

TALLAHASSEE COMMUNITY COLLEGE

IN THE NEWS



March 6, 2009 - April 17, 2009

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Chad Kittrell : Confidence is the key to Tallahassee's future

Chad Kittrell
My View

While we as Americans have different opinions regarding the details of President Obama's economic stimulus package, all Americans are united in a common hope that the injection of billions of dollars into our nation's economy will find its way into local communities and stimulate growth.

And yet, as helpful as those dollars may be, they cannot cure one of the primary drivers of our economic plight: a profound lack of confidence.

More than any stimulus, Americans and Tallahasseeans are searching for confidence. Along with my partners, J.T. Burnette and Frank Whitley, I believe in Tallahassee. We believe enough to invest more than \$15 million to restore the historic Hotel Duval to its former glory. We believe in the vision of an 18-hour downtown. We believe in Tallahassee's potential to become a destination city. We believe enough to invest in this project in the middle of a recession. My partners and I admire and appreciate other local investors who share our confidence and vision for revitalizing the local economy.

Unlike other Florida cities, where large projects at every corner remain unfinished, waiting to be sold for pennies on the dollar, Tallahassee has evidence of investment everywhere: the brand new showpiece downtown, The Alliance Center; the upscale Plaza Tower on Bronough; the Aloft Hotel on Call Street; and the Hotel Duval on Monroe Street, which will be the area's first upscale, boutique hotel, with a Shula's 347 Steakhouse and a panoramic rooftop lounge.

My partners and I are excited about these downtown projects because we believe they will keep people downtown after work for drinks and dinner, as well as capture the vision of the city.

Upscale accommodations and service support our aspirations as a destination city and provide high-end, flexible meeting spaces to allow Tallahassee to compete with other communities as a location for regional and statewide meetings.

All of these projects provide jobs, create new opportunities for retailers and bring increased tax revenue for the city. Each project also creates jobs within the construction industry. An example is the 80 or more jobs the Hotel Duval will create once renovated, and the more than 100 jobs currently occupied during construction.

Projects such as these will turn around Tallahassee's economy incrementally, and they reflect the power of the private sector

to create a new economy for Tallahassee. As the current downturn demonstrates, while blessed with some of the nation's best state institutions, we cannot rely solely on Florida State, Florida A&M, Tallahassee Community College and state government for our growth, our identity and our future.

Tallahassee can grow into a destination city, not by a single mega-attraction like Disney World, but through a series of anchoring events that can grow as the city grows. These events can drive visitors here in the off-months when legislators and football fans aren't filling rooms and restaurants.

Parallels are often drawn between Tallahassee and Austin, Texas, another capital/college town that reinvented itself in ways that offer object lessons for us. Austin's South by Southwest (SXSW) Music Festival, which started 22 years ago as an inconsequential band gathering, now features 1,800 bands on 80 stages and draws more visitors than we as a city can support right now.

Looking confidently at our strongest resources, we can do the same. For instance, leveraging the strength and growing renown of FSU's Film School, we would do well to invest effort in growing Tallahassee's modest film festival into something with a national or international following.

Ten years ago, landlocked Oklahoma City took advantage of its riverfront to construct a boathouse and rowing facilities. That investment attracted more than \$700 million in new development around the facility, which drew 10,000 to 15,000 visitors for Olympic trials and 50,000 for a recent, international rowing event.

Assume there are no lessons for Tallahassee in the Oklahoma City experience? Think again. Several local businesspeople have a vision to create a world-class rowing facility on Lake Talquin, which they say has "world-class water" suitable for Olympic water sports. Who knew? They say that, with a fairly modest investment, Tallahassee could draw thousands of visitors four to six times a year straight out of the box.

None of these ideas will transform Tallahassee into a destination mecca overnight. But, one by one, Tallahasseeans who see a bigger vision for our hometown and have the confidence to pursue it will change our identity and transform our fate.

Henry David Thoreau said, "If one advances confidently in the direction of his dreams, and endeavors to live the life which he

has imagined, he will meet with a success unexpected in common hours.” These are not common hours. But if we face down the uncertainty of our times with confidence, we can realize uncommon success.

Additional Facts

ABOUT THE AUTHOR

Chad Kittrell is co-owner of Hunter & Harp Holdings LLC in Tallahassee. He also is a co-owner of the new Tapas restaurant, the Winery and the Hotel Duval. Contact him at chad@hunterharpholdings.com.

Florida education rally rouses community

By Felicite Fallon

Florida Gov. Charlie Crist may become the subject of a barrage of telephone calls over the coming days thanks to his phone number being given out at the rally protesting further cuts to higher education at the Capitol building Tuesday.

"Give Gov. Crist a call, and say 'Give me back my education money!,'" said Danielle Holbrooke, a graduate student at Florida State University and a member of the FSU chapter of Graduate Assistants United, as many of those in the crowd pulled out their cell phones to take down the number.

Around 600 Florida State University students, faculty and staff, in addition to students and faculty from Tallahassee Community College and Florida A&M University, joined together at the new Capitol building, chanting, singing and waving signs urging legislators to protect higher education.

The march from FSU began at 11 a.m. in front of the Westcott building. Those assembled represented two separate coalitions, 'Noles Need Anthropology and Fate of the State, that were united by a common goal — ensuring that students at FSU and schools across the state receive adequate funding in the coming years.

'Noles Need Anthropology, a group formed in response to the freezing of graduate admissions to the anthropology program last week, sported T-shirts bearing their slogan and carried signs reinforcing their message of the importance of the highly interdisciplinary study of anthropology.

"(Anthropology) covers all areas," said FSU junior and anthropology major Renay Curry. "It's the study of the biology of people, and it's history, in a sense. We can learn a lot from it. It's important to keep because it doesn't affect just one group; it affects everyone."

Many of the students, faculty and staff who marched from FSU to the Capitol were representing the coalition Fate of the State, which was formed several months ago by four faculty members concerned about the impact of further budget cuts to the quality of education at FSU.

"I'm coming back to Florida State after 10 years, and now that I'm here, my department doesn't even have a phone," said FSU junior Jennifer Adams, referring to the fact that all the individual phone lines in the English department have been removed. "Coming back to school, you think that you're going to have a decent education, you're going to be able to get a decent job when you get out of school, but the way that things are going, Florida is already one of the lowest states in higher

education, and this is only going to make it worse."

Amber Pearson, a second year Ph.D student, came to FSU from Minnesota to pursue her studies and now expresses concern for the future of the school.

"Our writing program is one of the top writing programs in the country, and it was excellent," Pearson said. "I don't want to see the department that gave me my degree and that I value and that originally drew me across the country fall apart."

At the Capitol building, the rally began with songs of civil protest sung by Anne Feeney. Following Feeney's performance, several speakers from diverse perspectives, including legislators, students from FSU and FAMU and United Faculty of Florida union President Tom Auxter, addressed the crowd about the issues posed by the potential cuts to higher education funding.

Michelle Rehwinkel Vasilinda, a Representative in the Florida House (District 9), thanked those assembled for participating in the fight for higher education and urged them not to relent throughout the legislative session, which ends May 1.

"We need to hear your voices raised strong, not just today, but throughout this legislative session and going forward," Rehwinkel Vasilinda said. "Those of us who are stepping out, and who are asking for revenue, need you behind us. We cannot do this alone."

Tallahassee City Commissioner Andrew Gillum, a FAMU graduate, addressed the growing burden education in general poses for those trying to fund theirs or their family members' educations.

"We need real leadership who understands that if Florida plans to be competitive in this new 21st century global economy, that we have to invest first in education," Gillum said. "We know that the cost of education continues to rise here in Florida, that the legislature and the governor consistently balance the state's budget on the backs of the students."

Several of the speakers recalled that it was not until the recent push in the 1980s for increased funding for higher education in Florida that Florida universities attained the status that they hold today, thanks to the influx of qualified faculty. Chair of the English department at FSU Ralph Berry urged those present to remember that the advantages enjoyed by Florida students today are in jeopardy.

“Today, we have invested in our university and its faculty in a way that every member of this state should be very proud of,” Berry said. “The best students at FSU can go to the best universities in the world. Every student from FSU can go as high as his or her ability and ambition will take him or her. You are not closed out of anything. Could it be possible that we could go back to 20 years ago?”

To illustrate the momentousness of the cuts facing FSU, Berry pointed out that if FSU completely shut down the College of Business, the second largest of the school’s 16 colleges, it would only make up between one-third and one-half of the revenue needed to make the proposed budget cuts.

The Fate of the State coalition was started by members of the United Faculty of Florida, the teachers’ union at FSU. UFF President Tom Auxter pointed out the manifold benefits that funding higher education can have for the state as a whole.

“The strongest, the fastest way to get out of a recession, when you have a high jobless rate, (is to) put people into higher education and use their time constructively,” Auxter said. “They’ll have income; we’ll see student loans coming in — that will be another source of income that will be going into the states — and the end result of the whole thing is that we’re all going to be stronger, we’ll be better educated, we’ll have a better economy. All of us will live a much higher quality of life.”

Following the teach-in, Daniel Vitkus, an associate professor in FSU’s English department and one of the founders of Fate of the State, announced that on March 18 there will be an additional rally for education at the Capitol titled Save Our Schools.

One of the student organizers of the event, Sarah Stinard-Kiel, said she believes the event Tuesday helped demonstrate that there are many solutions to the budget crisis in Florida that don’t involve cuts to higher education funding.

“There are so many of us, and yet the things that we hold to be so precious are getting taken away from us,” Stinard-Kiel said. “There are plenty of entities in Florida that don’t pay very many taxes. They save all this money, but our budget keeps getting cut. I think it would be easy for the state to find money if they would just tax corporations.”

This story was originally published by FSView & Florida Flambeau

Agencies direct efforts toward job creation

By Will Brown
DEMOCRAT STAFF WRITER

With Leon County's jobless rate at 6.0 percent in January — a level higher than what occurred during the two previous recessions — local workforce and economic-development officials are working together more than ever.

“What we’re seeing now is going to change the dynamics to economic development, job creation (and) the way people run businesses,” said David Gardner, executive director of the Gadsden County Chamber of Commerce. “There will be profound effects from all of this.”

That was seen when Quincy Farms, Gadsden's largest business, closed its doors in late January. Nearly 500 people lost their jobs, but various entities from across the region came forward to offer support and services.

Gardner has logged countless hours in search of a replacement to mushroom producer Quincy Farms, but one has yet to arrive. He said each time there is a perceived breakthrough, negotiations hit a snag.

The latest attempt to bring jobs here is one the Economic Development Council of Tallahassee/Leon County is calling “Project Lake” because the medical device manufacturer does not want to be named at this time.

The project calls for the company, which is based in the Midwest, to relocate to Tallahassee's Innovation Park and bring a projected 250 new jobs over five years.

Some Leon County commissioners thoroughly discussed the proposal Feb. 26. It would require \$2.82 million in county funds, part of an \$8.1 million package that includes building construction, land value and cash incentives.

Commissioner Bob Rackleff said he may be able to support the initiative eventually, but for now he remains skeptical.

“Certainly we’ve gone through this already with Piper Aircraft, which by the way, furloughed 150 employees in Vero Beach after the local government spent \$4 million to renovate their buildings, and in January they laid off another 300 more,” Rackleff said.

A great analogy to describe the area's overtures in economic development is that of a baseball player, said EDC Chairman



Michelle Baragona instructs applicants on some of the details to their paperwork at an information session for Tallahassee Community College's Quick Jobs training program recently at Workforce Plus in Quincy. (PHIL SEARS/Democrat)

Tripp Transou. Frequently, Tallahassee is too busy looking for the perfect pitch.

“People are looking at us. We’re swinging,” Transou said. “We have to get our percentage up. ... We have the tools, the assets, (and) the right community to be successful.”

Since the beginning of 2007, companies have contacted Tallahassee, but the area is only batting .250 of late. Danfoss Tuborcor relocated its headquarters here, but Piper Aircraft decided to remain in Vero Beach. Meanwhile, biotechnology company Cypress Systems Inc. and Biomass Gas & Electric LLC cited political interference as reasons for not selecting Tallahassee.

Comments similar to those by Rackleff and Commissioner Bill Proctor may lead some to believe Tallahassee is “anti-growth,” said Tallahassee City Commissioner Andrew Gillum in an earlier interview about the failed attempt to land BG&E.

“We don’t want (just) any business, but we do want good business for this community,” Gillum said. “I think the city and the Leon County Commission need to sit down and decide what we want to be and what type of industry we want here.”

Whether “Project Lake” relocates, Workforce Plus has been there to trumpet the talent and caliber of the Big Bend workforce to prospective companies.

“I can’t imagine a potential project where we have not been at the table noting what this area has to offer,” said Kimberly Moore, chief executive officer of Workforce Plus, the agency responsible for helping the 10,276 unemployed residents of Leon, Wakulla and Gadsden counties find jobs.

On many occasions, Gardner has lauded Workforce Plus for working not only in Gadsden County, but across the Big Bend to help people find jobs. Moore said her priorities and vigor toward curbing unemployment have never changed. What has changed is the attention provided to unemployment since the foundation of the housing industry began to crumble in 2007.

Tallahassee has lower unemployment than other Florida cities because there are large numbers of state employees. That may have stemmed the job losses, but the fact remains 4,121 Big Bend residents have lost their jobs since December 2007, according to the Agency for Workforce Innovation.

Whether it’s holding industry-specific job fairs, taking time to train employees or directing business owners to options that will prevent layoffs, Moore said this area is providing solutions when it comes to economic development. She added that development should be geared toward existing businesses because those companies will be critical in keeping students from fleeing Tallahassee upon graduation.

Contact business reporter Will Brown at (850) 599-2312 or wbrown@Tallahassee.com.

It's not that hard

Quit starving our schools and universities

It is impossible to find a new way of emphasizing how communities and states desperately need their citizens to know a thing or two.

Education is the underpinning of great individual accomplishment and of the cities, states and nations that benefit from collective intelligence, energy and innovation.

How hard a lesson is that?

Yet here in Florida we are letting our public schools and universities languish, even though we once passed a constitutional amendment demanding quality public education. We continue to ignore its call.

