Board of Trustees

Education and Workforce Development Committee Meeting

Tuesday, January 12, 2016

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
Tuesday, January 12, 2016
@ 3:00 p.m.
McAllen, Texas

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."

Approval of Minutes for Tuesday, December 08, 2015 Committee Meeting

The Minutes for the Education and Workforce Development Committee meeting of Tuesday, December 08, 2015 are presented for Committee approval.

**South Texas College
Board of Trustees
Education and Workforce Development Committee
Ann Richards Administration Building, Board Room
Pecan Campus
Tuesday, December 8, 2015
@ 3:00 p.m.
McAllen, Texas**

MINUTES

The Education and Workforce Development Committee Meeting was held on Tuesday, December 8, 2015 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. Graciela Farias presiding.

Members present: Mrs. Graciela Farias, Dr. Alejo Salinas, Jr., and Mr. Gary Gurwitz

Other Trustees present: Mr. Paul R. Rodriguez

Members absent: None

Also present: Dr. Shirley A. Reed, Dr. Anahid Petrosian, Dr. Christopher Nelson, Mr. Jason Rodriguez, Ms. April Castaneda, Ms. Yvette Gonzalez, and Mr. Andrew Fish.

Approval of Minutes for Tuesday, November 10, 2015 Committee Meeting

The Minutes for the Education and Workforce Development Committee meeting of Tuesday, November 10, 2015 are presented for Committee approval.

Presentation on Academic Classification at South Texas College

Academic Classifications are established in Policy #3813: *Academic Classifications for Faculty.* Dr. Christopher Nelson, Assistant Dean for Humanities, reviewed the classifications and provided background on the purpose and effect of classifications at academic institutions. Classifications were granted as a prestigious recognition of the recipient and institution, and no salary or other compensation was tied to classification.

South Texas College provides four classifications for full-time faculty members:
1. Instructor (commonly "Lecturer" at other institutions)
2. Assistant Professor
3. Associate Professor
4. (Full) Professor

The Board first approved the implementation of these classifications in November 2005.

Faculty were required hold appropriate academic credentials and have obtained years of service as faculty to be considered for academic classification. They must also be evaluated on at least three of the following criteria, in addition to academic achievement and years of service:

- Teaching Effectiveness
- Service to College
- Service to Community
- Professional Activities
- Scholarly Pursuit

<u>Application for Academic Classification Process</u>
1. A faculty member who meets the requirements is able to submit their application for the desired classification.
2. The application portfolio is reviewed at the departmental level by peer instructors, who vote anonymously on its recommendation.
3. If the applicant's colleagues recommend approval, this recommendation is reviewed by the College-Wide Academic Classification Committee.
4. The recommendation of the Committee is submitted to the Vice President for Academic Affairs.

Currently, South Texas College had 52 Assistant Professors, 32 Associate Professors, and 13 (Full) Professors serving its students.

Dr. Nelson also proposed the creation of an Emeritus Professor rank, which could be granted to certain, qualified retiring faculty in honor of their careers and service at South Texas College. The proposal would require a revision to Policy #3813: *Academic Classifications for Faculty*, which would be provided for the Committee's review and recommendation for Board action at an appropriate later date.

This item was for the Committee's information and feedback to staff, and no action was requested.

Presentation of South Texas College Drama Department's Spring 2016 Season

Mr. Joel Jason Rodriguez, Drama Department Chair, presented the South Texas College Drama Department's Spring 2016 season production schedule.

The department was preparing for its next show, which would be a performance of William Shakespeare's *Romeo and Juliet* February 25 – 28, 2016 at the Cooper Center Main Stage. Mr. Rodriguez described this as a "film noir" version, using costumes and set pieces developed in-house to put a twist on the classic play.

South Texas College would also host the Communication Arts Festival March 28 – April 2, 2016, which would be part of a national collaboration with a focus on exploring telling the stories of living on the border, giving local artists insights and the voice in sharing their authentic experiences.

The Drama department would also present *Between You, Me, and the Lampshade* from April 28 – May 1, 2016 in the Cooper Center Black Box Studio. This play was written by a McAllen native, and is a showcase of local talent.

This item was for the Committee's information and feedback to staff, and no action was requested.

Adjournment

There being no further business to discuss, the Education Workforce Development Committee Meeting of the South Texas College Board of Trustees adjourned at 3:55 p.m.

I certify that the foregoing are the true and correct Minutes of the December 8, 2015 Education and Workforce Development Committee of the South Texas College Board of Trustees.

