

Board of Trustees

Education and Workforce Development Committee Meeting

Tuesday, January 17, 2023

3:00 p.m.

**Ann Richards Administration
Building Board Room
Pecan Campus
McAllen, Texas**



**SOUTH TEXAS
COLLEGE**

In the Making!

Online Copy

**South Texas College
Board of Trustees
Education and Workforce Development Committee
Ann Richards Administration Building Board Room
Pecan Campus, McAllen, Texas
Tuesday, January 17, 2023 @ 3:00 p.m.**

AGENDA

“At anytime during the course of this meeting, the Board of Trustees may retire to Executive Session under Texas Government Code 551.071(2) to confer with its legal counsel on any subject matter on this agenda in which the duty of the attorney to the Board of Trustees under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code. Further, at anytime during the course of this meeting, the Board of Trustees may retire to Executive Session to deliberate on any subject slated for discussion at this meeting, as may be permitted under one or more of the exceptions to the Open Meetings Act set forth in Title 5, Subtitle A, Chapter 551, Subchapter D of the Texas Government Code.”

- I. Approval of Minutes for Monday, November 7, 2022 Committee Meeting 3 - 6
- II. Presentation on the Summit for Dual Credit Programs 7 - 11
- III. Overview and Discussion of South Texas College Initiatives in Western Hidalgo County & La Joya ISD..... 12 - 24

Approval of Minutes for Monday, November 7, 2022 Committee Meeting

The Minutes for the Education and Workforce Development Committee meeting of Monday, November 7, 2022 are presented for Committee approval.

**South Texas College
Board of Trustees
Education and Workforce Development Committee
Ann Richards Administration Building, Board Room
Pecan Campus, McAllen, Texas
Monday, November 7, 2022 @ 3:30 p.m.**

MINUTES

The Education and Workforce Development Committee Meeting was held on Monday, November 7, 2022 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 3:39 p.m. with Mrs. Victoria Cantú presiding.

Members present: Mrs. Victoria Cantú, Mrs. Dalinda Gonzalez-Alcantar, and Mr. Danny Guzman (through Zoom).

Other Trustees present: Ms. Rose Benavidez

Members absent: Mr. Rene Guajardo, Dr. Alejo Salinas, Jr., and Mr. Paul R. Rodriguez,

Also present: Dr. Ricardo J. Solis, Dr. Anahid Petrosian, Dr. David Plummer, Mr. Javier Villalobos, Mrs. Olivia de la Rosa, Dr. Jayson Valerio, Ms. Amanda Sotelo, Mrs. Gardenia Perez, and Ms. Stephanie Hinojosa.

Approval of Minutes for Tuesday, October 11, 2022 Committee Meeting

Upon a motion by Mrs. Dalinda Gonzalez-Alcantar and a second by Mr. Danny Guzman, the Minutes for the Education and Workforce Development Committee meeting of Tuesday, October 11, 2022 were approved as written. The motion carried.

Review and Recommended Action of Proposed New Program: Patient Care and Administrative Technician Non-Credit Certificate

The Committee was asked to recommend Board approval to offer the proposed new Patient Care and Administrative Technician (PCAT) Non-Credit Certificate, which would be offered through the College's Continuing, Professional and Workforce Education (CPWE) Department.

At the recommendation of the Advisory Committee, the PCAT non-credit certificate would prepare students for the multi-faceted aspects of patient care operations including, but

not limited to, nurse assistance, phlebotomy, and electrocardiography, as well as medical administrative support, such as billing and coding.

Analysis by Economic Modeling Specialists, Inc. anticipated job growth projections of the mapped occupations to this credential, which included 18.2% for Nursing Assistants; 5.6% for Billing and Posting Clerks; 8.1% for Medical Records Specialists; and 8.0%, for Health Technologies and Technicians, from 2020 through 2030 in the South Texas region. Jobs for which graduates would be prepared are among the Texas Workforce Solutions' *2021 Target Occupations List and 2021 Demand Occupations List* for the Rio Grande Valley.

This program would be built upon South Texas College's existing non-credit course offerings through CPWE. Of the nine courses within the program, seven prepare students for individual certifications, as outlined on page 15 of the Program Development Packet.

This program supports a stackable-credential pathway in the healthcare sector. Upon completion of the non-credit PCAT certificate program and passing the corresponding certification exam, students would hold a valuable workforce credential, and would also have:

- 12 semester credit hours escrowed toward the Patient Care Technician for-credit certificate at South Texas College **or**
- 8 semester credit hours escrowed toward the Electronic Health Record Specialist for-credit certificate or the Medical Coding Specialist for-credit certificate at South Texas College.

This potentially provides a meaningful pathway from workforce certification to the Health Information Technology Associate of Applied Science degree or even a baccalaureate degree from South Texas College.

According to Texas Higher Education Coordinating Board data, there are currently no existing non-credit certificate programs in this industry area offered by Texas community colleges.

Dr. Anahid Petrosian, Vice President for Academic Affairs, and Ms. Olivia de la Rosa, Director of Continuing, Professional and Workforce Education presented the proposal and were available respond to questions.

Upon a motion by Mr. Danny Guzman and a second by Mrs. Dalinda Gonzalez-Alcantar, the Committee recommended Board approval to offer the proposed new non-credit Patient Care and Administrative Technician (PCAT) certificate program as presented. The motion carried.

