This Open Meeting of the Board of Trustees is authorized in accordance with the Texas Government Code, §§ 551.001 through 551.146. Verification of Notice of Meeting and Agenda are on file in the Office of Board Relations. Per Texas Government Code § 551.1282.

NOTICE OF WORK SESSION BY VIDEOCONFERENCE OR TELEPHONE CALL OF THE BOARD OF TRUSTEES FOR DALLAS COLLEGE AND RICHLAND COLLEGIATE HIGH SCHOOL
http://www.dcccd.edu/boardmeetingslive
Tuesday January 19, 2021
10:00 a.m.

DUE TO HEALTH AND SAFETY CONCERNS RELATED TO THE COVID-19 CORONAVIRUS, THIS MEETING WILL BE CONDUCTED BY VIDEOCONFERENCE OR TELEPHONE CALL. AT LEAST A QUORUM OF THE BOARD OF TRUSTEES WILL BE PARTICIPATING BY VIDEOCONFERENCE OR TELEPHONE CALL IN ACCORDANCE WITH THE PROVISIONS OF SECTIONS 551.125 OR 551.127 OF THE TEXAS GOVERNMENT CODE THAT HAVE NOT BEEN TEMPORARILY SUSPENDED BY ORDER OF GOVERNOR ABBOTT ON MARCH 16, 2020.

AGENDA

1. Roll Call - Announcement of a Quorum

2. Certification of Notice Posted for the Meeting

3. Citizens Desiring to Address the Board

4. Chancellor and Board Announcements
   (Comments on Accomplishments; Awards Received; Appointments at the Local, State, and National Level; Published Articles and Newspaper Reports; Dallas College/Campus Reports/Metrics, and Upcoming Events; Workshops, Seminars, and Conferences taking place at the Dallas College or any of its Campuses)
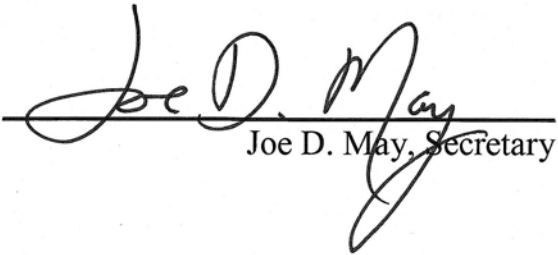
   A. Announcements from the Chancellor

   B. Announcements from the Board Chair and/or Trustees

5. Dallas College Overview
   Presenter: Joe May

6. Review of Board Mission & Strategic Priorities
   Presenter: Mary Brumbach

7. SACSCOC Update
   Presenters: Justin Lonon, Danielle Valle

8. Cascading the Mission & Strategic Priorities Throughout Dallas College
   Presenter: Mary Brumbach

9. Discussion of Trustee Communication Avenues for Community Engagement
   Presenters: Justin Lonon, Patty Arellano-Tolotta

10. Executive Session (if required)

    A. Consultation with Attorney Regarding Legal Matters or Pending and/or Contemplated Litigation or Settlement Offers - Section 551.071

    B. Personnel Matters Relating to Appointment, Employment, Evaluation, Assignments, Duties, Discipline, or Dismissal of Officers or Employees - Section 551.074

    C. Deliberate Regarding Real Property Since Open Deliberation would have a Detrimental Effect Upon Negotiations with a Third Person - Section 551.072

    D. Deliberate Regarding Security Devices or Security Audits- Sections 551.076 and 551.089

11. Adjournment

CERTIFICATION OF NOTICE POSTED FOR THE JANUARY 19, 2021 WORK SESSION OF DALLAS COLLEGE AND RICHLAND COLLEGIATE HIGH SCHOOL BOARD OF TRUSTEES

I, Joe D. May, Secretary of the Board of Trustees of Dallas College, do certify that a copy of this notice was posted on the Dallas College website on the 15th day of January 2021 in accordance with those provisions of section 551.043 (a)-(b)(1) of the Texas Government Code, and those other provisions of the Texas Government Code that have not been temporarily suspended by order of Governor Abbott on March 16, 2020.

Joe D. May, Secretary

Students

Employers

Board Strategy Session

January 19, 2021

Community

DALLAS COLLEGE

Dallas College Overview

Presenter: Dr. Joe May

Dallas College Year in Review

MAY

Provided Critical Support to Business and Industry Through Pandemic

$1.1 million **in COVID-19 Skills Development Fund**

grants to help employers provide emergency training for over 1,000 employees

Helped small businesses secure **$30+ million**

in PPP and disaster loans through SBDC and Small Business Innovation center partnerships

Thousands of face shields
manufactured in the BJP Innovation Lab

and distributed to health care professionals across the DFW area, working with DFW Hospital Council and UT Southwestern

Dallas College Year in Review

And the Momentum Continues...

2021

9,663 students taking advantage of new payment plans (vs. 1,450 in Fall 2020)

1,443 students served financial aid Blackboard sessions: (Jan 4-13)

6,116 students served registration Blackboard sessions: (Jan 4-13)

2,766 students served Blackboard sessions evening shift: (12/10/20-1/13/21)

23,149 calls answered

90% satisfaction Customer survey regarding services received (12/1-1/16)

12,221 advising appointments using Navigate (1/4-1/12)

24-hour mental health and crisis response line for students in need

The State of Dallas County

LAST

Dallas ranks **LAST** in inclusiveness for American cities

72% of students in Dallas County are **economically disadvantaged**

5.2x **2.4x**

Dallas County white residents **5.2x** more likely to hold a bachelor's degree than Hispanic residents, and **2.4x** more likely than Black residents

14% of economically disadvantaged 8th graders **will complete a postsecondary credential** (6 years after HS graduation)

3rd

Dallas ranks 3rd in **childhood poverty**

14.2% of Dallas population live **below poverty line, 2.4%** higher than national avg

