

DAYTONA STATE COLLEGE

S I N C E 1 9 5 7



2012 LEGISLATIVE CASE STATEMENT

Local business and industry, both private and public, depend on the college for a prepared workforce ... We must be acutely aware of our community and its needs.

Dr. Carol Eaton
President, Daytona State College

S I N C E 1 9 5 7



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Photo, opposite page, L-R: Student in the learning lab section of the library; teacher and student in the electronics lab at the Advanced Technology College; Athletic Director Will Dunne and student golfer Mitsuki Katahira, from Kanagawa, Japan, who was the NJCAA Champion last year setting an NJCAA scoring record, 8-under 64.



Daytona State College

**The Anchor Public
Postsecondary Education Institution
in Volusia and Flagler Counties
for more than 50 Years.**

Serving Volusia

Daytona Beach • DeLand • Holly Hill • Oak Hill
Pierson • South Daytona • Daytona Beach Shores • Deltona
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Edgewater • New Smyrna Beach • Ormond Beach • Port Orange
All Unincorporated Areas

Serving Flagler

Flagler Beach • Marineland • Bunnell • Palm Coast
All Unincorporated Areas

President's Message



Dr. Carol Eaton

Dear Community Leader:

As I go about the task of becoming an active member of this community, I am meeting many people and organizations that support Daytona State College. While the college has been through a transitional period over the last year, it is poised to move forward into an exciting future.

Daytona State College is a sophisticated institution with an excellent reputation. In addition to offering the basic adult education programs, the college provides postsecondary education through non-credit and credit certificates, associate degree programs, workforce baccalaureate degree programs, industry certification and continuing education for licensed professionals.

DSC is a partner with our local public school systems in aligning high school curriculum and readiness for college. The college is a partner with its regional public and private colleges and universities in collaborating on the best possible baccalaureate opportunities for the area's citizenry. Local business and industry, both private and public, depend on the college for a prepared workforce.

After a tremendous surge in enrollment over the past five years, the College is beginning to see some temporary leveling off. However, as technology changes, new discoveries are made, and new challenges occur daily, more people will continue to seek degrees, to expand skills and adjust. We must be acutely aware of our community and its needs. So, even as we experience a temporary slowdown in new enrollment, it is evident that the demand for education and training will continue to be strong way into the future.

As Florida's governor and legislative leadership tout jobs for citizens as the most pressing need in the state, Florida's colleges must be considered a major resource in helping to accomplish this goal and assisting to revitalize the economy. The creation of new jobs is a necessary and laudable goal. Additionally, we cannot overlook current jobs requiring skilled employees and the necessity of adaptability. Community and state colleges must focus on the current skills gap that hinders economic growth here and in the rest of the nation.

I am honored to have the opportunity to serve the citizens of Volusia and Flagler counties. I hope that you will join our District Board of Trustees and me in supporting and advocating for adequate operational funding, needed facilities and sound higher education policy.

Sincerely,

Dr. Carol Eaton, President



College History

Daytona State College was established by the Florida Legislature in 1957 as Daytona Beach Junior College (DBJC), the state's first comprehensive community college, offering college credit transfer programs, adult education and postsecondary vocational education. Today, Daytona State College continues to offer the same comprehensive array of programs and has added bachelor's degree programs to meet the needs of Volusia and Flagler counties.



The top photo shows Mary Karl at her desk in the 1950s. Below that is former Daytona Beach Community College vice president and former speaker of the Florida House, T.K. Wetherell, accepting an automobile donation to the college's automotive department.

Below: Cheerleaders in the 1960s at, then, Daytona Beach Junior College.



The mission of Daytona State College is to advance teaching, learning and innovation. Daytona State College, a comprehensive public college, provides access to a range of flexible programs, from community enrichment to the baccalaureate degree, emphasizing student success, embracing excellence and diversity, as well as fostering innovation to enhance teaching and learning.

While Daytona State expects to remain fairly level in enrollment in 2011-12 compared to 2010-11, from 2003-04 through 2010-11, DSC grew by more than 33 percent.

Why should the Legislature invest in Daytona State College?

Daytona State College is the major education and training resource for new or expanding business and industry in the region and provides skills training for current workforce employees to support existing businesses in staying competitive. Employers have a vested interest in the availability of quality postsecondary education.