What we do in Florida is bow to the lowest-common denominator approach to managing government, which by extension includes public schools, colleges and universities.

It's a shame and an embarrassment, and it is so self-defeating that one can only conclude our educational system has personally failed our state legislators who don't seem to know how to connect the dots.

They should duck their heads in shame to know that Florida State University students are planning to raise \$100,000 — somehow, some way — to help supplement the salaries of their faculty. That's a drop in the bucket to the \$38 million FSU must cut this year — across town at Florida A&M University, they have to cut \$17.5 million.

But the point is that the students get it.

On Tuesday, more than 500 students from FSU, FAMU and Tallahassee Community College rallied at the Capitol to express their near-panic over what the assault on higher education means to them personally.

City Commissioner Andrew Gillum joined the group, arguing for “real leadership” that understands that to be competitive in the 21st century means investing first in education.

“We know that the cost of education continues to rise... that the Legislature and the governor consistently balance the state's budget on the backs of students,” Mr. Gillum said.

Almost every influential and knowledgeable organization in the

state is rooting for lawmakers to do the right thing.

That means finding the revenues necessary to stabilize our schools and universities even if that path means they lose their next election. If they do, that would be a shame on their indifferent constituents — and a shame on the legislators themselves who didn't have the courage to educate their constituents about what's at stake when you tolerate, even promote, an ignorant society.

That's the kind of leadership Mr. Gillum is demonstrating.

It's the kind of leadership Associated Industries of Florida is talking about when it says; “A business approach to economic stimulus must absolutely include provisions for continued state investment for our K-20 education system.” AIF also emphasizes creating construction jobs by continuing funding for education facilities in all sectors.

It's the kind of leadership Florida TaxWatch has in mind when it urges expanding virtual higher education offerings, streamlining K-12 administrative duplication and maximizing flexibility in class-size reductions in the 67 counties, and tightening Bright Futures scholarships so they reduce the cost but keep the mission.

It's the kind of leadership the Florida Center for Fiscal & Economic policy wants when it says we can't have a well-trained and educated workforce that will “sustain and enhance Florida's economic growth” without a significant bump in higher education funding.

It's the kind of leadership the LeRoy Collins Institute's “Tough Choices” report is challenging when it asks “How low can it go in higher education?” pointing out that Florida “lags dramatically behind other states in the South and the U.S. as a whole” in per capita spending on education. That Florida is, in fact, the lowest of all the states in tuition.

The students get even that. They are willing to pay more tuition in order to get the education they want, need, and deserve.

What part of this scenario remains blurry to the Florida Legislature? What more can be said to persuade its members that the tough choice is really on the only choice they've got.

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TCC to hold board of trustees meeting Monday

By Angeline J. Taylor
Democrat Staff Writer

A union update, the state's economic shortfalls and federal stimulus dollars will dominate discussion at today's Tallahassee Community College trustee board meeting — scheduled for 4 p.m. at the administration building.

TCC President Bill Law is expected to tell trustees that administrators can't proceed with any of the aforementioned topics until he receives more information.

Return to Tallahassee.com for more details.

TCC faculty still pushing for union representation

By Angeline J. Taylor
DEMOCRAT STAFF WRITER

A union update, the state's economic shortfalls and federal stimulus dollars will dominate discussion at Monday's Tallahassee Community College trustee board meeting — scheduled for 4 p.m. at the administration building.

TCC President Bill Law is expected to tell trustees that administrators can't proceed with any of the aforementioned topics until he receives more information.

The union activity, for example, is at a standstill. It's been about two months since trustees unanimously agreed not to recognize United Faculty of Florida as the union representing the college's 180 faculty members.

More than 70 percent of the faculty requested UFF representation, said Frank Baglione, a TCC history professor and UFF chapter president at the college. Paperwork was filed with the Public Employees Relations Commission — a body that could schedule an election to determine whether TCC faculty should be represented by UFF.

No election date has been set, Law said.

"TCC has grown quite a bit," Baglione said. "It's doubled in size and almost doubled in student population. We're looking for a stronger voice in gaining some input in the policy-making decisions."

Law said trustees will also talk about how the state's economic shortfalls will likely affect TCC.

"We knew it was going to be bleak," Law said Friday. "It's going to be worse than we anticipated."

It's too early to determine if community colleges will be asked to cut their budgets before the fiscal year starts in July, Law said. He said federal stimulus dollars "will help offset the cuts."

However, "everybody's very cautious" about how to use that money, he said.

Financial Future for TCC

Reporter: Heather Biance

Email Address: heather.biance@wctv.tv

At the monthly TCC Board of trustees meeting, the looming question is how much and where stimulus money will go to education.

TCC President Bill Law says he doesn't know how, when or if the money will show in the college's budget.

Law says legislators should factor in the college's growth before calculating costs.

"Having the programs in place for retraining, having a place where people can go back to school to get additional education and skills. That's going to be the most important part of leading us out of this very deep recession that we're in," says TCC President Bill Law, M.D.

Law says K through 12 schools are down, universities have plateaued, but two-year community colleges have increased enrollment by 100,000 students statewide.

TCC is 2nd Highest Paying Community College in Florida

Reporter: Heather Biance

Email Address: heather.biance@wctv.tv

The president of Tallahassee Community College is celebrating more than just his seventh year this month.

TCC President Bill Law says he's fought hard to keep faculty pay where he thinks it needs to be.

In data recently compiled by the college, TCC is the second highest paying two-year college in Florida, with its average full time faculty member making more than \$70,000.

41% of 180 faculty members made \$80,000 or more last year, which is compared to 12% of 140 faculty making that much in 2003.

The top ranking college is Indian River Community College in Fort Pierce, Florida.

Law says the college's focus has always been students first, but he says the best way to do that is with top notch professors.

Board members say this data will be beneficial in their future recruiting efforts.

TCC Library receives prestigious grant

TALLAHASSEE, Fla. (March 16, 2009) - The Tallahassee Community College (TCC) Library has been awarded \$53,821 in federal funds through Florida State University (FSU) to help develop an innovative program that will ensure community college students gain the information literacy skills needed to compete in the workplace and become life-long learners.

The U.S. Institute of Museum and Library Services (IMLS) presented the award to three institutions who have worked together on the project - FSU, TCC and Chipola College. The project is led by Dr. Melissa Gross and Dr. Don Latham of the FSU College of Information.

"TCC is pleased to join FSU and Chipola College in this exciting new initiative," said TCC President Bill Law. "This project will strengthen student success."

Colleen Thorburn, TCC Librarian, will coordinate project activities at the College during the three-year project performance period. TCC will focus on:

- 1) Documenting information skill levels of incoming community college students using information literacy tests;
- 2) Using in-depth interviews and focus groups to explore student views of what constitutes information literacy, and
- 3) Developing and implementing services, particularly those aimed at students with non-proficient literacy skills that significantly improve information literacy.

"The acquisition of information literacy skills has emerged as a crucial need in our information-rich society," said Cherry Alexander, TCC Director of Library Services. "Students need to achieve a level of information literacy that will allow them to find, assess and use information in order to succeed in school, in the workplace and their personal lives."

According to Gross, research indicates that information literacy skill training is inconsistently provided to students in the K-12 environment, and that low-level information literacy skills at the postsecondary level are common among freshmen and low-performing students.

"The information literacy services and resources developed in this project can be tailored to the needs of other specific education environments," Dr. Gross said. "This project promises to serve as a basis for improving student learning in both traditional and distance learning environments, and will inform understanding of the development of information literacy skills in other populations, such as children and senior adults."

FSU led the development of the \$415,673 grant application, which was among only 44 proposals nationwide that were selected for prestigious IMLS awards. Other recipients of these highly competitive grants included Harvard University, Yale University, University of California at Berkley, University of Michigan, University of North Carolina at Chapel Hill, Vanderbilt University, New York Public Library, Philadelphia Museum of Art and Colonial Williamsburg.

Union Representation at TCC?

Reporter: Heather Biance

Email Address: heather.biance@wctv.tv

The discussion of Tallahassee Community College's faculty receiving union representation is at a standstill.

TCC President Bill Law says they're waiting to hear back from the Public Employers Relations Committee.

The committee is responsible for scheduling an election to determine whether TCC faculty should be represented by the union.

A UFF representative says more than 70% of the 180 faculty members at the college have requested representation.

At this time no election date has been set.

Linda Alexionok forged new ground for women in banking

Special to the Democrat

Linda Alexionok was the first woman to head a bank in Tallahassee, serving as president and chief executive officer of Guaranty Bank from 1996 until 2004. Although she began her professional career as a Leon County public school teacher, her banking career brought her honors: The American Institute of Banking named her Banker of the Year in 1995 and Tallahassee Community College gave her a "Women Putting Their Stamp on History" award in 1999. She was also nominated for the Tallahassee Chamber's "Small Business Advocate" and "Leadership Pacesetter" awards.

She urges girls and young women to recognize their strengths and take measured, calculated risks. "It's not about being average."

Since Guaranty closed, Alexionok has applied the lessons of banking to her work with the Children's Campaign, where she is now executive director. "During these difficult economic times, we have to ensure that we invest with a guaranteed return," she said. "The most certain guaranteed return we have is our children."



Researched by the Oasis Center for Women & Girls, a non-profit organization whose mission is to "improve the lives of women and girls through celebration and support." Join us for our community women's history month celebration March 24. www.theoasiscenter.us.

Congress Awards Close To \$1 Million In Grants To TCC

TALLAHASSEE, Fla. (March 17, 2009) - Tallahassee Community College (TCC) will receive close to \$1 million in congressionally-directed grants to support its manufacturing and criminal justice education initiatives.

As part of the appropriations measures that were approved by Congress and President Barack Obama for the 2009 fiscal year, TCC will receive \$800,000 from the U.S. Department of Defense for manufacturing education programs and \$100,000 from the U.S. Department of Justice for criminal intelligence training. In addition, the Gadsden County Schools will receive \$100,000 from the U.S. Department of Justice to support the Criminal Justice Career Academy Program that is led by the school district with training provided by TCC's Pat Thomas Law Enforcement Academy located at the Florida Public Safety Institute (FPSI).

"These investments will have a strong, positive impact on the education of students and the enrichment of our community," said Dr. John Chapin, Vice President for Workforce Development at TCC.

Chapin also noted the leadership efforts of U.S. Rep. Allen Boyd, who played a key role in the grants, along with support from U.S. Rep. Ander Crenshaw, U.S. Sen. Mel Martinez and U.S. Sen. Bill Nelson.

The manufacturing project will be led by the College's Center for Workforce Development, in conjunction with local industrial partners, Workforce Plus and other community organizations. The goal of the initiative is to strengthen the region's economy by providing an interface between educational training and the applied needs of the manufacturing and industrial sectors.

Meanwhile, the criminal justice intelligence training project will be led by the FPSI. The project will update existing intelligence training programs at FPSI to enable law enforcement and other criminal justice agency personnel engaged in the collection and analysis of criminal intelligence to meet professional standards that achieve a common understanding of intelligence-led policing.

The Criminal Justice Career Academy initiative is led by the Gadsden County Schools in collaboration with the Pat Thomas Law Enforcement Academy. Training for Correctional Officers and Public Safety Telecommunications Dispatchers is provided at FPSI.

"It is imperative that we support programs that ensure our students will receive a first-class education and training opportunities, as well as help them prepare for the workforce," said Boyd. "The Criminal Justice Career Academy Program has a proven track record of success, and I am proud to work in Congress to support this important program."

Dr. Jim Murdaugh, Assistant Vice President, Florida Public Safety Institute, echoed Boyd's sentiments.

"It is a model program that is changing people's lives," Murdaugh said, "and an outstanding example of what can be achieved through community partnerships."

Tallahassee Community College to honor women leaders today at luncheon

Democrat Staff Report

Tallahassee Community College will recognize 10 women from the community, as well as five of the college's outstanding female students, during its annual Women's History Month Celebration.

Today's event will begin at 11:45 a.m. in the Grand Banquet Hall of the College's Center for Workforce Development. The event is open to the public and admission is free.

In keeping with the 2009 national Women's History Month theme, "Women Taking the Lead to Save Our Planet," many of this year's honorees have dedicated countless hours to safeguarding the environment and protecting its inhabitants.

"These 15 honorees, through a diversity of contributions to the environment, work and community, are most deserving of the recognition bestowed on them by TCC," said Dr. Jeanne O'Kon, who serves as chair of TCC's Women's History Month Committee and also teaches the Psychology of Women Course at the College.

Former State Rep. Lorraine Ausley, a previous TCC Women's History Month honoree, will serve as speaker.

The 2009 Women's History Month community honorees are:

- Sandy Beck, Teacher and Education Director of St. Francis Wildlife Association,
- Susan Cerulean, Biologist, author, and director of Red Hills Writers Project,
- Janet Ferris, Juvenile Judge, Second Judicial Circuit, Family Division,
- Donna Legare, Native Nurseries, founding member of Birdsong Nature Center,
- Georjean Machulis, Artist and member of Canopy Roads Citizens Committee,

- Charlotte Maguire, Pioneering female physician and pediatrician,

- Nancy Marcus, Biological Oceanographer, FSU Dean of Graduate Studies,

- Pam McVety, Retired DEP, Stewardship for the Presbytery of Florida,

- Electra Theodorides-Bustle, Executive Director of the Dept. of Highway Safety and Motor Vehicles

- Mary Jean Yon, DEP Director of the Division of Waste Management.

TCC students being honored during Women's History Month are:

- Ana Balarezo de Lujan, Foreign Language Education major, school volunteer, named to President's List and Dean's List,

- Erica Cook, Journalism major, Phi Theta Kappa honor society, community volunteer for Ronald McDonald House and Relay for Life,

- Tinetta Cooper, Office Systems Technology major, student mentor, member of Tallahassee chapter of National Federation of the Blind,

- Sara King, International Relations major, Gilchrist Elementary Volunteer of the Year, perfect cumulative 4.0 GPA,

- Robin Malone, Psychology major, youth mentor, vocalist and winner of the "TCC Idol" competition.

