

Board of Trustees

Education and Workforce Development Committee Meeting

Tuesday, February 06, 2018

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, McAllen, Texas
Tuesday, February 6, 2018 @ 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, January 16, 2018 Committee Meeting
..... 1 - 3**
- II. Presentation on Degree Works™ 4**
- III. Presentation on Starfish Early Alert System..... 5 - 8**
- IV. Review and Action as Necessary to Offer a Public Services Assistant
Certificate Program 9 - 38**
- V. Review and Action as Necessary to Offer a Personal Trainer Certificate
Program..... 39 - 66**

Approval of Minutes for Tuesday, January 16, 2018 Committee Meeting

The Minutes for the Education and Workforce Development Committee meeting of Tuesday, January 16, 2018 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, January 16, 2018 @ 2:30 p.m.**

MINUTES

The Education and Workforce Development Committee Meeting was held on Tuesday, January 16, 2018 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 2:34 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: Mr. Jesse Villarreal

Also present: Dr. Shirley A. Reed, Mr. Matthew Hebbard, Dr. Nancy Garcia, Dr. Ali Esmaeili, and Mr. Andrew Fish

Approval of Minutes for Tuesday, December 5, 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, December 5, 2017 were approved as written. The motion carried.

Presentation on Comprehensive Advising: *Getting and Keeping Students on the Pathway to Completion*

Dr. Nancy Garcia, Director of Comprehensive Advising & Mentoring Services, presented Comprehensive Advising: *Getting and Keeping Students on the Pathway to Completion*.

Dr. Garcia's presentation provided a review of the College's Comprehensive Advising program, which was designed to provide students with the resources to select degree plans and courses that would help them meet their educational goals in a timely fashion.

The presentation covered the following key elements of comprehensive advising:

- Comprehensive Academic Advising Model
- Mandatory Advisement for First Time in College (FTIC) Students

- FTIC Case Management
- Technology Mediated Advising
- Student Success Advising
- Faculty Advising

From initial mandatory advising, case management for First Time in College (FTIC) students including at least four contacts per semester, faculty and staff collaborative advising, and real-time monitoring and mediation using Degree Works and the Starfish Early Alert System, South Texas College is dedicated to provide all students with meaningful and successful advising strategies to help provide students with the resources they need to complete their degree/certificate on time.

This presentation 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 3:30 p.m.

I certify that the foregoing are the true and correct Minutes of the January 16, 2018 Education and Workforce Development Committee of the South Texas College Board of Trustees.

Mrs. Graciela Farias

Presentation on Degree Works™

Ms. Cynthia Blanco, Director of Student Records and Registrar, will provide a guided tour of the Degree Works™ program.

Degree Works™ was developed to provide students with direct access to up-to-date information about their selected degree plan, their progress toward completion, and the ability to see the impact of changes to their degree plan, such as selection of a new major. Degree Works™ provides a graphical “progress bar” that shows a student how their completed and current courses affect their progress toward completing their program.

Degree Works™ is also available to faculty and advisors, who can work with a student to assess the best strategies to help them reach their goals at South Texas College.

In addition to providing a comparison of current and completed coursework against their degree plan, Degree Works™ gives students access to their financial aid status and academic status, to let them track these issues that may impact their registration and completion.

Ms. Blanco will log into the Degree Works™ system and will give the Committee members a live view of the information students receive through the system, and to demonstrate how it is used by students, faculty, and advisors to guide their successful completion.

Ms. Blanco will respond to questions from the Committee regarding this robust tool and its reception by the stakeholders at the College.

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

Presentation on Starfish Early Alert System

Dr. Christopher Nelson, Assistant Dean of Humanities and Professor of Philosophy, will present on Starfish Early Alert System.

The Starfish Early Alert System, implemented at South Texas College in 2016, increases engagement of students by faculty and support services, and helps focus that engagement on students who are at risk.

Through tracking of attendance and other triggers, the Starfish system helps faculty and support staff monitor patterns that indicate a student may be at risk of poor performance. The system allows early intervention, to assist students in finding resources to help keep them on the pathway toward successful completion.

The Starfish system also provides positive reinforcement to students, through Kudos submitted by their faculty, which further helps them maintain their focus and drive to successfully complete their goals at South Texas College.

As of Fall 2017, over 9,500 South Texas College students had created and/or updated their profiles in Starfish. During this same semester:

- 15,000 kudos were submitted by Faculty;
- 2,130 attendance concerns were flagged; and
- 5,183 “Danger of Failing” flags were submitted.

South Texas College is dedicated to provide all students with meaningful and successful advising strategies to help provide students with the resources they need to complete their degree/certificate on time. The Starfish Early Alert System provides faculty and staff with a tool for timely and effective intervention for students who can most benefit from it.

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



Starfish: Early Alert System

Presentation for Education & Workforce Development Committee (EWDC)

Tuesday, February 06, 2018

Presenter:

Dr. Christopher Nelson - Professor of Philosophy, Assistant Dean of Humanities

Background

- In 2016, South Texas College implemented the **Starfish Early Alert System**.
- Starfish is a **communication tool which**
 - Increases engagement between students, faculty, and support services
 - Helps alert students who are at risk



Starfish Official Launch: May 16 2017

Goals



- Support college-wide effort to confirm students and faculty have set-up their **profiles**.
- **Increase engagement** between students, faculty, and support services.
 - Track student attendance
 - Identify students who need attention by letting faculty trigger alerts and Kudos
- **Optimize** Starfish as a college wide Early Alert System
 - Information/instructions available in college website for faculty



Fall 2017 Activity

- Preliminary implementation in Fall 2017

Students

- **9,558** created/updated their Profiles
- **10,541** (duplicated) raised their hands to indicate they completed their assignment

Faculty

- **15,000 Kudos** were submitted by Faculty
- **2,130 Attendance concerns** were identified
- **5,183 Danger of failing** flags were submitted



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**Thank you
for your support!**

Review and Recommend Approval of the Public Services Assistant Certificate Program

The Education and Workforce Development Committee is asked to recommend Board approval to offer a Public Services Assistant Certificate program.

The Public Services Assistant Certificate would allow students to gain the knowledge and skills necessary to seek certification for work in non-profit and public government roles. EMSI data indicates a strong demand for public administrators in the local region (with at least 15% projected occupational growth over the next 10 years). Local employers could include Appraiser and Assessors offices, courts, municipal and license clerks, and offices administering government programs.

Students graduation from this program could continue their education at South Texas College through the AAS in Public Administration, and then into the College's baccalaureate programs, including the Bachelor of Applied Technology in Organizational Leadership. Enrollment projections are included within the Program Development Packet.

The program developers have conducted student and employer surveys to document local demand for individuals with this certificate.

The following pages contain the Program Development Packet, which includes:

- Proposed Award
- Program Development Checklist
- Curriculum & Student Learning Department Recommendation
- Program Summary
- Proposed Curriculum
- Instructional Costs and Projected Revenues
- Employer Survey Review of Findings
- Supporting Documents:
 - Advisory Committee Members List
 - Letters of Support
- South Texas College Program Evaluation Plan.

Dr. Anahid Petrosian, Vice President for Academic Affairs, and Dr. Murad Odeh Interim Administrator for Curriculum & Student Learning, will review the proposed new program and the development process with the Committee and will respond to questions.

The Education and Workforce Development Committee is asked to recommend Board approval to offer a Public Services Assistant Certificate as presented.

Program Development Approval Process

PUBLIC SERVICES ASSISTANT

APPROVAL FOR IMPLEMENTATION		
<input checked="" type="checkbox"/>	Advisory Committee	2/28/2017
<input checked="" type="checkbox"/>	Division Committee	10/9/2017
<input checked="" type="checkbox"/>	College-Wide Curriculum Committee	10/7/2017
<input checked="" type="checkbox"/>	Academic Council	10/30/2017
<input checked="" type="checkbox"/>	Planning and Development Council (PDC)	12/8/2017
<input type="checkbox"/>	Education and Workforce Development Committee (EWDC)	
<input type="checkbox"/>	STC Board of Trustees	
<input type="checkbox"/>	Higher Education Regional Council	
<input type="checkbox"/>	Texas Higher Education Coordinating Board (THECB)	
<input type="checkbox"/>	Southern Association of Colleges and Schools – Commission on Colleges (SACSCOC)	
<input type="checkbox"/>	Department of Education	



Program Development Packet

Public Services Assistant

Proposed Award	1
Program Development Checklist	1
Curriculum & Student Learning Department Recommendation	6
Program Summary	7
Proposed Curriculum	14
Instructional Costs and Projected Revenue	15
Employer Survey	17
Supporting Documents.....	20
• Advisory Committee Members List	
• Letters of Support	

Program Development Packet Career & Technical Education/Workforce Programs

Program Demand and Projected Outcomes must be documented prior to the development of any new workforce or academic program. The following questions and checklist serve as an initial guide for program developers that must be completed at the start of the development process. **Submit completed checklist and related documentation to the Office of Curriculum & Student Learning.**

Proposed Award:

Program Title: CT1 Public Service Assistant

Program Location: Pecan Campus

Academic Year to be Implemented: 2018 2019

Please list any similar programs currently offered by STC in this subject area, if applicable (stackable certificates or degrees, AAS Specializations, etc.)

AAS Public Administration.

For Curriculum Office Use Only

Program Developer Info:

Name: Diana Lucio

Phone: 872-3422

Proposed CIP Code: 44.0401

1. Documentation of Program Checklist:

Category	Standard	Met the Standard	Did not meet the Standard	Comments
1. Occupational Need	A) EMSI data (provided by the Office of Curriculum Student Learning) projects at least a 15% occupational growth rate in South Texas, the state, and/or nationally.	X		<u>Appraisers and Assessors</u> South Texas 13.1% growth (123 jobs) Texas 10.8% growth (3,801 jobs) National 6.6% growth (29,770 jobs) <u>Court, Municipal and License Clerks</u> South Texas 26.9% growth (67 jobs) Texas 11.8% growth (1,280 jobs) National 5.5% growth (7,538 jobs) <u>Eligibility Interviewers, Government Programs</u> South Texas 12.9% growth (102 jobs) Texas 6.9% growth (870 jobs) National 4.3% growth (6,114 jobs)

				<u>Office Clerks</u> South Texas 10% growth (1,390 jobs) Texas 11.3% growth (45,367 jobs) National 7.1% growth (247,797 jobs) <u>Secretaries and Administrative Assistants</u> South Texas 12.9% growth (1,162 jobs) Texas 15.4% growth (35,523 jobs) National 7.2% growth (213,652 jobs)
	Wage Data			<u>Appraisers and Assessors:</u> South Texas \$19.68 per hour Texas \$20.91 per hour National \$19.94 per hour <u>Court, Municipal and License Clerks:</u> South Texas \$14.78 per hour Texas \$16.65 per hour National \$18.03 per hour <u>Eligibility Interviewers, Government Programs:</u> South Texas \$16.37 per hour Texas \$15.98 per hour National \$20.84 per hour <u>Office Clerks:</u> South Texas \$12.35 per hour Texas \$15.37 per hour National \$14.98 per hour <u>Secretaries and Administrative Assistants:</u> South Texas \$12.11 per hour Texas \$15.98 per hour National \$16.50 per hour
	B) Occupational Outlook Handbook indicates graduates will have an average or above average job outlook for the next 5 to 10 years (national data).	X		<u>Appraisers and Assessors</u> 8% (As fast as average) <u>Court, Municipal and License Clerks</u> N/A <u>Eligibility Interviewers, Government Programs</u> N/A <u>Office Clerks</u> 3% (slower than average) <u>Secretaries and Administrative Assistants</u> 3% (Slower than average)
	C) Program is on Targeted/In Demand Occupations lists produced by the Texas Workforce	X		<u>Secretaries and Administrative Assistants</u> , Except Legal, Medical and Executive are on the 2016 Target Occupation List for the Lower Rio Grande valley area.

