



BUSINESS STEERING COUNCIL
 July 26, 2010
 Lake Buena Vista Palace; Lake Buena Vista, FL

MEETING SUMMARY

Council Members Present (bold)

Jimmie Davis, Jr., Chairman	The MITRE Corporation	Belinda Keiser	Keiser University
John Adams	Enterprise Florida, Inc.	Bob McIntyre	DITEK Corp.
Ben Amaba	IBM	Debbie McMullian	Workforce Florida
Sena Black	Enterprise Florida, Inc.	Harry Orf	Scripps Florida
Tony Carvajal	Carvajal Consulting & Management	Susan Pareigis	The Florida Council of 100, Inc.
Frank DiBello	Space Florida	Galen Perdikis	Mayo Clinic Jacksonville
Ken Ford	Institute for Human & Machine Cognition	Ken Ross	Lockheed Martin
Jennifer Grove	Gulf Power Company	Cindy Kane for Jeffrey Schuman	Harris Corporation
Chris Hart IV	Workforce Florida, Inc.; OTTED	Dave Walsh	Mitsubishi Power Systems, Inc.
Diana Bispo for Phil Hubbell	Jabil University	Mike Williams	PCS Phosphate White Springs
John Hutchinson	Gulf Power Company	Mark Wilson	Florida Chamber of Commerce

Guests: Tobi Allen, Lockheed Martin; John Baker, General Dynamics Land Systems; William Gault, Seminole State College; VADM Gerald Hoewing, National Flight Academy; Pam Houghten, Torrey Pines Institute for Molecular Studies; Bryan Kamm, Coastal Caisson Corp.; Debora Leach-Scampavia, Scripps Florida; Evan Lefsky, Lake County School Board; Paul Wahnish, Career Technical Education Foundation

STEMFlorida Implementation Team: Marsan Carr, Kathy Catron, Mary Chance, Frank Fuller, Mabry Gaboardi, Laura Lang, Pam Tedesco and Paula Lovett Waller

Chairman Davis called the meeting to order at 9:10am EST and welcomed all participants to the meeting of the **STEM**Florida Business Steering Council. As this was the first face-to-face

meeting of the Council, Chairman Davis asked Council members and guests for self introductions. Chairman Davis said that his goal was for the Council to leave the meeting with the identification of what the structure for **STEM**florida should look like.

STEMflorida Initiative – Statewide Vision Chairman Davis asked Jennifer Grove to provide a historical perspective of the activities that led to WFI’s release of RFP for funding of a Florida STEM Council, for which the **STEM**florida was selected for funding. Ms. Grove explained about the ad hoc committee coordinated by Enterprise Florida that issued a report in January 2009 stating the need for a statewide STEM Council, The report shared research of STEM efforts underway in Florida noting that pockets of excellence exist, however efforts are fragmented. Ms. Grove indicated that through her role as a Board member of WFI, the concept for the release of an RFP to create a statewide STEM council was created and approved. That RFP was released last summer and the **STEM**florida program was selected for funding the implementation of its program strategy. Sena Black added that a need to focus on policy was identified as well as increased linkages between education and economic development. She added that several other states had already created statewide STEM councils.

Chairman Davis stated that if research shows that starting early, the need for advocacy, and a focus on policy were important, what does that mean to the business community? He pointed that question to the business representatives of the Council. Dr. Lang added that there was strong research for successful outcomes in linking teachers with high level research opportunities. Mr. Ross noted that the Summer Institute was a 3-week program that brings teachers into businesses and provides them an awareness of the application of curriculum principles. Dr. Orf stated that Scripps had developed a teacher institute that connects teachers with research positions. His observations were that teachers are barely ahead of their students in the understanding of the current applications. Ms. Grove agreed, noting that the same was true for math teachers. Other Council members shared similar perspectives. Ms Black said that business engagement was needed and asked the Council for input as to how that could be facilitated. Dr. Orf responded that role models were effective.

Phase I Accomplishments: STEMflorida

Chairman Davis called on Mary Chance, lead partner for **STEM**florida to review the first year’s accomplishments of the program.

Ms. Chance said that it had been a tremendous honor to have been selected to implement the **STEM**florida program developed by the implementation team in response to WFI’s call for proposals to develop a statewide STEM Council. She said that WFI had recently mandated changes to the program that the implementation team was not in agreement with and therefore that CFEF, as lead partner for the project, and the team had elected to terminate the contract with WFI after the first year of program implementation. She then asked team members to share with the Council an overview of program accomplishments achieved in the first year.