_____
Mrs. Graciela Farias
Presiding

Review and Recommend Action on Proposed New Policy #3301: *Definition of Semester Credit Hours*

Approval of the proposed new Policy #3301: *Definition of Semester Credit Hours* will be requested at the January 26, 2016 Regular Board Meeting.

This would be a new policy, and is proposed for adoption by the Board for compliance with requirements by the Southern Association of Colleges and Schools Council on Colleges (SACS-COC).

The policy codifies the College's adherence to the Texas Lower Division Academic Course Guide Manual for academic transfer courses, and the Texas Workforce Education Course Manual for technical courses when determining the amount and level of credit awarded for all courses.

The Policy also defines the credit hour as the basic measure of engaged learning time expected of a student, including time in classrooms, labs, internships, studios, clinical, practicums, cooperative educational experiences, and out-of-class preparation time.

Finally, the Policy identifies various modes of instruction offered at South Texas College, to include traditional and non-traditional instruction.

The Policy has been reviewed by the President's Cabinet, the Academic Council, and the Planning and Development Council.

The Committee is asked to recommend approval of the proposed new Policy #3301: *Definition of Semester Credit Hours* which would supersede any previously adopted Board policy.

Title	Definition of Semester Credit Hours	3301
Legal Authority	Approval of the Board of Trustees	Page 1 of 1
Date Approved by Board	Board Minute Order dated January 26, 2016	

South Texas College employs sound and acceptable practices for determining the amount and level of credit awarded for courses. The College adheres to the **Texas Lower Division Academic Course Guide Manual** for academic transfer courses and the **Texas Workforce Education Course Manual** for technical courses to determine the amount and level of credit awarded for all courses whether face-to-face, online, hybrid, or other delivery modes.

The semester credit hour provides the basis for measuring the amount of engaged learning time expected of a typical student enrolled in the traditional classroom settings and in laboratories, internships, studios, clinicals, practicums, and cooperative education experiences and in distance and correspondence education. The value of a credit hour can be determined by contact time, the educational experience, and out-of-class preparation by the student.

A semester credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement, for the various modes of instruction offered at South Texas College, in accordance with the following:

1. For traditionally-delivered courses during traditional long semesters, meet not less than one (1) hour each week during a traditional long semester, approximately sixteen (16) weeks. This includes not less than one (1) hour each week for approximately fifteen (15) weeks of direct faculty instruction, a minimum of two (2) hours out-of-class student work each week for each credit hour; plus additional contact hours for a final examination or final experience.

2. Face-to-face courses that are offered in less than a sixteen (16) week semester will consist of the same number of class contact hours have the same learner outcomes and quality of instruction as sixteen (16) week semester courses.

3. At least an equivalent amount of work is required for other academic activities including laboratories, internships, studios, clinicals, practicums, and cooperative education experiences and other academic work that lead to the award of credit.

4. Online, hybrid and other nontraditional modes of delivery, may not meet the contact hours assigned above. In such instances, the semester credit hour is based upon the learning outcomes and estimated contact hours required to successfully meet those outcomes. Faculty review these courses to ensure that the learning outcomes and quality of instruction is equivalent to traditionally-delivered courses.

5. In determining the amount of coursework to achieve learning competencies and outcomes, South Texas College takes into account and considers alternative delivery methods, measurements of student work, academic calendars, disciplines, and degree levels.

6. These definitions and this policy pertain to all courses offered by the South Texas College regardless of location or mode of delivery.

Presentation of South Texas College Workforce Training Opportunities for Industry Partners in Reynosa

Mr. Carlos Margo, Interim Associate Dean, The Office of Industry Training & Economic Development, will present on workforce training opportunities for industry partners in Reynosa, through a proposed partnership with Instituto Internacional de Estudios Superiores (IIES).

The College has identified this strategy as an opportunity to improve regional prosperity in the South Texas College service area, Hidalgo and Starr counties, through collaboration with the maquiladoras in Reynosa. Through offering workforce development training to industrial partners across the border, the local economy will see increased activity. The Federal Reserve Bank of Dallas estimates that a 10 percent increase in maquiladora output leads to a 6.6 percent increase in total employment in McAllen.

For this reason, the proposed initiative is supported by the McAllen Economic Development Corporation as well as by INDEX Reynosa.

