



**SOUTH TEXAS
COLLEGE**

Board of Trustees

Education and Workforce Development Committee Meeting

Tuesday, January 14, 2025

3:00 p.m.

**Ann Richards Administration Building
A 142 Conference Room
Pecan Campus
McAllen, Texas**

Online Copy

**South Texas College
Board of Trustees
Education and Workforce Development Committee
Ann Richards Administration Building A-142 Conference Room
Pecan Campus, McAllen, Texas
Tuesday, January 14, 2025 @ 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 the Tuesday, October 15, 2024 Committee Meeting 3 – 6

- II. Review and Discussion of South Texas College’s Key Performance Indicators (KPIs)
..... 7 – 13

- III. Presentation on the Valley Promise Program 14 - 20

- IV. Review and Discussion of Establishment of Yearly Goals for Current Year and Beyond
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Approval of Minutes for the Tuesday, October 15, 2024 Committee Meeting

The Minutes for the Education and Workforce Development Committee meetings of Tuesday, October 15, 2024 are presented for Committee approval.

**South Texas College
Board of Trustees
Education and Workforce Development Committee
Ann Richards Administration Building A. Conference Room A-142
Pecan Campus, McAllen, Texas
Tuesday, October 15, 2024 @ 3:30 p.m.**

MINUTES

The Education and Workforce Development Committee Meeting was held on Tuesday, October 15, 2024 in the Ann Richards Administration Building A, Conference Room A-142 at the Pecan Campus in McAllen, Texas. The meeting commenced at 3:38 p.m. with Ms. Victoria Cantu presiding.

Members present: Ms. Victoria Cantu and Mr. David De Los Rios,

Other Trustees present: Dr. Alejo Salinas, Jr., Ms. Rose Benavidez, and Mr. Danny Guzman.

Members absent: Ms. Dalinda Gonzalez Alcantar

Also present: Dr. Ricardo J. Solis via teleconference, Dr. Anahid Petrosian, Dr. Rodney Rodriguez, Dr. Brett Millan, Ms. Olivia De La Rosa, Ms. Lisa Aleman, Dr. Jesus Campos, Dr. Jayson Valerio, Ms. Gardenia Perez, Dr. Margo Vargas Ayala, Dr. Matt Hebbard, Mr. Rick De La Garza, Dr. Ali Esmaeili, Mr. Daniel Montez, Mr. Andrew Fish, Ms. Olivia Gomez, Mr. Javier Villalobos, Ms. Yolanda Martinez, and Ms. Venisa Earhart.

Approval of Minutes for the September 10, 2024 Committee Meeting

The Minutes for the Finance, Audit, and Human Resources Committee Meeting of September 10, 2024, were presented for Committee approval.

Ms. Victoria Cantu called for any corrections to the Minutes as written. Hearing no corrections, Ms. Cantu adopted the Minutes for the September 10, 2024 Committee Meeting as presented.

Review and Action as Necessary on Proposed Free GED Program Partnership

- Purpose** Administration requested approval to negotiate and execute an Interagency Cooperation Agreement with Hidalgo County officials to partner in offering a free GED Program to communities in need.
- Justification** The Office of Continuing Education and Workforce Development has developed the enclosed proposal, which would allow STC to provide a tuition-free GED program, with instruction, tutoring, and graduation celebrations held at Hidalgo County facilities convenient to communities in the greatest need for these resources.
- Enclosed Documents**
- Presentation outlining the proposed program
 - Brochure: *South Texas College and Hidalgo County Proposal for a Free GED Program Partnership* were provided in the packet for the Committee's review.
- Funding** The preliminary 12-month budget, pending a response from county officials, is outlined in the brochure.
- STC would provide **\$24,042.24** for vouchers and books.
 - Hidalgo County would provide **\$99,661.36** for salary and benefits, supplies, marketing, and quarterly graduation ceremonies, plus use of a Community Resource Center.
 - Students would pay up to **\$16.20** each, for practice test vouchers, as required by each student. This cost might be offset by leveraged resources, as available.
- Staff Resources** Olivia De La Rosa, Dean for Continuing Education and Workforce Development and Andrew Fish, Academic Initiatives Officer
- Recommendation** The Committee was asked to recommend Board approval and authorization for administration to negotiate and execute an Interagency Cooperation Agreement with Hidalgo County officials to support the program as presented.

