



*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 EDUCATION WORKFORCE COMMITTEE MEETING BY VIDEOCONFERENCE OR TELEPHONE CALL OF THE BOARD OF TRUSTEES FOR DALLAS COLLEGE AND RICHLAND COLLEGIATE HIGH SCHOOL**

Education Workforce Committee Meeting Agenda

Tuesday, May 4, 2021

2:30 p.m.

Online: [www.dcccd.edu/boardmeetingslive](http://www.dcccd.edu/boardmeetingslive)

**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.**

- 1. Roll Call - Announcement of a Quorum**
- 2. Certification of Notice Posted for the Meeting**
- 3. Citizens Desiring to Address the Board**
- 4. Committee Presentations**
  - 4.1. Transforming the Educational Experience to Increase College Completion and Career Readiness  
Presenters: Shawnda Floyd, Beatriz Joseph, Pyeper Wilkins

## 5. Items for Review

### 5.1. Committee Notes

#### 5.1.a. Education Workforce Committee Notes for April 6, 2021

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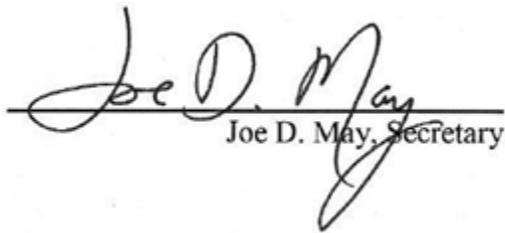
## 6. Executive Session (if required)

- 6.1. Consultation with Attorney Regarding Legal Matters or Pending and/or Contemplated Litigation or Settlement Offers - Section 551.071
- 6.2. Personnel Matters Relating to Appointment, Employment, Evaluation, Assignments, Duties, Discipline, or Dismissal of Officers or Employees - Section 551.074
- 6.3. Deliberate Regarding Real Property Since Open Deliberation would have a Detrimental Effect Upon Negotiations with a Third Person - Section 551.072
- 6.4. Deliberate Regarding Security Devices or Security Audits- Sections 551.076 and 551.089

## 7. Adjournment

**CERTIFICATION OF NOTICE POSTED FOR THE MAY 4, 2021 EDUCATION WORKFORCE COMMITTEE MEETING 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 30th day of April 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



*Board of Trustees*  
**EDUCATION WORKFORCE  
COMMITTEE**

May 4, 2021

**Transforming the Educational Experience to  
Increase College Completion & Career Readiness**

**Presenters**

**Shawnda Floyd  
Anna Mays  
Karen Stills  
Gloria Smith  
Greg Morris**

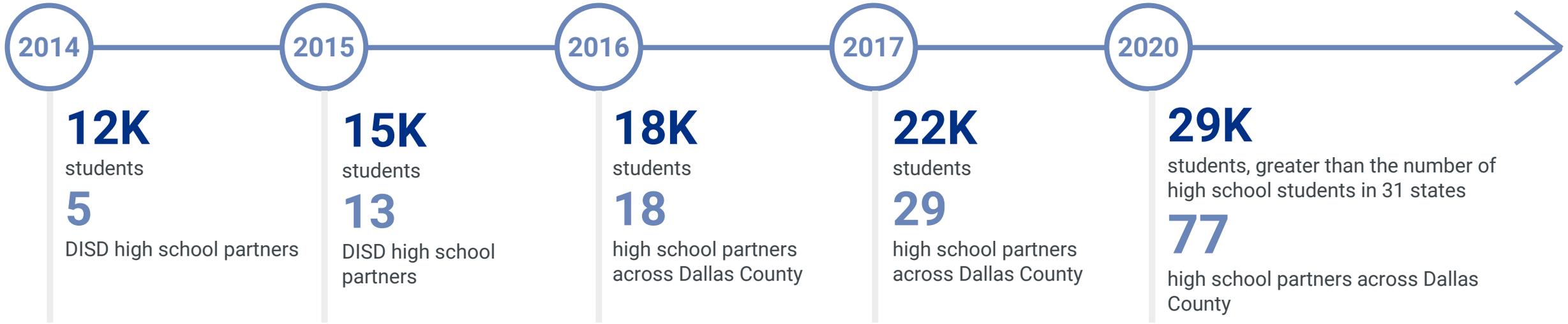
# College Out of Reach for Many DISD Students Before Collegiate Academies

*In 2009, the DISD College Completion Rate was only 13%\**

Dallas ISD High School	DCCCD Partner	Four Year HS Grad Rate	Senior Class of 2009		
			# Students Complete College in Six Years	# Students Failing to Complete College in Six Years	Six Year College Completion % (2015)
David W. Carter	Cedar Valley	85%	42	204	17% of 246
Seagoville	Eastfield	87%	32	165	16% of 197
Thomas Jefferson	Brookhaven	84%	31	167	16% of 198
Roosevelt	El Centro	85%	17	95	15% of 112
Emmett Conrad	Richland	81%	17	108	14% of 125
South Oak Cliff	Mountain View	70%	30	237	11% of 267
James Madison	El Centro	90%	12	112	10% of 124
L.G. Pinkston	El Centro	84%	11	173	6% of 184
<b>Total</b>		<b>83%</b>	<b>192</b>	<b>1261</b>	<b>13% of 1453</b>