For more information on TCC's Women's History Month Celebration, contact Dr. Jeanne O'Kon by phone, (850) 201-8146, or email okonj@tcc.fl.edu.

TCC to hold scholarship reception

Democrat Staff Report

Today, Tallahassee Community College will hold a reception to honor scholarship recipients from the College's Texas Guaranteed (TG) Public Benefit Grant Program.

The event will take place from 4 to 5 p.m. in TCC's Center for Workforce Development.

In December, Texas Guaranteed awarded \$100,000 to the TCC Foundation to help fund efforts leading to greater student success in preparing for and earning a college degree. As a result of the grant, TCC targeted nontraditional adult learners from low to moderate income families who are at least 24 years old and are first-generation college students.

"The TG scholarship is a great incentive for many of TCC's students," said Ranie Thompson, TCC Foundation Projects Coordinator. "It enables them to reduce the amount of student loans they accept while at TCC, and it is a benefit to the families of the nontraditional, first generation in college students.

"Their example is teaching the importance of a college education to their children."

Today, 73 students will receive a \$1,000 scholarship from TCC, as well as a certificate from Robert Westrick, TG Grant administrator, who will be in attendance.

In addition to scholarships, TCC is providing its TG Grant recipients with support services, which include meetings with an academic adviser and the development of an Individualized Learning Plan. Students are being enrolled in TCC's College Success course and each student's progress will be tracked through TCC's innovative student portal system.

Training academy designed to meet needs

WORKFORCE plus unveils new service with career tracks in mind.

WORKFORCE plus is pleased to offer area job seekers and employers another exciting opportunity to receive short-term training relevant to today's job market.

The WORKFORCE plus Training Academy, located at 2525 South Monroe Street, emphasizes the training skills currently being sought by area employers. WORKFORCE plus, along with Credit Consumer Counseling Services, Goodwill and Tallahassee Community College, have created training career tracks. These tracks include: Computers/Technology, Customer Service, Finance/Banking, Medical Office, Office/Clerical and Sales.

Additionally, any job seeker interested in taking a class from the menu of classes offered, does not have to participate in a

specific career track. Additionally, employers interested in upgrading the skills of their current workforce are invited to take part.

"The WORKFORCE plus Training Academy will serve as an additional community resource offered to individuals that would like to enhance their skills or develop new ones," says Kimberly A. Moore, Chief Executive Officer of WORKFORCE plus.

Since the Training Academy was created, over one hundred job seekers have taken advantage of the classes offered. The training is provided at no cost to both the job seeker and employer and provides an opportunity to reach their employment potential.

"Computer skills are critical to success in today's workplace – regardless of the industry or the position in that industry. This academy affords

the participants an opportunity to take that FIRST STEP in demonstrating they are ready for the technological challenge," says Beverly Smith, Program Coordinator with Tallahassee Community College.

WORKFORCE plus is seeking retired teachers and other educational providers interested in teaching classes. Please call (850) 617-4611 if you would like to volunteer. Anyone interested in attending a Training Academy class or learning more about the Career Tracks should call (866) WFP-JOB1 or email us at wfp@wfplus.org.

Puzzle Solution

M	A	D	E			E	L	F		
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S	E	A	T			P	E	S	O	
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Student success focuses on equity, not equality

By MADELINE PATTON

SAN FRANCISCO — How to pursue equity and excellence dominated the 80 presentations and informal conversations of the fifth annual Achieving the Dream Strategy Institute.

“Equity is the best growth model,” said Angela Glover Blackwell, the founder and chief executive officer of PolicyLink, a national research and action institute that advocates for a more equitable society. “To grow for the 21st century, we have to tap all our human capital,” she said, noting that by 2042, people of color will comprise the majority in the U.S.

Calling community colleges “settlement houses of the 21st century,” Blackwell told the nearly 900 educators and representatives of funders and partners at the meeting that they are saving the nation.

“You are saving our economic system because you are helping the people who need to be the future workers of America,” she said to an enthusiastic audience. “You are transforming your institutions, and your institutions will transform the world.” Equity and excellence are core values for Achieving the Dream: Community Colleges Count, an initiative that seeks systematic changes to improve the success of community college students, particularly students of color and low-income students.

Achieving the Dream expects colleges to examine their operations for structural inequity or barriers that affect particular groups at the point that they apply to the program and as they implement evidence-based innovations.

“Achieving the Dream focuses on equity, not equality,” said Carol Lincoln, Achieving the Dream’s national director. “For us, equity does not mean treating every student the same. It means, rather, adopting policies and practices that to the extent possible offer each student what he or she needs to be successful at college.”

Lincoln is a senior program director at MDC, which is the managing partner for Achieving the Dream.

By disaggregating student data by race, ethnicity, age, gender or college-going experience, colleges can monitor the interaction between culture and institutional practices and how they help or hurt certain groups, said Susan Fowler, a program director at MDC. The process helped one college with a large number of Hispanic students realize its programming for students’ families should be in Spanish as well as English.

Bill Ingram, president of Durham Technical Community College (North Carolina), said examining all issues through the lens of equity means his current decision about the college going to a four-day work week will weigh savings against the impact on students whose multiple jobs and family responsibilities would make closing libraries and labs on Fridays and Saturdays particularly problematic.

With funding from Lumina Foundation for Education, which helped launch Achieving the Dream, and 19 other donor organizations, the initiative has provided 78 community colleges and four Texas universities with support to improve institutional research. It has also helped to create new programs with guidance from a coach, usually a retired community college president, and a data facilitator.

Seven partner organizations, including the American Association of Community Colleges, advise the colleges to develop strategies to improve students’ success and analyze progress toward institutional goals.

The challenging metrics Achieving the Dream colleges use include the number of students earning degrees or certificates, completing courses, persisting year-to-year and closing the achievement gap between minority and white students.

“We are miles beyond where we were in 2004, when we started this journey together,” Lincoln said at the conference, noting that the 35 colleges that received initial grants are beginning to see the results of new policies and practices. For example:

El Paso Community College (Texas) awarded 69 percent more degrees and certificates in 2008 (2,432) than it did in 2003 (1,443), although enrollment grew by only 8.6 percent during this time. The college has worked with its feeder high schools to improve students’ college readiness and enhanced its advising services to ensure that more students persist.

Patrick Henry Community College (Virginia) improved students’ engagement, persistence, critical thinking and academic performance by shifting to cooperative learning from lecture-based classes. To address freshmen dropping out during spring semester, the college added mentoring, case management advising and special services at a math lab.

Tallahassee Community College (Florida) used its “community conversations” to launch an action plan in impoverished Gadsden County, where high school graduation rates are increasing as school quality improves. The college’s trustees make Achieving the Dream a priority by working on a different strategic goal for 90 minutes before each board meeting.

Valencia Community College in Florida focused on six gateway courses to “create the conditions for student learning that improve success for all students and eliminated the predictability of success or failure based on demographic factors.” The college achieved its goal of improving all students’ performance in five of the six courses. Hispanic students are now outperforming white students and African-American students are closing the performance gap.

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TCC Begins Construction of New Health care Education Center

Reporter: John Rogers

Email Address: john.rogers@wctv.tv

Tallahassee Community College's plan for a health care education center is coming to life.

Monday morning, a mannequin's heartbeat was restored...signaling the start of construction for the new 85-thousand square foot building.

The Ghazvini Center for Health Care Education will cost \$30 million to build and will house all of TCC's medical programs.

The Center will have the latest medical equipment, state-of-the art simulators and room for expansion as technology improves.

TCC President Bill Law, Ph.D. says, "Jobs in health care, that's the one growing field we have in our economy, and I don't think it's a secret it's gonna continue to grow, so it's a great place for students to get the kind of training they need to develop a career, and we're happy to be able to do it."

The new center is expected to open in August 2011.

Updated: Tallahassee Community College announces new home for health care programs

By Will Brown
Democrat Staff Writer

As the spring sun beamed down upon the 250 people in attendance Bill Law, president of Tallahassee Community College, said the groundbreaking for the Ghazvini Center for Health Care Education was a remarkable day that rivaled few others in the 43 years Tallahassee Community College has served the Big Bend community.

After three years of organizing donations and partnerships from various entities in the community, TCC held a ceremony on the site of the future complex. The 85,000 square foot facility will combine a learning environment with a laboratory where students will be able to obtain experience in the health care field.

With more than a half dozen organizations, like Tallahassee Memorial Healthcare, Capital Health Plan, the city of Tallahassee and others donating their time, talent or money, Law said Monday's event "demonstrated the remarkable character of this community. ...No project better exemplifies that spirit than today."

The \$30 million facility is not slated to open until 2011. Law said approximately \$20 million in funding has been approved and the remaining monies have been set aside.

"Most of us, if not all of us, will be impacted," said Tallahassee Memorial Healthcare president and chief executive Mark O'Bryant. "When we look at the nurse or the respiratory therapist, when we are a patient, there is a chance they were educated by the tools and the talent at TCC."

The project is named after the Ghazvini family, who donated \$2 million for the advancement of the facility which will be on the sprawling TMH campus, and within Tallahassee's medical corridor, along Surgeons Drive. In 2004 TMH donated eight acres to TCC for development of the Ghazvini center.

Family patriarch, Hossein, said education is the most important investment one can provide to their community, and the family is proud to be affiliated with a project that is slated to double the college's enrollment in health care programs by 2014.

With 500 students enrolled in their health care programs, TCC is at capacity said Dr. Lois Ewen dean of Health Care Professions. Even if Ewen wanted to add a program to the more than half dozen currently provided, she said there is not enough space to do so. Once the Ghazvini center opens TCC will have "the capacity to add new programs that will fit a need."

Ewen said TCC started a diagnostic medical sonography program two years ago largely due to the Big Bend community's need for professionals in that field.

With Education and Health Services being the only workforce sector experiencing job growth at the local and statewide level, the Ghazvini center should help more people develop skills or a new career like Sneads resident Sheryl Froelich.

"It's comforting (and) it's job security," said Froelich, who is a studying to become a registered nurse at TCC about the need for health care professionals. "I can take this and go anywhere I choose, if I wanted to go outside this area."

Froelich said she does not have plans to leave the Big Bend once she graduates in 2010, yet another reason Law and Ewen said the Ghazvini center will eventually benefit the Big Bend.

"The center represents the community's support toward health care and helping Tallahassee develop qualified health care workers to meet the needs of health care employers," said Ewen.

TCC breaks ground for health center

By Will Brown
DEMOCRAT STAFF WRITER

Tallahassee Community College President Bill Law called Monday's groundbreaking for the Ghazvini Center for Health Care Education an occasion rivaled by few others in the college's 43-year history.

The 85,000-square-foot facility will combine a learning environment with a laboratory where students will be able to obtain experience in the health-care field.

With more than a half-dozen partner organizations donating their time, talent or money, Law said, the project "demonstrated the remarkable character of this community. ... No project better exemplifies that spirit than today."

The \$30 million facility is not slated to open until 2011. Law said approximately \$20 million in funding has been approved and the remaining money has been set aside.

"Most of us, if not all of us, will be impacted," said Tallahassee Memorial Healthcare President and CEO Mark O'Bryant. "When we look at the nurse or the respiratory therapist when we are a patient, there is a chance they were educated by the tools and the talent at TCC."

The project is named for the Ghazvini family, which donated \$2 million for the project. It is being built adjacent to the TMH campus and within Tallahassee's medical complex along Surgeons Drive.

With 500 students enrolled in its healthcare programs, TCC is at capacity, said Dr. Lois Ewen, dean of Health Care Professions. Once the Ghazvini Center opens, TCC will have "the capacity to add new programs that will fit a need," she added.

"The center represents the community's support toward health care and helping Tallahassee develop qualified health-care workers to meet the needs of health-care employers," Ewen said.

Contact business reporter Will Brown at (850) 599-2312 or wbrown@Tallahassee.com.

Boyd's career reflects her dedication to health

By Dave Hodges
DEMOCRAT BUSINESS EDITOR

For Janegale Boyd, a community and a state are only as good as their ability to meet the health needs of their citizens.

Former state legislator, registered nurse, mother and association CEO, Boyd has demonstrated a commitment to health care her entire career.

"My mother was a nurse, so obviously I followed in her footsteps. I think the thing that really influenced me was my father's health problems and seeing what my mother did and working with her," she said, recalling her father's heart attack when she was a teenager.

In Coconut Grove as a high-school student, she worked part time for Variety Children's Hospital, filing X-rays. She attended Tallahassee Community College and became an RN in 1975, then worked as a cardiac-care nurse at Tallahassee Memorial Hospital.

Though she was dedicated to her profession, she saw yet another opportunity to promote health issues as an elected official, and won a seat in the Florida House in 1996.

"People would say, 'Why are you running?' and I said I am angry and frustrated that we are not doing things to help people get the care they need and provide for what they need," said Boyd, one of the 25 Women You Need to Know.

She earned numerous awards as a legislator and served two terms, the first active nurse to win a state-level race.

Today, she is back at the Capitol as the president and CEO of the Florida Association of Homes and Services for the Aging, a Florida nonprofit dedicated to the advocacy and education for continuing-care retirement communities and similar facilities. Her organization and its members face a daunting challenge.

"Right now, we are very worried about how people are going to pay for long-term care. People are living longer, thank goodness, due to medical advances," she said. The challenge,



Janegale Boyd

however, is an aging state population and individuals outliving their incomes.

She is most proud of her family. She and husband Hines have three children, two of whom work in health-related fields.

"I think it's important to be involved," she said, noting that those who serve others learn that they gain more out of life in the process.

TCC Awarded Roughly \$1 Million in Grants

Reporter: Heather Biance

Email Address: heather.biance@wctv.tv

Tallahassee Community College will soon receive close to a million dollars, but it's not just going to benefit the college.

\$800,000 of the grant will be directed to manufacturing education programs.

TCC Workforce Development says the need for these programs is greater than ever, saying the numbers speak for themselves.

In 2007, 125 people attended the college's manufacturing job fair, while that number jumped to nearly 450 in 2008.

