

## CareerSource Pinellas Science Center Committee Meeting

**Date:** September 22, 2017 11:00 am  
**Location:** Science Center of Pinellas, 7701 22<sup>nd</sup> Ave N. St. Petersburg, 33710

### Call to Order

Chair Lenné Nicklaus-Ball called the meeting to order at 11:04am. There was a quorum present with the following Science Center Committee/STEIC members participating.

### Members in attendance

Patrick Baymont, Bridgette Bello (via phone), John Kearney, Walter McCracken, Lenne Nicklaus-Ball (Chair), Richard Peck.

### Members not in attendance

Kevin Carr, David Fries, Shri Goyal, Aundre Green, Jennifer Holloway, Brad Jenkins, Andy Malcolm, Kim Marston, Mike Mikurak, Sara Patterson, Jim Sampey, Joseph Shankwitz, Mark Swanson, Andy Zolper

### Staff Present

Edward Peachey, Howard Nguyen, Luna Jean-Pierre

### Action Item 1 – Approval of Minutes

The minutes of April 25, 2017 Science Center/STEIC Committee meeting were presented for approval.

Motion: John Kearney  
 Second: Patrick Baymont  
*The minutes were approved as presented. The motion carried.*

### Action Item 2 – Capacity Building

The Science Center of Pinellas County is the oldest science educational facility of its kind in the U.S. With an observatory and planetarium, it has provided hands-on learning opportunities for K-12 students for the last 60 years. In 2014, WorkNet Pinellas dba Science Center, a not-for profit organization, agreed to step in and help perpetuate the mission of the Science Center in Pinellas County. We accepted that challenge and have made many strides forward. To continue to thrive and meet the challenges and opportunities ahead, it is important to have a more focused strategic plan.

WorkNet Pinellas, Inc. dba Science Center received an award of \$14,250 to build capacity of the Science Center. The purpose is to support the Science Center in its goal to be a mission-driven organization working efficiently to address education and employment that helps individuals develop the skills necessary for future career success. The project includes four phases:

<b>DISCOVERY</b>	<b>Gather pertinent information regarding current structure, committee member participation, committee member feedback, staffing, mission, vision, budget, resources and donor participation.</b>	<b>9/22/17</b>
<b>DESIGN</b>	Review the information collected and begin the process of formulating a plan.	10/20/17
<b>PLANNING</b>	Develop a strategic and fundraising plan.	11/17/17
<b>EVALUATION</b>	Review information, data and provide a progress report.	12/4/17

Through this initiative, we will develop the framework for which we can build the future of the Science Center.

Motion: John Kearney  
 Second: Lenne Nicklaus-Ball  
*The Science Center is recommending approval to move forward with the capacity building project.*

### Action Item 3 – Science Center Strategic Plan 2017-2018

**Goal 1:**  
**Enhance hands-on STEM education with industry participation in supporting career development for K-12**

students.

**Objective** Provide high-quality, hands-on STEM educational programs.

**1:** Strategy

- Review and improve existing STEM education programs and camps to ensure that today's technological-savvy children are fully engaged in the STEM learning process.
- Increase number of STEM-related camping opportunities.
- Expand *STEM TEC* collaboration effort with Junior Achievement to provide career exploration and workplace readiness training to students (14-16 years) through its summer program.
- Explore ways to integrate STEM learning with the *Pre-Vocational* and *IT training* labs and program offerings in order to expose students to STEM careers and current industry requirements and workforce needs.

**Objective** Maximize the efforts of volunteers and experts in the field of STEM.

**2:** Strategy

- Create and develop an engaged volunteer group to assist and support SC programs and camps.
- Create an *Advisory Council* consisting of innovative science teachers, STEM educators, higher education, researchers and industry specialists that will provide guidance and input to the *STEMe (STEM Extension) Program Committee* to ensure that the Science Center's STEM education offering is of the highest standard.

**Goal 2:**

**Customize Training Programs to Meet Current Industry Demands for a STEM Proficient Workforce.**

**Objective** Track workforce trends to meet the needs of employers and job seekers.

**1:** Strategy

- Ensure data regarding workforce needs of local industry and manufacturing businesses is current.
- Collaborate with regional manufacturing associations (BAMA, UTBMA) and local manufacturing businesses in identifying and prioritizing pressing workforce needs using surveys, updates and input from focus groups.