24% of people in Dallas were born outside of U.S. vs. **14%** national average

**Texas unemployment** currently sits at **8.1%** (vs. 3.5% this time last year – pre-pandemic)

DFW unemployment currently sits at **7.1%**. (vs. 3.5% this time last year – pre-pandemic)

24% of people in Dallas had **no health coverage**, before COVID 19

For many low-income young people, colleges today are perceived to be too expensive, inflexible, culturally foreign and disconnected from requirements of work. As a result, only **35% of high school graduates from the lowest-quartile** social and economic status are earning any kind of postsecondary credential, compared to **72% of students from the highest quartile.**
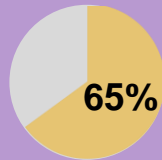
How We Got Here

POVERTY/EDUCATION EQUATION

77%
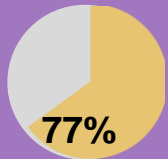
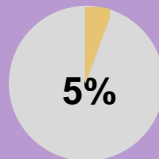of students are **economically disadvantaged**

14%
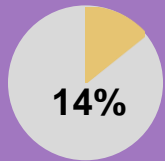
of economically disadvantaged 8th graders will **complete a post-secondary credential**

Lack of educational attainment equated to high poverty areas across Dallas County

UNMET EMPLOYEE DEMAND

65%

of current jobs and 90% of new jobs **requires a post-secondary credential**

5%

In most cases, Dallas College is producing **less than 5% of the needed employees** in the highest demand jobs

NEED FOR EDUCATION PLAN

The lack of cohesive, global approach to career programs created **barriers for students**, programs with varying degrees of effectiveness, and contributed significantly to the **inability to meet employer demands** with ready-to-work employees armed with industry-standard skills and certifications

NEED FOR CONSOLIDATION

Driven by student, community and employer need

Swirling students were **not eligible for degrees** they had earned due to the 25% rule for completion at one college

1300+ students denied reverse transfer degrees as a result — potentially **$500 million in lifetime earning loss**

Career Connected Learner Network

Solving the talent problem will take the entire community to address the equity and poverty challenge. Every dotted line represents a handoff and a possible point of failure for our most vulnerable students.
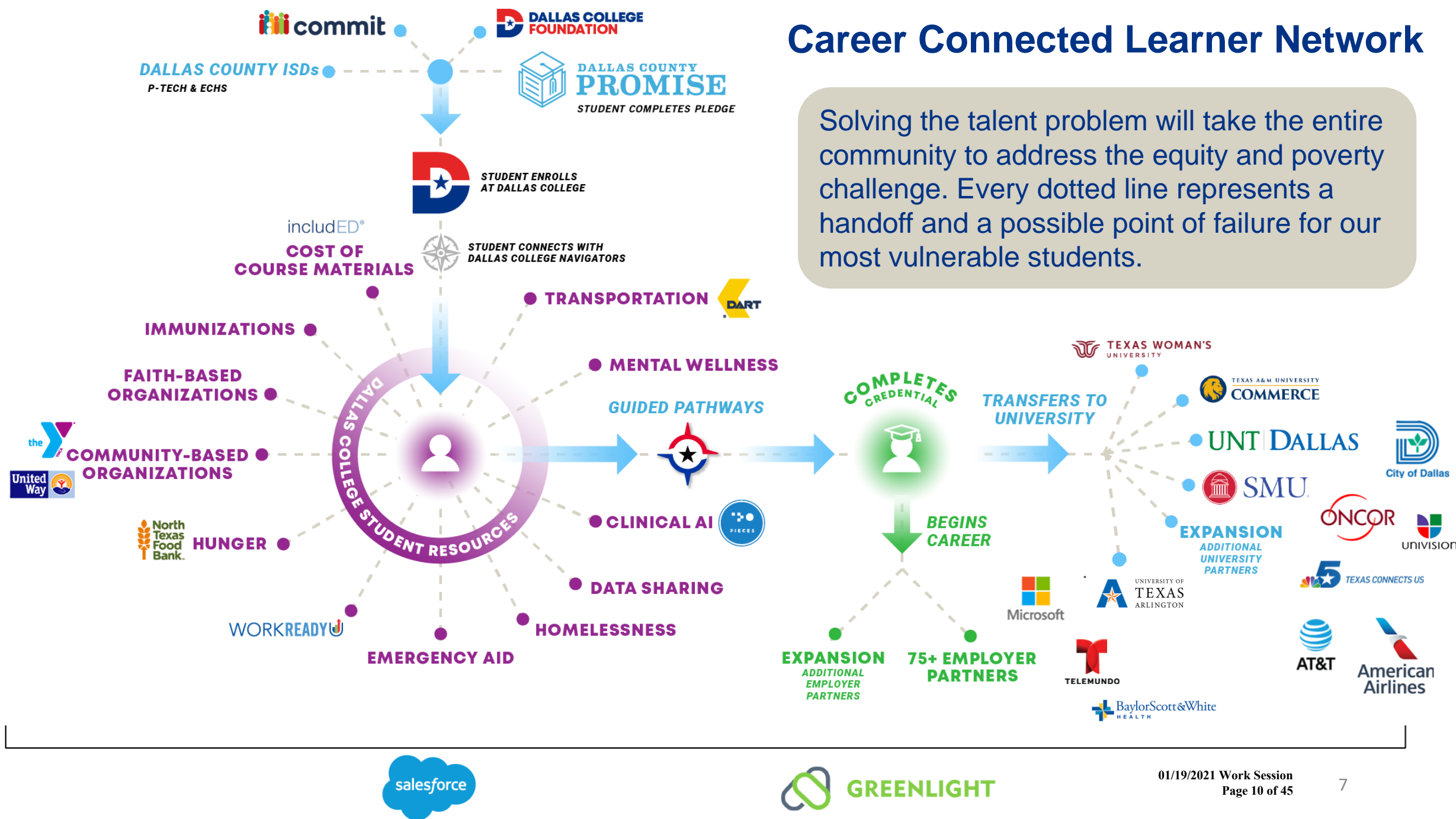
The Year Ahead

The past year was unlike any in our history.

