

Board of Trustees

Education and Workforce Development Committee Meeting

Tuesday, August 09, 2016

3:00 p.m.

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



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South Texas College
Board of Trustees
Education and Workforce Development Committee
Ann Richards Administration Building, Board Room
Pecan Campus, McAllen, Texas
Tuesday, August 08, 2016 @ 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 Tuesday, July 12, 2016 Committee Meetings 1 – 6
- II. Presentation on Recruitment Efforts at the South Texas College La Joya Teaching Center ..
..... 7 - 21

Approval of Minutes for Tuesday, July 12, 2016 Committee Meetings

The Minutes for the Education and Workforce Development Committee meetings of Tuesday, July 12, 2016 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, July 12, 2016 @ 3:00 p.m.**

MINUTES

The Education and Workforce Development Committee Meeting was held on Tuesday, July 12, 2016 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 3:16 p.m. with Mrs. Graciela Farias presiding.

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

Other Trustees present: Ms. Rose Benavidez and Mr. Paul R. Rodriguez

Members absent: Mr. Jesse Villarreal

Also present: Dr. Shirley A. Reed, Dr. Anahid Petrosian, Mrs. Wanda Garza, Mr. Serkan Celtek, Mr. Matthew Hebbard, Ms. Yvette Gonzalez, Mrs. April Castaneda, and Mr. Andrew Fish.

Approval of Minutes for Tuesday, June 14, 2016 and Tuesday, June 28, 2016 Committee Meetings

Upon a motion by Mr. Gary Gurwitz and a second by Dr. Alejo Salinas, Jr., the Minutes for the Education and Workforce Development Committee meetings of Tuesday, June 14, 2016 and Tuesday, June 28, 2016 were approved as written. The motion carried.

**Review and Recommend Action on Proposed Revision to Policy #1110:
*Board Committees***

The Education and Workforce Development Committee was asked to review the role and responsibilities of the EWD Committee and recommend Board action on the proposed revisions to existing Board Policy #1110: *Board Committees* as necessary.

The proposed revisions as recommended by staff were included in the packet, with additional text highlighted in yellow and italicized.

The committee was asked to discuss and recommend any further changes to the identified roles and responsibilities of the Education and Workforce Development Committee that might be appropriate at this time.

The Committee had reviewed the proposed changes and had nothing further to add. No action was taken.

Review and Recommend Action on Proposed Revision to Policy #3232: *Dual Credit Student Eligibility Requirements*

The Education and Workforce Development Committee was asked to recommend Board approval of the proposed revisions to existing Board Policy #3232: *Dual Credit Student Eligibility Requirements*.

The Board approved revisions to this same policy at the June 28, 2016 Regular Board Meeting. In pursuant discussions regarding the changes with partnered school districts and upon feedback from administration, it was recommended that additional language be included in the dual credit student eligibility requirements to stipulate that:

9th Grade

- Students may not not enroll in college level courses until the spring semester of their 9th grade, and
- are limited to no more than two courses, from an approved list of recommended courses, for that semester.

10th Grade

- Students will be limited to two dual credit courses per semester.

11th and 12th Grade

- Students should not exceed 16 credits hours per semester.

The proposed revision was included in the packet, with additional text highlighted in yellow and italicized. There were no proposed deletions.

The proposed revision were reviewed by staff, the President's Cabinet, President's Administrative Staff, and Planning and Development Council (PDC) staff.

Upon a motion by Dr. Alejo Salinas, Jr. and a second by Mr. Gary Gurwitz, the Education and Workforce Development Committee recommended Board approval of the proposed revision to Policy #3232: *Dual Credit Student Eligibility Requirements* as proposed and which supersedes any previously adopted Board policy. The motion carried.

Presentation on Texas Higher Education Coordinating Board Almanac Data on South Texas College Student Performance Data from 2011 - 2016

Mr. Serkan Celtek, Director of Research and Analytical Services, presented data from the Texas Higher Education Coordination Board (THECB) *Almanac of Higher Education* related to student performance data at South Texas College.

This data provided a five-year review of basic student performance data as collected by the THECB.