**Objective** Strengthen and Expand Pre-Vocational Training programs offered at the Science Center.

**2:** Strategy

- In response to workforce needs, plan for an expansion of the current short-term *Pre-Vocational Training* and *IT training* programs by adding new skills training components.
- Collaborate with industry and post-secondary education to develop pathways that provide students opportunities for industry certifications, internships, job placements and college degrees (all rooted in STEM foundations).

**Objective** Increase enrollments in short-term Pre-Vocational programs.

**3:** Strategy

- Maintain and increase enrollments in pre-vocational programs.
- Conduct effective outreach strategies through a variety of media to support pre-vocational training.

**Goal 3:**

**Consult and Support Relationships that Assist Local Manufacturing Businesses To Be More Competitive and Grow**

**Objective** Expand employer engagement and support of programs at the Science Center.

**1:** Strategy

- Work with the manufacturing community to enhance employer engagement and provide assistance to job seekers.
- Assist the manufacturing sector in the acquisition of a well-trained and qualified talent pipeline.

**Goal 4:**

**Collaborate with Local Businesses, Educators and Industry Partners to Identify Trends and Anticipate Future Training Needs.**

**Objective** Foster collaboration, networking and partnerships.

**1:** Strategy

- Create an *Advanced Manufacturing Institute/Consortium/Coalition* at the SC that fosters a network of professional associations, regional partners, state and federal resources, industry, education and research organizations to act in an advisory capacity for emerging trends and technologies.

**Goal 5:**

**Evaluate Program Effectiveness to Ensure Continuous Improvement.**

**Objective 1: Manage through monitoring and analysis of performance reports.**

**Strategy**

- Monitor and analyze performance measures using local reporting.

**Objective 2: Evaluate the effectiveness of programs/services.**

**Strategy**

- Utilize a variety of methods to evaluate customer satisfaction and gather feedback for evaluation and continuous process improvement.

**Goal 6:**

**Raise funds and expand philanthropic support to achieve the Science Center Mission.**

**Objective 1: Create a Development Committee to support efforts to raise funds and philanthropic support for the Science Center.**

**Strategy**

- Create a *Development Committee* which will be responsible for overseeing the fundraising plan and recommending policies such as gift acceptance policies.
- Track progress toward meeting goals and benchmark previous years.
- Raise \$200,000 to support the mission of the Science Center.
- Create an Investor Relations Plan.

**Goal 7:**

**Provide Marketing and Outreach for Science Center Programs and Activities.**

**Objective 1: Create a Science Center Brand with Consistent Messaging.**

**Strategy**

- Develop “Talking Points” i.e. a short paragraph that captures the essence of the Science Center and its community impact and benefits.
- Review and update the current mission statement.
- Upgrade the Science Center website.
- Update flyers and opportunity for giving materials – include key successes, positive impact, testimonials, and success stories.
- Develop a short video that captures what the expanded Science Center does, its mission, programs and services.

Motion: Walter McCracken

Second: Lenne Nicklaus-Ball

*The Science Center Committee recommends approval of the 2017-2018 Science Center Strategic Plan*

**Action Item 4 – Science Center Investor Relations Plan 2017-2018**

The following plan sets forth the goals, objectives, initiatives and tactics that will drive the Science Center’s investor relations program for 2017-2018. The plan is designed to support a pro-active approach to philanthropic support for the Science Center with the overarching goal of raising \$200,000.

**Goal 1:**

**Connect with the Development Committee to assist with raising funds for philanthropic support for the Science Center mission.**

**Objective 1: Connect with the Development Committee to coordinate philanthropic support for the Science Center mission.**

**Strategy**

- Raise \$200,000 in sponsorships to support Science Center activities.
- Track progress toward meeting goals and benchmark to previous years.

