



Office of the President  
Willis Holcombe Center  
Phone 954-201-7401  
Fax 954-201-7357

[www.broward.edu](http://www.broward.edu)

# BROWARD COLLEGE

Define yourself.

To: Members of the Board of Trustees

From: J. David Armstrong Jr., President

Date: February 24, 2009

Place: Regular Meeting of the Board of Trustees  
Broward College  
Building 81 / Multi-Purpose Room  
Judson A. Samuels South Campus  
7200 Pines Boulevard., Pembroke Pines

Subject: Agenda Item VII-A- Naming of Conference Room at Marine Tech Center

**Brief Description:**

In response to an April 1, 2008 proposal from the Broward College Foundation, the Marine Industries Association of South Florida (MIASF) made a cash donation of \$50,000 to name a conference room in the new Marine Technology Center of Excellence located at the Miramar Center. On January 13, 2009, the Screening Committee, in compliance with college policy, met and is recommending approval.

**Benefit to BC:**

This gift, with eligibility of matching funds from the State of Florida, will help complete the design and funding of a conference room in the 35,000 square foot facility, which is to serve as the future home of the Broward College Marine Technology Center of Excellence.

**Relationship to College Master Plan:**

The naming of the Marine Industries Association of South Florida Conference Room in the Marine Center of Excellence at the Miramar Center supports Goal #5 of the College's Education Master Plan and its specific object of seeking new revenue sources.

Board Agenda Approved: \_\_\_\_\_  
Date: \_\_\_\_\_

Agenda Item VII-A  
Enclosure \_\_\_\_\_

**BOARD OF TRUSTEES  
AGENDA TRANSMITTAL SHEET**

To: President

Date: January 26, 2009

From: Vice President/Provost

Subj: Naming of the Marine Industries Association of South Florida (MIASF) Conference Room in the Marine Center of Excellence at the Miramar Center

**Issue:**

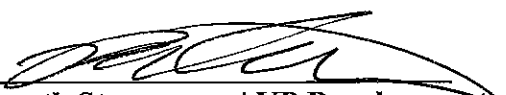
In response to an April 1, 2008 proposal from the Broward College Foundation, the Marine Industries Association of South Florida (MIASF) made a cash donation of \$50,000 to name the conference room in the new Marine Technology Center of Excellence located at the Miramar Center.


**Background/Analysis:**

The Marine Industries Association of South Florida is a not-for-profit leadership organization created to promote and protect the sound growth of the marine industry in South Florida for the benefit and education of its members, the community and the environment. The association is a strong advocate for the creation of incentives to help retain marine business statewide, development of the industry's workforce through educational alliances, and continuation to protect and improve access to Florida waters.

**Fiscal Impact:**

This gift, with eligibility of matching funds from the State of Florida, will help complete the design and funding of a conference room in the 35,000 square foot facility, which is to serve as the future home of the Broward College Marine Technology Center of Excellence.

  
Kenneth Stevenson, AVP Development  
Broward College Foundation

  
Nancy R. Botero, Executive Director  
Broward College Foundation

**Staff Position:** Recommend approval.

**THIS RECOMMENDED ACTION MEETS THE FOLLOWING ELEMENT(S) OF THE COLLEGE'S MISSION STATEMENT:**

<input checked="" type="checkbox"/> Providing high quality educational programs	<input checked="" type="checkbox"/> Providing high quality services
<input checked="" type="checkbox"/> Providing for affordability to a diverse community of learners	<input checked="" type="checkbox"/> Providing for accessibility to a diverse community of learners
<input checked="" type="checkbox"/> Commitment to student achievement	<input checked="" type="checkbox"/> Commitment to lifelong learning
<input checked="" type="checkbox"/> Commitment to academic excellence	<input type="checkbox"/> Providing use of current technology

**BRIEFLY DESCRIBE HOW THIS RECOMMENDATION ACHIEVES THE ABOVE ELEMENT(S) IN THE COLLEGE'S MISSION STATEMENT:**

This gift will enable the college to design and build a conference room toward the completion of the Marine Technology Center of Excellence, which will provide high quality education programs and services that are affordable and accessible to a diverse community of learners.