Successful collaboration with IIES in Reynosa and development of improved workforce training in industrial partners across the border will also contribute to a greater profile for the Rio Grande Valley in attracting global businesses to invest in the area, increasing the demand for high skilled workers and providing a boon to the local economy.

Staff is working to determine the feasibility of creating a 501(c)(3) to serve as a conduit for this international collaboration.

Staff is also investigating the possibility of further collaboration with IIES, which currently includes a high school of about 250 students, as well as higher education programs including two Associates Degrees, five Bachelors Degrees, and one Masters Degree.

This item is for the Committee's information and feedback to staff, and no action is requested.

Workforce Training Opportunities for Industry Partners in Reynosa

Presented by

- ❑ Mario Reyna, Dean for Business and Technology

- ❑ Carlos Margo, Interim Associate Dean for Industry Training and Economic Development

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Institutions of Higher Learning and High Schools in Reynosa

- Instituto Internacional de Estudios Superiores (IIES)
  - The only institution in Reynosa with whom STC has an articulation agreement
  - Offers AAS, bachelor and master degrees
- Instituto Tecnológico de Reynosa
  - Part of a national system that has 266 institutions throughout the country
- High Schools in Reynosa
  - Instituto Colon, Colegio Mexicano, Integrity School and IIES
  - Bilingual/Bicultural Education -Classes taught in English
  - Prepares students for the Test Of English as a Foreign Language (TOEFL) exam
  - Potential online enrollment

Workforce Training Opportunities for Industry Partners in Reynosa

Concept

- To provide workforce training to industry partners with manufacturing operations in Reynosa, Mexico in partnership with Instituto Internacional de Estudios Superiores (IIES).

- Training will be provided by the South Texas College Institute for Advanced Manufacturing (IAM).

Workforce Training Opportunities for Industry Partners in Reynosa

Purpose

- To help our communities continue to prosper by meeting the rapidly increasing demand for a skilled workforce.

- Business growth and market expansion strategy

- To help South Texas College expand its market reach into a new segment of industry.

Workforce Training Opportunities for Industry Partners in Reynosa

Approach

South Texas College shall

- Establish a partnership whereby South Texas College will serve as a training partner with IIES.
- Contract directly with IIES as a training provider and IIES shall plan, promote, coordinate and organize all training activities with the maquilas.
- Explore requirements of developing a contract with an international entity.
- Determine feasibility of creating a 501 (c) (3) organization as the conduit for said activities.

Workforce Training Opportunities for Indsutry Partners in Reynosa

Benefits to South Texas College

- Increase economic prosperity in The Valley and the region

- Increase workforce training enrollment

- Increase revenue

- Build training capacity

- Advance business relations with global manufacturers

Workforce Training Opportunities for Industry Partners in Reynosa

Maquiladoras impact on McAllen

According to the Federal Reserve Bank of Dallas,

- McAllen's economy and Reynosa maquiladora employment are closely related.
- Reynosa maquiladoras continue to grow.
- A 10 percent increase in maquiladora output leads to a 6.6 percent increase in total employment in McAllen
- The bulk of the impact is on the service industry of the local economy.

- Proposed initiative is supported by McAllen Economic Development Corporation and INDEX Reynosa.

Presentation of South Texas College Online Programs

Dr. Erasmus Addae, Dean of Distance Learning, will present the South Texas College Online Programs.

Launched as the Distance Learning Department in 1997 with 2 course sections offered to 57 students, the College was an early adopter of higher education over internet and teleconferencing services. South Texas College has continued to develop its online course offerings at a phenomenal pace.

In 2010, the College formally launched its virtual campus, eSTC, offering fully online degree programs and comprehensive student services. These services include access to Library resources, advising and counseling, registration, and tutoring.

The College has updated its marketing, and the virtual campus is now South Texas College Online. This program now serves thousands of students each semester. In Fall 2015, **5,925** students took at least one course online, and **2,206** of those students took *all* of their courses online.

The presentation includes a listing of 32 degrees that can be completed fully online, including four baccalaureate programs.

The presentation also includes enrollment projections through 2020, showing the anticipated enrollment increases to 8,262 students taking some or all of their courses through South Texas College Online.

The presentation will also review the marketing of South Texas College Online, which includes partnerships with the Valley Initiative for Development and Advancement (VIDA), the US Military through the GoArmyEd Program, *Virtual College of Texas*, and the US Border Patrol.

Dr. Addae will review the College's support structure that has helped South Texas College faculty and students leverage internet technologies into successful tools for distance learning, and will review student success and completion rates, comparable to the other large community colleges in Texas.

