

Board of Trustees

Education and Workforce Development Committee Meeting

Tuesday, October 10, 2017

2:30 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, McAllen, Texas
Tuesday, October 10, 2017 @ 2:30 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 Tuesday, September 12, 2017 Committee Meeting 1 – 6
- II. Presentation on the STC *College Connections* Department 7 - 25
- III. Presentation of the South Texas College Higher Education Center at La Joya Enrollment Update for Fall 2017.26 - 30

Approval of Minutes for Tuesday, September 12, 2017 Committee Meeting

The Minutes for the Education and Workforce Development Committee meeting of Tuesday, September 12, 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
Tuesday, September 12, 2017 @ 2:30 p.m.**

MINUTES

The Education and Workforce Development Committee Meeting was held on Tuesday, September 12, 2017 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 2:40 p.m. with Mrs. Graciela Farias presiding.

Members present: Mrs. Graciela Farias and Mr. Gary Gurwitz
Other Trustees present: Mr. Paul R. Rodriguez

Members absent: Dr. Alejo Salinas, Jr. and Mr. Jesse Villarreal

Also present: Dr. Shirley A. Reed, Mr. Matthew Hebbard, Dr. Anahid Petrosian, Mr. Joseph Haske, Dr. Christopher Nelson, Mr. Trinidad Gonzalez, Mr. Joel Jason Rodriguez, and Mr. Andrew Fish

Approval of Minutes for Tuesday, August 8, 2017 Committee Meeting

Upon a motion by Mr. Gary Gurwitz and a second by Mrs. Graciela Farias, the Minutes for the Education and Workforce Development Committee meeting of Tuesday, August 8, 2017 were approved as written. The motion carried.

**Review and Discussion Regarding Pilot Program for Online Dual
Credit Courses for International High School Students**

Mr. Matthew Hebbard, Vice President for Student Affairs and Enrollment Management, and Mr. Joseph Haske, English Instructor, provided a brief overview of South Texas College's pilot online dual credit program for students in Reynosa, Mexico.

Background – Growth of Demand in Reynosa, Mexico

For the last several years, the College has seen an increase in the number of students transitioning from high school in Reynosa, Mexico and seeking admission to a U.S. institution of higher education. This growth in Reynosa has led to an increase in high-quality competitive private "preparatorias" to serve these students.

The College has been approached by various preparatorias and universities in order to establish collaborative partnerships and educational pathways for students in career and academic fields.

Development of Pilot Program to Serve International Students

During the Spring 2017 semester, College representatives visited with administrators from the Instituto Internacional de Estudios Superiores (IIES) to discuss the possibility of a pilot program for IIES high school students to enroll in an online course with South Texas College as dual credit students.

Mr. Matthew S. Hebbard, Vice President of Student Affairs and Enrollment Management and Mr. Cristobal Benavides, Coordinator of College Connections, led a team of College representatives to conduct parent and student meetings regarding the possibility of and gauging interest in a pilot program. Parent and student meetings were held at the IIES campus in Reynosa in coordination with IIES administration. These meetings included presentations regarding costs for the course, support for students, and the pathway to transition to South Texas College after high school graduation.

This Pilot Program was developed in alignment with the College Strategic Direction 1: Clear Pathways, and seeks to offer international high school students a seamless transition to attend South Texas College upon graduation from their secondary school.

This Pilot Program was also aligned with Strategic Direction 2: Access and Success, and Strategic Direction 5: Collaboration, and served as an effort to open access to South Texas College and further collaborate with partners in Reynosa Mexico, as part of the overall regional goal of closer integration with industrial and economic partners that span the international border.

Pilot Program – First Cohort

These initial meetings demonstrated the interest and enthusiasm for the program. The College identified eight students and families, who subsequently completed the College application for admission, testing and advisement processes.

During the final registration process, one student elected not to proceed with the course and seven students in total were confirmed to enroll in the course with parental approval.

Pilot Program – Course Offering

English 1301, Composition I, was identified as the best course to pilot this program. Mr. Joe Haske, a current South Texas College faculty member, served as the faculty of record for the Pilot Program course.

