

Board of Trustees

Education and Workforce Development Committee Meeting

Tuesday, February 11, 2020

3:30 p.m.

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



In the Making!

Online Copy

**South Texas College
Board of Trustees
Education and Workforce Development Committee
Ann Richards Administration Building, Board Room
Pecan Campus, McAllen, Texas
Tuesday, February 11, 2020 @ 3:30 p.m.**

AGENDA

“At anytime during the course of this meeting, the Board of Trustees may retire to Executive Session under Texas Government Code 551.071(2) to confer with its legal counsel on any subject matter on this agenda in which the duty of the attorney to the Board of Trustees under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code. Further, at anytime during the course of this meeting, the Board of Trustees may retire to Executive Session to deliberate on any subject slated for discussion at this meeting, as may be permitted under one or more of the exceptions to the Open Meetings Act set forth in Title 5, Subtitle A, Chapter 551, Subchapter D of the Texas Government Code.”

- I. Approval of Minutes for Tuesday, January 14, 2020 Committee Meeting..... 3 - 10
- II. Review of Upcoming South Texas College Summer Camps 11 - 19
- III. Presentation on South Texas College Educational Pathways for Law Enforcement Professionals 20 - 25

Approval of Minutes for Tuesday, January 14, 2020 Committee Meeting

The Minutes for the Education and Workforce Development Committee meeting of Tuesday, January 14, 2020 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 14, 2020 @ 3:30 p.m.**

MINUTES

The Education and Workforce Development Committee Meeting was held on Tuesday, January 14, 2020 in the Ann Richards Administration Building Board Room at the Pecan Campus in McAllen, Texas. The meeting commenced at 3:31 p.m. with Dr. Alejo Salinas, Jr. presiding.

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

Other Trustees present: None

Members absent: None

Also present: Dr. Shirley A. Reed, Dr. Anahid Petrosian, Mr. Matthew Hebbard, Dr. Brett Millan, Dr. Virginia Champion, Ms. Nohemi Marroquin, and Mr. Andrew Fish

Approval of Minutes for Tuesday, December 3, 2019 Committee Meeting

Upon a motion by Mr. Gary Gurwitz and a second by Mrs. Victoria Cantú, the Minutes for the Education and Workforce Development Committee meeting of Tuesday, December 3, 2019 were approved as written. The motion carried.

Review and Recommend Action as Necessary on Proposed Revision to Policy #3803: *Conditions of Employment of Full-Time Faculty Teaching during Summer Terms*

The Education and Workforce Development Committee was asked to recommend Board approval of the proposed revision to Policy #3803: *Conditions of Employment of Full-Time Faculty Teaching during Summer Terms*.

Justification – The proposed policy revisions were necessary to delete an outdated reference to Policy #3802, which was deleted entirely in July 2005. The provisions of policy #3802 were incorporated into and were still included within Policy #3800: *Full Time*

Regular Faculty (On Board Approved Staffing Plan) Assignments and Workloads as Conditions of Employment.

It was necessary to make this change, and administration further proposed formatting and organizational changes consistent with other recently approved Board Policies.

Enclosed Documents - The proposed policy revision was provided in the packet for the Committee's review and information. The additions to the policy were highlighted in yellow and the deletions were designated with a red strikeout.

Upon a motion by Mr. Gary Gurwitz and a second by Mrs. Victoria Cantú, the Education and Workforce Development Committee recommended Board approval of the proposed revisions to Policy #3803: *Conditions of Employment of Full-Time Faculty Teaching during Summer Terms*, as presented and which supersedes any previously adopted Board policy. The motion carried.

Review of the South Texas College Making a Difference in Student Success and Retention (MADISSAR) Grant Program

The South Texas College *Making a Difference in Student Success and Retention* (MADISSAR) Grant program uses institutional funds to support student progress and completion. Approximately \$35,000 is budgeted annually to support MADISSAR Grant awards.