Minority Firm: Yes \_\_\_ No \_\_\_ N/A X

Broward Firm: Yes \_\_\_ No \_\_\_ N/A X

**Broward Community College  
Marine Technology Center of Excellence  
(MTCE)**

**A Proposal Submitted to  
Marine Industries Association of South Florida  
by the  
Broward Community College Foundation  
225 East Las Olas Boulevard  
Fort Lauderdale, Florida 33301**

**April 1, 2008**

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**ENCLOSURE**

The Marine Industries Association of South Florida (MAISF) has served as the industry's voice and premier economic development organization for many years. Recently, the MAISF has become a partner with Broward Community College to raise awareness about educational opportunities in the industry offered through the Broward Community College Marine Technology and Engineering Program. This proposal seeks a financial investment in the new facility in order to make a lasting impression for South Florida's future marine work force.

### **Marine Industry Need**

One of the nine strategic goals of Broward Community College is to provide Technical Education to support the demands of the work force in Broward County. Industry leaders have come to rely on BCC to recruit educated and skilled employees to meet their personnel needs. Most notably, is the South Florida marine industry which has experienced tremendous growth over the past several years resulting in an economic impact of \$18.4 billion and more than 1 million registered boats in the State of Florida. To support this dramatic growth, the demand for employees at every level in the marine industry has reached critical proportions.

### **Marine Technology Center of Excellence**

In December of 2006, the US Department of Labor awarded Broward Community College a \$2 million Community Based Job Training Grant to establish the curriculum and to purchase equipment, supplies and personnel. Through a generous donation from the Broward Community College Foundation, BCC has a 30,000 square foot building. The facility requires a private investment of \$3 million for renovation to provide state-of-the-art classrooms, high-tech teaching aids, a physical and virtual library, and workshops and paint booths.

In addition to the partnership with the MAISF, Broward Community College has entered in to a highly collaborative partnership with the WorkForce One, McFatter Technical High School, McFatter Technical Center, and the Boys and Girls Clubs to recruit the future work force the meet the industry's needs. The program will provide boat/yacht manufacturers and dealers with a steady supply of highly-skilled employees through a curriculum that includes alternative training methods, theory, web-based instruction and internships. In addition, the A.S. degree program at

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ENCLOSURE \_\_\_\_\_

BCC will offer graduates a career path into related fields such as marina management, marketing and finance.

**Request**

The BCC Foundation wants to share this opportunity to dramatically impact the lives of as many future employees and boating enthusiasts into the future. We are requesting a financial commitment to name a portion of the facility. \*Naming opportunities are as follows:

- |                            |                        |
|----------------------------|------------------------|
| Building- \$1.7 million    | Pavillion-\$75,000     |
| Reception area- \$150,000  | Lounge- \$50,000       |
| Classrooms- \$100,000 each | Park- \$50,000         |
| Conference room- \$100,000 | Offices- \$25,000 each |

All contributions to the BCC Foundation for this project are eligible for a 100% state match and are tax-deductible. As a major donor, your philanthropy will be highly publicized through press releases and special receptions. In addition, the MIA SF will be recognized on the BCCF website, [www.broward.edu/foundation](http://www.broward.edu/foundation), as well as in the foundation's annual report and at donor-related events.

**Organizational Background**

The mission of the Broward Community College Foundation is to support the mission of the college to change lives through education by providing advocacy, community awareness, and financial resources. As a 501 (c)(3) organization, the foundation raises funds, conducts programs, and practices stewardship that increase the effectiveness of the college in meeting community, student, and faculty needs. Broward Community College is the first and largest institution of higher education in Broward County, providing residents with two-year university transfer degrees and two-year career degrees at six locations throughout the county. Among the 28 publicly supported community colleges in Florida, BCC has the second largest college-level enrollment, serving more than 60,000 students annually.

*\*All naming opportunities must be approved by the Broward Community College Foundation, and the Broward Community College District Board of Trustees.*

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September 30, 2008

Frank Herhold, Executive Director  
Marine Industries Association of South Florida (MIASF)  
2312 South Andrews Avenue  
Fort Lauderdale, FL 33316

Dear Frank,

On behalf of the Broward College Foundation, we would like to extend our sincere appreciation for your intent to make a very generous gift of \$ 50,000.00 to the BCC Foundation \*to pursue to name the conference room inside the BC Marine Technology Center of Excellence.