This course offering followed the same syllabus, including curriculum, requirements, and learning outcomes, as any section of English 1301 offered on any South Texas College Campus or offered to any other online student.

The course began on Monday, August 28th and would continue through Friday, December 15th. All instruction for the course is online, and students were able to access the course via computer labs at the IIES campus or at home from Reynosa. Mr. Haske continued to conduct virtual meetings with individual students using the Blackboard online course system.

Mr. Hebbard and Mr. Haske planned to conduct periodic meetings with students during the semester to ensure all students are staying on track to be successful. No instruction would occur in Reynosa or at the IIES campus.

Pilot Program – Cost to Students

South Texas College does not have a Dual Credit Program Memorandum of Understanding with IIES, and no tuition or fees were waived for these dual credit participants. The participating students were billed tuition and applicable fees appropriate to the course and their residency status. International students were billed according to the Board-approved “Non Resident Tuition” schedule unless they otherwise qualified for Out-of-District Tuition or In-District Tuition.

Pilot Program – Cost to South Texas College

Offering the online dual credit costs bore no additional cost to South Texas College than any other traditional or dual credit online course. The College would offset its normal operating costs through the collection of international tuition and fees from participating students as appropriate.

Future Dual Credit Offerings for International Students

The College would continue to monitor its effectiveness and benefit for the College and the participating students, and to gauge the interest of students in Reynosa for further course offerings. No plans had been developed for the Spring 2018 semester.

Review and Discussion Regarding the Rescission of Deferred Action for Childhood Arrivals (DACA)

In June 2012, then President Obama issued an Executive Order referred to as the Deferred Action for Childhood Arrivals (DACA). The purpose of this Executive Order was to provide a pathway for legal residency for illegal immigrants who had been brought to the United States as children and had been raised in the United States.

On September 5, 2017, President Trump’s administration issued a statement that the DACA program would be rescinded over the course of the following six months.

Dr. Shirley A. Reed, College President, and Mr. Matthew Hebbard, Vice President for Student Affairs and Enrollment Management, provided a brief overview of the DACA program, and the anticipated impact of this rescission on the College’s students and employees.

They were joined by a group of faculty who were leading efforts to provide necessary guidance to help affected students and staff find reliable sources of information and support. Dr. Christopher Nelson, Mr. Joel Jason Rodriguez, and Mr. Trinidad Gonzales joined Dr. Reed and Mr. Hebbard in responding to questions.

DACA as a Pathway for Legal Residency

The pathway for legal residency included protections from deportation and eligibility for a work permit. Upon approval of an applicant, DACA status would be granted for two years,

at which time the applicant would need to file for renewal to maintain protection from deportation and eligibility to legally work in the United States.

Eligibility for DACA Status

DACA was explicitly provided as a protection for those who came to the United States as children. Eligibility was reserved for children who came to the United States prior to their 16th birthday, had arrived and continuously resided in the United States since June 15, 2007, and who were below the age of 31, and physically present in the United States, on June 15, 2012.

Furthermore, DACA status would only be available for applicants who were currently in school, had graduated from high school (or a GED certificate), or had been honorably discharged from the armed forces.

Any applicant with a felony conviction or otherwise deemed a threat to national security or public safety would not be granted DACA status.

Rescission of DACA

On September 5, 2017, the US Attorney General issued a memorandum establishing a six month window for the rescission of the DACA program. As per the memorandum:

- Any pending Initial or Renewal Applications properly filed by September 5, 2017 would still be reviewed and considered on an individual, case-by-case basis.
- No new Initial Applications would be accepted after September 5, 2017
- New Renewal Applications for current beneficiaries whose benefits expire before March 5, 2017, would be accepted through October 5, 2017.

Importantly, the Department of Homeland Security announced that it does not intend to terminate existing DACA status through this rescission, and currently approved DACA status would remain for the duration of any current validity period.

President Trump's administration has provided a six month timeline for the end of the DACA program. The administration has urged Congress to pass the necessary law(s) prior to this ending of the DACA program, to provide any appropriate remedy to those residents previously served by the DACA program.

South Texas College – Student Residency Status

State and Federal laws do not require or permit Texas community colleges to require students to provide documentation of citizenship or legal federal residency status.

