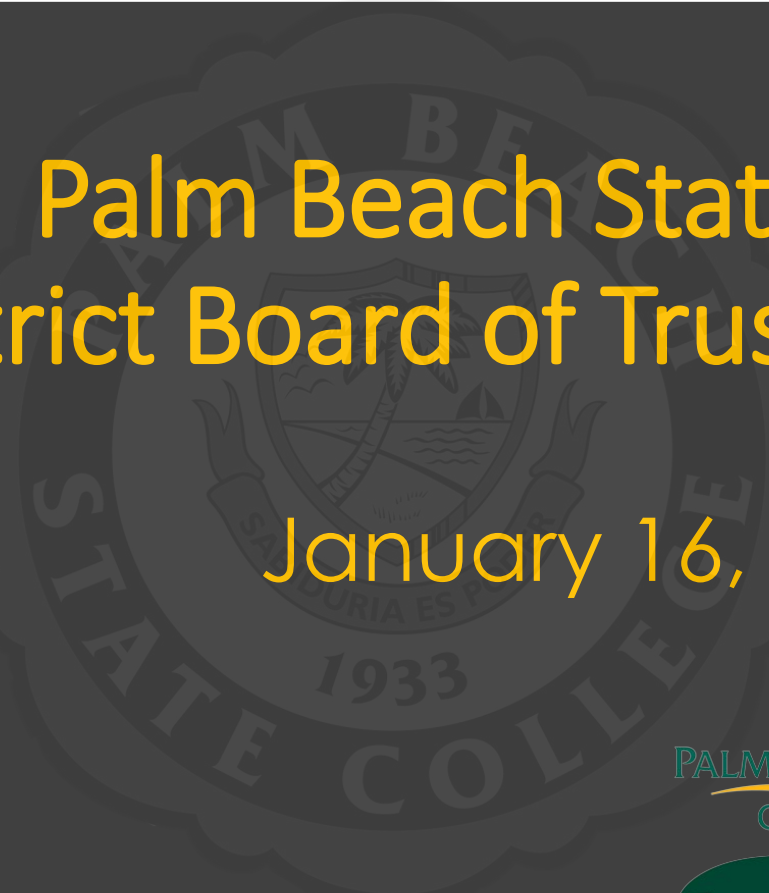




Palm Beach State College District Board of Trustees Meeting

January 16, 2024



PALM BEACH STATE
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Speakers



Advisor

Ariel Reda



Vice President

Ryan Steeghs



Vice President

Daniela Perez





Presented by Student Government

The Road to Rally in Tally



Our path to Rally in Tally

The Journey to Rally and Tally: Our Experience

Our initial foray into this exciting event started with the Region 4 Retreat, the first FCSGGA conference. Its purpose was to help us network with like-minded colleges and introduce us to the organization. Then we had the model legislature training to prepare us for the trip to Tallahassee

Ryan Steeghs

Region 4 Retreat



- What took place during the Region 4 retreat.
- The Benefits of attending the Retreat.
- How networking influences us as Student Leaders.

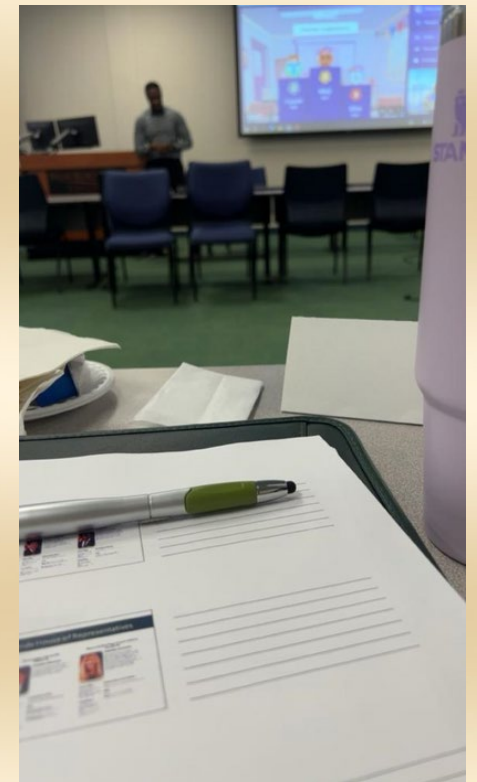


Daniela Perez

Model Legislator Training

- What was the purpose of the training
- Who presented at the training
- The activities that took place during the training

[Back to Agenda Page](#)





Rally and Tally

- Key Points About Our Recent Trip
- The events that occurred during the trip
- The number of students who participated in the trip
- What we learned from our experience
- Our experience meeting our state representatives
- Our experience lobbying at the state capital

[Back to Agenda Page](#)



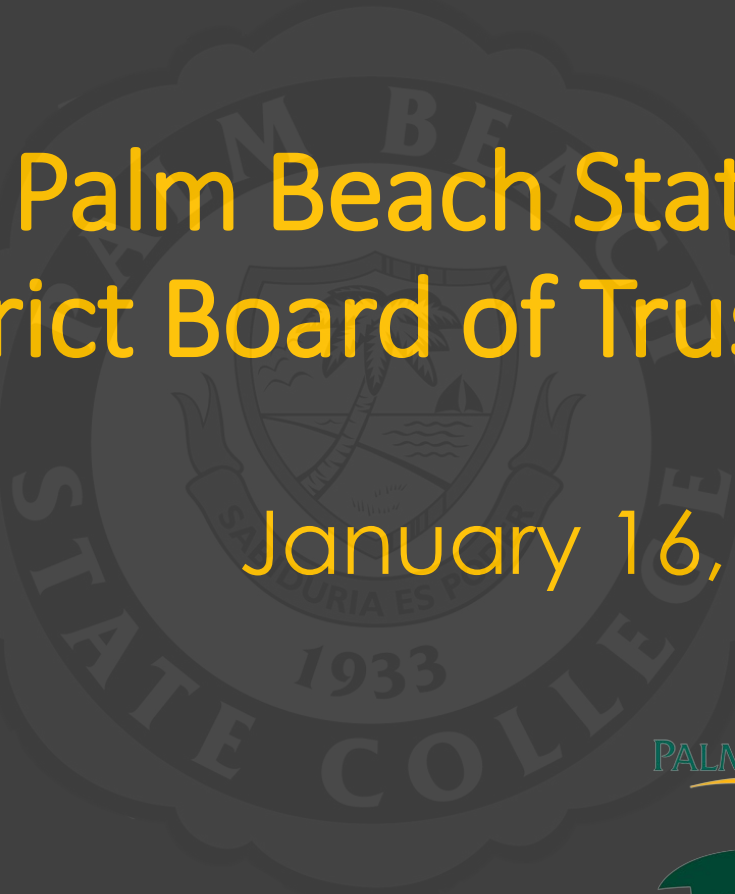
Our experience





Palm Beach State College District Board of Trustees Meeting

January 16, 2024



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Palm Beach State College District Board of Trustees Meeting



Fall 2023
Enrollment Update
Fall Commencement

Dr. Peter Barbatis

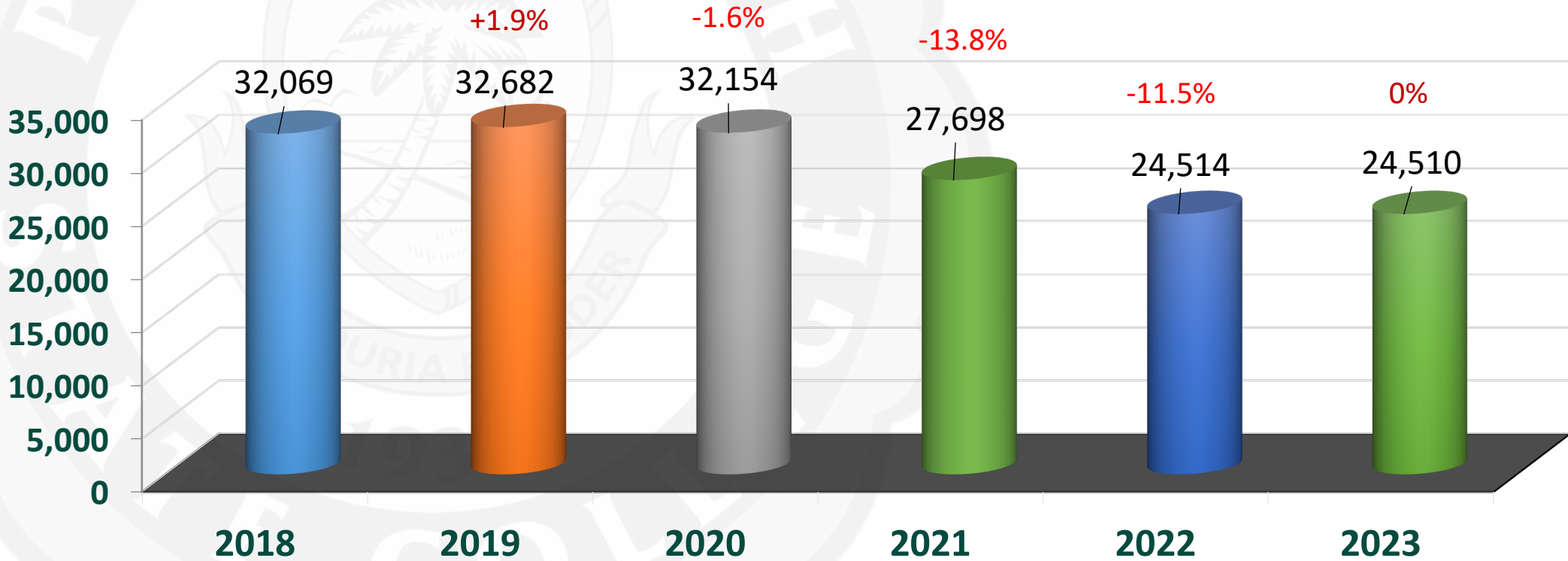
VP, Student
Services/Enrollment
Management