"We hope that this money will help these workers that come out of state jobs, perhaps retrain them into something that will have a greater demand for," says John Chapin, Vice President for Workforce Development at TCC.

\$100,000 of the grant will be earmarked for Criminal Intelligence Training and an additional 100-thousand will support the Gadsden County Schools Criminal Justice Career Academy.

Economic synergy

TCC health education center is a coup

Tallahassee Community College broke ground Monday on a \$30 million health-care education center set to open by 2011, but the state is already sorely behind in the number of nurses that it needs to meet basic health-care needs.

The Florida Center for Nursing estimates that Florida will have a shortage of more than 18,400 nurses by next year and more than 52,200 a decade from now.

So the urgency of this project, which has more than half a dozen local partner organizations participating, is indisputable — and it is also a testament to the community college's eye-on-the-prize approach to education.

The prize is, quite simply, creating a well-trained work force that can earn a good living in careers that are direly needed, such as health care — one arena where folks are not getting laid off.

It's to the credit of TCC President Bill Law that he keeps this goal foremost in the college's agenda — and has done so even before the job market was quite so desperate or capital city fortunes quite so unpromising. Having a smart, skilled work force in place here is the fundamental prerequisite for successful development of the capital city's economy. It absolutely must become less dependent upon that diminishing asset, the state-government paycheck, and Mr. Law has been an active champion of business development and job growth in this regard.

The new 85,000-square-foot education center is named for Tallahassee's Ghazvini family, which has shared its largess from successful developments in myriad ways, among them a donation of \$2 million for this complex.

That it is being built on Surgeons Drive, adjacent to Tallahassee Memorial Hospital, is indicative of the close partnership TCC enjoys with TMH, as CEO Mark O'Bryant expressed, aware that this center will ease his ongoing search for nurses, respiratory therapists and other health-care specialists that are in such demand nationally.

They are in demand not for want of students interested in entering health-care fields. More than 12,000 qualified applicants for nursing education were turned away by Florida schools, including Florida State and Florida A&M universities and TCC in 2007-08.

In part this is because many schools can't find enough qualified professors to teach prospective nursing students. Fewer nurses are pursuing the Ph.D. required for full-time tenured positions, and many are in health-care jobs that offer better pay. Both FSU and FAMU are working to boost enrollment in their master's programs, however, and many TCC graduates work as registered nurses for a few years and then pursue bachelor's degrees.

Those who don't get admitted to nursing programs often turn to other fields, but the shortage is also affected by retiring nurses and nurses leaving the field because they get burned out working in hospitals and clinics with chronic staff shortages.

So while the challenges of supplying health-care workers has been somewhat circular, TCC's addition to meeting those challenges, as well as its interaction with job creation and economic diversity locally, is keenly significant. And it begins not a minute too soon.

TCC breaks ground for new health care building

Tallahassee, FL (WTLX)--A project that's been years in the making finally came to life March 23rd. Tallahassee Community College broke ground on its Ghazvini Center for health care education.

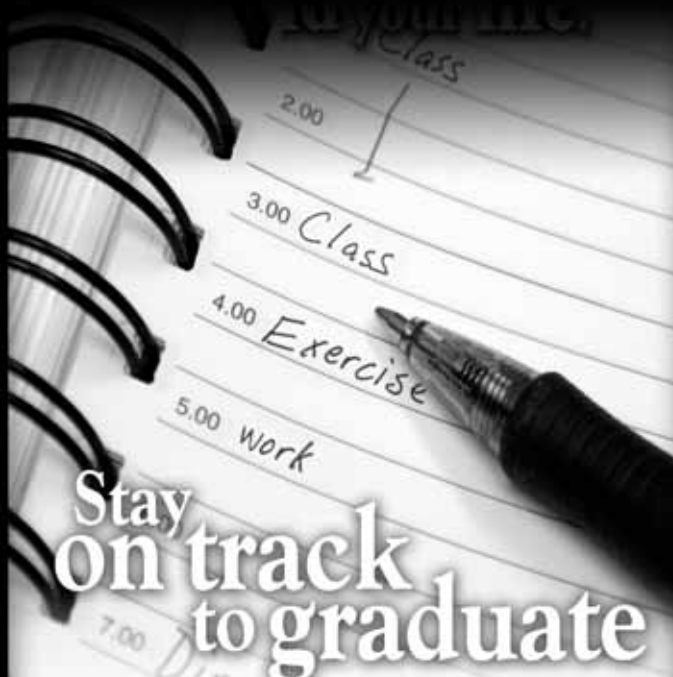
A 2-million dollar gift from the Ghazvini family and Tallahassee Memorial Healthcare's gift of land helped pave the way for the groundbreaking event. When complete, the facility will feature 85,000 square feet of learning space.

It will be devoted to diagnostic medical sonography, emergency medical services, nursing and respiratory care. The center will also house classrooms and a simulation center.

O'Bryant also said property will be available for FSU and FAMU's future developments in healthcare education.



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O'Kon makes the most of her time

By Elizabeth M. Mack
DEMOCRAT WRITER

Her friends wonder whether Jeanne O'Kon, Ph.D., ever sleeps, and she often wonders when she gets that time herself.

However, O'Kon manages to make the time to give to her family, students, community and church. She is one of the 25 Women You Need to Know, a celebration sponsored each March by the Tallahassee Democrat to recognize the accomplishments of women in the community.

O'Kon has been a professor at Tallahassee Community College for 25 years, serving as program chair of the Behavioral Sciences Department and a career counselor.

She volunteers with the Gulf Winds Track Club, assists the Taiwan Sister School Program and the Girl Scouts, and is a dedicated and involved member of Co-Cathedral of St. Thomas More.

"I thank my parents," O'Kon said. "They were very service orientated and raised me to do the same. I attribute everything to them."

At TCC she teaches general psychology, introduction to american education and her favorite, psychology of women.

"It's the most important course that I teach," O'Kon said. "I feel that it has the most direct relevance to the students' lives. Every student has experienced some life change as a result of taking this course."

Her students agree. O'Kon is most proud of one in particular, Robin Malone. Malone is graduating in May, and will become the first in her family to get a college degree.

Malone explained that she originally wanted to withdraw from the class the first day she walked in, but realized that O'Kon only wanted the best from her students.

"She's very dedicated and passionate about what she's doing," Malone said. "She's a beautiful, sweet person and I thank God



Elizabeth S. Mack/Democrat Jeanne O'Kon, Ph.D., teaches at Tallahassee Community College and has served as program chair of the Behavioral Sciences Department.
(DAVE HODGES/Democrat)

for putting me in her path."

Dot Skofronick, who nominated her friend, is most impressed with O'Kon's skill at getting things done.

"Jeanne does so many things so well that we are no longer surprised to find her in various places taking on huge projects, multitasking and somehow making it look easy," Skofronick said.

Jeanne and husband Tom have been race directors for several Springtime 10K races, adding a one-mile event. Recently, she co-directed the famous Girl Scout Cookie Run, which provides funds to Girl Scout troops in the area.

TMH Prepares for New Health Ed Center

Reporter: Liza Park

Email Address: liza.park@wctv.tv

One development appears to be gliding along the city approval process.

The Tallahassee Memorial Hospital is expanding to include a center for health education.

It's a part of the development of the wooded area behind T-M-H along Centerville Road.

This development was originally approved in 2000.

Now hospital representatives say they want the access to the center to run along existing roads behind the hospital.

Developers say they expect to complete the center in about 18 months.

It'll house Tallahassee Community College's nursing school.

The first public hearing on the requested changes for the development was Tuesday night. No one from the public appeared in front of the city commission to speak in favor or against the issue.

A second public hearing is scheduled for April 7, 2009.



Coming from rural Gadsden County, I was very fortunate to receive a scholarship to TCC for being a first generation college student in my family. The faculty and staff at TCC were very caring and gave me a great deal of hands-on support.



Vanessa Jones, TCC Class of 2008

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The transition from Wakulla High School to TCC was trouble free. All of my classes were taught by professor's that knew my name. The warm caring environment at TCC allowed me to fully grasp the college experience and know what to expect when I transferred to FSU.

Heather Edwards, TCC Class of 2007

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Affordable Tuition**

Financial aid Scholarships Flexible schedules

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I was able to work 30 - 35 hours a week while attending TCC as a full time student. TCC's flexible class schedule allowed me to stay on track to graduate on time and transfer to FSU.



Jude "JP" Paul, TCC Class of 2008

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During my senior year the requirements to get in to Florida State became more difficult. I enrolled at TCC and got my two-year degree and then transferred to FSU. Going to TCC first was the perfect choice for me. Many of my professors made learning so interesting that I never missed a class!




Brittany Johns, TCC Class of 2007

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Technology & the Community College

The Three R's: Resourceful, Resilient, and Ready

Rama Ramaswami, Senior Editor

The economic slump's enrollment surge is coming up against shrinking tech budgets. But community colleges continue to find ways to deploy advanced technology to attract students whose expectations have not waned one whit.

* By Rama Ramaswami

* 03/01/09

FOR YEARS, COMMUNITY COLLEGES were the red-headed stepchildren of education," says Jimmy Duke, dean of the math and natural sciences division at Calhoun Community College (AL). "But now they're no longer thought of as 'just' community colleges."

Duke is referring to a widespread investment in technology by community colleges across the country that is boosting the image of these two-year schools and making them more competitive with four-year institutions. It's no secret that the US economic downturn has resulted in droves of professionals, job seekers, and high school graduates heading back to school to develop new skills, but the fact of the matter is that today, fewer of these students can afford a conventional four-year college education. Community and technical colleges typically charge tuition fees that are less than half of those at public four-year colleges, and one-tenth of those at private four-year schools, according to the National Center for Education Statistics. Once viewed as inferior alternatives, community colleges are enjoying a spike in popularity-- and are scrambling to invest in technology that can help them meet the demand.

Still, while the enrollment surge coincides with the current recession, it isn't a recent trend: According to the latest report from the US Department of Education (The Condition of Education, Special Analysis 2008: Community Colleges), enrollment in two-year institutions has been rising steadily for several years, posting a 10 percent increase between 2000 and 2006. During the 2006-2007 academic year, the nation's 1,045 community colleges signed on 6.2 million students, or 35 percent of all post-secondary students enrolled that year. Though statistics for the 2007-2008 academic year are not yet available, most community colleges estimate enrollment increases of 10 percent or more from the previous year, with even higher registration for online courses.

Calhoun Community College, with a current enrollment of 9,000, is no exception. Duke says he expects an addition of several hundred students from the previous academic year. Technologically, the college is prepared to handle the increase. "We've had a coordinated effort in technology going back about eight years," he maintains. The college started out with a

course management system from Blackboard that was initially used only for distance education, but now applies to almost all traditional courses as well. In early 2008, Calhoun invested in Tegrity's Campus 2.0 lecture-capture solution, which helped the college serve an expanding pool of distance learners. "We found that these kinds of things upgraded the reputation of the college," says Duke. "For instance, a student's mom could look over her son's shoulder and see a live presentation on the screen. She'd become impressed with the kind of technology we provide."

And, he adds, the college is planning to offer more. "We have not fully utilized video conferencing, for example," he points out. "We've done very well with asynchronous technology, but we're trying to grow the synchronous side. We're always looking for what's new."

At Southern State Community College, students log in from their homes or offices to control their instructor's mouse and desktop while he opens up databases and audibly guides them through their searches.

Give Them an 'A' for Access

In fact, Duke is voicing a strategy that community college educators are increasingly adopting: using technology as a hook to attract more students.

"Is technology a selling point? Absolutely," says Eunice Bellinger, executive VP of academic affairs at Genesee Community College (NY). "Students see the technology, both in the knowledge-base and in our course delivery. We can't say our students are coming here because of the technology, but they certainly expect it when they get here, and it enables us to deliver efficient and high-quality education."

To do so, community colleges are focusing on their core strengths. One area in which two-year institutions have excelled: distance learning. The extreme diversity of the student body (working adults, part-time students, seniors, disadvantaged students) means that many individuals need to be able to study remotely at their convenience, tasking educational institutions with providing easy, 24/7 access to learning opportunities. Community colleges have responded to this challenge extremely well-- better than most four-year institutions, in fact. A May 2008 study of more than 1,000 higher ed institutions conducted by technology solutions hub CDW-G reports that 94 percent of community colleges offer distance learning, compared to 74 percent of four-year institutions (see "Room for Improvement"). Genesee, for one,

has six campus locations spread out over a 2,300-square-mile rural area. But the college has invested in technology that connects the various locations and allows students and faculty seamless, single sign-on access to what the institution calls its “unified digital campus.” Students at Genesee’s outlying campus centers can go to the facility nearest them and take classes offered through a variety of distance learning applications, including podcasts and video and web conferencing. Many course resources also are accessible via home computer.

Similarly, Southern State Community College, serving five counties in an isolated section of southern Ohio, has invested in advanced technology to reach out to its far-flung students. With a small enrollment of 2,500 to 2,600, the college serves an area that is very sparsely populated and in which most residents are below the federal poverty level, according to Louis Mays, a librarian and professor of digital literacy at SSCC. He adds that about 20 miles separate each of SSCC’s four rural campuses, forcing faculty and staff members to spend a lot of time traveling among those locations. But investments in technology are now slashing that commuting time. Moreover, Mays maintains that SSCC is one of the few community colleges with a fiber optic network that supports both asynchronous and synchronous systems. Recently, he says, SSCC implemented Wimba Classroom, a virtual learning environment, and Wimba Pronto, an instant messaging system. Both are part of Wimba’s Collaboration Suite, which supplements course management systems with interactive technologies such as voice, video, podcasting, application sharing, polling, and whiteboarding. SSCC uses Wimba Classroom to teach both blended and entirely online classes, and as a supplemental PowerLink in Blackboard, its course management system.

The Three Rs: Resourceful, Resilient, and Ready

CALHOUN COMMUNITY COLLEGE is capitalizing on technology to serve an expanding pool of distance learners, as well as augment the reputation of the college.

