

School of Business and Technology Advisory Board Meeting
Thursday, November 1, 2018 5:30 PM – 7:30 PM
Fort Myers Campus – A Bldg, Room 177

In Attendance: Michael Koszewnik, Arthrex Mfg. Inc.; Amy Bader, Chico's FAS, Inc.; Frank Nater, Futuremakers Coalition; Michael Proia, Avalon Engineering; Leroy Bugger, Florida SouthWestern State College (FSW); Brian Mangan, Fort Myers Technical Center; Kevin Williams, BSSW Architects, Inc.; Ken Buschle, GMA Architects; Dr. Richard Worch, FSW; Peg Elmore, CareerSource Southwest Florida; John Barkley, Naples Police Dept.; Denise Vidal, Lee County Electric Cooperative; Bryan Jones, LEESAR; William Shuluk, Library Services, FSW; Adrian Kerr, Corporate Training, FSW; Sue Lampitt, Intech Printing & Direct Mail; Bernardine Carter, Lee County Sheriff's Office; Dr. Psihountas, FSW; and Jill De Valk, FSW.

Welcome and Introductions: Dr. Psihountas welcomed all in attendance and expressed that she was looking forward to working with all. She proceeded with introductions around.

Adoption of Minutes

There was a motion to approve the minutes from the last meeting on April 5, 2018. The motion was seconded. All were in favor of accepting and none were opposed. Motion to accept the minutes was passed by voice vote.

The SoBT Advisory Board meetings will no longer have breakout sessions because the Public Safety and Paralegal Studies Programs are meeting separately. The focus in the meetings will be on specific programs.

Discussion of SoBT Programs – What is New:

- We are proposing a new course in cyberlaw, which is an area that Dr. Allbritten is very focused on. We have a unique structure here where a cyberlaw course could be an elective for our Criminal Justice, Paralegal Studies, and Computer Programs. It could serve a broad base of different programs. Professor Matt Hoffman will develop the course.
- Beginning the Spring 2019 semester, SoBT will begin to offer a Risk Management specialization to the AS in Business Administration Program. Due to aging demographics, with an estimate of 8000 open jobs, the Florida Association of Insurance Agents forged a partnership with state colleges in Florida to offer three risk management electives where the student would receive an insurance licensure from the State of Florida upon completion of the AS in Business Administration degree. We are the only college in southwest Florida to offer these courses. FSW has reformatted the program to include a Risk Management track. Upon completion of the AS in Business Administration – Risk Management, the student receives the AS degree, College Credit Certificate, Risk Management Specialization, and state licensure. The student will receive all for the price of one.
- New articulation agreement with Hodges University where the student completes undergrad through Bachelor's degree and will be able to enroll seamlessly into the Master of Management degree at Hodges.
- New articulation agreement with FGCU where they will offer Hospitality Management courses at FSW Charlotte Campus.
- Already in place, an articulation agreement with FSU where graduates of the BAS PSA degree can enroll in the Master's degree in Criminal Justice.

Marketing Ideas:

- Marketing – SoBT is designing a new brochure. We also hired a part-time Instructional Assistant for recruiting. With the assistance from our Registrar's office, we plan on creating a streamlined process of registration at the

area police departments and other agencies. We are also setting up Facebook, Twitter, and Instagram for SoBT. Dr. Psihountas also created a monthly newsletter for students which includes job and internship opportunities.

- A survey was sent by email to former SoBT students who did not complete their programs and are not enrolled in courses presently. The survey was sent to approximately 2150 students with a response rate of 215 or 10% response rate. The responses were interesting.
- Dr. Psihountas hosted a “Pizza with the Dean” during lunch on two days at the Fort Myers Campus. The response by SoBT students was dismal, with the event not well attended.
- SoBT is experiencing a 10% decline in enrollment. One reason could be that the unemployment rate here is only 2.9%. Historically, enrollment increases as the unemployment rate rises. Fort Myers Technical Center is experiencing an increase in enrollment. Perhaps the programs that they offer is where the need is in this area. SoBT’s advantage is that out tuition is competitive. A marketing campaign could focus on knocking out the first two years at FSW at a lower cost than a university.