Adjournment

There being no further business to discuss, the Education Workforce Development Committee Meeting of the South Texas College Board of Trustees adjourned at 4:04 p.m.

I certify that the foregoing are the true and correct Minutes of the November 7, 2022 Education and Workforce Development Committee of the South Texas College Board of Trustees.

Mrs. Victoria Cantú
Presiding

Presentation on the Summit for Dual Credit Programs

Dr. Rebecca De Leon, Dean for Dual Credit Programs & School District Partnerships, will present on the Summit for Dual Credit Programs. The Summit will be held from Sunday, February 19 – Tuesday, February 21, 2023 at the South Padre Island Convention Center, in partnership with the National Alliance of Concurrent Enrollment Partnerships (NACEP). This is the second annual Summit in partnership with NACEP, and builds upon a fantastic inaugural conference in 2022.

The Summit is a premiere conference for higher education institutions, school districts, and state/national entities that serve dual credit programs. It will provide South Texas College and its peers from across the nation with the opportunities to share information and insights on college readiness and successful dual credit programs.

Dr. De Leon will discuss the keynote speakers and sessions planned for the Summit, and current registration information.

No action is requested. This information is presented to the Education and Workforce Development Committee for discussion and feedback.

SUMMIT FOR DUAL CREDIT PROGRAMS

Presentation For Education & Workforce Development Committee
Tuesday, January 17, 2023

Presenter: Dr. Rebecca De Leon, Dean for Dual Credit Programs & School District Partnerships



REGISTER NOW

SUMMIT FOR
DUAL CREDIT PROGRAMS
FEB. 19-21, 2023
SOUTH PADRE ISLAND, TX

HOSTED BY SOUTH TEXAS COLLEGE AND
NATIONAL ALLIANCE OF CONCURRENT ENROLLMENT PARTNERSHIPS

SUMMIT PURPOSE

- Hosted by **South Texas College** and the **National Alliance of Concurrent Enrollment Partnerships**
- A premier conference tailored for higher education institutions, school districts and State/National entities
- Provide attendees with valuable information and key takeaways regarding dual credit and college readiness



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AGENDA

Sunday, February 19, 2023

Social Mixer & Check in

Monday, February 20, 2023

- Welcome & Opening Address
- Keynote Speaker, Dr. Brad Phillips
- 5 Breakout Sessions

Tuesday, February 21, 2023

- Welcome & Opening Address
- Keynote Speaker, Shayla Rivera
- 2 Breakout Sessions
- Post Conference

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SUMMIT SESSIONS

Keynote Speakers

- **Shayla Rivera**
 - Former NASA Rocket Scientist turned comedian with her first HBO Comedy Special, "It's Not Rocket Science"
 - Director of the ENGR[x] program & Professor of Practice with the College of Engineering at Texas A&M University
- **Dr. Brad Phillips**
 - President & CEO of the institute for Evidence-Based Change, data facilitator for Achieving the Dream, co-author of Creating A Data-Informed Culture in Community Colleges.

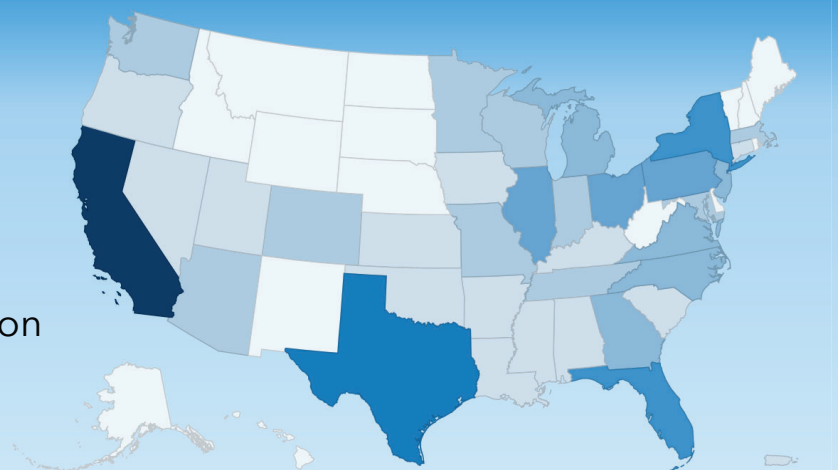
Tracks

- Dual Credit for Beginners
- Program Innovation
- Policy and Funding
- Data, Measurement, and Research
- Student Pathways
- Partnerships and Collaborations

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PARTICIPATION

- **160** Registered
- **18** States Represented
- **Representation**
 - Institutions of Higher Education
 - State Agencies
 - Workforce Development
 - School Districts



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POST CONFERENCE

Dual Credit Programs Leadership will provide insight on the following topics:

- Policies & Procedures
- Program Scheduling
- Faculty Credentialing
- Enrollment Services
- Professional Development
- Support Services



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Thank you for your support !

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Overview and Discussion of South Texas College Initiatives in Western Hidalgo County & La Joya ISD

In 2010, South Texas College partnered with La Joya ISD to open the South Texas College Higher Education Center in La Joya. This Center occupies the 2nd floor of the Jimmy Carter Building at La Joya ISD. The Center was opened to support early college high school and traditional students in western Hidalgo County.


In Spring 2012, the College was approved to offer 50% or more of coursework leading to a degree at the Center. To support the increased offerings, the 2013 Bond Election included over \$2M in designated improvements, including computer labs, science labs, lecture rooms, a welding facility, and support spaces.