The highly interactive software helps students develop the hands-on skills they’ll need if they transfer to a four-year institution or enter the workplace. For instance, in his information literacy course, Mays uses the application-sharing function of Wimba Classroom to give guided online tours of different library databases. Students log in from their homes or offices and are able to control Mays’ mouse and desktop while the instructor opens up various databases and audibly guides his students through their searches. In addition, his class members learn how to export references to RefWorks, an online research management program that allows the creation of a bibliography in any format required.

The college also is increasingly using Wimba to hold departmental meetings, workshops, and other events (such as guest lectures) online. “We’re eliminating the need to travel so much, and there’s a lot of potential for staff development

through online meetings and training,” says Mays.

Pumping up Administrative Efficiency

Mays is just one of many community college educators who are excited about the potential of technology to streamline administrative processes. “That’s where the big story is for us,” declares Bill Campman, VP for information technology at Tallahassee Community College (FL). “We launched three portal sites that have driven huge organizational change for us.”

The Three Rs: Resourceful, Resilient, and Ready The portals, one each for the college board of trustees, faculty/staff, and students, have transformed information exchange. “The board of trustees meeting now engages the board members with the college leadership at a different level,” says Campman. “Instead of having a PowerPoint presentation ‘pushed’ to them, the board members can navigate themselves, and engage with the presenters during the workshop. Each board member has a laptop in front of him or her, as well as a presentation display. Once information has been shared with the board, the college leadership will share the same presentation with all the deans and the senate. This allows one version of the information to be available to all. Additionally, it is posted on the web.”

Campman adds that the faculty/staff portal works much the same way, with everyone being able to access and share timely information. The student portal is another all-in-one, single sign-on system for registration, advising, payment, e-mail, the learning management system, and other campus resources; social networking and other tools are under development.

“We’ll continue to invest in our portal environment, mostly in human capital, because we already have the IT infrastructure,” Campman says. That infrastructure is largely Campman’s doing. He lists his achievements in the three years that he has been at TCC: “Since I arrived, we have replaced our core switching infrastructure, installed a new 22TB SAN [storage area network], migrated from Novell GroupWise to Microsoft Exchange, provided Exchange accounts for all students, added wireless connectivity across the entire campus, upgraded our internet bandwidth from 6MB to 90MB, migrated from a Novell network to a Microsoft network, migrated our IBM VSE mainframe ERP system to a Linux platform, and built a data warehouse.” And he isn’t done yet. He’s in the process of replacing TCC’s network-switching infrastructure, moving to VoIP, and shifting some enterprise applications to the portal systems.

Campman’s work has delivered tangible payoffs. For example, in the 2008 fall semester, using the portals and data warehouse allowed TCC’s faculty and staff to launch a campuswide student enrollment and retention campaign in just one day. More importantly, technology upgrades have allowed TCC to cut its operating budget by \$500,000-- welcome news for college administrators who may balk at investing in new systems.

Certainly, as state and local governments slash their budgets, community colleges (which typically receive 60 percent of their funding from these sources) are bracing to take a hit. But in fact, say the pundits, now may be the best time for schools to build a solid IT infrastructure that is flexible and scalable enough to accommodate tightening budgets, according to Anthony Hardy, director of technology and information systems at Jefferson Davis Community College (AL). Hardy should know: He's been charged with updating JDCC's aging IT infrastructure without spending too much.

Room for Improvement

IN OCTOBER 2008, technology products provider CDW-G released a survey of campus IT entitled, "The 21st Century Campus: Are We There Yet?" The answer to that question: both yes and no, according to the results.

While a majority of the 1,000-plus students, faculty, and IT staff surveyed recognize the importance of technology in the classroom and workplace, technology is not always widely available on campus, and what is available isn't used to the fullest extent. For example, just 33 percent of faculty members say technology is fully integrated into their campus; 57 percent of faculty members who teach in a "smart" classroom say they don't use the technology daily; and 55 percent of all respondents believe that faculty members' lack of knowledge regarding the use of technology is the most significant impediment to IT on campus. But students aren't exactly tech-savvy either-- the vast majority don't use videoconferencing (91 percent), web conferencing (88 percent), or wikis (73 percent), and 83 percent don't listen to podcasts.

The 137 community college respondents largely mirror the overall results, with a few exceptions. Ninety-four percent of community colleges offer distance learning, compared to just 74 percent of four-year public and private institutions. (See "High on Distance Learning, Low on One-to-One".) On an index of 20 indicators of how well an institution is integrating technology into the educational experience, community colleges score an average of 48.47 out of 100, slightly better than the all-institution average of 46.08. Community colleges also lead in supporting podcasts.

"But if you look at other indicators, there's room for improvement," says Josh Roberts, senior sales manager for higher education at CDW-G. "Community colleges lag behind in other areas, such as offering off-campus network access, wikis, one-to-one laptop programs, and some other technologies." (See "Progressing Toward Campus 2.0".)

Still, community colleges will narrow the gap quickly, Roberts says, because of two strategies they're using: creative outsourcing of IT to technology providers, and investing in back-end technology. "The thing that is important to them is return on investment," says Roberts. "So they'll be funding projects that will save money. Say they don't have in-house IT

and they're running out of network storage; they'll come to us and say they have a problem. Their account manager will use our back-end storage engineers to come up with a solution."

Roberts expects technology vendors to place a "pretty big emphasis on the community college space" in the next two years. For their part, he emphasizes, the colleges will be focusing not on front-end equipment like PCs, but on "things that are pertinent to the back end of the business," such as network upgrades and enhanced data storage.

"We hope to make everything as advanced as possible," he says. "We want to focus on the end user experience rather than on the technology behind the scenes. But we have a lot of cost-saving measures in place."

Virtualization technology gave Hardy the balance of performance and economy that he needed. His investment in servers from Virtual Iron has resulted in a "40 to 50 percent savings on hardware," he says. "We badly needed to add new servers and replace existing ones. Where we had 10 or 12 physical servers previously, we now have four physical servers and upwards of 18 or 20 virtual servers. We've also moved to a storage area network for the back end."

Hardy acknowledges that he's had to do a lot of work. But he's confident that virtualization is the right move for JDCC: "It allows us to keep our computers modernized, prepare for replacement, and still have additional funds for more technology and smart classrooms. We need to make sure we can keep replacing the old setups we have." In addition, Hardy would like to increase the school's wireless coverage from its current 80 percent level. And he plans to find the money to do what he considers essential by economizing on things that he believes the college doesn't need as urgently. For example, he says, although the JDCC system has a firewall, it doesn't have network access control. "It's a funding issue. It's simply not worth the cost for the 70 or 80 students who may get on the network."

One other cost-cutting strategy that Hardy advocates is the use of free software. He uses Panopto's CourseCast software for lecture capture. Available free to academic and government institutions, the software offers a simple user interface that allows faculty to capture and distribute content with very little training-- freeing up IT staff for other tasks. "I don't have to have my people do the editing or posting," says Hardy. "A lot of schools have the capability to use free software but don't use it."

To purchase IT equipment, Hardy negotiates passionately, using the state contract as a starting point, and shopping as many as 17 vendors. "It's good old-fashioned bargaining," he says. "We leverage them against each other and they offer us a better deal."

But ultimately, he maintains it's virtualization that has

revolutionized the college's approach to technology. "Virtualization was a big one for us. It was our key to setting ourselves apart from other schools." Though admittedly a "huge step," Hardy insists JDCC has been able to do it economically. "Other community colleges have spent three times what we have on software alone, to get the same capacity. Thanks to virtualization and the cost savings from it, our students get access to the same technologies, and we're able to have modern PCs, flat screens, and the most modern programs available."

Currently, JDCC has one PC for every 2.5 of its roughly 1,200 students. While its classes are not exclusively online (about 80 percent are traditional classroom courses), all are required to be posted on the school's Blackboard course management system. "We encourage students to use the technology," says Hardy. "We're seeing a fairly rapid increase in online enrollment-- 15 percent each year in the last three years. In the next two years, the goal of our dean of instruction is to offer a fully capable online degree."

Farming IT Out

For institutions that don't have the inhouse IT capacity to meet technology needs, outsourcing may be the most economical option. Genesee Community College, for one, has outsourced all of its administrative and academic technology needs to SunGard Higher Education. The vendor provides about 15 employees on-site, as well as a remote database administrator; manages four people on the college's IT staff; and advises college faculty and staff on planning and writing grant applications for acquiring and implementing technology.

The arrangement allows the institution to furnish its 6,600 students with an array of advanced technologies, including 80 smart classrooms (or 60 percent of all available classrooms) equipped with networked computers, projection systems, document cameras, video/ DVD playback equipment, and internet access. The Blackboard course management system in use at Genesee is linked to SunGard's Banner administrative suite, enabling faculty and students to go back and forth between the two, and automatically populating students into courses. Through SunGard's Luminis Platform, which provides portal and web services delivery and integration capabilities, users gain single sign-on access to the GENesee Electronic Student Information System (GenESIS), a unified digital environment comprised of many systems. Server virtualization was the right move for JeffersonDavis Community College, keeping computers modernized, the school prepared for technology replacement, and opening up funds for more technology and smart classrooms. It has been the key to setting JDCC apart from other schools.

"Our college is investing in technology to be on the cutting edge," says Genesee's Bellinger. "We need to mirror the technology that our students will be using on a daily basis. It's a question of fulfilling the needs of the workplace, not just

a matter of increasing our prestige. With the economy the way it is, community colleges are now a much more viable alternative. We have to match the quality of a traditional four-year education in two years."

Mays at SSCC isn't setting his sights quite that high, but he agrees that technology is allowing community colleges to broaden their vision in many ways-- and thus helping students broaden theirs. "We're not in competition with four-year schools," he says. "We cater to a specific type of student such as a transitional student from high school, or a non-traditional student coming back. But technology has exposed our students-- many of whom have grown up in very isolated environments-- to experts and guest lecturers in other parts of the world." For example, SSCC offers a two-credit seminar course, The Genographic Project: A Journey Through Humankind, which is based on genetic and DNA research conducted by the National Geographic Society. A highlight of the course is an online connection-- through SSCC's Wimba software-- to the project's director, Spencer Wells, an eminent geneticist and National Geographic Explorer-in- Residence.

A welcome side effect of community colleges' investment in technology is that it allows them to stress the "community" in their name. Mays is proud that SSCC's technology was able to help residents of Hillsboro who were affected by global delivery company DHL's December 2008 layoffs in nearby Wilmington. "We worked with county task forces to get ready for the layoffs. We had licenses to provide access to databases and made arrangements with two vendors to break their database licenses with us so that DHL workers could access two of their workforce development databases. We knew we needed to be sensitive to what our nation is going through, so we've been thinking outside the box. This was not a conventional use of technology."

Bonnie Holub: This is a good time to learn about customer service

Bonnie Holub
Wakulla County

Don't you just hate it when you go to the checkout counter and the clerk is busy talking on the phone, and it's obviously a personal call? Or the clerk is engaged in conversation with another store employee and you are made to wait until they finish? Or there's no clerk at all and you are made to go in search of someone to take your money?

And don't you just love it (for real) when you approach the checkout counter, and although the clerk is busy waiting on someone else, she greets you pleasantly and says, "I'll be with you in a minute." And when it's your turn, she says, "Sorry for the wait." Or, equally impressive, on entering the store an employee greets you and asks if he can help you find anything. Yes, that feels good.

The other day I was checking out at a grocery store. The cashier was especially pleasant, but the young bag boy was her opposite. No response when I greeted him and no response when I asked if he would put all the cold items in one bag. He did as I requested, but didn't look up or acknowledge me in any other way. As I started to push the cart toward the door, he mumbled something behind my back. Before I figured out what he said, I thought, "If you are going to be verbally grumpy to a customer, you'd better learn to do it more quietly." But then his words dawned on me and I had to smile. "Haveagooddaymaam," is what he said. It took me a few seconds to mentally decipher his message, as it came out as one low guttural sound, but I think he was attempting a last-minute pleasantry.

As an instructor of customer-service classes, I'm especially tuned in to how people are treated while doing business. I make mental notes as to what sales and service people do to make customers feel appreciated. This boy's message did make me smile, because it was unexpected based on his demeanor, but it didn't quite reach the status of good customer service. I don't think he was really concerned about the rest of my day, do you? Nor do I think most people who say the requisite, "Have a good day," really care that much either. But at least when someone says it in a friendly way, we are left with a pleasant feeling, and that's the point.

One of the keys to good customer service, is, "It's not what you really think about a customer, but what the customer thinks you think." Now, is it better that the bag boy gave his message with an insincere attitude or would it have been better if he had said nothing at all? Of course, the right answer is, "This young man needs some training in customer service."

That is the topic of a new program being launched in Wakulla this week called the Wakulla Ambassador Program, sponsored by the Wakulla Chamber of Commerce, Wakulla Tourist Development Council, Wakulla Economic Development Council, Tallahassee Community College and Work Force Plus. I'll be teaching the classes as a contracted instructor for TCC. The purpose of the Ambassador Program is to provide front-line service people with customer-service training, including an overview of what resources are available to residents and visitors to our county.

In these challenging economic times, some businesses are operating with smaller staffs, making it hard to cover all the business bases all the time. At the same time, it is even more important to maintain a high level of quality service. The sponsoring organizations realize this and are offering help to our local businesses.

The Ambassador Program classes are three hours each and have a three-pronged curriculum: customer-service skills, knowledge of Wakulla's attractions and natural resources, and knowledge of business services available in Wakulla County. The attractions, natural resources, and services portions of the agenda are especially meant to help businesses better help tourists. There's one word that can make a tourist development director cringe, and that word is "Nothing," when explicitly used in response to a visitor asking, "What's there to do around here?" Participants in the class will learn just how much there is to do around here so they can help point visitors in the right direction.

Mary Wolfgang, director of the Tallahassee Community College Wakulla Center said, "This is a pilot program. We are open to suggestions from participants on how to continually improve the classes to better serve Wakulla's businesses."

Now, that's good customer service.

Haveareallygreatdayeveryone.

EDC Forum is Monday at TCC

DEMOCRAT STAFF REPORT

Sen. Don Gaetz, R-Fort Walton Beach, chair of the Senate Select Committee on Florida's Economy, will be the featured speaker Monday at this year's Economic Development Council Forum.