The committee packet included excerpts from the 2016 *Texas public Higher Education Almanac*, including the entry for South Texas College and the comparison of statewide two-year public institutions.

The information below summarizes findings from this data:

Time and Hours Earned to Complete a Degree

For the FY2015 graduates, students earned an average of 84 hours (excluding dual enrollment and developmental education) and take over 4.1 years to complete their associate degree.

Graduation Rates

The THECB has analyzed the cohorts reported in the almanac to determine:

Three Year Graduation Rate (Fall 2012 First-Time-in-College): 17.8%

- 14.9% for students who started in development education
- 27.3% for students who started college-ready

Four Year Graduation Rate (Fall 2011 First-Time-in-College): 25.0%

Six Year Graduation Rate (Fall 2009 First-Time-in-College): 32.9%

Dual Enrollment

In Fall 2015, 44.0% of South Texas College students were enrolled in dual credit courses.

Students who enrolled with prior dual credits, entering the College as First-Time-in-College students in Fall 2010, had a one-year persistence rate of 82.1%.

Of those students:

- 21.5% earned a baccalaureate degree in four years or fewer
- 23.9% earned a baccalaureate or associate degree in four years or fewer

Transfer Rate (within six years)

Of the 4,190 students who were First-Time-in-College and degree-seeking in Fall 2009 but did not graduate, 21.3% (893) of them transferred within six years to a four-year institution within the state of Texas.

College Readiness

The following statistics were available for First-Time-in-College students in Fall 2011 who were not college ready in at least one subject:

Subject	# of Fall 2010 FTIC Students not College Ready	TSI Completion/ College Readiness within Two Years	Completion of College Level Course within Three Years
Math	2,176	27.6%	15.9%
Reading	1,814	39.7%	26.7%
Writing	2,072	31.3%	27.9%

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

Presentation on Recruitment Efforts at the South Texas College La Joya Teaching Center

Due to time constraints, this item was postponed for a later meeting.

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

Review and Recommend Action on FY 2016 - 2017 Committee Meeting Schedule

The Education and Workforce Development Committee was asked to review the following schedule and recommend amendment or approval as appropriate. The Board would be asked to review and take action on a calendar of Committee and Board Meetings for FY 2016 - 2017 at the July 26, 2016 Regular Board Meeting.

The proposed meeting schedule for the Education and Workforce Innovation Committee was as follows:

<u>Weekday</u>	<u>Date</u>	<u>Meeting Time</u>
Tuesday	September 13, 2016	3:00 p.m.
Tuesday	October 11, 2016	3:00 p.m.
Tuesday	November 8, 2016	3:00 p.m.
Tuesday	December 6, 2016	3:00 p.m.
Tuesday	January 17, 2017	3:00 p.m.
Tuesday	February 14, 2017	3:00 p.m.
Tuesday	March 7, 2017	3:00 p.m.
Tuesday	April 11, 2017	3:00 p.m.
Tuesday	May 9, 2017	3:00 p.m.
Tuesday	June 13, 2017	3:00 p.m.
Tuesday	July 11, 2017	3:00 p.m.
Tuesday	August 8, 2017	3:00 p.m.
Tuesday	September 12, 2017	3:00 p.m.

Education and Workforce Development Committee Meetings were generally scheduled for the second Tuesday of each month, and were proposed for a new starting time of 3:00 p.m. unless scheduling conflicts require a schedule adjustment.

The draft schedule included such adjustments around scheduling conflicts as follows:
Tuesday, December 6, 2016 – scheduled one week early to accommodate Winter Break
Tuesday, January 17, 2017 – scheduled one week late to accommodate Winter Break
Tuesday, March 7, 2017 – scheduled one week early to accommodate Spring Break

A full calendar view of the proposed Committee and Board meeting schedule was provided in the packet for the Committee's information.

The Education and Workforce Development Committee was asked to recommend Board action as necessary regarding the proposed Committee meeting schedule so that all Board members may enter the dates on their planning calendars. Due to time constraints, no action was taken.

