I. Approval of January 30, 2015, meeting minutes
The minutes were unanimously approved by all voting members present without any corrections or additions.

II. Welcome and Introduction of Guests
The Chair welcomed and introduced our guest speakers, Dr. Ted Richardson, Associate Dean of the Extended Studies Department, Mr. Brian Ehrlich, Associate Vice President and Director of Online Learning, and Ms. Julie Shankle, Director of Operations Online Learning. Dr. Richardson and Mr. Ehrlich were invited to discuss quality of life issues or concerns regarding extended studies and online students, faculty and staff.

III. Discussion: QOL concerns for off-site and online learning students, faculty and staff
Dr. Richardson reported that the Extended Studies Department (ESD) of the Nathan M. Bisk College of Business covered 17 off-site locations and offered over 25 graduate degree programs in COB, COS, COE, and COPLA. ESD has over 8000 alumni and their student base is comprised of 10% active military, 25% retired military, and 60% civilians with government contracts. These students are very proud to graduate from Florida Tech and choose to attend the main campus graduation ceremony in order to feel more connected and to show their pride.

Dr. Richardson suggested that more could be done for ESD students that tie them back to the main campus. The university could advertise and offer tickets to sporting events in which Florida Tech teams may be playing near off-location sites. Students can be provided with opportunities to attend special events on campus, whether physically or virtually. Likewise, seminars hosted at sites can be tele-presented back to campus.

As far as faculty members are concerned, the site directors are invited to campus annually to attend a multi-day workshop/conference. The adjunct faculty are connected to the main campus through the site and generally do not need any further connections.

With Ms. Shankle’s assistance, Mr. Ehrlich described the student population and characteristics of online learners. Online Learning has over 3,200 students, 2,000 of which are undergraduates. One percent (1%) is international. The large majority of students are nontraditional, working professionals. Online learning works to ensure that students have instant access to information, provide comprehensive services to them, and include them in as many university events and processes as possible. Technology is widely used to support these efforts.

Mr. Ehrlich suggested that online students’ grade achievements could be recognized by through a special Dean’s List. In addition, it was requested that students who transfer completely from
online to campus be identified and paid special attention due to the differences in their needs that result from this transition.

With regard to the faculty, who are all adjunct status, it was requested for more professional development opportunities could be made available to them.

The Chair thanked all guests, and although they were invited to stay during the remainder of the meeting, they all choose to leave at this time.

III. Reports
a. Botanical Gardens – Mr. John Milbourne was unable to attend the meeting, thus, there was no report.

b. Conference Center
   Although Dr. Catherine Cook was unable to attend the meeting, she emailed two documents in advance (see appended documents). One provided a monthly listing of current conferences and shows in Brevard. The other listed possible monthly opportunities and needs for a convention center.

c. Internationalization – Finding Commonalities
   Ms. Jackie Lingner reported that she had discussed international student issues with other institution to see how they were handled. On the issue of gender separation during classroom presentations, most of the institutions reported that this was dealt with at the professor/instructor level. There was no institutional policy implemented that addressed it. Some institutions reported making certain concessions to facility usage (e.g. a women-only swimming time) and food preparation (e.g. vegetarian meals, proper signage in dining halls).

The Chair thanked the subcommittees for their reports. At this time, it was asked if students, without registering their groups with the university, could reserve rooms on campus. For example, a student wished to reserve a room on campus to hold prayer sessions or religious ceremonies. It was understood that in order to reserve a room, the student needed to be part of a recognized, registered group on campus. However, the university does have a designated Prayer Room in Crawford, but the building is usually locked on the weekends and the room is very small making it inaccessible and unsuitable for this purpose. It was then suggested that the All Faith Center could be used, but because this was not a registered group, the student may not have access to that facility either.

III. Next meeting: Friday, March 27, 2015, from 12:00-1:15 p.m.
The Chair adjourned the meeting and reminded committee members that the next meeting would be on Friday, March 27.

Respectfully submitted,

Monica H. Baloga, Chair

March 23, 2015
Hospitality is a global economy. In this industry the customer is most important. Having a convention center is very attractive, but it is filled with challenges. Competition is strong and increasing on a daily basis. To be successful with a convention center requires strong marketing. Marketing must provide real value to target customers. Creating customer value and satisfaction is the goal of hospitality marketing. Events, attractions, sports, education, entertainment, and business, are several commonly classifications that are used to help hospitality marketing segment individuals and groups. Therefore, to create an effective convention center Florida Tech would need marketers who: understand the convention center marketplace and customer needs/wants; design a customer-driven strategy for that marketplace; and lastly, an integrated program that delivers superior value to the customers.

January
Lead Brevard Community Stakeholder Summit – January 23, 2015
Sea Shell Show & Sale – January 11, 2015 (Held at Melbourne Auditorium)
Annual Space Coast Birding and Wildlife Festival

February
American Advertising Awards (ADDYS) February 21, 2015
Brevard School South Region Science and Engineering Fair February 20 -21, 2015
Brevard Watercolor Society Annual Festival – February 20-21, 2015
FIT the International Festival February 28
LEAD Brevard’s 2015 Leadership Awards, February 27
Florida Tech host High School Business Competition, February 23

March
India Fest March 7 and 8, 2015
Brevard County Bridal Association Bridal Shows March 1, 2015
Southern Division Elementary Art & Science Fair March 10-12, 2015
Brevard Women's Expo March 12, 2015
Brevard Walk of Fame Event March 14, 2015
Women’s History Month Luncheon – March 19, 2015
Society of Women Engineers annual award banquet
Space coast writer's conference – March
Melbourne Air & Space Show March 21 and 22
FIT SPORTING AFFAIR XXIII & the 12th Annual Chopper Dropper, March 13
FIT Annual Florida-Friendly Landscaping Seminar, March 7
FIT 10th Annual Botanical Fest, March 7
FIT Women’s Business Center, Annual Women's History Month, March 19, 2015
National Science Foundation, NSF Day at Florida Institute of Technology, March 9
Melbourne Chamber: Business Breakfast, March 5
The 29th Annual Junior Achievement Space Coast Business Hall of Fame, March 7
April
Brevard Walk of Fame Event March 14, 2015
Florida Tech student research Showcase
Space coast human resources conference – April (may not be annual)
Melbourne Art Festival annual April 25 and 26
FIT Ethics & Leadership Conference, April 16

May
Space Coast Nerd Fest May 23 and 24, 2015
Annual Spring Honors Convocation, May 7

June
Brevard County Bridal Association Bridal Shows June 7, 2015
Bridal Showcase- June 28, 2015

July
Space Coast Reef Conference July (may not be annual)

August
FIT Women’s Business Center, IMPACT Business and Leadership Summit, August 28, 2015

September
Brevard Women's Expo- September 12, 2015
Third Annual Panther Prowl off-season event, September 20

October
Economic Development Commission of Florida's Space Coast annual meeting
Melbourne Air & Space Show October 4 and 5
Florida TechXpo 2013

November
The Florida Institute of Technology School of Psychology and Scott Center for Autism Treatment Autism Conference – November

December
Fit Women’s Business Center, High School Business Plan Challenge December 5
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