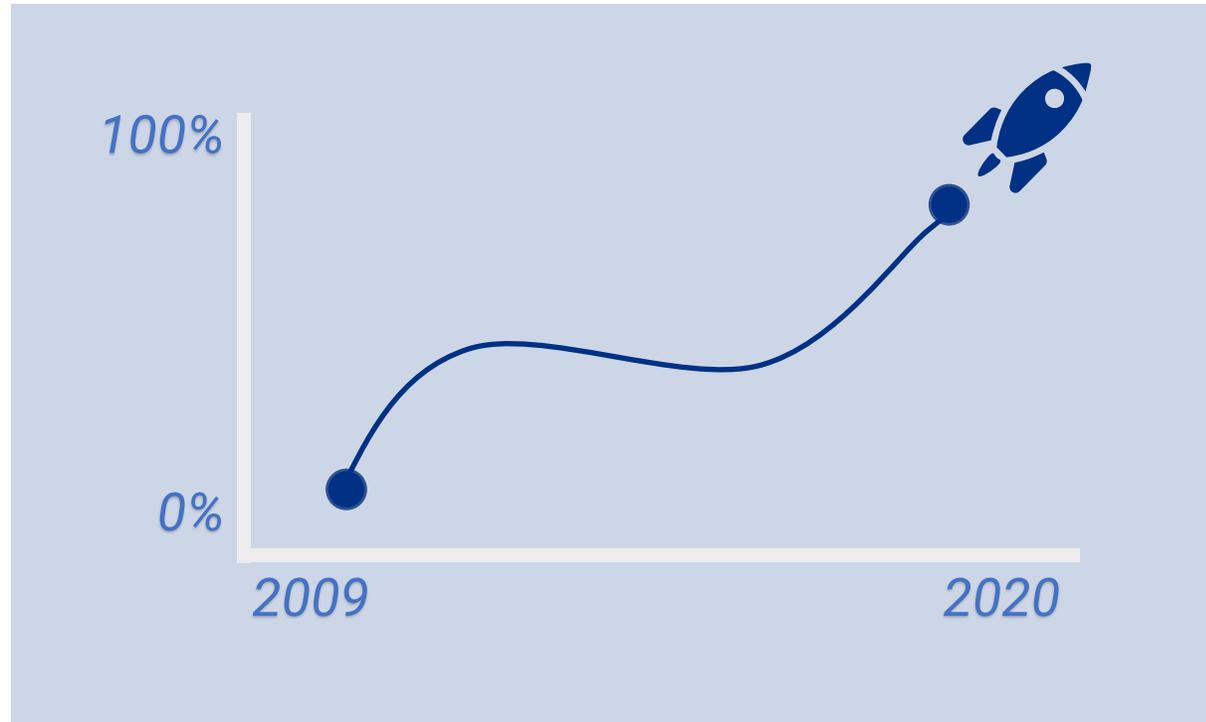
*\*6-year collective completion rate.*

# Early College Pathways Success Drives Historic Expansion



# College Completion rate in DISD Grows

**From 13% to 72%** in 8 highest poverty HS



## ***2016-2020 Success Rate of Early College HS and Dual-Credit Program led to RAPID EXPANSION to Quickly Impact More Students***



2K credentials awarded to dual credit students, 1,619 from ECHS and P-TECHs.



72% completion rate of DISD Seniors enrolled in EC pathways compared to 13% of 2009 DISD graduates in original 8 P-TECHs

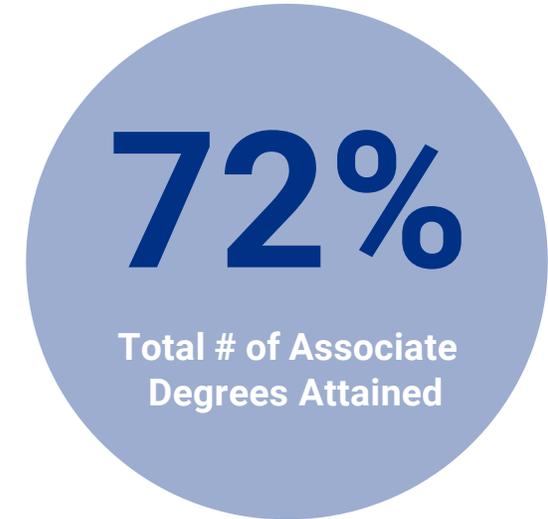
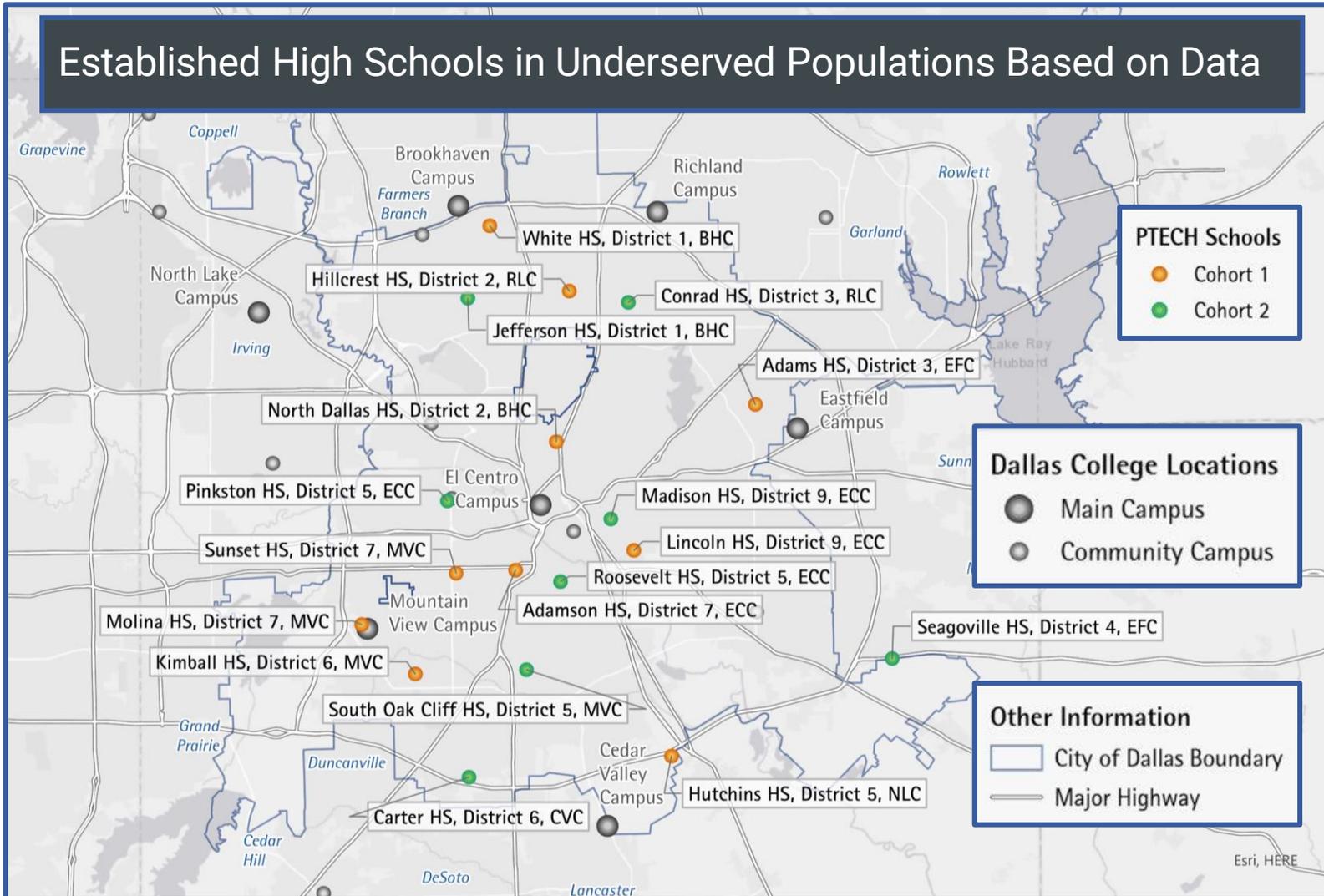


