

# Broward College Update

from  
J. David Armstrong, Jr., President

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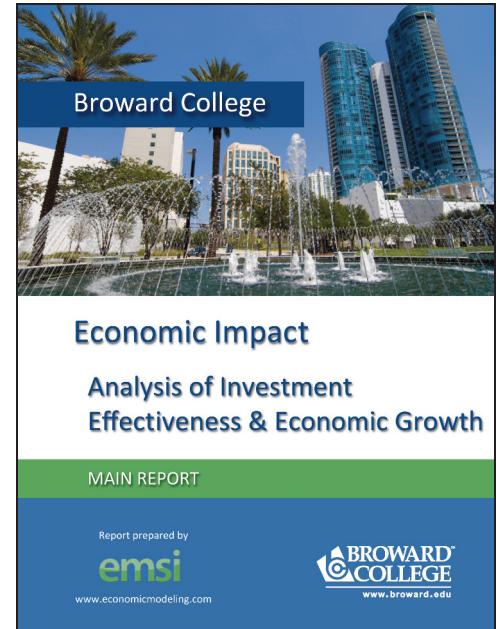
## Economic Impact of Broward College: \$1 Billion Annually

For more than 50 years, Broward College has had a dynamic effect on the community it serves. Specifically, Broward County, the region and the state of Florida receive concrete and direct economic benefits from Broward College, its graduates, its faculty and staff and its programs that result in a total economic impact of \$1 billion — representing 1.5% of the total regional economy and roughly 23,340 average-wage jobs.

A December 2012 report from Economic Modeling Specialists, Inc., details the significant role Broward College plays in the regional economy and is available on the Broward College website. A few highlights:

- Broward College students enjoy a 15.6 percent rate of return on their investments of time and money at Broward College.
- Taxpayers benefit from a larger economy and lower social costs. The higher earnings of Broward College students and graduates expand the tax base in Florida by about \$163.4 million annually.
- The community as a whole benefits from increased job and investment opportunities, higher business revenues, greater availability of public funds and an eased tax burden. The Broward County economy annually receives \$141.9 million in income as a result of college operations.

The report provides a look at the investment from the student, social and taxpayer perspectives as well as an economic growth analysis that includes the effect of college operations, student spending, productivity and transfer.



## South Campus Administrators Named to Boards of Directors



Two members of the Judson A. Samuels South Campus administration have recently been nominated to serve on boards of South Broward organizations.

**Dr. S. Sean Madison**, campus president, has accepted nomination to the board of directors for the Greater Hollywood Chamber of Commerce. The Greater Hollywood Chamber of Commerce represents local business interests, promotes economic growth, provides leadership in community affairs and delivers service programs for its members.

**Mary Rousseau**, associate dean of business, digital technology and global logistics, has accepted nomination to the board of directors of the South

Florida Council of Supply Chain Management Professionals. The council exists to serve three main purposes: Provide opportunities for supply chain professionals to communicate in order to develop and improve their supply chain management skills; identify and conduct research which adds to the knowledge base of supply chain theory and practice; and create awareness of the significance of supply chain to business and the economy.

The addition of Madison and Rousseau as participants in community servant-leadership programs and organizations increases the visibility of South Campus within South Broward's communities, an important goal for Madison.



## Spotlight on Faculty: Dr. John Moscovitz



The aromas of gourmet coffee and biscotti that drift out of his office are almost as tantalizing as the insights on film and literature that float through the engaged crowds of students that follow him down the halls of the North Campus English department. For more than 20 years, John Moscovitz has served as one of Broward

College's most memorable professors of English. He is, as one former student described, "one of those unforgettable professors that I feel so lucky to have come into my life."

Moscovitz has catalyzed a satisfying portion of his film and literary expertise in his most recent edition of his book, *Critical Approaches to Writing About Film*, released by Pearson Publishing in 2013. This nationally recognized standard in film as literature texts presents students with different methods to prepare for critical thinking and writing on motion pictures. It provides an overview of various types of cinema, the history and genres of film along with extensive discussion as to writing about film. A reviewer of Moscovitz's book writes, "Few books in the field concentrate so exhaustively on writing about film."