Finally, Dr. Addae will review the recognition of the South Texas College Online programs, their opportunities for expansion, and the representation of these programs at the Distance Learning Symposium.

This item is for the Committee's information and feedback to staff, and no action is requested.

South Texas College Online Programs

Presentation for Education & Workforce Development Committee
Tuesday, January 12, 2016

Presenter:
Dr. Erasmus Addae, Dean of Distance Learning

Outline

- **Vision and Mission**
- **Background**
- **Historical Enrollment & Projections**
- **Promoting Distance Learning**
- **Student Success**
- **Support for Faculty and Student**
- **Recognition**
- **Distance Learning Symposium**

Vision & Mission

SOUTH TEXAS COLLEGE ONLINE

South Texas College Online

- **Vision** of South Texas College Online aligns with the College's Comprehensive Mission in **bringing higher education opportunities to all students.**

- **Mission** of South Texas College Online is to provide **entire online degree programs** supported by fully integrated and responsive student services delivered **any time and any place** to **traditional and non-traditional learners** with academic, professional, and life enrichment goals.

Background

SOUTH TEXAS COLLEGE ONLINE

- Distance Learning Department was **Established in 1997**
  - 2 course sections
  - 57 students
- **Delivery Methods**
  - Internet courses
  - Interactive videoconferencing courses
  - Televised courses

Blackboard mobile
WHEN AN APP ISN'T ENOUGH

Virtual Campus

- Virtual Campus established in **2010**
  - Online degree programs and online student services
- Full complement of **online student services**
  - Library
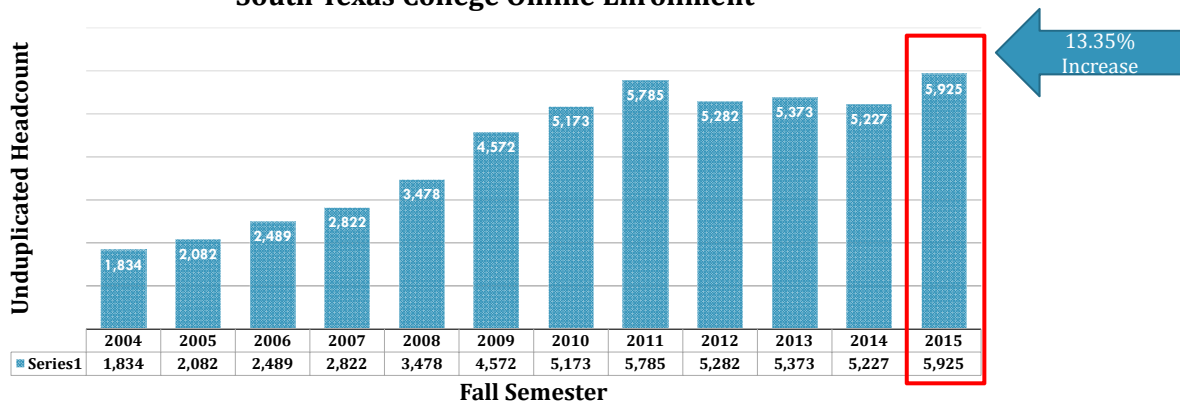 - Advising/Counseling
  - Registration
  - Tutoring

Historical Enrollment

Unduplicated Enrollment

Fall Semester 2004- 2015
South Texas College Online Enrollment

13.35% Increase

Unduplicated Headcount

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Series1	1,834	2,082	2,489	2,822	3,478	4,572	5,173	5,785	5,282	5,373	5,227	5,925