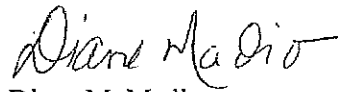
This significant capital contribution will have a lasting impact in the evolution and growth of the BC Marine Technology Center and will help to sustain the vision to create the future marine workforce in South Florida.

Your commitment and enthusiasm is nothing short of inspiring, and we are again grateful and honored to present the enclosed Gift Agreement for your consideration of a naming opportunity in the new facility.

All the best,



Nancy R. Botero  
Executive Director, BC Foundation  
Broward College Foundation



Diane M. Madio  
Development Officer  
Broward College Foundation

*\*The Broward College Board of Trustees may, from time to time, choose to recognize significant contributions to the college by naming institutional buildings, facilities or programs in honor of an individual, family group, foundation or corporation. The decision to name a campus building, facility or program is the highest honor Broward College can bestow and is reserved for recognition of extraordinary service and contributions to the college by those who serve as an inspiration for future generations of students, graduates and members of the Broward College community. Further, by recognizing exceptional contributions to Broward College or to the community, the association with such extraordinary individuals, foundations or companies strengthens the college and its sense of heritage and connection to the community.*

*The naming procedure begins with the Broward College President appointing a Screening Committee to review the naming request. The committee forwards its recommendation to the College President. The College Board of Trustees gives final approval for the naming.*

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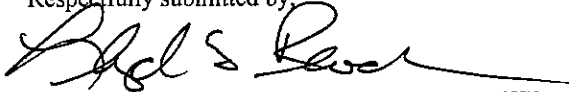
**Broward College Foundation**  
**Naming of College-Owned Facilities: Conference Room in the Marine Center of Excellence, Miramar Center Recommendation**

The Marine Industries Association of South Florida (MIASF) wishes to pursue a naming opportunity in the Marine Center of Excellence for the Conference room and has made a gift of \$ 50,000 to the BC Foundation on October 30, 2008. On October 30, 2008, in a letter from Nancy R. Botero, Executive Director of the BC Foundation (see attached), the commitment to name the Conference room in the Marine Center of Excellence at the Miramar Center was made in recognition of the gift. We are hereby requesting to name the Conference room at the Miramar Center in the name of the "Marine Industries Association of South Florida" (MIASF) to comply with the terms of the agreement.

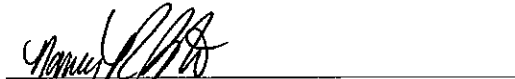
Approved on past-precedent and with the recommendation that the South Campus Provost name be added to this document.

Respectfully submitted by,

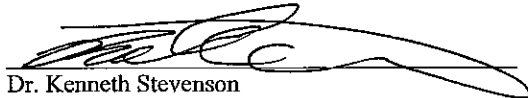
Date: 1/13/09



Mr. Lloyd F. Rhodes  
Chair of the BC Foundation




Ms. Nancy R. Botero  
Executive Director of the Foundation, Vice President for Development



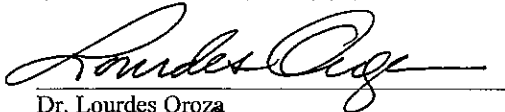
Dr. Kenneth Stevenson  
Associate Vice President for Development



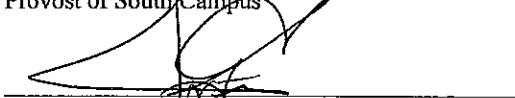
Ms. Diane Madio  
Development Officer



Mr. William Pennell  
Vice President for Facilities and CFO



Dr. Lourdes Oroza  
Provost of South Campus



Mr. Jorge Guerra  
Dean of Automotive, Aviation and Marine Technical Programs



Mr. Francisco Hoyos  
Associate Vice President for Facilities



Ms. Jillian Krueger Printz  
College Public Relations Office and Special Assistant to the President *for Public Relations*

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