South Texas College does not ask students to comment on their federal residency or DACA program status at any time.

From the College's perspective, the residency question boils down to a student's eligibility for in-district, in-state, or out-of-state tuition. Texas law (SB 1528 in the 79th Legislative Session) requires that a student can establish a claim to residency if they lived in Texas for the three years leading up to high school graduation or the receipt of a GED and they resided in Texas for the year prior to enrollment in an institution of higher education.

South Texas College Students and DACA Rescission

South Texas College is not permitted under federal law to require students to prove their legal federal residency status. The College does not specifically maintain records on federal residency status and is not required to ask or report on students' residency status, unless compelled to release records that incidentally include resident status.

Students would be encouraged to reach out to Counseling Services for further information and confidential guidance on their options.

South Texas College Employees and DACA Rescission

South Texas College complies with federal employment law, which includes the mandatory I-9 verification process for employment authorization to work in the U.S. The Office of Human Resources receives acceptable I-9 documentation in compliance with federal law, including temporary Employment Authorization Documents (EAD) issued by the Department of Homeland Security; however, the Office of Human Resources does not ask or track whether any EAD was issued as part of the DACA program.

The Office of Human Resources does track the expiration of EADs, as required by federal law. Upon the expiration of any EAD used to complete their I-9 verification, an employee is required to provide updated documentation to demonstrate their continued employment eligibility.

Current or future employees would face termination upon the expiration, termination, or revocation of their DACA/EAD. Employees are encouraged to reach out to the Office of Human Resources for further information and confidential guidance on their options.

This review was provided for the Education and Workforce Development Committee's information and feedback to staff. 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 3:37 p.m.

I certify that the foregoing are the true and correct Minutes of the September 12, 2017 Education and Workforce Development Committee of the South Texas College Board of Trustees.

Mrs. Graciela Farias

Presentation on the STC *College Connections* Department

Mr. Matthew Hebbard, Vice President for Student Affairs and Enrollment Management, and Mr. Larry Barroso, Director of College Connections and Admissions, will provide a brief overview of South Texas College's *College Connections* Department and their services geared toward recruitment and outreach efforts to increase traditional student enrollment.

Function of College Connections

The College Connections team is focused on further developing the college-going culture in the region. Through partnerships with public and private school districts, peer institutions of higher education, community partners, and the Student Ambassador Program, the College Connections team develops and manages efforts to increase enrollment of traditional students, including matriculation of graduating high school students into higher education.

The team is instrumental in continuing to provide clear pathways for students to enroll at South Texas College, enter into a program of study, and successfully complete their studies at South Texas College. They are directly focused on the College's mission of changing lives & communities by helping increase higher education completion toward a meaningful career for families in the Valley.

College Connections Strategies to build a College Going Culture

The presentation will highlight their efforts in developing the College's presence in local K-12 settings, building a college-going culture starting in elementary school and reinforcing that message throughout each student's primary and secondary education career.

These efforts include events staged at local elementary, middle, and high school campuses, around themes such as the *Junior Jaguar Academy*, *College Night* hosted at various venues, *Education and Career EXPO*, *National Reading Week*, *Dia Del Nino*, the *Starr County Youth Fair*, the *Junior Jaguar Leadership Conference*, *College Bound* events at participating elementary school campuses, and campus tours hosted by South Texas College.

South Texas College Recruitment

In addition to the College's drive to create a college-going culture generally among area students and their families, the College Connections team works on direct recruitment of these students to South Texas College, specifically. Through information sessions regarding application, advising, and other aspects of matriculation, as well as the coordination of the Student Ambassador Program, College Connections is a key strategy in the College's efforts to increase traditional enrollment and encourage the matriculation of Dual Credit students.

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



COLLEGE CONNECTIONS DEPARTMENT

2016-2017

COLLEGE CONNECTIONS

- **Manage recruitment and outreach events**
- **Develop enrollment initiatives to increase enrollment, transition and matriculation of FTIC students**
- **Cultivate relationships with public and private schools, community organizations and regional institutions of higher education to promote and build a college-going culture**
- **Establish and develop enrollment strategies, deliverables and publications, for recruitment and building a college-going culture**



STRATEGIC DIRECTIONS

- **CLEAR PATHWAYS**: South Texas College provides students with clear pathways to facilitate coherent educational experiences and timely completion of a post-secondary credential leading to relevant employment and/or further educational experiences.
- **ACCESS AND SUCCESS**: South Texas College is committed to increasing the college-going and college-completing rates in the region.
- **HIGH SUCCESS RATE**: South Texas College engages in effective, proven efforts to ensure student success and positively affect the economic and social mobility of residents in our region.