Fall Semester

Historical Enrollment

Fall Semester 2004 - 2015
Students Taking All their Courses Online

Unduplicated Headcount

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Series1	298	382	512	699	853	1189	1337	1693	1670	1722	1750	2,206
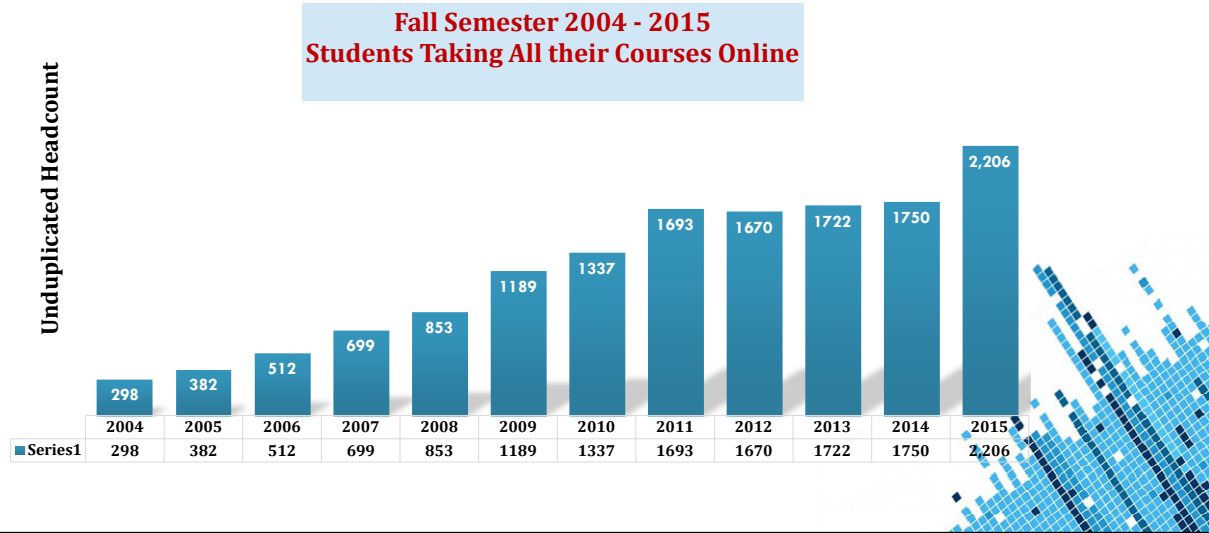
Fully Online Programs

Associate Degrees
- Anthropology
- Accounting
- Business Administration – Transfer Plan
- Criminal Justice
- Computer Information Systems
- Computer Science
- Education - Elementary
- Education – 4-8 Generalist
- Education – Secondary
- English
- Human Resources Specialist
- Interdisciplinary Studies
- Language & Cultural Studies
  - Spanish Concentration
  - Spanish/English Translation
- Psychology
- Sociology
- Social Work
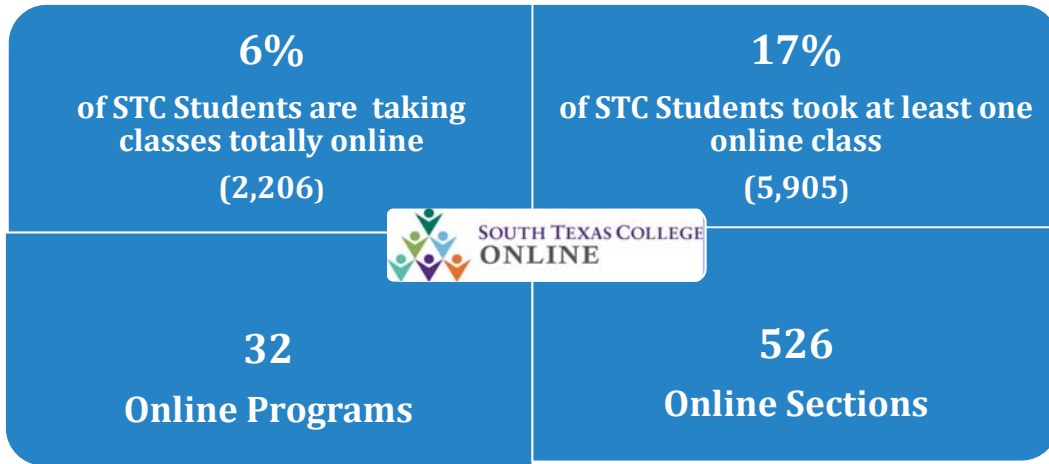- Graphic Arts
- Communication Studies