Ms. Tedesco addressed the activities undertaken to secure business and other partner engagement in **STEM**florida. Early activity of the program involved creating and launching the Business Steering Council and promoting the concept of a collaborative process to address STEM talent development in Florida. The Declaration of INTERdependence was created to serve as a multi-sect, multi-partner MOA and had a 2-year goal of obtaining 200 signers. To date, more than 110 STEM Stakeholders have signed onto the Declaration validating the collaborative approach. The

contract with WFI called for four Business Roundtables to be held to obtain input from Florida's business community as to its needs for a STEM proficient workforce. Because of demand, the team held five roundtable events, which drew a combined audience of more than 400 participants. The final session, in part through the support of the workforce development boards in Northwest Florida, was webcast live and recorded. In an effort to promote the activities of **STEM**florida and to secure partnerships with key stakeholder organizations and groups, the DVD recording of the March 1 Business Roundtable was distributed to the following:

- Business Steering Council members
- State industry associations
 - Florida Ports Council
 - VISIT Florida
 - Florida Farm Bureau
 - Florida home Builders Association
 - Florida Construction Users Roundtable
 - Florida Energy Workforce Consortium
 - BioFlorida
 - Space Florida
 - IT Florida
 - Digital media Alliance
 - Manufacturing Association of Florida
 - Florida Trucking Association
 - Florida Black Business Investment Board
 - Florida Bankers Association
 - Florida Engineering Society
- Regional economic development organizations
- Board of Education
- House & Senate k-12 Education Policy Committees
- Education Advisory Council

Additionally, the recording will be replayed regularly throughout 2010 on the Florida Education Channel.

Ms. Chance then called upon Dr. Lang for a report on the research that the Learning Systems Institute at FSU had conducted on behalf of **STEM**florida. Dr. Lang recalled the State of STEM report that was delivered to the Council in December with baseline data on Florida's STEM performance as compared to the United States, and that of the US as compared to the global community. Based on feedback from the Council, the report was expanded to include additional data references. Following the Business Roundtables, LSI had prepared an Education Links report, which would be presented later that day at the STEM Business & Education conference, demonstrating research documented results, where available, with regard to the outcomes and suggestions provided by the business community at the events. In many cases, but not all, documented research did in fact support the business community's recommendations.

Ms. Chance briefed the Council on other linkage activities including student internships and teacher externships. Ms. Carr noted that the internship/externship program component had gotten a slow start, but that activity was underway this summer. Contacts through school advisory councils serving as the key points of contacts seemed to be most effective.

Dr. Fuller, *STEMflorida* implementation team member added that the research shows that integration of technology with teachers had a demonstrated positive effect on their classroom instruction and results and that STEM must be integrated throughout education, not be limited to CTE programs only.

Ms. Waller provided a brief conference preview for the Council since all members were registered for the conference and had received the pre-conference summary materials. She reviewed the agenda, pointing out that the conference was a stand-alone conference, but reminded everyone that the conference was being held in conjunction with the Florida Association of School Administrators' Summer Leadership Conference for economies of scale. She noted that there were four opportunities for networking among the combined participants which totaled almost 350 attendees for both conferences. The 2010 STEM Business and Education Conference registration was 160 of those pre-registered for the two-day event. Along with the STEM-focused presentations, she highlighted two additional elements of the program. The first was the awards recognition luncheon event where *STEMflorida* would honor 22 winners from around the state in the four areas identified by the business community during the Roundtables and that can be replicated around the state. The second was the response from the business community for sponsorships. She pointed out that three of the four sponsors approached the conference planners about sponsorship opportunities for the conference, demonstrating a strong buy-in from the business community for this collaborative effort. The two overall conference sponsors were the Helios Education Foundation and FPL, and three sessions sponsors, Employ Florida Banner Center for Secondary Career Academies, the St. Joe Company and Monster.com.

At the conclusion of the Phase I Accomplishments discussion, the *STEMflorida* implementation team excused themselves to tend to conference administration duties.

Phase II Vision: Florida STEM Council – Chairman Davis led discussion as to what comes next, in light of the implementation team's action to cancel its contract with Workforce Florida. The group discussed structural and authority issues for the effort moving forward. In terms of future funding for the program the group agreed that it should not be a "pay to play" situation for positions on the BSC. Further, they discussed the concept of the BSC being expanded to include a few high level policymakers and educators, perhaps changing the name of the group to reflect it is comprised of more than business leaders. There was consensus that there must be active working groups under the BSC in order to effectively make progress. The group agreed that a legal entity in the form of a 501(c)(3) non-profit corporation for *STEMflorida* was necessary and Ms. McMullian stated that WFI staff could move that process forward. The group also agreed that while the 501(c)(3) was being established *STEMflorida* should be governed and govern itself accordingly with a Board of Directors (like the BSC) as well as an Executive Committee. Jennifer Grove recommended that Ms. McMullian with support from WFI legal staff prepare the requisite governance documents.

Due to the pending start of the conference, the meeting was adjourned.