

MINUTES: April 16, 2024

MEETING: NORTH FLORIDA COLLEGE
MADISON, FLORIDA

TRUSTEES PRESENT: Mr. Ricky Lyons
Mr. Billy Washington
Dr. John Grosskopf
Mr. Travis Coker
Mrs. Sandra Haas
Mr. David Howell
Mr. Al Williams
Mr. Gary Wright

VISITORS PRESENT: Mr. Mike Williams

STAFF PRESENT: Larry Akers
Tyler Coody
David Dunkle
Allison Finley
Dani Mays
Traci McClung
Jennifer Page
Micah Rodgers
Kristin Summers
Michelle Wheeler, Recording Secretary
Lynn Wyche

Mr. Mitchell Herring, Board Attorney

The meeting was called to order at 5:30 pm by Chair Lyons, who invited Mr. David Howell to offer an invocation and lead the pledge of allegiance.

MOTION: (Williams/Coker) That the District Board of Trustees adopts the agenda as presented. The motion carried unanimously.

MOTION: (Howell/Wright) That the District Board of Trustees adopts the minutes for the March 19, 2024, regular meeting. The motion carried unanimously.

PUBLIC INPUT

Chair Lyons read to the Board the letter of resignation from Mr. Mike Williams. He then asked Mr. Williams to come forward and be presented with a plaque acknowledging his years of service as a token of our appreciation for his dedication to the college. Mr. Williams shared his gratitude and stated that he has enjoyed serving to advance the mission of the College.

President Grosskopf shared a photo of Chair Ricky Lyons from a 1977 Sentinel Yearbook that was donated to us.

STUDENT SERVICES

Associate Dean Lynn Wyche shared an agreement with Brainfuse. This is the result of a notification from the Commissioner for Florida Colleges to end their agreements with Tutor.com due to the company being owned to a company that has ties to China. Thankfully, FLVC already had an agreement in place with Brainfuse. They offer a comparable product that is actually less expensive than tutor.com, and there is no cost associated with implementing the contract. This is presented as an informational item because they do not require an individual agreement from the colleges. They will accept the overall blanket agreement with FLVC. She restated that we will not be entering into the contract with Tutor.com that was approved last month but are instead moving to Brainfuse. President Grosskopf explained that Tutor.com was the provider for most of the colleges in the Florida College System and after that contract was approved last month, all the Presidents received an email directly from the commissioner indicating their recent knowledge of it being owned by a holding company with foreign interests and that the expectation was for the Colleges to do the right thing. This will play out between them and the Department of Education, but in the meantime, we have found this other provider to serve our students.

MOTION: (Wright/Washington) That the District Board of Trustees approves the College to exercise the cancellation clause and vacate the contract with Tutor.com. The clause allows cancellation within 30 days. The motion carried unanimously.

EMPLOYEE SERVICES

Executive Director Tyler Coody presented the following for approval:

MOTION: (Haas/Washington) That the District Board of Trustees approves the personnel recommendations as outlined in the attached memorandums:

Martha Kelly Reeves, Nursing Faculty (11 month)

Johnny Young, Welding Program Faculty (11 month)

Amanda Collins, Nursing Faculty (11 month)

This recommendation fills the vacant positions and completes the hiring process. The motion carried unanimously.

ADMINISTRATIVE AND BUSINESS SERVICES

Dean Micah Rodgers presented the following items:

MOTION: (Howell/Williams) That the District Board of Trustees approves the Warrant List for March 1, 2024, through March 31, 2024. The motion carried unanimously.

The Statement of Account for February was presented as an informational item as was the Current Funds Unrestricted Revenue and Expenditure Report for March 2024. The Florida Prime account is earning 5.52%.

President Grosskopf shared that regarding the topic for which the March, 4, 2024 Emergency Meeting was held, the College has provided all information that was requested and is out of our hands. We have fulfilled our obligations, provided all the necessary information, and have communicated with all of the critical entities related to this issue.