The event will take place from 11:15 a.m. to 1 p.m. at Tallahassee Community College's Center for Workforce Development.

Gaetz, with the Senate Select Committee, is working to develop legislation that will create and ensure an environment for economic success for all Floridians, including incentives that will hasten economic recovery.

"The EDC Forum is an annual event to educate business people in the region about important legislative issues as well as provide global expertise in economic development," said EDC Chair Tripp Transou.

The EDC Forum is presented by Embarq and is sponsored by TCC and Florida's Great Northwest. It is free for EDC Partners and \$25 for all others at the door. For information or to RSVP, contact Nicole Singletary at 224-8116 or nsingletary@taledc.com.

Campus Notes

FLORIDA STATE UNIVERSITY

Researcher benefits from stimulus bill

A Florida State University College of Medicine researcher is among the first scientists in the country to directly benefit from the federal stimulus bill. The National Institutes of Health has awarded Mohamed Kabbaj \$400,000 for a two-year study aiming to answer critical questions about depression. Kabbaj, an associate professor of biomedical sciences, is working on research that could lead to greater understanding of clinical depression.

FLORIDA A&M UNIVERSITY

FAMU to take part in Honda Campus All-Star Challenge: Florida A&M University and 63 other Historically Black Colleges and Universities are taking part in the 20th annual Honda Campus All-Star Challenge. The three-day competition concludes today in Orlando. The Honda Campus All-Star Challenge is the only annual academic competition held between the nation's HBCUs. The FAMU team is the only team to have won six national championships and more than \$400,000 since the beginning of the tournament.

Marching 100 president chosen for Fox Music Experience internship: FAMU Marching 100 band president Ralph Jean-Paul has been selected for a summer internship with the Fox Music Experience in Los Angeles. The Fox Music Experience is a music internship/immersion program that works in conjunction with the Honda Battle of the Bands to help expose student musicians to the broader world of music and entertainment. Jean-Paul is a senior music education major from Miami.

TALLAHASSEE COMMUNITY COLLEGE

Campus master plan receives design award: Tallahassee Community College's Campus Master Plan, designed by local firm, Emo/Architects Inc., has received a design award from the American Institute of Architects. The award comes after months of interaction between Emo/Architects Inc., and the college's board of trustees and administration officials.

Democrat staff reports

Updated: EDC discusses Florida's future business growth in annual forum

By Will Brown
Democrat Staff Writer

There are plenty of statistics to remind one of the perilous state of Florida's economy.

Monday, the Tallahassee-Leon County Economic Development Council hosted its annual forum to keep membership and the community abreast of the events taking place in the Legislature to combat some of those problems.

With the economy on the minds of many in attendance the EDC asked Republican Sen. Don Gaetz of Fort Walton Beach to provide his thoughts on the economy and the work of the Legislature to rectify the state's economic morass.

The chairman of the Senate Select Committee on Florida's Economy, railed against some of the duplication and triplication that hamstrings business growth in the state.

"There are limits to what government can do and there are limits to what government should do," Gaetz told an audience of 80 people from the Big Bend business community. "Our first is to do no harm."

The senator specifically cited the Community Renewal Act (SB 360) as one piece of legislation that may eliminate bureaucratic repetitiveness

Sponsored by Gaetz, and other members of the select committee, the bill calls for the deletion of certain requirements for transportation concurrency, in spaces considered "urban service areas" because there are already roads, schools and other assets of development nearby.

Gaetz said the excessive concurrency hinders small businesses growth, which has a direct impact locally. In the Big Bend more than 85 percent of all corporations have fewer than 19 employees.

Beth Kirkland, executive director of the EDC said the concurrency issue has a substantial Tallahassee impact "especially if we are going to develop our airport. If that was to pass, it would have a pretty big impact for us."

Aerospace, bioscience, technology and engineering related jobs are just some of the targeted industries that will be the backbone of Florida's business community in the coming decades, said Mark Wilson president and chief executive of the Florida Chamber of Commerce.

Wilson said there essentially are three ways to create jobs: go to other states and countries and try and entice businesses to

move here, take a promising small business and invest in them and create new jobs that previously did not exist.

"We have thousands of very vibrant small businesses in Florida that with a little streamlining and targeted incentives they can grow dramatically," Wilson said. "It's about adding jobs, whether it's from out of state or homegrown. They are going to be the bridge to our next economy."

Gaetz said the legislation proposed by his committee, will not be the silver bullet that rescues the state's economy, but it should be a start.

"These are steps toward a transformed economy, an economy that is not (based upon) selling overpriced homes to each other."

Morning Update

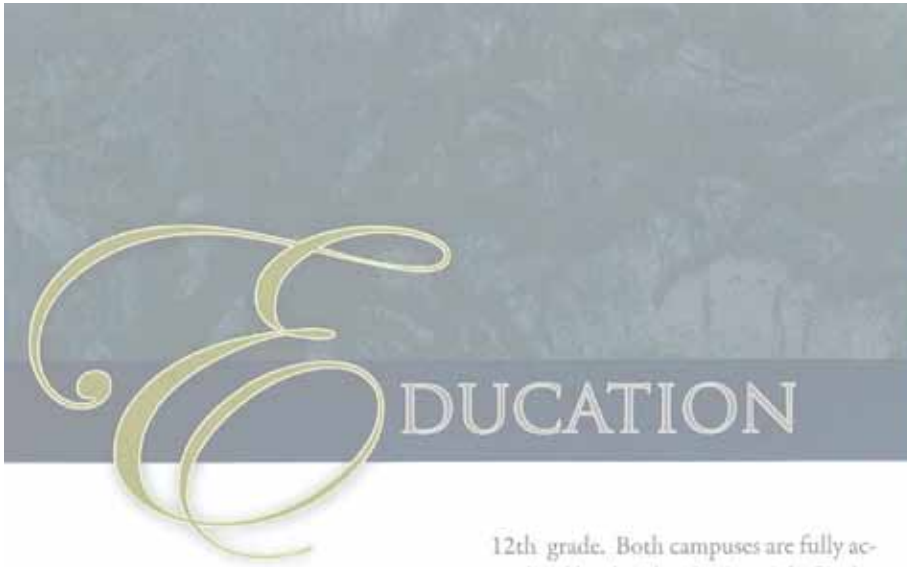
State Sen. Don Gaetz, R-Fort Walton Beach, chair of the Senate Select Committee on Florida's Economy, will be the featured speaker at the Economic Development Council Forum today at 11:15 a.m. at Tallahassee Community College's Center for Workforce Development.

"The EDC Forum is an annual event to educate business people in the region about important legislative issues, as well as provide global expertise in economic development," said EDC Chair Tripp Transou. "And because Tallahassee is centrally located for all of North Florida, it is a unique and convenient opportunity to bring leaders together from Jacksonville to Pensacola."

Elected to the Florida Senate in 2006, Gaetz serves on a number of influential committees including Education PreK-12 and Health and Human Services Appropriations. He also is a champion of workforce development issues and a former Okaloosa County school board member and superintendent.

The Senate Select Committee is working to develop legislation that will create an environment for economic success for all Floridians, including incentives that would hasten economic recovery.

The EDC Forum is presented by Embarq, and is sponsored by Tallahassee Community College and Florida's Great Northwest. It is free for EDC Partners and \$25 for all others at the door. For information, contact Nicole Singletary at 224-8116 or nsingletary@taledc.com.



Public Education

More than 8,000 students are enrolled in the public school system of Gadsden County. Programs range from pre-kindergarten to dual enrollment programs that allow students to earn college credits from Tallahassee Community College. Training programs are offered at Gadsden Technical Institute and also through the Adult and Community Education Program.

Private Education

Gadsden County has two private schools that offer curriculum for preschool through high school.

Tallavana Christian School is fully accredited by the Association for Christian Schools International. The school offers classes from three-year-old pre-kindergarten through 12th grade. Students are involved in many clubs, activities and sports. Tallavana Christian School is located between Quincy and Havana on SR 12.

Robert F. Munroe School maintains two campuses. The Early Childhood Center in Quincy is for three- to five-year-olds. The main campus located in Mt. Pleasant maintains an enrollment of around 500 students from 1st through

12th grade. Both campuses are fully accredited by the Florida Council of Independent Schools. Courses are offered in art, music, and creative writing. Many clubs, sports teams and organizations provide challenges and enhance the learning experience.

Colleges

The TCC Quincy House is a branch of Tallahassee Community College. TCC provides opportunities for Gadsden County residents, from first-graders to adults. It offers lifelong learning, economic and workforce development, and improved health and human services. Tallahassee Community College is a short commute for Gadsden County students, and is a comprehensive public community college for freshmen and sophomore academic programs.

With Tallahassee in easy commuting distance, residents can continue their education at Florida State University or Florida Agricultural and Mechanical University.

Florida State offers leading undergraduate and graduate professional programs. Many units have programs that consistently rank among the nation's top 25 public universities. The arts programs rank among the finest in the world. FSU is home to the National High Magnetic Field Laboratory and

other research centers, as it puts research into action for the benefit of its students and society.

Florida A&M, "Florida's Opportunity University", has served citizens of the State of Florida and the nation for



more than 120 years. With its provision of preeminent educational programs and a legacy of academic excellence with caring, FAMU is committed to meeting the challenges and needs of future generations.

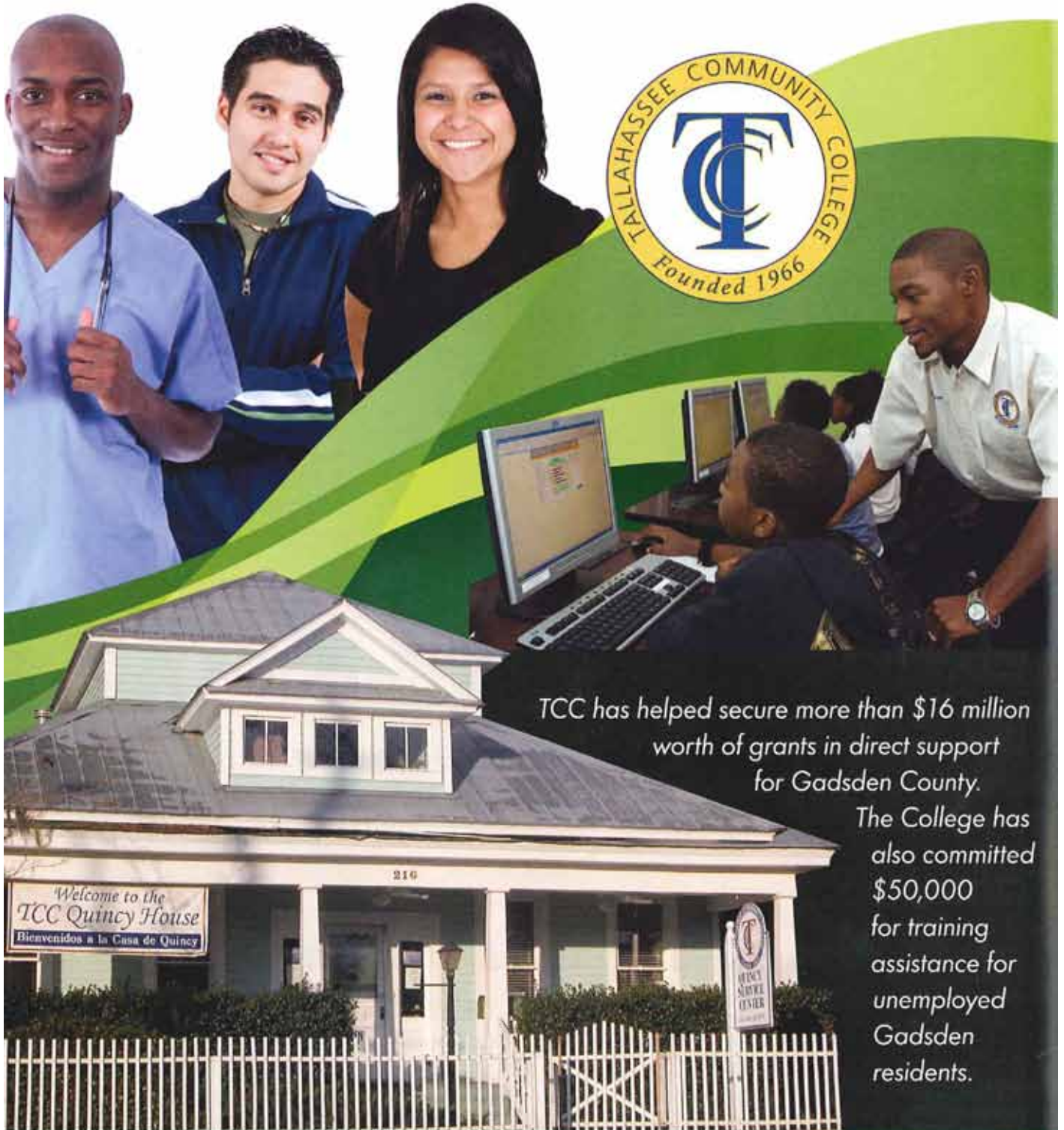
Research Centers

Gadsden County is fortunate to be home to two research and extension centers.

The North Florida Research and Education Center is the off-campus site of the University of Florida. The old Tobacco Experiment Station was created

Tallahassee Community College Provides Opportunities for Gadsden Residents, from First-Graders to Adults

— Lifelong learning, economic and workforce development, and improved health and human services —



TCC has helped secure more than \$16 million worth of grants in direct support for Gadsden County.

The College has also committed \$50,000 for training assistance for unemployed Gadsden residents.

To learn more about Tallahassee Community College's training programs and partnerships with Gadsden County, call **201-8760**.

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Community
College offers
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(850) 201-8760
www.tcc.fl.edu/ewd

TCC Capitol Center
300 West Pensacola Street
(850) 201-7662
www.tcc.fl.edu/capitolcenter



Ed.Gov's Tough Homework

Education Department Faces A Unique Challenge In Improving Web Outreach: Young Users Who Expect A Lot

Thursday, April 2, 2009

by Kevin Friedl

It's never entirely graceful when the behemoths of the federal bureaucracy tiptoe into the online waters. The Department of Education, though, faces a number of challenges that other offices don't, not the least of which is attracting young people to a site ending in ".gov."