Adjournment

There being no further business to discuss, the Education Workforce Development Committee Meeting of the South Texas College Board of Trustees adjourned at 4:20 p.m.

I certify that the foregoing are the true and correct Minutes of the July 12, 2016 Education and Workforce Development Committee of the South Texas College Board of Trustees.

Mrs. Graciela Farias
Presiding

Presentation on Recruitment Efforts at the South Texas College La Joya Teaching Center

Dr. Anahid Petrosian, Vice President for Academic Affairs, will introduce Dr. Rene Zuniga, South Texas College La Joya Teaching Center Site Coordinator. Dr. Zuniga will present on the efforts to recruit students at the South Texas College La Joya Teaching Center.

South Texas College partnered with La Joya ISD to open the South Texas College La Joya Teaching Center in 2010, as a joint effort to provide higher education opportunities to communities in western Hidalgo County. These communities include the cities of Alton, La Joya, Mission, Palmhurst, Peñitas, and Sullivan City.

During Academic Years 2013 – 2015, 1,095 traditional students graduated from these communities. The packet includes a list of the top five awarded associate degrees and the top five awarded certificate degrees during this period. During this period, an average of 5,000 students from these communities attended a South Texas College campus each year.

The packet also includes a chart of enrollment by academic year since the South Texas College La Joya teaching Center opened in 2010, including traditional, dual credit, and early college high school students. The enrollment figures for Academic Year 2015-2016 are through May 2016, and do not include summer enrollment.

After reviewing the history of the teaching center, Dr. Zuniga will describe new initiatives in place to increase traditional enrollment at the South Texas College La Joya Teaching Center. These initiatives include:

- A community survey to ensure that program offerings at the Center meet the needs of students from the communities serve;
- Renovation of facilities at the South Texas College La Joya Teaching Center, located in the second floor of the Jimmy Carter Early College High School (ECHS);
- New signage to be prominently placed on 311 E. Expressway 83, La Joya; and
- Appointment of Dr. Rene Zuniga as the South Texas College La Joya teaching Center Site Coordinator, and hiring of a part-time staff member to assist with inquiries.

Dr. Zuniga will discuss the development of Fall 2016 course and program offerings and review the marketing plan to help inform members of the western Hidalgo County communities about these opportunities available to them through the South Texas College La Joya Teaching Center. The extensive marketing plan included:

Promotional Activities

- Informational booklet
- Website
- Course listing fliers
- Social media posts
- Press release
- Postcards
- Banners
- Announcements on La Joya ISD TV channel

- Information flier for high school seniors

Outreach Activities

- Open House, May 17th
 - ✧ Radio remote & advertising
 - ✧ Postcards sent to students
 - ✧ Social Media activities for the Open House
- Ad in ***Staying Connected*** Special Edition
- Student Recruitment Letters sent students majoring in the following areas:
 - ✧ Education
 - ✧ Interdisciplinary Studies
 - ✧ Business, Marketing, Human Resources
 - ✧ Criminal Justice

Finally, Dr. Zuniga will discuss the registration round-up and provide a Fall 2016 enrollment update.

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



South Texas College La Joya Teaching Center

Presentation for Education & Workforce Development Committee (EWDC)

Tuesday, August 09, 2016

Presenter:

Dr. Rene R. Zúñiga, La Joya Teaching Center Site Coordinator

Outline

- ▶ Background
- ▶ Western Hidalgo Residents
- ▶ Enrollment & Graduation Data
- ▶ South Texas College La Joya Teaching Center Enrollment
- ▶ New Initiatives
- ▶ Fall 2016 Course Offerings
- ▶ Registration Round-Up
- ▶ Enrollment Update

Background

- ▶ The South Texas College La Joya Teaching Center opened in 2010 to provide higher education opportunities to the Western Hidalgo County community .