Upon a motion by Mr. David De Los Rios and a second by Ms. Victoria Cantu the Committee recommended Board approval to negotiate and execute an Interagency Cooperation Agreement with Hidalgo County officials to support the program as presented.

The motion carried.

Presentation on the Division of Nursing and Allied Health

- Purpose** Academic Affairs and Economic Development highlighted the programs of the Division of Nursing and Allied Health, including program and student performance as well as ongoing and future program development plans.
- Justification** Periodic review of the academic and workforce programs provides the trustees with timely information on program accomplishments and changes, and allows for feedback from the trustee to guide long term planning and program development.
- Funding** There is no funding impact associated with this item.
- Staff Resources** Dr. Margo Vargas Ayala, Interim Dean for Nursing and Allied Health
- Recommendation** No action was requested.
This item was to provide information and solicit feedback from the trustees.

Adjournment

There being no further business to discuss, the Education Workforce Development Committee Meeting of the South Texas College Board of Trustees adjourned at 4:29 p.m.

I certify that the foregoing are the true and correct Minutes of the October 15, 2024 Education and Workforce Development Committee of the South Texas College Board of Trustees.

Mrs. Victoria Cantu, Presiding

AGENDA ITEM II, Review and Discussion of South Texas College's Key Performance Indicators (KPIs)

Purpose	Information Services, Planning, Performance, & Strategic Initiatives will review the College's performance on Key Performance Indicators (KPIs) and will discuss updated targets based on latest performance figures.
Justification	<p>South Texas College evaluates student achievement through the STC Key Performance Indicators (KPIs). KPIs are evaluated annually and used to assess how well STC is fulfilling its Goals as aligned to its Mission and Strategic Plan. KPIs have been defined across the following seven focus areas of student achievement:</p> <ol style="list-style-type: none">1. Traditional Enrollment – Number of non-dual students enrolled2. Dual Enrollment – Number of dual credit students enrolled3. Dual Credit 15 Credit Hours Earned – Number of high school students who complete 15 semester credit hours in dual credit courses4. Transfer after 15 Credit Hours Earned – Number of students who transfer to Texas public four-year universities after completing 15 semester credit hours at STC5. Fall-to-Fall Persistence of Traditional Students – Percentage of traditional (non-dual) students persisting from fall-to-fall who did not graduate nor transfer6. Degree and Certificate Awards – Number of certificates and degrees awarded7. IPEDS Graduation Rate – Percentage of students who graduate within 150% of the program length
Enclosed Documents	<ul style="list-style-type: none">• Presentation on KPI performance• KPI Goals Handout
Funding	<ul style="list-style-type: none">• No Funding is necessary.
Staff Resources	Dr. Fernando Chapa, Dean for Institutional Research Effectiveness, & Strategic Planning and Dr. Jesus Campos, Interim Vice President of Information Services, Planning, Performance, & Strategic Initiatives.
Recommendation	This presentation is for the Education and Workforce Development Committee's information and feedback. No action is requested.

South Texas College Key Performance Indicators: Results and Targets

EDUCATION AND WORKFORCE COMMITTEE
JANUARY 14TH 2025

Outline

- What are Key Performance Indicators (KPIs)
- Strategic Planning and Goal Setting
- Results of Prior Year
- Targets up to FY 2025 and Fall 2026
- Next Steps



