



# Creating Industry Synergy

Guiding the Global Focus through  
Local Advisory Board Governance

Naomi R. Boyer, Ph.D., Herb Nold, Ph.D., &  
Kim Simpson



# ***POLK STATE*** ***COLLEGE***

***is*** POLK COUNTY'S COLLEGE

*[polk.edu](http://polk.edu)*



**TWO CAMPUSES**

**Lakeland  
Winter Haven**

**FOUR CENTERS**

**Airside  
Center for Public Safety  
JD Alexander Center  
Lake Wales Art Center**

**ONE CORPORATE COLLEGE**

**Clear Springs  
Advanced Technology Center**

**THREE  
CHARTER HIGH SCHOOLS**

**Polk State Chain of Lakes  
Collegiate High School**

**Polk State Lakeland  
Collegiate High School**

**Polk State Lakeland Gateway to  
College Collegiate High School**



**Winter Haven Campus**



**Lakeland Campus**



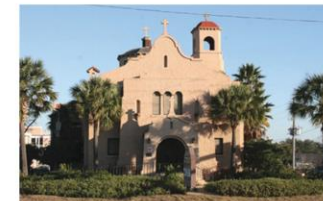
**Airside Center  
South Lakeland**



**Center for Public Safety  
Winter Haven**



**JD Alexander Center  
Lake Wales**



**Lake Wales Arts Center**



**Clear Springs  
Advanced Technology Center  
Bartow**



## STUDENT DEMOGRAPHICS

**ANNUAL** UNDUPLICATED HEADCOUNT : 16,490  
DUAL ENROLLMENT HEADCOUNT : 2,997



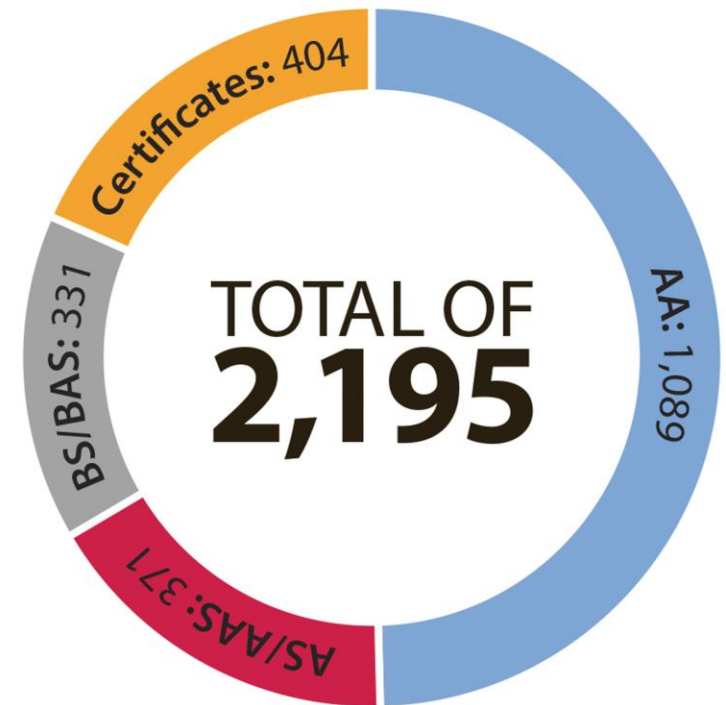
### ENROLLMENT BY AGE GROUP

Younger than 20	38%
20-24	26%
25-34	20%
35 and older	16%

**26** Average student age

## ANNUAL DEGREE COMPLETIONS

(SUMMER 2014, FALL 2015, SPRING 2015)





## OUR STUDENTS IN DEPTH

78%

of our first-time-in-college students need academic support to succeed

41.9%

of our students receive need-based financial aid

61%

of our students are first generation-in-college students

2x

Polk State graduates' initial annual wages are nearly twice the average annual wage for Polk County

Graduating debt-free

means I can put more

money in

his college fund.

Oscar

UNDECLARED, '32

Vanessa

BACHELOR OF APPLIED  
SCIENCE IN SUPERVISION  
AND MANAGEMENT, '14  
LAKE WALES





	<b>POLK ** STATE COLLEGE</b>	<b>Polk County</b>
<i>Male</i>	36%	49%
<i>Female</i>	64%	51%
<i>White</i>	53%	62.8%
<i>Black</i>	18%	15.6%
<i>Hispanic</i>	18%	19%
<i>Other</i>	11%	2.6%