29% of all Dallas College Enrollments

# Early College Pathways Impact Students Who Need it Most

*In 2020, the DISD College Completion Rate grew to 72% due to ECHS*

## Established High Schools in Underserved Populations Based on Data



# How Do We Achieve Success?

*Strategic focus on improving college completion for those who never even thought it was possible*

## Industry engagement:

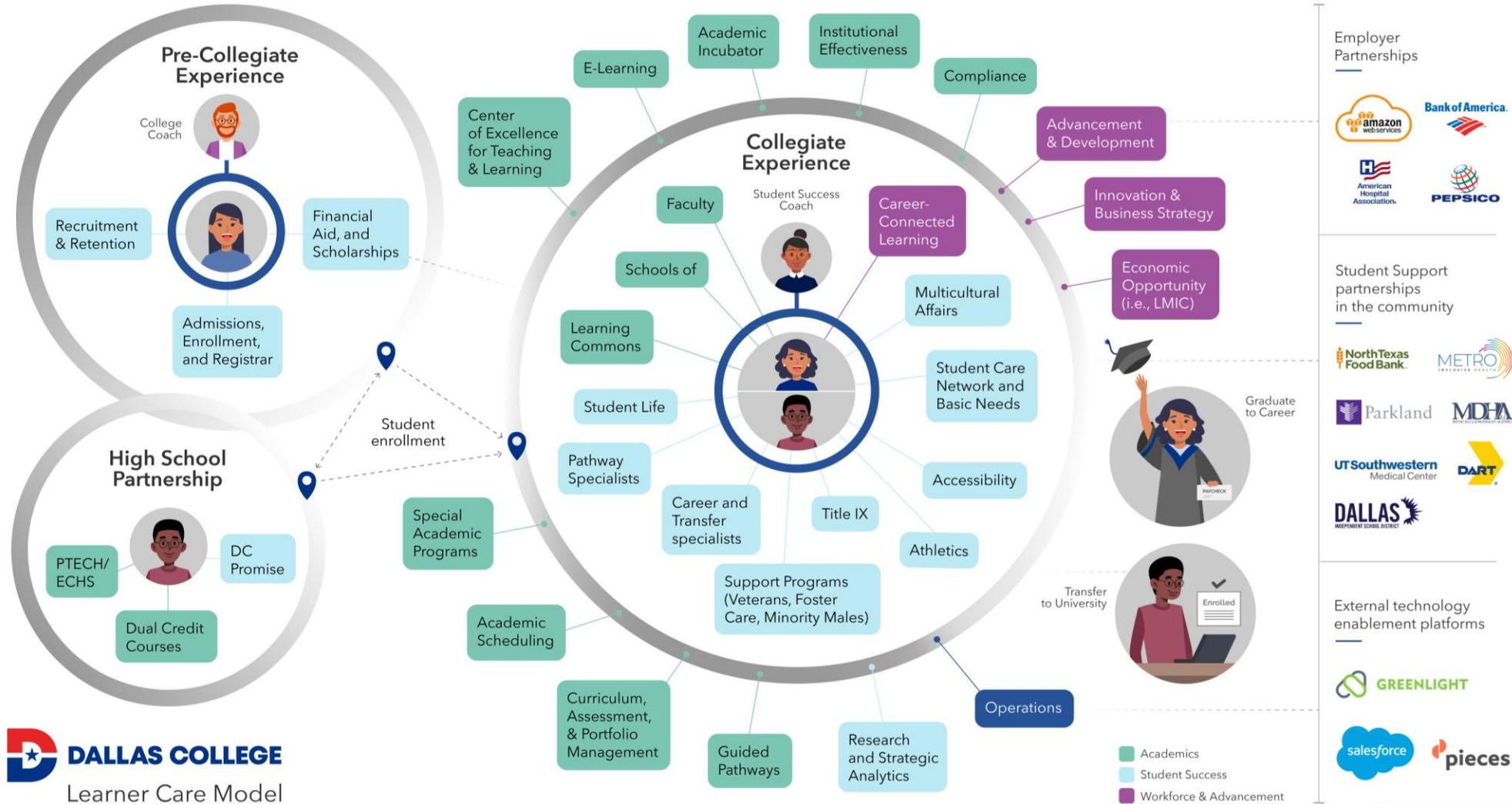
- Expanded company footprint in the community
- Engagement with education and students
- Increased employee engagement and volunteerism
- Ability to shape and inform curriculum
- Access to qualified interns
- Access to highly-skilled, diverse talent pipeline domiciled in the DFW metroplex



## Expansive student support:

- Professional mentors
- Personalized case management
- 21st century career skills
- Industry-recognized certifications
- Digital badges
- Internships, apprenticeships, and more...
- Support of professional industry partner network
- Access to high-demand, high wage jobs and career paths
- A roadmap to the future!