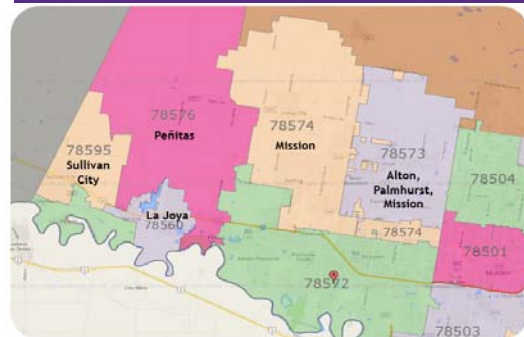


Western Hidalgo Residents

Zip codes

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

Western Hidalgo Map



Western Hidalgo Residents attending any South Texas College Campus

Enrollment & Graduation 2013-2015

Western Hidalgo Traditional Enrollment and Graduates Academic Year 2013-2015		
Year	Academic Year Enrollment	Graduates
2013	5,179	380
2014	5,028	362
2015	4,793	353
Total	15,000*	1,095

* Duplicated Headcount

Western Hidalgo Residents

Traditional Student Enrollment -

Top 5 Associate & Certificate Graduates by Major 2013, 2014, and 2015

Associate Programs

- ▶ Interdisciplinary Studies
- ▶ Criminal Justice
- ▶ Education
- ▶ Nursing
- ▶ Business Administration

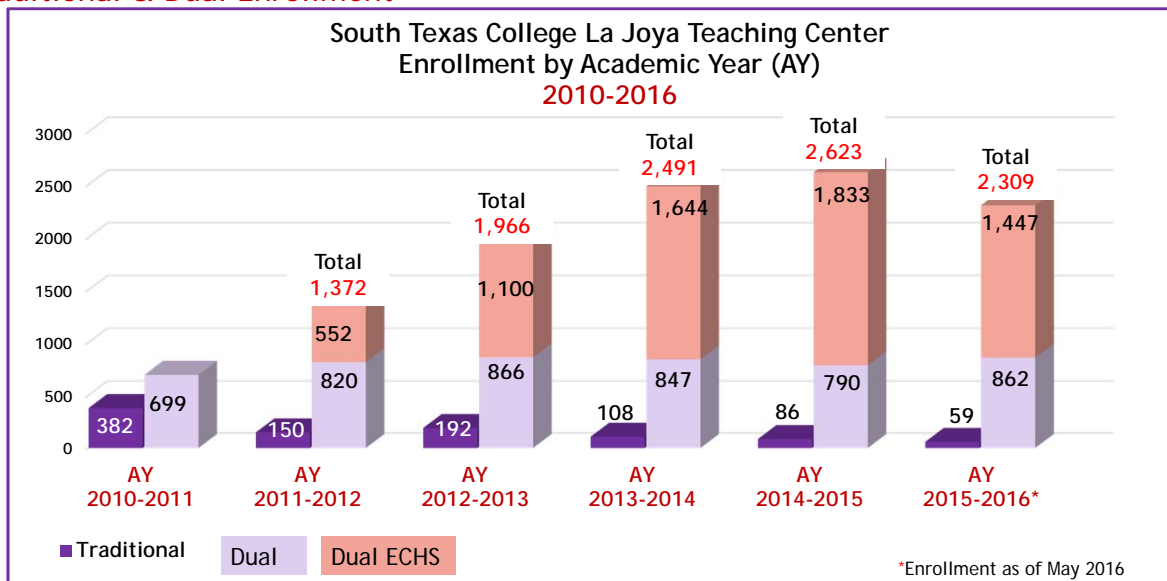
Certificate programs

- ▶ Multimedia Specialist
- ▶ Vocational Nursing
- ▶ Structural Welding
- ▶ Patient Care Assistant
- ▶ Combination Welding

South Texas College La Joya Teaching Center Enrollment

South Texas College La Joya Teaching Center Enrollment Traditional & Dual Enrollment

AY: Fall, Spring, Summer
Enrollment Duplicated



New Initiatives



- Advisory Committee
- Goals & Objectives
- Community Survey
- Facilities Upgrade
- Signage
- Staff