We set the bar high and now must continue build upon our success to:

Continue to develop the structure and operations of Dallas College – A New Institution to **Meet the Needs of a New Dallas**.

Position Dallas College as a 4-Year **College Degree of choice**.

Build out Dallas College by **delivering on the trust** given to us by voters through the $1.1 Billion Bond initiative.

Review of Board Mission & Strategic Priorities 2020-21
September 2020-August 2021

Presenter: Dr. Mary Brumbach

The Mission & Strategic Priorities Guide
Dallas College Goals and Outcomes

Mission: **Transform lives and communities through higher education**

Purposes:

- Ensure Dallas County is vibrant, growing and economically viable for current and future generations.

- Provide a teaching and learning environment that exceeds learner expectations and meets the needs of our employees, community, and employers.

Strategic Priorities:

- **IID**: Impact income disparity throughout our community
- **SSN**: Streamline and support navigation to and through our college and beyond CCL
- **CCL**: Strengthen the career connected learner network and implement the student-centric one college organization
- **DEI**: Foster an equitable, diverse and inclusive environment for employees and students
- **PDR**: Re-design professional development to create a diverse and inclusive high performing work and learning environment
- **TSC**: Serve as the primary provider in the talent supply chain throughout the region

The Mission & Strategic Priorities Guide
Dallas College Goals and Outcomes

Goals will often impact more than one priority.

- **IID**: Impact income disparity throughout our community
- **SSN**: Streamline and support navigation to and through our college and beyond CCL
- **CCL**: Strengthen the career connected learner network and implement the student-centric one college organization
- **DEI**: Foster an equitable, diverse and inclusive environment for employees and students
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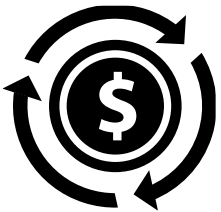- **TSC**: Serve as the primary provider in the talent supply chain throughout the region

LEGEND
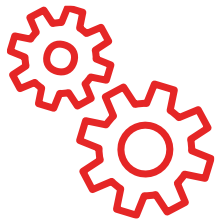
IID	SSN	CCL	DEI	PDR	TSC
IMPACT INCOME DISPARITY	**STREAMLINE & SUPPORT NAVIGATION**	**CAREER CONNECTED LEARNER**	**DIVERSITY, EQUITY, INCLUSION**	**PROFESSIONAL DEVELOPMENT REDESIGN**	**TALENT SUPPLY CHAIN**

2020-21 Academic Year
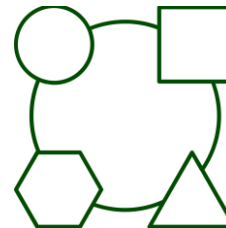# Summary of Goals and Success Measures

Academics, Student Success, Workforce & Advancement and Operations

Academics

Through the 7 new Schools, Academics will drive regional workforce development, career pathways and career development. Beyond the Schools, Academics is focused on innovation, teaching excellence, future of digital learning and becoming a national leader in educational partnerships.

2020-21 Measures of Success

50
Apprenticeship programs

1 in 3 students
Dual enrolled in High School

12,000 PD Credits
Awarded to faculty

70%
Course completion rate

10
New workforce programs

65%
Students persisting from Fall 20 to Fall 21

2020 – 21 GOALS

- Serve as a critical partner for **student progress and retention**

- **Increase internships, apprenticeships, and job placements** for students pursuing career and technical education programs

- Cultivate industry partnerships to develop new technical training programs that **support regional economic developmen**t

- Build and support **teaching excellence** and faculty development

- Implement **continuous improvement** across programs and curriculum

- Continue systematic **growth of dual credit pathways, P-TECHs and Early College High Schools**

Student Services

The Student Services Model will respond to students needs while removing barriers to degree completion, transfer and employment. The model is founded on an equity-minded culture of care, data informed decisions and transformational leadership.

2020-21 Measures of Success

25%
Promise student enrollment conversions (Summer 2021)

24
hour services available to students for Mental Health & Crisis Services

30%
Increase student utilization of Academic Planner through NAVIGATE (Summer 2021)

100%
Campuses to offer immunizations (Summer 2021)

100%
Nurses trained and providing Telehealth (Summer 2021)

35,000
students complete FAFSA/TAFSA (Summer 2021)

30,000
students selecting an aligned Career Path & Program (Summer 2021)

Source: First Five Years Fund

2020 – 21 GOALS

- Increase **Dallas College Promise Program** enrollment conversions across all cohorts (Summer 2021).

- Increase student selection **of an Aligned Career Path, Program of Study and Guided Pathway.** (Summer 2021).

- Implementation of Financial Aid **Case Management for all students using NAVIGATE** broadly supporting FAFSA/TAFSA completion efforts.

- **Establishment of comprehensive basic needs programming** to reduce barriers for all students ensuring academic success.

Workforce and Advancement

Workforce & Advancement is the connector for all of Dallas College to the external community. Our teams are focused on building relationships outside the college that will help advance our mission and benefit our students and programs.

2020-21 Measures of Success

3,900
Apprentices in 51 programs

50% increase
in public grant funding to support student success, program support, tuition and training expenses

7,500
business partner records in Salesforce

$15 Mil
Awarded to students needing emergency aid to meet basic needs

$2 Mil
secured in new philanthropic funding for student success

10,000+
small businesses supported through training and connection to resources

25
new employer partners for youth apprenticeships

Source: First Five Years Fund

2020 – 21 GOALS

- **Help lead economic recovery efforts in Dallas County** by providing labor market data and analysis and connecting students with programs that lead directly to employment *ENROLL STUDENTS IN A JOB.*

- **Secure significant resources** to support student success, basic needs, and small businesses

- **Establish fully functional customer relationship management system** to track all activities with external constituents.

