

# Board of Trustees

## Education and Workforce Development Committee Meeting

Tuesday, July 11, 2017

3:00 p.m.

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



*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, July 11, 2017 @ 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 Thursday, June 15, 2017 Committee Meeting..... 1 - 3
- II. Presentation on the South Texas College La Joya Teaching Center.....4 - 16
- III. Presentation on the Findings from Surveys to La Joya Parents and Business Owners.....  
..... 17 - 23
- IV. Review and Recommend Approval of Academic Calendar for Academic Year 2018 – 2019 .  
.....24 - 27

## **Approval of Minutes for Thursday, June 15, 2017 Committee Meeting**

The Minutes for the Education and Workforce Development Committee meeting of Thursday, June 15, 2017 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  
Thursday, June 15, 2017 @ 3:00 p.m.**

**MINUTES**

The Education and Workforce Development Committee Meeting was held on Thursday, June 15, 2017 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 3:15 p.m. with Dr. Alejo Salinas, Jr. presiding.

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

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

Members absent: Mrs. Graciela Farias and Mr. Jesse Villarreal

Also present: Dr. Shirley A. Reed, Dr. Ali Esmaeili, Dr. Kelli Davis, Mr. Carlos Margo, Ms. Yvette Gonzalez, and Mr. Andrew Fish

**Approval of Minutes for Tuesday, May 9, 2017 Committee Meeting**

Upon a motion by Dr. Alejo Salinas, Jr., the Minutes for the Education and Workforce Development Committee meeting of Tuesday, May 9, 2017 were approved as written. The motion carried.

**Presentation on the South Texas College 2017 Robotics & Automation Summer Camp**

The South Texas College Institute for Advanced Manufacturing started the Robotics & Automation Summer Camp in 2015, as a way to engage young students and develop an interest in robotics, computer science, engineering, math, automation, and advanced manufacturing.

Students ranging from elementary through high school are divided into camps based on age and activity. Each camp meets for four hours daily, for one week, and gives participants a meaningful, hands-on exposure to the real world use of robotics and automation used in advanced manufacturing.

Mr. Carlos Margo, Associate Dean for Industrial Training and Economic Development, presented on the history of the summer camps, as well as the plan for 2017. Since the program started with 62 students in 2015, it has grown to serve over 400 students this

year. The program helps young students develop an interest in pursuing high skilled training in related fields.

This presentation was provided for the Education and Workforce Development Committee's information and feedback to staff. No action is requested.

### **Presentation on South Texas College's University Relations, Transfer and Articulation Center**

The South Texas College University Relations, Transfer, and Articulation Center was opened on September 20, 2013 with the mission of providing information, guidance, and pathways to students desiring to continue their education at another institution of higher learning.

The Center promotes student awareness of opportunities for further educational pursuits by providing advising, supporting study abroad, hosting visitors from other institutions of higher education, and by developing strong partnerships and articulation agreements that provide our students with seamless transfer and clear pathways to achieve their goals.

Dr. Kelli Davis, University Relations, Transfer, & Articulation Center Officer, and Dr. Ali Esmaeili, Dean of Math, Science, and Bachelor Programs, presented to the Committee on the great work of this Center.

This presentation highlighted the services offered by the Center, the visits to South Texas College campuses by institutions of higher education, and the partnership agreements signed with these institutions. The University Relations, Transfer, and Articulation Center provides a greatly needed service to students seeking academic and career training after achieving their goals at South Texas College.

The Committee provided feedback supportive of the Center, and encouraging further work to ensure that students and their families understand this often-complicated process.

This presentation is provided for the Education and Workforce Development Committee's information and feedback to staff. No action is 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 4:03 p.m.

I certify that the foregoing are the true and correct Minutes of the June 15, 2017 Education and Workforce Development Committee of the South Texas College Board of Trustees.

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Dr. Alejo Salinas, Jr.  
Presiding

## **Presentation on the South Texas College La Joya Teaching Center**

Dr. Anahid Petrosian, Interim Vice President for Academic Affairs, will present on the South Texas College La Joya Teaching Center.