Advisory Committee



South Texas College La Joya Advisory Committee

South Texas College		La Joya ISD	
Dr. Anahid Petrosian	Interim Vice President for Academic Affairs	Dr. Alda Benavides	Superintendent
Dr. Ali Esmaili	Dean for Math, Science and Bachelors Programs	Alfredo Vela	Assistant Superintendent of Administration & Finance
Mario Reyna	Dean of Business & Technology	Eden Ramirez	Director of Public Information
Dr. Rene Zuniga	La Joya Teaching Center Site Coordinator	Sofia Villarreal	Executive Director of Alternative Centers for Education
Wanda Garza	Interim Vice President of Student Affairs & Enrollment Management	Dr. Gisela Saenz	Assistant Superintendent of Curriculum & Instruction
Laura Sanchez	Associate Dean of Institutional Research & Effectiveness	Sylvia Sepulveda	Jimmy Carter ECHS Principal
Wesley Jennings	Quantitative Researcher	Gracie Lopez	Director for College Readiness
Daniel Ramirez	Director of Public Relations	Jovanna Hernandez	Counselor, La Joya ECHS
Miguel Carranza	Associate Dean of Student Financial Services & VA	Blanca E. Cantu	Public Relations & Communications Officer
Ruben Trevino	Director of Career & Technology Education		

Goals and Objectives

New initiatives have been designed to increase traditional enrollment at the South Texas College La Joya Teaching Center.

Goals

- ▶ Increase awareness of course/program offerings at the South Texas College La Joya Teaching Center.
- ▶ Increase traditional enrollment at the South Texas College La Joya Teaching Center to 300 students by Fall 2017.

Target Audience

- ▶ **Primary:** Traditional students straight out of high school
- ▶ **Secondary:** Parents of traditional students & community members

Community Survey

To ensure program offerings meet the needs of the students and the community

- ▶ A survey of the La Joya community will be conducted to assess educational needs of the area.
- ▶ A consultant with **Leadership Resource Group (LRG)** is spearheading the La Joya Community Survey and a Focus Group.
- ▶ Emphasis of survey:
 - Businesses and local residents
 - La Joya ISD students' parents
- ▶ Survey will be available in English and Spanish
- ▶ Focus Group will be conducted with local businesses
- ▶ Timeline for completion is December 2016



Facilities Upgrade

- ▶ South Texas College La Joya Teaching Center is located on the second floor of Jimmy Carter ECHS.
- ▶ 18 classrooms and 8 offices are available for students, faculty, and staff.



South Texas College La Joya Teaching Center Signage

- ▶ South Texas College has designed a Monument Sign that will mark the Teaching Center
- ▶ The sign will be placed on 311 E. Expressway 83, La Joya, TX, 78560



Staff

- ▶ To oversee the South Texas College La Joya Teaching Center, the college leadership has assigned **Dr. Rene R. Zúñiga**, as the Center Coordinator and has hired a part-time staff, Ms. **Veronica Ochoa**, to assist with student inquiries.



Dr. Rene R. Zúñiga



Veronica Ochoa

Fall 2016 Course Offerings

Program Offerings
Marketing Plan
Outreach Activities
Enrollment Update



Fall 2016 Course Offerings

- ▶ To develop the Course Offerings for the South Texas College La Joya Teaching Center the following data from 2013-2015 was reviewed.
 - ▶ Western Hidalgo area enrollment, graduation, and course offerings
 - ▶ Selected majors by area residents



Program Offerings for Fall 2016

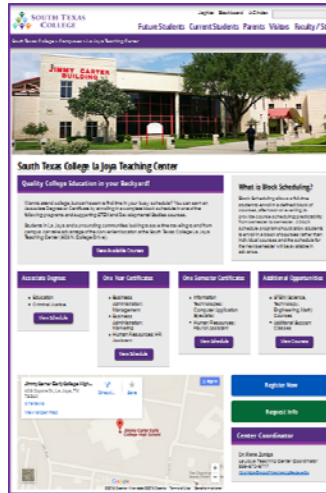
- ▶ **Two Year Associate Degrees:**
 - Education
 - Criminal Justice
- ▶ **One-Year Certificates:**
 - Business Administration (Management & Marketing)
 - Human Resources (Human Resources Assistant)
- ▶ **One-Semester Certificate:**
 - Information Technologies (Computer Application Specialist)
 - Human Resources (Payroll Assistant)