	Commission OR Program is an emerging and/or evolving occupation for the region or state in the Texas Workforce Commission's Labor Market and Career Information. (If standard C is not met, items D & E are required)			
	D) Job demand and wage data is documented through the survey of 8-12 top local employers.	X		(See attached Employer Survey Summary)
	E) High employer demand exists and is documented through letters of support.	X		
	F) Educational and/or employer publications or news articles document a growth in the industry or demand for employees.	X		1 article from the Rio Grande Guardian publication
	G) High student demand exists and is documented through the use of student surveys.	X		A survey of 119 individuals, which included workers from municipal government, non profit organizations and STC students the following results: 70% indicated they would be interested in a Public Service Assistant certificate. 58% indicated they would enroll within a year or less. 49% indicated upon completion of the certificate, they would be interested in pursuing the AAS in Public Administration.
2. Student Demand	High enrollment exists in related programs (Stackable certificates or degrees).		X	<u>During the Fall 2016 semester</u> , there were: 16 enrolled students with a declared major in the AAS Public Administration.
	High number of graduates are produced in related programs (Stackable certificates or degrees).		X	<u>During 2015 2016 academic year</u> , there were: 0 graduates in the AAS Public Administration.
3. Existing Programs	Similar programs do not exist within STC's service area Hidalgo and Starr Counties (Please include documentation of the nearest similar programs).	X		Alamo Community College San Antonio College (which is approximately 240 miles from McAllen) offers a certificate and associate's degree in Public Administration. Tyler Junior College (which is approximately 541 miles from McAllen) offers a certificate and associate's degree in Public Administration.
	Courses are currently offered or can be offered within local high schools via the Dual Enrollment Program. (Please provide a list of schools and/or districts)	X		Courses within the proposed degree are currently not offered as dual credit however, there is plans to pursue this endeavor in the future.

4. Program Linkage & Opportunities for Further Education	Program-specific articulation agreements with other institutions of higher education (IHEs) currently exist or will be pursued in the future (Please include list of IHEs)	X		Potential alignment with STC s Bachelor of Applied Technology Bachelor of Applied Science Programs. Coursework from the AAS Public Administration Program is currently accepted by STC s BAT in Technology Management and BAS in Organizational Leadership as part of their lower division electives

2. Projected Outcomes:

Category	Standard	Met the Standard	Did not meet the Standard	Comments
1. Program Enrollment & Declared Majors	Program projects a steady increase in the number of declared majors in the program over the course of five years.	X		
2. Number of Graduates	Program Review Standard: The Program will achieve a minimum of 5 graduates per year or 25 graduates during the most recent 5 year period.	X		
3. Graduate Earnings	EMSI data (provided by the Office of Curriculum Student Learning) projects that program graduates will earn a median hourly earnings wage that is above the living wage for South Texas, the state, and/or nationally.	X		<p><u>Appraisers and Assessors:</u> South Texas \$19.68 per hour Texas \$20.91 per hour National \$19.94 per hour</p> <p>According to the Bureau of Labor Statistics, <u>Appraisers and Assessors</u> earned a median salary of \$51,850 in 2016.</p> <p><u>Court, Municipal and License Clerks:</u> South Texas \$14.78 per hour Texas \$16.65 per hour National \$18.03 per hour</p> <p>According to the Bureau of Labor Statistics, <u>Court, Municipal and License Clerks</u> earned a median salary of \$39,160 in 2016.</p> <p><u>Eligibility Interviewers, Government Programs:</u> South Texas \$16.37 per hour Texas \$15.98 per hour National \$20.84 per hour</p> <p>According to the Bureau of Labor Statistics, <u>Eligibility Interviewers, Government Programs</u> earned a median salary of \$43,550 in 2016.</p> <p><u>Office Clerks:</u> South Texas \$12.35 per hour Texas \$15.37 per hour National \$14.98 per hour</p>

				<p>According to the Bureau of Labor Statistics, <u>Office Clerks</u> earned a median salary of \$30,580 in 2016.</p> <p><u>Secretaries and Administrative Assistants:</u> South Texas \$12.11 per hour Texas \$15.98 per hour National \$16.50 per hour</p> <p>According to the Bureau of Labor Statistics, <u>Secretaries and Administrative Assistants</u> earned a median salary of \$37,230 in 2016.</p> <p>Living wage calculation for Texas \$10.67 per hour Source: http://livingwage.mit.edu/states/48</p>
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Curriculum & Student Learning Department Recommendation

The Office of Curriculum Student Learning recommends that South Texas College proceed with the development of this certificate. The Public Service Assistant Certificate curriculum is composed of coursework that is currently required as part of the Associate of Applied Science degree in Public Administration, allowing a smooth transition into the associate's degree if the student should decide to continue. The proposed certificate would allow graduates to gain the skills and competencies required for entry level jobs in the non profit and government sector. Furthermore, current employees of local agencies desire an option that would allow them to continue in their current employment but gain the credential for opportunities in advancement with their respective employers.

The program demand data reflects a demand for occupations in which graduates of the certificate program may be eligible, including: Appraiser and Assessors, Court, Municipal and License Clerks as well as Eligibility Interviewers in government programs. Letters of support from Casa de Hidalgo and the cities of McAllen, Pharr and Weslaco indicate a strong demand to address the public service needs for the growing population of the Rio Grande valley.

Furthermore, the student demand as evidenced by a survey of 119 participants indicated seventy (70) percent of individuals surveyed indicated they would be interested in pursuing a Public Service Assistant certificate.

Because the proposed certificate would encompass coursework already offered through the Associate of Applied Science degree, the cost to implement this credential would be substantially low as current faculty and facilities would be utilized for this additional credential.

Program Summary

Institution: South Texas College, McAllen Texas

Proposed Award: Public Service Assistant Certificate

CURRICULUM QUALITY

Program Objective: The objective of the Public Service Assistant Certificate program is to provide students with the knowledge and skills necessary for employment in public sector positions such as working in local, state and federal agencies and community agencies and non profit organizations. The program will allow students to seek gainful employment in the region s highest share of the workforce. The program will enable students to develop proficiencies in understanding and applying appropriate methodologies in problem solving scenarios for a public service environment. Students will be able to apply their skills in the programming of community and social service based programs, city planning initiatives, and to help solve local issues affecting the citizens of the Rio Grande Valley.

Curriculum: The Public Service Assistant Certificate would require students to complete 20 semester credit hours (SCH) of course work (see attached curriculum) from the Workforce Education Course Manual (WECM).

Admissions Requirements: The admissions requirements for this program would follow the general admissions policies set forth in the South Texas College catalog.

PROGRAM DEMAND

Occupational Need:

Appraisers and Assessors

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Appraiser and Assessor occupations are expected to experience a 13.1% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 123 additional job openings expected during this time period a 10.8% growth between 2017 and 2027 in State of Texas with 3,801 additional job openings expected during this time period and a 6.6% growth between 2017 and 2027 nationally with a total of 29,770 job openings expected during this time period. Sample reported job titles include Tax Assessor, County Assessor, City Assessor and Appraiser.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Appraiser and Assessor occupations is \$19.68/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties \$20.91/hr. for the State of Texas and \$19.94/hr. as a national average.

Court, Municipal and License Clerks

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Court, Municipal and License Clerk occupations are expected to experience a 26.9% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 67 additional job openings expected during this time period a 11.8% growth between 2017 and 2027 in State of Texas with 1,280 additional job openings expected during this time period and a 5.5% growth between 2017 and 2027 nationally with a total of 7,538 job openings expected during this time period. Sample reported job titles include Town Clerk, Recorder, Circuit Court Clerk and Judicial Assistant.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Court, Municipal and License Clerk occupations is \$14.78/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties \$16.65/hr. for the State of Texas and \$18.03/hr. as a national average.

Eligibility Interviewers, Government Programs

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Eligibility Interviewers for Government Program occupations are expected to experience a 12.9% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 102 additional job openings expected during this time period a 6.9% growth between 2017 and 2027 in State of Texas with 870 additional job openings expected during this time period and a 4.3% growth between 2017 and 2027 nationally with a total of 6,114 job openings expected during this time period. Sample reported job titles include Program Eligibility Specialist, Workforce Development Specialist, Eligibility Technician and Workforce Advisor.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Eligibility Interviewers for Government Program occupations is \$16.37/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties \$15.98/hr. for the State of Texas and \$20.84/hr. as a national average.

Office Clerks

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Office Clerk occupations are expected to experience a 10% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 1,390 additional job openings expected during this time period a 11.3% growth between 2017 and 2027 in State of Texas with 45,367 additional job openings expected during this time period and a 7.1% growth between 2017 and 2027 nationally with a total of 247,797 job openings expected during this time period. Sample reported job titles include Clerical Aide, Police Clerk, Staff Assistant and Office Clerk.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Office Clerk occupations is \$12.35/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties \$15.37/hr. for the State of Texas and \$14.98/hr. as a national average.

Secretaries and Administrative Assistants

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Secretaries and Administrative Assistant occupations are expected to experience a 12.9% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 1,162 additional job openings expected during this time period a 15.4% growth between 2017 and 2027 in State of Texas with 35,523 additional job openings expected during this time period and a 7.2% growth between 2017 and 2027 nationally with a total of 213,652 job openings expected during this time period. Sample reported job titles include Secretary, Office Assistant, Department Secretary and Administrative Associate.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Secretaries and Administrative Assistant occupations is \$12.11/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties \$15.98/hr. for the State of Texas and \$16.50/hr. as a national average.

EMSI Data Summary:

Occupation	Geographic Area	Expected Growth Rate	Additional Job Openings	Median Hourly Wage Earnings
Appraisers and Assessors	Regional	13.1%	123	\$19.68
	State	10.8%	3,801	\$20.91
	National	6.6%	29,770	\$19.94
Court, Municipal and License Clerks	Regional	26.9%	67	\$14.78
	State	11.8%	1,280	\$16.65
	National	5.5%	7,538	\$18.03
Eligibility Interviewers, Gov t Programs	Regional	12.9%	102	\$16.37
	State	6.9%	870	\$15.98
	National	4.3%	6,114	\$20.84
Office Clerks	Regional	10%	1,390	\$12.35
	State	11.3%	45,367	\$15.37
	National	7.1%	247,797	\$14.98
Secretaries and Administrative Assistants	Regional	12.9%	1,162	\$12.11
	State	15.4%	35,523	\$15.98
	National	7.2%	213,652	\$16.50

According to the U.S. Bureau of Labor Statistics, Occupational Outlook Handbook, employment of Appraisers and Assessors are expected to grow by 8% over the 2014-2024 decade. Office Clerks are expected to grow by 3% (slower than average) and Secretaries and Administrative Assistants are expected to grow by 3% (slower than average).

According to the U.S. Bureau of Labor Statistics, Occupational Outlook Handbook, in 2016 the Median annual earnings for Appraisers and Assessors was \$51,850 nationally for Court, Municipal and License Clerks it was \$39,160 for Eligibility Interviewers for Government Programs it was \$43,550 nationally for Office Clerks it was \$30,580 and for Secretaries and Administrative Assistants it was \$37,230.

