

CONSENT AGENDA NO. 6A-3

Approval of January 19, 2021 Work Session Meeting Minutes

It is recommended that the Board approve the minutes of the January 19, 2021 Work Session Meeting.

A work session of the Board of Trustees of Dallas College would held Tuesday, January 19, 2021 beginning at 10:00 AM and would broadcast on the Cisco WebEx platform via the streaming link: <http://www.dcccd.edu/boardmeetingslive>. This meeting was convened by Chair Monica Lira Bravo.

Board Members and Officers Present

Ms. Monica Lira Bravo (chair)
Mr. Phil Ritter (vice chair)
Ms. Charletta Rogers Compton
Ms. Diana Flores
Ms. Dorothy Zimmermann
Mr. Cliff Boyd
Mr. JL Sonny Williams
Dr. Joe May (secretary and chancellor)

Members Absent

None.

1. **Roll Call - Announcement of a Quorum** confirmed by Perla Molina.
2. **Certification of Notice** posted for the meeting confirmed by Chancellor Joe May.
3. **Citizens Desiring to Address the Board**
None.
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
 - Chancellor May extended a welcome back to students and staff.

- He stated that remote working had been extended to February 15, 2021 in response to COVID-19 cases and online classes were still in effect.
- Chancellor May also extended a special thank you to employees who worked over Christmas break to service students and make sure they received the support they needed to register for the Spring semester: specifically Advising, Registration, and Financial Aid, despite all the challenges working in a pandemic.
- Decisions about remote working were being evaluated on an ongoing basis so the February 15 date to return was not guaranteed; he remained optimistic now that the vaccine had rolled out.
- Student athletes were concerned about their sports season. Decisions had not been finalized but were being considered. A meeting was set between Dr. Beatriz Joseph and students and their parents to discuss the matter and take their concerns into consideration before a final decision was reached. Also, a meeting was also setup for the following day with Coaches and Athletic Directors to had follow-up discussions regarding student and parent concerns.
- Thanks to the Board for meeting today regarding the strategic process for Sept 2021-August 2022.
- Dr. May also welcomed the Ms. Bravo and Mr. Ritter as new Chair and Vice Chair, & Trustee Boyd for his first official meeting. The leadership team looked forward to working with them as we continued the journey to Dallas College.

B. Announcements from the Board Chair and/or Trustees

- Chair Bravo and trustees looked forward to seeing the outcome of discussions with Athletes regarding remote learning environment and how it affects student athletics.
- She extended a message to students and staff to acknowledge and thanked them for their endurance during the pandemic.
- She stated that we had partnered with Parkland Hospital to administer vaccines at Eastfield Campus.
- She expressed thankfulness for undertaking the position as Board Chair and extended the welcome to Trustee Boyd for participating in his first official board meeting.
- Chair Bravo congratulated Trustee Flores on being named to the Dallas Mayor's Task Force on Innovation and Entrepreneurship.

5. Dallas College Overview

Presenter: Joe May

Before showing the presentation, Dr. May gave a brief overview regarding the SACS (Southern Association of Colleges and Schools) planning requirements which start from the bottom up, (faculty, staff, administrators) vs what we had before with the Board setting the priorities.

As the presentation began, Dr. May did an overview of many initiatives the Dallas College implemented and important activities via a timeline.

Trustee Flores asked to discuss Executive Coaching and CEO Book Club that would help guide the Comprehensive Restructuring to Become Dallas College and whether this would be ongoing. Chancellor May advised that this would be ongoing, and leadership was also stepping up and buying slots in existing leadership programs such as HACU Leadership Academy, 7 slots in League of Innovation, and the Aspen Institute. He went on to discuss other items that supported this initiative. She then asked what was happening with the levels under Executive leadership regarding professional development. Dr. May advised that they started at the top and were working with another organization to work with faculty and continue with compliance training for other areas. We still had work to do with training for the staff. We had not changed or made the programs as robust as he would like to see at this time. Leadership would focus on new hires and helped them understand our culture.

Trustee Ritter asked how we were envisioning the LeCroy Center as we were moving forward. Dr. May rephrased the question to ‘How were we dealing with digital learning’ and answered in detail how this would be handled. Dr. May discussed how we would better align ourselves to meet the needs of our students in an online environment.

Trustee Boyd asked if we could get a game plan for expanding dual credit, P-Tech, and ECHS (Early College High School) programs for school districts with high economic need.

Trustee Flores asked about the Bloomberg Finance Lab and plans to expand to other campuses. She asked for more information about that program to share with community. Chancellor May said he would get the information to her.

Trustee Ritter inquired regarding racial equity initiatives; do we keep program metrics regarding ethnic participation in our programs in which we could use to partner with others? Dr. May advised that we do track and had that information

available in databases but did not usually break it out in our reporting except for certain areas.