Certificate
- Accounting Clerk
- Computer Application Specialist
- Human Resources Assistant
- Management
- Marketing
- Employee and Labor Relations Assistant
- Payroll Assistant
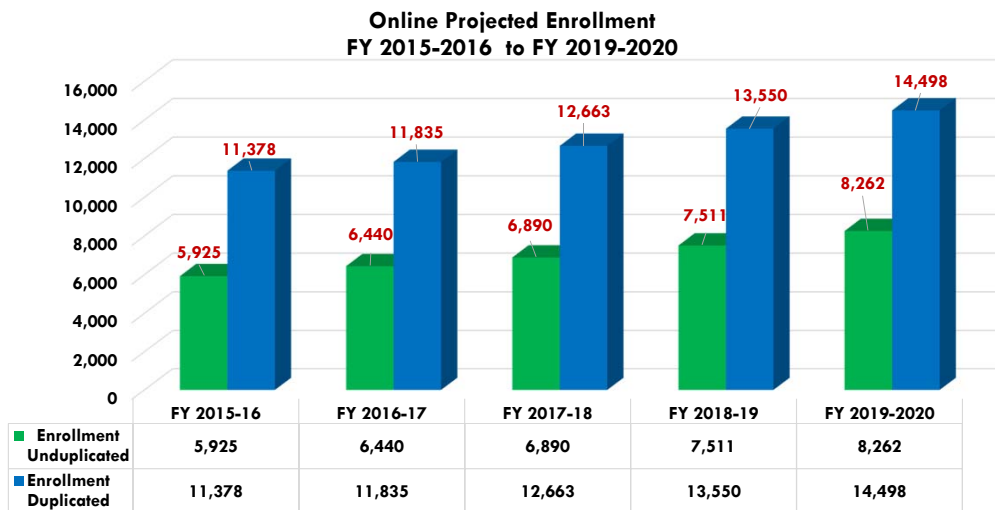- Recruiter Assistant

Bachelor Degrees
- Technology Management
- Computer Information Technology
- Organizational Leadership
- Medical and Health Services Management

32
Online Degrees Associate and Certificate

Fall 2015 Summary Data

6% of STC Students are taking classes totally online **(2,206)**	**17%** of STC Students took at least one online class **(5,905)**
32 Online Programs	**526** Online Sections

SOUTH TEXAS COLLEGE ONLINE

Enrollment Projections 2020

Online Projected Enrollment
FY 2015-2016 to FY 2019-2020

	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-2020
Enrollment Unduplicated	5,925	6,440	6,890	7,511	8,262
Enrollment Duplicated	11,378	11,835	12,663	13,550	14,498

Promoting Distance Learning

- **Digital Marketing Initiatives**
  - Digital marketing through Time Warner Media
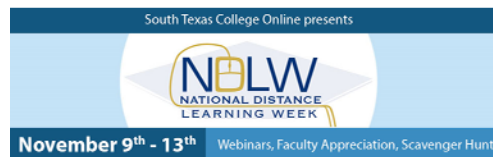 - Google
  - Peterson Online
- **Partnerships**
  - Valley Initiative for Development and Advancement (VIDA)
  - Military – GoArmyEd Program
  - Virtual College of Texas
  - Border Patrol

Promoting Distance Learning

National Distance Learning Week
- Promote Distance Learning Awareness
- Webinars
- Course showcases by STC Faculty
- Faculty Spotlight

Student Success

Connect   Learn   Succeed!

Support for Faculty and Student

- **Faculty Support**
  - eTeach 1
  - eTeach 2
  - Quality Matters training
  - Online course accessibility training
  - Faculty instructional design/technical support
  - Instructional design and course redesign consulting
  - Online Course Redesign Academy
- **Student Support**
  - Online student advising – Student Success Specialist
  - New online student orientation
  - Student technical support

Student Success and Completion

- We are comparable to other large community colleges in Texas
    - 88% average completion rates
    - 63% average success rate from Fall 2011-2014
        - Houston Community College 62.7%
        - Austin Community College 61.1%
        - Lone Star College 57.6%

SOUTH TEXAS COLLEGE ONLINE

Recognition

- **2002**
    - Distance Learning was recognized by Texas Higher Education Coordinating Board as **Exemplary Program**
- **2010**
    - **Launched Virtual Campus**
- **2012**
    - **Institutional Commitment to Excellence and Innovation Award from Texas Distance Learning Association**
- **2015**
    - Initiated the process to become approved National Council for State Authorization Reciprocity Agreements (NC-SARA) institution

Expanding Educational Opportunities

- **State Authorization Agreement**
  - Initiated the process to become part of the National Council for State Authorization Reciprocity Agreements (NC-SARA)
- **Distance Learning Department was recognized as**
  - Military Friendly
  - GoArmy Ed Portal Partner
  - Air Force Academic Institutional Partner

Distance Learning Symposium

2015 Distance Learning Annual Symposium

Platform for learning opportunities and experiences for faculty

- Keynote Speaker
- Industry representatives showcasing new technologies
- Breakout sessions for faculty
- Recognition of E-Faculty of the Year

THANK YOU FOR YOUR SUPPORT