While the book is a natural fit for courses like ENG2101, Film as Literature, Dr. Moscovitz also notes how effective film can be used to reach students in a wide variety of classes. "I have noticed over the years, that not only does film have much in common with literature but can also be used as a great vehicle in the teaching of critical reading, critical thinking and critical writing."

Moscovitz credits his most recent publishing accomplishment in large part to the professional development time afforded to him by Broward College's faculty sabbatical last fall. This latest edition of *Critical Approaches to Writing About Film* incorporates new commentary on new films, directors and actors, and includes an expanded section on writing research papers on film — both analytical and comparative — with the latest in MLA documentation precepts. Dr. Moscovitz has written three editions in *The Critical Approached to Writing About Film* series as well as another book linking literature and film, *From Story to Movie to Critique, The Ties Between Fiction and Film*.

## Nightingale Named to National Council

Dr. Barbra Nightingale, a nationally known poet as well as a senior professor of English and South County's coordinator of the Robert "Bob" Elmore Honors Institute, was recently elected to a three-year term as a professional member of the board of directors of the National Collegiate Honors Council.



Dr. Nightingale is one of the college's most active and widely heralded faculty members and has been named Professor of the Year and an Endowed Teaching Chair recipient.

## Meyers Named Assistant Editor for *Dispatch*



Merrie Meyers, Broward College's grants development manager, has been named assistant editor of *Dispatch*, the national publication of the Council for Resource Development. CRD serves more than 1,750 members at more than 750 community and technical colleges.

Meyers brings a love for writing and an extensive background in communications to her new volunteer role. She joined Broward College in 2012 as grants development manager, contributing to the college's efforts to earn grants for the college.

Before coming to Broward College, she was part of the Broward County Public Schools leadership team for 25 years, serving first as chief spokesperson (1993-2011) as architect of a community involvement program that generated \$5 million in cash, goods and services annually for the district's 239 schools. Additionally, she is the author of *Fundraising Tips and Tactics: a Practical Guidebook*, for the National School Public Relations Association, and an associate lecturer at Nova Southeastern University. She earned her bachelor's and master's degrees in journalism from the University of Florida and will earn her doctorate from the Florida Atlantic University in May 2013. She lives in Wilton Manors with her dogs Sunny and Simone.





## News from Dr. Linda Howdyshell

College Provost and  
Senior Vice President for  
Academics and Student Success

### Tackling Developmental Education

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Each fall, more than 5,000 first-time-in-college students (FTICs) enter Broward College — 75% of them begin in developmental education. Ultimately, 40% of FTICs complete all of their developmental coursework, with just 12% graduating within three years and 25% in six years. While I believe that our faculty and staff are working very hard to help these students succeed, I am sure none of us are pleased with these outcomes.

First, we must accept these students as our students — we cannot blame the K-12 system for what it should have done. If we instruct only college-ready students, we deny developmental students the opportunity to succeed. Developmental students are our students and today's developmental education student may be tomorrow's honor student.

I just returned from a study session of the Florida House of Representatives higher education subcommittee on developmental education. The “talk” in the Legislature is to abandon our current developmental education by no longer paying colleges to do it. Granted this is “talk” from a vocal few, but it is abundantly clear that the Legislature is not willing to leave developmental education as it is. The status quo is broken.

Experts from the National Council of Postsecondary Research and Complete America state that we under-place up to 50% of students. They recommend using multiple measures for placing students because, for graduating high school students, their high school GPA is as accurate as any placement test. Recommendations also include placing students who score slightly below the cut score into the higher course and providing additional support. Enrollment in developmental education should be a default, not the first prescription.

At BC there are several initiatives relating to placement that include a test prep workshop, review of the retest policy and greater use of the PERT diagnostic test. There is also an effort focused on requesting flexibility from the State for placement.

Other dissenters of our current developmental education model question the algebra-based requirements. At Miami Dade College, under the Gates' grant “Completion by Design”, a pre-statistics course has been developed to correspond with Math 1033 (Intermediate Algebra) for students not progressing into a math or science field. Students move from pre-stats into a statistics class and through another alternative math course.