Marketing Plan

Promotional Activities

- ▶ Informational booklet
- ▶ Website
- ▶ Course listing fliers
- ▶ Social media posts
- ▶ Press release
- ▶ Postcards
- ▶ Banners
- ▶ Announcements on La Joya ISD TV channel
- ▶ Information flier for high school seniors

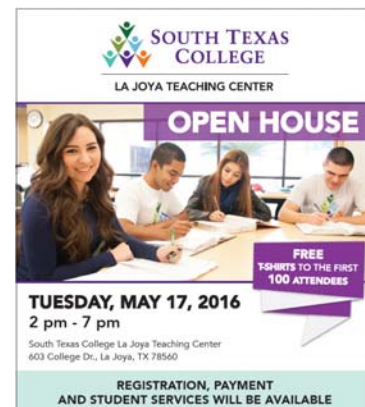
<http://campuses.southtexascollege.edu/lajoya/>



Marketing Plan

Outreach Activities

- ▶ Open House, May 17th
 - ▶ Radio remote & advertising
 - ▶ Postcards sent to students
 - ▶ Social Media activities for the Open House
- ▶ Ad in *Staying Connected* Special Edition
- ▶ Student Recruitment Letters sent students majoring in the following areas:
 - ▶ Education
 - ▶ Interdisciplinary Studies
 - ▶ Business, Marketing, Human Resources
 - ▶ Criminal Justice



Open House

- ▶ Jimmy Carter Early College
 - ▶ May 17, 2016, 2:00 - 7:00 p.m.
 - ▶ 45 attendees



Outreach Activities

La Joya High School - **Senior Recruitment**

School	Dates
Palmview High School	April 26 & May 18, 2016
Juarez-Lincoln High School	May 10 & 18, 2016
La Joya High School	May 11 & 13, 2016



Outreach Activities

Community Events



La Joya ISD Community Night



Proyecto Desarrollo Humano, Peñitas Community Center



La Joya ISD El Dia del Niño Parade



La Joya ISD, Parents as Partners event

Next: Registration Round-Up

- ▶ Tuesday, July 26, 2016 from 2:00 - 7:00 p.m.
- ▶ South Texas College La Joya Teaching Center, Jimmy Carter Building
- ▶ 15 Attendees



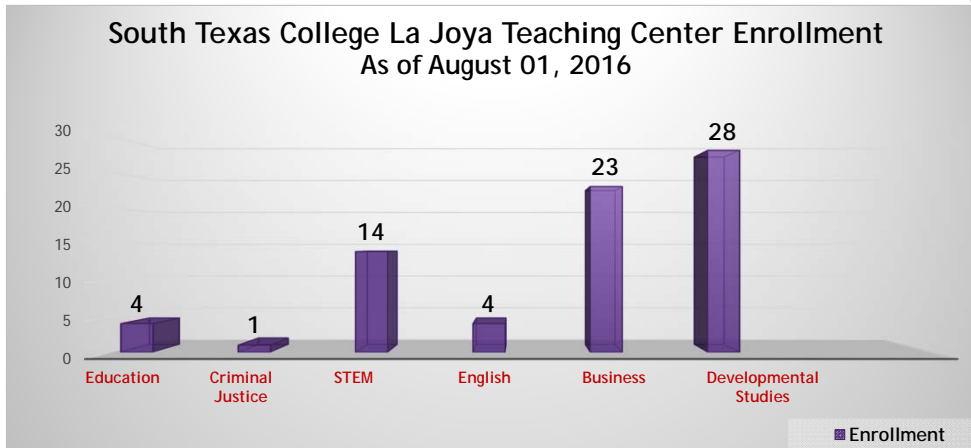
YOUR FUTURE IN THE MAKING.

Classes start
August 29

[CLICK NOW.
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Enrollment Update

Fall 2016



Total: 74 students



**SOUTH TEXAS
COLLEGE**

Thank you
for your support!