

**BREVARD COMMUNITY COLLEGE
BOARD OF TRUSTEES
WORKSHOP**

January 23, 2006
3:07 p.m.

Board Room (#231)
Administration Building (Bldg. #2)
Cocoa Campus

PRESENT: Mrs. Alberta K. Wilson, Chairman; Mr. James W. Handley;
Mrs. Miriam Martinez; Mr. James Theriac; Mr. Joe D. Matheny, Attorney;
Dr. Thomas E. Gamble, Secretary

ABSENT: Mr. C. R. "Rick" McCotter III, Vice Chairman

1. CALL TO ORDER:

Mrs. Alberta K. Wilson, Chairman, called the Workshop meeting to order.

2. BOARD DISCUSSION:

a. Expression of Thanks

Mrs. Wilson offered thanks for the support and expressions of kindness offered to her and her family during the recent illness and loss of her husband.

b. Enrollment

Dr. Gamble reported that enrollments are currently even, with the hope of an increase by mid-term. It was agreed that "even" enrollment is encouraging in light of the low 2.9% unemployment rate.

c. Palm Bay Charter Academy Proceeds

Mr. Handley requested a report showing the plans for spending the proceeds from the Palm Bay Academy sale. Mr. Little confirmed that the proceeds must go to capital improvement projects.

d. Tracking of Action Items

Mr. Handley requested that a running list of action items be maintained to ensure that all requests are completed as requested. Dr. Gamble concurred.

e. Phone System

Mr. Handley requested a report regarding the success and/or concerns with the college's VOIP phone system.

f. International Student Programs

Mr. Handley requested a report on the college's international student program. Dr. Gamble stated the college had been more active in the past in recruiting international students as CCID's home base; however, the Board who hired him recommended a de-escalation of these efforts. Therefore, no aggressive international marketing has been done in recent years. Currently the college averages 150-200 international students representing about 54 countries each year.

The Board concurred that an active discussion by the Board on this subject would be beneficial. Dr. Gamble reported he will attempt to provide a written report for the Board's review prior to the February retreat, which will include cost vs. benefit. Dr. Gamble reported that the student exchange program has not been successful as there are a limited number of American students desiring to study abroad.

g. Aerospace Program Update

Mrs. Wilson requested a future update on the Aerospace Program. Dr. Gamble reported that an update will be provided in the late Spring. He stated that Dr. Koller provided a written status report, which is included on the last two pages of the Strategic Planning & Accountability Program report which was distributed with the Board package.

3. REPORTS REVIEW/DISCUSSION

a. Strategic Planning & Accountability Program - Mid Year Accomplishments/Progress Update Report

Mr. Frank Billings, Associate Vice President, Institutional Effectiveness and Strategic Management, reported on the Strategic Planning and Accountability Program - Mid Year Accomplishments/Progress Update Report. He explained a slightly different process was used from the previous year as updates were provided mid-year versus quarterly with a year-end compilation report to be provided. Mr. Billings reported that the strategic managers are doing a superb job in identifying strategies to support the Board objectives in alignment with college goals and Florida Board of Education goals and strategic initiatives.

Dr. Gamble reported he has requested Mr. Billings develop a summary report formatted using color-coding to enable a quick review in a more legible format.

b. Fall 2005 Student Enrollment Profile Report

Mr. Frank Billings, Associate Vice President, Institutional Effectiveness and Strategic Management, reported on the Fall 2005 Student Enrollment Profile Report which gives demographic and academic profiles of BCC students. The document provides a revealing steering document based on the demographic details which are updated four times each term. Mrs. Martinez requested that an analysis

of the data be provided to the Board so that appropriate strategies can be implemented based on trends.

Mr. Handley suggested that data on FTIC students would be revealing, including what high schools these students come from. Dr. Gamble reported that increases in non-high school FTIC students is significant, as they have different requirements.

Mr. Handley inquired if college students are being provided information on the international marketplace, as it will be imperative to students' future success. Dr. Gamble reported this is addressed in the Business curriculum. Mr. Billings reported that a course is also offered on electronic commerce and laws of imports/exports which are essential in today's world. Mr. Handley suggested that county businesses might have a need for this type of training for their staffs. Dr. Gamble reported that short term offerings on aspects of international trade are periodically provided by the Small Business Development Center (SBDC) at the request of local employers.

c. Brevard Community College Environmental Scan, FY 2006-2007

Mr. Frank Billings, Associate Vice President, Institutional Effectiveness and Strategic Management, reported on the Brevard Community College Environmental Scan, FY 2006-2007. He reported that the aging demographics of the county are a major trend to watch. The average age in the county is currently 47 years of age. As most people in this age group do not have children in the K-12 system, less FTIC students out of high school are likely. Diversity trends are also significant. The increase of Hispanics is significant as the expectation is that the influx will only affect certain parts of the countries, with Florida and Texas being impacted most by immigration issues. This is significant to strategic planning due to the prediction that more than half of the Hispanic population will attend a community college at some time in their life.

Mr. Billings reported that K-12 enrollments have slightly slowed nationwide, while K-12 Florida enrollments have increased due largely to increases in immigrant populations. This is significant to college planning as many of these students will have special remediation needs. Mrs. Martinez stated that the typical five-year old immigrant entering kindergarten now should be well-integrated into the American education system by the time they reach college age. She stated that data regarding newly immigrated Hispanics is more significant than the Hispanic population census on the whole. Mrs. Wilson stated that she believes the K-12 system are aware of these trends and are addressing ways to remedy future problems, such as increasing English As a Second Language (ESL) offerings, etc. Mr. Billings also reported a 14-16% increase in black population growth is expected in the next decade.

Mr. Billings further reported on the importance of tracking significant economic trends effecting strategic planning, such as low unemployment rates, decrease in manufacturing jobs, etc. Maintaining communication with business leaders in the county will be essential to monitoring and adjusting curriculum to meet specific

corporate training needs. Mr. Billings reported that employers are increasingly demanding that new hires have associate degrees. Mr. Billings also reported the economy is expected to slow which might lead to a recession. If this occurs, college enrollment may increase.

Mr. Billings invited Trustees to call him with questions or to make note of specific areas of interest for discussion at the February 27 Board Retreat. Dr. Gamble reported that Cabinet meetings have been scheduled to discuss and analyze the data in relation to implications to the college marketing, curriculum, etc. prior to the Retreat.

Mrs. Martinez requested a brief listing of specific c