What are KPI's

Key Performance Indicators

- High level metrics
- Give status indicators
- Assess Goal Achievement

They do not

- Tell us what the issues may be
- Tell us what may fix the issues



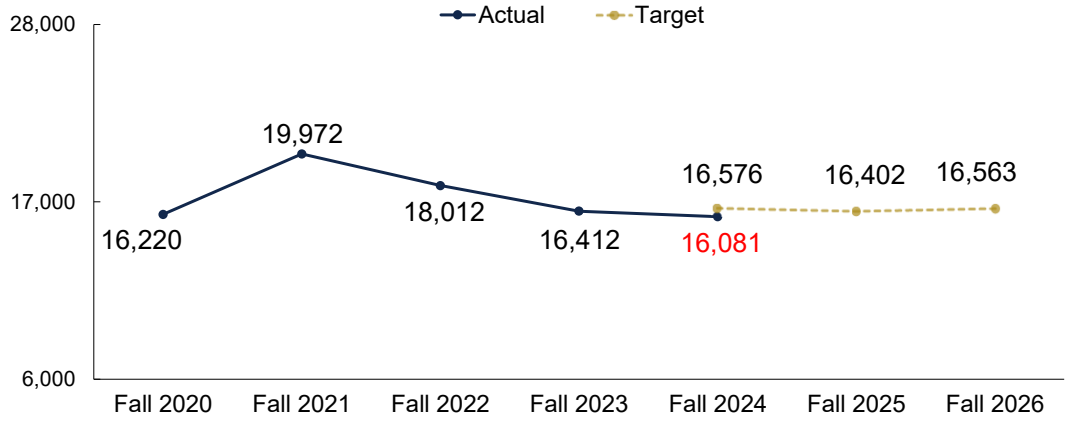