Purpose of the MADISSAR Grant Program

The MADISSAR Grant was initially conceived over a decade ago to provide funding to encourage faculty to develop innovative approaches to solve student success and retention issues. The grant has since been evolved to include initiatives proposed by faculty or staff, and specifically focused on addressing the Key Performance Indicators (KPIs) of Progress and Completion:

Progress

Progress evaluates:

- Persistence;
- First College-Level Course Completion;
- Credits Earned; and
- Successful Course Completion.

Completion

Completion evaluates:

- Graduation Rates and
- Degrees & Certificates Awarded

MADISSAR Grant Program – Under New Management

Starting in Fiscal Year 2016 – 2017, The Department of Resource Development, Management, and Compliance (RDMC) was assigned to provide administrative oversight of the MADISSAR Institutional Grant program. RDMC successfully formalized the application and award process. RDMC post-award compliance staff also supported MADISSAR award recipients with guidance for effective management and they conduct Grant Status Reviews of funded projects.

Application Process

The application process for MADISSAR was designed similar to the process and forms utilized by the Texas Workforce Commission, one of the largest granting agency that awards funds to South Texas College. This provided faculty and staff with the opportunity to gain experience with fairly standard grant application forms and procedures. Applicants were encouraged to submit a *Notice of Intent to Apply* form to RDMC prior to submitting their application. Applicants were required to submit a complete application form that detailed the proposed project, its expected impact on KPI 3: Progress, KPI 4: Completion, and a budget sheet with justification. Only one application per department may be submitted.

Application Evaluation

Members of the MADISSAR Grant Advisory Committee meet with RDMC staff to review all applications, and determine which applications to award. The peer review process was designed to be similar to state and federal grant reviews. The evaluation criteria for MADISSAR included:

- Identification of Need
- Project Design
- Management Plan
- Impact of the Project
- Evaluation Plan
- Budget / Budget Justification

Non-Awarded Applications

After all reviews of grant applications were completed, notifications to non-awarded applicants were sent via email from the Department of Resource Development, Management and Compliance. Applicants interested in refining and resubmitting applications at a later date received scores, comments with strengths and weaknesses, and guidance to improve their application to resubmit the following cycle.

Awarded Applications

Awarded applicants were notified directly, the list of awardees was also announced on the RDMC website, through Faculty/Staff email, and RDMC coordinated with the Department of Public Relations and Marketing to host an Awards Ceremony to recognize MADISSAR grantees.

MADISSAR Grant Program recipients also received post award support, which included a Grant Initiation Meeting, guidance for effective management of their project, and Status Reviews of progress made on the grant.

Recent MADISSAR Awards

The following five projects were supported by MADISSAR Grant Program award funding from FY 17 through FY 19:

- **FY17 The Online Associates in Mathematics with Quality Matters Certified Courses:** The Distance Learning Department worked with the Mathematics Department faculty and certified 14 courses through Quality Matters.

Quality Matters Certification is a quality assurance training program that sets a high standard for the delivery of high quality online instruction. The training and certification helped the Mathematics Department faculty ensure improved quality for 14 Mathematics courses taught online.

In 2018 South Texas College started offering the Associates in Mathematics fully online with all courses certified through Quality Matters. Currently, the Mathematics Department is using the certified courses as model courses and all faculty members from the Mathematics Department have access to the courses in case they want to use them.

- **FY18 The Centers for Learning Excellence (CLE) – Primed for Success:** Funds were used for wages/benefits for five (5) part-time Academic Coaches to be trained in making appropriate referrals (tutoring, supplemental instruction, academic advising, counseling, student disability services, career counseling, or financial aid counseling). Coaches provided individual and small group coaching/tutoring in the following areas: understanding a professor's expectations/syllabus; developing a planner and time management skills; developing effective note-taking skills; developing an effective study or project group; developing effective academic or technical reading skills; and developing academic strategies to reduce procrastination.