January 16, 2024



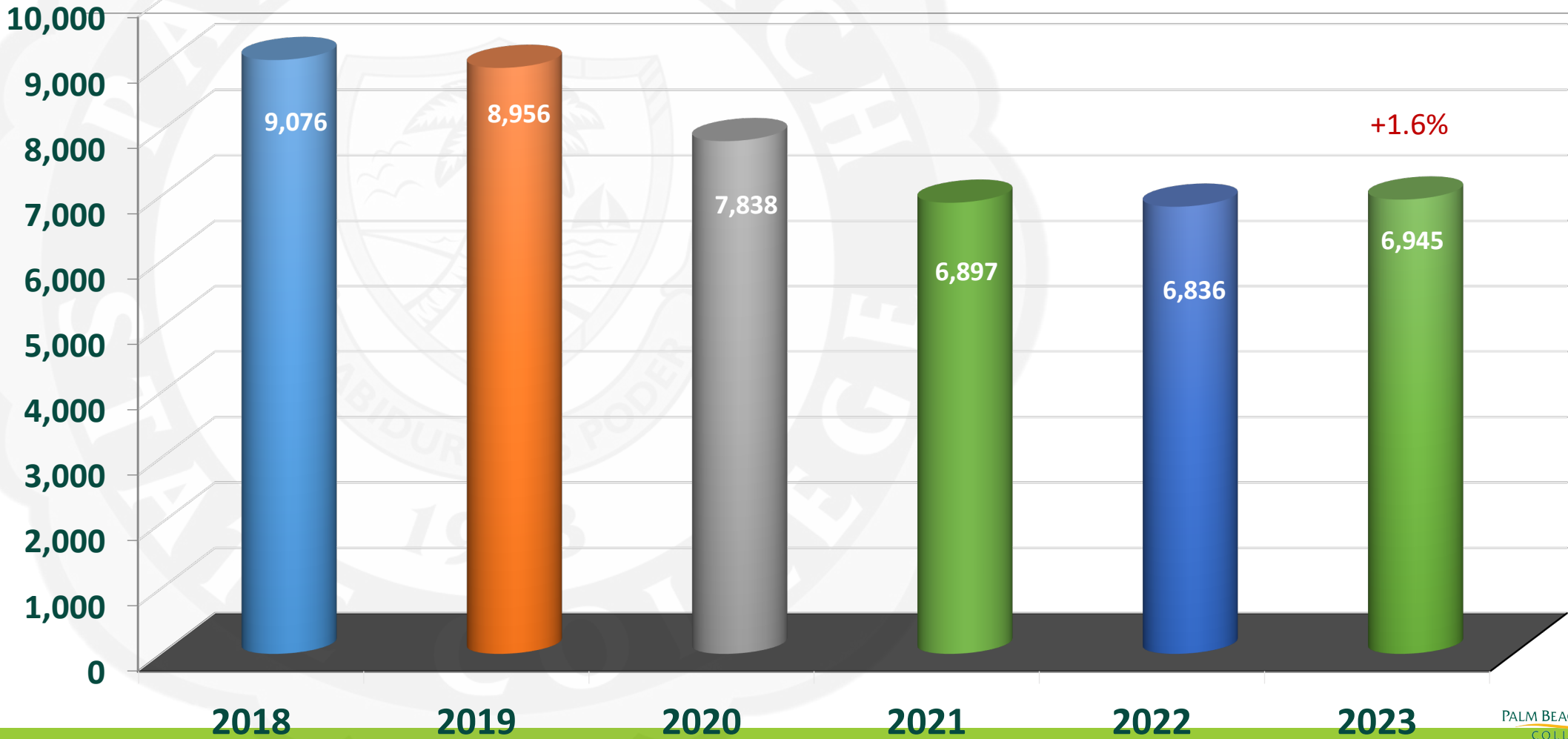


Unduplicated Fall 2023 Headcount



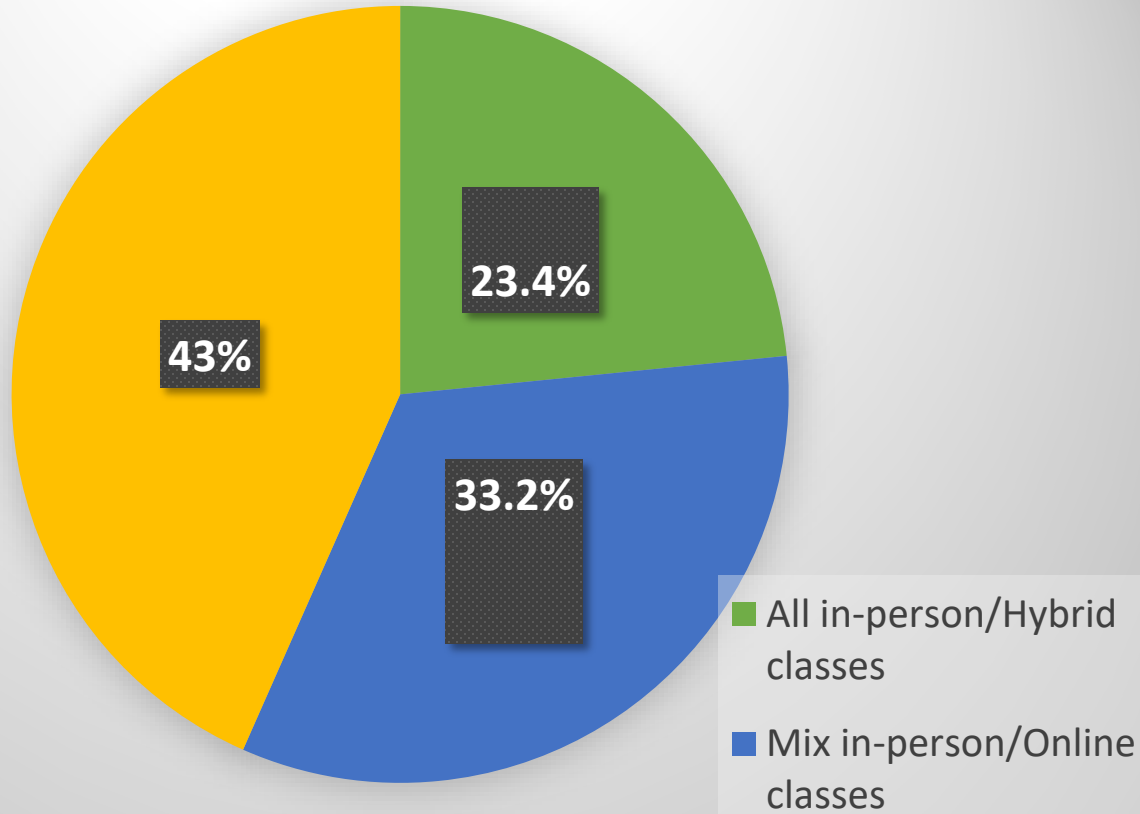


Fall 2023 FTE





Learning Modality



Fall 2022

- In-person: 23.8%
- Mix in-person/Online: 33.4%
- Fully Online/Live Online: 42.8%

