

**Manatee Technical College  
Board of Governors  
Minutes for August 27, 2015**

**Present:** Linda Agresta, Ronnie Barber, Fred Bartholomew, Kim Bland, Vera Bourenina, Jose Cestero, Richard Conard, Gary DeNoon, Dan Elek, Jan Ferreira, Priscilla Haflich, David Harris, Maura Howl, LaMoyne Johnson, Barry King, Lisa King, Greg McGrew, Michael McKnight, Martha Meyers, Idelia Phillips, Marina Proskurina, Jay Romine, Miguel Santiago, Wendy Sheehan, Henry Sheffield, Virginia Sirocky, Earl Stodckton, Brion Sunseri, Frances Tamayo, Valerie Viands, Doug Wagner, Frederic Walsh, Bob Williams, John Ziemnicki

The meeting was called to order at 4:05 pm by John Ziemnicki.

Mr. Ziemnicki welcomed everyone and thanked them for attending.

**Minutes of the May 28, 2015, Meeting:** A motion was made and seconded to approve the minutes of the May 28, 2015, meeting. Motion passed.

**Director's Report:**

- **Budget:** Doug Wagner reported that MTC has received \$9.3 million from the state for our Workforce Development Budget. This is the same amount that we received for the 2014-15 school year. We earned \$9.6 million. The school was able to roll forward \$852,000 in workforce funds and \$200,000 in tuition funds from last year. These funds have been set aside as an emergency fund or "savings account."
- **Mission Statement, Vision Statement, Long-Range Plan:** Mr. Wagner presented the new MTC Mission Statement and Vision Statement approved by staff at their August 21 in-service meeting. He also reviewed the revised Long-Range Plan and welcomed any suggestions for change. No suggestions were made for any revisions for either statement or the long-range plan.
- **Industry Certifications:** Two years ago, MTC earned \$88,000 for industry certifications earned by the students in select programs. Last year \$210,000 was earned. The school receives \$1,000 for each student who successfully receives an approved industry certification. All funds go directly to the program where the certifications were earned for them to spend on the needs of the program. The following is a list of some of the programs and numbers of industry certifications earned: Automotive 34, HVAC 23, Dental 14, Medical Assisting 24, Networking 14, CAN/PCT 21, Nursing 35, Surge Tech 10, and Welding 12.
- **Graduation Ideas:** The staff has decided that instead of having one large graduation each year at the end of June that we will have multiple graduation ceremonies in Cantrell throughout the year. Over 4,000 students attend MTC each year. Only about 350 participate in graduation annually. Staff feels that holding multiple ceremonies may increase graduation participation.
- **BOG Meeting Frequency and Format:** There are many vacant positions on the MTC Board of Governors. Mr. Wagner would like to work with Mr. Ziemnicki fill the positions.

**Finance Report:** Frances Tamayo provided a handout and reported.

- \$852,000 carry over in Workforce Development (WFD) Budget
- WFD budget is almost all salary and benefits and most of the MTC salary and benefits are funded from this budget
- The tuition budget covers operating expenses such as utilities, supplies, equipment.
- 5 percent of tuition that students pay goes to a technology budget, another 5 percent is put in a capital budget, and 10 percent goes to a scholarship fund
- \$556,000 carryover from last year in the tuition budget
- Carryover money should be available in September
- Dual Enrollment Budget: The full amount has not been allocated to MTC yet. Mr. Wagner is working with the district to get the entire amount available in the budget early in the year. Last year we were not told how much the district would fund for the high school students attending MTC until June.
- Two new budgets have been set up – Cosmetology retail and service budget and a budget for culinary.

**Marketing and Grants:**

**Grants:** Maura Howl provided a handout showing the status of grants for 2015-16. Two new items on her report are a scholarship donation from the Schmidt Foundation for health occupations students at the East Campus and a \$50,000 donation from the PepsiCo Foundation. These funds are for scholarships for students in the MTC Farmworker Education program. The Adults with Disabilities grant was discontinued for this school year.

**Marketing:** Since the last BOG meeting, MTC has a new logo. Ms. Howl showed some samples of the new logo on letterhead, business cards, etc. The marketing objectives were reviewed. The objectives support student recruitment, support all campuses and will build recognition of the MTC brand. Examples of recent publications were shown. Other marketing initiatives include an updated catalog, newspaper inserts, billboards, kiosk at the UTC mall, digital and on line advertising.

The marketing budget for the 2015-16 school year is \$200,000. This is up from \$80,000 the last few years.

MTC has a radio station – Unidos Now and it is run by the MTC Farmworker program. It is at 101.1 FM and called Radio Unidos. MTC will receive 200 slots for public service announcements each month.

**Program Enrollment Report:** Jan Ferreira, MTI Applications Support Manager, presented. He reviewed a chart that showed enrollment last year in **October** compared to enrollment this **August**.