Our work at BC includes a focus on math. Math redesign — which “flips” the classroom and encourages collaborative learning — has shown a higher percentage pass rate than traditional classes. Last fall, MathMyWay — an individualized, targeted math experience — was initiated along with modularized Math Express. Neither of these two pilots have enough data to report.

Reading is a foundational course — however, research supports integrating reading into students' interest areas. For example at some colleges, the reading discipline adopts the biology text for the reading course taken by health science students. Contextualized instruction such as this example facilitates students moving into a career path while improving their skill deficiencies.

Learning communities, holistic advising, peer tutoring and Broward College Academy of Excellence have all shown success with a limited number of students. If it works, let's do it for all the students who will benefit. There is no silver bullet for all students, but options built into career interests will help move our graduation rates.

In conclusion, this is no time to engage in the luxury of the status quo, to establish more pilots or “to take the tranquilizing drug of gradualism,” to quote Martin Luther King, Jr. An uneducated person still “languishes in the corners of American society” and cannot support their family or contribute to society. It is a time to assure that our open door is not a “revolving door.”



## Let Workday Clear the Way

Once the Board of Trustees approved the Workday project in September 2012, the real work began. This included identifying a partner to support us during the transformation and selecting project team members who would dedicate themselves to designing the new business processes that will support our needs for years to come.

The anticipated Workday business process improvements will shift the day-to-day focus from transactional/administrative tasks to more strategic, value-added activities. The project provides many opportunities for business process improvement including the elimination of unnecessary steps, hand-offs, rework, reconciliation efforts, approvals and auditing.

Denese Edsall, Ph.D., associate vice president of human resources, will present multiple workshops to Broward College employees during Professional Development Day in late February. With the continued support of our dedicated project team members, the Workday transformation is progressing as planned. Please pass along any comments, questions or suggestions to [workday@broward.edu](mailto:workday@broward.edu).

### The new Workday system:

- offers a unified administrative solution for HR/Payroll and Financials
- is currently used by more than 200 mid- to large-sized clients, and is beginning to roll out to higher education and other not-for-profit organizations
- addresses the vast majority of Broward College requirements
- is the fastest and least costly to implement, when compared with conventional enterprise resource planning (ERP) solutions
- has a significantly lower total cost of ownership over time
- is a “cloud computing” model that translates into
  - more efficient operation — no need to host or maintain locally; one version of the software means no customizations to maintain
  - more frequent, less disruptive upgrades; faster pace of innovation
  - greater reliability and security

## Broward College and Western Governors University Offer Seamless Path to Bachelor's Degree

*All Broward College graduates are eligible for a five percent tuition discount at WGU.*

Students who have completed associate’s degrees at Broward College now have another smooth path to a bachelor’s degree, thanks to a new agreement with nonprofit, online Western Governors University (WGU).

Under the terms of the agreement, Broward College graduates with associate in science degrees in disciplines such as business and information technology will be able to transfer their credits seamlessly to WGU. In addition, all Broward College graduates are eligible for a 5 percent tuition discount at WGU, and they may apply for one of WGU’s Community College Partner Scholarships. The partnership with Broward College and WGU is designed to give students another option in pursuing a four-year degree.

## Annual Report to the Community 2013



Broward College's *Annual Report to the Community 2013* is now available in hard copy and electronic versions.

The report was released in an email from President Armstrong earlier this month.

## Trustees Approve New International Affiliates

The trustees approved contract agreements with three international schools: Nanyang Institute of Management (NIM), Singapore; International University of Santa Cruz (IUSC), Bolivia; and National Management School (IUSC), Chennai, India.

In each case, the agreements establish these institutions as the new home of the Broward College program in the respective countries. At NIM, Broward College will offer courses leading to Associate in Arts degrees and Associate in Science degrees in hospitality management and business in English. At IUSC, degree-seeking students will be able to take Broward College courses in English toward an Associate in Arts degree. At NMS, Broward College will offer courses toward the Associate in Arts degree. Current Broward College students also will be able to attend courses at all three schools and continue earning credits toward their degrees at Broward College. The three colleges will each generate \$17,000 to \$30,000 in revenue for BC annually for the five-year period of the contracts.