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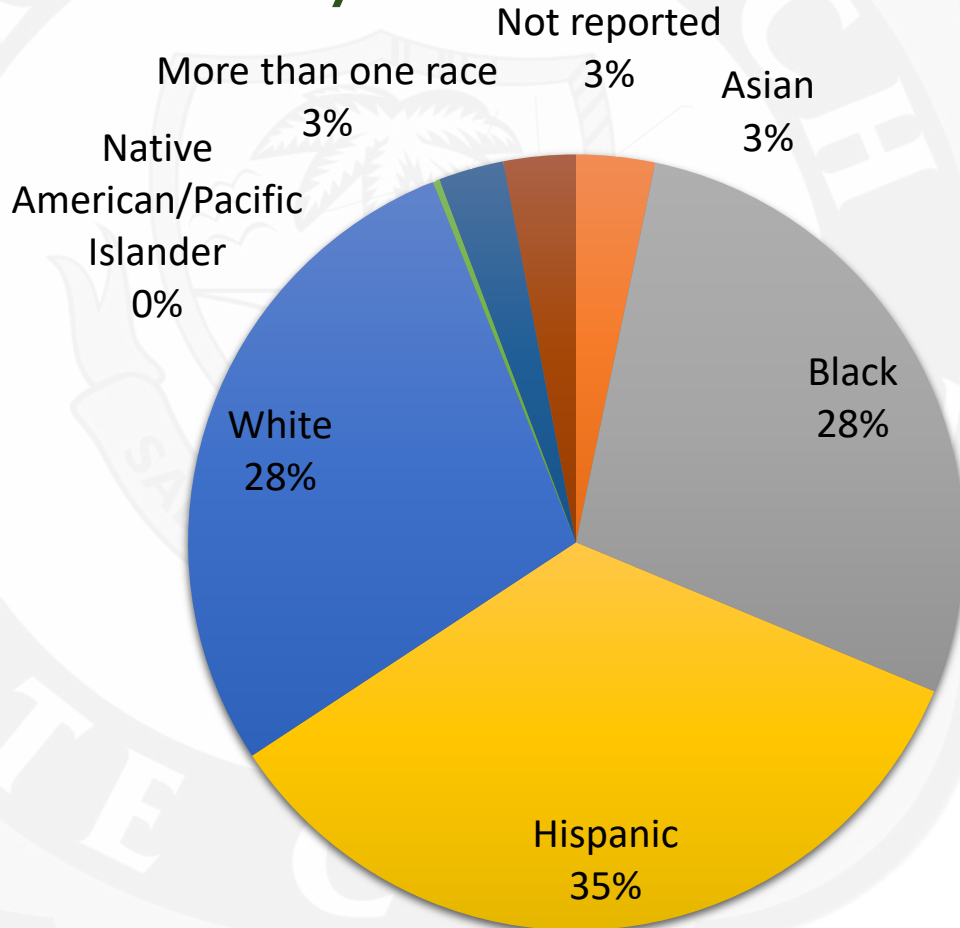
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Ethnicity



Fall 2022

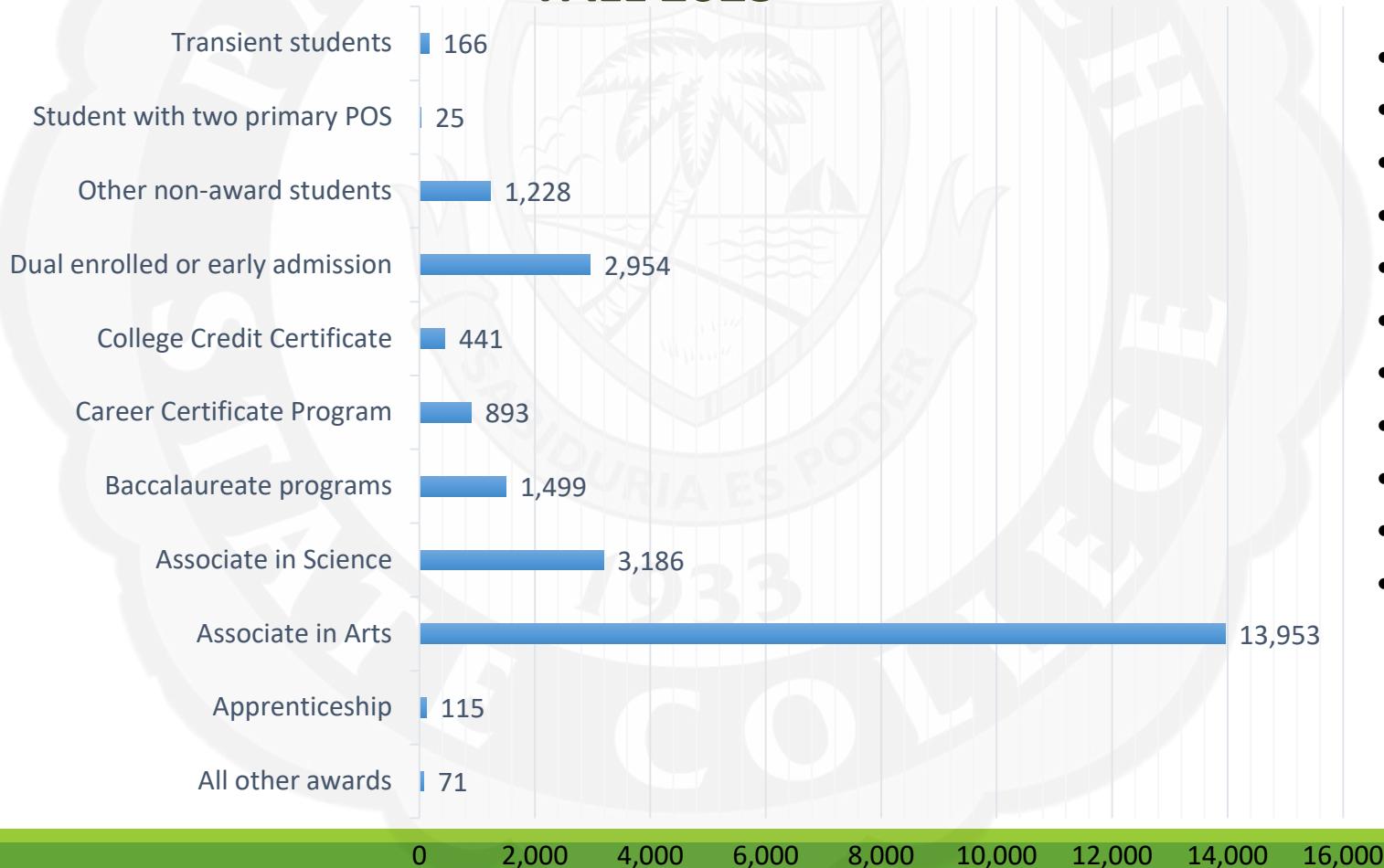
Asian:	3.3%
Black:	28%
Hispanic:	34.5%
White:	28.3%
Native American:	.03%
More than one:	2.7%
Not Report:	3%

- Race and ethnicity
- Hispanic
- More than one race
- Asian
- White
- Not reported
- Black
- Other races



Primary Program of Study Distribution

FALL 2023



Fall 2022

- Transient Students: 182
- Students with two primary POS: 38
- Other non-award students: 1,229
- Dual enrolled or early admission: 2,759
- College Credit Certificate: 466
- Career Certificate Program: 811
- Baccalaureate programs: 1,688
- Associate in Science: 3,238
- Associate in Arts: 13,779
- Apprenticeship: 170
- All other awards: 84

