

Business Partnership Council Meeting Minutes

Business & Accounting

February 15, 2019

2:00 pm

Grand Celebration Ship, Port of Palm Beach

ITEM 1. *Welcome & Introductions*

Discussion: Associate Dean Kim Allen welcomed the members and did a brief introduction of Dr. Jean Wihbey, Vice President of Workforce Development. Dr. Jean Wihbey provided a draft handout, "Our Partners for a Strong Workforce", to the attendees and spoke briefly about Workforce Development and how hard the department is working for the students, programs and College. She also spoke about how important it is to partner together – the Community and the College.

Data source consulted: None.

Action: None.

ITEM 2. *Approval of Minutes*

Discussion: Minutes to be approved from the November 2, 2018 meeting.

Motion: Approve November 2, 2018 Minutes. – Joel Flores

2nd: Duke Keller

Vote: Approved

Data source consulted: Draft copy of minutes.

Action: None.

ITEM 3. *Port of Palm Beach/Supply Chain & Logistics*

Discussion: Carl Baker, Director of Planning & Development, Port of Palm Beach, presented on the Port of Palm Beach. Some highlights below:

- Own governmental power – Commissioners / Tax Authority
- 292,300 TEU in 2018 - A TEU (twenty-foot equivalent unit) is a measure of volume in units of twenty-foot long containers.
- Fourth busiest container port in FL, behind Jacksonville, Miami, and Canaveral. There are 14 ports in Florida.
- Eighteenth business container port in the US.
- Ranked twelfth export container in the US.
- \$5.3 Billion in import value – on 165 acres.
- Two cruise ships.
- Primary goal market is the Caribbean.
- 1.25 Billion in trade with the Bahamas.
- 60% of food in the Bahamas originated from this port.
- Exports to Europe / Australia / Caribbean
- Sugar Exports – 10,000 Rail cars = 40,000 trucks to NY = 45 barges

- Scrap Steel – Turkey – Recycling; comes back as steel rebar
- Jobs – 1,300 direct jobs – cruise line; 2,488 – cargo
- Port Authority – What do they do? Bring order to the madness, provide light/electricity, keep channel depth, security, infrastructure.
- Second highest cruise port in the world (behind Miami).
- The Port is landlocked – no more room – sitting on 165 acres. There is talk about possibly expanding to the Everglades.

Data source consulted: Presentation.

Action: None.

ITEM 4. *Update on Supply Chain Management & Logistics Program Efforts*

Discussion: Mark Williams, Chair of the Supply Chain Management Business Partnership Council, presented an update on program efforts. Some highlights:

- Supply Chain – How to get from the supplier to the customer. Includes service, purchasing, retail.
- Goals – Continue to expand outreach efforts, work on curriculum for logistics & transportation and distribution, educate students about programs and industry.
- Some efforts include – 65 students toured Tropical Shipping, members attended local high schools and spoke with students, established partnership with the South Florida Manufacturing Association (SFMA).
- Tropical Shipping has donated \$5,000 towards advertising efforts.

A question posed by Dr. Jean Wihbey, Vice President of Workforce Development, asked how do we explain to students what Supply Chain Management is. This may contribute to increased enrollment. Mr. Williams responded that Amazon is a great example of supply chain management – as they cover all aspects of the chain.

Data source consulted: Presentation.

Action: None.

ITEM 5. *New Program Opportunity*

Discussion:

- Media Sales: Bob Butterfield, General Manager, WPEC/CW34/Azteca
 - Associate Dean Kim Allen introduced Mr. Butterfield and gave a short background of the idea of a possibility into a Media Sales program as a result of a collaboration between Dr. Roger Yohe, Vice President of Academic Affairs, Mr. Bob Butterfield and Associate Dean Kim Allen.