This update will provide a brief background on the South Texas College La Joya Teaching Center (LJTC) to date, including enrollment trends, new initiatives such as the formation of an advisory committee and marketing, and ongoing facilities improvements.

Since 2010, STC has offered courses through the LJTC to provide higher education opportunities to the Western Hidalgo County communities.

In March 2016, an Advisory Committee was formed, incorporating leaders from the college and La Joya ISD, to develop new strategies and increase the traditional enrollment at the LJTC. Through a better understanding of the Western Hidalgo County communities, the LJTC will be able to offer the programs and services that best suit their needs. To attract traditional students, their focus is on recent high school graduates and, secondarily, on the community at large.

In Fall 2016, associate degrees in Education and Criminal Justice were offered, as well as one-year certificates and one-semester certificates supporting local employment needs.

Dr. Petrosian will provide an overview of the marketing plan and other outreach activities to support the LJTC, before discussing the Program Offerings and promotional activities planned for the Fall 2017 semester.

Finally, Dr. Petrosian will provide a brief overview of the ongoing facilities improvements, including renovation of classrooms and offices, and the prominent placement of a monument sign along Expressway 83 in La Joya.

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



# South Texas College La Joya Teaching Center Update

Presentation for Education & Workforce Development Committee (EWDC)  
Tuesday, July 11, 2017

Presenter:

Dr. Anahid Petrosian, Interim Vice President for Academic Affairs

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## Outline

- ▶ **Background**
  - Enrollment Trend
- ▶ **New Initiatives**
  - Advisory Committee
  - Goals and Objectives
  - Program Offerings for Fall 2016
  - Marketing & Outreach Plan
- ▶ **Fall 2017**
  - Program Offerings for Fall 2017
  - Promotional Activities for Fall 2017
- ▶ **Facilities Update**
  - New Name & Signage

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## Background

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



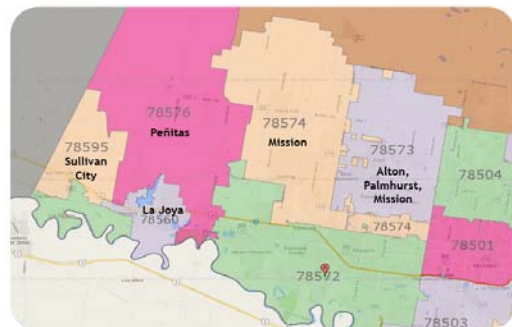
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## Western Hidalgo Residents

### Zip codes

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

### Western Hidalgo Map



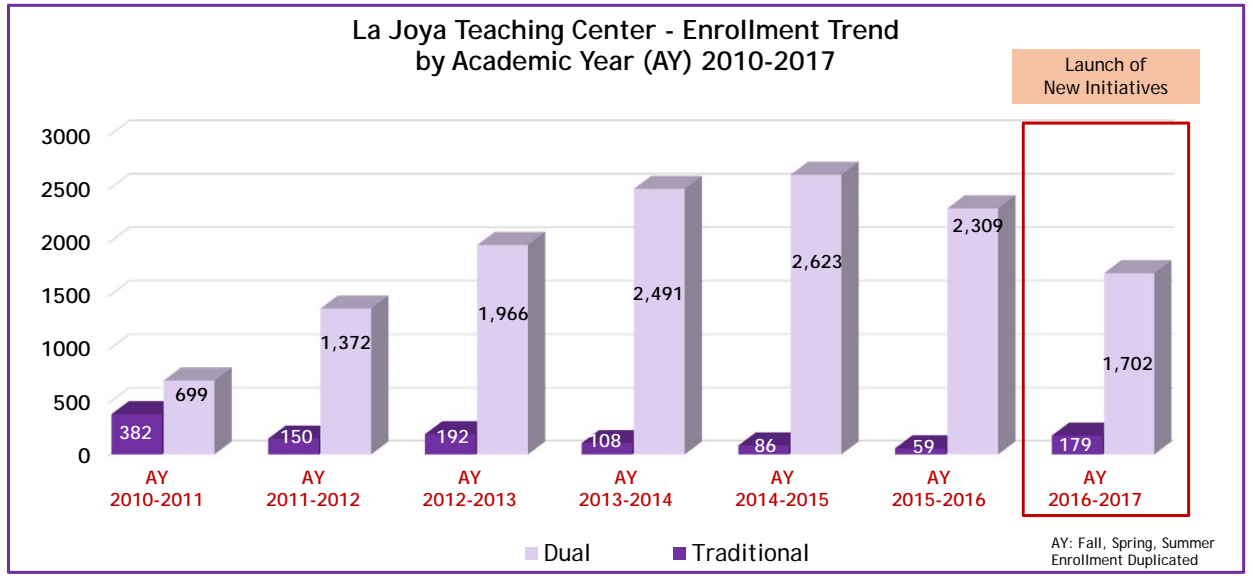
80% of STC students from the zip codes above are taking courses at Pecan campus.