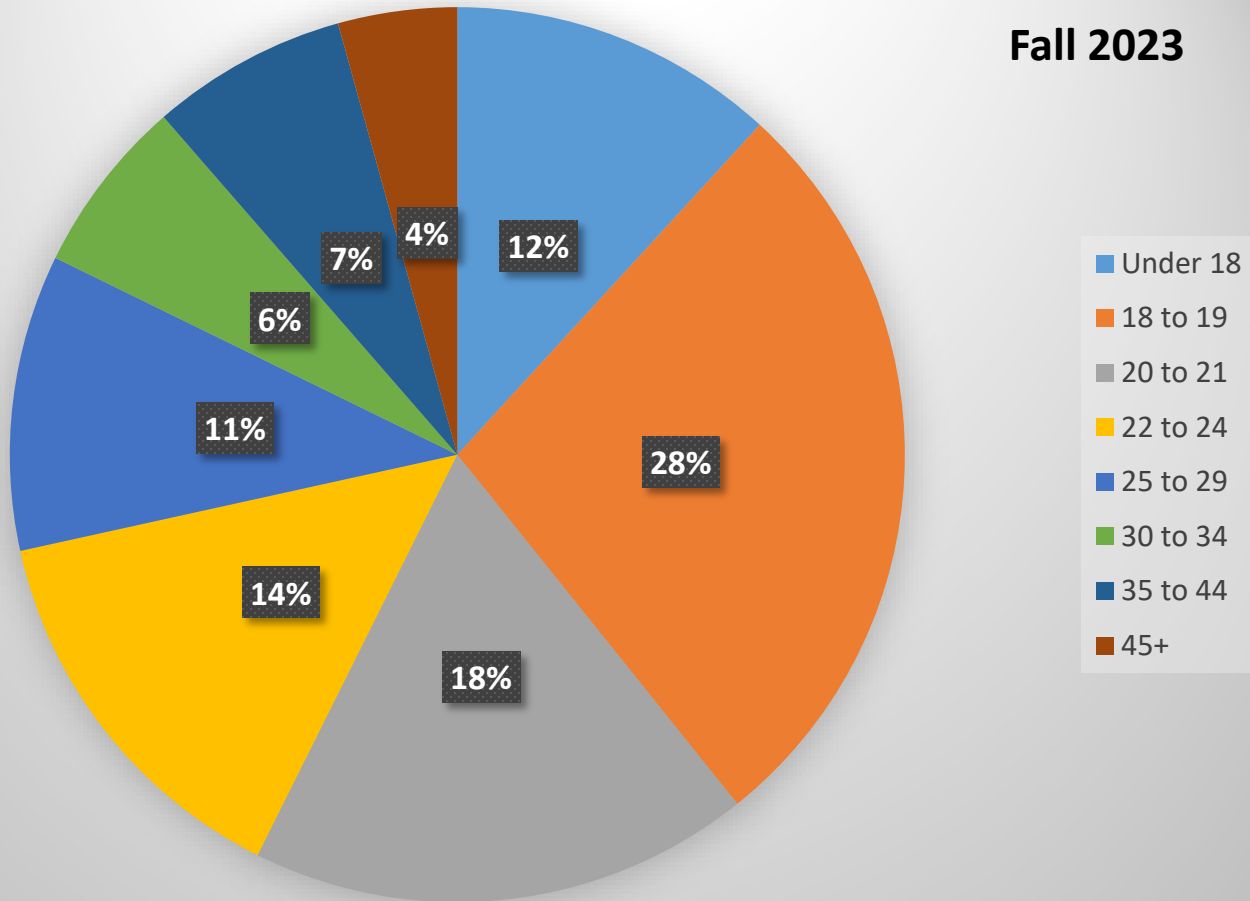


Age Distribution

Fall 2022

- Under 18: 10.9% ↑
- 18 to 19: 27.2%
- 20 to 21: 18.7%
- 22 to 24: 13.8%
- 25 to 29: 11.2%
- 30 to 34: 6.9%
- 35 to 44: 7%
- 45+: 4.3%

Fall 2023



	Fall 2022	Fall 2023
Average age	23.9	23.9
Median age	21	20

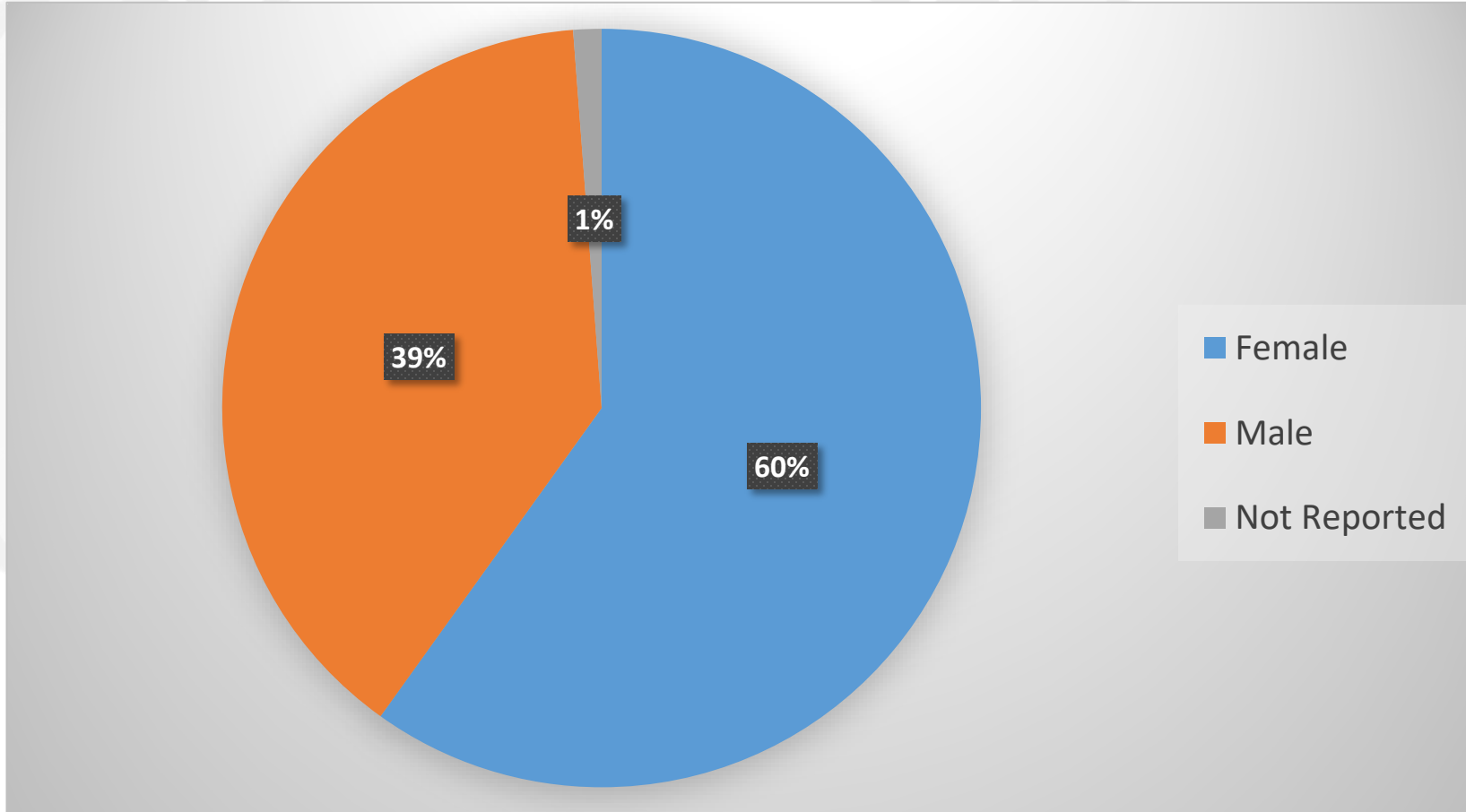


Full Time/Part Time

Fall 2022		Fall 2023	
FT	29.3%	FT	30.5%
PT	70.7%	PT	69.5%



Gender



Fall 2022

Female	59.1%
Male	39.4%
NR	1.5%



Enrollment Campaigns

- Communication/Concierge Campaign
- Weekly Register and Win Early Raffles
- Saturday Orientations
- Open House, August 10th, 2023
- Continued Registration Nudges



Preliminary Spring 2024 Enrollment

	2023	2024	
Headcount	22,220	22,754	+2.4%
FTE	6283	6505.7	+3.5%

Largest gains: African American/Black (+3%) and Hispanic (+8%) students
Female (+4%)
Under 25 (+4%); students 25+ (-1%)



Fall 2023 Commencement

Keynote Speaker: Kenneth A. Himmel, President/CEO of Related Urban

Honorary BAS Degree: George T. Elmore, President of Hardrives, Inc.

804 graduates walked; 4200+ guests

37 veterans

Youngest – Age 16
Early Admission

Most Senior – Age 72
Associate in Arts

Degrees	Total Grads
Associate in Arts	1048
Career Certificate Program	243
College Credit Certificates	242
Associate in Science	229
Bachelor of Applied Science	120
Bachelor of Science	61
Advanced Technical Certificates	2

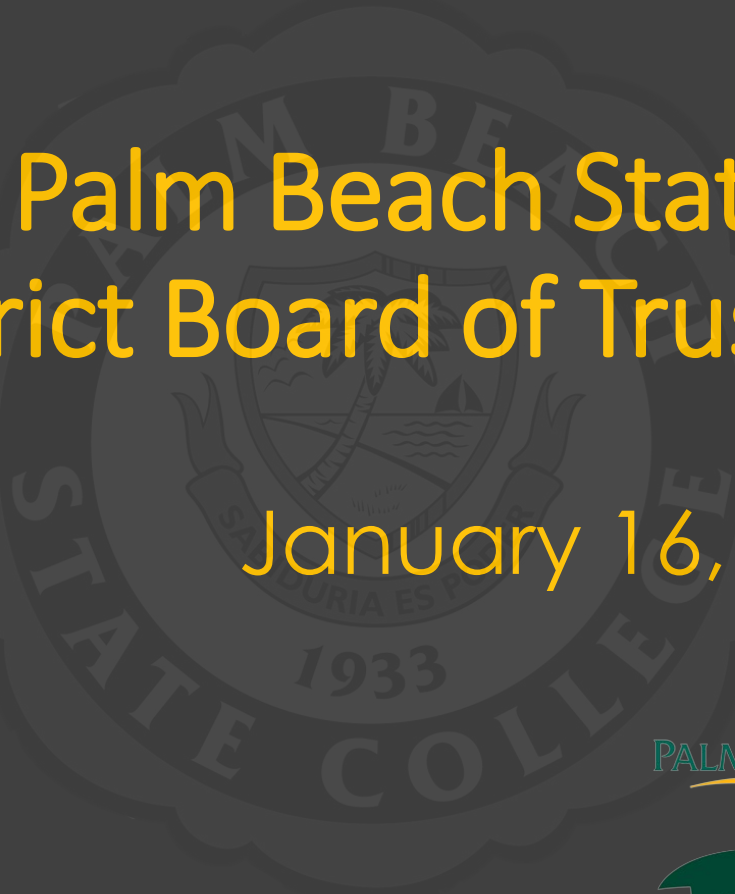






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January 16, 2024



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Stephen M. Ross Emerging Scholars Program

Karline S. Prophete, Ph.D.

