

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

**October 8, 2015**

**Minutes**

The Academic Affairs/Student Services Committee of the Board of Trustees of Houston Community College held a meeting on Thursday, October 8, 2015, at the HCC Administration Building, Second Floor Auditorium, 3100 Main, Houston, Texas.

**MEMBERS PRESENT**

Eva Loredo, *Committee Chair*  
David B. Wilson, *Committee Member*  
Zeph Capo, *Alternate Committee Member*  
Carolyn Evans-Shabazz  
Robert Glaser

**ADMINISTRATION**

Cesar Maldonado, Chancellor  
Melissa Gonzalez, Chief of Staff  
Ashley Smith, Acting General Counsel  
Kimberly Beatty, Vice Chancellor, Instructional Services, Chief Academic Officer  
Butch Herod, Vice Chancellor, Innovation, Planning and Institutional Analytics  
Teri Zamora, Senior Vice Chancellor, Finance and Administration  
Margaret Ford Fisher, President, Northeast College  
Madeline Burillo, Interim President, Southwest College  
Zachary Hodges, President, Northwest College  
Phillip Nicotera, President, Coleman College

**OTHERS PRESENT**

Melissa Mahalick, Board Counsel, Bracewell & Giuliani  
David White, President, Faculty Senate  
Jorge Rodriguez, Financial Advisor, Coastal Securities  
Other administrators, citizens and representatives from the news media

**CALL TO ORDER**

Ms. Eva Loredo, Committee Chair, called the meeting to order at 2:04 p.m. and declared the Board convened to consider matters pertaining to Houston Community College as listed on the duly posted Meeting Notice.

*(The following Trustees were present: Capo, Evans-Shabazz, Glaser, Loredo and Wilson).*

**REPORT ON INTERNATIONAL TRAVEL FOR HCC HONORS COLLEGE STUDENTS**

Ms. Loredo noted that the item has been pulled.

## **STUDENT SUCCESS UPDATE**

Dr. Cesar Maldonado informed that the item is the monthly student success report. He apprised that the focus is on key performance indicators to build accountability metrics.

Dr. Kimberly Beatty shared the framework of the Houston Guided Pathways to Success (GPS) initiative and noted that the idea is to move students through a pathway into completion and informed that it embodies both curriculum and student services. Dr. Beatty presented the GPS framework as follows:

- Connection
- Entry
- Progressing Through
- Completion
- Job Placement
- Aligned Pathways
  - Aligned Mathematics
  - Meta-Majors
- Remediation
- Proactive Advising and Informed Choice
- Partners
  - University of Houston
  - Lone Star College System
  - San Jacinto College
  - Wharton Junior College
  - Complete College America

Dr. Beatty noted that the idea is to move students through a pathway into completion and informed that it embodies both curriculum and student services.

Dr. Maldonado apprised that the GPS is based on data and noted that too many choices end up harming student success. He informed that the Centers of Excellence align with the GPS Meta-Majors.

Mr. Glaser inquired if this is a pilot program or system-wide effort. Dr. Beatty apprised that it is a system-wide initiative. She noted that a hard launch is scheduled for the Fall.

Mr. Glaser asked how the program success will be measured. Dr. Beatty informed that the data aspect is core to the project and that the Executive Director for Research is part of the team and apprised that the assessment models metrics are being developed on the front-end.

Ms. Loreda inquired if the advisors will be reaching out to all of the colleges. She noted that advising is a concern of students. Dr. Beatty informed that as part of Transformation Phase II, the Student Services model and advising are being reviewed and expects systemic changes that may result in advising hours changing.

## **ENROLLMENT UPDATE**

Dr. Maldonado noted that the enrollment presentation will provide the status, historical numbers and enrollment challenges for students graduating from unaccredited high schools.

Ms. Loreda inquired where the unaccredited students are coming from. Dr. Maldonado informed that there are many unaccredited schools in the area and noted that these students are not eligible for financial aid.

Dr. Beatty provided an overview of the following:

- Overall Enrollment Trends 2010-2015
- Fall Enrollment Patterns

Mr. Wilson requested clarification as it relates to the different enrollment numbers. Dr. Beatty informed that unduplicated students by type are only counted for category in the overall enrollment.

Dr. Beatty continued with milestone fall enrollment trends as follows:

- Semester Milestone Points

Dr. Maldonado informed that the census data of the regular term is the number that is recorded by the Texas Higher Education Coordinating Board; however, second start is a big enrollment number, but it is reflected in the Spring numbers.