Source: STC Research & Analytical Services - Spring 2016



# Enrollment Trend at the LJTC

## Traditional & Dual Enrollment AY 2010-2017



## New Initiatives

To Promote Traditional Enrollment



Advisory Committee  
Goals & Objectives  
Program offerings for Fall 2016  
Marketing & Outreach Plan

# Establishment of Advisory Committee



Advisory Committee was formed in March 2016.

## 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 Esmaeili	Dean for Math, Science and Bachelors Programs	Alfredo Vela	Assistant Superintendent of Administration & Finance
Mario Reyna	Dean of Business & Technology	Dr. Sofia Villarreal	Executive Director of Alternative Centers for Education
Dr. Rene Zuniga	La Joya Teaching Center Site Coordinator	Dr. Gisela Saenz	Assistant Superintendent of Curriculum & Instruction
Matthew Hebbard	Vice President of Student Affairs & Enrollment Management	Claudia M. Gomez	Jimmy Carter ECHS Principal
Dr. Laura Sanchez	Associate Dean of Institutional Research & Effectiveness	Gracie Lopez	Director for College Readiness
Wesley Jennings	Quantitative Researcher	Jovanna Hernandez	Counselor, La Joya ECHS
Daniel Ramirez	Director of Public Relations	Blanca E. Cantu	Public Relations & Communications Officer
Miguel Carranza	Associate Dean of Student Financial Services & VA	Ruben Trevino	Director of Career & Technology Education

## Goals and Objectives

The Advisory Committee developed new strategies to increase traditional enrollment at South Texas College La Joya Teaching Center.

### Goals

- ▶ Increase Awareness of Program Offerings
- ▶ Increase Traditional Enrollment

### Target Audience

- ▶ Primary: Recent High School Graduates
- ▶ Secondary: Community Members

## Development of New Fall 2016 Course Offerings

- ▶ To develop the Course Offerings for Fall 2016 semester for the LJTC the following data was reviewed:

- ▶ Western Hidalgo area residents'
  - Enrollment in Courses
  - Declared Majors
  - Certificate and Associate Degrees



## 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

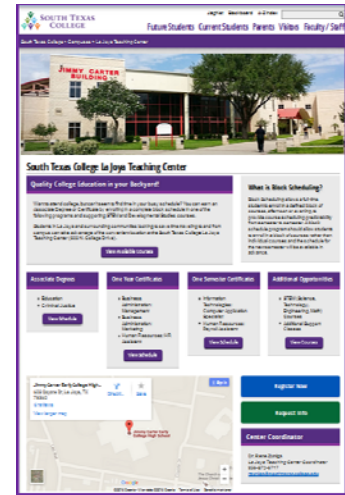
- Informational booklet
- Website redesign
- Course listing fliers
- Social media posts
- Press release
- Postcards
- Banners
- Announcements on La Joya ISD TV channel
- Information flier for high school seniors