CHANGING LIVES & COMMUNITIES

- Promote and build a college-going and college-completion culture
- College Begins in Kindergarten
- Provide Career & Educational Pathways



CHANGING LIVES & COMMUNITIES

- Remove barriers to Higher Education
- Increase family awareness of higher education and financial literacy
- Increase “College Knowledge” awareness



BUILDING A COLLEGE-GOING CULTURE

- College & Career Fairs
- Region One & RGV LEAD
- Programming targeted by audience
- College-wide engagement
- Making connections to South Texas College





ELEMENTARY SCHOOLS



MIDDLE SCHOOL PROGRAMMING



https://www.youtube.com/watch?v=c82xqBU_XwU





HIGH SCHOOLS



SAN CARLOS COMMUNITY CENTER
COLLEGE NIGHT

STUDENTS AND PARENTS WELCOME
 Thursday, July 13, 2017 from 5 to 8pm
 Endowment Center
 107 N. Sunflower Rd. Edinburg, TX 78542
 Presentations begin at 5pm.

Meet with college representatives and learn about:

- Registering for classes
- Residency
- Applying for Financial Aid
- DACA impacts
- Use of dual enrollment credits
- Workforce opportunities

Free Snacks & Refreshments



IN THE COMMUNITY





PARTNERSHIPS



STARR COUNTY YOUTH FAIR

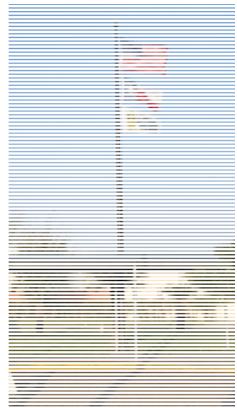




WE LOVE JERRY!!!



THE COLLEGE BOUND FLAG



COLLEGE BOUND ELEMENTARY



COLLEGE BOUND ELEMENTARY

- **Lincoln Elementary – Edinburg CISD**
- **Marcell Elementary – Mission CISD**
- **Roosevelt Elementary – McAllen ISD**
- **Cesar Chaves Elementary – PSJA ISD**
- **North Grammar Elementary – Rio Grande City CISD**
- **E. Garza Elementary – La Joya ISD**
- **Progreso West Elementary – Progreso ISD**
- **Taylor Elementary – Mercedes ISD**
- **North Bridge Elementary - Weslaco ISD**



JUNIOR JAGUAR LEADERSHIP CONFERENCE



250 AMBASSADORS COMMISSIONED



“We talk about college all of the time, I tell him that school doesn’t end in the 12th grade, and that he has to keep going in order to be someone in life. I always remind him that college is very important, no matter what he wants to be when he grows up, and that STC is an option for him. I’m glad that Dr. Reed and her staff came out today to talk to the kids about college, because it just enforces all that we as parents tell our children.”



-The Ramirez Family



CAMPUS TOURS

- Experience South Texas College
- Evaluations are used to improve services and experiences
- Nursing and Technology Campus engage students in career and educational pathways
- Tours provide a “meaningful experience” for students, families and community members



2016-2017 CAMPUS TOURS



**5526 STUDENTS TOURED A
SOUTH TEXAS COLLEGE CAMPUS**



2016-2017 CAMPUS TOURS

| Campus | Total Students |
|--------------|----------------|
| Pecan | 2406 |
| Mid-Valley | 803 |
| Starr | 792 |
| NAH | 652 |
| Tech | 873 |
| Total | 5526 |



| Grade Level | Total Students |
|---------------|----------------|
| Elementary | 1286 |
| Middle School | 824 |
| High School | 2666 |
| Community | 498 |
| Staff | 252 |
| Total | 5526 |