Trustee Flores asked about student enrollment and surveying of students for barriers that affected their enrollment. Chancellor May discussed.

Trustee Compton asked about priority for Charter schools. Chancellor May discussed.

6. Review of Board Mission & Strategic Priorities

Presenter: Mary Brumbach

Questions presented from Trustees Flores & Ritter.

7. SACSCOC Update

Presenters: Justin Lonon, Danielle Valle

Justin Lonon and Danielle Valle presented SACSCOC Update. The following information was reviewed with the Committee as follows:

Danielle Valle informed the Committee of the SACSCOC standards for the Governing Board, which includes:

- Mission Review
- Board/Administrative Distinction
- CEO Evaluation/Selection
- Conflict of Interest
- Board Dismissal
- External Influence
- Board Self-Evaluation

Danielle Valle informed the Committee of the standards for administration and organization (CEO). The CEO had ultimate responsibility for, and exercises appropriate control over the institution's educational, administrative, and fiscal programs and services. The institution's intercollegiate athletics program, and the institution's fund-raising activities.

Danielle Valle informed the Committee that the Board was responsible for identifying a qualified CEO, financial oversight, and protecting the institution from undue external influences. The Board of Trustees would review and approve a unified mission and strategic priorities for Dallas College. Also, with the new Board and college organizational structures, it was important to have a mutual understanding of our roles, responsibilities, and boundaries.

Danielle Valle informed the Committee about the role of CEO. This included the CEO responsibilities and the Mission Review and Strategic Planning.

8. Cascading the Mission & Strategic Priorities Throughout Dallas College

Presenter: Mary Brumbach

Mary Brumbach presented Cascading the Mission & Strategic Priorities Throughout Dallas College. The following information was reviewed with the Committee as follows:

Brumbach informed the Committee about Factor One. Factor One is documenting mission and priorities vertical and horizontal organizational alignment through vision, values, methods, obstacles, and measures.

Brumbach explained the new common template. Each leader should define how their work was in alignment with the overall mission and priorities for Dallas College. The V2MOM template would consist of:

- Vision (Strategic Priorities)
- Values
- Methods
- Obstacles
- Metrics for Success

Trustee Boyd asked how the template would fit for the Board. Mary Brumbach responded that the Board had their own template that they would be working with.

Brumbach informed the Committee about Factor Two. Factor Two was to identify key performance indicators across the organization: academics, student success, workforce & advancement, and operations. The strategic priorities would stay constant on the common template.

The purpose of Factor Two would ensure Dallas College was vibrant, growing and economically viable for current and future generations. Also, providing a teaching and learning environment that exceeded learner expectations and met the needs of our community and employers.

Chair Bravo had asked where Dallas College is in the Planning Cycle.

Brumbach informed Chair Bravo that the Planning Cycle was behind right now, due to the reorganization of Dallas College.

Trustee Boyd requested that the Board start looking at the Planning Cycle more often to be able to engage in Planning Cycle on a more regular basis.

9. Discussion of Trustee Communication Avenues for Community Engagement

Presenters: Justin Lonon, Patty Arellano-Tolotta

Justin Lonon and Patty Arellano-Tolotta presented Discussion of Trustee Communication Avenues for Community Engagement. The following information was reviewed with the Committee as follows:

Patty Arellano-Tolotta informed the Committee about the Trustee Virtual Town Hall. The purpose was to address critical issues for the community and invite Board members to lead the discussion and share their perspective.

Arellano-Tolotta informed the Committee about the Board of Trustees Newsletter. The purpose of the Board of Trustees Newsletter would be to promote Dallas College, update constituents on Dallas College endeavors, activities and programs.

Arellano-Tolotta informed the Committee about social media. Social media was a way to communicate important Board of Trustees updates through Dallas College social media channels, as well as promote virtual town halls and community events. From September 1st, 2020 through January 15th, 2021 social media had reached:

- 1.04 Million Impressions
- 16.31 Thousand Engagements
- 13.53 Thousand Clicks
- 33 Accounts

Arellano-Tolotta informed the Committee about the return to campus community events. 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 events and audience access.

Chair Bravo had asked which social media platform had more engagement. Patty informed Chair Bravo that Instagram and Twitter were the two social media platforms that had the most engagement.

Chair Bravo asked how many people were working on the Social Media team in Marketing. Patty informed Chair Bravo that there were 5 people working in the Social Media team for Dallas College.

10. Executive Session

An Executive Session was held from 3:13 p.m. to 4:18 p.m.

11. Adjournment

The Work Session adjourned at 4:20 p.m.

Captioned video and transcripts for Dallas College Board Meetings were available at our website, www.dcccd.edu/boardmeetingslive, under the Archived Videos section.