Strategic Planning and Goal Setting



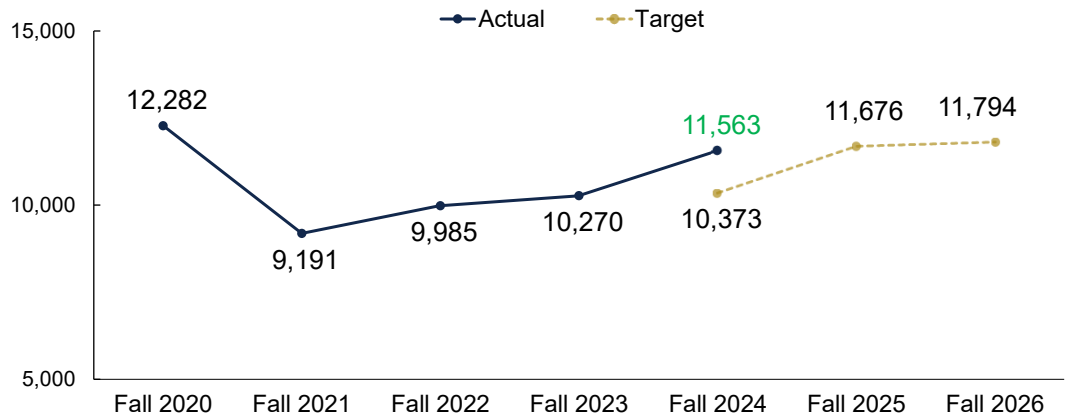
Strategic Planning and Evaluation Cycle

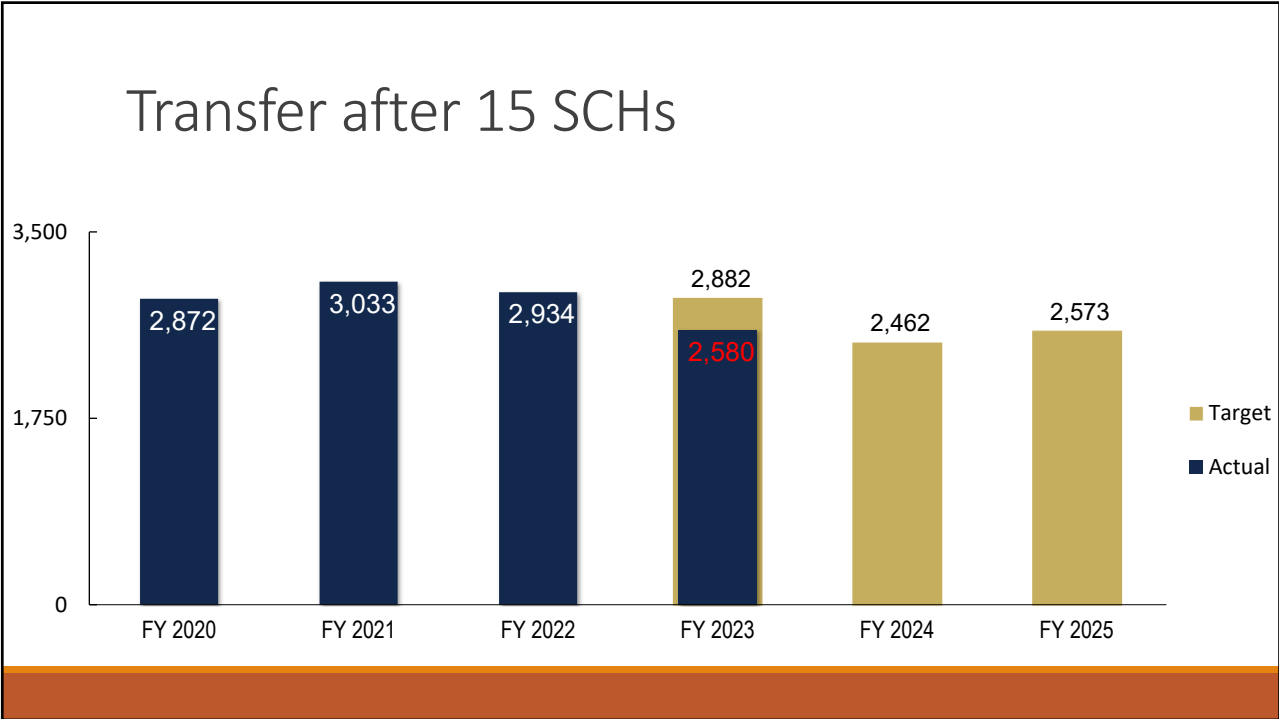
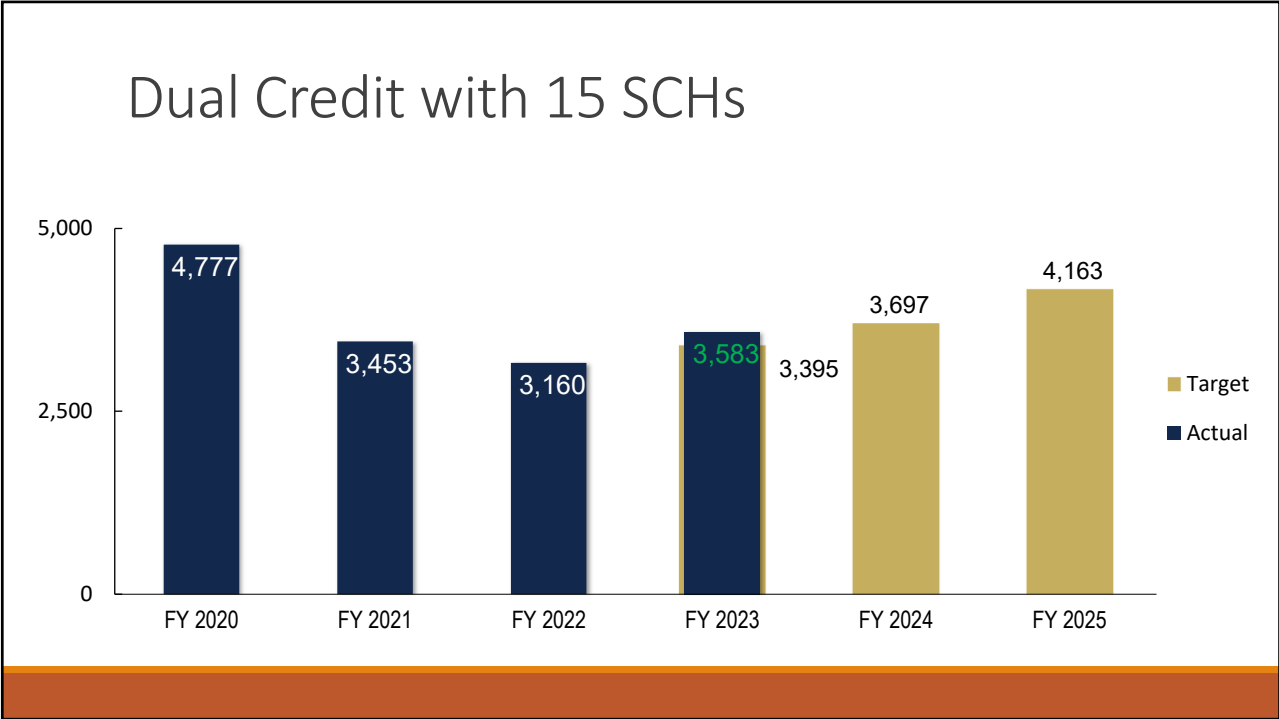


