



**SOUTH TEXAS
COLLEGE**

Board of Trustees

Education and Workforce Development Committee Meeting

Tuesday, January 16, 2024

4:00 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 Conference Room A 142
Pecan Campus, McAllen, Texas
Tuesday, January 16, 2024 @ 4:00 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 the Tuesday, November 14, 2023 Committee Meeting ... 3 - 8
- II. Presentation on South Texas College Cosmetology Program 9 - 16

Approval of Minutes for the Tuesday, November 14, 2023 Committee Meeting

The Minutes for the Education and Workforce Development Committee meetings of Tuesday, November 14, 2023 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
Tuesday, October 17, 2023 @ 3:30 p.m.**

MINUTES

The Education and Workforce Development Committee Meeting was held on Tuesday, November 14, 2023 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 3:41 p.m. with Mrs. Victoria Cantu presiding.

Members present: Mrs. Victoria Cantu and Mrs. Dalinda Gonzalez-Alcantar

Other Trustees present: Ms. Rose Benavidez, Dr. Alejo Salinas, Jr., Mr. Paul R. Rodriguez via teleconference

Members absent: Mr. Danny Guzman

Also present: Dr. Ricardo J. Solis, Dr. Anahid Petrosian, Mr. Matthew Hebbard, Dr. Brett Millan, Dr. Rodney Rodriguez, Mrs. Christina Cavazos, Mr. Tony Matamoros, Olivia De La Rosa, Mr. Jose Vela, Mrs. Becky Millan, Dr. Kelli Davis, Dr. Rachel Sale, Ms. Lynda Lopez, Ms. Luisa Rodriguez, Ms. Lisa Aleman, Mr. Daniel Montez, Mr. Andrew Fish.

Approval of Minutes for the Tuesday, October 17, 2023 Committee Meeting

Upon a motion by Mrs. Victoria Cantu and a second by Mrs. Dalinda Gonzalez-Alcantar, the Minutes for the Education and Workforce Development Committee meetings of Tuesday, October 17, 2023 were approved as written. The motion carried.

The committee deliberated and acted on the following item outside the posted agenda order:

Review and Recommend Action as Necessary to Offer the Proposed Associate of Science Degree in Architecture in Fall 2024

The Education and Workforce Development Committee was asked to recommend Board approval to offer an Associate of Science (AS) Degree in Architecture in Fall 2024.

The proposed AS in Architecture prepares students to transfer into a bachelor's degree in Architecture, Construction Management, and other architectural related majors. This program offers an introduction to architecture; architectural history; architectural design;

architectural graphics; and architectural technology. Due to a recent shift in the Architecture industry, architectural employers are making a distinction between drafters and architectural designers, thus creating a demand for this field.

Students graduating from the AS in Architecture program would also have the opportunity to gain employment with local employers in the architectural field as architectural designers and architectural/project managers averaging a salary of up to \$53,738 for Hidalgo and Starr Counties.

For the College, this degree would pave the way for potential articulation agreements with regional and online universities, including Texas Tech University and Boston Architectural College, providing graduates a pathway for earning a credential from a four-year National Architectural Accrediting Board (NAAB) institution.

The program developers researched and compiled data from transfer universities, including labor market data from Lightcast™, to support demand for this discipline. A student survey to document program and student demand was also conducted.

The packet included the Program Development Packet, which contained:

- Program Development Approval Checklist
- Program Development Process and Review
- Program Development Checklist
- Program Development Summary
- Enrollment Management Plan
- Student Survey
- Proposed Curriculum, Course Descriptions & Learning Outcomes
- Instructional Costs and Projected Revenues
- Letters of Support

Dr. Anahid Petrosian, Vice President for Academic Affairs, introduced Ms. Christina Cavazos, Director for Curriculum, and Mr. Jose Vela, Compliance and Accreditation Liaison/Architectural and Engineering Design Technology (AEDT) faculty from the Business, Public Safety and Technology division, to review the proposal and respond to questions.

Upon a motion by Mrs. Victoria Cantu and a second by Mrs. Dalinda Gonzalez-Alcantar, the Education and Workforce Development Committee recommended Board approval to offer an AS in Architecture in Fall 2024 as presented. The motion carried.

Review of 2022 – 2023 Annual Report on Student Completion Services

On June 12, 2023, Mr. Tony Matamoros, Director of Student Engagement & Completion Services Department, presented on the South Texas College Student Completion Services. This department focuses on improving student access and completion for adult learners, with highly successful strategies to engage, recruit, and support adults seeking career transition, non-credit to credit pathways, or a return to complete degrees after a period of non-enrollment.

As discussed at that June 2023 meeting, this focus on intentional service to adult learners is tied directly to the College's mission supporting the Rio Grande Valley, and aligns with the State of Texas' priorities for junior colleges as supported by the funding model adopted by the 88th Texas Legislature, which includes funding for student success and completion, with specific support for workforce credentials, and funding increases for successful education and credentialing of adult learners.