CAMPUS TOUR BREAKDOWN

| Pecan Campus | |
|--------------|-------------|
| Elementary | 940 |
| Middle | 409 |
| High | 737 |
| Community | 245 |
| Staff | 75 |
| Total | 2406 |

| Mid Valley Campus | |
|-------------------|------------|
| Elementary | 280 |
| Middle | 50 |
| High | 428 |
| Community | 25 |
| Staff | 20 |
| Total | 803 |

| Starr Campus | |
|--------------|------------|
| Elementary | 0 |
| Middle | 205 |
| High | 436 |
| Community | 101 |
| Staff | 50 |
| Total | 792 |



CAMPUS TOUR BREAKDOWN

| Technology Campus | |
|-------------------|------------|
| Elementary | 66 |
| Middle | 80 |
| High | 690 |
| Community | 20 |
| Staff | 17 |
| Total | 873 |

| Nursing Campus | |
|----------------|------------|
| Elementary | 0 |
| Middle | 80 |
| High School | 375 |
| Community | 107 |
| Staff | 90 |
| Total | 652 |



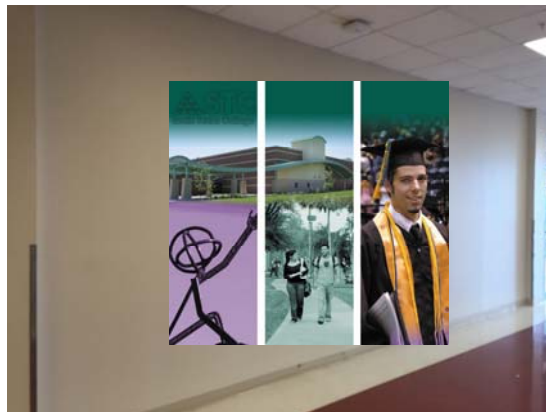
RECRUITMENT

- Targeted messaging
- Call for early action
- Parental engagement
- Dual matriculation and transition
- Apply Texas, FAFSA & Registration Support



RECRUITMENT

- **Students recruiting students**
- **Community engagement**
- **Counselor Updates**
- **Energetic recruiters**
- **Making #stcnewjaguars**



#STCNEWJAGUAR





#STCNEWJAGUAR



MAKING CONNECTIONS



**176 RECRUITMENT
EVENTS**



FAST TRACK TO THE FIRST DAY OF CLASS



**43 REGISTRATION
EVENTS**



RECRUITMENT EVENTS

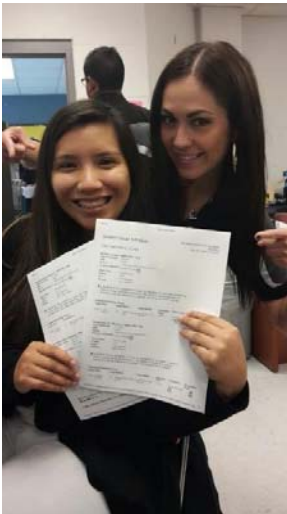


| Recruitment Event | Total |
|-------------------------|------------|
| Apply Texas Drives | 22 |
| Presentations | 42 |
| College/Career Fairs | 53 |
| Special Events | 16 |
| Fast Track: New Jaguars | 43 |
| Total | 176 |





#STCNEWJAGUAR



**“I’M A NEW
#STCNEWJAGUAR”**





Student Ambassador Program



ENROLLMENT

| Semester | Enrollment |
|-----------|------------|
| Fall 2015 | 3646 |
| Fall 2016 | 3891 |
| Fall 2017 | 4192 |

| Semester | Enrollment |
|------------|------------|
| Sum I 2015 | 397 |
| Sum I 2016 | 433 |
| Sum I 2017 | 408 |

| Semester | Enrollment |
|-------------|------------|
| Sum II 2015 | 399 |
| Sum II 2016 | 380 |
| Sum II 2017 | 434 |

Source: South Texas College Banner - RAS

Definitions: True Freshmen (FROSH) are students whose reported graduation dates are in January-July of the calendar year. In other words, a Fall 2014 true freshman has a reported graduation date of January-July 2014.