"The satisfaction someone has with a Web site is based on two things: what they're actually getting from that site, but also their expectations for it," said Larry Freed, president and CEO of ForeSee Results, which polls visitors to government sites. "When you think about their audience profile" at the Education Department, "their audience will have much higher expectations than someone going to a Medicare site or even an IRS site."

Use of government Web sites is most common among those in their mid-30s to mid-60s, according to a report issued in January by the Pew Internet & American Life Project. The same report found teens are less likely than adult users to send e-mail, but more likely to instant message; less likely to look for news on the Web, but more likely to get it on social networking sites and blogs.

As these young citizens age, some of their habits will change, but their expectations will remain high. That makes today's teens an early indicator for what government agencies will be expected to provide in years to come, and the need to reach them in their preferred medium has made Education something of a pioneer among government agencies, even as it continues to learn how to appeal to young people in a medium full of other options.

Education's is the most-visited Web domain of any Cabinet department -- and even more than WhiteHouse.gov -- according to comparative analyses by Quantcast and Alexa. But it's far from the most-loved. The E-Government Satisfaction Index, a poll of Web visitors released in December by ForeSee Results, rated Education's offerings below eight other agencies, with a user satisfaction score of just 67 out 100.

Holly Anderson, project lead of College.gov, an Education Department site intended to appeal to high schoolers, expressed optimism that the Obama administration would lower barriers that have prevented the department's Web offerings from meeting young people's expectations. "We're pretty excited because we think more social networking will be open to the government," Anderson said. "In the past, we've had -- I wouldn't say issues, but College.gov did a lot of

things first, so we had to go through the office of government counsel."

The arrival of Education Secretary Arne Duncan has spurred new online ventures at Ed.gov, including the requisite YouTube channel, Twitter feeds and blog tracking the latest activities of the secretary. But even before the new administration and its emphasis on Web transparency, the agency was stepping up its efforts to connect with teenagers online.

College.gov, which launched in September, was conceived by former Under Secretary Sara Tucker in order to encourage teenagers to consider college. The site features a distinctly nongovernmental look and feel and provides visitors with basic information on subjects such as "why go" and "how to pay." Focus groups have found that bureaucratic terms such as "financial aid" made students glaze over, but they perked up at more conversational phrases like "paying for college."

Anderson paraphrases students' expectations for the department this way: "We want you to come to us. We don't see you on Facebook. We don't see you on MySpace. If you want to communicate with us, you have to come where we are."

While it might still have trouble drawing kids away from Facebook and other popular sites, College.gov is a significant step forward for the government in reaching out to kids. Students.gov, a joint effort under the leadership of the Education Department, does little more than aggregate search results from different dot-gov domains. The Treasury Department's kids page is more colorful, but hardly more appealing.

"We all know the information we want students to have: It's how do you get them to read and do what you want them to do?" said Sheri Lynn Rowland, a student adviser at Tallahassee Community College who is one of 295 fans of College.gov on Facebook. "Seeing the interactivity and the way it tries to engage high schoolers was great."

Still, Rowland said she doesn't know any students who have used College.gov, and the site brings in just 25,000 to 40,000 visitors per month. Her own state's student Web site, Facts.org, does far better traffic, partly because state legislators have mandated its use in middle school but also because its depth of resources helps students plan future coursework and connects seniors with loans and scholarships. Some 500,000

Florida high schoolers are currently using the site, a number the agency expects to top 1 million by the end of the school year.

Because Florida's Department of Education is much closer to the ground than its federal counterpart, it is able to microtarget messages and services to particular school districts and even students, personalizing content the way large commercial sites have done for years.

"When you buy a book on Amazon, you get a notice for 10 other things you could buy," said Connie Graunke, who oversees Facts.org. "What we want to do is send notices to students when they log on to their system that say, 'Your scores say that you would be eligible to take AP courses' -- to be proactive in putting this information in front of students."

For most students, their main interaction with Ed.gov and its affiliated sites is the FAFSA, a lengthy application for federal student aid. The process has migrated almost entirely online, with 99 percent of applicants turning to the Web to file their forms, the department said. During the FAFSA site's busiest day this year, March 1, it received and processed about 250,000 applications, with more than 40,000 people logged in at once. The economic downturn, combined with a larger-than-usual graduating high school class, helped drive online applications up 21 percent from last year.

Education officials say they're committed to improving outreach to young people with narrowcasting sites like College.gov and more use of social media. But for now, their most popular offerings remain what the E-Government Satisfaction Index refers to as "transactional sites," such as the FAFSA form, which allow users to complete a specific task instead of just looking up information. While Education sites as a whole scored 67 on the consumer satisfaction index, the FAFSA site netted an 88.

"We see fairly good future behavior scores on a lot of government Web sites," said Freed of ForeSee Results. "What that means is that people will continue using it as it improves despite problems now. A lot of this, it's the best source of the information, so just getting it online is a huge step."

TCC and ISO Host Invisible Children Tour

Reporter: Press Release

Press release from Tallahassee Community College:

TALLAHASSEE, Fla. (April 3, 2009) – Tallahassee Community College's International Student Organization (ISO) will welcome the Invisible Children Tour to campus on Monday, April 6 for a 12:30 p.m. presentation in the Student Union Ballroom.

The Invisible Children Tour is based out of Spring Valley, Calif., and visits many colleges and universities nationwide in an attempt to bring international awareness to the problems and injustices in war-affected regions in northern Uganda. It also seeks to empower students to take an active role in pursuing peace and social justice around the world.

What started out as a film-making adventure in Africa for Invisible Children founders Jason Russell, Bobby Bailey and Laren Poole transformed into much more once their original travels took a divine turn and they found themselves stranded in northern Uganda. There, they discovered children being kidnapped nightly from their homes and forced to fight as child soldiers. The resulting film is fast-paced with an MTV-style beat, and is dedicated to exposing this tragic and horrifying untold story.

The film was originally screened in 2004 for family and friends but quickly expanded to high schools, colleges, religious institutions and even Capitol Hill. Having received exposure on CNN and the National Geographic Channel, the film has taken on a life of its own.

Invisible Children Inc. is a non-profit organization dedicated to providing financial resources to invisible children by documenting their true, untold stories in a creative and relevant way, resulting in positive change.

For more information on the event, contact Betty Jensen by phone, (850) 201-8457, or email jensenb@tcc.fl.edu.

Obscure labor-law complaint exposes unrest at Chipola College

By Bill Cotterell

Florida Capital Bureau Political Editor

MARIANNA -- An obscure labor-law complaint filed by nursing professors at Chipola College has exposed simmering unrest among faculty members at the little campus in the tall-pine country of Florida's Panhandle.

"They used to get paid the same for doing the same work," said Tom Brooks, a Tallahassee attorney for the United Faculty of Florida. "Now they have to work a lot more to earn the same."

Chipola faculty representatives say there's "an ol' boy network" that pays handsome salaries to an influential current state legislator and another former lawmaker who serve as roving ambassadors for the college president.

Their faculty organization complains that the school leads the state in spending on athletics -- bringing home basketball and baseball trophies from across the country -- while ranking at or near the bottom in paying teachers. The administration defends its sports-academia budget ratio by saying there's a lot more to it than numbers.

\$15,000 PAY HIKE

State Rep. Marti Coley, R-Marianna, and former legislator Rob Trammell, who 20 years ago represented the same House district, are high-level aides to Chipola President Gene Prough. They help him do what every college president spends a lot of time on -- raising money -- and Prough said he's pleased with their performance.

The job description for Trammell's \$57,787-a-year post sounds like lobbying, and he is a registered lobbyist for four commercial clients -- but not the college, since colleges aren't supposed to hire outside lobbyists.

Coley, who got a pay bump from \$45,000 to \$60,000 last July as Prough's special assistant for business and community affairs, does not have lobbying in her job description but -- as vice-chair of the House education policy council and education-economic development committee -- she is uniquely situated to advocate for the 2,200-student college.

"I would look out for Chipola whether I was an employee or not," she said Friday. "Chipola has such a far-reaching economic impact not only on Jackson County but all the surrounding counties. It would be irresponsible of me not to advocate for them."

Coley is the widow of Rep. David Coley, who died shortly after his 2004 election to the House. She won a special election for the seat in early 2005 and, since she won't be term-limited until 2014, has a leadership future in the House GOP inner circle.

'OPPORTUNITIES'

Trammell, who held the District 7 seat as a Democrat from 1986-96, is, like Coley, a Chipola graduate and lifetime resident of the Jackson County area. His job description, provided by the college, says he "confers with members of the Legislature, public officials and agency representatives" and that about one-fourth of his work involves finding "opportunities and proposed federal, state and local legislation which may potentially impact the college."

Trammell, an attorney whose Tallahassee firm lists four business-lobbying clients, said "I do not lobby for Chipola" and that Prough "has made it clear" that his job is to promote the college among boosters and business donors. With the state budget in dire straits, he said, it's not surprising that faculty critics objected to his and Coley's positions.

"When the money is short, I guess people look at everything this way," said Trammell, who has worked for Chipola since 1996.

COMPLAINT OVER HOURS

The United Faculty of Florida, which represents the school's 45 faculty members, filed a complaint last month with the Public Employees Relations Commission over tabulation of hours for the nursing faculty. Brooks said the main legal point is whether Prough made changes without negotiating with UFF, but the crux of the problem is that the teachers work longer for the same pay.

Prough issued a statement saying Chipola agreed to some wage and benefit increases "but has refused to make the costly wage and workload concessions sought by the union." The college can't afford to hire the added faculty that would take, he said.

"It is unfortunate that the union seeks to distract from the merits of our position by raising irrelevant issues," he said. "Marti Coley has been a valuable employee and contributor to Chipola College for many years, well before her service in the Florida Legislature. Robert Trammell also has a long and

distinguished record of service to the college for many years.”

‘MORALE AT . . . ALL-TIME LOW’

UFF insists Chipola’s priorities are backward.

Citing statistics from the state Department of Education, English professor Bruce White said Chipola ranks first in athletics spending among the 28 colleges -- but 25th in faculty salaries and 26th in its percentage of money spent on instruction. The department’s records show sports drew \$753,920 from the college operating fund in fiscal 2005-06 but that rose to \$923,238 in the next year.

The small school boasts national championships in 2007 in baseball, softball and basketball, and its Web page proudly proclaims third-place national finishes in men’s and women’s basketball this year.

The faculty union cites state figures showing an average faculty salary of \$43,574 at Chipola last fiscal year, almost \$6,000 below the state average for two-semester instructors. At Tallahassee Community College, by comparison, the average was \$60,786.

White said Coley was the only employee getting a raise at Chipola last year. But Coley said she got a 33-percent pay hike because she went from being a contract employee to a fulltime job at the college, where she also has her legislative district office.

“Accordingly, the morale of the faculty is at an all time low,” said White, the UFF campus representative. “They realize that the academic program is not as important to the president as is his desire to satisfy the ol’ boys with a national championship.”

‘APPLES AND ORANGES’

Steve Young, the college vice president for finance, said faculty members are “comparing apples and oranges” in academic and sports spending. He said that when classroom size, course loads and advanced degrees are considered, Chipola compares favorably with other schools. He also said comparing faculty raises to sports spending is deceptive because raises come from general-operating funds, while the sports budget includes money from boosters, some product and admission sales and other non-tax sources.

He also noted that Chipola last year won a state Brain Bowl title and was runner-up in for the national title.

“Are our athletics teams treated well? They are,” said Young. “Does it make academics suffer? It does not. I think the real story is, how does the third-smallest school do so well on all these things, in athletics and academics?”

Colleges brace for surge of military veterans

By Doug Blackburn
DEMOCRAT SENIOR WRITER

Glen Hallowell enrolled at Florida State University in fall 2005, just months after completing nine years as a U.S. Marine.

He wanted to be an engineer, but quickly realized he wasn't prepared for the rigorous courses it required. Looking back, Hallowell, now a senior majoring in geography, says he should have started his post-military career at Tallahassee Community College.

"I needed more direction," the Leesburg native said. "A one-stop veteran-support center would have taken care of all that."

With a surge of veterans expected to arrive at FSU and other campuses across the country during the coming year — thanks primarily to a new multi-billion dollar GI Bill — the Florida Board of Governors is rolling out at a "Boots to Books" campaign.

The BOG is working with the Department of Veterans Affairs to come up with recommendations for the state's colleges and universities, which are bracing for up to 41,000 veterans to sign up for the new GI Bill for the 2009-10 school year. Their proposals include hiring one full-time person per 600 veterans to handle GI Bill benefit issues and providing a separate orientation for veterans.

FSU is preparing to meet the increase in veterans, admissions director Kimberly Barber said. One officer in her department, Cheryl Goodson, is the university's designated Veterans

Administration certification officer and also serves as the faculty advisor for the veterans chapter on campus.

"It's hard for us to estimate how many may show up next year," Barber said. "We're gearing up in anticipation of this flood-tide, because what we're hearing from the VA is that college is a much, much more attractive proposal for veterans."

There are about 380 students using GI benefits at FSU this semester, according to Goodson.

"The numbers are down considerably from previous years as many are waiting to use the new GI Bill," she said.

Florida A&M University had 241 students identified as veterans enrolled for fall 2008, according to Roland Gaines, vice president for student affairs.

"There are a lot of services they will have access to here at the university," he said. "We want to be ready to assist them. We've got to make sure they're successful."

TCC has approximately 450 veterans on campus, and is anticipating a marked increase by this fall. According to Bill Spiers, director of financial aid at TCC, the college is expecting an additional 80 to 100 veterans for the coming school year.

TCC already has a veterans affairs office, run by Delorise Robinson.

Tallahassee Community College Enrollment Expected to Rise

Reporter: John Rogers

Email Address: john.rogers@wctv.tv

The student body at Tallahassee Community College is expected to get bigger this summer!