Dean, Student Success

January 16, 2024





Barriers to Post-Secondary Completion

According to the American Institutes for Research (AIR)

- **Secondary schools often struggle to provide** a positive school climate for academic, emotional and personal development as well as a comprehensive, **college-going culture**.
- Students are often **not well prepared for rigorous college coursework**, and, as a result, many high school graduates who do enroll in college leave without earning a certificate or degree.
- Among students who are well prepared for college, many fail to enroll in postsecondary schools or complete a certificate or degree due to **financial barriers**.



How Did Early College High Schools Affect Students' Postsecondary Outcomes?

Early College students were significantly more likely than control students to enroll in college and earn a college degree within six years after expected high school graduation.



POSTSECONDARY ENROLLMENT RATES



More than
THREE IN FIVE

Early College students enrolled in college by the end of high school

Early College students



Control students



SOURCE: Early College, Continued Success: Longer-Term Impact of Early College High Schools (2019)

AMERICAN INSTITUTES FOR RESEARCH | WWW.AIR.ORG

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Emerging Scholars Program

Goal

Equip students and schools with resources to ensure postsecondary attendance, retention and completion, leading to career readiness and personal success, particularly for **first-generation college and low-income families** at Forest Hill and Palm Beach Lakes High School.

PB County High School	Senior Class Size	Number of Graduates	Graduates Entering PBSC	Total Increase in # of HS Graduates Enrolling in PBSC with Embedded Advisors
Palm Beach Lakes High School	527	489	118 (24.1%)	160 (33%)
Forest Hill High School	531	512	179 (35%)	204 (40%)





Three Pillars



PILLAR ONE | THE STEPHEN M. ROSS SCHOLARSHIP FUND



PILLAR TWO | THE STEPHEN M. ROSS EMBEDDED ADVISORY



PILLAR THREE | THE STEPHEN M. ROSS EARLY COLLEGE ACADEMY

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Embedded Advising

Full-time PBSC post-secondary transition (**embedded**) advisor on school site
Ongoing support for dual enrollment and to ease the transition to PBSC
Serve as an extension of the **High School guidance staff**
Liaison between high school and PBSC
(academic departments, TRIO, Recruitment, NSO)

Student Interactions

- One-on-one appointments
- Classroom, small group, and grade-level presentations

Support

- Dual enrollment, application and processing
- College admissions application/support
- NextGen Summer Bridge & Onboarding
- First Semester schedule

Forest Hill Community High School

Get Ready to Go to College!

Speak to your Representative from Palm Beach State College

Trecina Anderson
Post Secondary Transition Advisor
Palm Beach State College

Scan to schedule an Appointment

Emerging Scholars Program
Dual Enrollment
Early Admission
PBSC Application
Next Gen. Summer Bridge
Scholarships

¡preparate para ir a la universidad!
Esteja preparado para a Universidade!

Hablo Español

Falo Português

PALM BEACH STATE COLLEGE
andersot@palmbeachstate.edu
+561-880-4534



Early College Summer Academy

Early College Academy

- 3-4 weeks; Students in grades 7 – 9,
- College Readiness Test Prep (Accuplacer, PERT)
- Access to career readiness curriculum

Scholarships/Stipends

- PBSC Students to participate in a PBSC Work & Learn Summer Success Program.

PBSC Student Ambassadors/Mentors:

- On-campus employment opportunities have shown to improve retention and completion rates by 7.1%, a statistically significant increase. (Institutional Research and Decision Support, Indiana University – Purdue University Indianapolis)

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Stephen M. Ross Scholarship Fund

THE STEPHEN M. ROSS EMERGING SCHOLARS AT PALM BEACH STATE COLLEGE
TOTAL SIX-YEAR PHILANTHROPIC INVESTMENT | \$8,235,000

YEAR 1	AUG 2023 – JUL 2024 \$600,000 <ul style="list-style-type: none"> Class of 2026 (Gr 10) & Class of 2027 (Gr 9) 2 Advisors \$150,000 (\$75,000 salary/benefits)* 250 Emerging Scholars \$450,000 	AUG 2024 – JUL 2025 \$600,000 <ul style="list-style-type: none"> Class of 2026 (Gr 11), 2027 (Gr 10), 2028 (Gr 9) 2 Advisors \$150,000 (\$75,000 salary/benefits)* 250 Emerging Scholars \$450,000 	YEAR 2
	AUG 2025 – JUL 2026 \$1,690,000 <ul style="list-style-type: none"> Class of 2026 (Gr 12), 2027 (Gr 11), 2028 (Gr 10), 2029 (Gr 9) 2 Advisors \$160,000 (\$80,000 salary/benefits)* 250 Emerging Scholars \$450,000 360 Graduates @ \$3000 \$1,080,000 	AUG 2026 – JUL 2027 \$1,735,000 <ul style="list-style-type: none"> Class of 2027 (Gr 12), 2028 (Gr 11), 2029 (Gr 10) 2 Advisors \$160,000 (\$80,000 salary/benefits)* 250 Emerging Scholars \$450,000 375 Graduates @ \$3000 \$1,125,000 	
YEAR 5	AUG 2027 – JUL 2028 \$1,790,000 <ul style="list-style-type: none"> Class of 2028 (Gr 12), 2029 (Gr 11) 2 Advisors \$170,000 (\$85,000 salary/benefits)* 250 Emerging Scholars \$450,000 390 Graduates @ \$3000 \$1,170,000 	AUG 2028 – JUL 2029 \$1,820,000 <ul style="list-style-type: none"> Class of 2029 (Gr 12) 2 Advisors \$170,000 (\$85,000 salary/benefits)* 250 Emerging Scholars \$450,000 400 Graduates @ \$3000 \$1,200,000 <p><i>* salary & benefits are per each advisor</i></p>	YEAR 6



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January 16, 2024



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Office of
Communications and
Public Affairs

Angela Harrington
Chief Communications
and Public Affairs
Officer

January 16, 2024





Expanding Brand Awareness in Diverse Markets

Male and Hispanic Markets

ESPN Digital
29.9 million viewers nationwide

Deportes Radio – Spanish
50,000 listeners

Haitian Community

RHAI 980 AM and 103.9 FM, Haitian Creole Radio
3,000 listeners



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ESPN Digital Activation

- Palm Beach State College commercials served both on ESPN.com and when fans are streaming live ESPN games or programming.
- All ads are served to the Palm Beach County area. When fans are browsing ESPN via their desktop or smart phone reading articles, checking score updates, or watching highlight videos in Palm Beach County they can see PBSC ads.
- Video ads also run on ESPN when fans are streaming live games and inventory on ESPN across ESPN's family of networks (ESPN, ESPN+, ESPN2, ABC on ESPN)
- ESPN display banner ads rotate to promote PBSC numerous programs of study or marketing messages and run these ads both in English and Spanish.



ESPN Digital Activation

Palm Beach State College received:

43,570 Video Impressions

- **92%+** Video Completion Rate (how many fans watch your video in full)
- **500,001** Display Impressions
- **.22%** Click Through Rate
- **2,630** Total Clicks

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Jose De Valle – Brand Ambassador



Jose De Valle

¡Yo soy un orgulloso egresado de
Palm Beach State College!

APRENDA MÁS EN: palmbeachstate.edu



- A Palm Beach County native and proud PBSC Alumni, Jose is an ESPN Deportes journalist and contributing member of the Jorge Ramos Su Banda program. He joins the Comunidad Deportiva show every Monday and Wednesday.
- Jose De Valle spreads the word of Palm Beach State College through live reads, commercials, and promotional announcements that air on Deportes Radio 760 2x per week.
- He is an authentic storyteller and is passionate to tell his personal story of how Palm Beach State College changed his life and set him up for success

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Jose De Valle Social Media Activation

Jose De Valle to post 2x social media posts per month on his personal social media accounts, tagging PBSC social media handles.