Dr. Anahid Petrosian, Vice President for Academic Affairs, will provide an overview and lead the discussion of the College's past and current initiatives to support the communities in western Hidalgo County in general, and at the South Texas College Higher Education Center in La Joya.

Dr. Petrosian's discussion will include an update on a December 9, 2022 leadership meeting between South Texas College and La Joya ISD, focused on improving traditional and dual credit enrollment as well as continuing education opportunities in the region.

Dr. Petrosian will also outline next steps, including an updated community survey and potential facilities available to support non-credit programs,


No action is requested. This information is presented to the Education and Workforce Development Committee for discussion and feedback.



SOUTH TEXAS COLLEGE

South Texas College Overview of Initiatives in Western Hidalgo County & La Joya ISD

Presentation for Education & Workforce Development Committee
January 17, 2023



SOUTH TEXAS COLLEGE

Outline

- **Background**
 - La Joya Higher Education Center
 - ♦ Facility Improvements
 - Program Offerings & Enrollment
 - ♦ Dual Credit ♦ Non-Credit ♦ Traditional
- **New Initiatives in 2016**
- **Meeting with La Joya ISD Leadership Team**
- **Next Steps**

Handouts:

- Summary of Surveys: 2016 & 2017
- Timeline of Initiatives: 2010-2022
 - Designated Funds, Resources, and Staff
- Marketing and Outreach Efforts: 2015-2020

La Joya Higher Education Center

- **The South Texas College Higher Education Center in La Joya**, located on the 2nd floor of the Jimmy Carter Building, **opened in 2010** to support the La Joya ISDs first Early College High School



- During **Spring 2012**, **STC was approved** by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) **to offer 50% or more of coursework towards degrees at the Center.**

Facility Improvements

- **2013 STC Bond Election was approved by voters**
- **\$2,116,907 (including Non-Bond and M&O monies) was designated for the La Joya Higher Education Center**

List of facilities improvements completed:

- ✓ 2 Computer Labs
- ✓ 3 Lecture Rooms
- ✓ 2 Science Labs; 1 Prep Room for Science Labs; 1 Storage Room for Science Labs
- ✓ A standalone structure on an existing asphalt parking lot to accommodate 42 welding stations

Program Offerings & Facilities

Program Offerings:

- **Dual Credit Programs** - La Joya ISD
- **Credit Programs** - Traditional Students
- **Non-Credit Programs**
 - Continuing Education
 - Institute for Advanced Manufacturing

Serving parents and students of La Joya ISD and surrounding communities

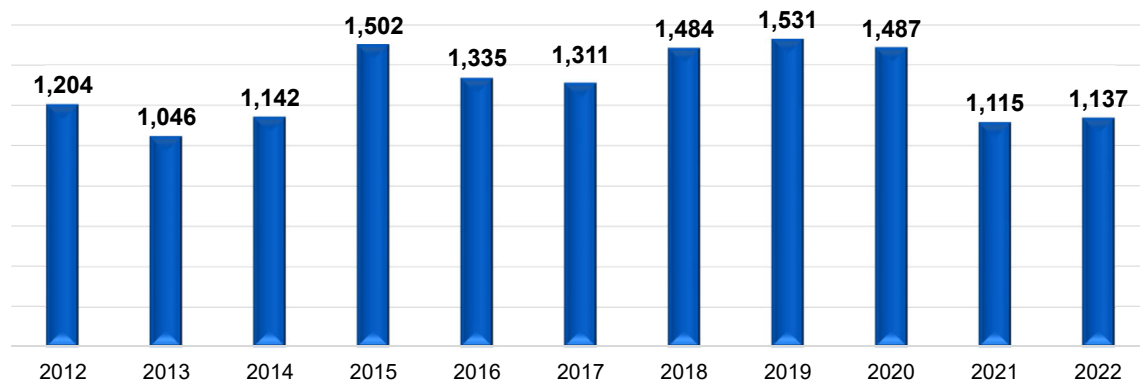
Facilities: La Joya Higher Education Center

- 17 General Classrooms
- Open Computer Lab
- Student Lounge
- Student Support Services Office

