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

Tuesday, June 22, 2021

9:00 AM

Online: 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.

WORK SESSION AGENDA

1.   Roll Call - Announcement of a Quorum

2.   Certification of Notice Posted for the Meeting

3.   Citizens Desiring to Address the Board

4.   Executive Session

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

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

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

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

5.   Welcome
Presenter: Joe May

6.   Solidifying the Academic Experience for Students
Presenters: Shawnda Floyd, Greg Morris, Danielle Valle

7.   Reinvesting in Student Success
Presenters: Beatriz Joseph, Karen Stills

8.   2021 Summer Enrollment Update
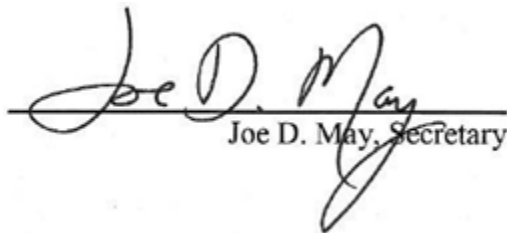Presenters: Anna Mays, Marisa Pierce, Gloria Smith, Veronique Tran

9.   Community Engagement: Solving Problems
Presenters: Joe Seabrooks, Christa Slejko, Eddie Tealer, Pyeper Wilkins

10.   Adjournment

CERTIFICATION OF NOTICE POSTED FOR THE JUNE 22, 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 18th day of June 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

Dallas College

Solidifying the Academic Experience for Students

Shawnda Floyd
Danielle Valle
Greg Morris

June 22, 2021
Budget Work Sessions

Academics

School of Business, Hospitality and Global Trade
Dr. Mike Walker

School of Engineering, Technology, Mathematics and Sciences
Dr. Raghunath Kanakala

School of Creative Arts, Entertainment and Design
Dr. Solomon Cross

School of Health Sciences
Dr. Juanita Flint

School of Manufacturing and Industrial Technology
Dr. Veronique Tran

School of Education
Dr. Robert DeHaas

School of Law and Public Service
Dr. Mike Walker (interim)

Academic Services
Senior Vice Provost, Dr. Greg Morris

Educational Partnerships
Anna Mays

E-Learning
Dr. Terry Di Paolo

Historic Lens

7 different program review approaches

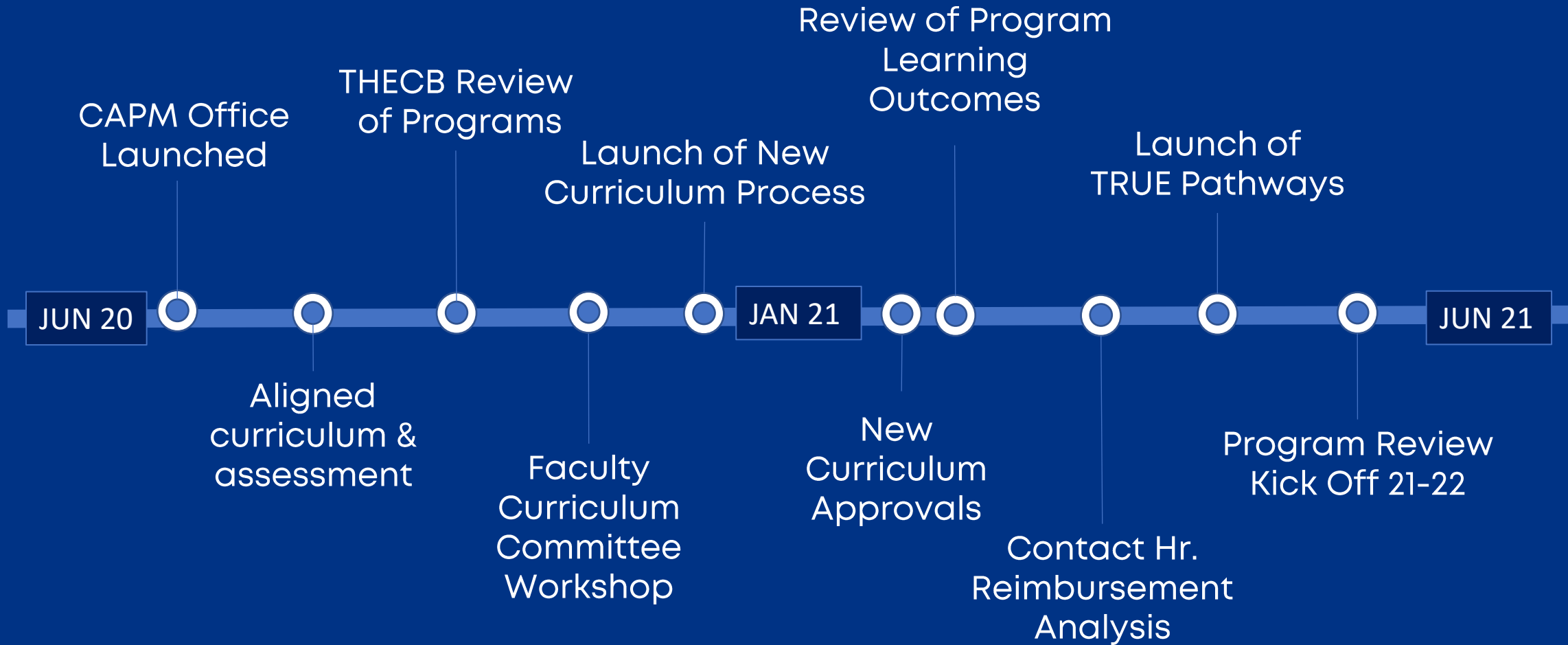**7** sets of competing responses to market

