

# **Board of Trustees**

## **Education and Workforce Development Committee Meeting**

**Monday, June 12, 2023**

**3:30 p.m.**

**Ann Richards Administration Building  
A 142 Conference Room  
Pecan Campus  
McAllen, Texas**



**Online Copy**

**South Texas College  
Board of Trustees  
Education and Workforce Development Committee  
Ann Richards Administration Building A  
Conference Room A 142  
Pecan Campus, McAllen, Texas  
Monday, June 12, 2023 @ 3:30 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 the Tuesday, January 17, 2023 and the Tuesday, March 7, 2023 Committee Meetings ..... 3 - 9
- II. Presentation on the South Texas College *Student Completion Services*..... 10 - 24

## **Approval of Minutes for the Tuesday, January 17, 2023 and the Tuesday, March 7, 2023 Committee Meetings**

The Minutes for the Education and Workforce Development Committee meetings of Tuesday, January 17, 2023 and Tuesday, March 7, 2023 are presented for Committee approval.

On March 7, 2023, Mrs. Dalinda Gonzalez-Alcantar was the sole Committee member in attendance, and she deferred action on the Minutes for the January 17, 2023 meeting. The Minutes for both meetings are now presented for approval by the Committee.

**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.**

**MINUTES**

The Education and Workforce Development Committee Meeting was held on Tuesday, January 17, 2023 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 3:06 p.m. with Mrs. Victoria Cantú presiding.

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

Other Trustees present: None

Members absent: None

Also present: Dr. Ricardo J. Solis, Dr. Anahid Petrosian, Dr. David Plummer, Dr. Rodney Rodriguez, Mrs. Olivia de la Rosa, Dr. Jayson Valerio, Ms. Sara Lozano, Dr. Rebecca De Leon, Mr. Serkan Celtek, Dr. Rachel Sale, Ms. Shannon Perales, Ms. Lynda Lopez, Ms. Amanda Sotelo, Dr. Sylvia Flores, and Mr. Andrew Fish.

**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 were presented for Committee approval.

Dr. Alejo Salinas, Jr., had notified administration that the Minutes incorrectly listed himself, Mr. Paul R. Rodriguez, and Mr. Rene Guajardo as “absent” from that meeting even those they did not serve on that Committee.

A corrected set of Minutes was provided, which no longer listed those trustees as absent.

Upon a motion by Mr. Danny Guzman and a second by Mrs. Dalinda Gonzalez-Alcantar, the Minutes for the Education and Workforce Development Committee meeting of Monday, November 7, 2022 were approved as corrected. The motion carried.

## **Presentation on the Summit for Dual Credit Programs**

Dr. Rebecca De Leon, Dean for Dual Credit Programs & School District Partnerships, presented on the Summit for Dual Credit Programs. The Summit would 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 was the second annual Summit in partnership with NACEP, and built 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 provides 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 discussed the keynote speakers and sessions planned for the Summit, and current registration information.

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

## **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 2<sup>nd</sup> 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, provided an overview and led 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 included 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 also outlined next steps, including an updated community survey and potential facilities available to support non-credit programs.

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

### **Adjournment**

There being no further business to discuss, the Education Workforce Development Committee Meeting of the South Texas College Board of Trustees adjourned at 3:29 p.m.

I certify that the foregoing are the true and correct Minutes of the January 17, 2023 Education and Workforce Development Committee of the South Texas College Board of Trustees.

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Mrs. Victoria Cantú  
Presiding

**South Texas College  
Board of Trustees  
Education and Workforce Development Committee  
Ann Richards Administration Building, Board Room  
Pecan Campus, McAllen, Texas  
Tuesday, March 7, 2023 @ 3:00 p.m.**

**MINUTES**

The Education and Workforce Development Committee Meeting was held on Tuesday, March 7, 2023 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 3:05 p.m. with Mrs. Dalinda Gonzalez-Alcantar presiding.

