Dr. Carol Probstfeld
President of State College of Florida

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Louise Bruderle
Editor and Publisher

WCCW this month:
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No less than SCF's first female President Dr. Sarah Pappas said this of Dr. Carol Probstfeld's appointment as State College of Florida President when it was announced in the Herald-Tribune in January. "She wants the college to get back to the place in the community where it's respected and trusted." Wow, tall order there and a supreme compliment rolled into one statement!

You'll have a chance in this month's WCCW to get to know the woman in charge at SCF and why the board elected to stay with someone from within the SCF system. I have seen several times the value of promoting someone who has been within a system for years. Wilma Hamilton, former superintendent of schools for Sarasota County School Board as well as her successor, Lee White, both come to mind. It bucks the trend of paying thousands for a search firm that sets in motion a process where the job becomes so lofty and the chosen even loftier. It seems more grounded to hire and promote from within, particularly if you've been through a bruising (and non-lasting) last hire.

Education Issue

"It Still Pays to Earn a College Degree - But not all Degrees are Created Equal" so says an article in this month's Education Issue. According to the article, "Choice of major determines likelihood of unemployment. For instance, the unemployment rate for recent college graduates in nursing was the lowest at 4.8 percent, while recent graduates in information sciences, concentrated in clerical functions, were the highest hit with an unemployment rate of 14.7 percent."

Fortunately for our area, we offer a wide variety of degree programs as you'll see in this issue. The article goes on to say that, "Overall unemployment rates for college graduates with work experience hover around 4.6-4.7 percent. But the overall unemployment rate for recent college graduates is higher at 7.9 percent. Seems that good economy or bad, a good degree is essential to making more money and furthering your career."

Ready to Get Artsy on Aug. 27!

Artsy August - Tuesday, August 27, 5-7 p.m. at Hotel Indigo in Sarasota. The arts organizations present that night for what we call an "arts expo" or "season preview" wherein WCCW and Hotel Indigo gather together arts organizations who in turn are there to tell you all about their upcoming seasons.

Here's a list of the organizations who will be present on Aug. 27:
Art Center Sarasota, Arts & Cultural Alliance of Sarasota County, Asolo, The Glen Ridge, LBB Education Center, Jewish Federation, Key Chorale, La Musica, New Music New College, Perlman Music Partnership/Suncoast, Ringling College, Ringling Museum, Sarasota Ballet, Sarasota Film Festival, Sarasota Opera, Sarasota Orchestra, Sarasota Players, Sarasota School of Glass, The Van Wezel and Westcoast Black Theatre Troupe.

RSVP appreciated: 954-3300 or westcoastwoman@comcast.net.

Bring a donation for Mothers Helping Mothers and you'll get a chance to win dinner for two at Hotel Indigo. Our special grand prize will be a stay at Hotel Indigo. All you need to do is visit with the arts organizations there and get your "passport" stamped — a fun assignment.

Ready to Get Healthy on Oct. 24!

Women's Health Expo - Back again is an opportunity to get many valuable health screenings including blood pressure, BMI, osteoporosis (a heel scan) and more. Plus lots of vendors and cupcakes! The WCCW Women's Health Expo will take place on Thursday, October 24, 5-7 p.m. at Doctors Hospital of Sarasota. Free admission. RSVP appreciated: 954-3300 or westcoastwoman@comcast.net.

Ready to Have a Super 2014?

If you were at our "New Year, New You" event at the Van Wezel this past February, you saw how crowded it was. In fact, we had to turn away a number of exhibitors. To address this problem, we have decided to take the plunge and go to the Municipal Auditorium in Sarasota (just a stone's throw away from the Van Wezel in fact).

"A New Year, A New You" is back and now at Municipal Auditorium on Wed. Feb. 19. The "Mama's" is the historic, WPA-era building with the half-round roof with a view of the lawn bowling grounds. We'll have lots of space to sell, but we do hope we sell out completely. We'd like to add more to this event including a partnership with women's organizations and nonprofits. Let's turn it into a networking and volunteer event as well. Interested? Give me a call at 954-3300 or email me personally at wcvwm@broadband.com.

Other ideas rattling around in my head during these long summer days when it's easy to daydream: a women's salon series where we'd gather and get to know women who are leaders in our community and discuss themed topics. Another idea: a women's book club or maybe with the cooler weather, perhaps a women's farm to table dinner. Let me know your summer thoughts as well.