- **Develop extensive work-based/experiential learning opportunities** for students, both virtual and in-person.

- **Increase recognition and visibility of Dallas College** as the go-to provider of customized training with the Dallas business community.

Operations
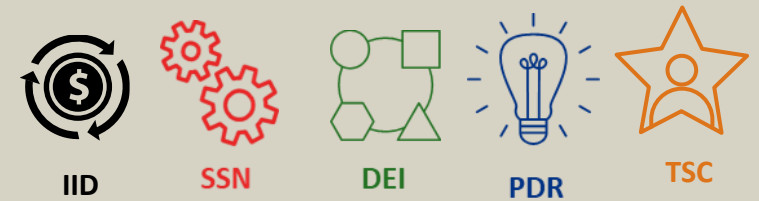
The Operations division provides Dallas College with efficient operational support through Finance, Facilities, Legal, Human Resources, IT, Governmental Affairs, Marketing & Communications, Social Responsibility, and Strategic Initiatives.

2020-21 Measures of Success

COMPREHENSIVE DEI PLAN
to include recruitment, training and support of employees and students

300
employees accessing CRM data

25M
impressions delivered through advertising and social media

PHASE 1
of ERP integration developed

LAND USE POLICY
approved by Board

100%
of projects completed on time and within budget

REDESIGN
of Professional Development program

Source: First Five Years Fund

2020 – 21 GOALS

- **Reinforce Diversity, Equity and Inclusion** as a core value of Dallas College.

- Begin implementation of **ERP tool to manage Dallas College data**; and identify and implement **CRM tool to track and manage interactions** with students and workforce partners.

- Build **brand awareness for new Dallas College**.

- Develop **Land Use Policy** for Dallas College.

- Complete Facilities Improvement Plan projects and **Phase 1 bond project design**.

- Create comprehensive professional development initiatives to **support employee growth**.

SACSCOC UPDATE

Presenters: Dr. Justin Lonon and Dr. Danielle Valle

SACSCOC Standard: Governing Board

SECTION 4: Governing Board – *The institution's governing board holds in trust the fundamental autonomy and ultimate well-being of the institution. As the corporate body, the board ensures both the presence of viable leadership and strong financial resources to fulfill the institutional mission. Integral to strong governance is the absence of undue influence from external sources.*

The Governing Board:

Ensures the regular review of the institution's mission. (Mission review)	Ensures clear distinction between the policymaking function of the board and responsibility of the CEO/Administration to administer and implement policy. (Board/Administrative distinction)	Selects and regularly evaluates the institution's chief executive officer. (CEO evaluation/selection)
Defines and addresses potential conflict of interest for its members. (Conflict of interest)	Has appropriate and fair processes for the dismissal of a board member. (Board dismissal)	Protects the institution from undue influence by external persons or bodies. (External influence)

Defines and regularly evaluates its responsibilities and expectations. (Board self-evaluation)

SACSCOC Standard: Administration and Organization (CEO)

SECTION 5: Administration and Organization – *The institution's chief executive officer (CEO) has ultimate responsibility for priorities and initiatives that advance its board-approved mission, goals, and priorities. The CEO oversees an organizational structure that includes key academic and administrative officers and decision makers with credentials appropriate to their respective responsibilities.*

The CEO has ultimate responsibility for, and exercises appropriate control over, the following:

The institution's educational, administrative, and fiscal programs and services. (CEO control)	The institution's intercollegiate athletics program. (Control of intercollegiate athletics)	The institution's fund-raising activities. (Control of fund-raising activities)

SACSCOC: The Role and Responsibility of the Board

According to SACSCOC, the primary role and responsibility for the Board is governance.

The Board is responsible for identifying a qualified CEO, financial oversight, and protecting the institution from undue external influences.

The Board of Trustees will review and approve a unified mission and strategic priorities for Dallas College.

With the new Board and college organizational structures, it's important to have a common understanding of our roles, responsibilities, and boundaries.

SACSCOC: The Role of the CEO

CEO Responsibilities:

- SACSCOC standards related to the Board's role have not changed; however, the Chancellor's role as CEO of Dallas College has changed because we moved from seven independent institutions to one.
- The CEO (now the Chancellor rather than the college presidents), administration, faculty, and staff are responsible for the operations and initiatives that advance the Board-approved mission, goals, and priorities.

Mission Review and Strategic Planning:

- The CEO to lead the process to review the Dallas College mission and develop a single strategic plan with administration, faculty, staff, and other stakeholders.
- The Board will review, make recommendations and approve the mission, using the existing strategic priorities as guiding force through the process.

Cascading the Mission & Strategic Priorities Throughout Dallas College

Next Steps for Dallas College Organizational Alignment:
Two Factor Strategy

Presenter: Dr. Mary Brumbach

Factor One

Documenting mission and priorities vertical and horizontal organizational alignment through vision, values, methods, obstacles and measures.

Each leader should define how their work is in alignment with the overall mission and priorities for Dallas College, using a common template

Vision (Strategic Priorities)	Values	Methods	Obstacles	Metrics for Success
What does Dallas College want to accomplish, and what impact will it have on students, employees, employers, and the community as a whole?	What principles or beliefs are most important to achieving the vision? How will these guide everyday decisions?	What specific actions must be taken to achieve the vision? How can you design your organization to achieve the vision?	What challenges could impact the ability to achieve the vision? What can be done to prevent these?	Which specific, measurable, and timely metrics can be used to track progress towards achieving the vision?