According to the Rio Grande Guardian, TWC projections for 2014-2024 show the significant driver of employment growth in the region will continue to be the Healthcare Social Assistance Sector, at 29 percent of employment growth. The social assistance sector falls under the umbrella of public administration. The article also states that the government sector falls squarely at 23 percent employment, only behind the combined percentage of 26 percent for both Health and Education in 2016.

Student Demand:

A survey of 119 individuals from three populations groups (STC students, municipal government and non profit organizations) yielded the following results:

- 70% indicated they would be interested in a Public Service Assistant certificate
- 58% indicated they would enroll within a year or less and
- 49% indicated upon completion of the certificate, they would be interested in pursuing the AAS in Public Administration

Existing Programs:

Alamo Community College District (approximately 240 miles from McAllen) offers a certificate and associate s degree in Public Administration.

Tyler Junior College (approximately 541 miles from McAllen) offers a certificate and associate s degree in Public Administration.

Program Linkage and Opportunities for Further Education: Coursework from the Workforce Education Course manual (WECM) should transfer to other community or technical colleges offering the same courses within a Public Administration program. In addition, currently coursework from the Associate s degree in Public Administration is accepted by South Texas College s Bachelor of Applied Technology in Technology Management and Bachelor of Applied Science in Organizational Leadership as part of their lower division elective requirements.

Expected Enrollment: An estimate of initial enrollment for the Public Service Assistant Certificate program is about 12 students in the first year and 24 students in the second year. This increases to 32 students in the third year. Growth in enrollment is expected as the program is advertised to high school graduates, adults currently working in local city, state, and county organizations, adults completing their GED education programs, and returning adults seeking a career change.

Current enrollment trends indicate the following projected enrollment numbers:

Years	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1 st Year	12	24	32	44	55

PROGRAM SUPPORT

Faculty: Current faculty members within the Public Administration program will teach the sections created for the program. Adjunct instructors will be utilized as needed based upon enrollment.

Facilities and Equipment: South Texas College is currently offering the Associate of Applied Science in Public Administration. For this reason, costs associated with facilities, equipment, operating supplies materials as well as professional development are already embedded within this program. Additional supplies, materials and furniture may be needed to accommodate additional adjunct faculty utilized as needed.

New Costs: Total costs for this program are projected to be \$80,349.90. The funding to defray the costs of this program will come from state appropriations: \$76,051.20 and tuition: \$83,160.00. The total projected 5 year revenue is \$159,211.20. See attached specific budget details.

INSTITUTIONAL EFFECTIVENESS

Program Review and Improvement Plans: The Program Review Process at South Texas College is embedded within the bi annual Institutional Effectiveness Assessment Plan cycle. Every academic and technical program at South Texas College monitors and reports on the following standards: graduation numbers, transfer rate, job placement rate, professional accreditations or certifications,

licensure/credential exam pass rate, and program advisory committee meetings. Action plans are created for each program that does not meet its targeted outcomes.

Accreditation: The Public Service Assistant Certificate is designed to be consistent with the standards of the Southern Association of College and Schools Commission on Colleges and Schools (SACSCOC).

ENROLLMENT MANAGEMENT PLAN

POTENTIAL SOURCE OF STUDENTS

The number of students identified as potential sources of program participants for the Certificate in Public Service Assistant include various sources. Students in the program will primarily be drawn from the general current STC student body, and adult learners employed at local public sector organizations. The student applicant pool will include, but not be limited to: current students majoring in public administration associates degree program, high school graduates, adults currently working in local city, state, and county organizations, adults completing their GED education programs, and returning adults seeking a career change.

MARKETING

The Public Service Assistant Certificate Program will be marketed to various potential groups for continued increased growth. Targeted populations include traditional high schools students, local, state, federal governmental agencies and nonprofit organizations, as well as dual enrollment students. Continued success of the program will also involve coordination with student recruitment, campus outreach and information centers and enrollment management. Promotion of the program through posters, brochures, and informational sessions in coordination with human resources departments from the local municipalities will also be utilized.

RETENTION

Faculty advising will be a main source of direct contact of students to ensure retentions and graduation from the program. Students will be encouraged to take advantage of the the various student services available to them from the Center for Learning Excellence (CLE) for academic support and tutoring. Student will also be encouraged to participate in the wide variety of programs and services available to them through student services. They include student activities, welcome centers and supplemental instruction.

ENROLLMENT PROJECTIONS

The projected enrollment is based on current student demand and planned recruitment efforts.

Years	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Student Enrollment	12	24	32	44	55

PROJECTED NUMBER OF GRADUATES

The department projects that 90% of students enrolled in the program will complete the certificate.

Years	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Student Enrollment	12	24	32	44	55
Graduates (90% enrollment)	11	22	29	40	50



Program: Public Administration

Specialization: N/A

Award Title: Public Service Assistant Certificate

FICE CODE: 031034

CIP CODE: 44.0401

Program Code: Pending

TSI Exempt

Semester One			Lecture Hours	Lab Hours	External Hours	Contact Hours	Credit Hours
PBAD	1321	Public Administration	3	0	0	48	3
PBAD	1341	Governmental Agencies	3	0	0	48	3
PBAD	2305	Public Sector Management	3	0	0	48	3
PBAD	2301	Public Relations for the Public Sector	3	0	0	48	3
Total Semester Hours:			12	0	0	192	12

Semester Two			Lecture Hours	Lab Hours	External Hours	Contact Hours	Credit Hours
PBAD	2335	Ethics in the Public Sector	3	0	0	48	3
PBAD	2339	Human Resource Management in the Public Sector	3	0	0	48	3
PBAD	2331	Budgeting in the Public Sector	3	0	0	48	3
PBAD	1381	Capstone: Cooperative Ed. Public Administration	0	0	15	240	3
Total Semester Hours:			9	0	15	384	12

Total Contact Hours:	576
Total Credit Hours:	24

Instructional Costs and Projected Revenue for Public Service Assistant Certificate

Faculty Salary & Benefits	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	Totals
LHE Rate	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	
# of LHE's per Course	3	3	3	3	3	
Subtotal	\$ 1,725.00	\$ 1,725.00	\$ 1,725.00	\$ 1,725.00	\$ 1,725.00	
# of Sections Taught by Adjunct	4	6	7	8	8	
# of Sections Taught by F/T	0	0	0	0	0	
Adjunct Salary	\$ 6,900.00	\$ 10,350.00	\$ 12,075.00	\$ 13,800.00	\$ 13,800.00	
Multiplied by Benefits Rate	1.148	1.148	1.148	1.148	1.148	
Total Salary for Adjunct	\$ 7,921.20	\$ 11,881.80	\$ 13,862.10	\$ 15,842.40	\$ 15,842.40	
F/T Faculty @ \$42,000	\$0	\$0	\$0	\$0	\$0	
Benefit Rate (F/T Salary X 30%=\$12,600.00)	\$0	\$0	\$0	\$0	\$0	
Cost for Faculty Salary/Benefits	\$ 7,921.20	\$ 11,881.80	\$ 13,862.10	\$ 15,842.40	\$ 15,842.40	\$ 65,349.90

Projected Revenue	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	Totals
State Appropriations *						
# of Sections	4	6	7	8	8	
# of Students per Section	12	12	12	12	12	
Total # of Students per Year	48	72	84	96	96	
# of Contact Hours per Student	80	80	80	80	80	
Total Contact Hours	3840	5760	6720	7680	7680	
Multiplied by State Funding Rate (2.73)	\$ 2.73	\$ 2.73	\$ 2.73	\$ 2.73	\$ 2.73	
State Appropriations Generated	\$ 10,483.20	\$ 15,724.80	\$ 18,345.60	\$ 20,966.40	\$ 20,966.40	
State Appropriations Received	\$ 13,152.00	\$ 10,483.20	\$ 15,724.80	\$ 15,724.80	\$ 20,966.40	\$ 76,051.20

* State Appropriations funding is based upon enrollment from previous biennium

Tuition	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	Totals
Enrollment # Projected	48	72	84	96	96	
Tuition Rate per Credit Hour	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	
Subtotal	\$ 3,360.00	\$ 5,040.00	\$ 5,880.00	\$ 6,720.00	\$ 6,720.00	\$ 27,720.00
# of Credit Hours per Course	3	3	3	3	3	
Total Tuition	\$ 10,080.00	\$ 15,120.00	\$ 17,640.00	\$ 20,160.00	\$ 20,160.00	\$ 83,160.00

Operating Costs and Revenue Projections Public Service Assistant Certificate

ESTIMATED COSTS						
CATEGORY	INITIAL COST	BUDGET 2ND YEAR	BUDGET 3RD YEAR	BUDGET 4TH YEAR	BUDGET 5TH YEAR	TOTAL BUDGET
	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2018-2023
Faculty Salaries and Benefits	\$7,921.20	\$11,881.80	\$13,862.10	\$15,842.40	\$15,842.40	\$65,349.90
Supplies and Materials (Operating)	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$7,500.00
Library Resources	\$500.00	\$0.00	\$500.00	\$0.00	\$500.00	\$1,500.00
Equipment and Software (Capital)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Facilities (Furniture) (Operating)	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00
Faculty Professional Development/(Travel)	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$5,000.00
Subtotal - Instructional & Operating Budget	\$11,921.20	\$14,381.80	\$16,862.10	\$18,342.40	\$18,842.40	\$80,349.90
Total Budget Per Year	\$11,921.20	\$14,381.80	\$16,862.10	\$18,342.40	\$18,842.40	\$80,349.90

REVENUE PROJECTIONS						
CATEGORY	REVENUE	REVENUE	REVENUE	REVENUE	REVENUE	TOTAL
	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2018-2023
State Appropriations	\$ 13,152.00	\$ 10,483.20	\$ 15,724.80	\$ 15,724.80	\$ 20,966.40	\$ 76,051.20
Tuition	\$ 10,080.00	\$ 15,120.00	\$ 17,640.00	\$ 20,160.00	\$ 20,160.00	\$ 83,160.00
TOTAL REVENUE	\$ 23,232.00	\$ 25,603.20	\$ 33,364.80	\$ 35,884.80	\$ 41,126.40	\$ 159,211.20

Employer Survey

Introduction

In December 2017, the Public Administration department in collaboration with the Research and Analytical Services department conducted a survey to collect real time data to support the development of the Public Services Assistant certificate. The objective of the survey was to inquire on the current job vacancies and wage information in the local region. The results of the survey would provide insight on the benefit of a certificate credential in the Public Services sector with regards to employment prospects.

Methodology

The anonymous survey was conducted using third party software provided by STC s Research and Analytical Services department and consisted of a link provided to the survey population, which they would be able to complete online. The survey consisted of six questions and was sent to the following members of the community*:

- Noemi Munguia Human Resource Director, City of Mission
- Veronica Ramirez, Human Resources Director, City of Weslaco
- Christine Flores, Human Resources Director, City of McAllen
- Anali Alanis, Human Resources Director, City of Pharr
- Juan Guerra, City Manager, City of Pharr
- Roel Rodriguez, City Manager, City of McAllen
- Mike Perez, City Manager, City of Weslaco
- Martin Garza, City Manager, City of Mission
- Hilda Pedraza, City of Pharr, City Secretary
- Chris Lash, Director Keep McAllen Beautiful
- Gary Rodriguez, Communications Director, City of Pharr
- George Martinez, City of Pharr, Supervisor Code Enforcement
- Mayra Guillen, City of McAllen, Municipal Court Supervisor
- Santiago Salinas, City of Pharr, Manager CDBG
- Leonel Vela, State of Texas Health and Human Services Commission
- Diana Almaguer, Lower Rio Grande Valley Development Council
- Nadia Ochoa, Executive Director PDAP
- Andrew Lombardo, Executive Director RGV HIE

A total of 14 respondents completed the survey and the results are summarized below.