- **Jose Del Valle Followers:**

- Twitter/X: 66K
- Instagram: 28K
- Facebook: 9K
- Total: 103K+



RHAI 980 AM and 103.9 FM, Haitian Creole Radio

“Sous La” hosted by Marie Laplante

- Reaching an audience of more than 3,000
 - Live Q & A with PBSC representatives
 - Weekly broadcasts
 - Promotion at live events



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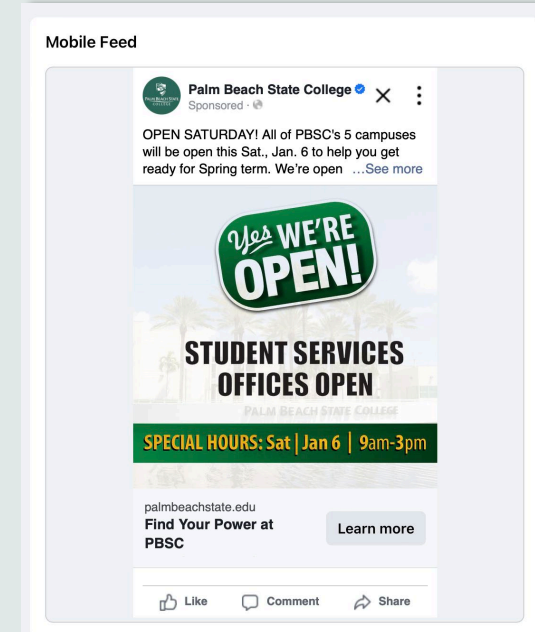
Spring 2024 Enrollment – Paid Social Media

Social Media Advertisement ran
Wed., Dec. 6 – Wed., Dec. 13, 2024



Link Clicks: **670**
Per Link Click: **\$0.75**
Number of Impressions: **84,171**
Accounts Reached: **38,017**

Boosted Facebook post ran
Wed., Jan. 3 – Sat., Jan. 6, 2024



Link Clicks: **61**
Other Clicks: **303**
Per Link Click: **\$0.67**
Number of Impressions: **9,977**
Accounts Reached: **7,205**





Stephen M. Ross Emerging Scholars Program – Social Media

WHO	POST SOURCE	FOLLOWER COUNT
Related Companies	LinkedIn	105K
Related Southeast	LinkedIn	2K
Relative Impact	LinkedIn	1K

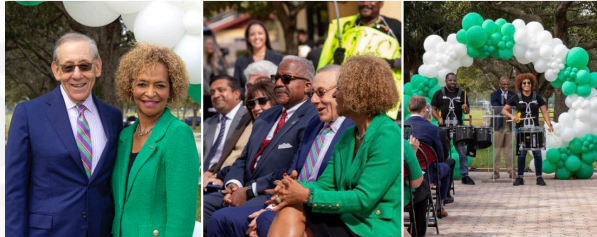
Related Companies
Real Estate

On Monday, December 11th, [Related Southeast](#) announced a new foundation, Related Together, alongside the commitment of \$8M via the Stephen M. Ross Emerging Scholars Program with [Palm Beach State College](#).

Related Together is proud to support the community's next generation of talent and will offer additional programs in the realms of housing, income, employment opportunities, health care, arts and culture and digital access in West Palm Beach.

More information about Related Together will be shared in 2024; until then, follow along at [relatedtogether.org](#).

[#relatedtogether](#) [#relatedsoutheast](#) [#westpalmbeach](#)



5d · Public post
204 · 1 comment · 1 repost

MARKETPLACE

Search For & Place Classifieds

Palm Beach Daily News

News Entertainment Society Arts Real Estate News Advertise Obituaries eNewspaper Legals

It's the season of giving, and resident Stephen Ross chose this moment to announce that he is giving in a big way.

Mr. Ross on Dec. 11 announced the launch of a new nonprofit, Related Together, to which he committed \$8 million to help West Palm Beach children prepare for and attend college.

Related Together will pay for college preparatory advisers at Palm Beach Lakes High School and Forest Hill High School, both in West Palm Beach; and will work to provide full-tuition scholarships to needy local students to attend Palm Beach State College through the Stephen M. Ross Emerging Scholars Program.



Palm Beacher Stephen Ross recently announced the launch of a new nonprofit, Related Together, to help West Palm Beach children prepare for and attend college. *Allen Eyestone, The Palm Beach Post*

Related Southeast
2,344 followers
1w · 🌐

Editorial: Ross' latest investment transcends real estate
palmbeachdailynews.com · 2 min read





Stephen M. Ross Emerging Scholars Program – Social Media Sentiment

Raquel C. Gary Bryant
This is amazing! Way to go President Parker!
6d Like Reply [Send message](#) Hide

Olayemi Osiyemi
Congratulations
3d Like Reply [Send message](#) Hide

Darlene Cruz
This is awesome new!!! 🥳👍
5d Like Reply [Send message](#) Hide

City of Boca Raton - Economic Development [Follow](#)
Such well deserved support! Congratulations!
6d Like Reply Hide

Sheila Scott (Top fan)
Amazing gift for our students
6d Like Reply [Send message](#) Hide

G. William (Bill) Bates, M.D., M.B.A. · 3rd+ · 6d ...
Founding Dean, Thomas F. Frist, Jr. College of Medicine
What a wonderful way to use wealth. It is for more than personal consumption and leisure. Thank you and for all who provide scholarship opportunities.
Like 👍 1 Reply

Marsha Freedman, M.S. · 3rd+ · 6d ...
"Own Your Power" Public Speaking Coach | Executive Presence | Fear of Public ...
I truly admire those who support deserving students, so they can make it through college.
Like 👍 2 Reply

Marsha Marie Mosely · 2nd · 6d ...
Talent Development/Consultant/Coach
What a Blessing it is to give a student an opportunity. :-)
Like 👍 1 Reply

Alex Allen · 2nd · 6d ...
BLS, ACLS, PALS, First Aid, CPR/AED Instructor in Palm Beach County, Florida an...
That's exciting!
Like 👍 1 Reply

Bobby Wittek · 3rd+ · 6d ...
Lifetime in Golf Industry | Golf Course Supplies & Accessories | Driving Range Eq...
AWESOME
Like Reply

Nancy Royce Stellway · 2nd · 6d ...
I empower under-resourced students to reach their dreams through wrap around...
Incredible news for PBC students!

Lutfi Mized, PE · 3rd+ · 23h ...
President at LPM Technical Services, Inc.
Some people leave their impact on society in big. Nicely done and class act! Congratulations to PBSC and all those who will benefit from this generosity.
Like Reply

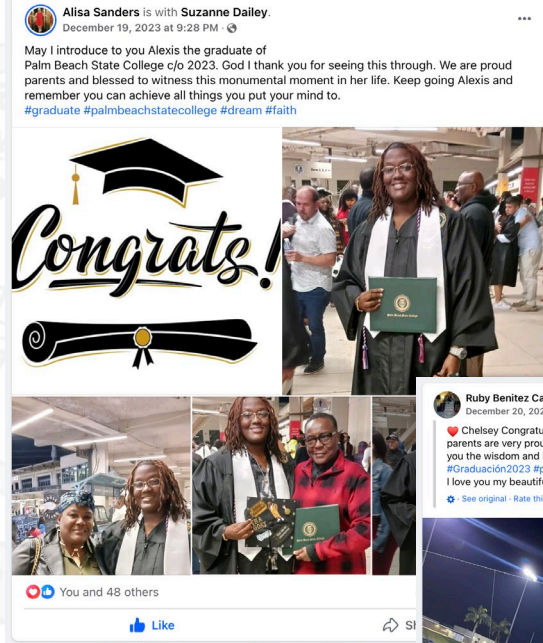
Reply as Palm Beach State College...