THANK YOU |



Review and Discussion Regarding the Rescission of Deferred Action for Childhood Arrivals (DACA)

The South Texas College Higher Education Center – La Joya, serves the students in Western Hidalgo County. The Education and Workforce Development Committee received a presentation on this center at their July 11, 2017 Committee Meeting.

Dr. Rene Zuniga, La Joya Teaching Center Site Coordinator, will provide the Center's Enrollment Update for the Fall 2017 semester.

Fall 2017 Promotional Activities

Dr. Zuniga will begin with a review of the various recruitment activities that led up to the beginning of the Fall 2017 semester. As discussed with the Committee in July, these included the distribution of recruitment letters to students majoring in specific academic areas, presentations by STC Program Chairs to graduating seniors, and the inclusion of promotional materials in area high school graduation booklets.

There were also a number of recruitment and outreach activities to further increase community awareness and interest, including an Open House on August 8, 2017, a Registration Round Up event, and promotions at various community events including La Joya ISD football games.

In addition to these efforts, staff continued outreach through phone calls and email messaging to students.

Fall 2017 Enrollment Update

Enrollment has decreased district wide, and this has also been seen at the South Texas College Higher Education Center – La Joya, where Traditional and Dual Credit enrollment both dropped from Fall 2016 to Fall 2017.

Dr. Zuniga will present the enrollment data, including enrollment by academic division, to the Committee and will respond to questions.

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



South Texas College Higher Education Center - La Joya Enrollment Update - Fall 2017

Presentation for Education & Workforce Development Committee (EWDC)
Tuesday, October 10, 2017

Presenter:

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



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Outline


- ▶ **Fall 2017 Promotional Activities**
 - Recruitment Activities
 - Outreach Activities
- ▶ **Fall 2017 Update**
 - Enrollment



Promotional Activities for Fall 2017

Recruitment Activities

- ▶ **500** 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 information was included in the area high school Graduation booklet.




Quality college education in your backyard
Conveniently located in Jimmy Carter High School
Courses available to fit busy schedules
Courses are open for any community member
Get on the path to an associate degree or certificate
Get on track to a better job by enrolling at the
South Texas College Higher Education Center
at La Joya

© 2017 South Texas College
403 College Dr., La Joya, TX 78540
Administrative Offices: 361-291-3333
Financial Aid: 361-291-3333
Registrar: 361-291-3333
Admissions: 361-291-3333
Student Services: 361-291-3333
Career Center: 361-291-3333
Health Services: 361-291-3333
Library: 361-291-3333
IT Support: 361-291-3333
Campus Safety: 361-291-3333
Athletics: 361-291-3333
Student Activities: 361-291-3333
Community Outreach: 361-291-3333
Development: 361-291-3333
Foundation: 361-291-3333
Alumni: 361-291-3333
Partnerships: 361-291-3333
Marketing: 361-291-3333
Public Relations: 361-291-3333
Media: 361-291-3333
Website: 361-291-3333
Email: 361-291-3333
Phone: 361-291-3333
Fax: 361-291-3333
Toll Free: 1-800-361-3333
South Texas College
403 College Dr., La Joya, TX 78540
www.southtexascollege.edu

Promotional Activities for Fall 2017


Outreach Activities

- ▶ **Open House**, August 8, 2017
 - Radio promotion & 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 during La Joya ISD football games
- ▶ **Phone Calls** - 253 calls from Aug. 1st - 7th
- ▶ **Email Recruitment** - 300 emails to students



