

**President's Cabinet  
July 15, 2004  
MINUTES**

**Present:**     **Robert Chunn  
Suzanne Flaig  
Adrienne Garcia  
Lois Gaston  
Gary Goff  
Felix Haynes  
John Huerta  
Bruce Judd  
Paul Nagy  
Carlos Soto  
Gwendolyn W. Stephenson  
Robert Wolf**

**Guests:**     **Donna Allen  
Pamela Heglar**

**Absent:**     **Sylvia Carley**

**John Huerta, VP for External Affairs:** Mr. Huerta reported that he did not currently have a FTE report to share; however, an FTE report will be forwarded to Cabinet within the next week. Dr. Soto requested that the Fall FTE be included in this report.

Mr. Huerta distributed and explained the proposed advertising/marketing budget for 2004-2006 and a copy of the Marketing and Creative Services list of typical annual printing projects produced in 2003-2004. He indicated that the President has challenged him to have HCC everywhere. The Cabinet discussed the College's marketing ideas at length and suggested several strategies. The Cabinet advised that the College has good name recognition; however, suggested that staff needs to target specific programs. Mr. Wolf suggested a marketing strategy be developed for the 1:00 – 5:00 pm time slot to increase utilization of the College's classrooms. Dr. Judd indicated that he would like to see more emphasis placed on the College's distance learning and hybrid courses. Dr. Stephenson indicated that she would like staff to review the community's needs and to ensure that the College is serving those needs. She would like to have a special Cabinet meeting to discuss the College's marketing plan.

Mr. Huerta advised that a media mix list is being developed to share with newspaper/television inquiry requests on happenings at the College. He asked Cabinet members to provide to his office with any current newsworthy items that could be placed on the media mix listing.

Mr. Huerta explained that his upcoming strategies are:

1. to continue recruitment of students;
2. to place more emphasis on the media mix; and
3. to promote campus co-op programs [which will be the at Campus Presidents' discretion].

Dr. Stephenson advised that she would like Cabinets input and discussion of the development of the College's image plan, which will define the College's goals of the marketing program and therefore help to designate media mix and targets programs for promotion.

Dr. Chunn advised that he feels there are discrepancies in the reporting system for room utilization. The Cabinet suggested that staff "think outside the box" concerning the College's space utilization. Mr. Goff reported that his staff is currently reviewing the classroom codings.

**Bruce Judd, VP Information Technology:** Dr. Judd reported that he is in final negotiations with three vendors for the College's wireless security. He asked the Campus Presidents to work with their campus technology group to identify where their campus wireless access points are to be located. Dr. Judd indicated that if the Campus Presidents would like, he will attend Campus Council meetings to address this matter.

Dr. Judd explained that the Florida Risk Management Consortium is offering cyber security insurance to community colleges, which will protect the College from unauthorized intruders. He explained that to purchase this insurance, HCC will have to reach a certain standard for security, which is established by the ISO 177099 standards and complete a survey, which the College must receive 50 out of 100 points on. Dr. Judd indicated that the College can purchase a \$2 million insurance policy for \$9,000.

Dr. Judd advised that currently the Distance Learning programs are funded from the Distance Learning budget and the web based programs are funded through the campuses budget. He indicated that he would like to address how this funding should be handled for the upcoming year with the Deans, Campus Presidents and Cabinet.

**Pamela Heglar, Director of Student Services:** Ms. Heglar distributed the 2004-2005 Staff and Program Development Draft Plan to Cabinet and asked that they review the plan and forward their comments to Dr. Carley. She reminded Cabinet that the plans should relate to the College's six goals.

**ACTION:** The Cabinet approved the draft 2004-2005 Staff and Program Development Plan, and Dr. Stephenson asked the Campus Presidents to distribute the plan for discussion with their staff, prior to final approval.

Dr. Stephenson asked that the Cabinet be provided with a copy of the 2003-2004 FSPD expenditure report.