Survey Results

Demand

The survey data revealed the following information in reference to current employee/prospective employee counts:

- 10 out of the 14 respondents indicated they currently employee anywhere from 1-20 employees in the Public Services sector, with an overall average of approximately 7 employees.
- 7 out of the 14 respondents indicated they anticipate hiring anywhere from 1-7 Public Service Assistants in 2018, with an overall average of 3 vacancies.

Overall, 71% of survey respondents employ on average approximately 7 employees with 50% indicating they plan to hiring in the coming year.

Wage Data

The survey data revealed the following information in reference to current /prospective wages:

- 9 out of the 14 respondents revealed the STARTING employee s average hourly wage ranged from \$9.50 to \$17.00, with an overall average of \$13.43.
- 9 out of 14 respondents revealed their C RRENT employee s average hourly wage ranged from \$10.50 to \$19.00, with an overall average of \$14.94.

Overall, 64% of survey respondents pay their current employees on average \$14.94 per hour with 64% indicating the starting pay for new employees averaged \$13.43 per hour. Both wages exceed the federal minimum wage rate and the Texas living wage rate.

*A copy of the data set is attached to this review.

Employer Survey Data Responses of 14 Employees to 6 Survey Questions

Employee #	Survey Question #1	Survey Question #2	Survey Question #3	Survey Question #4	Survey Question #5	Survey Question #6
	Are you having difficulty hiring Public Service Assistants or related positions?	If YES, what are the reasons for hiring difficulties? (Check all that apply)	How many public service assistants or related positions do you currently employ? (Please enter a number)	What is their average HOURLY wage?	How many Public Service Assistants do you anticipate hiring in 2018? (Please enter a number)	What is the STARTING hourly wage?
1	No					
2	No					
3	Yes	Applicants lacked necessary education level, certification, or training. Applicants lacked soft skills such as communication, teamwork, or critical thinking. Applicants lacked relevant work experience.	1	10.5		9.5
4	No		6	17	1	1
5	No		6			
6	Yes	Applicants lacked necessary education level, certification, or training. Applicants lacked soft skills such as communication, teamwork, or critical thinking.	1	16	1	16
7	Yes	Applicants lacked soft skills such as communication, teamwork, or critical thinking.		15		
8	No		9	15	5	1
9	No		17	17	7	1
10	Yes	Applicants lacked necessary education level, certification, or training.	5		1	
11	No		4	11		9
12	No					
13	No		2	19	4	1
14	Yes	Applicants lacked necessary education level, certification, or training.	20	14	5	14

Supporting Documents

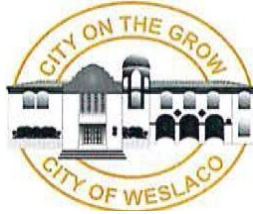
- Advisory Committee Members List
- Letters of Support

h o . # Advisory Committee 2017-2018

Juan Guerra	City Manager City of Pharr	City of Pharr 118 S. Cage Blvd., Pharr, TX 78577 (956) 402-4000 juan.guerra@pharr-tx.gov
Martin Garza Jr.	City Manager City of Mission	City Manager Martin Garza, Jr. (956) 580-8662 mgarza@missiontexas.us
Mike Perez	City Manager City of Weslaco	City of Weslaco 255 S. Kansas Avenue Weslaco, TX 78596 956-968-3181 956-968-6672 fax mrperez@weslacotx.gov
Roy Rodriguez	City Manager City of McAllen	City of McAllen 1300 Houston Avenue McAllen, TX 78501 Phone : [956] 681-1001 roel_rodriguez@mcallen.net
Diana Almaguer	Manager	Diana Almaguer Case Manager I/Criminal Justice Department Public Safety Lower Rio Grande Valley Development Council 301 W. Railroad St. Weslaco, TX 78596 Office: 956-682-3481 Ext. 186 Fax: 956-682-3295 dalmaguer@lrgvdc.org
Dr. Terence M. Garrett	Department Chair, Public Affairs and Security Studies Department - UTRGV	Dr. Terence M. Garrett Department Chair, Public Affairs and Security Studies University of Texas Rio Grande Valley -UTRGV Office: M0 Bldg. Room: M1.126 Phone: (956) 882-8825 Fax: (956) 882-8893 terence.garrett@utrgv.edu
Nadia Ochoa	Executive Director	Palmer Drug Abuse Program 115 N. 9th Street McAllen, TX 78501 Office: (956) 687-7714 (c) 956-460-2234 nadia.pdap@gmail.com

r." City of ~~Weslaco~~

'The City on the Grow'



David Suarez, Mayor
Gerardo "Jerry" Tafolla, Mayor Pro-Tem, District 4
Leo Muftoz, Commissioner, District 1
Greg Kerr, Commissioner, District 2
Olga M. Noriega, Commissioner, District 3
Letty Lopez, Commissioner, District 5
Josh Pedraza, Commissioner, District 6

Mike R. Perez, City Manager

September 14, 2017

South Texas College
3201 Pecan Blvd.
McAllen, Texas 78501

To Whom It May Concern:

This letter is in support of the establishment of a certificate program in Public Administration and the department's pursuit of expanding access to public administration educational opportunities in Hidalgo County and the region. Based on the need we as a local government experience daily through public service in the local delivery of governmental services, implementing programs throughout our communities, and coordinating efforts with other local government entities in the areas of housing, public transit, community and economic development, the certificate in public administration will help to address the public service needs for the growing population of the Rio Grande Valley. The certificate in public administration will prepare students for a career in public service, and offer them an opportunity to serve their communities.

As a local government agency that is charged with the responsibility of providing quality public services in the City of Weslaco, and that serves on the advisory board for STC's Public Administration Program, I wholeheartedly support the establishment of a Certificate in Public Administration. The best interests of the citizens of Hidalgo County and the region will be served by promoting educational opportunities in public administration.

Should you have any questions, I can be reached at 956-968-3181 or by email at mrperez@weslacotx.gov.

Sincerely,

Mike R. Perez
City Manager



2006

MAYOR Ambrosio "Amos" Hernández | CITY MANAGER Juan G. Guerra, CPA

COMMISSIONERS Eleazor Guojordo | Roberto "Bobby" Corrillo | Romiro Cobollero | Doniel Chovez | Ricordo Medino | Mario Brocomontes

September 13, 2017

 South Texas College
 McAllen, TX

To Whom It May Concern:

This letter is in support of the establishment of a certificate program in Public Administration and the department's pursuit of expanding access to public administration educational opportunities in Hidalgo County and the region. Based on the need, we as a local government experience daily through public service in the local delivery of governmental services, implementing programs throughout our communities, and coordinating efforts with other local government entities in the areas of housing, public transit, community and economic development. The certificate in public administration will help to address the public service needs for the growing population of the Rio Grande Valley. Furthermore, the certificate in public administration will prepare students for a career in public service and offer them an opportunity to serve their communities.

As a local government agency that is charged with the responsibility of providing quality public services in the City of Pharr, and that serves on the advisory board for STC's Public Administration Program, I wholeheartedly support the establishment of a Certificate in Public Administration. The best interests of the citizens of Hidalgo County and the region will be served by promoting educational opportunities in public administration.

Should you have any questions, I can be reached at 956-4024100 or by email at juan.guerra@pharr-tx.gov.

Sincerely,



 Juan G. Guerra
 City Manager



CITY of MISSION

"Home of the Grapefruit"

October 10, 2017

South Texas College

McAllen, TX

To Whom it may concern:

This letter is in support of the establishment of a certificate program in Public Administration and the department's pursuit of expanding access to public administration educational opportunities in Hidalgo County and the region. Based on the need we as a local government experience daily through public service in the local delivery of governmental services, implementing programs throughout our communities, and coordinating efforts with other local government entities in the areas of housing, public transit, community and economic development, the certificate in public administration will help to address the public service needs for the growing population of the Rio Grande Valley. The certificate in public administration will prepare students for a career in public service, and offer them an opportunity to serve their communities.

This program will improve the performance of public service, since it will provide the opportunity for participants to acquire and apply best practices. In addition, students will be able to learn about maximizing collaborations while developing leadership skills. In order to sustain a positive working environment, it is imperative to focus on key areas of your workforce that will promote teamwork, job satisfaction, and overall employee development. I am certain that this program will develop highly educated professional people which will work well together and respond timely, with interests, and enthusiasm, and have established credibility.

As a local government agency that is charged with the responsibility of providing quality public services in the City of Mission, and that serves on the advisory board for STC's Public Administration Program, I wholeheartedly support the establishment of a Certificate in Public Administration. The best interests of the citizens of Hidalgo County and the region will be served by promoting educational opportunities in public administration.

Should you have any questions, I can be reached at (956) 580-8723 or by email at mgarza@missiontexas.us.

Sincerely,

A r/

Martin Garza, Jr.

City Manager



JAMES E. DARLING, Mayor

AIDA RAMIREZ, Mayor Pro-Tem and Commissioner District 4

RICHARD CORTEZ, Commissioner District 1

JOAQUIN J. ZAMORA, Commissioner District 2

JULIAN OMAR QUINTANILLA, Commissioner District 3

JOHN INGRAM, Commissioner District 5

VERONICA WHITACRE, Commissioner District 6

ROEL RODRIGUEZ. P.E., City Manager

September 13, 2017

South Texas College
McAllen, TX

To whom it may concern:

This letter is in support of the establishment of a certificate program in Public Administration and the department's pursuit of expanding access to public administration educational opportunities in Hidalgo County and the region. Based on the need we as a local government experience daily through public service in the local delivery of governmental services, implementing programs throughout our communities, and coordinating efforts with other local government entities in the areas of housing, public transit, community and economic development, the certificate in public administration will help to address the public service needs for the growing population of the Rio Grande Valley. The certificate in public administration will prepare students for a career in public service, and offer them an opportunity to serve their communities.

There must be a concerted effort to provide academic training for future administrators of the Rio Grande Valley.

As a local government agency that is charged with the responsibility of providing quality public services in the City of McAllen, and that serves on the advisory board for STC's Public Administration Program, I wholeheartedly support the establishment of a Certificate in Public Administration. The best interests of the citizens of Hidalgo County and the region will be served by promoting educational opportunities in public administration.

Should you have any questions, I can be reached at 956-681-1001 or by email at roel_rodriguez@mcallen.net.

Sincerely,

Roel Roy Rodriguez, P.E.
City Manager



CASA of Hidalgo County, Inc.

1001 South 10th Ave
Edinburg, TX 78539
TEL: (956) 381-0346

September 13, 2017:

Executive Committee

John Escamilla
Board Chair

Dave Huffinan
Vice-Chair

Janette Gonzalez
Treasurer

Secretary
Dr. Mona Porras

Board Members
Dr. Richard Gillette
Emilio Santos Jr.
Sandra Stark
Marissa Rodriguez

Advisory Board Members

Alonzo Cantu
Letty Garza
Albert Lopez

Executive Director
Diana Almaguer

South Texas College
McAllen, Texas

To Whom it may concern:

This letter is in support of the establishment of a certificate program in Public Administration and the department's pursuit of expanding access to public administration educational opportunities in Hidalgo County and the region. Based on the need we as a local nonprofit organization experience daily through the local delivery of community based services, implementing programs throughout our communities, and coordinating efforts with other local government, the certificate in public administration will help to address the public service needs for the growing population of the Rio Grande Valley. The certificate in public administration will prepare students for a career in a nonprofit organization or public service, as well as offer them an opportunity to serve their communities.