The service that was initiated with MADISSAR funds under the Primed 4 Success program is now known as Academic Coaching. The CLE employs two direct wage Academic Coaches who coach students individually on the development of specific academic skills. They utilize proven strategies, theories, and models to build capacity in goal-setting, note-taking, time management, stress management, exam preparation, overcoming procrastination, and more. The coaches also offer workshops. Since the end of the MADISSAR grant term, the CLE has funded these positions with salary savings; permanent funding has not yet been secured. The service continues to increase in popularity. There was an increase of 34% in students accessing support from Academic Coaches from Fall 2018 to Fall 2019 and a greater increase of 78% from Spring 2018 to Spring 2019.

- **FY18 The Business & Technology Enhancement Initiative:** The primary goal of this grant was to enhance the presence of technology programs at the Starr County Campus by introducing three new technology programs (Automotive Technology, HVAC, and Electrician Technology) and revitalize four other existing programs (Welding, Advanced Manufacturing, Business Administration, and Office Specialist). A Student Success Specialist was hired to provide case management support for students, to advertise and promote programs, and recruit students to the Starr County Campus. Currently, the Automotive and HVAC programs are serving Dual Credit students and will be occupying an additional lecture classroom to accommodate Dual Credit enrollment. The Electrician Technology Program is serving traditional students and will be relocated to a larger facility to accommodate more equipment and students. The existing Welding program is also expanding their current facility to accommodate twelve new welding stations to serve the increase in enrollment. The Advanced Manufacturing Program has increased Dual Credit enrollment and is at full capacity. Business Administration Program and Office Specialist Program both had increases in enrollment.
- **FY19 The Student Ambassador Program:** This program identifies college students to serve as Student Ambassadors. Student Ambassadors promote South Texas College as a valuable educational option to current, prospective, returning and transfer students, parents, and community members.

Since receiving the MADISSAR grant, the program has expanded and been institutionalized. The number of students has doubled. The Program continues at the Starr Campus, and has expanded to the Mid-Valley and Pecan Campuses:

- Starr Campus has 25 ambassadors
- Pecan Campus has 15 ambassadors
- Mid-Valley Campus has 5 ambassadors

Some of the key Highlights include:

- Increased parental involvement and engagement
 - Increased presence at community events
 - Students report increased success and engagement in classes and programs
- **FY19 The Early College Supplemental Instruction Program:** This award was to support an academic assistance program that utilizes high school seniors to provide peer-assisted study sessions for underclassmen in their STC Dual Enrollment courses in US History, English, and/or Mathematics. This program was initially piloted at the Preparatory for Early College High School in Rio Grande City CISD. There were 24 Supplemental Instructors for Dual Credit students through MADISSAR in FY19 and the current award expanded to support 41 Supplemental Instructors.

Current MADISSAR Award Recipients

The following two MADISSAR Grant Program award recipients were recently selected:

- **Early College Supplemental Instruction Program in the amount of \$20,466**
The Early College Supplemental Instruction Program identifies high-performing dual credit high school seniors who are trained and then serve as Supplemental Instructors (SIs). As SIs, these students offer peer tutoring and support to fellow underclassmen dual credit students. This program is being implemented at the following campuses:
 - Rio Grande City High School
 - La Grulla High School
 - Mission Collegiate High School

MADISSAR Grant Program funding will support the Supplemental Instruction activity, program coordination, and data collection and analysis to determine the impact of services on Progress and Completion measures.

- **Continuing Professional and Workforce Education Student Success Assistant in the amount of \$14,534**
The Student Success Assistant project funds a part-time CPWE Student Success Assistant position to provide counseling and case management services to non-credit students enrolled in Continuing Education (a) Career Training Programs and (b) High School Equivalency Programs. These services are expected to increase program completion and job placement rates.

For the past five years, Perkins grant funding has been used for similar support services for students co-enrolled in High School Equivalency Programs and credit-bearing courses. The Continuing Education Program attests to its success. Perkins funding is limited to supporting students in credit-bearing courses, so similar services for students only taking non-credit CE Programs have not been previously available.