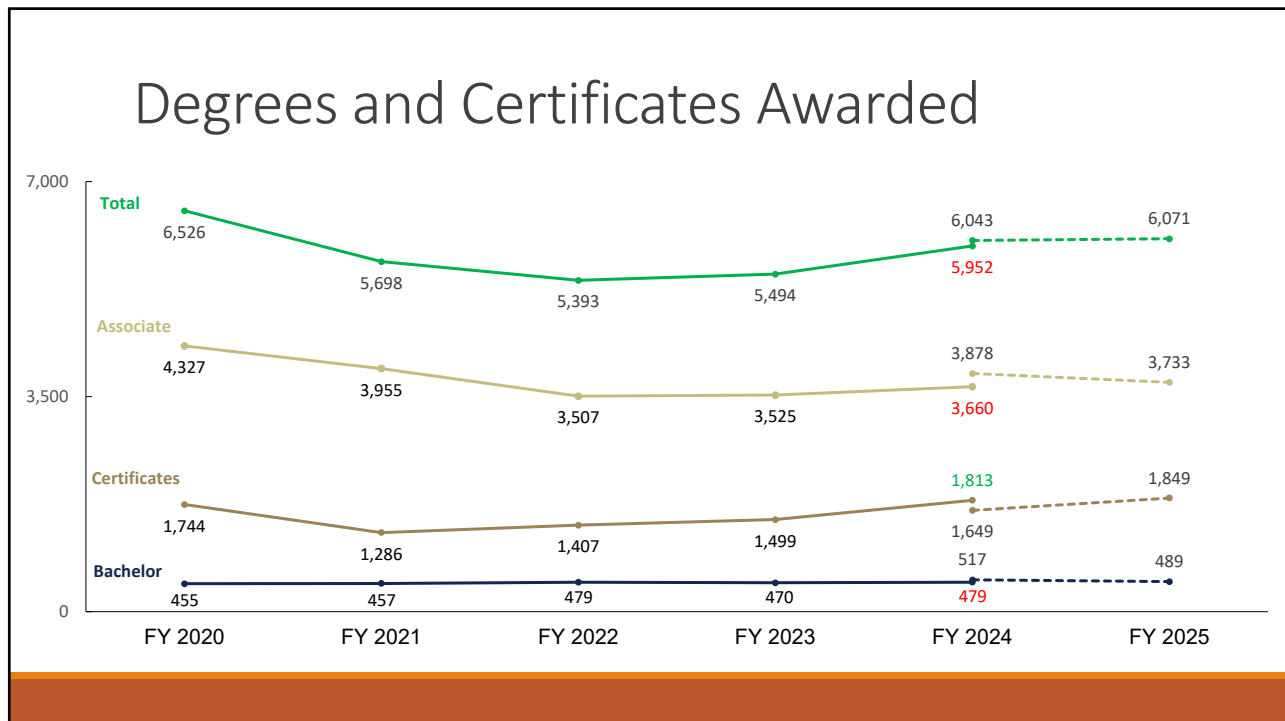
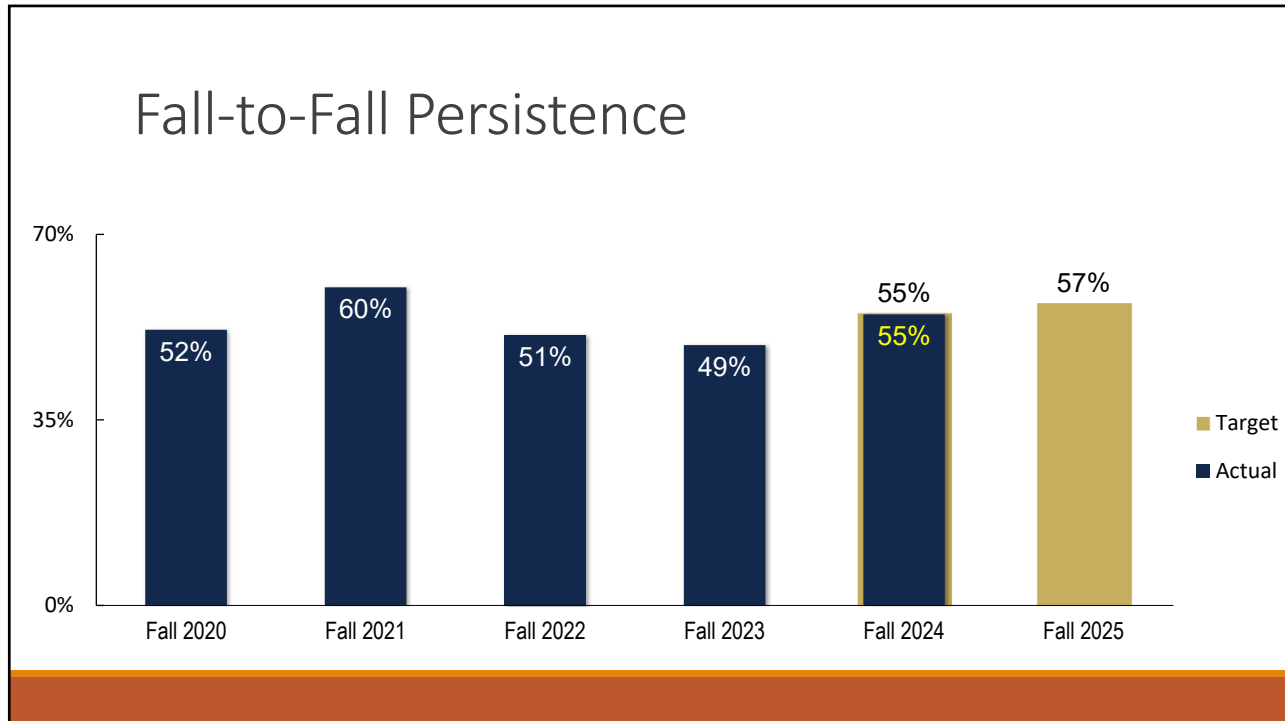
Traditional Enrollment