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

## Program Offerings



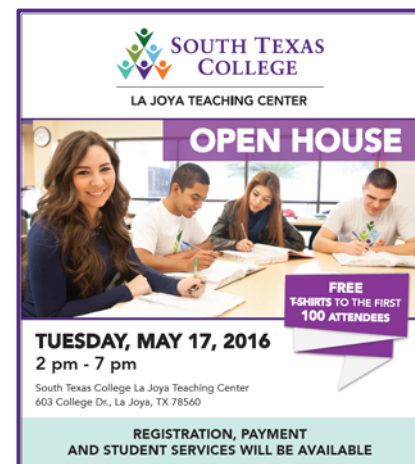
## Website Redesign



# Marketing Plan

## Outreach activities

- ▶ Open House, May 17, 2016
  - Radio remote & advertising
  - Postcards sent to students
  - Social media activities for the Open House
- ▶ Ad in *Staying Connected* Special Edition
- ▶ Student recruitment letters sent to students majoring in the following areas:
  - Education
  - Interdisciplinary Studies
  - Business, Marketing, Human Resources
  - Criminal Justice



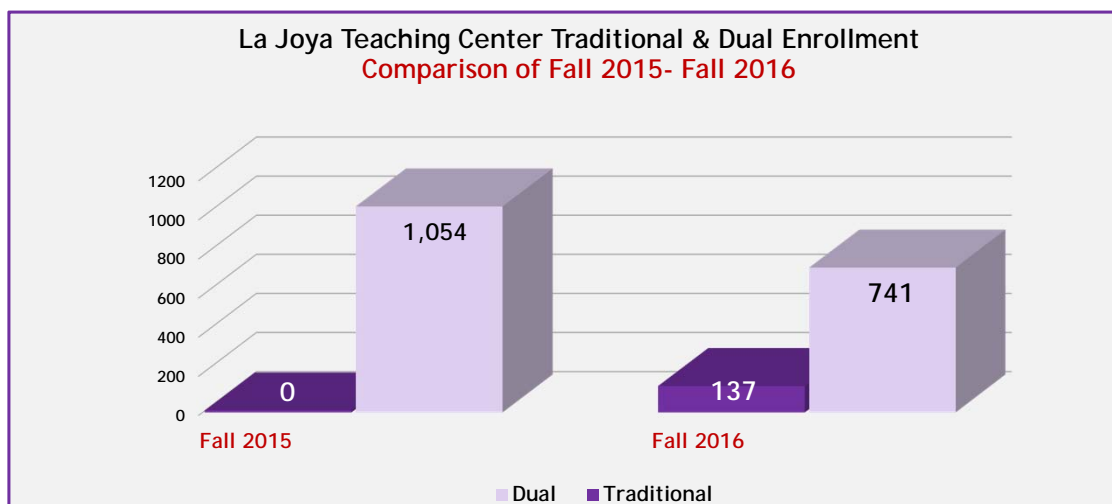
# Outreach Activities

- ▶ Open house
  - Jimmy Carter Early College
- ▶ Outreach activities - senior recruitment
  - La Joya High School
  - Juarez-Lincoln High School
  - Palmview High School
- ▶ Community events
  - La Joya ISD Community Night
  - Proyecto Desarrollo Humano, Peñitas Community Center
  - La Joya ISD *El Día del Niño* Parade
  - La Joya ISD, *Parents as Partners* event



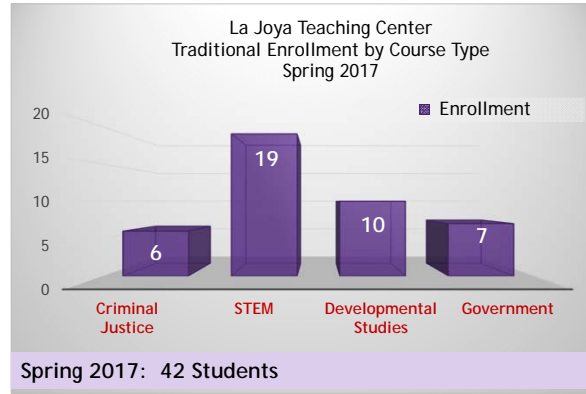
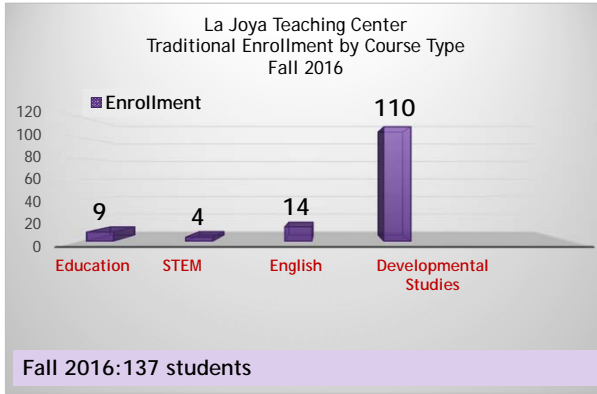
## LJTC- Traditional & Dual Enrollment