La Joya ISD Dual Credit Enrollment

South Texas College: Fall 2012 – Fall 2022

La Joya ISD is South Texas College's 3rd largest Dual Credit Partner

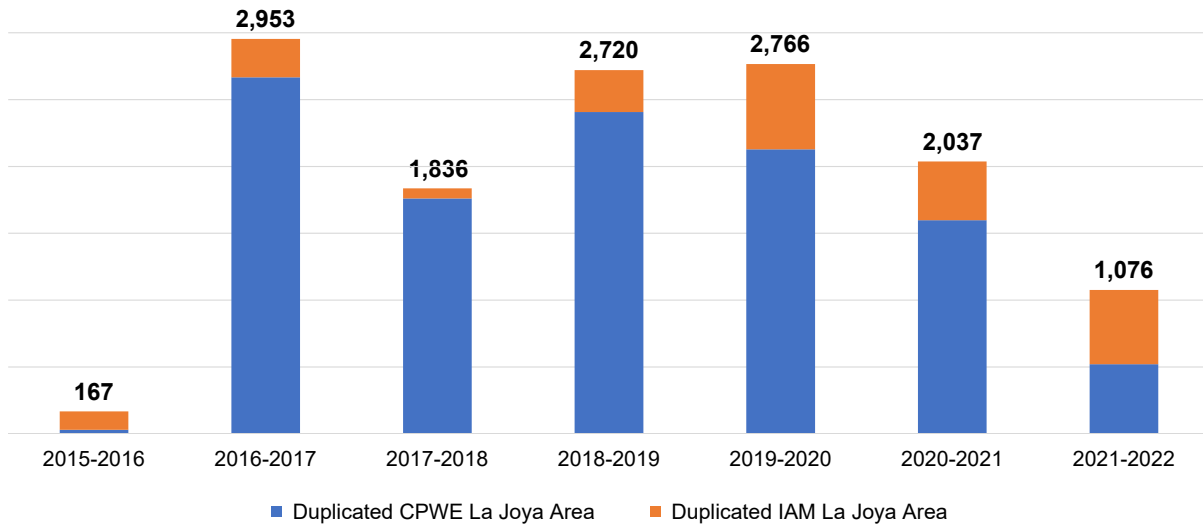


Source: South Texas College Dual Credit Programs

Continuing Education Enrollment La Joya Area Residents Academic Years 2015-2022

South Texas College began partnering with La Joya ISD to offer Continuing Education Courses in 2015

Source: South Texas College Continuing, Professional & Workforce Education



Continuing Education

La Joya Area Locations & Most Popular Courses

Locations:

- Juarez/Lincoln HS
- La Joya HS
- Palmview HS
- STEM ECHS

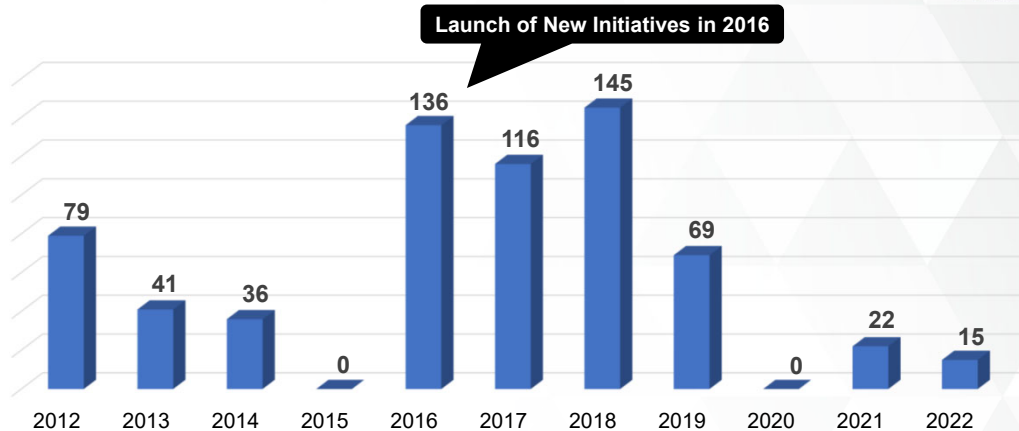
Top 5 Courses:

- Employability Skills
- Customer Service
- Receptionist
- Student Success
- Robotics

Traditional Enrollment

La Joya Higher Education Center

Fall 2012 – Fall 2022



Source: South Texas College Curriculum Department
Note: Counts are duplicated

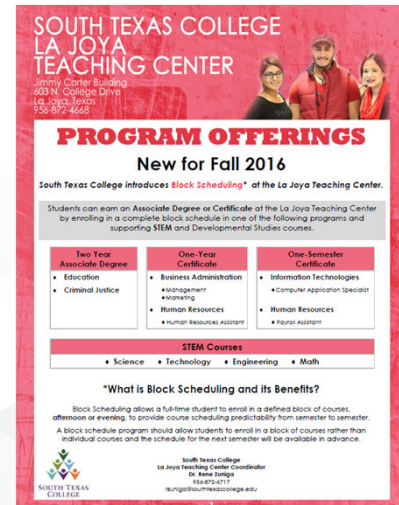
New Initiatives in 2016

Expanded traditional course offerings
to serve Western Hidalgo County
Community Members

Overview of Initiatives

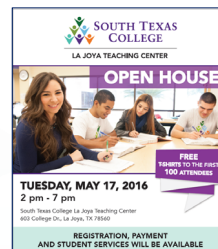
2016 New Initiatives Included:

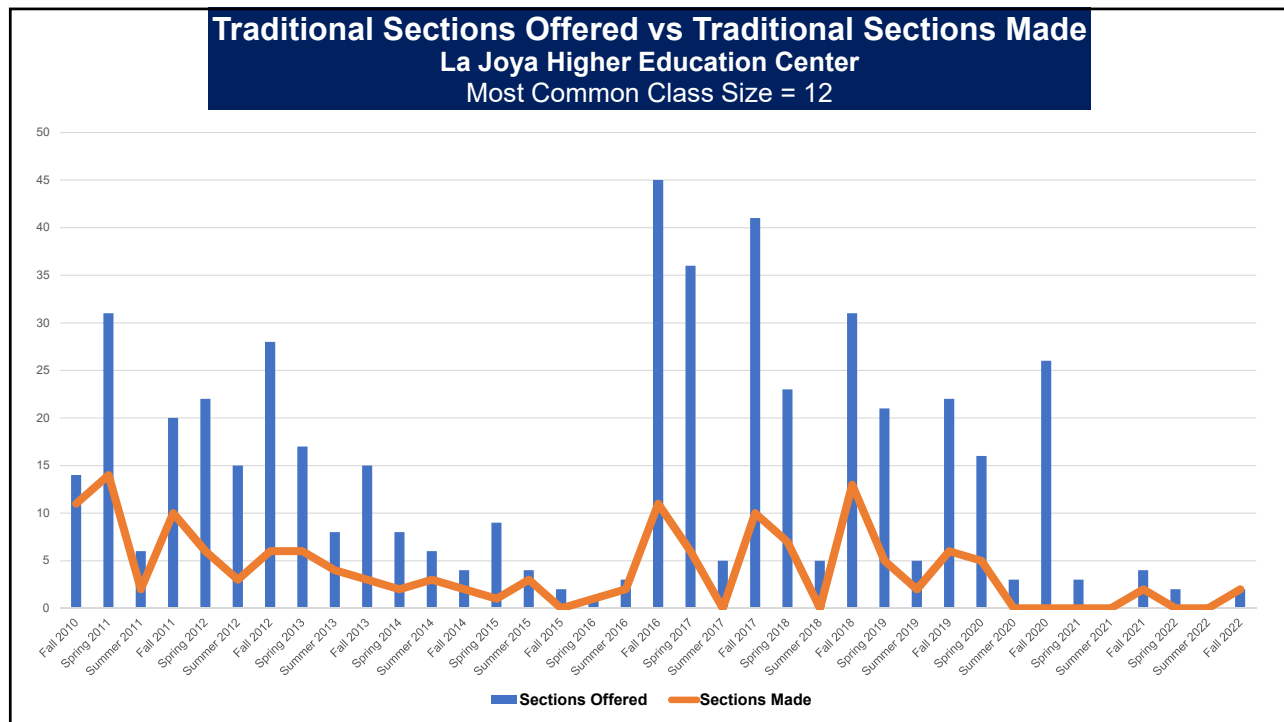
- Establishment of Joint STC/La Joya Advisory Committee
- Survey of Community Members
- Development of Marketing and Outreach Plans
- Development of Program Offerings Booklets
- Facility Improvements at La Joya ISD with 2013 bond funds



Marketing & Outreach Activities

- Dedicated Webpage
- Flyers to Promote Courses
- Social Media Posts
- Press Releases
- Postcards & Recruitment Letters
- Program Banners
 - Family College & Community Night Events
 - High School Senior Day Events
 - Open House at LJHEC
 - La Joya ISD Orientation at STC
 - Email Blast/Mail Outs/Phone Calls
 - Announcements on La Joya ISD TV channel





Meeting with La Joya ISD
 Leadership Team
 December 9, 2022

Discussion Items

December 9, 2022 Meeting

- **Fall 2022 Snapshot of Focus Area**
 - Traditional Enrollment by Zip Code
 - Traditional Enrollment by Campus
 - Top 5 Associate Degrees & Certificates Awarded
- **Enrollment Data**
 - Dual Credit Offerings
 - Continuing Education
- **Next Steps**
 - New Survey of Community Members: Spring 2023
 - Utilization of New Facilities by Continuing Education

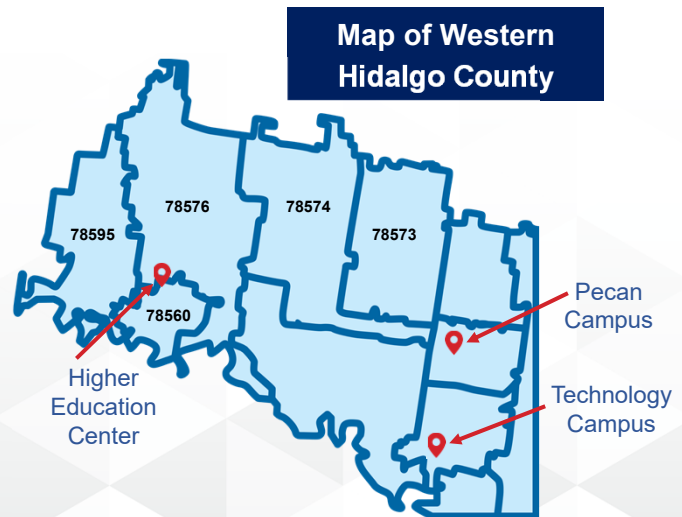


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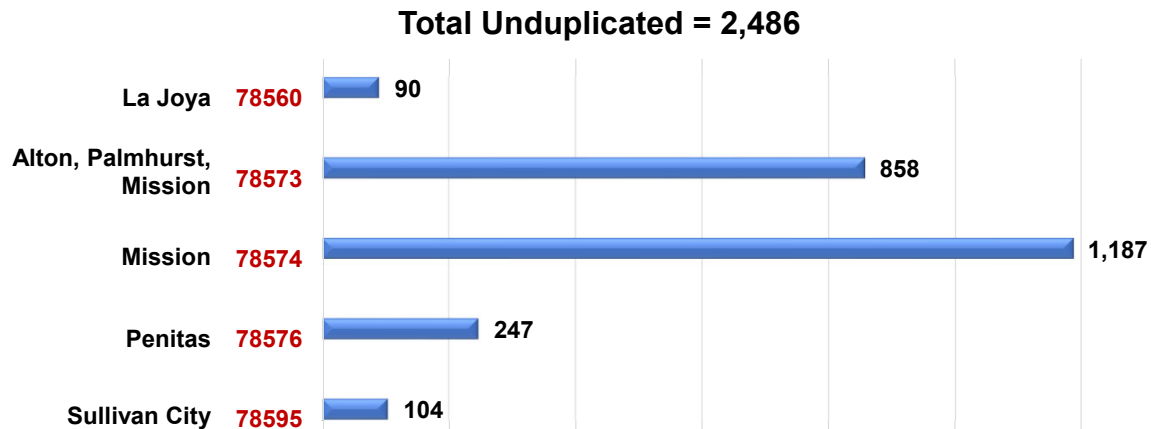
Western Hidalgo County Residents