For discussion | Dallas College / Chancellor May

Vision (Strategic Priorities)	Values	Methods	Obstacles	Metrics for Success
Reduce income disparity and improve economic mobility throughout our community	Dedication to student learning and success	Strengthen the career connected learner network and implement the one college organization	Many of our students are balancing employment, economic stress, housing insecurity, caring for dependents, and more alongside their learning	Student completion rate
Serve as the primary provider in the talent supply chain throughout the region	Commitment to integrity through honesty, fairness and transparency	Streamline and support navigation to and through our college and beyond (e.g., advising, career guidance)		Student $ to completion
				Student retention rate
Meet the needs of local employers by offering a responsive suite of relevant programs	Accountability for outstanding customer service, good stewardship and sustainability	Re-design human capital policies and practices to create a diverse and inclusive high performing work and learning environment	Budget limitations make it difficult to invest in the necessary training and development our staff needs to consistently deliver the highest quality experiences for our students and partners	Student job placement rate
				Alumni with living wage jobs
Foster an equitable, diverse and inclusive environment for employees and students	Cultivation of teamwork, mutual respect and common purpose	Develop long term partnerships with employers to provide relevant offerings and connect students with opportunities, at scale	Competition for talent in the industry makes it challenging to hire the employees we need to sustain our growth and goals	Alumni engagement
	Celebration of diversity, inclusivity, and community			Employer partner satisfaction
				Community partner satisfaction
	Practice of joy and perseverance in our daily work	Ensure high quality curriculum and delivery, with excellent support for faculty		Faculty effectiveness
				Faculty satisfaction
				Employee satisfaction
		Implement a student-centered schedule		

Provost Shawnda Floyd: ACADEMICS

Vision (Strategic Priorities)	Values	Methods	Obstacles	Metrics for Success
Reduce income disparity and improve economic mobility throughout our community

Strengthen the career connected learner network and implement the one college organization

Streamline and support navigation to and through our college and beyond (e.g., advising, career guidance)

Serve as the primary provider in the talent supply chain throughout the region

Meet the needs of local employers by offering a responsive suite of relevant programs

Foster an equitable, diverse and inclusive environment for employees and students | Dedication to student learning and success

Commitment to integrity through honesty, fairness and transparency

Accountability for outstanding customer service, good stewardship and sustainability

Cultivation of teamwork, mutual respect and common purpose

Celebration of diversity, inclusivity, and community

Practice of joy and perseverance in our daily work | **Implement the "schools of" organizational structure aligned with labor market demands** and provide comprehensive student support for career selection, program completion, and job placement and/or transfer to four-year programs.

Prioritize programs that **meet significant labor market gaps** for expansion and/or consolidation and emphasize "ready to work" employees with industry-standard skills, certifications, short-term certificates stackable for degrees and work experience opportunities | Problems that need solutions, environmental constraints | Outcomes/Key Performance Indicators |

Vice Provost Raghu Kanakala: School of Engineering, Technology, Mathematics & Sciences

Vision (Strategic Priorities)	Values	Methods	Obstacles	Metrics for Success
Reduce income disparity and improve economic mobility throughout our community Strengthen the career connected learner network and implement the one college organization Streamline and support navigation to and through our college and beyond (e.g., advising, career guidance) Serve as the primary provider in the talent supply chain throughout the region Meet the needs of local employers by offering a responsive suite of relevant programs Foster an equitable, diverse and inclusive environment for employees and students	Dedication to student learning and success Commitment to integrity through honesty, fairness and transparency Accountability for outstanding customer service, good stewardship and sustainability Cultivation of teamwork, mutual respect and common purpose Celebration of diversity, inclusivity, and community Practice of joy and perseverance in our daily work	**Review existing Engineering programs and align with market needs, prioritizing high demand career areas** **Align Computer Information Technology programs** with industry demand, including high value industry credentials as well as certificates and degrees	Problems that need solutions, environmental constraints	Outcomes/Key Performance Indicators

Department Chair: Technology

Vision (Strategic Priorities)	Values	Methods	Obstacles	Metrics for Success
Reduce income disparity and improve economic mobility throughout our community Strengthen the career connected learner network and implement the one college organization	Dedication to student learning and success	**Create a prototype program in cybersecurity with a student cohort and an intensive experience-based approach to meet urgent industry needs**	Problems that need solutions, environmental constraints	Outcomes/Key Performance Indicators
Streamline and support navigation to and through our college and beyond (e.g., advising, career guidance)	Commitment to integrity through honesty, fairness and transparency	**Lead effort to align cybersecurity course content with current and emerging technology and employer requirements**		
Serve as the primary provider in the talent supply chain throughout the region	Accountability for outstanding customer service, good stewardship and sustainability	**Engage small and large employers in industry alignment compression planning sessions to discover immediate and future employee competencies and success factors**		
Meet the needs of local employers by offering a responsive suite of relevant programs	Cultivation of teamwork, mutual respect and common purpose			
Foster an equitable, diverse and inclusive environment for employees and students	Celebration of diversity, inclusivity, and community			
	Practice of joy and perseverance in our daily work			

Faculty Member: Technology

Vision (Strategic Priorities)	Values	Methods	Obstacles	Metrics for Success
Reduce income disparity and improve economic mobility throughout our community Strengthen the career connected learner network and implement the one college organization

Streamline and support navigation to and through our college and beyond (e.g., advising, career guidance)

Serve as the primary provider in the talent supply chain throughout the region

Meet the needs of local employers by offering a responsive suite of relevant programs

Foster an equitable, diverse and inclusive environment for employees and students | Dedication to student learning and success

Commitment to integrity through honesty, fairness and transparency

Accountability for outstanding customer service, good stewardship and sustainability

Cultivation of teamwork, mutual respect and common purpose

Celebration of diversity, inclusivity, and community

Practice of joy and perseverance in our daily work | Focus learning outcomes in assigned courses on achieving appropriate industry credentials in addition to course content

Identify or create realistic simulations of typical cybersecurity risks, providing practice in threat analysis, prevention, and remediation

Incorporate industry practices through scenarios that simulate accessing teams and/or field experts to manage an escalating cyber event

Include career and wage information in course orientation | Problems that need solutions, environmental constraints | Outcomes/Key Performance Indicators |

Factor Two

Identifying key performance indicators across the organization-academics, student success, workforce & advancement and operations.