As a local nonprofit organization that is charged with the responsibility of providing quality services to families in Hidalgo County, and that serves on the advisory board for STC's Public Administration Program, I wholeheartedly support the establishment of a Certificate in Public Administration. The best interests of the citizens of Hidalgo County and the region will be served by promoting educational opportunities in public administration.

Should you have any questions, I can be reached at 956-381-0346 or by email at dalmaguer@casaofhidalgo.com.

Sincerely,

Diana Almaguer
Executive Director, __ _

South Texas College Program Evaluation Plan

South Texas Colleges monitors and evaluates the quality of instructional degree and certificate programs through the Institutional Effectiveness & Program Review Process, the assessment of Program Learning Outcomes for each degree, and assessment of *Core Objectives* for the General Education Core Curriculum.

Institutional Effectiveness & Program Review

South Texas College identifies expected outcomes for every instructional program and administrative and educational support service, assesses whether or not these outcomes are achieved, and makes continuous improvements based on assessment data. The College commits to continuous improvement in achieving expected outcomes through its strategic planning process, including 2-year *Institutional Effectiveness (IE) Plans* for every instructional, administrative or educational support unit in the College. An *Institutional Effectiveness (IE) Plan* serves as a means to establish and assess expected outcomes for each program.

Instructional programs are also subject to a program review process which is embedded within the 2-year IE assessment cycle. Program Review assessment evaluates program viability, effectiveness, and student achievement through a variety of outcomes including the *number of graduates, transfer rates, licensure/certification pass rates, graduate placement, and program specific accreditations*. Program leaders and faculty review the assessment data and develop action plans for outcomes that did not meet the desired targets.

Program Learning Outcomes Assessment

A separate set of competency-based program learning outcomes had been developed for each instructional program at STC, in addition to the traditional historical student success measures in the IE Plans, such as course completion, graduation rate, and student retention. The program learning outcomes are assessed and data are collected and reported on a yearly basis. The Associate Dean of Curriculum and Student Learning along with the Academic Council lead the systematic process across all programs allowing for significant critical amounts of dialogue among faculty members in order to develop a consistent structure for collecting and assessing data while allowing for the academic freedom of faculty members. Instructional programs utilize a variety of assessment methods, including embedded assessment, exit exams, exit interviews and portfolios to assess the program learning outcomes.

General Education Outcomes Assessment

South Texas College also assesses general education competencies in the General Education program known as the STC Core Curriculum. The general education competencies for the Core Curriculum are called the *Core Objectives* and were defined by the Texas Higher Education Coordinating Board. Measures to determine the extent to which *Core Objectives* are being achieved are assessed every semester. Data are collected and compiled by each department to evaluate the extent to which the *Core Objectives* are being met. Results from the assessments and changes recommended based upon the results by the department are submitted to the Associate Dean of Curriculum and Student Learning.

Review and Recommend Approval of the Personal Trainer Certificate Program

The Education and Workforce Development Committee is asked to recommend Board approval to offer a Personal Trainer Certificate program.

On April 11, 2017, the Education and Workforce Development Committee authorized staff to develop a Personal Trainer Certificate, which would allow students to gain the knowledge and skills necessary to seek certification in the personal trainer/fitness field. EMSI data indicates a strong demand for Fitness Trainers in the local region.

The Personal Trainer Certificate Program would not be available to dual credit students, because the course curriculum is not paired in secondary school course offerings.

The Personal Trainer Certificate Program would incorporate Practicum coursework with local fitness centers. A high school diploma or GED would be included as a requirement for admission to the Personal Trainer Certificate Program, to meet the requirements imposed by partnering fitness centers.

Upon completion, students with the Personal Trainer Certificate would be eligible and prepared to take the National Certification exam; while the national certificate would not be required for employability, it is an industry-recognized certification that would provide them with a competitive advantage.

The following pages contain the Program Development Packet, which includes:

- Proposed Award
- Program Development Checklist
- Curriculum & Student Learning Department Recommendation
- Program Summary
- Proposed Curriculum
- Instructional Costs and Projected Revenues
- Employer Survey and Review of Findings
- Supporting Documents:
 - Advisory Committee Members List
 - Letters of Support
- South Texas College Program Evaluation Plan.

Dr. Anahid Petrosian, Vice President for Academic Affairs, and Dr. Murad Odeh Interim Administrator for Curriculum & Student Learning, will review the proposed new program and the development process with the Committee and will respond to questions.

The Education and Workforce Development Committee is asked to recommend Board approval to offer a Personal Trainer Certificate as presented.

Program Development Approval Process

PERSONAL TRAINER CERTIFICATE

PHASE 1 – APPROVAL FOR DEVELOPMENT

<input checked="" type="checkbox"/>	Academic Council	1/30/2017
<input checked="" type="checkbox"/>	Planning and Development Council (PDC)	2/24/2017
<input checked="" type="checkbox"/>	Education and Workforce Development Committee (EWDC)	4/11/2017

PHASE 2 – APPROVAL FOR IMPLEMENTATION

<input checked="" type="checkbox"/>	Advisory Committee	10/30/2017
<input checked="" type="checkbox"/>	Division Committee	11/14/2017
<input checked="" type="checkbox"/>	College-Wide Curriculum Committee	11/16/2017
<input checked="" type="checkbox"/>	Academic Council	12/7/2017
<input checked="" type="checkbox"/>	Planning and Development Council (PDC)	1/26/2018
<input type="checkbox"/>	Education and Workforce Development Committee (EWDC)	
<input type="checkbox"/>	STC Board of Trustees	
<input type="checkbox"/>	Higher Education Regional Council	
<input type="checkbox"/>	Texas Higher Education Coordinating Board (THECB)	
<input type="checkbox"/>	Southern Association of Colleges and Schools – Commission on Colleges (SACSCOC)	
<input type="checkbox"/>	Department of Education	



Program Development Packet

Personal Trainer Certificate

Proposed Award.....	1
Program Development Checklist.....	1
Curriculum & Student Learning Department Recommendation	6
Program Summary	7
Proposed Curriculum	14
Instructional Costs and Projected Revenue	16
Employer Survey.....	18
Supporting Documentation	20
• Advisory Committee Members List	
• Letters of Support	



Program Development Packet Career & Technical Education/Workforce Programs

Program Demand and Projected Outcomes must be documented prior to the development of any new workforce or academic program. The following questions and checklist serve as an initial guide for program developers that must be completed at the start of the development process. **Submit completed checklist and related documentation to the Office of Curriculum & Student Learning.**

Proposed Award:

Program Title: CT1- Personal Trainer

Program Location: Pecan Campus

Academic Year to be Implemented: 2018-2019

Please list any similar programs currently offered by STC in this subject area, if applicable (stackable certificates or degrees, AAS Specializations, etc.)

AA - Kinesiology

For Curriculum Office Use Only

Program Developer Info:

Name: Dr. Rebecca de los Santos

Title: Department Chair - Kinesiology

Division: LASS

Phone: 956-872-3725

Proposed CIP Code: 31.0507

Substantive Change:
Yes No

1. Documentation of Program Checklist:

Category	Standard	Met the Standard	Did not meet the Standard	Comments
1. Occupational Need	A) EMSI data (provided by the Office of Curriculum & Student Learning) projects at least a 15% occupational growth rate in South Texas, the state, and/or nationally.	X		<u>Fitness Trainers & Aerobics Instructors</u> South Texas – 28.6% growth (+133 jobs) Texas – 22.2% growth (+4,508 jobs) National – 14.2% growth (+45,758 jobs) <u>Athletic Trainers</u> South Texas – 17.1% growth (+20 jobs) Texas – 22.8% growth (+652 jobs) National – 21.1% growth (+5,502 jobs) <u>Recreation Workers</u> South Texas – 29.8% growth (+225 jobs)

			<p>Texas – 22.5% growth (+4,812 jobs) National –13.2% growth (+48,853 jobs)</p> <p><u>Amusement & Recreation Attendants</u> South Texas – 19.7% growth (+113 jobs) Texas – 20.3% growth (+4,044 jobs) National – 12.4% growth (+37,945 jobs)</p> <p><u>General and Operations Managers</u> South Texas – 19.4% growth (+738 jobs) Texas – 19.4% growth (+32,837 jobs) National – 11% growth (+246,901 jobs)</p>
	Wage Data		<p><u>Fitness Trainers & Aerobics Instructors</u> South Texas – \$19.87 per hour Texas – \$20.00 per hour Nationally – \$18.44 per hour</p> <p><u>Athletic Trainers</u> South Texas – \$26.45 per hour Texas – \$25.32 per hour Nationally – \$22.49 per hour</p> <p><u>Recreation Workers</u> South Texas – \$9.36 per hour Texas – \$10.65 per hour Nationally – \$11.51 per hour</p> <p><u>Amusement & Recreation Attendants</u> South Texas – \$8.66 per hour Texas – \$9.05 per hour Nationally – \$9.72 per hour</p> <p><u>General & Operations Managers</u> South Texas – \$38.62 per hour Texas – \$51.32 per hour Nationally – \$47.43 per hour</p> <p>Living wage calculation for Texas - \$10.67 per hour Source:http://livingwage.mit.edu/states/48</p> <p>*Date based on time from from June 2017 – Dec. 2017</p>
	B) Occupational Outlook Handbook indicates graduates will have an average or above average job outlook for the next 5 to 10 years (national data).	X	<p>According to the U.S. Department of Labor, Occupational Outlook Handbook, employment of Fitness Trainers and Instructors are expected to grow by 10% over the 2016-2026 decade; Athletic Trainers are expected to grow by 22% (much faster than average) and Recreation Workers are expected to grow by 9% (as fast as average).</p>

	C) Program is on Targeted/In-Demand Occupations lists produced by the Texas Workforce Commission OR Program is an emerging and/or evolving occupation for the region or state in the Texas Workforce Commission's Labor Market and Career Information . (If standard C is "not met", items D & E are required)		X	
	D) Job demand and wage data is documented through the survey of 8-12 top local employers .	X		A survey of local employers was conducted in February 2016. 7 out of the 7 employers surveyed indicated that they would prefer to hire an employee with a college-affiliated personal trainer certificate. All 7 agreed that personal trainers would earn between \$17-19 per hour or more. All 7 agreed that the fitness industry is growing and all 7 indicated that they believe that there is a need for personal trainers/fitness instructors in our community.
	E) High employer demand exists and is documented through letters of support .	X		2 letters of support received
	F) Educational and/or employer publications or news articles document a growth in the industry or demand for employees.		X	
2. Student Demand	High student demand exists and is documented through the use of student surveys .	X		A survey of 128 students from two populations groups (classroom students and Wellness Center guests) yielded 128 complete surveys with the following results: -89% of students surveyed indicated they would be interested, or would likely be interested, in a Personal Trainer Certificate -Of the students surveyed, 83% indicated they currently are working/volunteering at a fitness facility or are considering a career in Commercial Fitness.
	High enrollment exists in related programs (Stackable certificates or degrees).	X		<u>During the Fall 2017 semester</u> , there were 669 enrolled students with a declared major of AA-Kinesiology. This reflects a 37.6% increase in the number of declared majors as compared to Fall 2013.
	High number of graduates are produced in related programs (Stackable certificates or degrees).	X		During the 2016-2017 academic year, there were 50 graduates in the AA-Kinesiology program. The number of graduates has remained consistent the past few years.