Benjamin G. Boynton, CFP® · 2nd · 6d ...
Owner, Boynton Financial Group, Inc.
Wow... awesome!! President Ava Parker and Stephen M. Ross... Two Powerhouse CEO's making a difference in Palm Beach County!!!
Like ❤️ 1 Reply

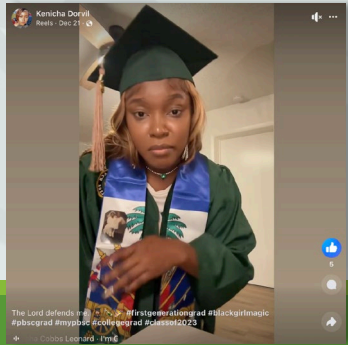




Fall 2023 Commencement – Social Media Sentiment



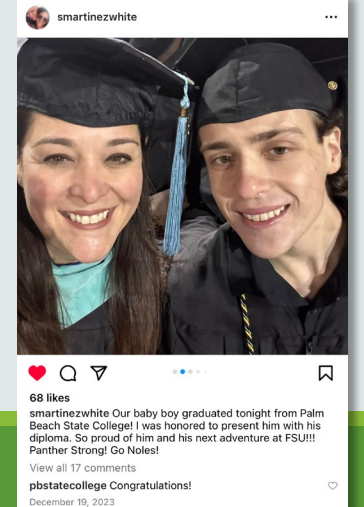
Graduate posts & Instagram Reels



Posts from family & friends



PBSC faculty & staff



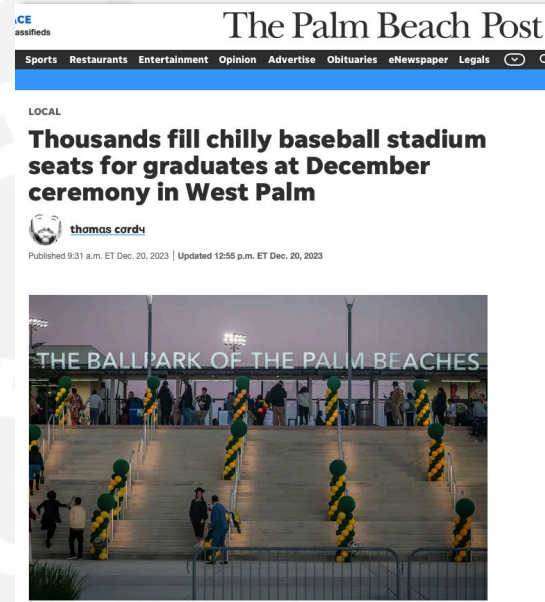


Fall 2023 Commencement – Earned Media

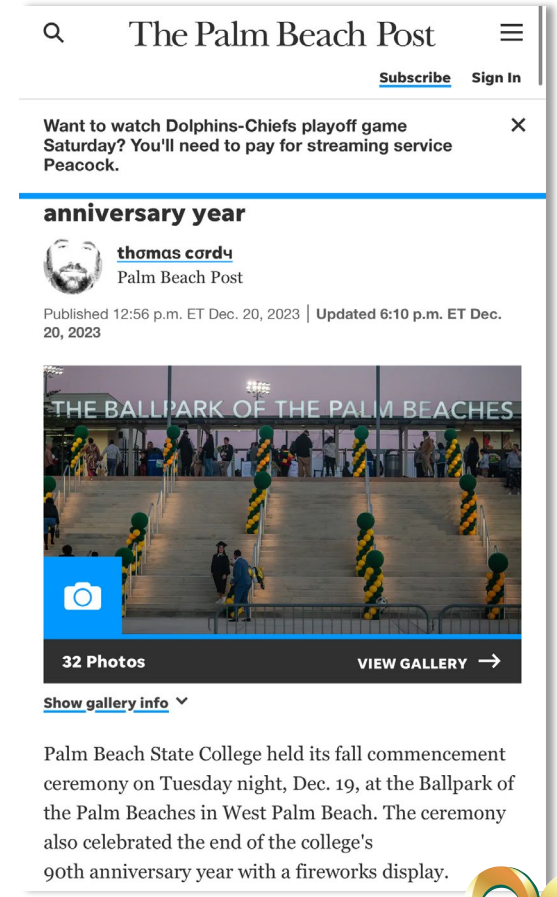


MEDIA SOURCE	WPBF (ABC) - West Palm Beach, FL WPBF 25 News at 11:00 PM
REACH	Local Market Viewership: 46,682

MEDIA SOURCE	WPBF (ABC) - West Palm Beach, FL WPBF 25 News Mornings
REACH	Local Market Viewership: 23,289



The Palm Beach Post
Thomas Cardy Photo Essay
1.39 million reach



Palm Beach State College held its fall commencement ceremony on Tuesday night, Dec. 19, at the Ballpark of the Palm Beaches in West Palm Beach. The ceremony also celebrated the end of the college's 90th anniversary year with a fireworks display.





Social Media Metrics

Week of Dec.17-23, 2023 compared to Dec.10-16, 2023

IMPRESSIONS

PREVIOUS 138,046 CURRENT 296,096
Up 78.6%

ENGAGEMENTS

PREVIOUS 3,481 CURRENT 16,482
Up 145.9%

POST LINK CLICKS

PREVIOUS 1,1139 CURRENT 7,134
Up 304.4%

ENGAGEMENT RATE PER IMPRESSION

PREVIOUS 2.5% CURRENT 5.6%
Up 37.7%

NUMBER OF PUBLISHED POSTS

PREVIOUS 79 CURRENT 160
Up 102.5%

VIDEO VIEWS

PREVIOUS 11,876 CURRENT 49,027
Up 312.8

TOTAL NET AUDIENCE GROWTH (ACROSS 5 PLATFORMS)

Jan. – Dec. 2023
Audience 107,020 Net Growth 29%

METRICS MEASURED BY SPROUT SOCIAL. ACCOUNTS MEASURED: FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN. SPROUT SOCIAL REPORT DOES NOT INCLUDE TIKTOK BECAUSE WE STILL GAIN FOLLOWERS DESPITE BEING INACTIVE.





Video Production



[Palm Beach State College celebrates its 90th anniversary](#)



[Stephen M. Ross Emerging Scholars Program at PBSC grants \\$8 million to WPB students](#)

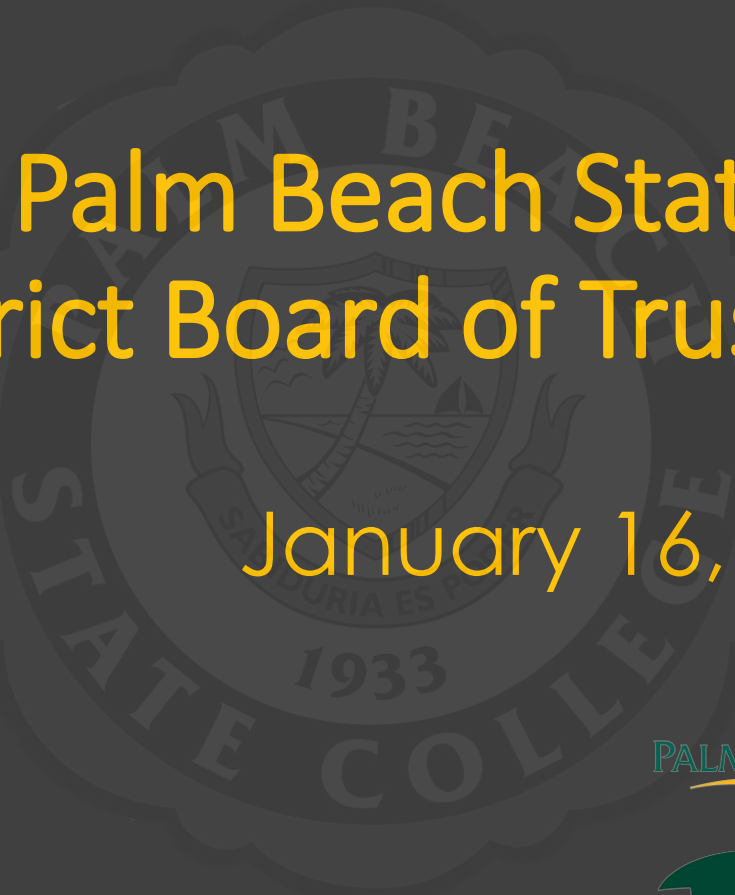


[Congratulations to the class of 2023!](#)



Palm Beach State College District Board of Trustees Meeting

January 16, 2024



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National Polo Center

David Rutherford

VP Institutional Advancement

CEO Palm Beach State College Foundation

January 16, 2024





Purpose | Strategic Engagement

National Polo Center | Wellington

Inaugural 2023 Season | January 1 - April 23

- **Strategic Relationships & Opportunities**
 - Engaged with approximately 250 guests
 - Wayne Canner | Palm Beach Gardens Living



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2023 - 2024 Season

December 31, 2023 – April 21, 2024

- **16 Sunday Afternoons | 2:00 PM Tailgate | 3:00 PM Polo Match**
- **Reserved Sideline Hospitality | 15 - 20 Guests Weekly**

“If you engage people, you differentiate yourself.”

“If you engage people on a vital, an important level, they will respond.”