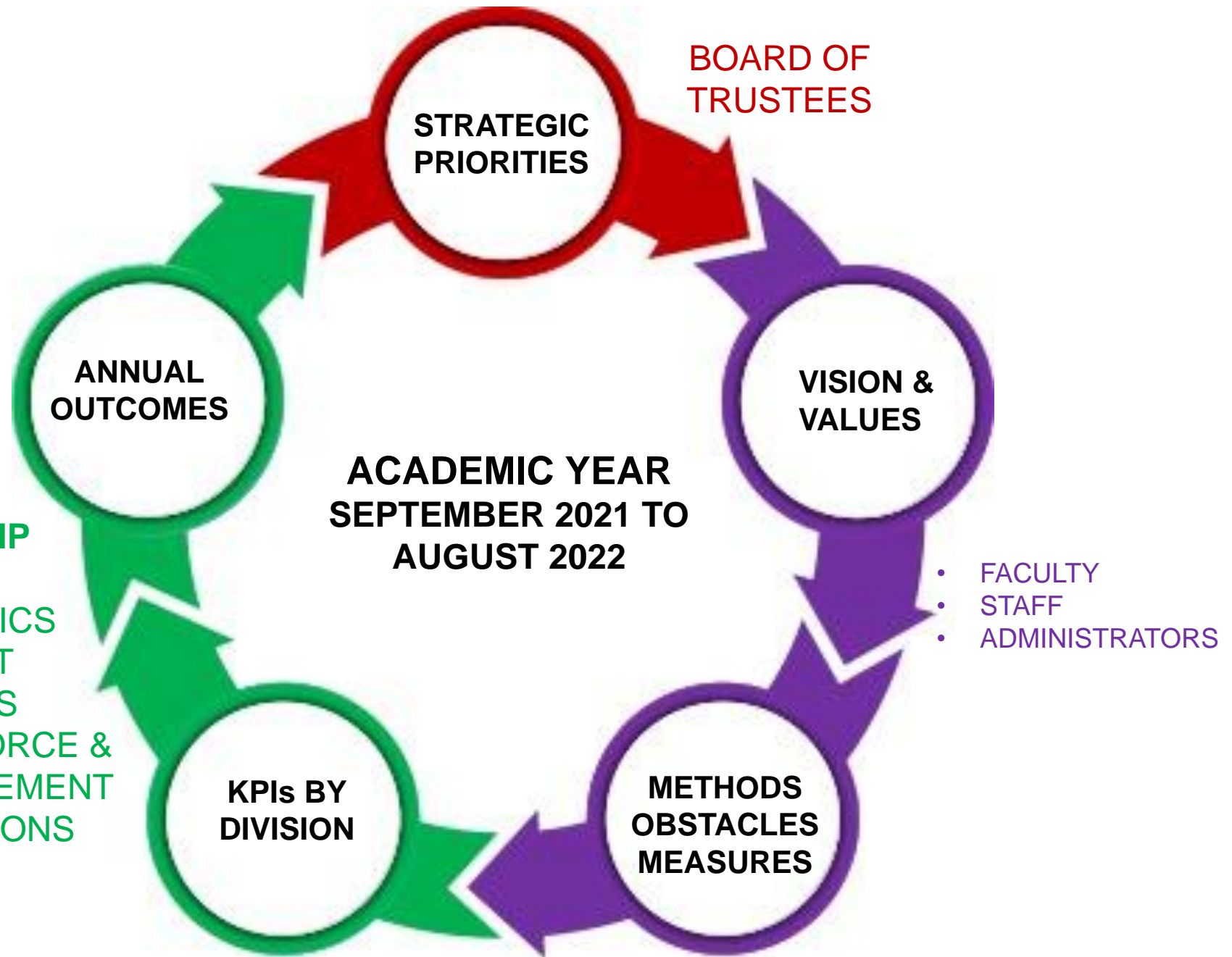**Mission**: Transform lives and communities through higher education

Purposes:
- Ensure Dallas County is vibrant, growing and economically viable for current and future generations
- Provide a teaching and learning environment that exceeds learner expectations and meets the needs of our community and employers

Remains constant

Key Performance Indicators tailored for each organizational division

STRATEGIC PRIORITIES CCL SSN TSC	Academics	Student Success	Workforce & Advancement	Operations
Implement the "schools of" organizational structure aligned with labor market demands and provide comprehensive student support for career selection, program completion, and job placement and/or transfer to four-year programs.	Closer alignment with industry expectations achieved for 30% of existing programs	Graduate numbers in high demand technology careers increase by 10%	Apprenticeships in Information Technology companies increase by X %	Software and equipment needed for industry standard learning environments is procured, installed & maintained for X% of programs

Next Steps for Dallas College Organizational Alignment: Two Factor Strategy

STRATEGIC PRIORITIES

BOARD OF TRUSTEES

ANNUAL OUTCOMES

ACADEMIC YEAR
SEPTEMBER 2021 TO AUGUST 2022

VISION & VALUES

LEADERSHIP TEAM:
• ACADEMICS
• STUDENT SUCCESS
• WORKFORCE & ADVANCEMENT
• OPERATIONS

• FACULTY
• STAFF
• ADMINISTRATORS

KPIs BY DIVISION

METHODS OBSTACLES MEASURES

ACADEMIC YEAR PLANNING CYCLE: September to August

- **4th Quarter/Previous Academic Year)**

June, July, August

KPI & Annual Outcomes Reports reviewed & presented

- **1st Quarter/ Current Year**

September, October, November

Strategic Priorities Review (Board)