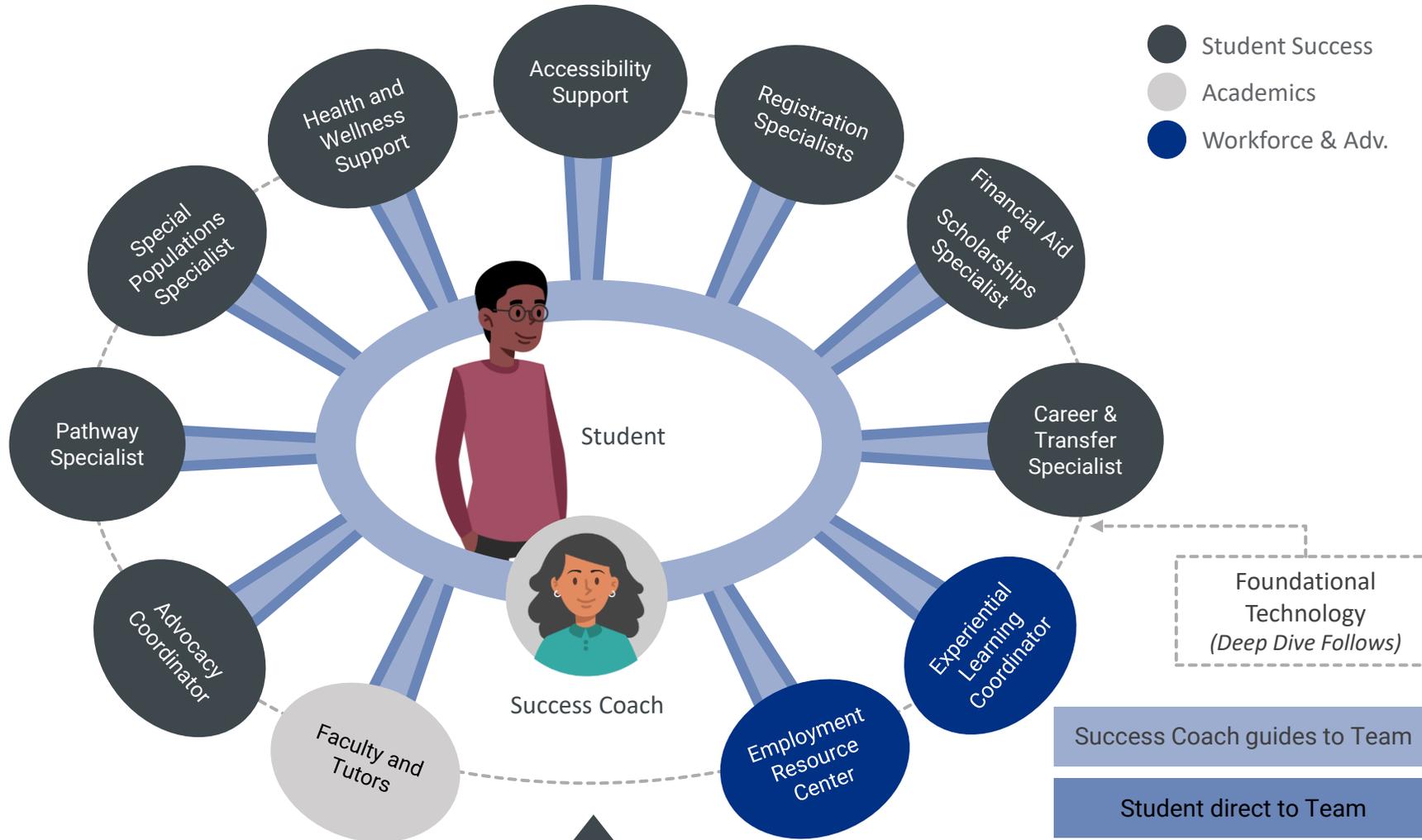
# Beyond the Classroom: Transforming the Student Experience



**DALLAS COLLEGE**  
Learner Care Model

Illustrative sample

# Success Coaches Deliver Personalized Support for Students Along Their Pathway



**Success Coach** is the **primary care provider** within the Learner Care Model

**Success Coach is student-focused:**

- Single point of consistent contact
- Communication & nudging
- Personalized referrals
- Case management
- Connections to resources
- Grouped to provide customized care for:
  - Traditional Students
  - Dual Credit/ ECHS/ P-Tech Students
  - CE Students

Student Success Coach serves as 'case manager' facilitating navigation so student has the support they need

# Pathway Specialists Offer Specific Expertise and Warm Hand-offs With Success Coaches



## Engage Pathway specialists

When specific expertise is needed under special circumstances, Success Coach will engage specialists (i.e. Pathway specialists for industry specialty, Counselors for mental health sessions)