Student Completion Services has published a 2022 – 2023 Annual Report, its first ever annual report, highlighting its accomplishments in the past year and outlining its vision and goals for the upcoming year.

Mr. Tony Matamoros presented the annual report to the Committee, touching on the following topics:

- 2022 – 2023 Department Statistics
- Strategies tailored to re-engage adult learners
- Ongoing projects and initiatives

No formal action by the Education and Workforce Development Committee was requested. This information was presented as an update to the Committee on the intentional support of adult learners at South Texas College.

Presentation on South Texas College & HEB Training Partnership – *Partners in Success*

Dr. Brett J. Millán, Associate Vice President for Academic Success and Advancement, presented on South Texas College's partnership in support of HEB's Talent Development initiative to support their partner employees. This endeavor aligns directly with South Texas College's mission and core values.

In 2021, HEB Talent Development began development of an innovative training program to build partner confidence and to improve communication and mathematics skills. South Texas College responded to their proposal, engaging a cross-departmental team of executive, faculty, and administrative staff to meet with HEB Talent Development and propose curriculum and training programs to meet their workforce development goals. A successful program would be launched for statewide support of HEB partners.

In 2022, South Texas College was joined by Alamo Colleges and Lone Star College as pilot colleges that worked independently to develop proposed curriculum and training logistics for review by HEB's leadership. This was a detailed process, during which the colleges worked closely with HEB leadership to fine tune the training program to their partners' needs.

South Texas College's proposal included coursework in Business Communication and Retail Math, with weekly 2 ½ hour class sessions scheduled for seven weeks during the summer. The training resulted in measured improvements in communication and mathematics, partners reporting increased confidence in their jobs, lower turnover among participants, and encouragement of partners to pursue further education. These improvements were again measured in 2023, with even better success. Over the course

of two years, STC served six cohorts in La Joya, McAllen, and Weslaco, comprised of 114 HEB partners.

South Texas College's program was so successful that in 2023 HEB adopted the STC curricula for statewide implementation, to be used by their partner colleges across Texas, including fellow pilot colleges as well as three additional newly engaged institutions of higher education. In 2024, South Texas College will be joined by nine other institutions of higher education, providing STC's curriculum to HEB partners across the state.

The training partnership was another innovative program through which South Texas College leads statewide peers in developing and delivering successful career enhancing opportunities. South Texas College thanks HEB for this incredible investment in their partners, and allowing us the opportunity to participate both in developing their statewide initiative and serving as their workforce training partner in the Rio Grande Valley.

Review of Board Development Opportunities

On April 22, 2022, the Board of Trustees authorized the establishment of a series of Board Work Sessions to provide recommended Board development, including a list of priority topics.

Staff began planning the series of work sessions, including coordination with the Association of Community College Trustees to schedule content experts to present training on the prioritized topics; however, scheduling conflicts arose with other high-priority topics and the Board Development work sessions were placed on hiatus.

Board Chair Rose Benavidez has asked for the previously approved priority topics and additional new topics to be presented for discussion and commitment to a new initiative to provide the trustees with development opportunities, including:

- New Trustee Orientation
- Roles and Responsibilities of the Board
- Strengthening the Board/President Relationship
- Board Ethics and Standards of Good Practice
- Board Planning and Goal Setting
- Parliamentary Procedures
- Texas Local Government Records Act
- Texas Public Information Act

The Committee was asked to provide feedback on the proposed implementation of a Board Development Program and to suggest any additional topics that might be later presented for Board consideration.

No formal action was requested at this time.

Adjournment

There being no further business to discuss, the Education Workforce Development Committee Meeting of the South Texas College Board of Trustees adjourned at 5:05 p.m.

I certify that the foregoing are the true and correct Minutes of the November 14, 2023 Education and Workforce Development Committee of the South Texas College Board of Trustees.

Mrs. Victoria Cantu, Presiding

Presentation on South Texas College Cosmetology Program

Dr. Anahid Petrosian, Vice President and Provost for Academic Affairs, will introduce Mrs. Sara Lozano, Dean for Business, Public Safety, and Technology. Dean Lozano will present an update on the South Texas College Cosmetology Program.

With the Board's support, South Texas College developed its Cosmetology Program to offer a high-quality and cost-effective opportunity for students seeking entry into cosmetology career pathways. This 31-credit hour program prepares students for state licensure examinations necessary to excel in a variety of occupations, including hair stylist, makeup artist, nail technician, and skin care specialist/esthetics. The program also helps prepare graduates to run their own salons or develop into instructors and educators.

Phase I - PSJA - Ballew Center

South Texas College began offering its Cosmetology Program at the PSJA – Ballew Center in March 2023, under the leadership of Ms. Carla Balleza, Department Chair.

Due to the site scheduling limitations, this first cohort was limited to sixteen students, taking evening classes Monday – Friday. This cohort was able to complete their studies and practical hours, including hands-on services provided to clients. Of this cohort, 15 students graduated in Fall 2023, and Dean Lozano has shared testimonials of these proud graduates who are now prepared to begin their careers in cosmetology.