- **2nd & 3rd Quarter**

December, January, February, March, April, May

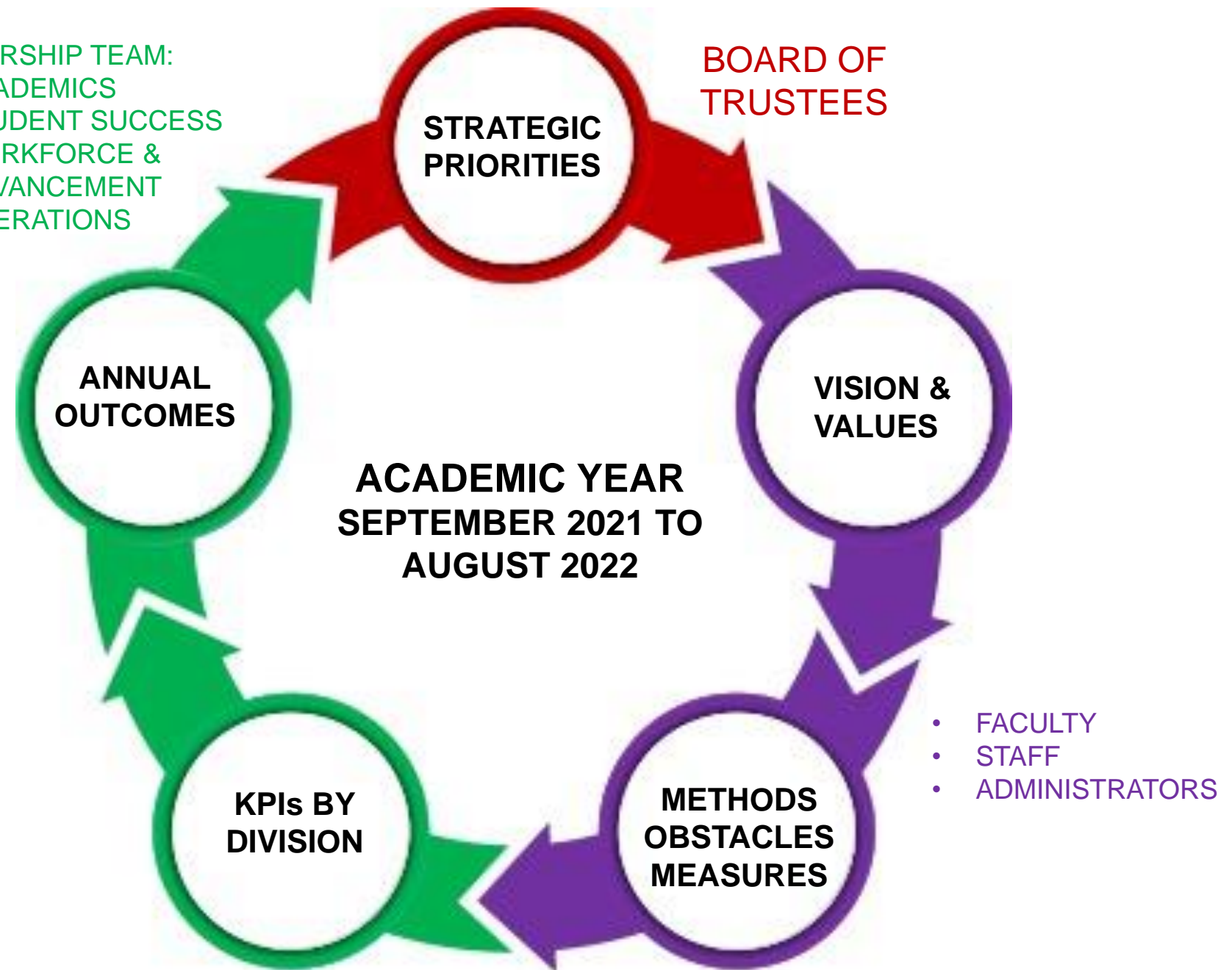**Vision, values, methods, obstacles, & measures revised/developed & implemented**

- **4th Quarter**

June, July, August

Results gathered/analyzed & evaluated

Recommendations & reports prepared & presented

LEADERSHIP TEAM:
- ACADEMICS
- STUDENT SUCCESS
- WORKFORCE & ADVANCEMENT
- OPERATIONS

BOARD OF TRUSTEES

STRATEGIC PRIORITIES

ANNUAL OUTCOMES

ACADEMIC YEAR SEPTEMBER 2021 TO AUGUST 2022

VISION & VALUES

KPIs BY DIVISION

METHODS OBSTACLES MEASURES

- FACULTY
- STAFF
- ADMINISTRATORS

# Discussion on Board Communications & Community Engagement

Presenters: Dr. Justin Lonon and Patty Arellano-Tolotta

Trustee Virtual Town Hall

- **Purpose:** Address important issues for the community and invite Board members to lead the discussion and share their perspective

- **Audience:** Students, Employees, Trustee's individual constituencies, guests and the community at-large