### Comparison of Fall 2015 - Fall 2016



## LJTC - Traditional Enrollment by Course Type

### Fall 2016 and Spring 2017



# Fall 2017

Program Offerings  
Promotional Activities for Fall 2017



## Program Offerings for Fall 2017

### ► Two-year Associate Degrees

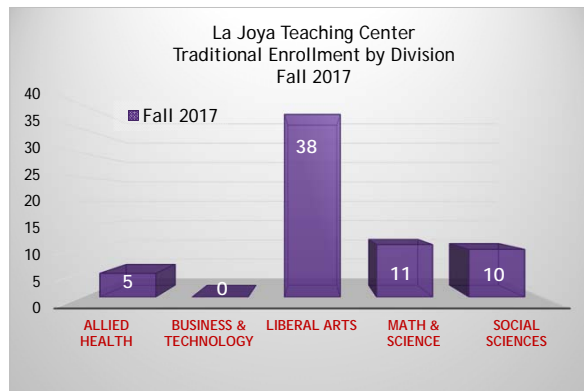
- Education
- Criminal Justice

### ► Certificates

- Business Administration (Management & Marketing)
- Human Resources (Human Resources Assistant)

### ► New Offerings for Fall 2017

- Medical Office Specialist
- STEM and Core Curriculum Courses



Preliminary Enrollment for Fall 2017 = 64 Students  
As of July 06, 2017:

## Promotional Activities for Fall 2017

### Recruitment Activities

- Recruitment letters were sent to students majoring in the following areas:
  - Education
  - Interdisciplinary Studies
  - Business, Marketing, Human Resources
  - Criminal Justice
- STC Program Chairs presented program information to graduating seniors



## Promotional Activities for Fall 2017

### Outreach activities

- ▶ **Open House, August 8, 2017**
  - Radio remote & advertising
  - Postcards sent to students
  - Social media activities for the Open House
- ▶ **Registration Round Up** to include: Admissions, Testing, Advising, Financial Aid
- ▶ **Community Events**
  - ▶ Promoting Course Offerings at different community events
- ▶ Announcements on La Joya ISD TV channel



## Facilities Update

Establishment of Resource Room  
New Name & Signage



## Facilities Update

- ▶ South Texas College La Joya Teaching Center facilities included **18 classrooms** and **8 offices** designated to students, faculty, and staff.
- ▶ Establishment of a Resource Room
  - ▶ Admission Process
  - ▶ Advising Information
  - ▶ Financial Aid Assistance
  - ▶ Program Resources



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## South Texas College Higher Education Center Effective Fall 2017

- ▶ Name change from La Joya Teaching Center to **South Texas College Higher Education Center at La Joya** effective Fall 2017
- ▶ South Texas College has designed a **Monument Sign** that will mark the Higher Education Center
- ▶ The sign will be placed on 311 E. Expressway 83, La Joya, TX, 78560





**SOUTH TEXAS  
COLLEGE**

**Thank you  
for your support!**

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## **Presentation on the Findings from Surveys to La Joya Parents and Business Owners**

Dr. David Plummer, Vice President for Information Services, Planning, Performance, and Strategic Initiatives, and Mr. Serkan Celtek, Director of Research and Analytical Services, will present on the findings of surveys to La Joya parents and business owners, to provide appropriate information for the continued development of the South Texas College La Joya Teaching Center.