Members present: Mrs. Dalinda Gonzalez-Alcantar

Other Trustees present: Mr. Paul R. Rodriguez

Members absent: Mrs. Victoria Cantú and Mr. Danny Guzman

Also present: Dr. Ricardo J. Solis, Mr. Javier Villalobos, Dr. Anahid Petrosian, Mr. Matthew Hebbard, Dr. Rodney Rodriguez, Dr. Christopher Nelson, Dr. Ali Esmaeili, Ms. Shannon Perales, Dr. Sylvia Flores, Ms. Lynda Lopez, Dr. Anabel Romero-Juarez, Ms. Karen Quintero, Dr. Eric Ban, Ms. Sharon Rice, and Mr. Andrew Fish.

**Approval of Minutes for Tuesday, January 17, 2023 Committee Meeting**

As the sole Committee member in attendance, Mrs. Dalinda Gonzalez-Alcantar deferred action on the Minutes for the Education and Workforce Development Committee meeting of Tuesday, January 17, 2023 as presented for Committee approval.

**Presentation on the South Texas College *Regional Promise Strategy***

Mr. Matthew Hebbard, Vice President for Student Affairs and Enrollment Management, and Dr. Rodney Rodriguez, Vice President for Institutional Advancement and Economic Development, presented on the South Texas College Regional Promise Strategy.

Promise Programs are an innovative strategy to support student enrollment, primarily through financial aid. At South Texas College, this would include developing better tools to work with partnering school districts and give targeted support at the high schools to

assist graduates with the transition to South Texas College. The first-year goal was to increase enrollment of this cohort of students by 5% over the prior year.

The presentation began with an overview of the Promise Program concept by Dr. Eric J. Ban, Executive Director, Dr. Anabel Romero-Juarez, Director of Regional Talent Networks, and Ms. Karen M. Quintero-Vasquez, Manager of Partner Support, with Economic Mobility Systems (EMS) from Dallas, TX. EMS was a key partner in the development of the Dalla Promise initiative, which has served as a model for Texas and institutions in other states. EMS highlighted components of a Promise Program and discussed how they would support South Texas College and the South Texas College Foundation to launch a regional program.

Mr. Hebbard and Dr. Rodriguez then provided an overview of the proposed strategy for the Regional Promise Program, including the collaboration between the College and the Foundation that will be necessary to support this endeavor.

The support of the South Texas College Board of Trustees and the Foundation's Board of Directors will be vital in helping champion this exciting new initiative with school district leadership and other community partners.

No formal action by the Education and Workforce Development Committee was requested. This information was presented as an update to the Committee, for feedback to administration, and to help the trustees advocate in support of the program.

## **Overview and Discussion of *Guided Pathways* at South Texas College**

Dr. Anahid Petrosian, Vice President for Academic Affairs, and Dr. Christopher Nelson, Dean for Liberal Arts, provided an overview and led a discussion of *Guided Pathways* at South Texas College.

Since 2016, South Texas College has been a leader college in the Texas Pathways Project, under the Texas Success Center and built upon a national Pathways Project model. The Pathways Project seeks to improve student success by shortening the time and cost to students in completion of their college credentials. National trends show that community college students take too much time and spend too much money to complete their field of study at community colleges. This is often due to:

- accumulating excess credits that do not contribute to their degree plan;
- delayed enrollment in courses necessary for their degree plan; or,
- having to withdraw from and/or repeat courses that are part of their degree plan.

South Texas College has implemented its *Guided Pathways* in response to the call to action posed by the Texas Pathways Project.



South Texas College has partnered with local school districts to identify high school endorsements and map those to programs of study at the College. These programs are clustered into 10 Meta-Majors, which are then used to help guide students towards courses that satisfy their career interests, while still providing flexibility to the student to grow and pursue their interests in related programs of study.

Dr. Petrosian and Dr. Nelson discussed the Texas Pathways Project and the College's implementation through *Guided Pathways*, including Key Performance Indicators of student success, and the essential practices that have helped achieve successes at better than the state average.

They also discussed the Texas Pathways Institutes and the future of the College's work with the Texas Success Center.

The support of the South Texas College Board of Trustees will be crucial in supporting the College's continued Pathways work, including our collaboration with partnering school districts and community members.

No formal action by the Education and Workforce Development Committee was requested. This information was presented as an update to the Committee, for feedback to administration, and to help the trustees advocate in support of the program.