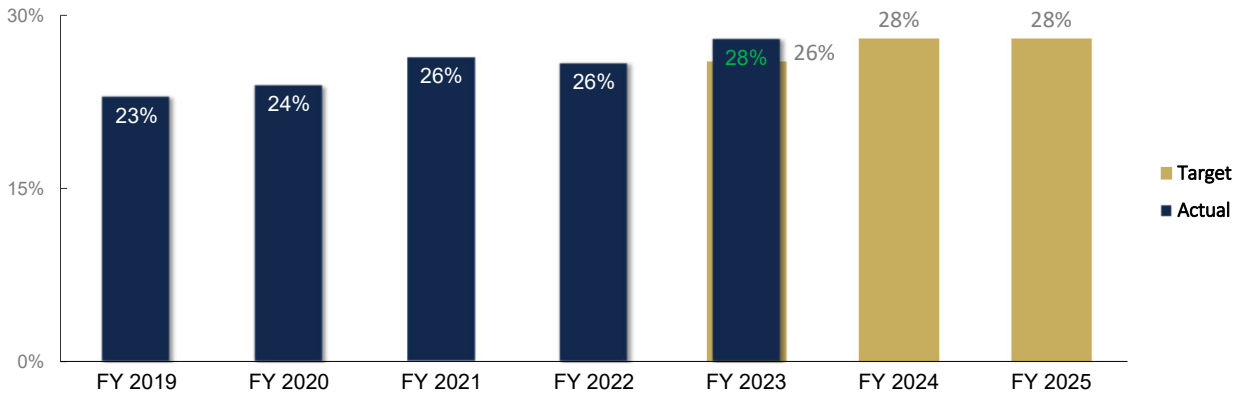
Dual Enrollment







IPEDS Graduation Rate



Strategic Planning and Goal Setting



Strategic Planning and Evaluation Cycle



AGENDA ITEM III, Presentation on Valley Promise Program

- Purpose** Mrs. Melissa Pena, Director of Valley Promise and Mr. Tony Matamoros, Dean of Enrollment Services, will provide an update on the Valley Promise. The presentation will cover updates to key program metrics, highlight successes, and outline upcoming events and activities.
- Justification** To provide an update on the Valley Promise Program for the Committee's review and feedback.
- Enclosed Documents**
- Presentation on the Valley Promise Program.
- Funding**
- No Funding is necessary.
- Staff Resources** Melissa Pena, Director of Valley Promise; Tony Matamoros, Dean of Enrollment Services
- Recommendation** This item is for the Education and Workforce Development Committee's information and feedback. No action is requested.



BENEFITS FOR STUDENTS



TUITION GRANTED



COACHING AND MENTORING



PERSONALIZED SUPPORT

THE PLEDGE

- Students commit to enrolling at STC
- Recruiters work with students to complete enrollment process earlier in the Senior year
- Year-round messaging targets both students and parents



ELIGIBILITY REQUIREMENTS

To qualify, graduating students from participating high schools must:

- Be U.S. and Texas residents.
- Be In-district residents of Hidalgo or Starr Counties.
- Complete Apply Texas Application.
- Complete a FAFSA or TASFA application.
- Have financial need based on U.S. Department of Education determination.
- Must enroll for at least 12 hours.
- Maintain a 2.0 Grade Point Average.



