New Vision Council  
September 16, 2010  
SS 205 - Leesburg Campus

Committee Present: Jim Beyer, Jon Cherry, Aurelia Cole, Melissa Demarco, Ray Gilley, Chris Hamilton, Everett Kelly, Leslie Longacre, Victor Ortega, Lois Risser, Jon Simpson, Jackie Tally and Linda Winchester. Dick Scott, Dr. Barbara Howard, Scott Blankenship, Brian Emery, Jackie Busboom, Rosanne Brandenburg were also in attendance. Dr. Mojock and Dr. Klingman presiding.

Dr. Mojock welcomed everyone. Dr. Klingman called on folks for introductions. Dr. Mojock referenced the book, *The Medici Effect*, and made some parallels between the book and the New Vision Council. The author’s premise is that innovation is born when people from different fields and areas of expertise break down barriers and create new ideas “in the intersection” where they meet. This is what the New Vision Council and the Partnership-Integrated Model is about.

Mr. Simpson, as the New Vision Council liaison to the Board of Trustees, thanked the members for their business and personal time. Their input for the future of LSCC is much appreciated.

Dr. Klingman called on Dr. Mojock to give a brief overview of the Partnership-Integrated Model and the Trustees action on the NVC recommendations at the July Board meeting.

Dr. Klingman referred to Recommendation No. 3 of the New Vision Council and noted that the NVC would NOT be expected to do the “heavy lifting” involved in the recommendation but rather to help LSCC to know what the community wants. His memorandum to the Council was distributed (see attached) and he detailed the four issues and the seven goals presented in the memo and then asked for comments from the Council. Summations of the comments from the Council were as follows:

- Since the “great 28 Florida Colleges” are now a mixed group of 2 year and 4 year colleges, can we depend on lobbying the legislature as a whole or are we on our own?
- All of these issues are my issues and I am willing to do whatever it takes to make some of these things happen.
- For help in lobbying with the legislature, we need to provide a video of students who have graduated from LSCC who are successfully employed in our area. Ask the students to say what they gained from going to LSCC and what they may need from LSCC.
- Another area for lobbying would be to video employers who hired LSCC graduates and tell how they have benefitted.
- How do we meld emerging technologies and an arts and cultural center into one campus?
- We need to let the key people know what we know and communicate to the public.
- Concentrate our efforts and bring in experts to help with some of the marketing, etc.
- Recognize that change is happening faster than ever before and we need to move quickly.
- With our lobbying efforts, do we have a unified voice? Should be we looking to private enterprise/personal campaigns?
- Decide on a focal icon that will set LSCC apart – and one that will attract students.
- Partner with K-12 and communicate the message of what we are offering.
Focus on younger minds and what they are wanting/needling for their future. What would get them excited?
Possible tee shirt slogan that all of our students should wear: “Every child is America’s tomorrow. Thank you for helping me get here.”
Get the PIM parties together – not with the large group but with smaller committees.
Question about Sunshine issue as it relates to sub committees was raised.
Involve community. Reach for something bigger and higher.
Stacy Webb with Southern Strategies is the Florida Colleges lobbyist. FACC also has a lobbyist.
We need to look at our data to see who our customers are. Recently, we seem to have more high school graduates but many of our students are middle aged. We need to have their input as well.
Timeline remains 18 - 24 months out depending on SACS accreditation process.

Dr. Klingman commented that the PIM is a revolutionary idea and asked the group to focus on the word “integrated”. Integrated education is a different concept than collaboration. We have the opportunity to create an environment to meld a more integrated model of K-20.

Dr. Klingman asked the group to provide the following on a sheet of paper before they left the meeting:
1. On which one of the four issues would they like to work?
2. Who is not here that needs to be – and what is their specialized area?
3. What do we need to tackle first - one of the issues or one of the goals within the issues?

The committee would like to continue to meet monthly. The third Thursday of the month was suggested which would make the next meeting October 21. However, it was requested that the membership be polled so that members could check their calendars to be available for the next meeting. Linda will do that as soon as possible.

Meeting adjourned: 10:10 a.m.
Linda C. Holiman