# Global at Polk State



Study Abroad



Comprehensive Framework for Internationalization



Global Studies Program



International Education Week

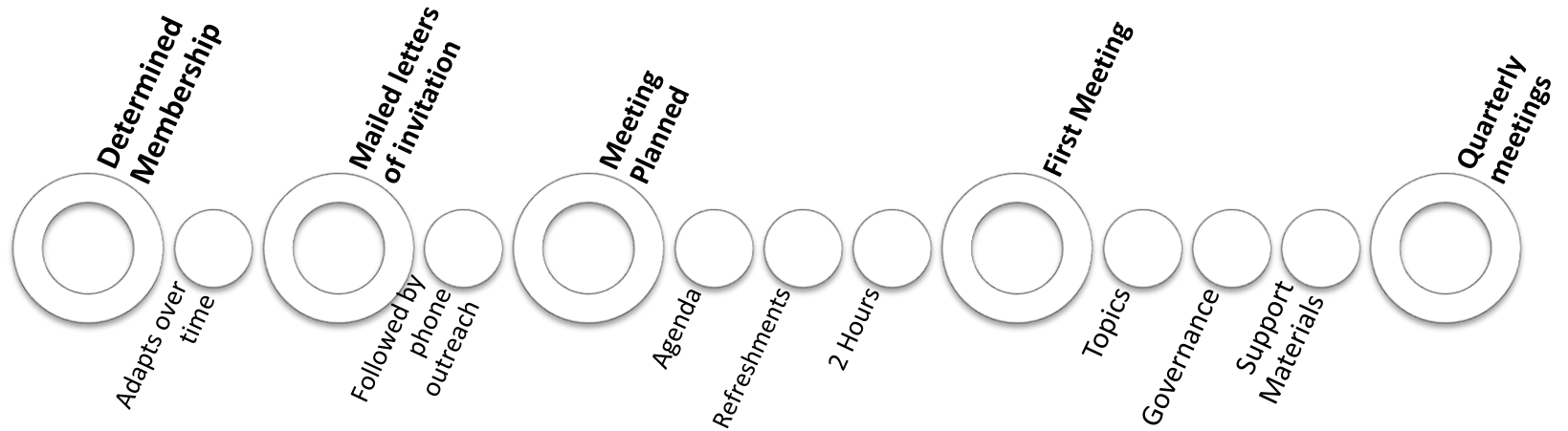


International Student Efforts



World Connect

# Advisory Board Development Timeline



*We are Polk.*<sup>TM</sup>



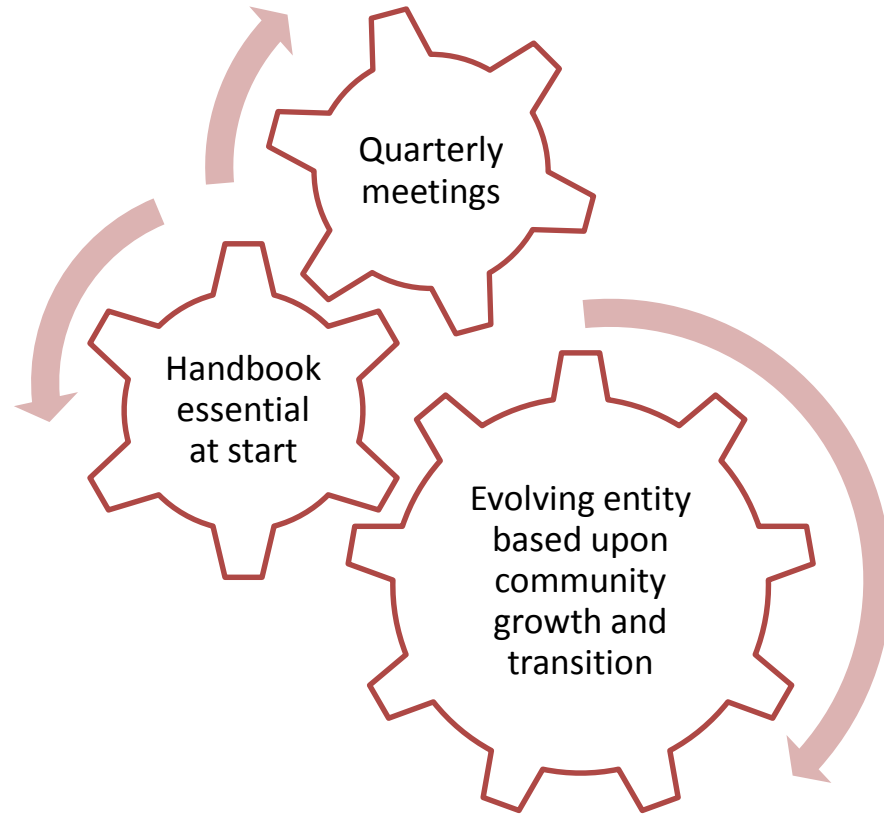


# Advisory Board Purpose

- The primary purpose is to serve as a community resource/connection and to provide valuable input to programming from a workforce perspective with respect to international business and education concerns.
- Initially proposed but solidified and modified based on Board input

