

**PROPOSAL TO REQUEST DESIGNATION OF A
ST. PETERSBURG COLLEGE MIDTOWN
SPECIAL PURPOSE CENTER IN
ST. PETERSBURG, FLORIDA**

**Submitted to the Chancellor of the Division of Community Colleges
and Workforce Education and the State Board of Education**

By

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May 26, 2006

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In accordance with revised Section 1001.02(7)(e) Florida Statutes, and revised State Board of Education Rule 6A-14.0061, Florida Administrative Code, Campus, Center, Special Purpose Center and Instructional Site Designations, the St. Petersburg College Board of Trustees desires to establish a new special purpose center for its Midtown Center.

State Board of Education Rule 6A-14.0061(6) states that: “Proposals to establish a special purpose center shall document the following:”

“(a) The proposed expansion is part of and consistent with the master plan of the community college.”

One of St. Petersburg College’s current Strategic Directives for 2006-2009 is to “G. Provide quality facilities and equipment to meet student and community needs.” Under this Directive is the specific 2006-2007 Institutional Objective 3 to “Expand use of the Midtown Center to handle the increase in enrollment, and continue the expanded partnership with Worknet Pinellas, the Housing Authority and City of St. Petersburg.”

“(b) The proposed services are necessary to adequately serve the community college district.”

This SPC Midtown site is a vital resource in the redevelopment of the Midtown area of the City of St. Petersburg, which is bounded by 2nd Avenue North on the north, 30th Avenue South on the south, 34th Street South (U.S. 19) on the west and 4th Street South on the east. The SPC Midtown Center is located in the heart of the Midtown area, in the Jordan Park Center for Achievement at 1048 22nd Street South, St. Petersburg, Florida.

This strategically located facility is used to offer both college preparatory and college level courses as well as a range of academic and student support services. Worknet Pinellas is also a partner offering services at this site.

Demographics

The Midtown population was 22,295 people in 2001, 54.5% female, 45.5% male. The median age is 33.8 years as compared to 39.3 years for the City of St. Petersburg and 43 years for Pinellas County. The 2001 racial breakdown was 86.4% African-American, 10.9% Caucasian and 1.8% Hispanic.

Population

	1980	1990	2001	% Change 1990 to 2001
Population	32,676	26,635	22,295	-16.3
Households	12,286	10,338	8,444	-18.3
Families	7,159	5,971	4,730	-20.8
Housing Unit	14,596	13,171	10,736	-18.5

Source: Claritas 2001 and Strategic Planning Group, Inc. Reprinted from “St. Petersburg Midtown Planning Initiative,” prepared for the City of St. Petersburg April 4, 2002. (Downloaded May 22, 2006 from website location: <http://www.stpete.org/pdf/MidtownSummaryMaster.pdf> .)

Income Comparison

Income Criteria	Midtown	St. Petersburg	Pinellas County
Average Household	\$27,280	\$51,165	\$56,911
Median Household	19,277	36,701	40,649
Per Capita	10,559	22,637	25,344

Source: Claritas 2001 and Strategic Planning Group, Inc. Reprinted from “St. Petersburg Midtown Planning Initiative,” prepared for the City of St. Petersburg April 4, 2002. (Downloaded May 22, 2006 from website location: <http://www.stpete.org/pdf/MidtownSummaryMaster.pdf> .)

Annual Average Employment Statistics – 2000

	Midtown	St. Petersburg	Pinellas County
Labor Force	9,809	137,861	478,889
Employment	9,135	133,821	466,760
Unemployment	674	4,040	12,129
Unemployment Rate	6.90%	2.90%	2.50%

Source: Florida Agency for Workforce Development, Unpublished Data, Claritas 2001, Strategic Planning Group, Inc. Reprinted from “St. Petersburg Midtown Planning Initiative,” prepared for the City of St. Petersburg April 4, 2002. (Downloaded May 22, 2006 from website location: <http://www.stpete.org/pdf/MidtownSummaryMaster.pdf>)

The Midtown area is served by two Pinellas County high schools: Gibbs High School and St. Petersburg High School. The following statistics are as reported by the Florida School Indicators Report on the Florida Department of Education’s website at www.fldoe.org. (Downloaded May 23, 2006.)

Dropout Rate

	2002-03	2003-04	2004-05
Gibbs High School	4.8%	5.0%	4.5%
St. Petersburg High School	6.9%	5.2%	1.9%
Pinellas County	4.5%	3.6%	2.7%
State of Florida	3.1%	2.9%	3.0%

The averaged dropout rate for these two area high schools has slowly decreased from 5.8% in 2002-03 to 3.2% in 2004-05, but is still higher than the county and state figures.