Mr. Butterfield explained a little bit about his own background and experience with a program like one he is proposing. He stated that there is a need of this type of program in the broadcasting arena. There is \$1 billion in media ad spending and he feels that this program will prepare students to know the following: what careers are available in media outlets, how to make career choices, how to find jobs, and how to interview. Mr. Butterfield state that the purpose of the curriculum would be to introduce students to the real world of media and advertising (inclusive of broadcasting, digital videos, ota/cable/satellite TV, digital radio, print media, etc.). Some possible options of programs could include customized training or introducing a College Credit Certificate as part of an Associate degree in Marketing (AS).

Joel Flores asked about the number of job openings in this area. Mr. Butterfield responded that he did not have numbers of job openings, but that he knows that for his own station, there is currently a need for two people to which there is no supply of knowledgeable people available. Mr. Flores asked more questions regarding concerns that this would be more of a commission sales kind of area, and that could possibly scare off potential students. Mr. Butterfield believes that there are people that are suited for this program, and that there are ways to help students determine if they are a good fit. Dr. Wihbey inquired if there would be consideration for a broader type program that could include Media Sales as part of the program. Ms. Jenny Posadas inquired if there were any industry certifications that could be tied to Media Sales, to which there appears to be one: Google Ad Certification in Digital Marketing.

Ms. Priscilla Taylor feels that more discussion and research are warranted to consider this as a possible program. Tabled until next meeting.

- Marketing AS Degree (vote needed)
 - Associate Dean Kim Allen presented the Marketing AS degree proposal (adding an AS in Marketing) – which had been discussed previously and is asking for a vote to move forward with the program. The Marketing College Credit Certificate under the Business Administration Management AS degree needs to be updated to align with FLDOE. The Marketing concentration under the Business Administration & Management AS degree will be eventually eliminated.

Motion: Duke Keller

2nd: Vega Girodo

Vote: Approved

- Human Resources CCC - Business Admin & Management AS (vote needed)
 - Associate Dean Kim Allen presented the Human Resources CCC proposal previously and is asking for a vote to move forward with the program.

Motion: Duke Keller

2nd: Vega Girodo

Vote: Approved

Data source consulted: None.

Action: Discuss the Media Sales proposal at next meeting.

ITEM 6. *Student Outreach Efforts: Spring 2019? Summer 2019? Fall 2019?*

Discussion:

- Town Hall Meetings – Associate Dean Kim Allen wanted to discuss when we would start offering the Town Hall Meetings. She feels that it would be good to offer some town hall style meetings instead of offering only panel discussions. The meetings would allow for industry to connect with students. Ms. Priscilla Taylor thinks that offering it during the Fall term would be best as there would be more time to plan. Tabled for next meeting.

Data source consulted: None.

Action: Discuss at next meeting.

ITEM 7. *Recruitment of New Members Continued*

Discussion: Associate Dean Kim Allen needs suggestions of potential members.

- Area of Need: Entrepreneurship, Human Resources, Marketing

Data source consulted: None.

Action: Members will send potential new members' contact information to AD Allen for an invitation to the next meeting.

ITEM 8. *Open Discussion*

Discussion: None.

Data source consulted: None.

Action: None.

ITEM 9. *Next Meeting Date*

Discussion: Potential dates were discussed – April 26th seemed to be the best meeting date.

Data source consulted: None.

Action: Associate Dean Allen will share potential dates for the next meeting and send a save the date.

Attendance: Associate Dean Kimberly Allen (PBSC), Professor Debbie Beres (PBSC), Joel Flores, Vega Girodo, Carol Horner, Donald Keller, Ebony Lamar (PBSC), Jose Ortiz (PBSC), William Paczkowski (PBSC), Jenny Posadas (PBSC), Dean Pat Richie (PBSC), Priscilla Taylor, Dr. Jean Wihbey (PBSC).

Guests: Carl Baker, Jim Boyette, Bob Butterfield, Mark Williams

Meeting Adjourned at 4:00 PM.

Submitted by: T. Chow

Scribe