# Board Structure

- 🌐 Facilitation by the college
- 🌐 Leadership by the community
- 🌐 Open dialogue
- 🌐 Involved in strategic directioning



*We are Polk.*<sup>TM</sup>



# Polk State's Board Membership

## Community

- Businesses
- Governmental Agencies
- Business development groups
  - Chambers
  - Economic Development Councils

## International Organizations

- Florida-Brazil Business council
- Sister cities

## Internal constituents

- Corporate College or Continuing Education

## Lessons Learned

- Board member recommendation for additional membership

# Impact of Advisory Board on International Efforts

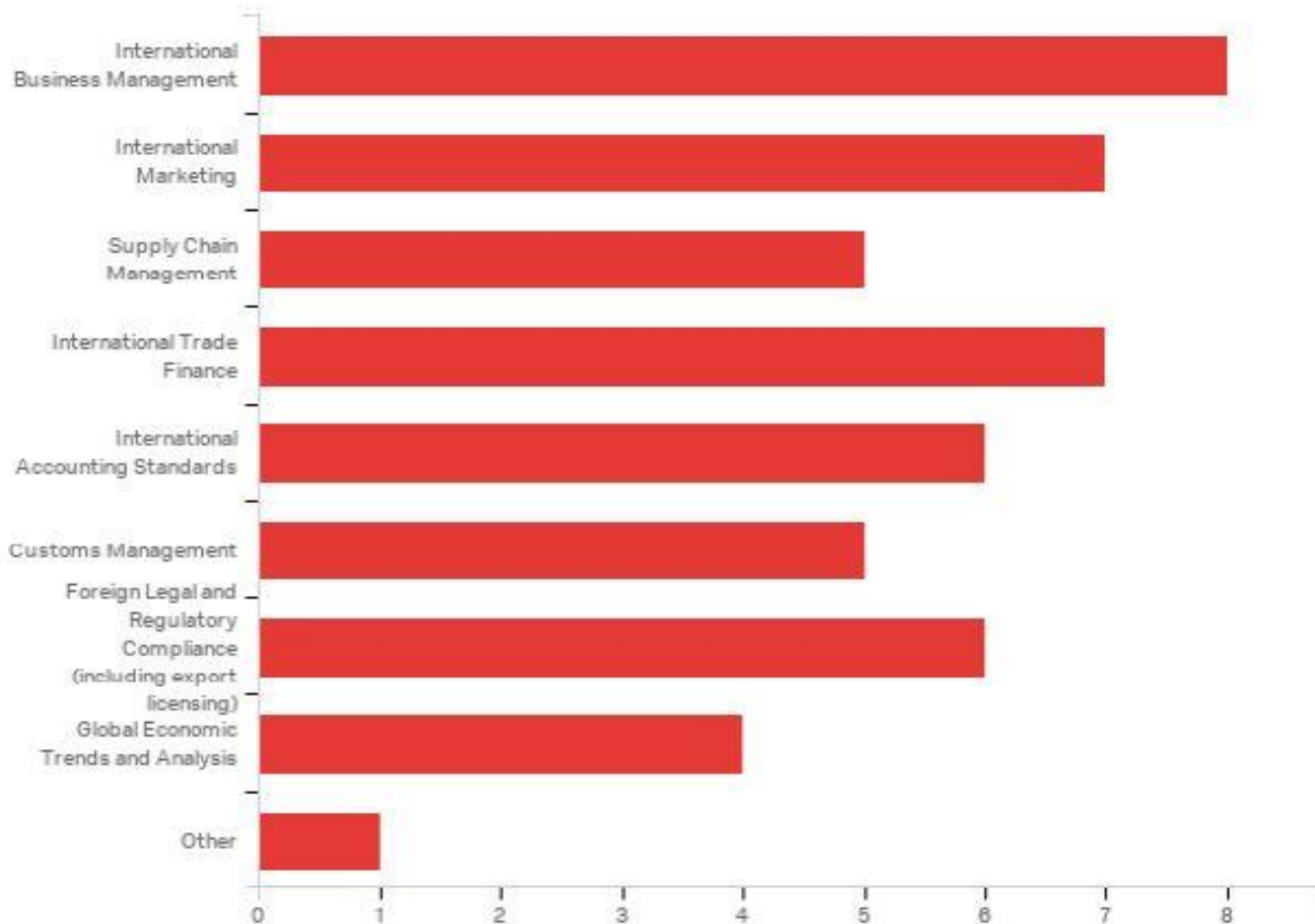
- International needs and connections to the community
- Co-development of a relevant employer survey
- Panama business initiative trip with Central Florida Development Council
- Economic research for the Brazil G100 with funded trips to Brazil