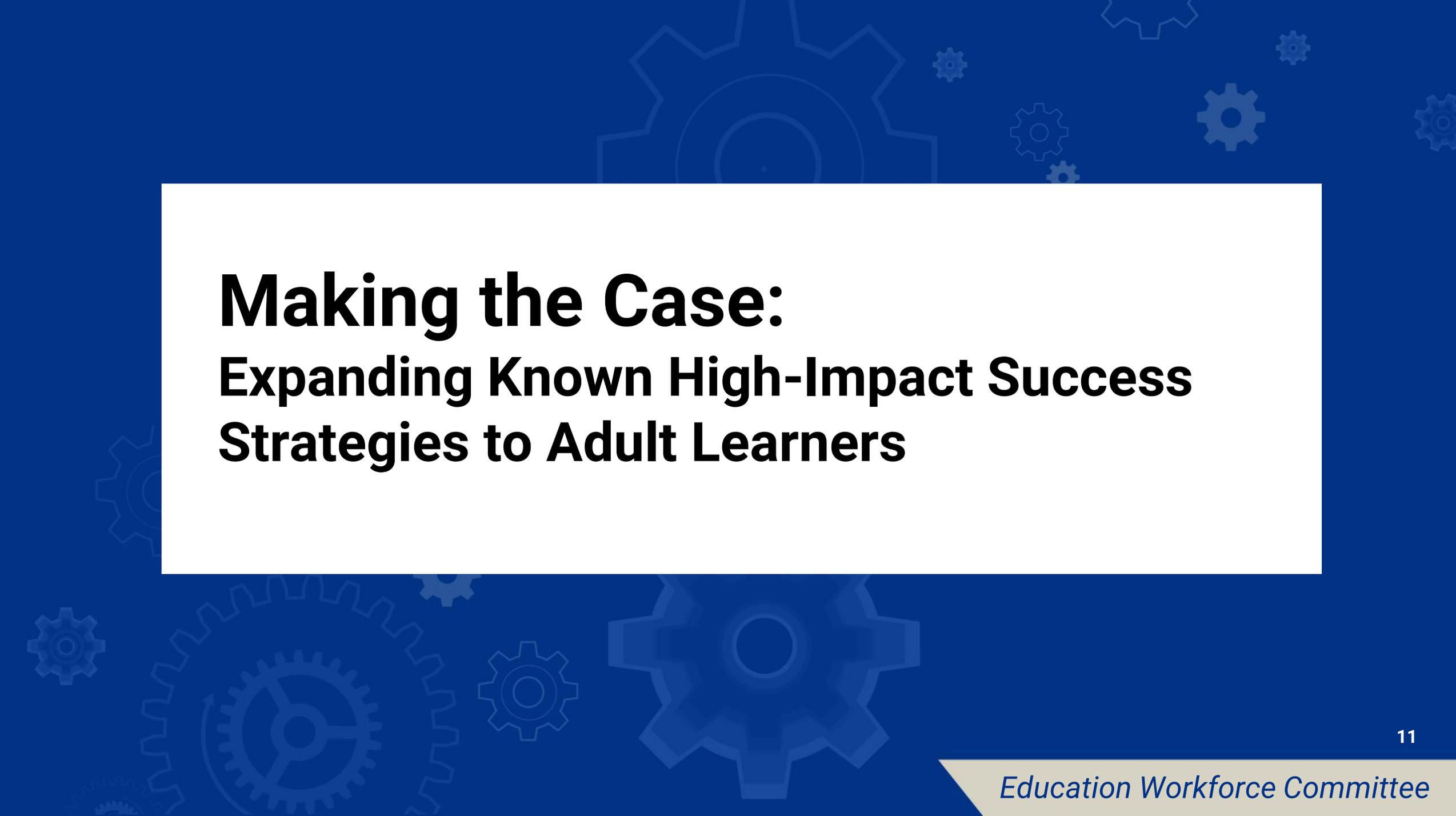
## Provide warm, personalized referral

Success Coach facilitates intro with warm, personalized referral to specialist (e.g., email intro or group call), eliminating cold handoffs and removing student barrier to accessing available resources



## Follow up with student after meeting

After student meets with specialist, Success Coach follows up with both parties to ensure specific need was addressed, 'close the loop', and ensure timely, tracked communication



# **Making the Case:**

## **Expanding Known High-Impact Success Strategies to Adult Learners**

# Adult Learners Struggle With Persistence and Completion



**ECHS & PTECH  
Students**



**Adult Learners 25+**

Credentials Attainment Rates	72%	17%
Student Success Rates	84%	72%
Term-to-term Persistence	72%	60%
University Transfer Rates	50%	24%

