

**MEETING OF THE
ACADEMIC AFFAIRS/STUDENT SERVICES COMMITTEE
OF THE BOARD OF TRUSTEES
HOUSTON COMMUNITY COLLEGE**

June 18, 2013

Minutes

The Academic Affairs/Student Services Committee of the Board of Trustees of Houston Community College held a meeting on Tuesday, June 18, 2013 at the HCC Administration Building, 3100 Main, 2nd Floor, Seminar Room A, Houston, Texas.

COMMITTEE MEMBERS PRESENT

Eva Loredo, *Committee Chair*
Carroll G. Robinson, *Committee Member*
Neeta Sane, *Committee Member*
Bruce A. Austin
Leila Feldman
Sandie Mullins

ADMINISTRATION

Renee Byas, Acting Chancellor
Art Tyler, Deputy Chancellor/COO
Destinee Waiters, Acting General Counsel
William Carter, Vice Chancellor, Information Technology
Charles Cook, Vice Chancellor, Instruction
Diana Pino, Vice Chancellor, Student Success
Margaret Ford Fisher, President, Northeast College
William Harmon, President, Central College
Zachary Hodges, President, Northwest College
Irene Porcarello, President, Southeast College
Betty Young, President, Coleman College
Karen Edwards, Interim Chief Human Resources Officer

OTHERS PRESENT

Jarvis Hollingsworth, System Counsel, Bracewell & Giuliani
Todd Bisch, President, Faculty Senate
Other administrators, citizens and representatives from the news media

CALL TO ORDER

Ms. Loredo, Chair called the meeting to order at 1:42 p.m. and declared the Committee convened to consider matters pertaining to Houston Community College as listed on the duly posted Meeting Notice.

REPORT ON ENROLLMENT MANAGEMENT (RECRUITMENT AND RETENTION)

Dr. Diana Pino and Dr. Charles Cook provided an overview of the Enrollment Management Plan with recommendations. Dr. Pino noted that the recommendation is provided in two phases as presented at the budget workshop.

Phase I – Fall 2013

- Expand case managed advising to 2 semesters - 9 additional Senior Advisors needed
- Establish Student Phone Bank – for target student population
- Create monthly Workforce information session
- Employ Financial Aid Advisors – 8 advisors to assist students with processes

Mrs. Sane inquired if the additional financial advisors will assist at all the campuses as the campuses have various needs. Dr. Pino informed that the approach reviews the enrollment as opposed to the individual college because a college may not support a full-time student advisor. Dr. Pino informed that the effort is to utilize technology. She apprised that webcam has also been identified as a method to assisting. She noted that other methods are also under review for meeting the student needs.

Ms. Loredo inquired if the eight financial advisors are in addition to what is currently in place. Dr. Pino apprised that the financial advisors will spend time learning the process and will work similarly to what is done with pre-enrollment sessions.

(Mr. Austin stepped out at 1:58 p.m.)

Ms. Loredo inquired if the process will allow for the students to go online and noted that some of the complaints from the students are regarding the frustration of the process and follow through of their paperwork. Dr. Pino informed that her goal has been to turn around the financial aid processing timeframe.

Mr. Robinson inquired how much converts to reoccurring expenses. Dr. Tyler apprised that the amount is approximately \$1 million.

Mrs. Byas asked Dr. Pino to elaborate regarding what is being done for the performance based formula. She noted that the college will go back to the student ambassador format as well.

Mr. Robinson inquired as to what is the base budget for student success. Dr. Tyler informed that he does not have the number but would provide the information.

Dr. Pino apprised that the advisor would make certain the student has the appropriate program plan and must make certain the student completes their plan by reviewing the courses the students are scheduled to take.

Phase II

- Expand General Advisors – add 15 more advisors to ensure all students have an assigned academic advisor

Ms. Loredo inquired of the total number of advisors. Dr. Pino noted that there will be 71 general advisors and 33 senior advisors.