### **Adjournment**

There being no further business to discuss, the Education Workforce Development Committee Meeting of the South Texas College Board of Trustees adjourned at 4:02 p.m.

I certify that the foregoing are the true and correct Minutes of the March 7, 2023 Education and Workforce Development Committee of the South Texas College Board of Trustees.

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Mrs. Dalinda Gonzalez-Alcantar  
Presiding

## **Presentation on the South Texas College *Student Completion Services***

Mr. Tony Matamoros, Director of Student Engagement & Completion Services, will present on the South Texas College Student Completion Services.

The Student Completion Services Department supports the College's commitment to student access and completion, with a focus on services to adult learners through strategies on student re-engagement, recruitment of adult learners seeking career transition pathways, and adult learners looking for non-credit to credit pathways.

Adult learners have varying academic backgrounds and preparedness for college, and most have work-life balance challenges. The Student Completion Services team helps guide students to resources at South Texas College that are ready to support students' diverse needs. The College also partners with The Hope Center and with the Valley Initiative for Development and Advancement (VIDA) to help identify and address students' basic needs, which can be crucial in supporting students' focus on completion.

### **Student Re-Engagement**

Student Re-Engagement strategies primarily seek to identify prior South Texas College students who earned credit toward completion of a credential, but stopped out prior to graduating. From the 2018 – 2019 Academic Year through the 2021 – 2022 Academic Year, over 22,000 students enrolled but have since stopped enrollment without completing their program. 1,459 of these students were only 1 – 4 courses away from completing their credential.

Recently, the Student Completion Services team identified 5,113 students who had stopped out prior to completion, and helped 550 of them re-enroll since Fall 2022.

Another strategy of Student Re-Engagement is to identify adult learners who began the application process to attend South Texas College but did not enroll for courses. Recent efforts have identified 2,248 such applicants. Upon outreach from staff, the department helped 206 students complete the enrollment process and register for classes since Fall 2022.

### **Adult Learner Recruitment**

Adult Learner Recruitment strategies seek to identify working adults, many of whom hold a degree or workforce credential, who are looking for career advancement or career change opportunities. South Texas College offers a wide variety of programs tailored to specific professional groups that can offer career advancement or help launch a new career.

These strategies include targeted recruitment presentations in coordination with partnering agencies, such as the US Border Patrol, military personnel, and local and state

government. The College also leverages grant support to help upskill and reskill adults in new career paths.

The Student Completion Services team has helped 376 adults enroll in associate and bachelor degree academic programs at South Texas College since Fall 2022, as the next step in their career plan.

### **Non-Credit to Credit Recruitment**

The South Texas College service region is home to a large number of adults who could benefit from basic skills support and training for short-term certifications leading to paying jobs. The Non-Credit to Credit Recruitment strategies help connect potential students to pathways that can start anywhere from GED preparation and testing up through coursework leading toward a workforce credential.

These pathways are intentionally built to provide students an opportunity not only to find workforce certifications quickly, but to leverage those successes into further career training at South Texas College, eventually leading toward certificate, associate, and baccalaureate programs when the student is ready.

The College works with grantors and other partners to provide resources to these students to help them address life's challenges while they investment in themselves and their careers.

The support of the South Texas College Board of Trustees will be vital in helping champion this exciting new initiative as we continue to open pathways for adult learners to return to South Texas College.

No formal action by the Education and Workforce Development Committee is requested. This information is presented as an update to the Committee, for feedback to administration, and to help the trustees advocate in support of the programs.



# STUDENT COMPLETION SERVICES

June 12, 2023



## What is an Adult Learner?

### Adult Learner Student Profile

#### *EXCELENCIA IN EDUCATION ANALYSIS*

- Academic Preparedness
- Work/Life Balance
- Demographics



## Our Focus:



**Student Re-  
Engagement**



**Adult Learner  
Recruitment**



**Non-Credit to  
Credit  
Recruitment**

## Student Re-Engagement

**5,113**

Students  
Targeted

**550**

Students  
Re-Enrolled Since  
Fall 2022

## Adults: Applied, But Did Not Enroll

**2,248**

Students  
Targeted

**206**

Students Enrolled  
Since Fall 2022

## Adult Enrollment in Academic Programs

Bachelor Programs

Career & Technology Programs

- Public Safety
- Cosmetology
- Public Administration

# 376

Students Enrolled Since  
Fall 2022



**McAllen Border Patrol Station Luncheon  
STC Regional Center**



## Recruitment Presentation Lackland Airforce Base



## Recruitment Session U.S. Border Patrol Sector Headquarters



## Recruitment Session City of Pharr



What We Know About Our Adult Learners  
**2019 Adult Learner Institutional Survey – Council of  
Adult & Experiential Learning**