DEVELOPMENT AND EXTERNAL AFFAIRS

Director McClung presented the Foundation's monthly scholarship report for April 2024. She gave an update on the Foundation's capital campaign efforts. They have embarked upon a Feasibility and Planning study, with the first meeting held on April 4, 2024, to develop a preliminary campaign plan. President Grosskopf and Chair Lyons are both members of that team and she thanked them for their participation. She discussed next steps and the evaluation of priorities. She shared that trustee involvement is crucial to the success of this campaign. A consultant will be on campus next week to conduct one-on-one, in-person discussions on perceptions and priorities. She asked that the trustees be on the lookout for their invitations to these sessions and thanked them for their participation.

Mr. Wright shared that he ran into Mrs. Janegale Boyd and that she is doing much better from an illness, and she sends her appreciation to Traci for the cards and flowers.

OFFICE OF COMMUNICATIONS

Director Allison Finley gave a presentation covering the issues and concerns that were brought up at last month's meeting regarding the agreement with GoodKind. She shared what this service will accomplish: Because of Gen Z – this generation lacks trust and has short attention span. Text messages with videos catch their attention. Ages 12-29, goes to YouTube for all information, they want fewer comforts and more support. Director Finley shared that NFC wants to do a better job of communicating with this group because 75% of our students are of this generation. This service falls under goals 1 and 4 of our strategic plan. She shared a PowerPoint presentation to cover the matters questioned. Average ROI is 2X conversion, a rate of 4%-30%. They have a good response rate to video messages (19/100) compared to traditional emails (6/100) and phone calls (3/100). She also shared a comparison of responses using current system of MyEmma for email blasts. The data shows low rates of students taking actions from current messaging, and she is hoping for at least a 5% increase of engagement from baseline on what we send out.

Overage fees: added section 5.10, will not charge overages unless administrator approves. Reviewed by counsel.

Cybersecurity: included SOC 2 Report on controls relevant to security, confidentiality, and availability.

Mr. Coker shared similar issues he has experienced in the workplace and shared frustrations that recipients ignore our messaging. Mrs. Haas concurred that we need to be able to get their attention.

MOTION: (Coker/Haas) That the District Board of Trustees approves the Master Subscription Agreement and Order Form from GoodKind Software Corporation. The motion carried unanimously.

PRESIDENT'S HIGHLIGHTS

President Grosskopf shared his appreciation for Mr. Mike Williams' service and his leadership over the last 15 years. He stated that Mr. Williams has been a wonderful mentor and has helped him to guide the college through many difficult situations and is very grateful for his leadership during his time as a trustee for NFC.

Activities and Upcoming Events:

- April 17-19 Pensacola COP Meeting, DE best practices, State Health Insurance. Will provide updates upon his return.
- End of May – Miami DE Summit, articulations, DE, Workforce, Expanding Internships
- April 20, 2024, Saturday 5K @ Down Home Days.
 - Mr. Coker asked that it be placed on the record that Mr. Washington will be representing all of the Board Members in the race.
- May 2, 2024 at 3pm, Grad Walk is a very special event with everyone cheering grads in their regalia after their practice session.
- Graduation Details: May 9, 2024 Commencement, 2 ceremonies with a lovely reception in the Library in between the ceremonies for refreshment and fellowship.

ATTORNEY TIME

Mr. Herring reported on the following:

- No active litigation
- Contracts being reviewed.
- Handling normal day-to-day issues

- Mr. Herring also gave an update on a meeting he attended for the College Attorneys Association a few weeks ago.

GOOD OF THE ORDER

Chair Lyons announced that the next meeting will be held on Tuesday, May 21, 2024, at 5:30 p.m. in the NFC Board Room. Graduation will be held on May 9, 2024. Mr. Mike Williams was asked to pray before dinner and the meeting was adjourned at 6:12 p.m.

Respectfully submitted,

Dr. John Grosskopf
President

Ricky Lyons
Chair

/mmw

DRAFT