### **Survey to Parents**

The survey to parents was created and administered collaboratively by South Texas College and La Joya ISD, and was targeted toward the parents of students in 1<sup>st</sup>, 3<sup>rd</sup>, 5<sup>th</sup>, and 7<sup>th</sup> grades in Fall 2016. There were 3,021 responses received from this survey and incorporated into the data.

Dr. Plummer and Mr. Celtek will review the insights gained through this survey, including detailed data on educational attainment, income, employment status, and educational goals of the families surveyed.

### **Survey to Business Owners**

The College undertook another survey of business owners in La Joya, and received 57 responses.

Of the respondents, 90% owned or operated businesses with 1-10 employees. 18% of the respondents reported having positions that they were unable to fill, and the employers outlined the skills they believe are most lacking in employees.

Dr. Plummer and Mr. Celtek will discuss how this information will help to develop and improve program and services offered at the South Texas College La Joya Teaching Center.

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

# Findings from Surveys to La Joya Parents and Business Owners

Presentation for EWDC  
Tuesday, July 11, 2017



## Survey to Parents

## Data Collection

- Survey created and administered as a collaboration between STC and La Joya ISD.
- Sent to parents and returned via students in 1<sup>st</sup>, 3<sup>rd</sup>, 5<sup>th</sup>, and 7<sup>th</sup> grade levels in Fall semester of 2016.
- 3,021 surveys were received, scanned, and analyzed.

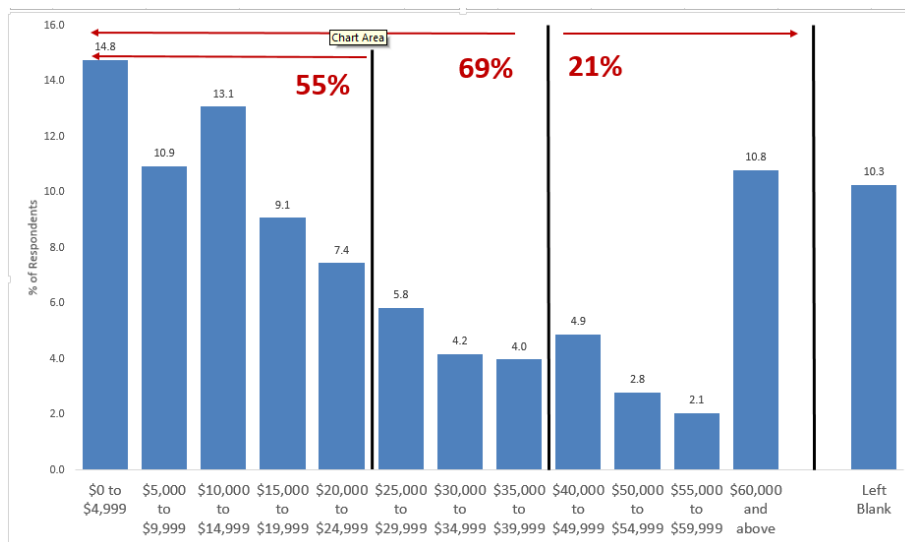


## Educational Attainment

- Households Size and Education:
  - 95% of households have 1 to 4 adults (19 years of age or older).
  - 39% of households have at least one adult with a college degree (Associate or higher).

	Adults in Household			Adults with College Degrees		
	#	%	Cumul. #	#	%	Cumul. #
1	409	13.5%	13.5%	890	29.5%	29.5%
2	1866	61.8%	75.3%	268	8.9%	38.4%
3	420	13.9%	89.2%	22	0.7%	39.1%
4	171	5.7%	94.9%	5	0.2%	39.3%

## Annual Income of Respondents



## Employment Status

- 50% work full-time.
- 12% work part-time.
- 9% work seasonal.
- 10% are unemployed.
- 5% Other
- 14% No response

## Preferred Length of Program/Degree:

- A particular preference for program length is not evident:
  - One year or less 21%
  - 1 year to 18 months 19%
  - Associate Degree 22%
  - Bachelor Degree 24%
  - No response 14%