# Expanding Known Success Strategies



Concierge Onboarding & Registration Services

*"No more students lost in the admission cycle"*



Intrusive Success Coaching

*"Just-in-time early intervention"*



Pathways With Structured Support

*"Built-in guardrails on & off ramps"*



Embedded Instructional Success Facilitators

*"Academic supports to enhance learning"*



Complete Industry Buy-in

*"Connecting learning to work"*



Customized Instructional Delivery Solutions

*"The right modality and format at the right time"*



Career Connected Learning

*"Capitalizing on enroll in a job approaches"*

ABILITY TO SCALE QUICKLY

SENSE OF URGENCY

# Strategic Focus on Adult Learners Through TRUE Pathways



Concierge Onboarding & Registration Services

*“no more students caught in the admission cycle”*



Intrusive Success Coaching

*“Just-in-time early intervention”*



Embedded Instructional Success Facilitators

*“academic supports to enhance learning”*



Pathways With structured support

*“built-in guardrails on & off ramps”*



Complete Industry Buy-in

*“connecting learning to work”*



Customized instructional solutions

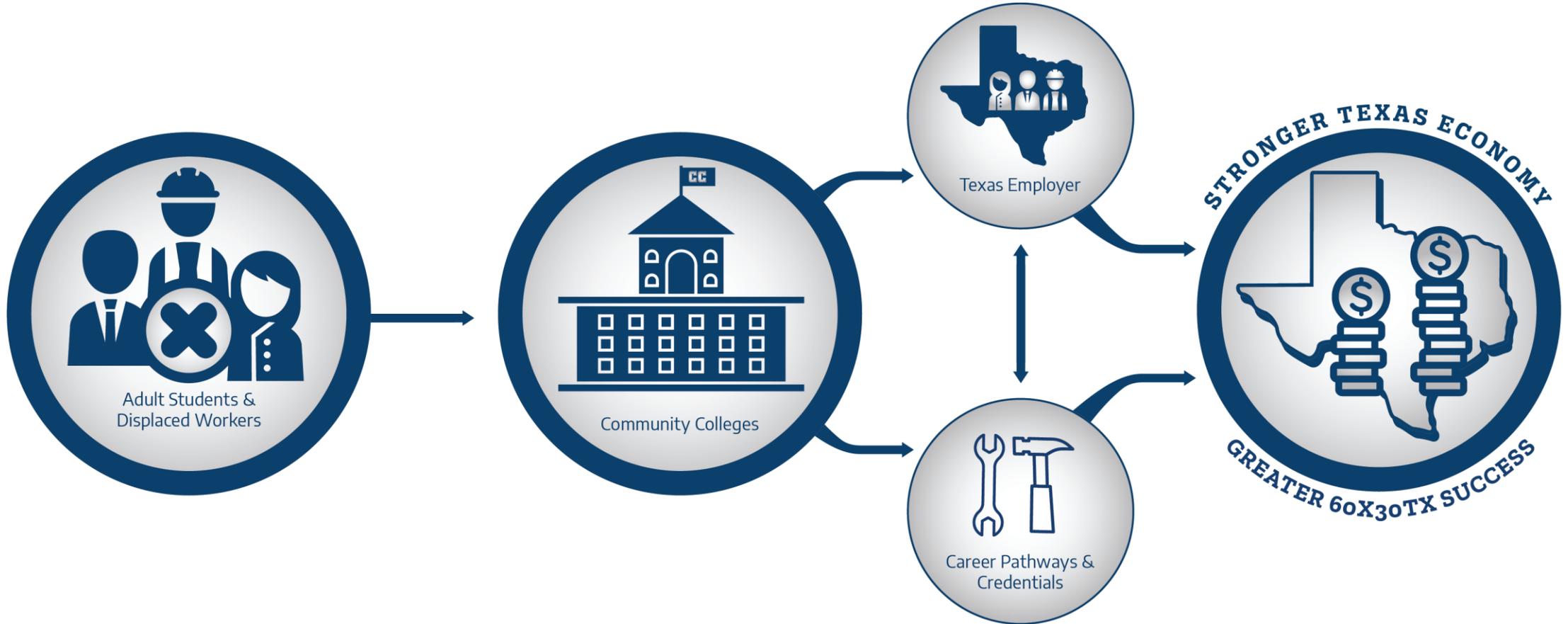
*“the right modality and format at the right time”*



Career Connected Learning

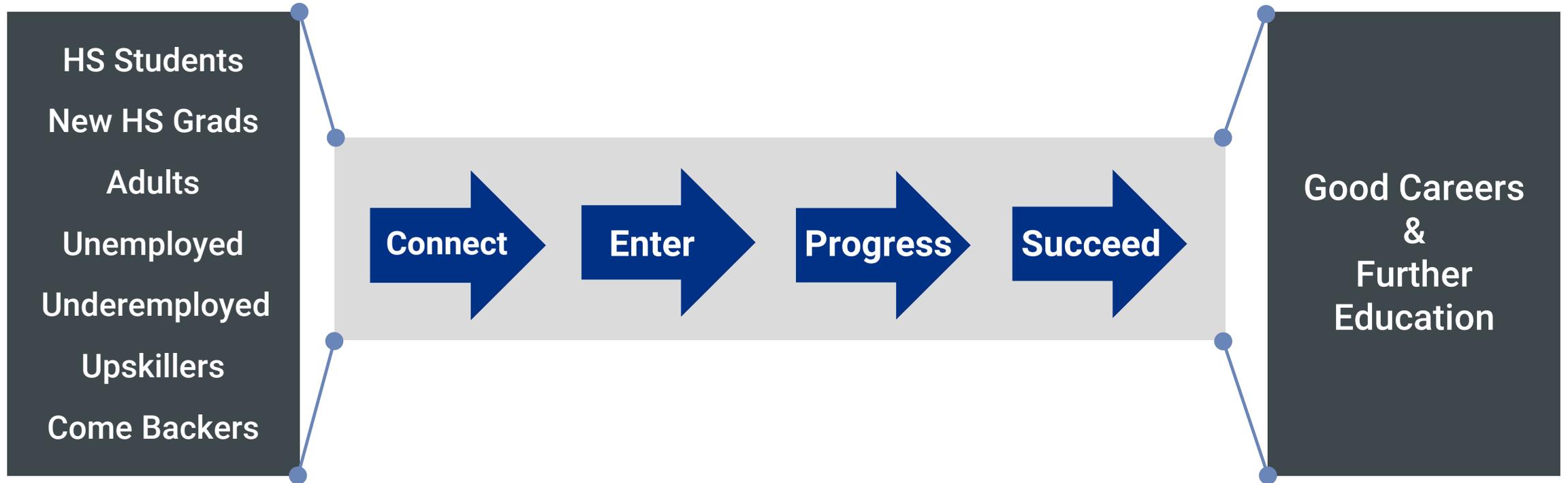
*“capitalizing on enroll in a job approaches”*

# TRUE: Texas Reskilling & Upskilling through Education

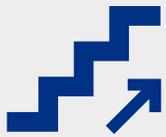


Getting Texans to work with **true pathways** to jobs that pay and **further education**

# The Purpose



# The TRUE Workforce Initiative



Identify high-priority credentials and foundational career specific skills



Design and implement high-quality short-term and micro-credentials aligned with regional demand



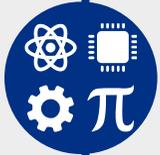
Create program maps to credentials, including opportunities for careers, further education, and related wages Deliverables