3. Existing Programs	Similar programs do not exist within STC's service area – Hidalgo and Starr Counties (Please include documentation of the nearest similar programs).		X	Alamo Community College District (which is approximately 252 miles from McAllen) offers a Personal Fitness Trainer Certificate. Austin Community College (which is approximately 312 miles from McAllen) offers a Personal Fitness Trainer Certificate. UTRGV offers an 8-week Personal Trainer Certification Program through its Continuing Education services in partnership with World Instructor Training Schools.
4. Program Linkage & Opportunities for Further Education	Courses are currently offered or can be offered within local high schools via the Dual Enrollment Program. (Please provide a list of schools and/or districts)		X	The proposed certificate will not be offered as a dual credit program because there are no corresponding courses offered at the high school level; the admissions requirements will be HS diploma/GED; minimum age to complete practicum at local fitness centers.
	Program-specific articulation agreements with other institutions of higher education (IHEs) currently exist or will be pursued in the future (Please include list of IHEs)		X	Coursework from the Workforce Education Course manual (WECM) will transfer to other community or technical colleges offering the same courses within a Personal Trainer program.

2. Projected Outcomes:

Category	Standard	Met the Standard	Did not meet the Standard	Comments
1. Program Enrollment & Declared Majors	Program projects a steady increase in the number of declared majors in the program over the course of five years.	X		The program projects a total of 12 declared majors in the Fall 2017 semester, with a slight increase to 15 declared majors in subsequent years.
2. Number of Graduates	Program Review Standard: The Program will achieve a minimum of 5 graduates per year or 25 graduates during the most recent 5-year period.	X		The program projects that 70% of students enrolled will graduate. During the 2017-2018 academic year, this equates to 8 students. This number will increase to 10 students a year by 2021-2022.
3. Graduate Earnings	EMSI data (provided by the Office of Curriculum & Student Learning) projects that program graduates will earn a median hourly earnings wage that is above the "living wage" for South Texas, the state, and/or nationally.	X		<u>Fitness Trainers & Aerobics Instructors</u> South Texas – \$19.87 per hour Texas – \$20.00 per hour Nationally – \$18.44 per hour <u>Athletic Trainers</u> South Texas – \$26.45 per hour Texas – \$25.32 per hour Nationally – \$22.49 per hour <u>Recreation Workers</u> South Texas – \$9.36 per hour Texas – \$10.65 per hour Nationally – \$11.51 per hour

				<u>Amusement & Recreation Attendants</u> South Texas – \$8.66 per hour Texas – \$9.05 per hour Nationally – \$9.72 per hour <u>General & Operations Managers</u> South Texas – \$38.62 per hour Texas – \$51.32 per hour Nationally – \$47.43 per hour Living wage calculation for Texas - \$10.67 per hour Source: http://livingwage.mit.edu/states/48
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Curriculum & Student Learning Department Recommendation

The Office of Curriculum & Student Learning recommends that South Texas College proceed with seeking approval to implement this program. As this program is a new workforce education program within a new CIP code area, the program is required to undergo the extended, two-phase program approval process. The first phase of the process was to seek approval to develop the new program. Approval to develop was granted by the Education and Workforce Development Committee on April 11, 2017.

The Personal Trainer Certificate would allow students to gain the knowledge and skills necessary to seek certification in the personal trainer/fitness field. The program demand data reflects a demand for the occupation of Fitness Trainers with a 28.6% projected growth rate in the community, which equates to a projected growth of 133 job openings expected in the next 10 years for the Lower Rio Grande regional area. For the state of Texas, projections indicate a 22.2% growth, which equates to 4,508 job openings. The median hourly wage for Fitness Trainers is \$19.87/hr. for the region and \$20.00/hr. for the state; both of which are above the national minimum wage rate of \$7.25 as well as above the \$10.67 living wage rate of Texas.

The program developers have also conducted student and employer surveys to document local demand for individuals with this certificate. The student demand as evidenced by a survey of 128 participants indicated eighty-nine (89) percent of individuals surveyed indicated they would be interested in learning more about the proposed Personal Trainer certificate with eighty-three (83) percent indicating they are currently working/volunteering at a fitness facility or are considering a career in Commercial Fitness.

It is important to note, though, that UTRGV currently offers an 8-week Personal Trainer Certification Program through its Continuing Education services in partnership with World Instructor Training Schools. This may create competition for this proposed program.

Program Summary

Institution: South Texas College, McAllen Texas

Proposed Award: Personal Trainer Certificate

CURRICULUM QUALITY

Program Objective: The objective of the Personal Trainer Certificate program is to provide students with the knowledge and skills necessary for employment in the public sector and not-for-profit programs such as youth programs or community sponsored sports programs. The program will enable students to seek gainful employment in an area that is becoming increasingly popular and much needed considering the increase in chronic and often debilitating health conditions. The students will be able to provide community members fitness information and strategies for healthier living. This information is important in light of the high incidence of negative health related conditions prevalent in our society. Students will understand methodologies of exercise, healthy best practices, and be able to apply appropriate strategies to meet the needs of various members of the community. Students will also be able to assist community members meet their individual fitness and health goals.

Curriculum: The Personal Trainer Certificate would require students to complete 19 semester credit hours (SCH) of course work (see attached curriculum) from the Workforce Education Course Manual (WEC).

Admissions Requirements: The admissions requirements for this program would follow the general admissions policies set forth in the South Texas College catalog.

PROGRAM DEMAND

Occupational Need:

Fitness Trainers and Aerobics Instructor

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Fitness Trainers and Aerobics Instructor occupations are expected to experience a 28.6% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 133 additional job openings expected during this time period; a 22.2% growth between 2017 and 2027 in State of Texas with 4,508 additional job openings expected during this time period; and a 14.2% growth between 2017 and 2027 nationally with a total of 45,7582 job openings expected during this time period. Sample reported job titles include Personal Trainer, Yoga Instructor, Fitness Consultant and Fitness Technician.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Fitness Trainers and Aerobics Instructor occupations is \$19.87/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties; \$20.00/hr. for the State of Texas; and \$18.44/hr. as a national average.

Athletic Trainers

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Athletic Trainer occupations are expected to experience a 17.1% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 20 additional job openings expected during this time period; a 22.8% growth between 2017

and 2027 in State of Texas with 652 additional job openings expected during this time period; and a 21.1% growth between 2017 and 2027 nationally with a total of 5,502 job openings expected during this time period. Sample reported job titles include Athletic Trainer, Resident Athletic Trainer, Certified Athletic Trainer and Assistant Athletic Trainer.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Athletic Trainer occupations is \$26.45/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties; \$25.32/hr. for the State of Texas; and \$22.49/hr. as a national average.

Recreation Workers

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Recreation Workers occupations are expected to experience a 29.8% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 225 additional job openings expected during this time period; a 22.5% growth between 2017 and 2027 in State of Texas with 4,812 additional job openings expected during this time period; and a 13.2% growth between 2017 and 2027 nationally with a total of 48,853 job openings expected during this time period. Sample reported job titles include Activity Assistant, Recreation Assistant, Recreational Aide, Activities Coordinator and Recreation Coordinator.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Recreation Workers occupations is \$9.36/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties; \$10.65/hr. for the State of Texas; and \$11.51/hr. as a national average.

Amusement and Recreation Attendants

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, Amusement and Recreation Attendants occupations are expected to experience a 19.7% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 113 additional job openings expected during this time period; a 20.3% growth between 2017 and 2027 in State of Texas with 4,044 additional job openings expected during this time period; and a 12.4% growth between 2017 and 2027 nationally with a total of 37,945 job openings expected during this time period. Sample reported job titles include Recreation Aide, Recreation Attendant, Sports Complex Attendant, and Recreation Leader.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for Amusement and Recreation Attendants occupations is \$8.66/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties; \$9.05/hr. for the State of Texas; and \$9.72/hr. as a national average.

General and Operations Managers

According to Economic Modeling Specialists, Inc. which utilizes data from the Texas Workforce Commission, General and Operations Manager occupations are expected to experience a 19.4% growth from 2017 to 2027 in the Lower Rio Grande Regional Area (Cameron, Hidalgo, Jim Hogg, Starr, Willacy, and Zapata counties) with 738 additional job openings expected during this time period; a 19.4% growth between 2017 and 2027 in State of Texas with 32,837 additional job openings expected during this time period; and a 11% growth between 2017 and 2027 nationally with a total of 246,901 job openings expected during this time period. Sample reported job titles include Facilities Manager, Operations Director and Facility Manager.

According to the Economic Modeling Specialist Occupation, Inc., the median hourly earnings wage for General and Operations Manager occupations is \$38.62/hr. for Cameron, Hidalgo, Jim Hogg, Starr, Willacy and Zapata Counties; \$51.32/hr. for the State of Texas; and \$47.43/hr. as a national average.

EMSI Data Summary:

Occupation	Geographic Area	Expected Growth Rate	Additional Job Openings	Median Hourly Wage Earnings
Fitness Trainers & Aerobics Instructors	Regional	28.6%	133	\$19.87
	State	22.2%	4,508	\$20.00
	National	14.2%	47,758	\$18.44
Athletic Trainers	Regional	17.1%	20	\$26.45
	State	22.8%	652	\$25.32
	National	21.1%	4,5,502	\$22.49
Recreation Workers	Regional	29.8%	225	\$9.36
	State	22.5%	4,812	\$10.65
	National	13.2%	48,853	\$11.51
Amusement & Recreation Attendants	Regional	19.7%	113	\$8.66
	State	20.3%	4,044	\$9.05
	National	12.4%	37,945	\$9.72
General & Operations Managers	Regional	19.4%	738	\$38.62
	State	19.4%	32,837	\$51.32
	National	11%	246,901	\$47.43

According to the U.S. Department of Labor, Occupational Outlook Handbook, employment of Fitness Trainers and Instructors are expected to grow by 10% over the 2016-2026 decade; Athletic Trainers are expected to grow by 22% (much faster than average) and Recreation Workers are expected to grow by 9% (faster than average).

According to the U. S. Department of Labor, Occupational Outlook Handbook, in 2016 the Median annual earnings for Fitness Trainers and Instructors was \$38,160 nationally; for Athletic Trainers it was \$45,630; for Recreation Workers it was \$23,870; for Amusement & Recreation Attendants it was \$22,000 and for General & Operations Managers it was \$122,090.

Student Demand:

A survey of 128 students from two populations groups (classroom students and wellness center) yielded 128 complete surveys with the following results:

- 89% of students surveyed indicated they would be interested, or would likely be interested, in a Personal Trainer Certificate.
- Of the students surveyed, 83% indicated they currently are working/volunteering at a fitness facility or are considering it as a career option.

A survey of local employers was conducted in February 2016. 7 out of the 7 employers surveyed indicated that they would prefer to hire an employee with a college-affiliated personal trainer certificate. All 7 agreed that personal trainers would earn between \$17-19 per hour or more. All 7 agreed that the fitness industry is growing and all 7 indicated that they believe that there is a need for personal trainers/fitness instructors in our community.

Existing Programs:

Alamo Community College District (approximately 252 miles from McAllen) offers a Personal Fitness Trainer Certificate and an AAS in Personal Fitness Trainer degree.

Austin Community College (approximately 312 miles from McAllen) offers a Personal Fitness Trainer Certificate, a Fitness Specialist Certificate and an AAS in Physical Fitness Trainer.