## Field of Study

- Top three fields of study identified by the respondents:
  - Education/Teaching
  - Criminal Justice/Law Enforcement
  - Business

## Additional Things to Consider

- Transportation situation:
  - 83% have personal automobile.
  - 7% Ride Share / Car Pool
  - 4% Public Transportation or Other
  - 6% No response
- Convenient location for attending STC:

▪ La Joya Teaching Center	38%
▪ Pecan/Technology/NAH	28%
▪ Online Classes	20%
▪ No response	14%
- 46% of all respondents do not have high speed internet service at home.

## Survey to Business Owners



## Data Collection and Findings

- Summer of 2016; 57 responses
- 90% of respondents own/operate businesses with 1-10 employees.
- 18% of respondents have positions that they have not been able to fill.
- Skills which they think employees are lacking most:
  - Customer service
  - Communication skills
  - Computer/Technology
  - Problem solving

Thank you!



## **Review and Recommend Approval of Academic Calendar for Academic Year 2018 – 2019**

Approval of the 2018-2019 Academic Calendar will be requested at the July 25, 2017 Board meeting.

The Academic Calendar Steering Committee, which includes membership from each area of the College, has developed the FY 2018 - 2019 Academic Calendar. The calendar was developed to be compatible with local area school district calendars and other higher education institutions in Texas. The calendar was presented to STC faculty and staff for review, feedback, and input during the months of March and April. Input received from staff and faculty was incorporated into the proposed calendar.

The proposed calendar has been unanimously approved by the Academic Calendar Steering Committee and has been reviewed and approved by the President's Cabinet, Administrative Staff, and Planning and Development Council.

The proposed calendar follows in the packet for the Committee's review and consideration.

The Committee is asked to recommend the 2018 - 2019 Academic Calendar for approval at the July 25, 2017 Board meeting as presented.

# 2018-2019 Calendar



Draft 6/19/2017

## Fall Semester 2018 (August 27 - December 16)

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August 15 (Wednesday)	New Faculty Start Date – New Faculty Benefits & Orientation
August 16 (Thursday)	New Faculty Orientation
August 17 (Friday)	New Faculty Service Area Tour
August 20 (Monday)	Faculty Return – Academic Affairs Convocation / Division Meetings
August 21 (Tuesday)	Faculty Preparation Day / Departmental Meetings
August 22 (Wednesday)	Faculty Preparation Day / FOCUS Academy Kick-Off / Departmental Meetings
August 23 (Thursday)	Faculty Preparation Day / Distance Learning Symposium / Full-Time Faculty Teaching Dual Enrollment Courses PD Day / Departmental Meetings
August 24 (Friday)	Faculty Preparation Day / Departmental Meetings
August 25 (Saturday)	Adjunct & Dual Enrollment Faculty Development Day
<b>August 27 (Monday)</b>	<b>Classes Begin</b>
September 3 (Monday)	College Closed – Labor Day
September 12 (Wednesday)	Census Day - Twelfth Class Day
September 21 (Friday)	College Closed – College-Wide Organizational Development Day
November 16 (Friday)	Last Day to Withdraw
November 22-25 (Thursday – Sunday)	College Closed - Thanksgiving Holiday
December 10-16 (Monday – Sunday)	Finals
December 15 (Saturday)	Graduation
December 16 (Sunday)	End of Term
December 17 (Monday)	Grades Due Date
December 17-January 1 (Monday - Tuesday)	Winter Break (College Closed)