(Mr. Robinson stepped out at 2:03 p.m.)

Ms. Loredo inquired if the advisors will be able to go into the community to recruit. Dr. Pino informed that they will be available for recruitment; however, the recruitment will be done on a rotating basis with the student recruiters. She apprised that the efforts would be to do a systematic process for recruitment.

(Mr. Austin returned at 2:07 p.m.)

Dr. Cook provided an overview of the Faculty interaction with the counselor advisors regarding enrollment management. He noted that plan includes:

Faculty/Enrollment Management

- Workforce Reorganization
- Improved Program Coordination

(Mr. Robinson returned at 2:08 p.m.)

Ms. Mullins informed that consideration should be given to make certain that the industry is included regarding the interaction efforts. She apprised that the key should be to point the employer to the students.

Mr. Robinson noted that he reviewed the previous strategic plan and that the Achieving the Dream (AtD) and student success items were to be implemented in the first year, which was about five years ago. He also noted the reorganization of student counseling was completed last year and he inquired what is the graduation rate, what will the graduation rate be on base budget and rate of return on incremental increases if the additional funds are approved. He informed that the current strategic plan notes a two percent increase rate in completion and persistence. He apprised that enrollment is two pieces: new students and persistence. Dr. Cook noted that the number of graduates was approximately three thousand.

Mr. Robinson requested that the outcomes are denoted in a report that allows the Board to see the results. He requested an update on the strategic plan before approving the additional requests.

(Mrs. Feldman arrived at 2:16 p.m.)

Mr. Robinson informed that next year, he is going to inquire of the reorganization. He requested that the information is provided before the meeting next week regarding the results mentioned in the strategic plan. He apprised that the same request will be asked from Communications.

UPDATE ON STUDENT RECRUITMENT AND RETENTION CAMPAIGN

Mr. Dan Arguijo provided an overview of the 2013 Fall Recruitment, Retention, and Completion Campaign Concept. He noted that it was predicted that enrollment would eventually flat line. He requested that a benchmark trip with peer community colleges be conducted. He apprised that homework has been completed in meeting with the presidents and human resources. Mr. Arguijo provided the following overview:

HCC Campaign Timeline 2007-12

- 2007–08 Campaign Branding
 - New logo launched
 - New HCCTV programming and schedule
 - Integrated marketing plan
 - Brand standards established
 - Annual marketing budget established

- 2009-09 Campaign
 - Affordable education
 - Smart Decision campaign

- 2010-2011 Campaign
 - Quality education “Faculty First” campaign
 - Social marketing mix
 - Houston Texans partnership
 - Development of educational development (bond referendum)

- 2011-2012 Campaign
 - Campaign slogan: We Keep Houston Working
 - Bond passage 69% margin
 - HCC 85% likeable rating (independent city-wide study)
 - HCC acknowledged by stakeholders as economic engine of the region

- 2013-2014 Campaign Development
 - Student centered campaign
 - Campaign focus on recruitment, retention and completion
 - Workforce programs emphasis
 - Impact Statement: HCC Transforms

Mr. Robinson inquired if the data is the same as that provided by enrollment. Dr. Cook noted that the numbers are percentages. Mr. Arguijo informed that the numbers could be provided to the Board and are located on the Board’s resource website.

Mr. Arguijo informed that the efforts will include the following campaign components:

- Internal marketing plan, executed at college level
- Update brand color pallet
- Revamped website, mobile component, user friendly enrollment accessibility
- More social marketing elements, Houston Dynamo partnership

(Mrs. Sane stepped out at 2:32 p.m.)

Mr. Arguijo provided other strategies as follows:

- Earlier campaign launch
- Introduce HCC in middle schools
- More presence in high schools
- Develop HCC high school magazine

Ms. Mullins apprised that internal marketing is imperative; however, the mission must also include getting students out of the door. She noted that the effort should be to keep with the theme of working and noted that the message changes too often.