The College Board has recognized in its recently published *Completion Agenda* (recommendation Nine) that the “greatest growth in high school graduates will be among groups who historically have not had as much access to or success in higher education.” These groups will



Economic forces, including individual businesses, industries, chambers of commerce, economic development groups ... must support an increased investment in all levels of postsecondary education and training as a matter of economic survival.

comprise the majority working-age population available for the future workforce. Almost all jobs will continue to require higher skill sets.

Additionally, in Florida and throughout the nation, the current largest population group, the baby boomers, is aging into retirement. Some will retire; however, it is anticipated that a significant number of boomers will remain in the workforce longer and their skills must be upgraded. The only way to balance the economy and sustain a quality of life in the future is to increase the number of workers, wages and economic productivity.

New technology, new discoveries, changing markets, and other variables are increasing the need for business to turn on a dime. Florida colleges are very adept at quickly responding to provide short-term training and long-term education to keep the workforce sharp, competitive and productive. An increased investment in postsecondary education and training will yield financial sustainability for the longer term and provide more opportunities for quickly adjusting to a dynamic economy.

As the state and the nation focus on a “completion” agenda, it should be noted that several of Florida’s colleges, including Daytona State College, ranked high



in the top 100 degree and certificate producers in the nation. This ranking included well over 1,200 associate and certificate degree-granting institutions nationwide. As a matter of fact, NCHEMS data indicate that

Florida colleges are very adept at quickly responding to provide short-term training and long-term education to keep the workforce sharp, competitive and productive.

Florida ranks high in the nation (4th and 5th) for full-time freshman to sophomore retention rates at public two-year institutions and for three-year graduation rates of associate degree-seeking students. The state must continue to support maintaining these rankings. While there is always room for improvement, Florida ranks above the national averages for these two measures (Retention FL 67.1%/US 59.0%; Graduation FL 40.0%/U.S. 27.8%).

An aggressive effort to collaborate must be made between postsecondary education and economic forces. Economic forces, including individual businesses, industries, chambers of commerce, economic development groups, and organizations supporting business and industry must all advocate for an increased investment in all levels of postsecondary education and training as a matter of economic survival. Our society and economy can adapt to a changing world only through commitment to lifelong learning, creativity and invention.



A Daytona State College student studying outside the Academic Support Center on the Daytona Beach Campus. The Academic Support Centers on each campus are computer-based facilities designed to supplement classroom teaching and learning. In addition to computer-assisted instruction, the centers offer tutoring and other specialized assistance. Instruction and learning assistance are provided to students in an environment where students, faculty and staff collaborate for academic success.

DID YOU KNOW?

2010 Daytona State College Graduates by Degree

6,145

| | |
|---|-------|
| <i>Associate of Arts</i> | 1,941 |
| <i>Certificates</i> | 1,536 |
| <i>GED</i> | 1,341 |
| <i>Associate of Science</i> | 469 |
| <i>Associate of Applied Science</i> | 288 |
| <i>Baccalaureate</i> | 273 |
| <i>Applied Technical Diploma</i> | 169 |
| <i>Apprenticeships</i> | 49 |
| <i>Educator Preparation Institute</i> | 40 |
| <i>Adult High School Diploma</i> | 39 |

Among the Southern Regional Education Board (SREB) states’ community colleges, the Florida College System has the highest three-year graduation rate at 34.4% – nearly 16 percentage points above the southern region average of 17.8%. This is 23.6% greater than the state of Texas.

Data shows that a single year’s graduates from the Florida College System will add almost \$21 billion to Florida’s economy and provide economic activity that leads to the creation of 158,000 jobs.



Automotive Technology student at the Advanced Technology College.

Strategic Priorities

To fulfill its vision, carry out its mission, and live its values, Daytona State College pursues the following strategic priorities:

Provide Access

- Implement best practices and resources for superior customer relationship management that will increase the quality, efficiency and accessibility of student services on all campuses.

Emphasize Student Success

- Foster a sense of community and connection among students, faculty and staff.



Michele Pelham, a tutor in the Academic Support Center, helping a student achieve success in a difficult class.