Phase II – South Texas College Cosmetology Center in Mission

Administration is excited to expand into the recently leased South Texas College Cosmetology Center at 1506 E. Griffin Parkway in Mission. This 5,100 square foot facility provides the College with greater flexibility in scheduling and the ability to serve a larger number of cohorts, beginning in March 2024.

This location will accommodate up to 20 students per cohort at the new location, and permitting scheduling of three concurrent cohorts.

The College has a five-year lease for this location, allowing for long term planning and construction of an on-campus Cosmetology Center.

For the next two years, administration anticipates maintaining full enrollment at PSJA – Ballew as well as in Mission, serving 76 students across four cohorts per year.

Phase III – South Texas College Pecan Plaza Cosmetology Center

South Texas College is also planning a renovation project at the existing STC Pecan Plaza, to convert existing spaces into a nearly 10,000 square foot Cosmetology Program facility, allowing the College to serve greater numbers of students, and to expand the instructional programs offered under the Cosmetology Program.

No formal action by the Education and Workforce Development Committee is requested. This information is presented as an update to the Committee on the South Texas College Cosmetology Program, as requested by the Committee Chair.

South Texas College
Education and Workforce Development Committee Meeting
January 16, 2024

Cosmetology Program

Presenter:

Sara Lozano, Dean for Business, Public Safety, and Technology



Outline

- Program Overview
 - Launch of Program
 - Fall 2023 Graduation
- On the Horizon
 - Expansion of Facilities
 - Enrollment Projections



Program Overview

Program Launch

The South Texas College Cosmetology Program began offering courses in March 2023 at the PSJA - Ballew Center

- Monday - Friday
- 5:00 - 9:50 p.m.
- Enrollment: 16 students

Carla Balleza, Department Chair
cballez1@southtexascollege.edu



Program Launch – Practical Skills

Students are required to complete practical hours through services with clients. The program had 224 services rendered by students in the Cosmetology Program during the Fall 2023 semester.

Services included: haircuts, acrylic nail service, manicures, pedicures, waxes, basic facials, and shampoo/conditioning.



Fall 2023 Graduation

- 1st Cohort: 15 Graduates
- November 30, 2023
- Technology Campus



Graduate Testimonials

"I want to tell everyone who has even a passing interest to give this a shot, because this has turned out to be a wonderful experience with wonderful people and limitless potential to grow."

~ Karina Hernandez



"I remember doubting [the program] was for me, but I was looking for a better opportunity for myself, so I took a leap of faith and never looked back. I believe my life has been forever changed."

~ Yazmin Sandoval

On the Horizon

Facilities Expansion

South Texas College Cosmetology Center (Shah)

- 1506 E. Griffin Parkway, Mission
- 5,106 sq. ft.
- 61 Month Lease: December 1, 2023 - December 31, 2028
- New cohorts begin March 2024



Cosmetology Center

FACILITY

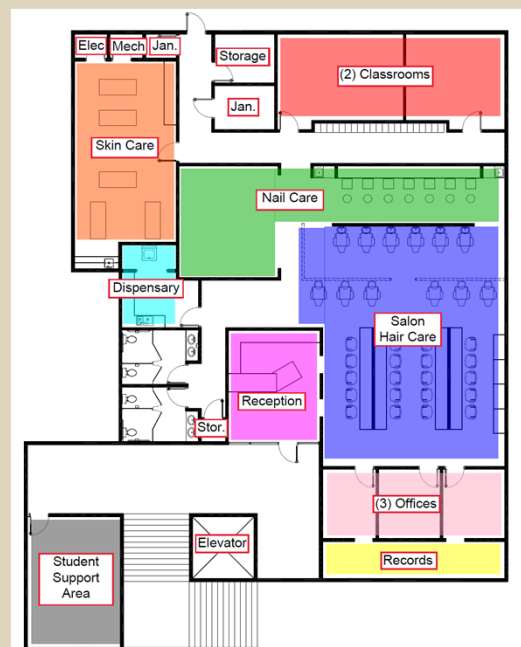
- 20 Stylist chairs helps determine cohort size
- 1 Classroom, 1 Computer Lab, 1 Nail/Manicure area, 1 Facial Treatment Room, 3 Offices, 1 Student Area

STAFFING

- Program Chair/Site Manager
- 1 Full-time Regular Faculty
- 1-2 Adjuncts
- 1 Lab Coordinator (Center/PSJA)
- 1 Lab Technician (Direct Wage)
- 1 Site Manager (Anticipated need for Fall 2024)

SCHEDULE

- Cohort 1: M-F 8:00 a.m. – 12:30 p.m.
- Cohort 2: M-F 1:00 p.m. – 5:50 p.m.
- Cohort 3: M-F 3:30 p.m. – 8:30 p.m.





Thank
you!
