Retreat began at 8:13 a.m.

Mr. Lewis welcomed everyone to the retreat and explained retreats are a good environment where the Board can get together to discuss and gain a better understanding of important issues.

Future Direction – Residence Halls
Dr. Eaton explained she and Mr. Lewis have been approached about the College endorsing a developer’s student housing project to be located off campus in Daytona Beach and explained further about the project. Discussed liability, potential costs and expectations of the College if this project was endorsed.

Dr. Eaton reviewed the idea of residence halls on campus and information obtained from business officers from nine Florida colleges that have residence halls or student housing on or off campus. Dr. Eaton was able to contact some of the institution presidents and shared conversations she had with each about their housing. Reviewed Whisper Oaks student housing that is currently utilized by athletes and how this was acquired by the Foundation. Dr. Eaton shared if the College did move forward with student housing it would be important the College maintain control. Reviewed the master site plan and where residence halls could be constructed and how this may affect the planning and design of the new student center building. Dr. Eaton explained the request to construct residence halls has to be approved by the state and would need to be incorporated into the master site plan and submitted to the state. This is a lengthy process and the Board will have many opportunities along the way to adjust the direction of the project.
Distributed Residence Halls and Dormitory Questionnaire spreadsheet. Made an official part of the minutes as Supplemental A: 4/6/12-Retreat.

There was Board consensus not to endorse off campus housing by developers. The Board would like to have staff move forward with the development of a business plan and cost analysis; as well as provide information on how it might work, how it will be funded, what the relationship with the Foundation might be, and a timeline for residence halls on campus. The Board would also like to see what the cost would be to students to live in these residence halls and would be interested in seeing data on Daytona State students who are currently living in area apartments.

Future Direction – Baccalaureate Degrees
Dr. Eaton reviewed data on what Florida colleges are offering in the area of baccalaureate degrees. She explained Dr. Michael Vitale, Senior Vice President for Academic Affairs, has been in discussion with his staff on what the College might offer and how feasibility studies have not been done at this point but wanted the Board to see the breadth of possibilities. There are no limits on how many baccalaureate degrees colleges can offer but there are requirements outlined in legislation and Florida Administrative Code that institutions must meet. The approval process is lengthy and final approval must be obtained from the Florida Board of Education before an institution can offer a proposed baccalaureate degree.

Discussion ensued on the Bachelors of Science in Nursing (BSN) Degree and what other institutions in the area offer locally or online and how the College should work with area institutions. Dr. Eaton shared there was a need in the community that was documented by a survey done by the Florida Center for Nursing housed at the University of Central Florida (UCF). Discussed job placement and the demand for graduates in the area; anticipated nursing shortages; and the legislature’s focus on 2 + 2 programs. Suggested surveying nursing graduates about employment and interest in continuing their education and reviewed survey results of currently enrolled students and how the majority of them will be pursuing their baccalaureate degree.

There was Board consensus to move forward with conversations with UCF president about the local need for a face to face or a hybrid BSN program.

Discussion ensued on the Bachelors of Science in Engineering Technology (BSET) Degree and the Electrical Engineering Technology and Information Systems Technology concentrations. Reviewed the accreditation for the Information Systems Technology (IST) concentration and how faculty suggested this be a standalone baccalaureate degree so that it can be ABET accredited.

There was Board consensus to move forward with the IST concentration becoming a standalone baccalaureate degree. The Board would also like to move forward in obtaining data on the Converged Communications; Film, Television and Digital Production to see if there was a local need. Dr. Eaton explained faculty would also work on other areas presented to determine if there was a local need.
Mr. Lewis adjourned the retreat at 9:55 a.m. for a brief break. The retreat resumed at 10:19 a.m.

**News-Journal Center/Curb Offer**
Mr. Lewis reviewed discussions with Mr. Curb and how pleasant he has been through this process. He explained how the purchasing of the naming rights to the News-Journal became part of the offer and wanted the direction of the Board on how they would like to proceed and bring to a resolution. He shared the Curb name means a lot and would add value to the College’s programs but felt to purchase the naming rights with the endowment funds was not an appropriate use of those funds and how this would not assist students. Dr. Eaton explained the current proposal would have the College raising $400,000 to assist in the purchase the naming rights of the News-Journal Center with Mr. Curb and how Halifax Media would then give $100,000 to the Foundation. The costs for the naming rights is $1 million and how there would be an additional expense for the College with the replacement of the signage. Dr. Eaton read Mrs. Brosemer’s e-mail into the record expressed her position on this topic.

*Distributed March 29, 2012 e-mail from Mrs. Donna Brosemer. Made an official part of the minutes as Supplemental B: 4/6/12-Retreat.*

Discussion ensued on separating the naming rights purchase from the endowment gift; maintaining the relationship with Mr. Curb; and the development of a procedure for the naming of buildings and other areas that will be brought to the Board for approval. The procedure should include some language on pending Board of Trustees approval.

There was consensus by the Board that they would not be interested in a proposal that would require the College to raise or contribute funding but would like Dr. Eaton to continue to work with Mr. Curb. The Board would like a procedure developed for their review on the naming of buildings and other areas of the College.

**President’s Evaluation Process**
The Board reviewed the evaluation instrument used previously by Daytona State College and the sample provided by the Association of Community College Trustees (ACCT).

There was consensus by the Board to have a written evaluation and use the ACCT evaluation instrument.

Discussed the evaluation being completed in May, then at the April retreat in subsequent years; completion of a self-assessment and accomplishments to date by Dr. Eaton; development of the President’s priorities for the following year with the Board; and have evaluations tallied by the Board Chair or Internal Auditor.

Mr. Lewis thanked Board members for attending the retreat and shared they are a very diverse group and bring a lot to the table with their expertise.

Retreat adjourned at 11:17 a.m.