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We welcome your thoughts and comments on this column and on other columns and features in this issue. You can reach us at WCCWnewsletter@aol.com. We're on the web at www.WestCoastWoman.com.
Dr. Carol Probstfeld

When SCF (State College of Florida) began its search for a new President, it had been through a tumultuous period of time with dissension between the Board and the President. Abandoning a planned national search, the Board instead hired Dr. Carol Probstfeld, the SCF Vice-President of Business and Administrative Services—a position she held since 2003. Initially hired as Interim President, Carol began rebuilding community connections and partnerships on behalf of SCF and became President of the institution in January 2013.
When the first and largest public college in the region began its search for a new president, State College of Florida had been through a tumultuous period of time as to which the decision between the Board and the President was carried out in the media. After abandoning a planned national search for a new president, the board hired Dr. Carol Probstfield, the SCF Vice-President of Business and Administrative Services—a position she held since 2009. Even though she was initially hired as interim President, she began rebuilding community connections and partnerships on behalf of SCF and became President of the institution in January 2013. With an annual enrollment of 27,000 students and campuses in Bradenton, Venice and Loxahatchee Ranch, SCF offers a full range of academics, student organizations, clubs, athletic teams, honor societies, and libraries in Bradenton and Venice.

She wants the public to know that SCF stands for academic excellence, incredible value, open access, diversity, fine and performing arts, an incredible faculty and staff, and an outstanding administrative team.

Carol explains the issues she immediately addressed when she moved into the President’s Office. “The employees had concerns and fears about the future. I wanted to give a sense of direction to the internal community. I also had to establish relationships with the community. And I had to focus on what we do and why we do it well as an institution. I wanted to focus on attention on our core mission: the two-year transfer Associate of Arts degree, the two-year Associate of Arts degree, a few Bachelor’s degrees for in-demand fields, and noncredit workforce development classes.” She wants the public to know that SCF stands for academic excellence, incredible value, open access, diversity, fine and performing arts, an incredible faculty and staff, and an outstanding administrative team.

When asked why she thought her relationship with the Board would be different than her predecessor, Carol said that her association with the Board evolved over time resulting in a close relationship built on mutual respect and trust. In addition, she says her style and personality are a good fit for the culture of the institution. She characterizes her style as recognizing people’s expertise and goals and serving as a resource to stimulate bottom and allocate resources. Carlos Beruff, Chairman of the State College of Florida Board of Trustees, says, “Dr. Probstfield has integrity, intelligence, passion, and compassion for our mission to provide students the opportunity to advance their dreams. We’re fortunate that she was already there for us to discover.”

Carol says, “You never know where education will take you. My parents, who didn’t go to college, always told me education was important, so I knew I was going to college even as a young child. I followed my mother’s footsteps and majored in accounting and marketing at California State Polytechnic University. I had no idea where my academic background would take me. Life will provide you with opportunities to be prepared for the unexpected. After working in operations at Shell, at a Midwest hospital, at an alcohol and drug rehabilitation in Ohio, and eventually earning an MBA from John Carroll University, I was recruited into education by a small college in Ohio. Later I moved to Florida’s county partnered with a college at Jacksonville University and was hired as Vice-President at SCF. I liked what I was doing and never thought about becoming a college president. I guess it was serendipity that I was there at the right time.”

Dr. Sarah Pappas, President of the William G. and Mary Selby Foundation and former President of State College of Florida, brought Carol to the college. She says, “She was one of the best hires I made in my career that spanned 44 years in public higher education in Florida. She transformed the business affairs office and brought many innovative and creative ideas to the department. Other colleges around the state tried to entice her to take positions, but she was loyal to SCF. What I value most about her is her integrity—you can trust her and her word. I believe the college will enter into a new era emphasizing partnerships and collaboration with Carol as their leader.”

With her personal demeanor and analytical thinking, it appears that Carol is exactly what the college needs. She and administrators of other local institutions of higher learning are looking at needed degrees in the region and identifying which school is best suited to offer them. She works with the Chamber of Commerce and Economic Development Cor.

Women’s Equity Day Celebration 2013
You are most cordially invited to celebrate the 93rd Annual Women’s Right to Vote
Please join the Host Committee, the Sarasota and Manatee Commissions on the Status of Women, and the Sarasota and Manatee Leagues of Women Voters at the
Annual Women’s Equity Celebration Saturday, August 24th Registration and Exhibits, 10:30–11:30 a.m. Brunch Served at 11:30 a.m. Hyatt Regency Sarasota Tickets $30 Speaker: Tina Steele, PhD, M.A., Applied Medical (Clinical) Anthropologist and Homeless Strike Team Leader for Community Organizations Active in Disasters (COAD) She will discuss “WOMEN AND HOUSINGLESSNESS” Deadline for reservations is Friday, August 9. RESERVATIONS REQUIRED. NO TICKETS SOLD AT THE DOOR Information: Carol Newman 941-488-5082, carolnew@verizon.net or Dr. Mona Jain 715-758-5065 or 941-320-6648