Graduation Rate

	2002-03	2003-04	2004-05
Gibbs High School	54.6%	51.1%	59.5%
St. Petersburg High School	61.4%	62.7%	63.7%
Pinellas County	69.0%	70.8%	70.1%
State of Florida	69.0%	71.6%	71.9%

Follow-up of Prior-Year Graduates – Continuing Education

	2002-03	2003-04	2004-05
Gibbs High School	56.3%	49.5%	48.0%
St. Petersburg High School	63.4%	66.1%	59.5%
Pinellas County	63.2%	66.4%	62.5%
State of Florida	57.9%	59.5%	57.6%

The averaged graduation rates of the two schools for the past three years also fall below those of the county and the state overall, as do the numbers of prior-year graduates who are continuing their education.

“(c) Projected enrollments justify expansion.”

The College began leasing space at this location as an instructional site in September 2003, offering computer, dual-credit and general classes, and College Reach Out Program (CROP) classes. The College’s lease runs through 2011 at this time. The following table shows the numbers of students (unduplicated headcount) identified as being served at the Midtown Center since it opened in September of 2003, and justify the need for identification of this site as a special purpose center.

Year	Fall	Spring	Summer	Total
2003-2004	609	866	469	1,944
2004-2005	959	983	336	2,278
2005-2006*	1,253	1,309	393	2,955

Information obtained from Peoplesoft using student by location query (S_SR_STUDENTS_LOC).

*Note: Preliminary information for Summer 2006.

Actual and projected full-time equivalent enrollments at St. Petersburg College are shown below*:

#	Existing Sites with FTE	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
1	EpiCenter/Icot Ctr	115	67	4	129	142	149	156	164	172
2	Clearwater Campus	3,929	3,819	3,577	3,285	3,307	3,376	3,423	3,452	3,472
3	St. Pete/Gibbs Campus	4,171	4,287	4,071	3,495	3,162	3,172	3,188	3,186	3,174
4	Seminole Campus	538	620	741	703	712	726	736	744	751
5	Tarpon Spgs Campus	1,768	2,058	2,152	2,033	2,056	2,102	2,132	2,155	2,171
8	Health Education Ctr	700	812	974	967	975	999	1,017	1,026	1,036
9	Allstate Ctr/Firing Rg	639	784	607	599	602	613	621	626	630
15	Downtown/FIM Ctr	301	325	388	740	1,120	1,205	1,249	1,296	1,343
	Not Requiring Permanent Facilities	2,827	3,404	3,874	3,697	3,738	3,826	3,888	3,929	3,960
	TOTAL FTE	14,988	16,176	16,388	15,648	15,814	16,168	12,522	16,578	16,709

*Information for 2002-2003 through 2004-2005 obtained from Table 26, "Collegewide Annual Funded Full-Time Equivalent (FTE) by Site," SPC Fact Book, page 35; SPC Institutional Research, revised 8/12/05. Information for 2005-2006 through 2010-2011 obtained from Office of Educational Facilities report CCFTE602 dated March 20, 2006.

“(d) Projected facility needs justify expansion.”

See “Exceptions to the Criteria” section below.

“(e) Proposed expansion is in conjunction with the other educational agencies within the community college district.”

See “Exceptions to the Criteria” section below.

“(f) Alternatives were considered by the board of trustees.”

See “Exceptions to the Criteria” section below.

Exceptions to the Criteria and Justification for Designation

St. Petersburg College has long been working with the City of St. Petersburg in developing partnership opportunities, including the establishment of the Downtown Center with the Florida International Museum, and the West St. Petersburg Community Library, located on the St. Petersburg/Gibbs Campus. The City has been working on a revitalization plan for the Midtown area since the late 1990s and completed construction of the Jordan Park Center for Achievement facility in 2002 to house agencies that could assist in this revitalization. The City requested that St. Petersburg College provide an educational presence as part of the revitalization effort, and the College began leasing space in the Jordan Park Center for Achievement facility in September 2003.

Since 2003, the College has increased the square footage of its leased space to the entire building, except for approximately 1,500 square feet of office space that is subleased to Worknet Pinellas. The 10,000 square foot facility will not provide for additional growth, but is advantageous as a welcoming venue for a population that might be otherwise overwhelmed or intimidated. The accessibility of educational services to nearby residents is a boon to both personal and economic development. The site has become the education center of the community.

The College has determined that students are using this site as a stepping stone: once students have completed coursework at this site, they are more confident in pursuing further coursework at either the Downtown Center (approximately 2.7 miles from Midtown) or the St. Petersburg/Gibbs Campus (approximately 5.24 miles from Midtown).