The college says enrollment will go up by ten percent for both the summer and fall thanks to a wide range of schedule options and distance-learning classes.

TCC enrolls more than 14,000 students.

Applicants can enroll in three different sessions this summer and gain credits in a short period of time.

But you don't even need to leave home- TCC is offering 106 web classes this summer.

For more information, go to our homepage and click on the 'As Seen on WCTV' link.

G.I. bill will bring vets back to campus

Letters to the Editor

The post-Sept. 11 G.I. Bill goes into effect in August and provides significantly more benefits than today's programs. For most vets who served after Sept. 10, 2001, the new G.I. Bill will pay full tuition and fees, a monthly housing stipend and a stipend for books and supplies. More than 17,000 vets are already enrolled in Florida's postsecondary institutions, and more than 150,000 of our military men and women call Florida home. As they return to civilian life, we anticipate many will continue their education in one of our local colleges.

Tallahassee Community College already offers support services for veterans and is developing additional strategies that will create a true "home" for vets. TCC partners with the local Vet Center, vocational rehabilitation and independent living agencies, as well as with FSU and FAMU, to stay current with the needs of veterans. We are committed to a successful transition from "boots to books."

The debt of gratitude we owe to our veterans is vast; helping them make the transition from soldier to student is one of the important ways we can begin to repay that debt. At TCC, we feel fortunate to benefit from the experience, skills and personal honor that they bring to our institution.

SHARON JEFFERSON

Vice president for student affairs

Tallahassee Community College

FSU considering furloughs in wake of reductions in state revenue

By Doug Blackburn
DEMOCRAT SENIOR WRITER

Florida State administrators for the first time are talking publicly about the possibility of furloughs as the university braces for massive reductions in state revenue.

FSU is already planning to begin the 2009-10 school year with a \$35 million cut in state revenue, but Provost Larry Abele believes the actual reduction will be far greater – with grave ramifications for faculty and staff.

“Because we are a public entity, we are legally allowed to do furloughs one day per pay period,” Abele said. “We’re talking about one day a week for some people, all the way down to no days a week.”

Music professor Jayne Standley is president of FSU’s Faculty Senate and is also a member of the university’s budget crisis committee, established in November. She and her colleagues much prefer furloughs to layoffs, she said, noting that the 30-1 student-faculty ratio at FSU is already much higher than the 18-1 average at their competition.

“Furloughs have been discussed along with many, many options,” Standley said. “Consistently the faculty are saying they would rather have furloughs than have layoffs.”

“We’ve already cut \$25 million from the budget, which is the entire size of the general revenue for Tallahassee Community College,” she added. “There’s nothing to be cut but the absolute meat and bone of the university, so this is a very critical time.”

When the Legislature reconvenes next week the House and Senate higher education appropriations committees will begin meeting in conference. According to the House figures, FSU would receive a 25.5 percent reduction in general revenue compared to 2008-09, while the Senate budget calls for a 9.9 percent reduction.

Abele believes neither budget is realistic, and doesn’t know if the university will learn what the actual figure will be much before the May 1 end of the session.

As a result, FSU President T.K. Wetherell has scheduled a town hall meeting for April 21 to tell students and staff what the university knows at that point, and what it is planning for the future.

“We’ll lay out some options at that time, but I doubt we’ll know by then what we have to work with,” Abele said. “With final exams and graduations coming up, we can’t let people leave thinking things are OK.”

“I think the situation is much, much worse than what anyone’s reporting. There are a lot of serious issues out there that are hidden by the way the discussions are going. Unless you are paying attention to the details, it can blow right by you.”

Wetherell, in an opinion piece in Friday’s Tallahassee Democrat, pleaded with legislators to recognize that public research universities hold the key to the state’s economic revitalization.

Rep. Bill Proctor, a Republican from St. Augustine who last year was FSU’s interim athletic director, said he empathizes with Wetherell’s point of view.

“We’re going to do in the Legislature as best as we can. As far as any new taxes, there may be some,” he said.

“The reality is we have 800,000 people unemployed and one of the highest home-foreclosure rates in the country,” Proctor added. “I’m not sure I’m too ready to put an extra tax on the people of this state.”

Get a close look at child care

Early-learning centers will open for tours

By Sharon Kant-Rauch
DEMOCRAT STAFF WRITER

Since voluntary pre-kindergarten became available in Florida in 2005, there's been a lot of public discussion about what a high-quality program for 4-year-olds should include.

But what about children from newborns through 3 years old?

That general lack of knowledge is one reason Kids Incorporated is offering a series of "Beyond the Sandbox" tours of two of its early-childhood learning centers this month and in May.

"Anyone who is interested and can take the time for an hour is invited," said Pam Davis, executive director of Kids Incorporated.

And she's not talking only about parents. She hopes people in the business community, elected officials and many others will attend.

"Our mission is to be more than just a place for children to be (dropped off) so parents can work," Davis said. "We're trying to get the children ready for school."

The centers give children ample opportunity to work on small motor skills such as drawing, doing puzzles and playing with Legos. Outside they use large motor skills as they ride bikes, slide down the slide and run around. Children often can choose from a number of activities.

Teachers interact with the students, encouraging language and complex thinking. The ratio of staff to children is 1-to-4, much lower than state standards.

Kids Incorporated was founded in 1972 to provide early-learning, family and health services to the community. It serves 176 children in six early-learning centers in Leon, Jefferson and Madison counties. The centers currently have a waiting list of 379.

Jhimeirra Harris, who has worked at Brandon's Place at Lincoln for two years, was delighted when her own daughter, Kelsie, was accepted a year ago. Harris said the affordable prices allowed her to pursue a degree in early-childhood education from Tallahassee Community College.

Knowing that Kelsie, now 16 months old, is getting high-quality care is also a relief. Kelsie is grasping word concepts and can manipulate blocks, Legos and other small objects with ease.

But what Harris likes the most is how the whole staff works together.

"They know the goals you're trying to pursue (for your child) and they help you," she said. "Everybody is involved in the development of the children."

Additional Facts
IF YOU GO

What: Beyond the Sandbox Tour

Details: Call 414-9800, ext. 104

Where: Brandon's Place, 438 W. Brevard St. in the Lincoln Neighborhood Center

When: 8:30 to 9:30 a.m. Friday, May 8 and May 20

Where: Budd Bell Early Learning Center, 306 Laura Lee Ave., co-located with the Boys & Girls Clubs

When: 8:30 to 9:30 a.m. April 28 and May 15

TCC officials urge students to sign up for summer sessions early

Democrat Staff Report

Tallahassee Community College officials urge students to sign up early for classes during the summer sessions. Officials say they expect “record summer enrollment” at the college.

Officials cite the number of students that have already signed up for the session A classes from May 6-June 19 and the Session B classes from June 24-Aug. 7.

Barbara Sloan, TCC’s vice president of academic affairs, said, “The distance learning classes are filling up quickly, and we are considering the need to open more sections.”

Return to Tallahassee.com for more details.

Firm's donation to fund school science lab

DEMOCRAT STAFF REPORT

PBS&J gives school \$5K for sciences

Consulting firm PBS&J has donated \$5,000 to Woodville Elementary School to purchase lab equipment and materials so that students may have a high-tech science education and hands-on learning experience. "We are thrilled that PBS&J is helping us get a step closer to having a fully operational, high-tech science lab for our students," said school Principal Nancy Stokely. "Some of our students have limited access to computers and technology once they leave the school grounds, so we want to make their experiences as exciting and thought-provoking as possible while they are here." Funding from PBS&J will be used to purchase an LCD projector, science models and globes, demonstration tables, and other materials.

District ADDY winners named: The American Advertising Federation — Tallahassee announced Wednesday the local winners of the second tier in the 2009 ADDY competition. District winners who will now compete in the national contest are Taproot Creative, Gold ADDY, Greenfire Farms logo; Ron Sachs Communications, Silver ADDY, Explore Adoption marketing kit prepared for the Governor's Office; and Kidd Group, Silver ADDY, Ride Proud Dress Loud magazine ad for the Florida Department of Highway Safety and Motor Vehicles. Student winners were John Herd, one Gold ADDY and two Silvers for Tallahassee Community College projects; and Sarah Kemlage, Silver ADDY, Wizard of Oz project for Florida State University.

ENERGY

Oil settles below \$50 amid gloomy economic news: NEW YORK — Oil prices were flat Wednesday as reports showing a drop in industrial production and a massive crude surplus did little to affect investors' already gloomy outlook on the economy. Benchmark crude for May delivery dropped 16 cents to settle at \$49.25 a barrel on the New York Mercantile Exchange. In London, Brent prices lost 17 cents to settle at \$51.75 a barrel on the ICE Futures exchange.

EARNINGS

AMR loses \$375M, sees challenges ahead: DALLAS — American Airlines parent AMR Corp. lost \$375 million in the first quarter as people flew less this year than they did a year ago, and officials said May and June bookings look like more of the same. Still, the loss reported Wednesday was much smaller than Wall Street expected, and AMR's long-depressed shares jumped 79 cents, or 18.7 percent, to close at \$5.01 after hitting \$5.15 earlier in the day. Even though it cut flights, American's planes were not as full. Corporate travel was especially weak and revenue tumbled 15 percent compared with the first quarter of 2008, wiping out the airline's gain from cheaper fuel.

TCC Predicting Record Enrollment For Summer “Express Sessions”

Reporter: Stephanie Salvatore

Email Address: stephanie.salvatore@wctv.tv

The school year is almost over, but some students are choosing to add classes to their summer break.

Tallahassee Community College is expecting record enrollment for its “Summer Express Sessions”, and there’s still time to pick your courses.

Administrators says many students prefer taking classes over the summer because they can complete them at a lower cost and have a lighter course load come the fall semester.

“They really want to get some courses out of the way, at a low cost, they have time on their hands, summer’s a little more controllable, so we think we’re a good alternative for any number of students,” says Dr. Bill Law, President of TCC.

There are three summer semesters offered at TCC. The first one starts May 6.

TechExpo 2.0 to highlight tools to help businesses thrive

By Sarah Fowler
Special to Business Matters

The Tallahassee Technology (TalTech) Alliance will showcase the latest innovations, applications and opportunities from the technology sector April 30 when it hosts its second annual technology conference, TechExpo 2.0, at Tallahassee Community College.

TechExpo will kick off with a networking reception at the University Center Club April 29 at 5:30 p.m. and continue April 30 with a full day of educational content and business exhibits at TCC.

“With the current economic climate, there has never been a better opportunity for technology to make an impact--whether it is a tech company providing it, an individual working with it, or a business using it,” said TechExpo Co-chair Bill Campman.

National, regional and local speakers will lead an array of topics, including social media and digital marketing, health informatics, green computing, secure networks and strategic management.

Featured will be keynote speaker Maggie Lake, CNN’s international business correspondent, and luncheon speaker Mike Russo, chief information security officer for the state of Florida.

“In addition to informative and enlightening presentations, TechExpo will provide outstanding opportunities for networking, exchanging best practices and business development,” said TalTech Chair Chet Hall.

The TechExpo 2.0 Exhibit Hall will showcase many of the region’s most progressive technology-oriented professionals who will share their expertise. Some sponsorship and exhibitor opportunities are still available. For information, contact Sarah Fowler at (850) 228-7921.

Keynote speaker Lake joined CNN in January 2001. She anchors World Business Today and provides daily in-depth market coverage for Quest Means Business and many other CNN International programs. Before joining CNN, Lake worked for eight years at the news agency Reuters. In various reporting roles for Reuters Television in New York she provided coverage of U.S. bond, stock and currency markets, interviewed Fortune 500 CEOs and reported on the 1998 global financial crisis. Moving to London in 1999, Lake anchored programs covering top business stories from around the world, including

interviews with finance ministers and leading policy officials. Her keynote address at TechExpo 2.0 is expected to provide perspective and insight on the current business climate and what technology professionals need to know in order to survive and thrive.

Other speakers at the event include:

Don DeLoach, CIO, City of Tallahassee

Don Northam, Senior Manager, North Highland

Tim Brown, Executive Director, Northwest Regional Data Center

Dr. Bill Law, President, Tallahassee Community College

Jonathan Lyons, Lyons Digital Media

Bill Vickford, idea integration

Nadia Kamal, Onyx Group

Josh Hallett, New Media Strategist, Voce Communications

Jacob Sanford, Senior Consultant, Resolute Solutions Corp.

Cyndi Loomis, COO, Information Systems of Florida, Inc.

Chris Lovell, idea integration

TechExpo 2.0 registration and additional information is at www.taltechexpo.com. Full event registration is \$99 per person or \$85 for TalTech Alliance members. Students can take advantage of a special expo-only (excluding reception and luncheon) rate of \$50.

The Tallahassee Technology Alliance is a 501(c)(3) not-for-profit alliance of businesses, academic centers, entrepreneurs and individuals invested in promoting technology-based entrepreneurship, business expansion and innovation in the Capital region. It continuously seeks to expand business opportunities and promote innovation in order to strengthen the region’s business community. For more information, visit www.taltech.org.

TCC expecting enrollment increase

College students drawn to distance-learning classes

By Angeline J. Taylor
DEMOCRAT STAFF WRITER

Summer enrollment at Tallahassee Community College could surge 5 to 10 percent, Barbara Sloan, vice president for academic affairs, said Thursday.

Sloan cited the “record summer enrollment” to push students to register early for classes. She said more students are flocking to TCC’s distance-learning classes because of the increased flexibility to work while earning college credit.

Popular classes are first-level math and English. Enrollment has also increased in developmental-education classes such as remedial writing, English and math as much as 20 percent, she added.

To prepare for the extra students, administrators have to “bring in part-time faculty and train them,” Sloan said.

TCC President Bill Law has also remarked about the increased enrollment. In a state meeting, he said TCC saw January enrollment jump 6 percent at a time when the school budget was cut \$1.25 million.

The projected 10-percent enrollment hike would bring the summer’s student population to more than 9,000. Summer session A classes are from May 6-June 19 and the session B classes from June 24-Aug. 7.

In August, enrollment for the state’s community colleges is expected to increase by about 70,000 students over the current school year.