Duplicate programs

Anecdotal versus data-informed program decisions

Timeline of Work

Immediate Program Highlights

Consolidation/Coordination

- Nursing
- EMT/Paramedic
- Radiology Technology
- Digital Art/Media & Visual Comm

Closure/Sunset

- Pediatric Cardiac Sonography (2 cred.)
- Digital Art/Media & Visual Comm (11 cred.)
- Health Information Technology Cert.

New & Expanded Programs

- UX/UI with 3 tracks
- Radiation Therapy
- Patient Care w/ Telehealth Focus
- Amazon Web Services (TRUE)
- Salesforce Embedded Certification
- Logistics (TRUE)
- Business Foundations (TRUE)
- Sys Ops IT Cert (TRUE)

Program Review 2.0

SCALABILITY

Right sizing programs in an ever-changing local and regional marketplace.

COMPLETION DRIVEN

Ensuring students are learning, completing, and gaining high-wage employment.

AFFORDABILILTY

While program cost is important, we will also explore the cost of NOT doing business.

LABOR MARKET RESPONSIVENESS

Ensuring programs are aligned with leading industry indicators and relevant industry certifications
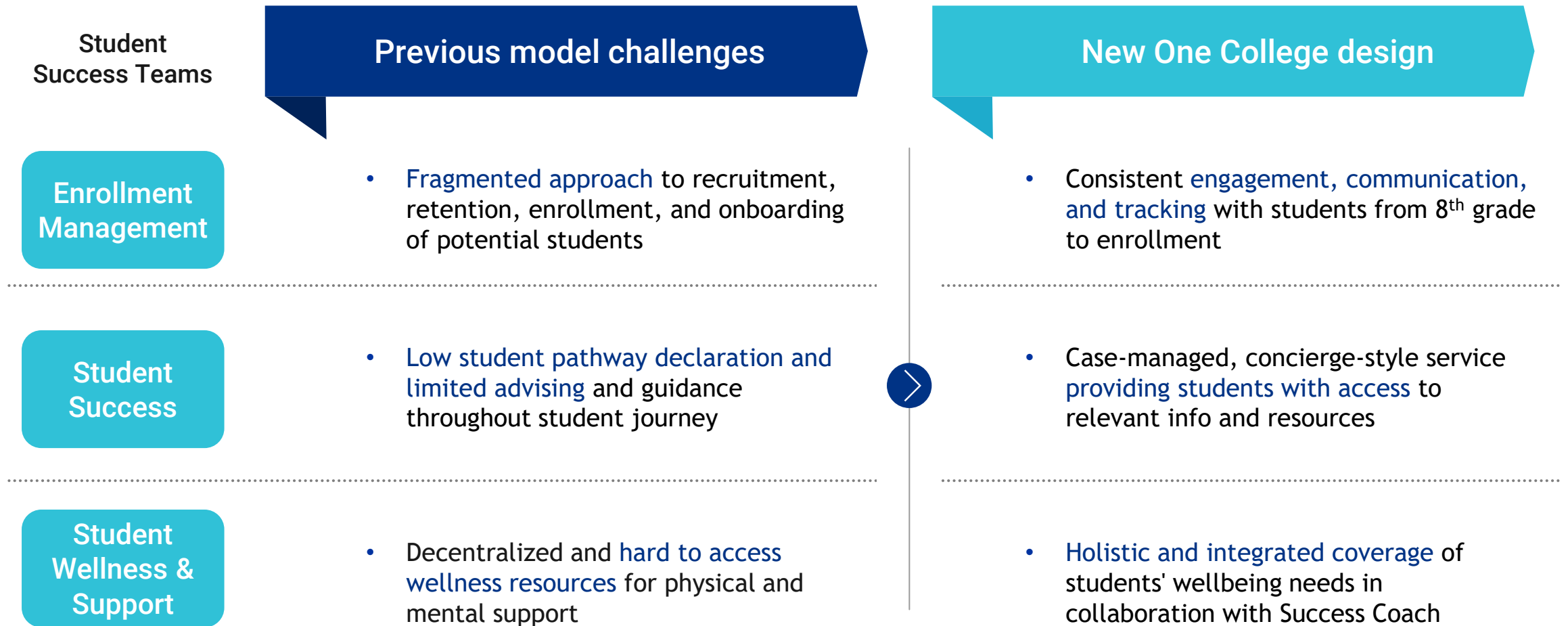
EQUITY MINDEDNESS

Programs should change, adapt and mature to meet the changing needs of the students we serve
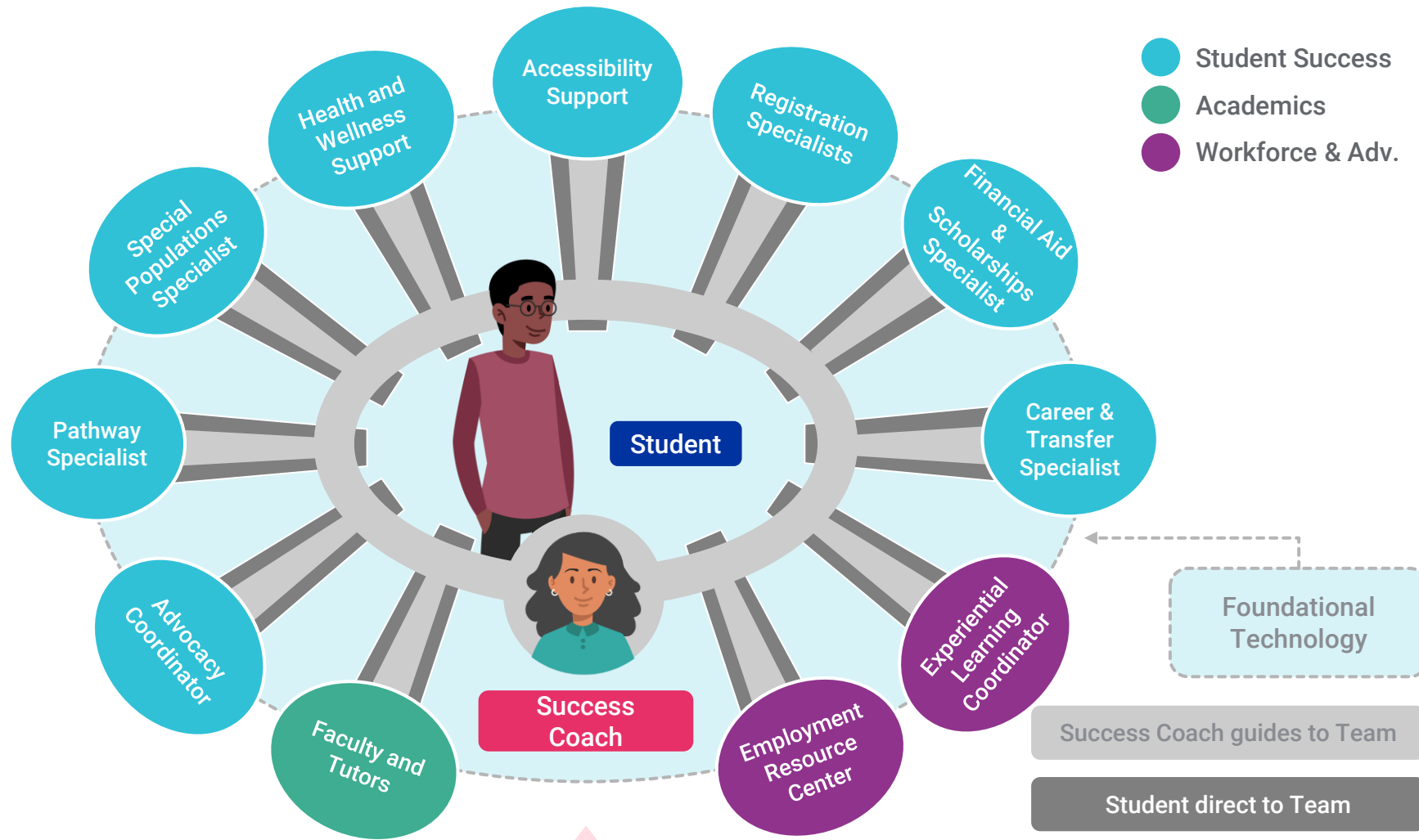
Reinvesting in Student Success

