considered inviting Jabil for this event. ED Jackson said she had contacted Jabil on a different matter and will follow up with Trustee Gibbons.
- October 19 – The Minimum Wage and Florida Businesses with Dr. Cynthia Johnson of the Florida SBDC, Dan Jenkins, owner of the Tarpon Tavern, Todd Unbehagen, local financial accountant. Partners include the Tarpon Springs Chamber of Commerce and the Institute of Economic Evolution, to be held at Tarpon Springs Distillery. ED Jackson added that with the

membership in Tarpon Springs Chamber of Commerce, outreach further north county has expanded considerably.

- October 28 – The Terri Schiavo Case with Judge George Greer, moderated by Kimberly Jackson, at SPC Seminole Digitorium. The Institute is working with SPC College of Nursing to increase student engagement. The college is incorporating this program into their curriculum.
- November 9 – Clean Energy in Florida at SPC Bay Pines STEM Center’s Silverberg room.
- November 18 – The U.S. & China: International Engagement, a virtual event, with partners Justin Poupart of TakeittoChina-- who has great institutional knowledge of China -- as well as Frank Jurkovic, SPC’s Director of International Programs. There will be 3 1-hour sessions on: 1) cultural exchange, 2) social media panel discussion and 3) a keynote speaker on economics. ED Jackson thanked Frank Jurkovic for his involvement and support.
- December 1 – 2021 in Review – a virtual end of the year celebration.
- February 2022 - Everglades Forum - Potentially set at Miami Dade College. ISPS is working with the Florida College System for statewide impact. Federal delegation, except one, signed on for increased federal funding towards the Everglades.
- March 2022 - Arts and Workforce - Speakers include Dean Hubbard, Terry Marks in a conversation about jobs, innovation, and growth with the arts community.
- Fall 2022 – Florida’s Environment: The Everglades

S. Jenkins provided information on networking efforts in Pinellas County including government leaders met with and/or were a part of ISPS programs:

- Chambers of Commerce, including free membership with the Treasure Island and Madeira Beach Chamber.
- Efforts included continued engagement with SPC administration, faculty, staff and student organizations.

A board activity was conducted to determine how board members can engage in expanding awareness of ISPS through affiliated organizations, memberships, etc. *ED Jackson* stated that board members are strategic in expanding ISPS’s reach, and that reach should be organic and not forced. She added that ISPS newsletters will have a section highlighting board members.

ED Jackson shared a slide showing sponsorship opportunities and the three levels of sponsorship and what is included in each level. She referenced the AARP sponsorship/partnership with ISPS through board member Jeff Johnson. She added that ISPS will need to avoid overlapping the college’s efforts to obtain sponsorships and donations through the Foundation. A copy of the sponsorship sheet will be sent to members.

ED Jackson presented a slide on marketing, stating the marketing analysis has been in the works for about 6 months, narrowing it down to a few options that will help get ISPS across the county and state. Thanks to Jo-Lynn Brown for help on reviewing the options.

S. Jenkins provided an update on advertising with WUSF, Tampa Bay Newspapers, Suncoast News, and WMNF.

	Klement was also acknowledged at the Mental Health forum and in the ISPS newsletter.
6. Old Business	
7. Comments	
8. Wrap-up & Adjournment	Meeting was adjourned at 7:08 p.m. Next Board meeting: November 8, 2021 6:00-7:00 PM SPC EpiCenter Tropics Lab
<i>Respectfully submitted by Sharon Panov, recorder</i>	