*We are Polk.*<sup>TM</sup>



# Global Workforce Competency Survey

Q10 - What specific skills or knowledge sets do your employees need to make positive contributions to your international business? Check all that apply





# Global Workforce Competency Survey

**Q12 - When recruiting to fill positions engaged in your international operations, do you include international study experience in the evaluation criteria?**

Answer	%	Count
Yes	56.25%	9
No	43.75%	7
Total	100%	16

**Q13 - Is international study or experience a requirement for hiring the applicant or a discriminating attribute for consideration?**

Answer	%	Count
Requirement	28.57%	2
Attribute	71.43%	5
Total	100%	7



# GEB4891 – Strategic Management (Panama)

- **Course Description** – Basics of strategic planning and management with a focus on international business in Panama; 12-weeks in length; five-day combined business/cultural trip to Panama.
- **Student Eligibility** – Limited to three
- **Business Partners** – Central Florida Development Counsel (CFDC) and CFDC member, Madrid Engineering, Inc.
- **Student Contribution** – Conduct research and develop a business plan for establishing operations and doing business in Panama.
- **Business Partner Contribution** - \$2,000 scholarship for students plus tickets for full transit of the Panama Canal
- **In-Country Connections** – City of Knowledge, Ministry of Economics, LATAM Chamber of Commerce, ESRI Panama, in-country attorney
- **Results** – Currently executing the plan. Student hired to head sales and operations in Panama.



# Combining Business with Cultural Experience



## Cultural Experience

### Business – Manzanillo Terminals

Maria Lehoczky (PSC), Malinda Gleaton (student), Dr. Nold (instructor), Larry Madrid (business owner), Dr. Boyer (PSC), Manzanillo guide, Casmore Shaw (student), Sean Malot (CFDC), Spiros Balntas (CFDC), Torrey Muhammed (student), Rachel Pleasant (PSC)







# MAN4940 – Internship (Brazil)

- **Course Description** – Independent study working for Brazilian representatives in the USA. 16 weeks of and research, interviews, and writing in Fall 2015. 5 days in Sao Paolo, Brazil to present findings in May 2016.
- **Student Eligibility** – Limited to three
- **Business Partners** – G100 which is a select group of 100 CEO's from Brazilian companies with U.S. representatives of the G100.
- **Student Contribution** – Conduct research on economic conditions and potential business opportunities for Brazilian companies in Central Florida. Submit report and present findings to the G100 in Brazil.
- **Business Partner Contribution** – Airline tickets and hotel accommodations along with a driver and guide in Sao Paolo.
- **In-Country Connections** – G100, Atlantic Hotel Group, Aero Mexico, SVG Business School, and ESPM Graduate School of Business.
- **Results** – Presentation and report were well received but economic and political conditions have limited G100 follow up.



# Combining Business with Cultural Experience



**Business – G100 Meeting Presentation**  
Grace Franca (G100, Rodrigo Romero (Founder, G100), Cindy Latham (student), Dr. Nold (instructor), Lisa Jones (student)

## Cultural Experience





# Board Tasks and Active Involvement

- Global Skills Advisory Board Survey (Ipad Survey)
- Workforce Global Competence Survey Distribution
- Meeting Elements
  - Brainstorming and directioning activities for international campus programming
  - Study Abroad Student Testimonials
  - Faculty Involvement
- College Involvement
  - International Education Week
  - Photo Contest Judging
  - International Business Institute
  - Marketing for non-credit global courses





# International Business Institute – MSU/CIBER



**Global Initiatives Luncheon – Guest Speaker  
Alice Ancona – Florida Chamber of Commerce**



# Advisory Board Initiatives



**2016 International Business Panel Event**



**December Board Meeting Hosted at the Franca's new Brazilian Restaurant**



**2017 Business Initiative – Study Abroad Program – Aerospace Students**



**2018 Business Initiative – Study Abroad Program – Engineering Technology Students**



**2018 Business Initiative – Study Abroad Program – Respiratory Therapy Students**

# First things to do....

- Where are you going to start?
- Interested in starting an advisory board?
- Anticipated challenges?



# Contact Information



Naomi Boyer  
Vice President/CIO  
Strategic Initiatives &  
Innovation  
[nboyer@polk.edu](mailto:nboyer@polk.edu)  
863.298.6854



Herb Nold  
Professor of Business  
[hbold@polk.edu](mailto:hbold@polk.edu)  
863.669.4925



Kim Simpson  
Global Initiatives  
Program Coordinator  
[ksimpson@polk.edu](mailto:ksimpson@polk.edu)  
863.669.4917