Music student Victor Rivera

Embrace Excellence

- Explore emerging technologies and adopt those that enhance teaching and learning, promote access and foster student success.

Embrace Diversity

- Provide faculty and staff with education, training and leadership development to increase awareness, understanding and effectiveness in meeting the needs of a diverse student population.
- Increase opportunities for students to gain an appreciation of diversity by learning about and experiencing different cultures.

Foster Innovation

- Develop virtual resources that provide students access to all services and programs through an online environment.

DID YOU KNOW?

In 2009-2010, Daytona State College's student headcount was 34,413, only 421 students less than the University of South Florida's student headcount of 35,834. For 2010-11, the college's student headcount is 36,020.

In 2010-11, DSC increased college degree and certificate awards over the previous year by 30.1%.

DID YOU KNOW?

In the 2011 "Community College Week" annual rankings of the top 100 producers in two-year and one-year certificate programs, Daytona State College placed:

| | |
|--|------|
| Overall Associate Degrees (All Disciplines) | 37th |
| All Associate Degree Disciplines (Non-Minority) | 23rd |
| All Associate Degree Disciplines (African American) | 64th |
| Associate Degrees in Communication Technologies/ Technicians & Support Services | 10th |
| Associate Degrees in Liberal Arts & Sciences/General Studies & Humanities | 21st |
| Associate Degree Nursing | 47th |
| One-Year Certificates (All disciplines) | 72nd |
| One-Year Certificates (Non-Minority) | 43rd |

These rankings include an analysis of more than 1,200 community colleges and several private not-for-profit and for-profit institutions that are required to report on a national database.

DID YOU KNOW?

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In the last reporting year, Daytona State College students achieved:

- 100%** . . pass rate on the State Officer Certification Examination for corrections officers for 2010-11
- 97%** . . . pass rate for Associate Degree Nursing
- 100%** . . pass rate for Practical Nursing
- 100%** . . pass rate for Dental Hygiene (both national and state boards)
- 100%** . . pass rate for Paramedics
- 100%** . . pass rate for Radiography
- 100%** . . pass rate for Dental Assisting
- 100%** . . pass rate for Health Information Management

Over 79% of DSC transfers to the State University System (SUS) achieved a 2.5 Grade Point Average (GPA) or higher. The average SUS GPA of Daytona State College AA transfers was 3.04, exceeding the Florida system AA transfer average SUS GPA of 2.95.

In 2010-11, 12,732 DSC students took distance education courses. Most students use a mixed approach, i.e., taking a blend of online and in-class courses.

Daytona State College is among 120 of the nation's top institutions selected to compete for a \$1 million Aspen Institute Prize for Community College Excellence. Up to 10 finalists will be named this fall to share the prize.

DSC's Bachelor of Science in Education program had its first graduating class in December 2010. Additionally, nine graduates applied for positions in the Volusia County School District and all nine were hired.






In the current fall semester, Daytona State College started a new associate of science degree in Environmental Science Technology - one of only five such programs being offered by public colleges in Florida.

Over 66.3% of DSC Associate of Arts graduates continued their education at UCF; AA graduates transferring to USF totaled 9.5%; FSU, 7.2%, and UNF, 7.1%.



Strategic Priorities

continued

Enhance Teaching and Learning

-  Enhance the quality of academic instruction through a continued focus on student learning outcomes assessment.
-  Identify baccalaureate level educational needs of the region and offer programs to address those needs.
-  Maximize the utility and function of land, facilities, information technology and instructional systems to provide a positive and safe environment for effective learning at all college campuses.

Community Connections

-  Offer activities and programs that meet the needs of the community for cultural enrichment, community engagement and lifelong learning.
-  Take a leadership role in economic development, and provide education and training that strengthens the region's economy and workforce competitiveness.



Roger Rowan, Chair of the School of Workforce and Continuing Education, in the state-of-the-art Machine Shop at the DSC Advanced Technology College.



Students at the college's Flagler/Palm Coast Campus. Daytona State's BAS students have assisted in tourism research projects for the Flagler Beach area.



Daytona State College BAS students have contributed to the communities the College serves in various capacities. (See sidebar)

DID YOU KNOW?