Screenshot of Alfreda B. Norman, Senior Vice President,

Federal Reserve Bank of Dallas presenting to Oct 13, 2020 Trustee Town Hall hosted by Trustee Flores: Re-Engineering Yourself For Today's Jobs
http://dcccd.new.swagit.com/videos/87107
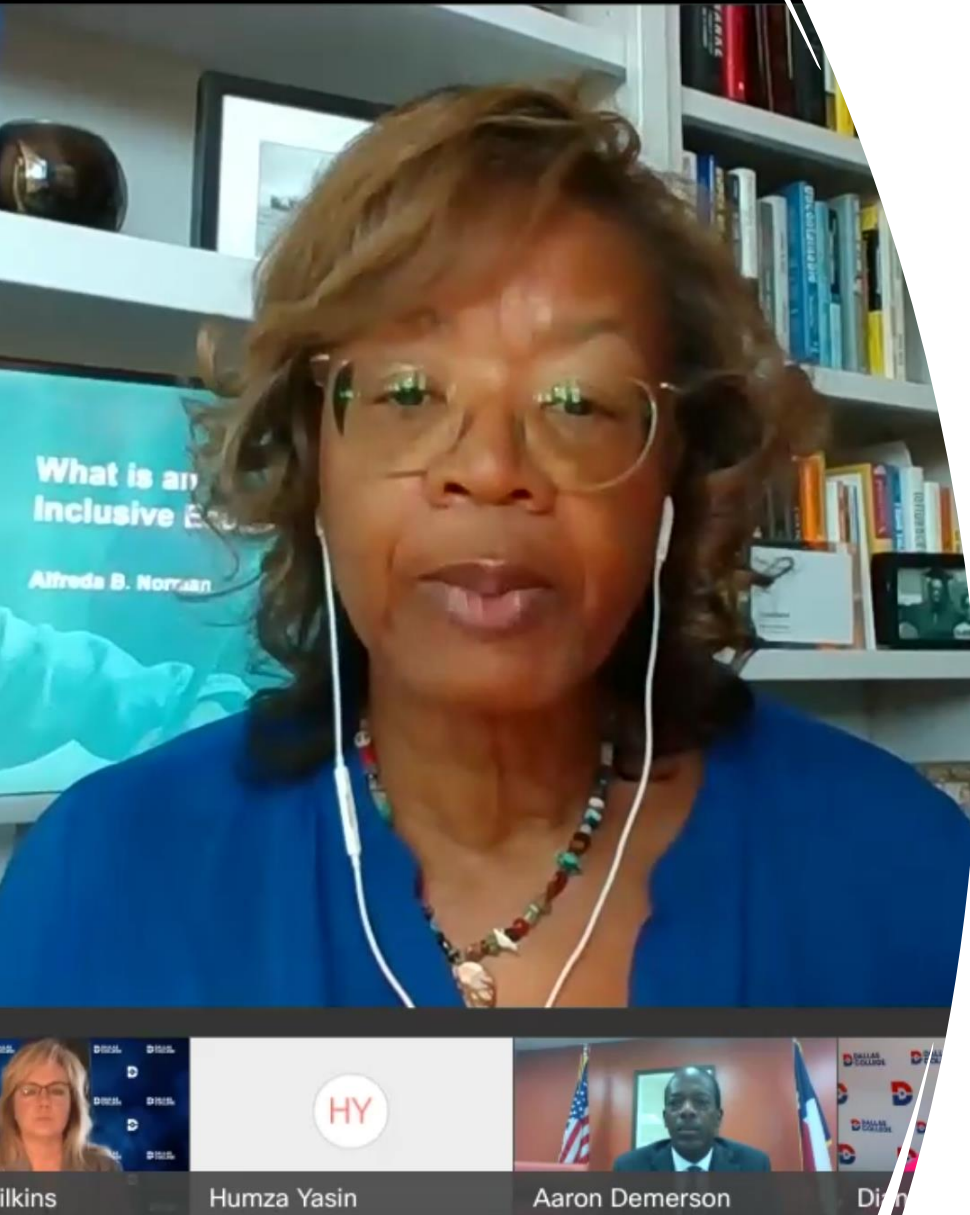
Trustee Virtual Town Hall

- **Potential Topics:** Deferred Action for Childhood Arrivals (DACA), International Students, Workforce innovations and the future of higher education, technology

- **Mode:** Virtual delivered via WebEx

- **Timing:** Periodically based on timing of issues, schedules and planning needs

Board of Trustees Newsletter

- **Purpose:** Promote Dallas College, update constituents on Dallas College endeavors, activities, programs

- **Mode:** Provide a newsletter template for Trustees to personalize for their constituencies with a "Welcome" paragraph of their own

- **Audience:** Trustees' constituencies and communities

- **Topics**: Board Meeting News, Program & Initiative Highlights, Events, Resources

  Topics would align with Dallas College marketing communications to ensure a consistent message.

- **Timing:** Monthly

Dallas College Board of Trustees Newsletter

Board Trustee Personal Welcome
Trustee to write their own personal note.

Board Meeting News
Updates directly related to Board meetings and any agenda items and discussions that took place at the most recent Board meeting.

Program & Initiatives Highlights
Highlights on programs and areas such as Student Services, etc.

Calendar Events
Highlights any events such as Trustee town halls, and community-oriented events.

Resource Links
List of resource links to campuses, and program areas, or student services, etc.

Speeches/Scripts for Official Functions and Events

Timing: As needed

Social Media

- Communicate important Board of Trustees updates through Dallas College social media channels.

- Promote virtual town halls and community events

Social Media Reach

Sept. 1, 2020 - Jan. 15, 2021

1.04M
IMPRESSIONS
The number of times a post was shown in a person's feed.

16.31K
ENGAGEMENTS
The reactions, comments, and shares on a post.

13.53K
CLICKS
Any clicks except for clicks to comment, like, or share a post.

33
ACCOUNTS
The number of accounts managed by Dallas College

SEP. | 148.42K IMPRESSIONS

DEC. | 259.89K ▲ IMPRESSIONS

GROWTH
Increrase of impressions from September to December.
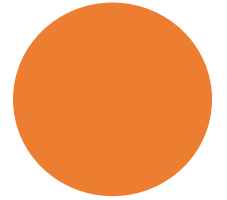
Source: Falcon.io

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Return to Campus Community Events

- **Virtual vs In-Person:** Upon return to in-person campus events and classes, Trustees would again be asked to participate in opening ceremonies, etc.

  Virtual events would still be an option based on event and audience access.

Community members and employees listen tentatively to opening remarks.

Dallas College Chancellor Joe May and Adam McGough, Deputy Mayor Pro Tem, Dallas City Council District 10 chat with Omar Narvaez, City Council District 6.

Photos taken at 10th anniversary El Centro West Campus, October 28, 2019.

Students

Employers

Board Strategy Session

January 19, 2021

Community

DALLAS COLLEGE