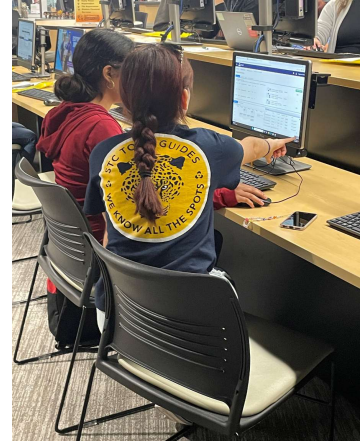
ADDITIONAL REQUIREMENTS

STC Dual Credit High School Seniors must also:

- Meet Financial Aid Satisfactory Academic Progress.
- Have at least 2.0 grade-point average (GPA) for all STC coursework.
- Be in Good Academic Standing.

Once enrolled as a South Texas College Promise Scholar:

- Maintain minimum 2.0 cumulative GPA each semester.
- Must enroll and complete 12 credit hours each fall and spring semester while completing certificate or associate degree.
- Submit the following applications by established priority dates.



YEAR ONE 2023-2024

1,124

Pledges Received

920

Enrolled
Fall 2024



YEAR TWO 2024-2025

98%

Ended Fall 2024 in
Good Standing

45

Will Graduate
Spring 2025



Student Engagement Activities

- Advisor Meet & Greet
- Resource Fairs
- Career Preparation
- Tools & Tips for Scholars Success



YEAR TWO
2024-2025

2,097
Pledges Received



Salesforce

- Allows realtime tracking and monitoring of student enrollment
- Customized communications guide students through enrollment process
- Targets both students and parents
- Two (2) licenses provided to each high school



Upcoming Events

- Hooding Ceremony for Students and Parents – Spring 2025
- Graduation Stole for Spring 2025 Graduates
- Student Engagement Activities
- Personalized First Year Connection Orientation – Summer 2025



THANK YOU!



AGENDA ITEM IV, Review and Discussion of Establishment of Yearly Goals for the Current Year and Beyond

Purpose Board Chair requests discussion of the identification and establishment of yearly goals that can be set for the Education and Workforce Development Committee for current year and beyond.

Justification In November 2024, the Board of Trustees held a Board Retreat and discussed topics contributed by each of the Board Members. The Board Members each ranked the importance of the topics discussed and the top priorities were tabulated by the Board Chair. The Chairman has compiled the highest ranked topics into a list of potential goals for the current year.

Enclosed Documents

- Memo from Board Chair to Board Members with topics to discuss as potential goals.

Funding

- No Funding is necessary.

Staff Resources Venisa Earhart, Board Relations Administrator

Recommendation The Committee is asked to discuss and provide feedback for the items on the Chairman's list.

To: STC Board Members

From: Alejo Salinas, Jr. Chair

Re: Retreat Themes Results

Date January 2, 2025

Greeting and Happy New Year. You will recall that each member was asked to submit items for discussion at the Retreat. All items submitted were discussed at the Retreat and served for much of the dialogue undertaken. Following the Retreat, the Chair tabulated the results from responses to each of the themes in order to determine the level of concern/importance of the items presented. The scores for each item were added according to the value assigned by participants. The ten items receiving the highest scores were selected to be presented to the Board for setting Goals for the current year. Scores from 18 to 15 dominated the highest levels noted. The 18 to 15 scores are presented in descending order.

I have translated the nature of the themes into potential goals for your perusal. Your review will incorporate changes, if needed, prior to presentation to the Board for approval.

Goals for the remainder of the 24-25 operating year:

To encompass the ten Themes as part of the evaluation process.

To enhance enrollment by utilizing marketing endeavors in areas of underserved populations.

To receive yearly goals from the Chief Executive Officer starting concomitant with Board approval of these goals.

To enhance the use of strategies for growing stronger community partnerships.

To develop communication portals regarding the working relationship between the Board and the Directors of the Foundation.

To acknowledge the evolving role of the Board and appropriate expectations.

To develop a Board/Foundation Directors supervisory plan for employees engaged in functions relating to the Foundation.

To participate in the initial phases of the budget development process by reviewing critical segments that impact the ultimate financial plan for yearly operations.

To review facility needs assessment of long and short range plans (3 to 5 years) and take appropriate action.

To develop and approve a management succession plan.

This discourse is an initiation for developing stronger Board engagement in collaboration with administration to move beyond present postures and norms. I suggest that we review these goals at committee meetings and move forward with Board approval.

I appreciate the trust and confidence you grant me, Colleagues!

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