Houston Community College offers a Health and Fitness Instructor Certificate. San Jacinto College in Houston, Texas offers a Personal Trainer Certificate. (Both campuses are approximately 346 miles from McAllen)

Tyler Junior College (approximately 540 miles from McAllen) offers a Wellness and Exercise Specialist Certificate and an AAS in Wellness and Exercise Specialist

The University of Texas Rio Grande Valley (approximately 13 miles from McAllen) offers an 8-week Personal Trainer Certification Program through its Continuing Education services in partnership with World Instructor Training Schools.

Program Linkage and Opportunities for Further Education: Coursework from the Workforce Education Course manual (WECM) should transfer to other community or technical colleges offering the same courses within a Personal Trainer program. In addition, some coursework from the Personal Trainer certificate can transfer to the Associate of Arts in Kinesiology. The proposed certificate will not be offered as a dual credit program as there are no corresponding courses offered at the high school level. Therefore, the admission requirements for this proposed certificate would require students to have a High School diploma or GED. Furthermore, students must be 18 years old to complete the final course of the program, which is a practical experience (Practicum course FITT 1164) at local fitness centers. Graduates of the program will have the knowledge and skills to provide them with competitive advantage at employment at area fitness center. In addition, graduates will be prepared to take the National Certification exam.

Expected Enrollment: An estimate of initial enrollment for the Personal Trainer Certificate program is about 12 students in the first year and 12 students in the second year. This increases to 15 students in the third year. Growth in enrollment is expected as the program is advertised to prospective students, currently enrolled students and interested community members as well as various organizations within the fitness industry.

Current enrollment trends indicate the following projected enrollment numbers:

Years	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1 st Year	12	12	15	15	15

PROGRAM SUPPORT

Faculty: Current faculty members within the Kinesiology Department will teach the sections created for the program. Adjunct instructors will be utilized as needed based upon enrollment.

Facilities and Equipment: STC classrooms and fitness facilities at the Pecan Campus and the Mid-Valley Campus will be utilized. If program continues to grow it would become necessary to rent or lease a facility. This necessity stems from a lack of college facilities to accommodate a growing population and program. The approximate cost would be \$3,000-\$4,000 for facility fees contingent upon interest and growth. Equipment needs include computer hardware, data projector, smart boards, printers as well as fitness equipment, body fat analyzers, dynamometers, skin fold calipers, heart rate monitors and flexometers. Costs for equipment will be \$50,000 for the first year and \$20,000 every other year for maintenance and repair of machines and other equipment.

New Costs: Total costs for this program are projected to be \$232,337.70. The funding to defray the costs of this program will come from state appropriations: \$133,492.80 and tuition: \$184,590. The total projected 5-year revenue is \$318,082.80. See attached specific budget details.

INSTITUTIONAL EFFECTIVENESS

Program Review and Improvement Plans: The Program Review Process at South Texas College is embedded within the bi-annual Institutional Effectiveness Assessment Plan cycle. Every academic and technical program at South Texas College monitors and reports on the following standards: graduation numbers, transfer rate, job placement rate, professional accreditations or certifications, licensure/credential exam pass rate, and program advisory committee meetings. Action plans are created for each program that does not meet its targeted outcomes.

Accreditation: The Personal Trainer Certificate is designed to be consistent with the standards of the Southern Association of College and Schools Commission on Colleges and Schools (SACSCOC).

ENROLLMENT MANAGEMENT PLAN

POTENTIAL SOURCES OF STUDENTS

A variety of student populations have been identified as potential sources of students for the Personal Trainer Certificate program. Students participating in this program will be similar to the general current STC student body. Students are expected to be from varied backgrounds including special populations. The applicant pool will include, but not be limited to, young adults graduating from high schools, adults completing GED education programs, and returning adults seeking career changes.

MARKETING

This program is being developed for those entering, currently working, or interested in the Fitness Trainers and Aerobics Instructors industry. The marketing strategy for this program will be to target students and community members with an interest in commercial fitness, in addition to those who currently work in any of the following:

- a. Commercial Fitness facilities
- b. Paraprofessionals in public schools
- c. Individuals wishing to start their own fitness business
- d. Community service organizations such as the Boys/Girls Clubs
- e. City parks and recreation personnel
- f. Individuals working in adult care facilities

RETENTION

Participation in the program for most students will be tied to employment at the aforementioned organizations or businesses. STC will work closely with the Program Advisory Committee to develop retention strategies that align with the needs of these institutions. An advising strategy will be employed to ensure completion of program. Faculty will mentor and advise students throughout their progress.

ENROLLMENT PROJECTIONS

Current enrollment trends indicate the following projected enrollment numbers:

Years	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1st Year	12	12	15	15	15

PROJECTED NUMBER OF GRADUATES

The goal is to award at least 35-40 certificates to individuals in the program over a five year period. Class size will be evaluated each year and increased according to availability of faculty, and appropriate facility space.

Years	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
1st Year	12	12	15	15	15
Graduates (70% of 1 st Year Enrollment)	8	8	10	10	10



Program: Personal Trainer

Specialization: N/A

Award Title: Personal Trainer Certificate

FICE CODE: 031034

31.0501

Program Code: TBD

TSI Exempt

Semester One				Lecture Hours	Lab Hours	External Hours	Contact Hours	Credit Hours
FITT	1401	Fitness and Exercise Testing		2	3	0	80	4
FITT	1237	Personal Training		2	0	0	32	2
KINE	1306	First Aid		3	0	0	48	3
FITT	2309	Theory of Exercise Program Design and Instruction		2	3	0	80	3
Total Semester Hours:				9	6	0	240	12

Semester Two				Lecture Hours	Lab Hours	External Hours	Contact Hours	Credit Hours
FITT	2305	Sports Facility Management		3	0	0	48	3
FITT	2313	Exercise Science		3	0	0	48	3
FITT	1164	Practicum - Health and Physical Education		0	0	7	112	1
Total Semester Hours:				6	0	7	208	7

Total Contact Hours:	448
Total Credit Hours:	19
Total External Hours:	7

COURSE DESCRIPTIONS

KINE 1306 - FIRST AID

CRT HRS:03 LEC HRS:03 LAB HRS:00

This course provides basic knowledge for safe and effective living. The essential aspects of home, work, motor vehicle and public safety will be covered. Both theoretical and practical aspects of emergency care will be included. Standard First Aid, Personal Safety and Cardio-Pulmonary Resuscitation (CPR) are covered. Certification upon completion of the course is based upon American Red Cross standards.

Prerequisite: None.

FITT 1401 – FITNESS AND EXERCISE TESTING

CRT HRS:04 LEC HRS:02 LAB HRS:03

This course covers techniques for conducting physical fitness assessments including tests of cardiorespiratory fitness, muscular strength and endurance, joint flexibility, body composition, and pulmonary capacity. Includes fitness equipment use and maintenance. Emphasis on safety guidelines and precautions.

Prerequisite: None.

FITT 1237 – PERSONAL TRAINING

CRT HRS:02 LEC HRS:02 LAB HRS:00

This course is a study of the aspects of one-on-one training including marketing, program development, legal aspects, documentation, training methodologies, and business considerations. Emphasis on the development of safe and enjoyable individualized training sessions.

Prerequisite: None.

FITT 2309 – THEORY OF EXERCISE PROGRAM DESIGN AND INSTRUCTION

CRT HRS:03 LEC HRS:02 LAB HRS:03

This course covers the study of health related components of physical fitness including cardiorespiratory endurance, muscular strength, muscular endurance, flexibility, and body composition. Topics include the theoretical basis underlying physical fitness; instructional techniques for fitness development; and methods for leading an exercise session, including design, instruction, and evaluation.

Prerequisite: None.

FITT 2305 – SPORTS FACILITY MANAGEMENT

CRT HRS:03 LEC HRS:03 LAB HRS:00

This course is the study of the process of managing sport facilities. Includes planning, directing, and coordinating programs, and supervising employees and participants.

Prerequisite: None.

FITT 2313 – EXERCISE SCIENCE

CRT HRS:03 LEC HRS:03 LAB HRS:00

This course is a survey of scientific principles, methodologies, and research as applied to exercise and physical fitness. Emphasis on physiological responses and adaptations to exercise. Topics include basic elements of kinesiology, biomechanics, motor learning, and the physical fitness industry.

Prerequisite: None.

FITT 1164 – PRACTICUM – HEALTH AND PHYSICAL EDUCATION

CRT HRS:01 LEC HRS:00 OTHER HRS:07

This course is a practical, general workplace training supported by an individualized learning plan developed by the employer, college, and student.

Prerequisite: None.

Instructional Costs and Projected Revenue for Personal Trainer Certificate

Faculty Salary & Benefits	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	Totals
LHE Rate	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	\$ 575.00	
# of LHE's per Course	3	3	3	3	3	
Subtotal	\$ 1,725.00	\$ 1,725.00	\$ 1,725.00	\$ 1,725.00	\$ 1,725.00	
# of Sections Taught by Adjunct	7	10	14	14	14	
# of Sections Taught by F/T	0	0	0	0	0	
Adjunct Salary	\$ 12,075.00	\$ 17,250.00	\$ 24,150.00	\$ 24,150.00	\$ 24,150.00	
Multiplied by Benefits Rate	1.148	1.148	1.148	1.148	1.148	
Total Salary for Adjunct	\$ 13,862.10	\$ 19,803.00	\$ 27,724.20	\$ 27,724.20	\$ 27,724.20	
F/T Faculty @ \$42,000	\$0	\$0	\$0	\$0	\$0	
Benefit Rate (F/T Salary X 30%=\$12,600.00)	\$0	\$0	\$0	\$0	\$0	
Cost for Faculty Salary/Benefits	\$ 13,862.10	\$ 19,803.00	\$ 27,724.20	\$ 27,724.20	\$ 27,724.20	\$ 116,837.70

Projected Revenue	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	Totals
State Appropriations *						
# of Sections	7	10	14	15	16	
# of Students per Section	12	12	15	15	15	
Total # of Students per Year	84	120	210	225	240	
# of Contact Hours per Student	80	80	80	80	80	
Total Contact Hours	6720	9600	16800	18000	19200	
Multiplied by State Funding Rate (2.74)	\$ 2.74	\$ 2.74	\$ 2.74	\$ 2.74	\$ 2.74	
State Appropriations Generated	\$ 18,412.80	\$ 26,304.00	\$ 46,032.00	\$ 49,320.00	\$ 52,608.00	
State Appropriations Received	\$ 13,152.00	\$ 18,412.80	\$ 26,304.00	\$ 26,304.00	\$ 49,320.00	\$ 133,492.80

* State Appropriations funding is based upon enrollment from previous biennium

Tuition	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	Totals
Enrollment # Projected	84	120	210	225	240	
Tuition Rate per Credit Hour	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	
Subtotal	\$ 5,880.00	\$ 8,400.00	\$ 14,700.00	\$ 15,750.00	\$ 16,800.00	\$ 61,530.00
# of Credit Hours per Course	3	3	3	3	3	
Total Tuition	\$ 17,640.00	\$ 25,200.00	\$ 44,100.00	\$ 47,250.00	\$ 50,400.00	\$ 184,590.00