Zip Code	City
78560	La Jota
78573	Alton, Mission, Palmhurst
78574	Mission
78576	Peñitas
78595	Sullivan City



Traditional Enrollment by Zip Code

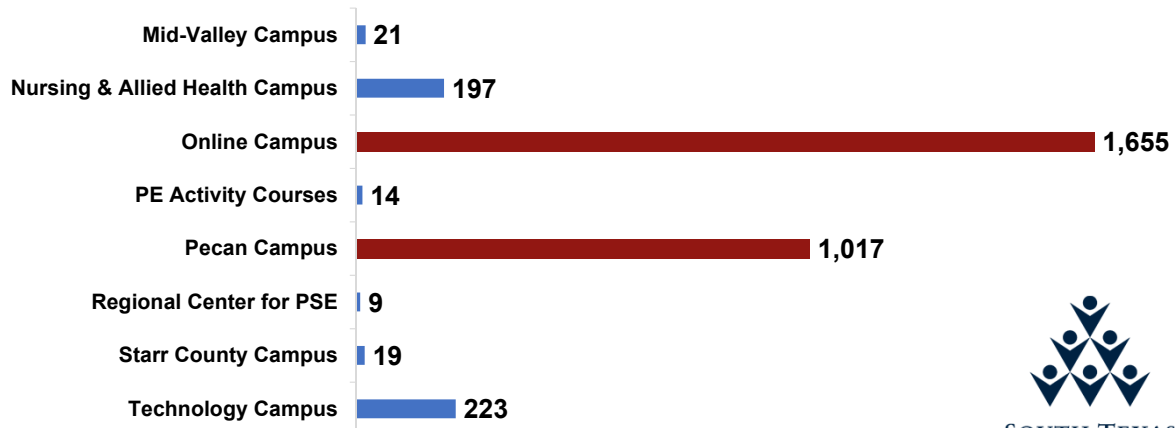
Fall 2022



Source: South Texas College Research & Analytical Services

Traditional Enrollment by Campus/Site

Fall 2022



Source: South Texas College Research & Analytical Services
 Note: Student may be attending more than one campus.



Top 5 Associate Degrees & Certificates Awarded – Traditional Students May 2022

Associate Degrees

Interdisciplinary Studies
Associate Degree Nursing
Interdisciplinary Studies
Psychology
Elementary Education
Business Administration

Certificates

Structural Welding
Electrician Assistant
Patient Care Technician
Child Care and Development – Pre School
Medical Office Specialist
Automotive Technology

Next Steps

Upcoming Initiatives

Community Outreach Survey

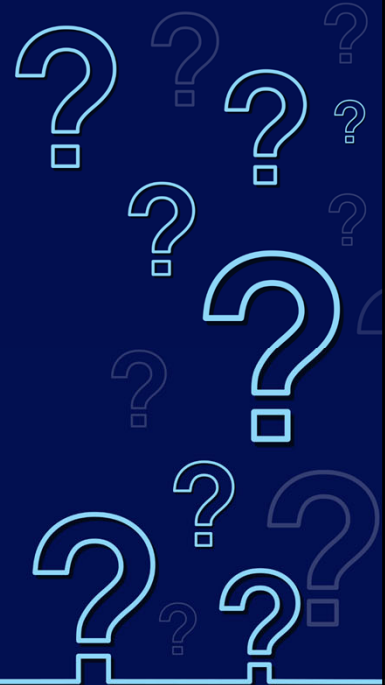
- Designated leads from STC and La Joya ISD
- Developing survey and timeline
- Target distribution: Spring 2023



Prospective New Site

- Kika de la Garza Elementary: 5441 La Homa Rd, Mission
- CPWE Director to evaluate accessibility and facilities
- Projected programming includes GED and CDL courses
- Dedicated staff assigned for area recruitment

Questions



**Thank you for your
continued support**



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South Texas College Marketing & Outreach To Promote Traditional Enrollment

at the Higher Education Center in La Joya



South Texas College developed an extensive Marketing/Outreach/Promotion plan that was implemented during Academic Years 2015-2016, 2016-2017, 2018-2019, and 2019-2020.

Resources designated for Promotion and Marketing included:

- Staff time from Academic Affairs, Student Affairs, Research and Analytical Services, and Marketing Department
- Budget designated from Academic Affairs **up to \$20,000** per year
- Budget designated from Marketing Department **over \$20,000** per year

Office of the Vice President for Academic Affairs:

- Collaborated with Research and Analytical Services to review enrollment by students from specific zip codes surrounding the La Joya area, courses taken, declared majors, and program graduation.
- Based on the report, developed Instructional Plan for La Joya Teaching Center
 - Support and core courses
 - Short certificates, associate and bachelor degrees
 - Developed a block schedule to make it easy for students to stay in La Joya
 - Courses offered in the following areas:
 - STEM related courses (Biology, Chemistry, Engineering, Math, Computer Science)
 - Criminal Justice
 - Business
 - Education
 - Welding

