The Board Workshop commenced at 10:05 a.m.

The following Trustees were in attendance:

- Mr. Randall Reid
- Mr. Andrew Graham
- Mr. Daniel Coton
- Ms. Nancy Watkins
- Mr. Rod Jurado

Dr. Atwater advised that the purpose of the workshop was to provide the Board with an operational update.

1. **College Mission, Vision and Values**

   Dr. Atwater advised that each campus has formed a President’s Community Advisory Committee. These committee members are avid supporters of HCC and promote HCC to the community.

2. **Board Travel**

   Dr. Atwater requested that Board Members advise of pending Board travel at least one year in advance for budgeting purposes.

3. **Land Acquisitions**

   The President and staff briefed the Board on three opportunities for land acquisition. There is a possibility the Department of Education (DOE) could ask for unspent PECO funds be returned to the State. The $500,000 in savings realized on the Brandon Student Services Building was not reallocated as expected but had to be returned to the state. Currently, there is $3.7M that can be used for land acquisitions that is possibly at risk of being recalled.
Properties that are under review include a 20-acre parcel adjacent to the SouthShore Campus and owned by Pulte. Pulte made a final offer to sell the land to HCC for $1.325M. HCC is having the two appraisals updated but they are expected to be lower than Pulte’s price. A resolution as to our reasons why we are purchasing this property will be done to outline issues state auditors may have with paying more than the appraised amount. SouthShore is land-locked on three sides and this is the only parcel currently available. A second site on Old Tobacco Road is available but this was recently brought to our attention and we have very little information at this time. The asking price is $2M. And finally, The Haciendas in Ybor City, is located directly across the street from the Ybor City Campus, is for sale. The owner recently had the parcel appraised for $5.5M.

Mr. Reid questioned HCC’s lack of use of outside experts to negotiate on behalf of the college. Dr. Atwater stated that a letter of request to firms to provide these services was issued and two firms responded and will be interviewed.

4. Financial Aid Reengineering

Dr. Atwater advised that the financial aid department is moving forward from “decentralized” to “centralized” which has helped tremendously.

5. HCC Foundation Update

Dr. Atwater expressed the need to double the assets held by the Foundation. This will begin with restructuring the Foundation Board; looking at what they are doing and exploring a capital campaign; and focusing on more events throughout the year with at least one to three major events instead of many small events.

6. Office of Information Technology Update

Dr. Atwater stated that he is in the process of restructuring Information Technology (IT). There was some initial concern that Datatel would not meet the needs of the College; however, Datatel was assessed and it is very clear that it will meet the College’s needs. Datatel was operating at approximately 30% but this number has improved and continues to improve daily. The department is under new leadership and with a few minor changes. IT has been working more collaboratively.

7. Reorganization Update

Dr. Atwater advised he continues putting together a Cabinet with permanent appointments. He will be bringing forth a recommendation for two-year contracts for cabinet members with the exception of Dr. Felix Haynes who will be recommended for a one-year contract while he completes action plans related to a campus diversity issue.
Dr. Atwater discussed the possibility of changing Mr. Wolf's title to Executive Vice President (EVP) for Community, Economic and Governmental Affairs. Ms. Watkins stated that the title is confusing since he would be the only EVP so the rest of the title is not needed. She felt the title should remain Senior Vice President or be shortened to EVP. The President indicated this title needs further review.

8. Plant City Campus Consultant Report

Dr. Atwater advised, based on the results of the consultant report that Dr. Felix Haynes, Plant City Campus President, needed to work with his campus team to solve the diversity issues by assessing and implementing an action plan over the course of the next year.

9. Budget Update

Barbara Larson, CFO and VP for Administration, advised that Tampa General Hospital is interested in acquiring our administration building and an analysis shows a need for 14,000 SF of space for an administration building should we decide to sell. This number also includes ICCE and classroom space as well as additional parking.

Dr. Atwater stated the importance of maintaining our location in the downtown area.

The Board discussed providing TGH with information on HCC’s facility needs and recommended they offer a price only. The Board discussed options for funds received from a sale. Mr. Coton asked Martha Kaye Koehler, College Attorney to find out what would happen to any additional funds received from a sale and to outline the process for selling a college facility.

10. Distance Learning, Early College and Bachelors Degree Programs

Distance Learning – Mr. Johnson advised online courses are at 10% right now but that number doesn’t include hybrid implemented Blackboard courses. Some challenges we are facing include determining the best ways to deliver online learning. Mr. Johnson discussed two recent developments necessary for the continued growth of distance learning: the creation of a new operational manual for the development and implementation of distance learning and hybrid classes and the change to a newer Blackboard system which will be able to upload all HCC courses into the learning management system automatically.

Early College – Mr. Johnson advised that HCC and the school district are currently exploring the concept and exploring early college models. The challenge will be that the students will all be dual enrollment students who do not pay tuition.
Ms. Watkins asked if, with dual enrollment, the high school receives credit. Mr. Johnson advised that both the college and high school are credited for FTE. Ms. Watkins asked if HCC would have to pay for the student’s books if this program is implemented. Mr. Johnson stated he would look into it further. [Currently, dual enrollment texts are paid for by the school system, but who would bear the textbook costs in the early college model has yet to be determined.]

Bachelor’s Degree Programs – Dr. Atwater stated that he was opposed to changing the name of the College should the College begin offering four-year college courses. Craig Johnson, VP for Academic Affairs, advised that he has received a letter from the University of South Florida (USF) identifying a “gap” in programming. Common factors influencing two-year colleges that convert to four-year colleges are enrollment caps at the universities as well as local need for business and management programs. HCC would need to bring the University of Tampa and Eckerd College into discussions as well. Paul Nagy, Special Assistant to the President and Strategic Planning, has started a needs analysis.

Mr. Jurado asked if a partnership with USF would be a better choice than a joint program. Dr. Atwater advised this will create an instant articulation into their graduate programs but don’t anticipate making a decision until Fall 2013.

Ms. Watkins stated that HCC has been very resistant to offering four-year degrees. Mr. Coton advised Dr. Gwendolyn Stephenson, HCC’s former President, was adamant about HCC remaining a community college. Ms. Watkins expressed concern that in changing to a four-year college, HCC could lose sight of its mission and that we can only do so many things well. Mr. Jurado was concerned that our traditional students could end up not having a place to attend.

11. Talent Dividend Overview

Dr. Atwater referenced the overview of Talent Dividend’s “CEOs for Cities” previously sent under separate cover. Mr. Jurado asked if we were to win “CEOs for Cities”, how the money would be divided up. Dr. Atwater said as it is in the early stage; He will not know until an award is made.

12. President’s 2010-2011 Performance Evaluation

Dr. Atwater advised he would tailor the presidential evaluation form to the “Key Accountabilities for the College President”, which was given to him during the Presidential Selection process, and provide the Board with a revised evaluation form.

The workshop adjourned at 11:35 a.m.