Faculty and graduates of the Daytona State College BS in Education are integrally involved in working with the state Department of Education on evaluations, tests, competencies and validations. Faculty are active participants in grant writing and present as state and federal speakers.

Daytona State College captured 42.8 % of area high school graduates in the Volusia and Flagler school systems and remains above the state average in this category.

DSC's Bachelor of Applied Science (BAS) in Supervision and Management students have developed many business plans for local businesses and agencies. Examples include students working with the city of Daytona Beach on a more efficient and cost effective bottled water business. Some of the students have performed a market analysis of what additional businesses would complement existing businesses in Flagler Beach to increase tourism and current resident satisfaction with the community. Other students in this program performed an analysis regarding electronic communications systems at a local health department, and some were engaged in the business plan for a new cultural center in a local city. A business plan was created for yet another city to evaluate the creation of a sports complex for children.



Florida College System

Substantive and Budget Issues

BUDGET

The Florida College System Council of Presidents is requesting that the Legislature fund enrollment growth and restore state operating funding per Full-Time Equivalent (FTE) to the 2006-07 level. On average, state operating funding per FTE for Florida college students has fallen nearly 30 percent since 2006-07, from \$3,809 to \$2,709 per FTE. Additionally, the Commissioner of Education is recommending a Consumer Price Index (CPI) increase of \$19 million.

RECOMMENDATIONS: Support minimal enrollment funding of at least \$52 million for the Florida College System in the 2012 Legislative Session and the CPI increase of \$19 million.

DUAL ENROLLMENT

Speaker-designate Will Weatherford has engaged the Florida College System Council of Presidents in discussions regarding options for dual enrollment support. The colleges have experienced phenomenal growth in dual enrollment over the past few years, particularly since the number of students enrolled in acceleration programs are counted toward school grades. Additionally, dual enrollment provides opportunity for high school students to earn college credit at no cost to them or their parents. Daytona State College enthusiastically supports this program.

Like the other Florida colleges, Daytona State College does not collect tuition or fees for these students. There are several proposals being floated to help support dual enrollment, e.g., weighting dual enrollment students at the colleges at a .25 value per FTE (full-time equivalent). This was the practice several years ago, but it was eliminated during the last major school code rewrite.

RECOMMENDATIONS: Support the Florida College System Council of Presidents position to supplement dual enrollment student funding for the colleges with no cost to the high school students or their parents.

FACILITIES FUNDING POLICY

The Florida College System Council of Presidents has been seeking a solution to fund the backlog of colleges facilities projects. The situation has been exacerbated by the tremendous enrollment growth experienced by the colleges over the past five years and aging facilities. Recommendations will be made to the Legislature from the COP in the near future. Potential recommendations may involve a reform of the present Public Education/ Capital Outlay (PECO) allocation method and allow for greater flexibility of usage between approved projects and project types. Additionally, recommendations may be made to review the proportionate allocation of PECO funds among the three public educational systems. This will be closely monitored.

RECOMMENDATIONS: No positions are recommended at this time.



MATCHING FUNDS

The Florida College System is requesting \$176,458,406 to backfill a portion of unmatched Phillip Benjamin Matching Program donations.

RECOMMENDATIONS: Support the request for the Phillip Benjamin Matching Program.

BOARD OPERATIONS

The Florida College System Council of Presidents is reviewing a recommendation to ask the Legislature to allow notice of meetings to be posted on college websites and through other electronic media instead of requiring formal advertising in print.

RECOMMENDATIONS: No positions are recommended at this time.

HIGHER EDUCATION COORDINATING COMMITTEE

The Florida College System Council of Presidents will monitor recommendations from this committee.

RECOMMENDATIONS: No positions are recommended at this time.



Student actors rehearsing their lines on stage at the Daytona State College News-Journal Center, downtown Daytona Beach.

Daytona State College

Specific Recommendations

OPERATIONAL FUNDING

Daytona State College's proportional share of the system request of \$52 million is \$2.3 million. DSC's share of the CPI request is \$855,000.

RECOMMENDATIONS: Support an additional operational funding increase for Daytona State College in the amount of \$2.3 million and \$855,000 in CPI funding.

FACILITIES PROJECTS

According to the Department of Education formula used to determine need, Daytona State College has over 57 percent of unmet need in classroom and lab capacity.