**Adrienne Garcia, Executive Director of the HCC Foundation:** Dr. Garcia distributed the 2004-2005 Sponsorships and Support Opportunities to the Cabinet for their review and asked that Cabinet provide her with any additional suggestions for this list. In addition, Dr. Garcia distributed the new 2004-2005 HCC Foundation Board of Directors' listing and the current vendor listing for informational purposes.

**Ashley Carl:** Dr. Stephenson expressed her concern regarding the lack of College archives files and advised that she asked Ms. Carl to review several local colleges/university archives plans and to provide her with suggestions for our archive system. Ms. Carl provided Cabinet

with her report on the HCC Archives Project and indicated that each campus Library should ensure that they are maintaining the necessary documentation.

Dr. Judd suggested that a hard copy and imaging of the archives files be done together.

Dr. Stephenson advised that she would like the archives plan to be an FSPD pilot project for the upcoming year and asked Ms. Carl to work with Mr. Huerta on the development of an FSPD budget for this project.

### **Around the Table:**

**Robert Wolf:** Mr. Wolf advised that the RFQ for the Dale Mabry Development project is being developed by Carter & Associates.

**Bruce Judd:** Dr. Judd advised that the problems with the Sprint phones have been corrected. Dr. Judd advised that Dr. Chunn has inquired if he would be able to use of the Sprint phone out of the country. He indicated that the current phone cannot be used outside of the country; however, he obtained a phone for Dr. Chunn to use while in Canada.

**Carlos Soto:** Dr. Soto advised that the Brandon Campus is moving forward with a training session on integrating the performance standards for planning. Dr. Stephenson asked that Cabinet be kept informed regarding the planning program. Dr. Soto advised that the ground breaking ceremony for the Student Services building is in progress.

**Pamela Heglar:** Ms. Heglar reported that staff is continuing to work on the Lumina grant.

**Lois Gaston:** Dr. Gaston advised that work is progressing on the renovations for the Student Services and Data Center areas. She suggested that a letter be sent to HCC employees informing them of all of the College's program offerings.

**Gary Goff:** Mr. Goff advised that the new electronic HCC sign has been installed at District. He updated Cabinet regarding the assault that occurred at the Ybor Campus Administration Building last week and indicated that Security needs to notify the Campus President's Office regarding these incidents. Dr. Stephenson requested information on this incident so that the Board Chair can be informed. Mr. Goff advised that the College has received six responses to the RFP for the Education and Architecture Master Plan for SouthShore.

**John Huerta:** Mr. Huerta advised that work has commenced for "All College Day" scheduled for October 22<sup>nd</sup>, and he indicated that Ms. Gilder will provide Cabinet with an update at the next Cabinet meeting. Dr. Judd advised that Microsoft has agreed to participate in All College Day.

**Felix Haynes:** Dr. Haynes advised that a consultant has been retained to conduct a retreat for the Student Activities staff at Plant City.

**Robert Chunn:** Dr. Chunn advised that the Tampa City Council has approved the 600 acres of Drew Park as International Trade Zone.

**Paul Nagy:** Dr. Nagy advised that the second meeting of the accreditation team will be held on July 23<sup>rd</sup>. He reported that the College's planning process for 2004-2007 will be discussed at the next Cabinet meeting.

**Sue Flaig:** Ms. Flaig inquired about how much overtime administrators work per week. She indicated that Dr. Stephenson asked her to gather this information for her. Ms. Flaig distributed the final administrative salary spreadsheet to Cabinet and advised that this document can be shared with their staff.

**Gwendolyn Stephenson:** Dr. Stephenson advised that Mr. Mark Milliron from the League of Innovation will participate in the College's spring In-Service session in January. Dr. Stephenson welcomed Dr. Nagy to the Cabinet. She indicated that Representative Putnam's office has informed her that HCC has received the IT<sup>3</sup> grant in the amount of \$490,750, which is the earmarked set aside appropriations.

The meeting adjourned at 10:55 AM.