# Dallas College True Pathways



## **Manufacturing & Industrial Technology**

- Logistics – Certified Logistics Technician and Associate
- Mechatronics – PMMI Mechanical and Fluid Power
- Robotics – Automation Technician



## **Engineering, Technology, Mathematics and Sciences**

- IT Support – Comp Tia A+ and Linux+
- Cloud Support – AWS SysOps Administrator and Cisco Certified CyberOps



## **Health Sciences**

- Telehealth Patient Care Technician – PCT Certification and Google IT Support Professional



## **Business, Hospitality and Global Trade**

- Business Foundations

# The Opportunity

- Earn Micro-credentials (Lifeboats, Badges) -- Entry level professional certificates.
- Receive credit for prior learning
- Include continuing education, industry-based certifications (IBC) and apprenticeships into stackable credentials
- Receive credit for military courses
- Continue education to advanced certifications/degrees while working, through online courses, or accelerated on-campus experiences.
- Use community college as lifelong career progression learning partner
- Earn credit-as-you-go
- Engage with business and industry
- Utilize multiple modalities to earn credentials including online, in-person and hybrid

The background features a dark blue field with various sizes of gear icons. On the right side, there is a grayscale photograph of a person's hands pointing at a laptop screen. A large white diagonal shape is overlaid on the left side, containing the text.

# THANK YOU

*Education Workforce Committee*



## ITEMS FOR REVIEW NO. 5.1.a.

### Education Workforce Committee Notes for April 6, 2021

An Education Workforce virtual meeting of the Board of Trustees of Dallas College was held Tuesday, April 6, 2021, beginning at 2:45 p.m. on the Cisco Webex platform and was broadcast via the streaming link:

<http://www.dcccd.edu/boardmeetingslive>. This meeting was convened by Committee Chair Phil Ritter.

#### Board Members and Officers Present

Mr. Cliff Boyd

- \* Ms. Monica Lira Bravo
- Ms. Charletta Rogers Compton
- \* Ms. Diana Flores
- Dr. Joe May (secretary and chancellor)
- \* Mr. Phil Ritter (committee chair)
- Ms. Dorothy Zimmermann

#### Members Absent

JL Sonny Williams

- \* *Denotes a committee member*

1. **Roll Call - Announcement of a Quorum** confirmed by Perla Molina.
2. **Certification of Notice Posted** for the meeting was confirmed by Chancellor Joe May.
3. **Citizens Desiring to Address the Board**  
None.

#### 4. CCCCommittee Presentations

1. **State of Local Workforce: COVID Impacts March 2021**  
Presenters: Shawnda Floyd, Ben Magill, Pyeper Wilkins

Ben Magill talked about the state of local workforce showing unemployment prior to COVID at record lows and jumping to record highs

during the Pandemic. He discussed that the U.S. high was 14.8%, DFW's high was 12.8% and had trended down to 6.7%. Magill shared that the only city in Texas which fared better than Dallas was Austin.

Magill explained that people without high school diplomas were impacted more than any other educational attainment group. He showed Texas employment by industry and shared that leisure and hospitality had the greatest unemployment impact. The good news was that U.S. job growth over the last month showed leisure and hospitality leading the way.

Magill described how the pandemic had impacted DFW contracting industries with a total of 108,231 jobs lost with \$5.1 billion in estimated annual wages lost. He then shared the top five growing industries (professional, scientific, and technical services; transportation and warehousing; finance and insurance; public administration; and construction) for DFW included 28,282 total jobs gained with estimated annual wages gained of \$2.4 billion. Magill noted that Amazon hired an additional 50,000 people nationwide over six months during the pandemic.

Trustee Zimmermann asked about the jobs gained showing a negative versus positive on the slide.

Magill would have that updated and sent forward to the Board.

Magill described for Leadership the demographic impact of job losses and how some of the student barriers that were already in place prior to the pandemic grew much worse during it. He shared the top three zip codes that incurred the most dropouts and stop-outs.

Dr. Pyeper Wilkins informed the Board that there would be a future presentation with a deeper dive into the student impact. She shared that Dallas College would focus on the opportunities for students to gain jobs in areas of software development, registered nursing, accounting, and auditing. Wilkins said the majority of job creation was north of I-30, which Dallas College would need to address with our community partners.

Dr. Shawnda Floyd thanked everyone for the integrated work and their focus on our classroom and curricular content. She informed the Board

that focus will be on health sciences, technology, math, sciences, and engineering. Floyd discussed that Dallas College is poised to be a national model for the work being done with the corporate partners and community partners. She explained that credit for prior learning experience and life experience will help move students through their pathway and into careers much more quickly. Floyd shared there will be focus on students who speak Spanish as their primary language since our community partners are looking for this.

Trustee Flores was excited about how we are aligning with our community partners and asked about the expected timeline.

Floyd shared that most of this is in development already with the new academic incubator working under Beth Stall. She explained that they are blending the programs from North Lake and El Centro together and that they have just launched Telehealth, as well.

Trustee Flores would like further information for the Board in case they have individuals with an interest for this.

Floyd agreed to share that with the Board and asked the Board to share other ideas about community partners we could work with, as well.

Trustee Boyd asked which department of Dallas College is aggressively calling business partners and asked about their training and credentials.

Chancellor May responded that, during the transformation to Dallas College, this structure was created, and investments are being made in new program development. He went on to describe the new responsibilities of the campus presidents to work with community partners. Chancellor May would like to see 15 to 20 new programs started or updated each year.

Wilkins described the new resources available for the presidents and others in these new teams. She talked about the Workforce and Advancement work on this alongside the Ascend Institute, which will focus on corporate training. Wilkins explained that these new groups are working with employers in setting up apprenticeship and internship opportunities.

Trustee Boyd mentioned that the role of a Trustee is to help educate community partners on what education can offer. He asked for a tool kit for Board members to utilize with community partners and business owners.