Operating Costs and Revenue Projections Personal Trainer Certificate

ESTIMATED COSTS BY YEAR FOR PERSONAL TRAINER CERTIFICATE						
CATEGORY	INITIAL COST	BUDGET 2ND YEAR	BUDGET 3RD YEAR	BUDGET 4TH YEAR	BUDGET 5TH YEAR	TOTAL BUDGET
	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2018-2023
Faculty Salaries and Benefits	\$13,862.10	\$19,803.00	\$27,724.20	\$27,724.20	\$27,724.20	\$116,837.70
Supplies and Materials (Operating)	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$7,500.00
Library Resources	\$500.00	\$0.00	\$500.00	\$0.00	\$500.00	\$1,500.00
Equipment and Software (Capital)	\$50,000.00	\$0.00	\$20,000.00	\$0.00	\$20,000.00	\$90,000.00
Facilities (Furniture) (Operating)	\$1,000.00	\$0.00	\$3,000.00	\$3,500.00	\$4,000.00	\$11,500.00
Faculty Professional Development/(Travel)	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$5,000.00
Subtotal - Instructional & Operating Budget	\$67,862.10	\$22,303.00	\$53,724.20	\$33,724.20	\$54,724.20	\$232,337.70
Total Budget Per Year	\$67,862.10	\$22,303.00	\$53,724.20	\$33,724.20	\$54,724.20	\$232,337.70

REVENUE PROJECTIONS BY YEAR FOR PERSONAL TRAINER CERTIFICATE						
CATEGORY	REVENUE	REVENUE	REVENUE	REVENUE	REVENUE	TOTAL
	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2018-2023
State Appropriations	\$ 13,152.00	\$ 18,412.80	\$ 26,304.00	\$ 26,304.00	\$ 49,320.00	\$ 133,492.80
Tuition	\$ 17,640.00	\$ 25,200.00	\$ 44,100.00	\$ 47,250.00	\$ 50,400.00	\$ 184,590.00
TOTAL REVENUE	\$ 30,792.00	\$ 43,612.80	\$ 70,404.00	\$ 73,554.00	\$ 99,720.00	\$ 318,082.80

Employer Survey: Review of Findings

A survey was designed to provide data about the current need for personal trainers and wage information in the local area. The results of the survey would provide insight or the benefit of college-affiliated personal trainer certificate in health and wellness area with regards to employment prospects.

The survey consisted of seven questions and was sent to the following,

- Thomas Gomez, Owner; Dynamic Fitness, City of McAllen.
- Alex Dominguez, CEO; Fit Body Boot Camp, City of McAllen.
- Martha Alanis, Owner; Iron Beauty, City of McAllen.
- Josh Stapleton, Program Director; Gracie Barra Academy, City of Corpus Christi
- Mark Harris, Owner; Strong Point Fitness, City of McAllen.
- Tatyana Asia, Owner; NuRhythmz, City of McAllen.
- Abel Salinas, Manager and Fitness Director; Gold's Gym, City of McAllen.

All of the above respondents completed the survey and the results are summarized below.

Survey Results:

The survey data revealed the following information in reference to wages and local demand.

▪ Demand

All seven respondents indicated that there is a need for personal trainer/fitness instructors in our community. On average, respondents have indicated 4-7 more job openings for personal trainers are expected in 2018.

▪ Wage Data

The survey data indicated that the following information in reference to prospective wages. All survey respondents are willing to pay on average \$17-\$19/hr. for new employees who have a personal trainer college certificate.



South Texas College

Department of Kinesiology, Health & Wellness

Personal Trainer Certificate Program

What is your title?	Which national certification would you consider for employment? * NASM * ACE * NSC * ACSM * IFA * OTHER	Would you prefer to hire an employee with a college-affiliated personal trainer certificate?	State indicators list a personal trainer who has a college certificate may earn between \$17.00 and \$19.00 an hour. Would you agree with this standard?	Which skills sets do you consider important when selecting an individual for employment who has a college certificate as a personal trainer? *Program Design & Safety *Ethics & Professional Practices *Client Evaluation *Marketing & Network *Passion	Do you believe the fitness industry is growing?	How so?	Do you believe there is a need for personal trainers/fitness instructors in our community?
Owner, Thomas Gomez Dynamic Fitness	Other - Bachelors	Yes	Yes	Program Design and safety	Yes	Obesity epidemic in our area	Yes
CEO, Alex Domingues Fit Body Bootcamp	NCC, SIMA, NASM, ACE	Yes	Yes	Ethics and professional practices, Marketing and Networking	Yes	More common to see people working out. Its becoming a trend.	Yes
Owner, Martha Alanis, Iron Beauty	NASM, ISSA	Yes	Yes	Passion	Yes	Area is growing and expanding	Yes
Program Director, Josh Stapleton Gracie Barra Academy	Other	Yes	Yes	All of the above	Yes	Programs are expanding in area	Yes
Owner, Mark Harris, Strong Point	NASM, Other	Yes	No - Actually more around \$40 to \$50 an hour	Ethics and professional practices, Passion	Yes	Market is moving towards group personal training	Yes
Owner, Tatyanna Asia, Nurthymz	AFFA	Yes	Yes	Passion	Yes	More older individuals are wanting a career in fitness	Yes
Fitness Director, PT manager, PT Abel Salinas Gold's Gym	NASM, ACE, Other: NCCPT, AFFA	Yes	Yes NASM package-\$27	All of the above	Yes	It's more socially acceptable, more than a selfish act, it's not cosmetic. In our area, being 1st or 2nd highest obesity. There is money here. \$40-\$50 client pays. \$75-\$80 or \$150 a session.	Yes

Supporting Documents

- Advisory Committee Members List
- Letters of Support

Personal Trainer Advisory Committee

	Name	Title	Phone	Email
1	John Quezada, Chair	Army Master Fitness Trainer	956-742-9419	
2	Humberto Cerda	Golds Gym- Manager	956-432-7166	
3	Jaime Cavazos	Cavazos Sport Institute	956-451-2017	jc@csitrain.com
4	Antonio Diaz	Golds Gym - Manager Personal Trainer	956-219-4635	antonio@goldsgymtx.com
5	Yvette Garcia	The Shack - Trainer	956-588-9562	
6	Mike Johnson,	VPR Fitness - Owner	956-342-4692	vprrtrainingj@gmail.com
7	Dr. Belinda Jordan	Obesity Physician	956-362-5673	
8	Joel Matos	Freedom Fitness VP	787-605-2794	joel.matos@ubfpt.com
9	Leroy Moreno, P.A.	First Family Medicine	956-648-5011	ffmcleroy@yahoo.com
10	Louie Palacios	The Shack - Owner	956-522-5415	louiepalacios@aol.com
11	Joe Pitones	9R Fitness - Owner	956-862-8089	jose.pitones@9round.com
12	Peggy Ramon Rosales	Registered Dietician	956-458-5122	peggyramon4@gmail.com
13	Cristopher Garcia Sancho	Freedom Fitness - Personal Trainer	956-961-3536	
14	Joe Valtierra	Trainer VPR Fitness	956-641-5490	iron_kingdom76@hotmail.com
15	Dr. Robert Zuniga	Chiropractor	956-630-6216	occufit@hotmail.com



January 19, 2018

To Whom it May Concern,

I am writing this letter in support of the Personal Trainer Certificate Program currently being established and developed at South Texas College. I strongly believe this certificate program will offer the students of South Texas College and anyone else interested in the commercial fitness industry an opportunity for employment in our area and beyond. This area is quickly growing and employers both in large facilities or small privately owned gyms will greatly benefit from the knowledge and skills these students will possess when they finish their program.

The Personal Trainer Certificate will provide future employers a greater and more qualified pool of potential employees. The commercial fitness industry is growing and qualified, knowledgeable and energetic individuals with a sincere interest in helping community members achieve their personal fitness goals are needed in our area. I hope that South Texas College continues in their efforts to be at the forefront of this exciting field. It is without hesitation that I support the development of the Personal Trainers Certificate program.

Sincerely,

Mike Johnson

Owner/Manager
VPR Training gym
813 E. Whitewing
McAllen Tx. 78504



January 19, 2018

Dear Sir/Madam,

I am writing this letter in support of the Personal Trainer Certificate Program being developed at South Texas College. I strongly believe this certificate program will offer our community the opportunity to access a much needed resource. The Rio Grande Valley is in need of qualified individuals who can provide information, instruction and guidance to individuals who have realized they may have fitness and health issues. Often people can be overwhelmed with the process of developing goals and objects to achieve a healthier lifestyle. Although, it may seem easy to some, this area of expertise is necessary to provide accurate and appropriate information and guidance to those individuals seeking to change their lives.

The Valley is growing so quickly that large gyms and other fitness facilities are growing as well. High school sports, college sports and professional sports in our area have contributed to the interest many people currently have to become more active. The need for qualified individuals as personal trainers is very real. It is my hope that the Personal Trainer Certification Program will only be the beginning for a more productive and knowledgeable workforce in the area of fitness and wellness. Our entire community will greatly benefit from the knowledge and skills these students will have upon completion of their program.

Best Regards,



Antonio Diaz

PT Director

Golds Gym Mcallen

antonio@goldsgymtx.com

(956)219-4635

January 19, 2018

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I am writing this letter in support of the Personal Trainer Certificate Program currently being established and developed at South Texas College. I strongly believe this certificate program will offer the students of South Texas College and anyone else interested in the commercial fitness industry an opportunity for employment in our area and beyond. This area is quickly growing and employers both in large facilities or small privately owned gyms will greatly benefit from the knowledge and skills these students will possess when they finish their program.

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Sincerely,

Jose Pitones

Owner of 9Round Mission, Tx

South Texas College Program Evaluation Plan

South Texas Colleges monitors and evaluates the quality of instructional degree and certificate programs through the Institutional Effectiveness & Program Review Process, the assessment of Program Learning Outcomes for each degree, and assessment of *Core Objectives* for the General Education Core Curriculum.

Institutional Effectiveness & Program Review

South Texas College identifies expected outcomes for every instructional program and administrative and educational support service, assesses whether or not these outcomes are achieved, and makes continuous improvements based on assessment data. The College commits to continuous improvement in achieving expected outcomes through its strategic planning process, including 2-year *Institutional Effectiveness (IE) Plans* for every instructional, administrative or educational support unit in the College. An *Institutional Effectiveness (IE) Plan* serves as a means to establish and assess expected outcomes for each program.

Instructional programs are also subject to a program review process which is embedded within the 2-year IE assessment cycle. Program Review assessment evaluates program viability, effectiveness, and student achievement through a variety of outcomes including the *number of graduates, transfer rates, licensure/certification pass rates, graduate placement, and program specific accreditations*. Program leaders and faculty review the assessment data and develop action plans for outcomes that did not meet the desired targets.

Program Learning Outcomes Assessment

A separate set of competency-based program learning outcomes had been developed for each instructional program at STC, in addition to the traditional historical student success measures in the IE Plans, such as course completion, graduation rate, and student retention. The program learning outcomes are assessed and data are collected and reported on a yearly basis. The Associate Dean of Curriculum and Student Learning along with the Academic Council lead the systematic process across all programs allowing for significant critical amounts of dialogue among faculty members in order to develop a consistent structure for collecting and assessing data while allowing for the academic freedom of faculty members. Instructional programs utilize a variety of assessment methods, including embedded assessment, exit exams, exit interviews and portfolios to assess the program learning outcomes.

General Education Outcomes Assessment

South Texas College also assesses general education competencies in the General Education program known as the STC Core Curriculum. The general education competencies for the Core Curriculum are called the *Core Objectives* and were defined by the Texas Higher Education Coordinating Board. Measures to determine the extent to which *Core Objectives* are being achieved are assessed every semester. Data are collected and compiled by each department to evaluate the extent to which the *Core Objectives* are being met. Results from the assessments and changes recommended based upon the results by the department are submitted to the Associate Dean of Curriculum and Student Learning.