Standing invite for all trustees and their guests | Amy Scandrett, contact for Polo

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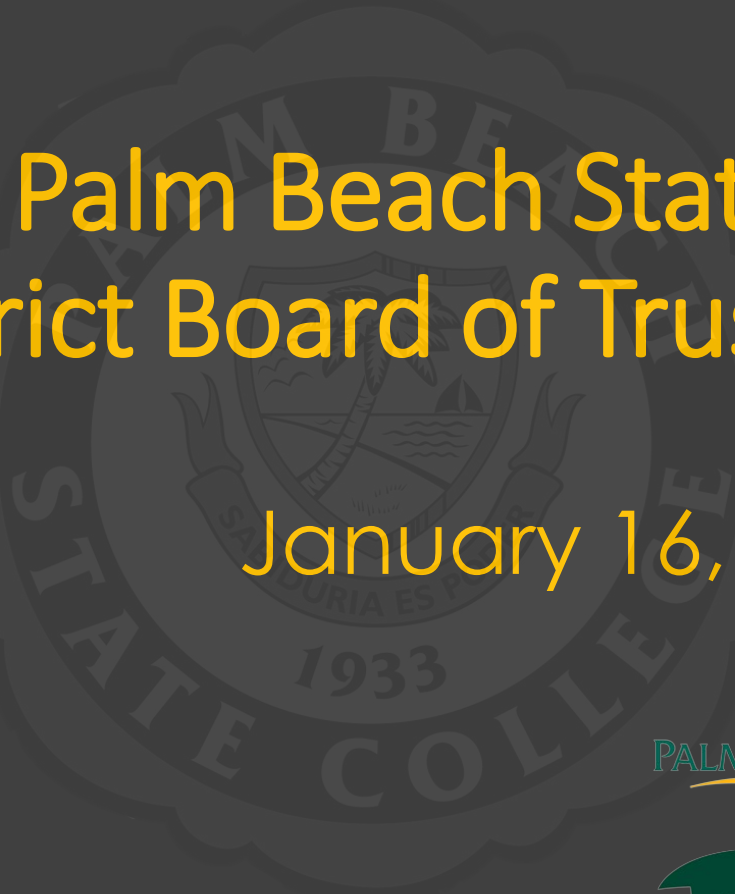
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Palm Beach State College District Board of Trustees Meeting

January 16, 2024



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Palm Beach State College District Board of Trustees Meeting



Journey and Associates, Inc. Armed Safe Campus Officer Contract

Dr. Delsa Bush, Ph.D.

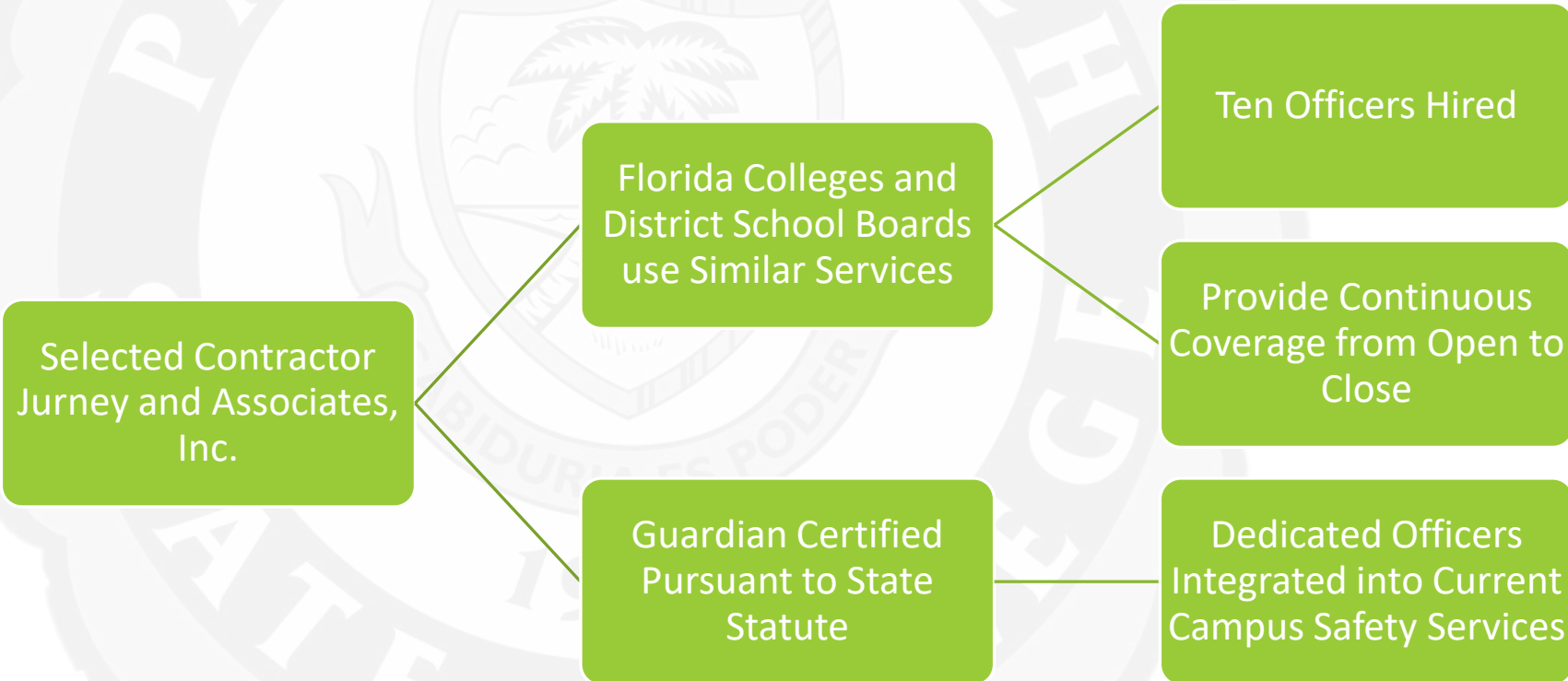
Director of Safety and Risk Mgmt

January 16, 2024





Armed Safe Campus Officer Program





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Contract Highlights

- Services procured from contractor Journey and Associates, Inc. utilizing existing contract and prices provided to the School Board of Broward County
- Effective Agreement Date: January 2024
- Termination Date of Agreement: December 31, 2025
- Term of Agreement May be extended for two additional one year-periods through December 31, 2027



Implementation Timeline





Financial Impact

Contract engagement through December 31, 2025.

Estimated annual cost is \$924,000.

Hourly rate is \$46.

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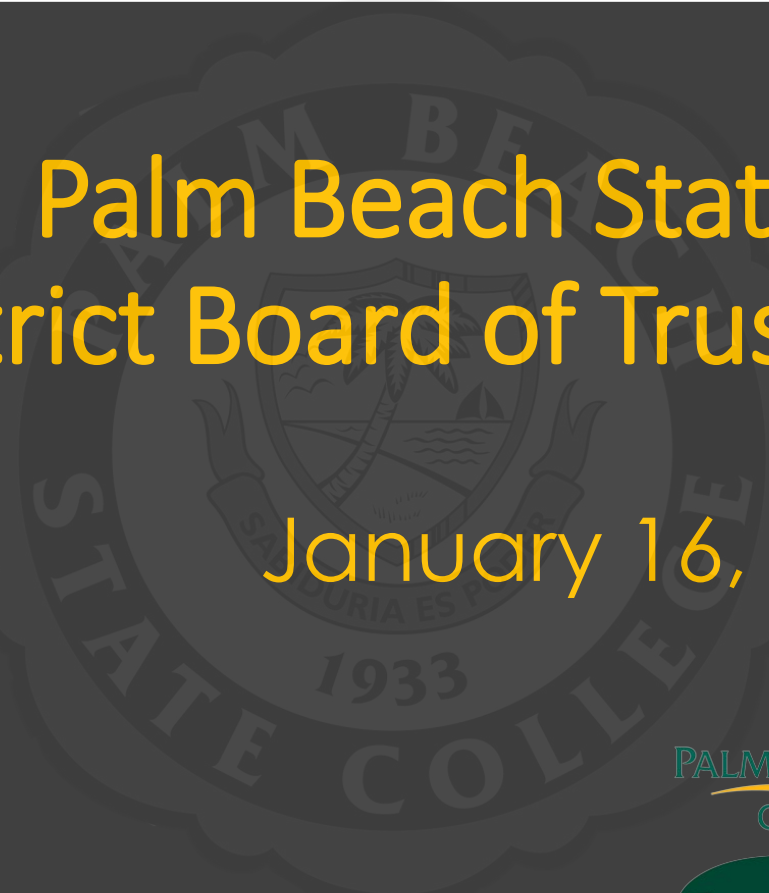
Request for Ratification

Request ratification of the contract with *Jurney and Associates, Inc.* Using the Broward County Public Schools Contract #RFP-FY23-239 Guardian School Security Services in the Amount of \$1,848,096 through December 31, 2025.



Palm Beach State College District Board of Trustees Meeting

January 16, 2024



PALM BEACH STATE
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1933-2023

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