RECOMMENDATIONS: Support facilities funding from PECO or other non-recurring revenue sources in the following amounts:

| | |
|--|-------------|
| General Renovation/Remodeling | \$3,510,000 |
| News-Journal Center Remodel w/addition (complete) | \$8,765,520 |
| Major Remodel w/addition Student Services/Classroom Building. (planning/partial construction) | \$2,414,247 |
| Chiller Plant Building. | \$3,012,000 |

MATCHING FUNDS

Daytona State College has \$4,467,315 unmatched Phillip Benjamin Matching Program donations.

RECOMMENDATIONS: Support the funding request for the Phillip Benjamin Matching Program.



Hospitality Management students at Daytona State College prepared and then served a special luncheon for the graduates of the college's Women's Center.

FOR FURTHER INFORMATION

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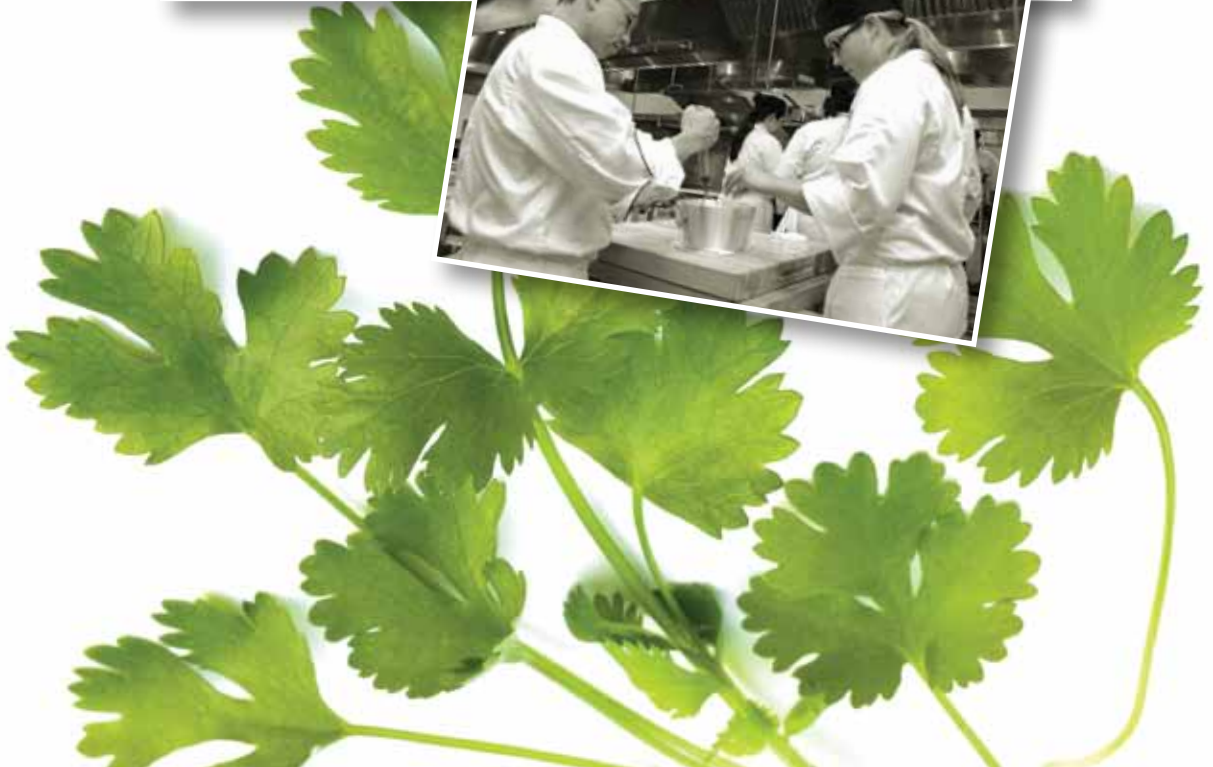
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*“The secret of education
lies in respecting the pupil.”*

Ralph Waldo Emerson

HOSPITALITY MANAGEMENT PROGRAM



**DAYTONA
STATE COLLEGE**

A MEMBER OF THE FLORIDA COLLEGE SYSTEM