## Local Firms Help Broward Build Stunning Arts Center

The best arts education facility in South Florida is on Broward College's A. Hugh Adams Central Campus.

Our magnificent Fine Arts Building is the result of the combined talents of two long-established area businesses:

Cartaya and Associates, a Fort Lauderdale architectural firm and designer of the facility, and Kaufmann Lynn, a full-service commercial construction company.

Last month, Broward College celebrated its new Fine Arts Building with a public open house and reception, which the two firms generously co-sponsored through their philanthropic partnerships with the Broward College Foundation.

Nancy Botero, executive director of the foundation and vice president of advancement, recognized representatives of Cartaya and Associates and Kaufmann Lynn at the Jan. 22 Broward College District Board of Trustees meeting.



## Students Say Thanks, Share Ideas at Forum

A group of the Central Campus Student Ambassadors gave a multimedia presentation to the trustees to acquaint them with the campus, its activities and achievements over the past year. They followed up with a student forum in which students took the opportunity to share their thoughts and concerns for the campus in the future. The student leaders' formal requests were for creation of a meditation room — a quiet place on campus where students could meditate or pray — digital display boards in high-traffic areas on campus to market events and messages of interest and water fountains with cold filtered water to promote health and wellness.

Eleven other students addressed the trustees as individuals, with about half expressing their thanks to the college and what it has meant to them. Others discussed concerns about further enhancing campus safety, expanding the number and selection of honors science classes available and providing further assistance to international students.

## Meet Dean Russell N. McCaffery



Russell N. McCaffery joined Broward College this month as the dean of transportation programs, overseeing the BC aviation, automotive and marine programs.

He has worked in aviation-related positions for more than 20 years, most recently as the owner and CEO of McCaffery Global Corporation specializing in seaport security evaluations and training in Mexico and Central America. Prior to that, he served as the deputy federal security director at the Transportation

Security Administration in Northern New Jersey and before that as the assistant federal security director at TSA in Rhode Island and Cape Cod, Mass. He has also worked in various management positions at the Federal Aviation Administration, and at United Airlines at San Francisco (SFO), San Jose (SJC) and Los Angeles (LAX).

Dean McCaffery holds a master's degree from Embry-Riddle Aeronautical University and a bachelor's degree in aviation operations from San Jose State University. He is a member of the American Association of Airport Executives, the American Society for Industrial Security, and a member of the National Academy of Sciences' Transportation Research Board Aviation Security and Emergency Management Committee. He holds a private pilot certificate.

## Meet Meet Ken Klindt



Kenneth (Ken) C. Klindt is Broward College's new associate vice president of facilities management. Ken brings significant experience in facilities management in the education sector, specifically in Florida.

His career includes serving at the University of West Florida, where he was the director of facilities planning, maintenance and construction, and Brevard Public Schools, where he was the director of planning and project management. He spent

much of his career with the Volusia County School District as a director in facilities operations. Klindt earned an MBA and a B.S. in business management from Nova Southeastern University as well as an A.S. in architectural design and construction from Daytona State College. He was raised in the greater Daytona Beach area.

## Work Continues on Creation of Compliance Committee

Deputy General Counsel Sonya Miller presented an update on activities involved in the creation of the college's compliance committee. Miller began working on the concept of the committee in the fall of 2012 and presented to the trustees her efforts to date.

The purpose of creating a college compliance committee is to identify, support and promote the highest legal, ethical and responsible practices at the college. Doing so identifies the college as an entity that promotes a culture of compliance, complies with legal guidelines and requirements, raises awareness, prevents and detects compliance failures, assesses potential risks and mitigates consequences.

Broward College's compliance committee will serve as a singular body responsible for ensuring the college is in compliance with key legal and regulatory obligations. The committee plans to employ an ombudsman to investigate complaints and attempt resolution through recommendations or mediation. Through contracted risk management, the committee will provide standards for insurance coverage and other relevant issues.

Current plans call for a committee with 16 members reflecting every area of the college's operations and the committee members will provide an entry point for questions or concerns from throughout the college community.