Dr. Beatty continued the presentation:

- Annual Awards by Type
- Completion
- Enrollment Strategies
  - Registration
  - Early Registration campaign
  - Media campaign
  - Direct mail
  - Recruitment events
  - \$250 Barnes & Noble awards

Mr. Capo inquired if HCC works directly with the Texas Workforce Commission (TWC) to educate individuals that are unemployed. He recommended combing unemployed individuals' short-term funding with award funding to assist with re-entering the workforce. Dr. Beatty apprised that the suggestion will be incorporated going forward.

Dr. Maldonado noted that HCC has an ongoing working relationship with the TWC. Dr. Madeline Burillo informed that HCC has one of the largest awards in both skills development funds and self-sufficiency grants. Mr. Capo recommended marketing these efforts.

Mr. Glaser inquired if there is a mechanism to determine which strategies are most effective in order to redirect the resources to the best media outlets. Dr. Beatty apprised that she believes Communications has tracking mechanisms in place and will provide an answer in the Weekly Administrative Briefing.

Dr. Evans Shabazz suggested providing a survey at registration to gauge which efforts are most effective.

Dr. Beatty shared the long-term enrollment strategies as follows:

- Marketing Annual Plan
- Academic Annual Plan
- Co-curricular Annual Plan
- Recruitment, Success and Completion Annual Plan
- Local College Plans

#### **COLLEGE READINESS REPORT**

Dr. Maldonado noted that the term college readiness means students that meet specific criteria or are enrolled in programs that will enhance their college success.

Dr. Beatty informed that HCC college readiness includes the following initiatives:

- P-16 Initiatives
- Adult Basic Education (ABE)
  - Adult high school
  - Community based job training
  - GED preparation
  - English as a second language
- Developmental Education

Mr. Capo inquired about the purpose of ABE. Dr. Beatty apprised that it could serve as a pathway to GED preparation and then enter into credit or non-credit courses.

Ms. Loreda asked what the cost of ABE per semester is. Dr. Beatty noted that there is a \$20 registration fee.

Mr. Wilson inquired what account are these grants and expenses allocated. Ms. Zamora informed that they are allocated to the restricted fund account, Fund 2 and noted that the grants will have a percentage assigned for administrative fee, which is deposited into the unrestricted budget.

Ms. Loreda requested Dr. Beatty to provide a highlight of the remaining presentation. Dr. Beatty informed that the primary aspects of the dual credit initiative are the P-15 Initiatives and House Bill 5 and presented the following Soar to Success: Dual Credit Program:

- Parent Information Nights: High School and Middle School
- Academic Pathways
- Checklists: Parents, Counselors, Students and Teachers
- Dual Credit Faculty
- Additional Staffing per Region
- Pool of Dedicated Dual Credit Faculty
- New Staffing Model
- Comprehensive MOU Document
- Creation of Faculty and Parent Handbook
- Wraparound Support Services
- Texas Success Initiative (TSI) Academies

Mr. Wilson inquired if the dual credit staff reports to 3100 Main. Dr. Beatty noted that the reporting line is to District but they work directly with the college Presidents and college staff.

Mr. Wilson inquired about the TWC \$4 million electrical grant. Dr. Burillo informed that the \$4 million dollar grant is from the American Apprenticeship Grant from the Department of Labor and is a 5-year grant.

*(Mr. Glaser stepped out at 3:03 p.m.)*

*(Mr. Glaser returned at 3:04 p.m.)*

*(Ms. Mullins joined the meeting at 3:04 p.m.)*

Mr. Capo referenced the overall retention of dual credit students and inquired if the types of dual credit courses drive the retention. Dr. Beatty apprised that some students are very aggressive academically and recognize the potential of dual credit.

*(Mrs. Sane joined the meeting at 3:07 p.m.)*

#### **LIBRARY HOURS OF OPERATION**

Ms. Loreda expressed appreciation for including the library hours and requested an update of the next steps.

Dr. Beatty apprised that the plan is 90% complete and addresses the hours, resources, mission and goals and will be presented in November.

Ms. Loreda announced that the Hispanic Scholarship Luncheon will be held on Friday, October 9, 2015 at Hotel Sonesta.

**ADJOURNMENT**

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

*Minutes recorded, transcribed & submitted by:*

Melinda Davila, Executive Secretary, Board Services

Minutes Approved as Submitted: \_\_\_\_\_