Wilkins responded that this tool kit was in the works for the campus presidents, and they could create one for the Trustees as well. She explained innovative ways to promote new programs to students are in the works. Wilkins informed the Trustees that they are looking at legislative sessions and state funding as well. Dallas College will ask for more dollars for education and training for unemployed. She mentioned that the 25- to 34-year-old students are the ones lost during the pandemic that will be targeted in this work. Dr. Joseph is partnering on this, as well.

Committee Chair Ritter thanked everyone for their work on this. Wilkins explained that they began with the hospitality industry because it was hit so hard during the pandemic and impacted our students.

Trustee Flores asked how Dallas College is staying ahead of the trends.

Wilkins introduced Vice Provost Mike Walker who is over the School of Business Hospitality and Global Trade.

Magill shared that people of color make up most of the accommodation and food service workers. He explained that by looking at Dallas College through an equity lens with Labor Market Intelligence (LMI). Magill pointed out the major job losses have impacted people of color and this equity issue was compounded by the fact that people of color make up 55% of the industry. He mentioned that 70% of management positions are held by white individuals and that is what needs to change by taking a focused and specific approach and offering imbedded industry-based stackable certificates in the culinary program.

Walker discussed how the hospitality program can respond to these issues by further strategizing and changing our curriculum to create new short-term certificates to meet the needs of the employers. He talked about the urgency of the situation and the immediate need to visit with the National Restaurant Association, Texas Restaurant Association, and other industry

partners. Walker would like to learn about their job postings and what skills their employees need to have and then ask them for a commitment to hire our students based on these certificates that are stackable and lead to a degree.

Magill talked about using the LMI center and existing tools to create new initiatives to ensure the skills are relevant to employers and that our students have these skills when they complete the Dallas College program.

Trustee Flores thanked everyone for the recommendations and asked if capacity is why we are graduating so few from our culinary program.

Wilkins responded that we are at a capacity at El Centro. She discussed the new expansion and how two months in, COVID shut us down. Wilkins explained that, another reason for the graduation number being low, is that students come in and take a course or two and then to get a job. Walker and Magill are working on how to create the certificates and help the students increase wages as they move through the program.

Trustee Flores asked if a specific metric could be created, and if so, what would be the outcome.

Wilkins stated that Magill is working to see what the path needs to be going forward.

Committee Chair Ritter talked about how the job postings are not an industry code and some positions have conflicting skill requirements. He talked about the geographical locations for South Dallas, Duncanville, and Oak Cliff.

Magill discussed the consistency needed and why talking with industry partners is so important in building and verifying the data, while updating the skills and programs for Dallas College students.

Trustee Flores asked if we have micro-certificates built in for specific courses like cake decorating or pastry sets.

Walker said there are fast skill sets that students can learn to get to work more quickly.

Trustee Flores was excited it was an earned certificate.

Committee Chair Ritter verified with Walker that these were competency-based certificates.

Trustee Boyd talked about the importance relations with the people posting the jobs and he encouraged helping employers to set criteria for their employees to attain. He would like Dallas College to have that as a focus.

Committee Chair Ritter asked when Bits and Bites is coming back.

Wilkins answered it would be back in Spring 2022.

**2. Industry Sector Update: Accommodation and Food Services  
Presenters: Ben Magill, Mike Walker, Craig Davis (Visit Dallas)**

Ben Magill introduced Craig Davis, President and CEO at VisitDallas. Magill shared industry details prepandemic from DFW, Texas, and the United States. He talked about the future of the industry and the expectation to grow.

Davis presented how to bring Dallas to the world and the world to Dallas. He discussed some of the youth and amateur sporting events that are coming to Dallas. Davis shared that, prior to COVID, the hotels were at 70% occupancy in January/February 2020. That percentage dropped to single digits with some hotels closing and most losing employees. Davis mentioned there was a loss of 2 million room nights, as well as millions of dollars in revenue. Davis explained this happened with restaurants as well.

Davis discussed that people of color are the majority (55%) of the accommodation and food services workforce, and therefore the most impacted during the pandemic, with 70% of management positions being held by white workers. Davis shared that, in terms of tourism economics, COVID is nine times worse than 9/11 and 2008 put together. He said that small businesses were most impacted, including transportation, restaurants, venues, AV, caterers, and retail.

Davis encouraged the Board that the industry is coming back and that, in the last 30 days there has been a transformation for travel since Spring Break with hotels up to 80% on Fridays and Saturdays. He shared that, in the last couple of weeks, hotels hit record highs. A VisitDallas survey showed 88% of people surveyed had plans to travel in the next six months, but expect safety protocols, masks, and social distancing to still to be in place. Davis speculates a bright future with convention season in the fall and expects full recovery by 2025.

Committee Chair Ritter thanked Craig Davis for presenting and welcomed him to Dallas. Committee Chair Ritter asked what top events he was chasing that the Board might be able to help him with.

Davis answered there are some things in the Northeast that need a place to go. He shared that the Soccer World Cup looks solid for 2026 and they are looking forward to updating the convention center soon.

Trustee Boyd asked about the softball events.

Davis responded they are aggressively going after everything for Dallas right now, especially youth events.

Committee Chair Ritter invited Craig Davis to join in the next Bits and Bites hosted by the Culinary Arts at the arboretum. There was a quick break from 3:03 to 3:15 p.m. and Perla Molina did a second quorum check for the second half of the meeting.

## **5. UItems for Review**

### **A. Committee Notes**

- 1). Education Workforce Committee Notes for March 2, 2021  
Notes were reviewed and no edits were made.

## **6. Executive Session**

None.

## **7. Adjournment was at 4:08 p.m.**

*Captioned video and transcripts for Dallas College Board Meetings are available at our website, [www.dcccd.edu/boardmeetingslive](http://www.dcccd.edu/boardmeetingslive), under the Archived Videos section.*