**2021 STC Focus Group – Research & Analytical  
Services Department**

## STC Stopped-Out Student Data

AY 18-19 to AY 21-22

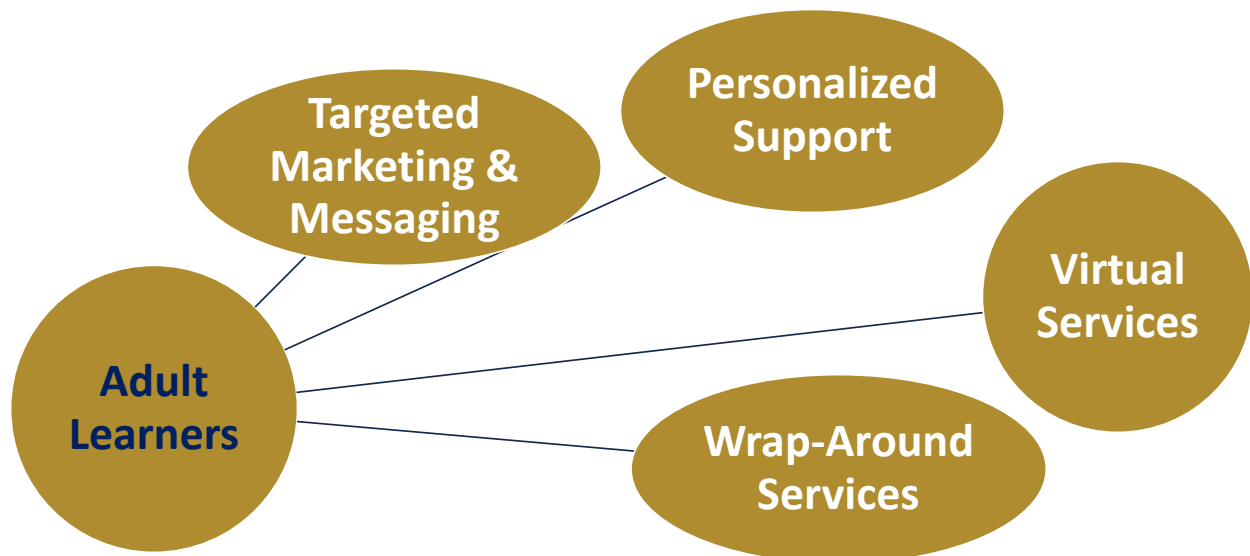
**22,000+**

Enrolled, but Did Not  
Re-Enroll

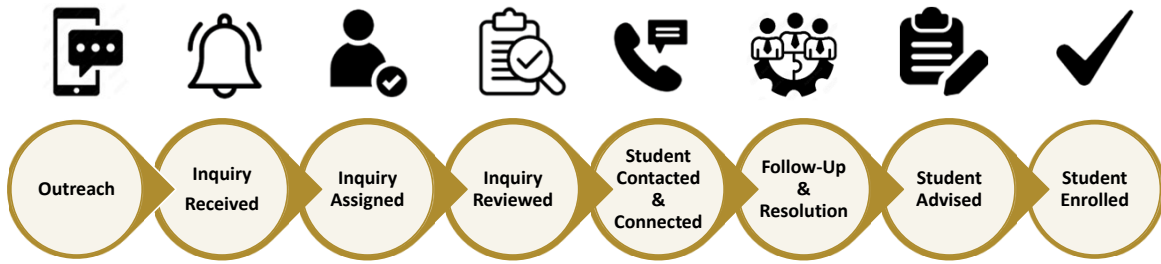
**1,459**

1-4 courses away  
from completion

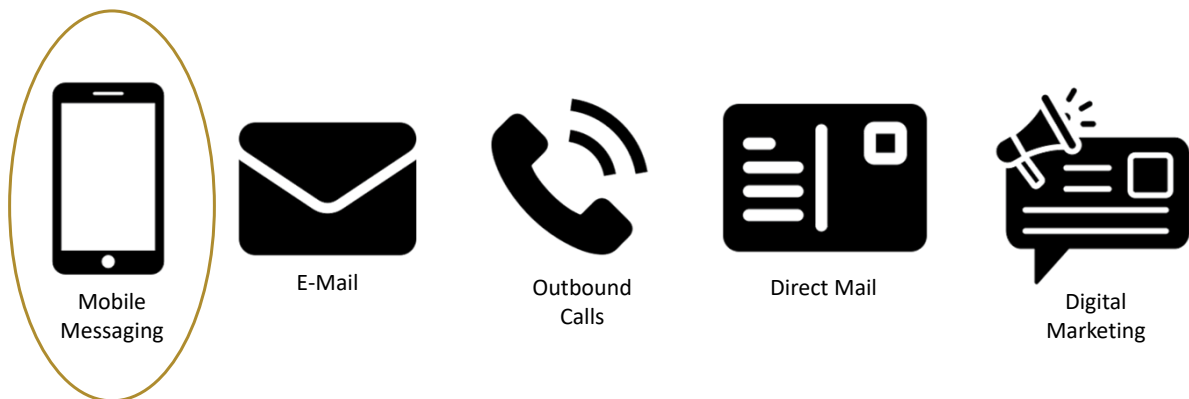
## Intentionally Serving Adult Students



## Our Tailored Approach to Enrollment



## Comprehensive Communication Plan



## Awarded Grants

### **Reskilling Grant – Texas Higher Education Coordinating Board Rounds 1 & 2**

Total Awarded:     **\$580,000**

### **Latino Adult Student Success Academy - Council of Adult & Experiential Learning**

Total Awarded:     **\$20,000**



## Awarded Grants

### **Accelerating Student Success Planning Grant – Texas Higher Education Coordinating Board**

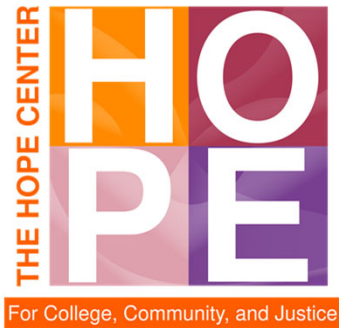
Total Awarded:     **\$50,000**

### **Student Success Acceleration Program Implementation Grant – Texas Higher Education Coordinating Board**

Total Awarded:     **\$180,000**



## Basic Needs Supports



## GED & Continuing Education Goals

- Conduct Process Mapping
- Develop Prospective Student Communication Plan
- Revamp GED College Success Course
- Implement GED New Student Orientation
- Engage Region One and Area School Districts

### Success story

"I'm glad I was encouraged to go back, to talk to people, advisors and administrators to see what opportunities and possibilities are available to me"

- Maria Trevino

### Finding satisfaction helping communities

Student of the Week: Maria Trevino



### Success story

"They helped give me that little push, like 'Go, yes, it's time to do it,' not for me to wait another semester or another year. They were clearing holds and helping me out so I could start as soon as possible because I didn't want to lose the time"

- Ximena Beas

### A 'Little Push' Goes a Long Way

Dual Credit Alumna Comes Back to College



### Success story

“COVID impacted our lives big time. First my husband’s work declined because he works in construction and then I lost my parents due to the virus. They passed a day apart. Receiving this grant was perfect timing and it helped me qualify for summer courses”

- Claudia Ramos

### Texas Reskilling grant becomes vital resource for students seeking to come back to college



## Upcoming Projects & Initiatives

- Survey Stopped-Out Students
- Develop a Reconnect STC Webpage
- Create a Degree Reclamation Committee
- Develop a Reconnect Scholarship Program
- Create a Basic Needs Website





## STUDENT COMPLETION SERVICES