Mr. Robinson inquired of the dividing line between enrollment retention and student campaign retention. Mr. Arguijo informed that they work together.

Mr. Robinson referenced the strategic plan and apprised that enrollment and contact hours should increase by five percent. He noted that the assumption was there was a conversation regarding flat line and college would operate in base budget and get the enrollment back up. Mr. Robinson requested that the bottom line be provided before the meeting next week.

Mrs. Byas informed that communications recruitment is to retain from a marketing standpoint but Academic is from a standpoint of workforce and academic.

Mr. Robinson apprised that there should be a team effort. Mrs. Byas noted that the departments are working together.

Ms. Loreda requested that the information be provided before the meeting on next week. Mr. Robinson requested clarification regarding what the \$3.6 million will be expended on. He informed that he would meet with Dr. Tyler later.

REPORT ON HCC DRILLING PROGRAM

Dr. Cook introduced Dr. Lee Hunt, President Emeritus of the International Association of Drilling Contractors, Cecil Brewer, Strategic Advisor HCC Corporate College, Joe Little, Director Corporate Training and Madeline Burillo, Associate Vice Chancellor Workforce Instruction. He noted that the team has done an outstanding job in bringing the program to launch.

(Mr. Robinson stepped at 2:43 p.m.)

Dr. Cook informed that the program will be launched from two entry points (1) high school dual credit or Early College and (2) workforce centers.

Dr. Cook apprised that construction will begin as soon as the efforts are approved. He noted that several industry related certifications are built into the program.

(Mr. Robinson returned at 2:45 p.m.)

Dr. Cook provided a listing of the advisory committee.

Dr. Cook informed that Exxon is distributing \$500,000 to the Gulf Coast Consortium for student training.

Mr. Robinson apprised that the budget presentation for the item displays a \$1 million surplus in year 1 and no surplus in years 2 and 3. He inquired if General Obligation (GO) funds will be used for the program. Dr. Tyler noted that \$3.2 million was set aside before the bond and the first requests for construction needs would be with community partners.

Mr. Robinson informed that the item as presented reflects a cost to HCC with no anticipated revenue. Mrs. Sane apprised that a proforma and cost benefit analysis needs to be completed. Dr. Cook noted that there is anticipated tuition and state funding.

Mr. Austin requested a proforma income statement. Mrs. Sane requested a benefit analysis as well.

Mr. Robinson inquired if the apprenticeship program is tied into the workforce programs.

Mr. Austin inquired if there are student profiles showing veterans, part-time, full-time and occupation pursued.

Mrs. Sane inquired as to how corporate college is being incorporated into the workforce efforts. Dr. Cook informed that the credit program will charge the regular tuition rate; however, the corporate college is intended for revenue generation and will work with business industry on price point to make certain the appropriate corporations are engaged.

Ms. Mullins inquired when the drilling courses will begin. Dr. Cook apprised that only the credit courses will be offered in the fall. Ms. Mullins recommended that the efforts move to other industries.

Mr. Robinson inquired of the number of students enrolled in the energy program and the number of graduates. Dr. Margaret Ford Fisher noted that the number of enrollment is ongoing and noted that the drilling program will be a variation of the petroleum program that has been revised to meet the needs of the students and industry. She informed that the efforts will provide an opportunity to screen and pair students with the needed skills.

Mr. Robinson requested that the information be forwarded to the Board.

Dr. Cook provided an overview of the Petrochem presentation by Exxon that was provided to the Greater Houston Partnership.

Ms. Loreda expressed appreciation for those who have sent representatives to assist with the Hispanic Scholarship Annual luncheon scheduled for October.

ADJOURNMENT

With no further business, the meeting adjourned at 3:12 p.m.

Recorded, transcribed and submitted by:
Sharon R. Wright, Manager, Board Services

Minutes Approved: August 15, 2013