**Goal 2:**

**Create a Science Center Brand with Consistent Messaging.**

**Objective 1:** **Develop a Science Center brand with a consistent message about the vision, mission and program services in all communications and marketing channels – website, brochure, social media, video, and newsletter.**

**Strategy**

- Develop “talking points” i.e. a short paragraph that captures the essence of the Science Center and its community impact and benefits.
- Review and update the current mission statement.
- Upgrade the Science Center website – include updated flyers and opportunities for online giving.
- Create an updated flyer/brochure to promote key successes, positive impact on the community, testimonials, and success stories (STEM, K-12, pre-vocational training, etc.).
- Update “Giving Opportunities” List i.e. naming a lab, equipment, lobby, scholarships, sponsorships, etc.
- Develop a short video that captures what the Science Center does, its mission, programs and services; this can be used for the website, and for short presentations to introduce the Science Center at meetings with businesses, prospective donors.

**Goal 3:**

**Conduct Marketing Outreach Activities**

**Objective 1:** **Implement Specific Outreach Campaigns**

**Strategy**

- Send quarterly appeal letters i.e. spring/summer camp, back to school and holiday.
- Upgrade potential donor mailing list (i.e. purchase mailing list).

**Objective 2:** **Create Monthly Newsletters**

**Strategy**

- Create a monthly newsletter highlighting Science Center activities, events, sponsors and sponsorship opportunities.

**Objective 3:** **Utilize the Website and Social Media.**

**Strategy**

- Highlight newsworthy events on the website and social media.

**Goal 4:**

**Conduct Donor Outreach Activities i.e. Current Donors, Prospective Donors, Businesses and Science Center Committee Members.**

**Objective 1:** **Focus on current donors (individual, major gifts & businesses) to ensure they continue giving, and potentially increase their giving.**

**Strategy**

- Identify major gift donors (>\$500) from giving history and create a target list of current major donors.
- Schedule personal visits and/or send personal letter to thank them for past support; share what their gift has done; talk about future vision and mission, and invite them to increase their support.
- Maintain regular, personalized contact with current major donors.

**Objective 2:** **Solicit prospective donors (friends of the Science Center, friends of committee members, individual and businesses) to inform them of the Science Center, and encourage involvement.**

**Strategy**

- Create an initial target list of 50 individuals and/or companies to reach out to as prospective donors.
- Schedule personal visits and/or send appeal letter; share what has been accomplished; talk about future vision and mission, and invite them to support the Science Center.

**Objective 3:** Each Science Center committee members will support the mission of the Science Center by soliciting sponsorship commitment(s) of \$5K.

- Connect with each Science Center committee member to solicit support for the mission of philanthropic giving for the Science Center.

**Goal 5:**

**Host Donor Event(s).**

**Objective 1:** Plan the first event for the Science Center.

**Strategy**

- Schedule and host an event either onsite at the Science Center or at an offsite location sponsored by a business to introduce the mission/vision of the Science Center and raise \$25,000.
- Invite board/committee members, businesses, friends to join in celebrating the Science Center and supporting its mission/vision.

**Objective 2:** Conduct Online Fundraiser.

**Strategy**

- Conduct an online fundraiser event – that utilizes the crowdfunding concept and incorporates social media. Create a click-worthy campaign title in 30 characters or fewer, make it personal and entice donors, if possible summarize the campaign in three strong words with action. Use photos, video and invite donors to share with friends.

**Goal 6:**

**Encourage Workplace Campaigns.**

**Objective 1:** Reach out to businesses to encourage the implementation of a workplace campaign for the Science Center.

**Strategy**

- Develop a comprehensive workplace campaign plan including fundraiser ideas, forms, flyers and other materials. Update materials on the website
- Reach out to employers to encourage them to host an annual workplace giving campaign.

**Goal 7:**

**Apply for Grant Funding.**

**Objective 1:** Apply for Grant Funding via state, federal and foundations.

**Strategy**

- Research, identify and apply for grant opportunities (i.e. local, regional, foundation, federal and commercial) for activities at the Science Center including STEM, pre-vocational training, seniors, arts, garden and iguana/butterfly/turtle habitat.

Motion: Lenne Nicklaus-Ball

Second: John Kearney

*The Science Center Committee recommends approval of the 2017-2018 Investor Relations Plan.*

**Other Administrative Matters**

None was brought forth.