## Spring Semester 2019 (January 22 – May 16)

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January 2 (Wednesday)	<b>College Opens</b> – Staff return
January 14 (Monday)	Faculty Return – Division / Department Meetings
January 15 (Tuesday)	Faculty Preparation Day / New Faculty Benefits & Orientation – Human Resources Dept.
January 16-18 (Wednesday-Friday)	Faculty Preparation Day / Departmental Meetings
January 19 (Saturday)	Adjunct / Dual Enrollment Faculty Professional Development Day
January 21 (Monday)	Martin Luther King, Jr. Day – College Closed
<b>January 22 (Tuesday)</b>	<b>Classes Begin</b>
February 6 (Wednesday)	Census Day - Twelfth Class Day
February 15 (Friday)	College Closed - College-Wide Organizational Development Day
March 11 – 17 (Monday - Sunday)	College Closed - Spring Break
April 18-21 (Thursday – Sunday)	College Closed - Semester Break
April 22 (Monday)	Last Day to Withdraw
May 10 - 16 (Friday – Thursday)	Finals
May 16 (Thursday)	End of Term
May 17-18 (Friday - Saturday)	Graduation
May 20 (Monday)	Grades Due Date

# Summer Sessions 2019



## Summer Session I (June 3 – July 3)

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May 27 (Monday)	College Closed - Memorial Day
May 28-June 2 (Tuesday-Sunday)	Final registration dates for Summer I, III
<b>June 3 (Monday)</b>	<b>Classes Begin</b>
June 6 (Thursday)	Census Day - Fourth Class Day
June 26 (Wednesday)	Last Day to Withdraw
July 2 (Tuesday)	End of Classes
July 3 (Wednesday)	Finals / End of Term
July 4 (Thursday)	College Closed-Independence Day
July 8 (Monday)	Grades Due Date

## Summer Session II (July 10 – August 9)

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July 8-9 (Monday & Tuesday)	Final registration dates for Summer II
<b>July 10 (Wednesday)</b>	<b>Classes Begin</b>
July 15 (Friday)	Census Day - Fourth Class Day
August 2 (Thursday)	Last Day to Withdraw
August 8 (Thursday)	End of Classes
August 9 (Friday)	Finals / End of Term
August 12 (Monday)	Grades Due Date

## Summer Session III (June 3 – August 9)

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May 27 (Monday)	College Closed - Memorial Day
May 28-June 2 (Tuesday-Sunday)	Final registration dates for Summer I, III
<b>June 3 (Monday)</b>	<b>Classes Begin</b>
June 11 (Tuesday)	Census Day - Seventh Class Day
July 4 (Thursday)	College Closed-Independence Day
July 8-9 (Monday & Tuesday)	No classes
July 25 (Wednesday)	Last Day to Withdraw
August 8 (Thursday)	End of Classes
August 9 (Friday)	Finals / End of Term
August 12 (Monday)	Grades Due Date

## Committee Membership and Timeline

### Academic Calendar 2018-2019

Updated June 29, 2017

#### Committee Membership

Kristina Wilson, Curriculum & Student Learning	Darci Cather, Professional Dev. Liaison
Christina Cavazos, Curriculum & Student Learning	Nicolas Gonzalez, High School Programs
Miguel Carranza, Financial Aid	Bill Carter, Faculty Senate
Lelia Salinas, IS&P	Murad Odeh, Council of Chairs
Cynthia Blanco, Admissions	Mehrzad Mahmoudian Geller, M&S & BAT(faculty)
Jesus Ramirez, Admissions	Marcela Gonzalez, B&T (faculty)
Ray Pedraza, Public Relations	Sean Kennedy, LASS Division (faculty)
Carlos Hernandez, Human Resources	Irma Rodriguez, NAH Division (faculty)
Norma Jimenez, Business Office	

#### Timeline and process

February 23, 2017	Calendar Committee meets to propose a preliminary draft calendar.
March 6 – April 3, 2017	Time for review and feedback by faculty and staff. Committee members distribute the draft calendar to faculty and staff in their area for feedback.
April 11, 2017	Calendar Committee meets to review feedback from faculty/staff.
April 17 – June 30, 2017	Final Draft Calendar presented to Academic Council, Planning and Development Council, President's Administrative Staff, Council of Chairs, and Faculty Senate.
July 5, 2017	Final Calendar is submitted to the Vice President for Academic Affairs.
July 11, 2017	Final Calendar is presented to the Education and Workforce Development Committee.
July 25, 2017	Final Calendar is submitted to the Board of Trustees.