<b>Campus</b>	<b>Enrollment for October 2013</b>	<b>Enrollment October 2014</b>	<b>Enrollment August 2015</b>	<b>Change</b>	<b>% Change</b>
Continuing Education	131	188	52	-136	72%
Main Campus	592	625	669	44	7%
East Campus	358	424	291	-133	31%
West Campus	546	761	505	-256	34%
North Campus	137	141	115	-26	18%
MTC High School	180	160	136	-24	15%
Total	1,944	2,299	1,768	-531	23%

Many Adult Education records have not yet been entered into the system yet. This makes the August 2015 numbers appear lower for West and North Campuses. Mr. Ferreira feels we are on target to exceed last year's numbers.

**Foundation:** Virginia Sirocky announced that we have an incredible opportunity to increase the revenues for the MTC Foundation. Increase in MTC Foundation revenues mean an increase in the opportunity to help MTC and MTC students. From noon on September 1 to noon on September 2 you may make a donation to the Manatee Tech Foundation during the 24-hour Online Giving Partner Challenge. The Patterson Foundation will match each donation up to \$250. It has taken the Foundation four years to qualify for the Giving Challenge. We are one of 449 organizations vying for funds. So, please choose the MTC Foundation. John Ziemnicki's and Virginia Sirocky's personal phone numbers and emails are on the handouts. Please call them with any questions.

Ms. Sirocky reminded the group that the foundation is a separate entity from MTC and is not governed by the School Board of Manatee County. Donations made to the Foundation are for the good of the institution, students, and programs.

**East Campus Update:** Dr. Priscilla Haflich reported.

- All programs are up and running with good enrollment. EMS and Fire enrollment is triple over last year and Law Enforcement is double.
- EMS will have more students than ever before because they will be providing training for agencies from Pinellas County: Pinellas Park, St. Pete Fire Department, and Sun Star.
- Henry Sheffield and Jay Bush have recently arranged for a fire truck and an ambulance to be donated to MTC.
- Excited to have new highly qualified teachers who bring loads of experience with them: Lisa Graham in Surgical Tech, David Harris in Pharmacy Tech and Michael Marchand in Law Enforcement.
- Jay Romine has been elected chairman of the Criminal Justice Training Center Directors Association for the State of Florida.
- Two instructors from East Campus went to a RAM (Remote Area Medical) event in Tennessee this summer to work the event in preparation of the RAM event that will be held at MTC in November.

**Main Campus Update:** Dr. Valerie Viands reported.

- SkillsUSA: Congratulations to the students and staff who participated at the National SkillsUSA Conference in Louisville at the end of June. MTC brought home 22 medals – 11 gold, 10 silver, and 1 bronze. The question was asked if this was more than any other school and for how many years we had won more than any other school. Yes, MTC earned more medals than any other school this year which makes for the twelfth year in a row.
- Graduation – 325 students participated in graduation last year.
- GED and ESOL classes have been started at the Main Campus.
- On October 2 MTC will hold an event for National Manufacturing Day. There will be guest speakers from PGT, Sac Enterprises, and Peter Straw from SAMA.
- This year's advisory committee breakfast will be held on Monday, October 26, at 7:30 a.m.
- RAM – A Remote Area Medical event will be hosted at MTC at the Main Campus on November 20, 21, and 22. Many volunteers are needed.
- December 9 will be the MTC Second Annual Open House and Career Fair at the Main Campus.

**North/West Campus Update:** Linda Agresta reported.

- Satellite programs will start after Labor Day and will be held at Harlee Middle School, Orange Ridge-Bullock Elementary, Prine Elementary, Miller Elementary, Southeast High School, Bayshore

Elementary, Central Library, Oasis Middle School, Rogers Garden Elementary School. A program for 16-18 year olds will be held at Palmetto Boys and Girls Club.

- North Campus Enrollment is 115. Vicky Rowe has left MTC and Lynda Elkin is now running the programs at North Campus.
- Career Counselor Stacy Schmoll transferred from the MTC West Campus to Palmetto High School and we are in the process of interviewing for her replacement.
- Christmas in August – This is a community event held last week. It was a wonderful success. Over 300 backpacks with school supplies were distributed to homeless children. Our Cosmetology students were there providing haircuts.
- Last year the GED test went completely computer based – no more paper and pencil. In 2014 MTC administered 842 tests and over 100 GED diplomas. Already in 2015 over 700 tests have been administered and 80 GEDs awarded.

**Other Business:**

Mr. Ziemnicki commended that the old MTI on 34<sup>th</sup> Street has been in the paper a couple of times lately. One article stated that the district would have to spend over \$1 million to demolish the buildings. The other articles have dealt with a local attorney who is trying to get support to turn the property into a sports camp. He stated that we need to talk to people at the School Support Center and Board Members to keep an MTC presence at that site.

**Adjourn:** Meeting adjourned at 5:00 pm.

**Future Meetings**

October 22, 2015

January 28, 2016

May 26, 2016