Marketing Suggestions:

- Send the newsletter to area high school counselors describing what FSW has to offer.
- Make connections with high school academies to create articulation agreements.
- Have a high school cybersecurity program articulate to FSW.
- The more presence the better.
- Send letter to insurance companies informing them of the Risk Management Insurance specialization.
- Invite onsite courses if an agency has 15 people who want to enroll in a class and create ongoing cohorts.
- Make presentations at local organizations. Lee Health has a technology group which meets monthly with speakers every month.
- FSW student demographics reveal that the average age is 22. Older students tend to take online courses. We need to get the word out that FSW offers courses and programs which are totally online.
- No licensing is required in the computer field. There is no requirement to complete the program. There is a parallel between the lack of licensing and the low retention of students in the computer programs.
- Cybersecurity or workplace security is big right now. Companies want a person who can do it all. SoBT should boost retention and growth with tracks that will make it more marketable. Perhaps reach out to former graduates to complete new skill sets. The problem is that Financial Aid will not pay for the CCC.
- Use the Chamber of Commerce organization to discover business to poll to see who offers tuition reimbursement. The Economic Development Council may have statistics to assist also.

Repositioning of Departments and Personnel:

- Computer and Networking Technology Department – SoBT is still attempting to get state approval for a computer BAS but we need the blessing from FGCU.
- Business, Accounting, and Risk Management Department
- Criminal Justice and Public Safety Department
- Legal Studies, Architecture, Construction, and Engineering Department
- According to the State Department of Education, we cannot change Paralegal Studies to Legal Studies
- Recently hired one full-time and two part-time instructional assistants. One part-time instructional assistant tutors accounting students. The other part-time instructional assistant will assist with recruiting and maintaining social media accounts. The full-time instructional assistant will tutor computer students and assist Crime Scene Faculty in the lab.
- Recently hired two Coordinators of Retention and Student Success. Jessica Barnett is on loan from the Advising Office and Christopher Renda was the former Nursing Support Specialist from the School of Health Professions.
- We conducted interviews for the Associate Dean position and are hoping to make an offer soon.
- Dr. Thomas Rath who was formerly the Interim Dean is now the Director of Charlotte Campus.
- Full time faculty positions currently open in the computer and architecture programs. In February, another professor will be retiring.

Mentorships and Internships

- SoBT would like to offer students the opportunity of internship or to be partnered with a student mentor. In this situation, everyone wins and the student gains experience and networking opportunities. Dr. Psihountas stated

that if any of the committee members were interested in being a guest speaker, a student mentor, or want to offer an internship opportunity please let her know.

Survey Results:

- There were 215 respondents: 105 from Associates Degree programs, 86 from Bachelor's Degree programs, and 24 other.
- The survey asked questions regarding the following: advising, hours of classes, tutoring, office hours, demands on time, and how they were paying for classes.
- Many participants responded with contact information.
- Participants who responded preferred Hybrid courses, followed by live classes at night, and last, online classes.

Focus Group:

Dr. Psihountas would like to create focus groups with committee members for Paralegal, Criminal Justice, and Risk Management Insurance. Please let her know if you are interested in joining a focus group.

Corporate Training Grants:

Adrian Kerr mentioned that FSW is the recipient of the most money from the Quick Response grant from the state. The companies receiving these funds have been able to train a collective total of 7000 new hires. Peg Elmore mentioned that there is \$500 million available for IT training for low income earners. They can receive up to \$3000 to pursue an IT certificate. The applicants can earn no more than \$16,000 per year to qualify.

FGCU Technology Match:

On Tuesday evening, FGCU is hosting 20 companies where students are invited to network with professionals.

Closing:

Dr. Psihountas thanked all for attending and for their great comments and ideas. The meeting was adjourned at 7:30 PM.

Meeting minutes reported and interpreted by Jill De Valk