The CPWE Student Success Assistant will provide the following services:

1. Monitor attendance and provide assistance as needed;
2. Monitor grades and coordinate tutoring or access to other community resources;
3. Monitor competing life issues and participant attitude and provide mentoring;
4. Offer continued motivation to keep students engaged through completion;
5. Provide job placement assistance upon program completion.

Upon completion of the funding cycle, the CPWE Department will analyze the impact of the position on an anticipated 2,000 non-credit CE students. Should the program prove as successful as anticipated, the department plans to fund the part-

time position through tuition-generated revenue, and would consider upgrading it to full-time status to scale the service to additional students.

This information was presented for the Committee's review, and no action was necessary.

Adjournment

There being no further business to discuss, the Education Workforce Development Committee Meeting of the South Texas College Board of Trustees adjourned at 3:54 p.m.

I certify that the foregoing are the true and correct Minutes of the January 14, 2020 Education and Workforce Development Committee of the South Texas College Board of Trustees.

Dr. Alejo Salinas, Jr.
Presiding

Review of Upcoming South Texas College Summer Camps

Dr. David Plummer, Interim Executive Vice President for Educational Programming and Student Achievement, and Dr. Rebecca De Leon, Dean for Dual Credit Programs and School District Partnerships, will present on the upcoming South Texas College Summer Camps under development for the Summer 2020 season.

Preparation for Summer 2019

On February 19, 2019, Dr. De Leon presented on a number of Summer Camps provided by:

- Academic and Workforce Departments;
- Continuing Professional & Workforce Education; and,
- Industry Training and Economic Development

Dr. De Leon presented a marketing booklet, which had been distributed to partnering school districts throughout the College's communities, and spoke about these programs with the Committee. At that time, the Committee noted some confusion in determining which programs were provided exclusively for a partnering district, and which were generally open to the public.

Conclusion of Summer 2019

On August 13, 2019, Dr. De Leon was joined by Dr. Carlos Margo, Associate Dean for Industrial Training and Economic Development, to update the Committee on the successful and varied camps presented throughout the summer season.

Dr. De Leon and Dr. Margo also reviewed their lessons learned, and discussed their plans for continued improvements, more diverse offerings, and increased public participation for the following year.

South Texas College Summer Camps - 2020

Under Dr. Plummer's leadership, administration has developed even more and varied camps to offer, and has implemented a new web-based marketing strategy.

This year's offerings will include 24 camps in June and July, covering topics including:

- Art
- Music
- Science & Engineering
- Technology
- Continuing Education
- Recreational Activities

Camps will be offered for participants for select age ranges, serving learners as young as 2 years old, and with activities for students through 17 years old.

Dr. Plummer and Dr. Rebeca De Leon will discuss the new marketing strategy, the website portal, and the wide variety of camps available to school districts and the general public in Summer 2020.

This information is presented for the Committee's review, and no action is necessary.



SOUTH TEXAS COLLEGE
SUMMER
CAMPS
FOR SUMMER 2020

Presentation for Education & Workforce Development Committee
 Tuesday, February 11, 2020

Presenter: Dr. Rebecca De Leon, Dean for Dual Credit Programs & School District Partnerships



SOUTH TEXAS
COLLEGE

OUTLINE

- Overview of Summer Camps 2020
- List of Camps Being Offered
- Marketing Efforts for Partnering School Districts and the Community
- Registration Process & Camp Pricing



*Summer
Camp*

OVERVIEW

SUMMER CAMPS 2020

- **24 Camps** being offered, totaling 55 sessions
 - *Art (4)*
 - *Music (2)*
 - *Science & Engineering (3)*
 - *Technology (6)*
 - *Continuing Education (4)*
 - *Recreational (5)*
- Dates range from the month of **June to July**
- Age groups range from **2yrs to 17yrs old**
- Held at Pecan, Technology, Mid-Valley, Starr County, & Pecan Plaza