Recruitment and Outreach Activities by the Site Coordinator:

- Developed the courses offered at La Joya Site by working with Division Deans and Department Chairs
- Opened a La Joya Teaching Center Help Desk to provide information about College classes to all interested individuals (STC provided part-time help)
- Promoted courses offered for Fall/Spring/Summer
 - Visited all La Joya HS and informed graduating Seniors of courses offered
 - Attended College Advisor Training Program
 - Attended College and Community Nights
- Coordinated La Joya ISD (LJISD) to STC event
- LJISD Senior Days event
- Attended Advising Meetings
- Developed flyers to send to all LJISD staff
- Promoted LJ Center at football games
- Sent emails and flyers advertising college hours to students
- Worked with Admissions Office to create a Priority Registration Process for LJ students
- Coordinated Open House before each semester: staff from Admissions, Financial Aid, Programs of Study present at the event to register students
- Mailed postcards to students from La Joya ISD

- Worked with La Joya ISD PR to include information in Graduation Packets mailed to students
- Disseminated information during community events:
 - Proyecto Desarrollo Humano
 - Peñitas Community Center
 - City of La Joya
 - La Joya Police Department
 - La Joya Fire Department
 - La Joya Public Library
 - La Joya ISD *El Dia del Nino Festivities*

Marketing Promotion:

- Designed and purchased banners for the Teaching Site
- Developed press releases
- Created dedicated webpage
- Promoted LJ Center on social media
- Developed radio ads and purchased air time to promote open house events
- Created announcements for local high school public channel
- Designed and purchased newspaper advertisements
- Promoted Open House and Registration Round Up events

Admissions and Enrollment Services:

- Registration Drive/Round Up events
 - Admission Office Staff
 - Financial Aid Staff
- Created a Priority Registration Process for LJ students
- Hosted Financial Aid Nights for the parents and students

Timeline of Initiatives: 2010-2022 To Support Traditional Enrollment

at the Higher Education Center in La Joya



Date	Activities and Associated Budget/Resources
2010-2011	<ul style="list-style-type: none"> Designation of Jimmy Carter Building to support the first Early College High School in La Joya ISD STC assigned a Site Coordinator (SC) for the Teaching Site with a \$9,000 stipend Programs offered: Dual Credit, Traditional, and Continuing Education STC developed Marketing and Promotional Activities to promote the site Traditional Enrollment at LJHEC: 354
2011-2012	<ul style="list-style-type: none"> STC continued with Site Coordinator assignment with a \$15,000 stipend Academic Affairs developed an Instructional Plan for traditional students including: Core Courses and Introductory Courses Marketing Department developed extensive plan to promote the site (estimated expense \$10,000) Admissions Office began with registration events on site Traditional Enrollment at LJHEC: 150
2012-2013	<ul style="list-style-type: none"> STC continued with Site Coordinator assignment with a \$15,000 stipend Academic Affairs developed an Instructional Plan for traditional students including: Core Courses and Introductory Courses, and Criminal Justice STC Library assigned part-time assistance to the site (\$6,000) Marketing Department developed extensive plan to promote the site (estimated expense \$10,000) January 2012, location was approved by SACSCOC as a Higher Education Center and the Library began providing services (2012 estimated expense \$22,400) Traditional Enrollment at LJHEC: 191
2013-2014	<ul style="list-style-type: none"> Developed a Report to show traditional enrollment at the Center (Report regarding 2010-2013 Enrollment Status at La Joya Teaching Center) <ul style="list-style-type: none"> STC offered traditional courses at the Center from 4 p.m. to 10 p.m. In Fall 2013, traditional enrollment was 142 students Dual Credit enrollment increased Traditional enrollment decreased Conclusion: Traditional enrollment should be about 500 for the College to be able to provide additional support staff from different areas Library Services (2013 estimated expense \$17,800) Traditional Enrollment at LJHEC: 108
STC 2013 Bond Election	<ul style="list-style-type: none"> STC Bond Election was passed: \$2,116,907 (including Non-Bond and M&O monies) was designated for the La Joya Teaching Center (information updated 1/4/2023) List of facilities improvements completed: <ul style="list-style-type: none"> 2 Computer Labs 3 Lecture rooms 2 Science Labs; 1 Prep Room for Science Labs; 1 Storage Room for Science Labs A standalone structure on an existing asphalt parking lot to accommodate 42 welding stations