SOUTH TEXAS COLLEGE
LA JOYA HIGHER EDUCATION CENTER

OPEN HOUSE



FREE TOURS TO THE FIRST 100 ATTENDEES

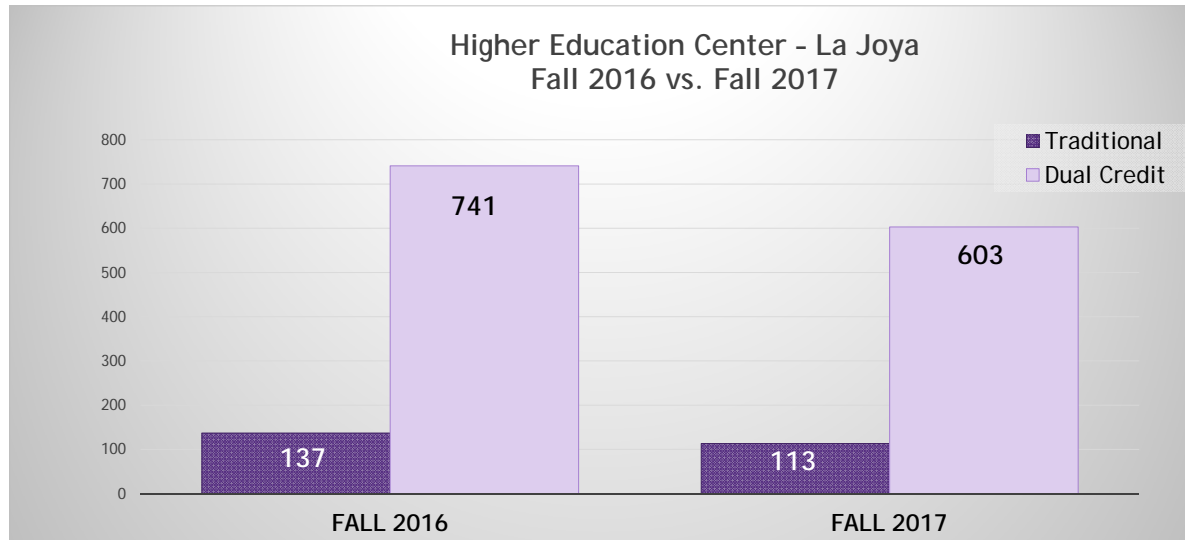
Tuesday, August 8, 2017
2:00 p.m. – 7:00 p.m.

South Texas College La Joya Teaching Center
403 College Dr., La Joya, TX 78540

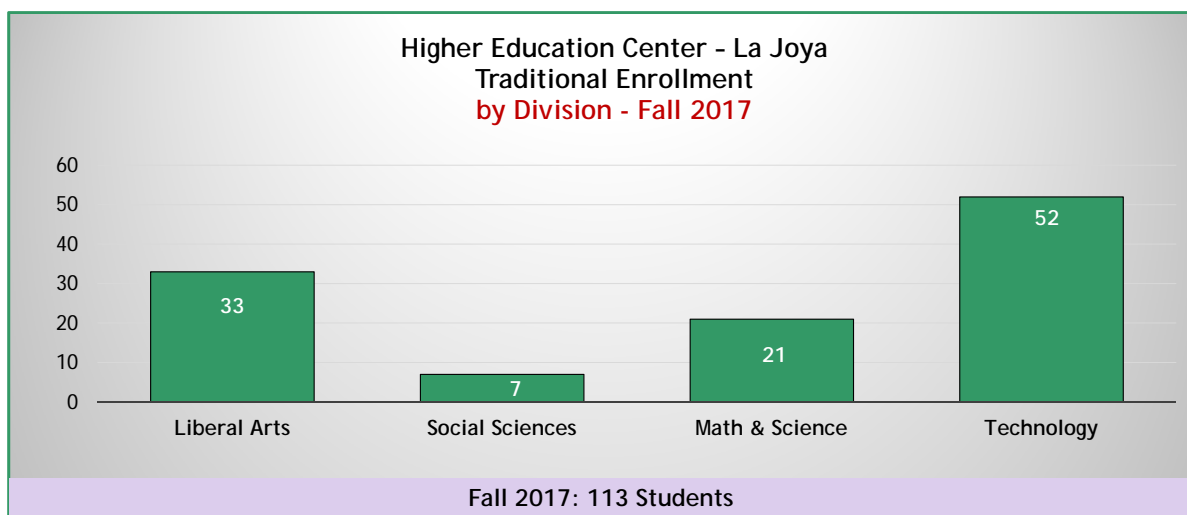
REGISTRATION, PAYMENT AND STUDENT SERVICES WILL BE AVAILABLE



Comparison - Traditional and Dual Credit Enrollment Fall 2016 vs Fall 2017



Traditional Enrollment By Division - Fall 2017



As of 9/25/2017



**SOUTH TEXAS
COLLEGE**

**Thank you
for your support!**

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