**Information Items**

**STEIC Training**

**Cyber Security Program:**

On March 29<sup>th</sup> the Commission for Independent Education approved us to move forward with breaking out the various certifications offered in our Cyber Security Program. Prior to this approval, students had to complete all components in order to successfully complete the program. With this approval, we will be able to offer our current comprehensive Cyber Security program along with courses that will lead to individual certifications in the following:

- A+ Prep and Certification
- Network + Prep and Certification
- Security + Prep Certification

**Participants Served during PY2016-2017:**

Total Enrolled – 57  
Total Completers – 51  
Total Remaining in Training – 27  
Total Placements – 54

**Participants Served since start of program in 2015:**

Total Enrolled – 129  
Total Completers – 94  
Total Remaining in Training – 27  
Total Placements – 96  
Total Industry Certifications Attained – 87 (multiple student currently testing)

**Pre-Vocational Certification Programs now rebranded “Career Ready”**

**Soldering Program**

July-June 2017: 102 completers  
Placements – 92  
Average wage at placement – \$12.25

**Industrial Maintenance**

July-June 2017: 7 completers  
Placements – 1  
Average wage at placement - \$20.00

**3D Digital Fabrication**

July-June 2017: 49 completers  
Placements – 31  
Average wage at placement - \$13.11

**Irrigation Tech Program**

July-June 2017: 19 completers  
Placements - 14  
Average wage at placement - \$9.88

**Production Tech Program**

July-June 2017: 14 completers  
Placements: 11  
Average wage at placement- \$10.49

**Construction Trades Program**

July-June 2017: completers - 20  
Placements: 17  
Average wage at placement - \$10.37

**Other Certification Programs:**

- **MOS Certification Program:**  
75 certifications attained
- **AHLEI Hospitality Certification Program:**  
123 certifications attained
- **Penn Foster Program:**  
13 High School Diplomas attained

**Youth Stem Programs during PY2016-2017:**

STEMe Youth Served: total of 4661  
Total Classes Held: 274  
Summer Youth Camp Closeout:  
Youth in Camp: total of 662

**Youth Stem Programs during PY2017-2018:**

Registrations received to date for STEMe 2017-2018:  
STEMe Youth registered: total of 1,594  
Total Classes scheduled: 84

**Manufacturing Skills Development Grant**

CareerSource Pinellas was awarded \$2 million from Florida DEO to provide pre-vocational manufacturing skills development training and/or paid work experience to serve 350 individuals from July 1, 2016 - June 30, 2017. Training programs include:

- Welding and Fabrication
- Soldering and Cabling
- Certified Production Technician

- 3D Digital Fabrication
- Industrial Machine Maintenance

**To date:**

- 529 participants have been enrolled (151% of goal)
- 430 participants completed training (81.2% completion rate)
- 122 participants placed at an On-the-Job Training worksite
- 372 participants have been placed into employment at average wage of \$12.76 (186% of goal)

**Classes to Date:**

- A total of 49 classes under Earmark grant services were completed under the Earmark grant during the program year.

**Robotics Manufacturing Skills Development Grant Award (July 2017 – June 2018)**

CareerSource Pinellas was awarded \$400,000 from a state Earmark grant to provide Career Ready manufacturing skills development training and/or paid work experience to serve 100 adults and 50 youth from July 1, 2017 - June 30, 2018. The grant requires us to serve 48 adults in Robotics/Mechatronics, 50 youth and 20 OJT. Career Ready Training programs include:

- Robotics/Mechatronics
- Soldering and Cabling
- OJT

The 50 youth will receive services through Summer, Winter, and Spring STEM camps.

**Facilities Update**

Update on the Science Center facilities. Future roof repairs will be needed in the winter months. New Habitat has been completed. It will be host a variety of animals, including the monarch butterflies, several rescue turtles and the famous iguanas.

**Financial Report**

A summary of financial activities for the Science Center, through period ending July 31, 2017.

**Sponsorships**

We gratefully acknowledge all the generous contributions made in sponsorship to the Science Center of Pinellas.

**Committee Members Comments**

More member participation to the meetings is encouraged, to improve the future of the Science Center.

**Public Comments**

There were none.

**Adjournment**

The meeting was adjourned at approximately 11:53 a.m.