

**PLANNING WORKSHOP MINUTES  
SOUTH FLORIDA STATE COLLEGE  
DISTRICT BOARD OF TRUSTEES  
DECEMBER 10, 2014**

**Members Present:** Mr. Tim Backer  
Mr. Derren Bryan  
Mrs. Tami Cullens  
Mr. Ken Lambert, Chair  
Mrs. Lana C. Puckorius  
Mrs. Kris Y. Rider, Vice Chair  
Mr. Joe Wright  
Mrs. Pamela T. Karlson, College Attorney  
Dr. Thomas C. Leitzel, President/Secretary

**Absent:** Dr. Louis H. Kirschner

**Staff Present:** Mr. Don Appelquist Dr. Kimberly Batty-Herbert Mr. Kevin Brown  
Mrs. Tammy Bush Ms. Cindy Garren Mrs. Susie Hale  
Mrs. Anita Kovacs Mrs. Deborah Latter Mr. Glenn Little  
Dr. Lindsay Lynch Dr. Mike McLeod Dr. Leana Revell  
Mrs. Becky Sroda Dr. Chris van der Kaay Mrs. June Weyrauch  
Dr. Tim Wise Mr. John Rousch Mrs. Kellie Croft  
Mr. Bob Barrie Dr. Deborah Fuschetti

**Guests:** Mr. Wayne Johnson

**CALL TO ORDER**

At 4:06 p.m., the Planning Workshop of the District Board of Trustees was called to order at the Highlands Campus by Board Chair, Mr. Ken Lambert.

Dr. Leitzel announced that the college was not awarded the USDA Farm Bill grant. He asked Dr. Lindsay Lynch and Dean Kevin Brown to discuss the details.

Dr. Leitzel announced that Mr. Robert (Bob) Barrie was retiring from the college after 15 years of service. Chairman Lambert presented Mr. Barrie with a retirement resolution.

The following new employees were introduced:

<b>Employee</b>	<b>Position</b>	<b>Supervisor</b>	<b>Hired</b>
Kellie Croft	Resource Development Assistant, Title III Project	Lindsay Lynch	09/08/14
John Rousch	Director, Adult Education	Michael McLeod	10/27/14

**AFFIRMATION OF SFSC MISSION STATEMENT**

The Board reviewed the current SFSC Mission Statement. Dr. Leitzel stated that the document would be recommended for affirmation during the regular Board meeting following the workshop. No changes were recommended.

**PRESENTATION: "The Year in Review" Video**

Dr. Leitzel presented "The Year in Review" video. It will now be distributed via email to the Trustees and all SFSC Employees for their distribution.

**CORE INDICATORS OF EFFECTIVENESS**

Dr. van der Kaay presented the SFSC Core Indicators of Effectiveness: 2010-2014.

**STRATEGIC PLANNING**

Dr. van der Kaay presented the college's Strategic Plan 2014-2018 Accountability Matrix as of November 2014 and the Strategic Planning Timeline for the Trustee's review.

**FLORIDA COLLEGE SYSTEM FTE COMPARISON**

Dr. van der Kaay presented the Florida College System FTE Comparison as of December 10, 2014 for the Trustee's review.

Dr. Leitzel commended Dr. van der Kaay and the DAG Committee for their work on these reports.

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**SFSC VISION STATEMENT**

Dr. Leitzel introduced Mr. Wayne Johnson, president of World Design Marketing, who gave a presentation introducing recommendations to the college's current Vision Statement. He discussed the four elements of the brand charter including research and input; crafting the vision statement; and the internal marketing plan and rollout. Mr. Johnson discussed recurring themes including relevance, becoming a destination, partnership, technology transfer, and preserving traditions. Based on extensive research involving data gathered from 10 internal and external focus group meetings, Mr. Johnson presented his recommended Vision Statement for the Trustees review and discussion:

*"A globally aware academic destination  
driving regional transformation  
through innovative collaboration"*

A dinner break was taken at 6:37 and the workshop resumed at 7:00.

Upon the recommendation of Mr. Bryan and Mr. Wright, the Board will bring the recommended Vision Statement to the Board meeting for approval.

There being no further discussion, the Planning Workshop adjourned at 7:03 p.m.

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CHAIR

ATTEST: \_\_\_\_\_  
SECRETARY

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