ART BASED CAMPS

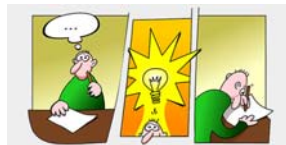


Ceramics

Pecan Campus

July 6 – 10
July 13 – July 17
July 20 – July 24

14 – 17 years of age



Comic Book Design

Pecan Campus

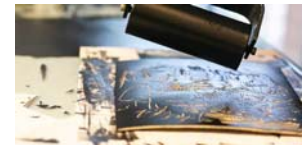
July 6 – July 10
11 – 17 years of age



Digital Art

Pecan Campus

June 8 – June 12
June 15 – June 19
14 – 17 years of age



Printmaking

Pecan Campus

June 1 – June 5
June 8 – June 12
14 – 17 years of age



MUSIC

BASED CAMPS



Guitar

Pecan Campus
June 1 – June 4
June 8 – June 11
July 13 – July 17
July 20 – July 24
11 – 17 years of age



Piano

Pecan Campus
June 1 – June 14
June 8 – June 11
11 – 17 years of age



SCIENCE & ENGINEERING

BASED CAMPS



ArchiAdventure

Technology Campus
Mid-Valley Campus
June 8 – June 12
June 15 – June 19
June 22 – June 26
11 – 13 years of age



United Chemistry

Pecan Campus
June 1 – June 5
June 8 – June 12
14 – 17 years of age



Waterbotics

Pecan Campus
July 6 – July 10
July 13 – July 17
11 – 17 years of age



TECHNOLOGY

BASED CAMPS



App Development

Pecan Campus
July 13 – July 23
11 – 17 years of age



Game Development

Pecan Campus
June 1 – June 5
June 8 – June 12
14 – 17 years of age



Rockin' IT

Technology Campus
June 1 - 5
11 – 13 years of age



TECHNOLOGY

BASED CAMPS



CyberPatriot

Pecan Campus
Starr County Campus
Mid-Valley Campus
June 8 – June 12 (3)
June 15 – June 19 (2)
11 – 17 years of age



CyberPatriot Advanced

Pecan Campus
June 22 – June 26 (2)
11 – 17 years of age



CyberPatriot Coach

Pecan Campus
June 12
School District
Employees Only



CONTINUING EDUCATION BASED CAMPS



Aviation

Technology Campus

June 1 – June 4
June 8 – June 11
June 15 – June 18
July 7 – July 11
July 15 – July 18
July 22 – July 25

11 – 17 years of age



Drones Piloting

Technology Campus
Mid-Valley Campus

July 6 – July 10
July 13 – July 17

11 – 17 years of age



Reading Enrichment

Pecan Plaza

June 8 – June 11
June 15 – June 18
July 22- June 25

3rd Grade



Sewing

Pecan Plaza

June 1 – June 5
June 15 – June 19
July 8 – July 12
July 22 - 26

8 – 10 years of age



RECREATIONAL BASED CAMPS

for 2 - 12 years of age, held at the Mid-Valley Child Care Center



Backyard Bugs

June 1 – June 5



Summer Safety

June 8 – June 12



Sports

June 15 – June 19



Camping Basics

June 22 – June 26



Boxes & Robots

June 29 – July 2



MARKETING EFFORTS

Dedicated Webpage
www.southtexascollege.edu/summer-camps



School District Partners

- Email
 - Superintendents
 - Principals
 - Counselors
- Flyer Distribution

Community

- Social Media Platforms
 - Facebook
- Flyer Distribution
- Homepage Ads
- Digital Signage around campus
- Print Ads
- Feature Story

REGISTRATION PROCESS



• Registration Process

- School District Partners will submit "contract" with student names
- Community will register via the website

• Camp Prices (based on Camp selected)

- Community member: varying from free admission to \$332.80 per participant
- School Districts (dedicated camps): vary from \$2,000 to \$6,916 per cohort

Note: School districts can sign students up at community member pricing, if they do not need a dedicated cohort



Thank you for your Support

Questions?



Presentation on South Texas College Educational Pathways for Law Enforcement Professionals

Mr. Matthew Hebbard, Vice President of Student Affairs & Enrollment Management, and Ms. Maricruz Hinojosa, Coordinator of College Connections, will present on the educational pathways that South Texas College has established to serve law enforcement professionals, as well as the recruitment efforts marketing the programs toward local and federal agencies.