2014-2015	<ul style="list-style-type: none"> College offered dual sections and continuing education courses based on request (Fall, Spring and Summer) Library Services (2014 estimated expense \$8,400) Traditional Enrollment at LJHEC: 86
2015-2016	<ul style="list-style-type: none"> College offered dual sections and continuing education courses based on request (Fall, Spring and Summer) Business Survey conducted Summer 2016 Library Services (2015 estimated expense \$11,300) Traditional Enrollment at LJHEC: 23
Fall 2016	<p>Parent Survey conducted Fall 2016</p> <ul style="list-style-type: none"> La Joya ISD Parents (English and Spanish) Parent Survey Report <p>Finding Highlight: Top three fields of study in which respondents are interested are Education/Teaching, Criminal Justice/Law Enforcement, and Business</p>
2016-2017	<p>South Texas College made a new commitment to invest additional resources and offer traditional courses for the community.</p> <ul style="list-style-type: none"> Designated a New Coordinator for the Center: Dr. Zuniga, Special Assignment with a \$12,000 stipend and part time help for Resource Room \$6,000 Established an Advisory Committee with leadership from La Joya and STC Committed Marketing and Promotion Budget of up to \$20,000 Developed an Action Plan to work on the following: <ul style="list-style-type: none"> Facilitate the Advisory Committee Meetings to meet once a semester Establish a Resource Room at the Teaching Center Develop a Survey to assess educational needs of the area Develop facilities design and signage Marketing and Outreach Plan (see attached) Academic Affairs developed a Block schedule for course offerings to assist students to stay at the La Joya Teaching Center to complete block of courses back to back Library Services (2016 estimated expense \$12,700) Traditional Enrollment at LJHEC: 177
2017-2018	<ul style="list-style-type: none"> Coordinated and facilitated Action Plan for the La Joya Center \$12,000 stipend STC continued with part-time support staff for resources room \$3,000 Academic Affairs developed a list of courses promoting the following programs of interest: Biology, Criminal Justice, Education, Welding Conducted Business Survey December 2017 <ul style="list-style-type: none"> Finding Highlight: Businesses did not require certificate, associate, or bachelor degrees, therefore promote short programs aligned with continuing education Marketing and Outreach Plan (see attached) Library Services (2017 estimated expense \$19,900) Traditional Enrollment at LJHEC: 171
2018-2019	<ul style="list-style-type: none"> STC continued with Site Coordinator assignment with a \$12,000 stipend STC continued with part-time support staff for resources room \$3,000 Academic Affairs developed a list of courses promoting the following programs of interest for Fall 2018: <ul style="list-style-type: none"> STEM courses: Science, Technology, Engineering, and Math Support and Core Courses Courses leading to Associate Degrees

	<ul style="list-style-type: none"> ○ Welding Certificate ○ Biology, Criminal Justice, Education • Marketing and Outreach Plan (see attached) • Library Services (2018 estimated expense \$20,200) • Traditional Enrollment at LJHEC: 237
2019-2020	<ul style="list-style-type: none"> • STC continued with Site Coordinator assignment with a \$12,000 stipend • STC continued with part-time support staff for resources room \$3,000 • Academic Affairs developed a list of courses promoting the following programs of interest for Fall 2019: <ul style="list-style-type: none"> ○ Senior Expo Event LJISD to STC ○ Program Represented Education, Criminal Justice, Welding, Nursing • Library Services (2019 estimated expense \$22,400) • Traditional Enrollment at LJHEC: 131
2020-2021	<p>COVID: Online sections offered throughout the College</p> <ul style="list-style-type: none"> • Library Services (2020 estimated expense \$8,200) • Traditional Enrollment at LJHEC: 0
2021-2022	<ul style="list-style-type: none"> • Dual Credit face to face sections offered • Continuing Education sections offered • Traditional courses offered online • Library Services (2021 estimated expense minimal) • Traditional Enrollment at LJHEC: 22

Summary of South Texas College Surveys Conducted in Western Hidalgo County

December 9, 2022



BACKGROUND

Between Summer 2016 and December 2017, South Texas College conducted three surveys of residents in Western Hidalgo County in an effort to determine opportunities and strategies for South Texas College to partner with local businesses and La Joya ISD in developing educational and workforce programs to meet the needs of residents in the area.

TIMELINE OF PAST SURVEYS

1. Business Survey: Summer 2016

- Provided to La Joya area employers while attending a luncheon
- Purpose was to ask employers questions about job positions they needed to fill, and skills needed by applicants for those positions
- 57 responses were received

2. Parent Survey: Fall 2016

- Survey created and administered as a collaboration between STC and La Joya ISD
- Sent to parents and returned via students in 1st, 3rd, 5th, and 7th grade levels
- 3,021 surveys were received, scanned, and analyzed
- Significant Findings regarding programs of interest: top three fields of study in which respondents are interested are Education/Teaching, Criminal Justice/Law Enforcement, and Business

3. Business Survey: December 2017

- Conducted among randomly selected businesses operating within Hidalgo County communities west of Mission (Palmview, Peñitas, La Joya, Sullivan City and Abram)
- Leadership Resource Group was contracted to administer the surveys in person
- 107 responses were received
- A list of registered businesses in that area, available from the Texas Comptroller's Office, indicated that roughly 1-in-5 of the active businesses in that area participated in the survey
- Significant Findings:
 - Very small businesses in the area (95% have 20 or fewer employees)
 - Almost half (48%) stated that they have unfilled or high turnover job positions; Retail, Food Service, and Medical Service businesses have the highest need to fill positions
 - Salary range for open positions were predominantly on the lower level (61% paid less than \$10 per hour)
 - Majority of unfilled positions (63%) did not require a certificate, associate degree, or bachelor's degree

PROPOSED NEXT STEPS FOR NEW PARENT SURVEY

1. South Texas College and La Joya ISD Team collaborate to develop up to (8) multiple choice survey questions and determine timeline for distribution and closing of survey
2. South Texas College RAS will create a draft survey in Qualtrics (in English) and share for feedback and final approvals
3. La Joya ISD Team will translate final survey into Spanish
4. RAS will update the survey with starting English/Spanish question, which will direct participants to questions in English or Spanish
5. La Joya ISD Team will write the survey invite email in English and Spanish and will embed the Qualtrics survey link provided by STC
6. La Joya ISD Team will distribute email with link to parent email list and sends (1-2) reminders to participate
7. RAS creates the Qualtrics report and provides findings