On April 24, 2019, South Texas College signed a training partnership agreement with the Federal Law Enforcement Training Centers (FLETC) and the United States Customs and Border Protection (USCBP). Under this agreement, the College has identified specific training programs offered by FLETC and USCBP, and has aligned them to educational pathways at the College.

Similarly, the College has identified course equivalency guidelines for Texas Commission on Law Enforcement (TCOLE) certified Peace Officers, which recognizes specific training competencies that are part of the Peace Officer certification courses taught at Police Academies throughout Texas.

This allows the College to recognize prior training, and give agents appropriate college credit for their experience and knowledge, as they work toward an associate or bachelor's degree.

The College has developed a specific website to quickly deliver important information to potential students from the law enforcement sector. Online marketing efforts, such as targeted YouTube and Facebook advertisements, lead law enforcement officers to a Regional Center for Public Safety Excellence landing page dedicated to giving them information on pathways specifically for law enforcement.

Finally, College staff has attended a number of local events catering toward local and federal law enforcement, has hosted special events, and has visited them at their own stations.

Mr. Hebbard and Ms. Hinojosa will report on their outreach efforts, the results thus far, and future opportunities to widen the scope of their outreach.

This information is presented for the Committee's review, and no action is necessary.



Educational Pathways for Law Enforcement Professionals Recruitment Efforts

Tuesday, February 11, 2020

Presentation by:
Maricruz Hinojosa, Coordinator of College Connections

1

Partnership Proclamation Signed on April 24, 2019

South Texas College's partnership with Federal Law Enforcement agencies to provide college credit for Federal Training Program completion.



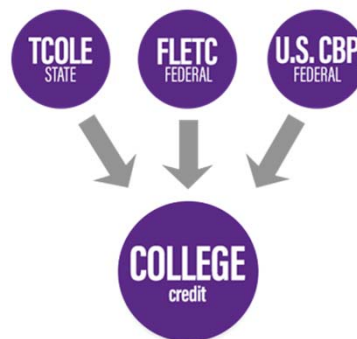
2

College Credits for Academy Training



Agents with TCOLE / FLETC / USCBP training certifications:

- Successfully complete two specific online courses
- Earn between 6 to 23 additional credit hours



3

Working together – PR & Marketing



Recruitment Efforts



Date	Activity
June	Border Patrol Festival, Mercedes
July	Veteran Educational Days, Falfurrias
July	Law Enforcement Information Session
August	Recorded a short clip shared through BP internal news
Monthly	<i>Presentations to Border Patrol Post Academy graduates</i>

Enrollment: Fall 2019 – 20 students

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Recruitment Efforts Cont.



Month	Activity
October	Educational Days, Hebbronville
December	Presentation, McAllen Station
January	Presentation, McAllen Station

Enrollment: Spring 2020 - 32 students

6

Upcoming Border Patrol Station Visits



Month	Activity
January	Rio Grande City
February	McAllen
March	Weslaco
March	Edinburg
April	Harlingen
April	Border Patrol Festival, Mercedes
May	Brownsville
June	Fort Brown

7

Spring Enrollment Breakdown



✓ Student Type

21 New

11 Continuing

32 Total

✓ Breakdown by Agency

25 Border Patrol Agents

5 Local & State Agents

2 Customs Officers

✓ Program of Study

18 Associate Degree in Law Enforcement

14 Bachelor Degree in Organizational Leadership



8

Moving Forward



- ✓ Expand outreach efforts to Border Patrol Laredo Sector
- ✓ Arrange visits at Ports of Entry to recruit U.S. Customs
- ✓ Tap new markets such as: Local Police Departments, DPS and Sherriff's Offices in the Rio Grande Valley and beyond
- ✓ Allocate existing resources and staff to continue the expansion efforts

9



Thank you

Presentation by:
Maricruz Hinojosa, Coordinator of College Connections

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