Organization redesign addresses pain points to better serve student needs

Student Success Teams

Previous model challenges	New One College design

Enrollment Management

- Fragmented approach to recruitment, retention, enrollment, and onboarding of potential students

- Consistent engagement, communication, and tracking with students from 8th grade to enrollment

Student Success

- Low student pathway declaration and limited advising and guidance throughout student journey

- Case-managed, concierge-style service providing students with access to relevant info and resources

Student Wellness & Support

- Decentralized and hard to access wellness resources for physical and mental support

- Holistic and integrated coverage of students' wellbeing needs in collaboration with Success Coach

Enrollment Management team ensures potential students are engaged and guided to feel welcomed to Dallas College throughout pre-collegiate process

Recruitment	Application	Financial Aid	Acceptance	Conversion
College Coaches establish a sense of belonging and culture of care from 8th grade onwards	Customized to populations; specialized teams to ensure quality and speed of admissions	Centralized team customized to populations served, collaborating with admission specialists	Welcome package sent to accepted students through Salesforce for seamless acceptance process	New team focused on early exits and students who were accepted and have not yet converted

C — College Coach

E — Enrollment Team

2

Student Success team made up of Student Success Coaches aided by specialists for targeted expertise

Legend:
- Student Success (teal)
- Academics (green)
- Workforce & Adv. (purple)

Diagram labels:
- Health and Wellness Support
- Accessibility Support
- Registration Specialists
- Special Populations Specialist
- Financial Aid & Scholarships Specialist
- Pathway Specialist
- Student
- Career & Transfer Specialist
- Advocacy Coordinator
- Success Coach
- Experiential Learning Coordinator
- Foundational Technology
- Faculty and Tutors
- Employment Resource Center
- Success Coach guides to Team
- Student direct to Team

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

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*
  - *Dual Credit / ECHS / P-Tech*
  - *Continuing Ed*

3

Student Wellness & Support provides integrated approach to meeting students' needs

Goal of Student Wellness and Support

Empower students to reach self actualization; breaking the cycle of generational poverty through a strong network of support

❖ **Students and Student Engagement**

Further build on sense of belonging to create a robust environment where students engage/lead in communities

❖ **Thriving Learning Communities (TLC)**

Students empowered through cultivation of sense of belonging within Dallas College, with a focus on equity and support for special populations

❖ **Student Care Network & Basic Needs**

Physical, physiological, and mental health needs addressed through dedicated services

❖ **Title IX (Coordinates with HR and Legal teams)**

External Partners

Illustrative Examples

Student Success is reinvesting approximately $10M in new areas to address student needs
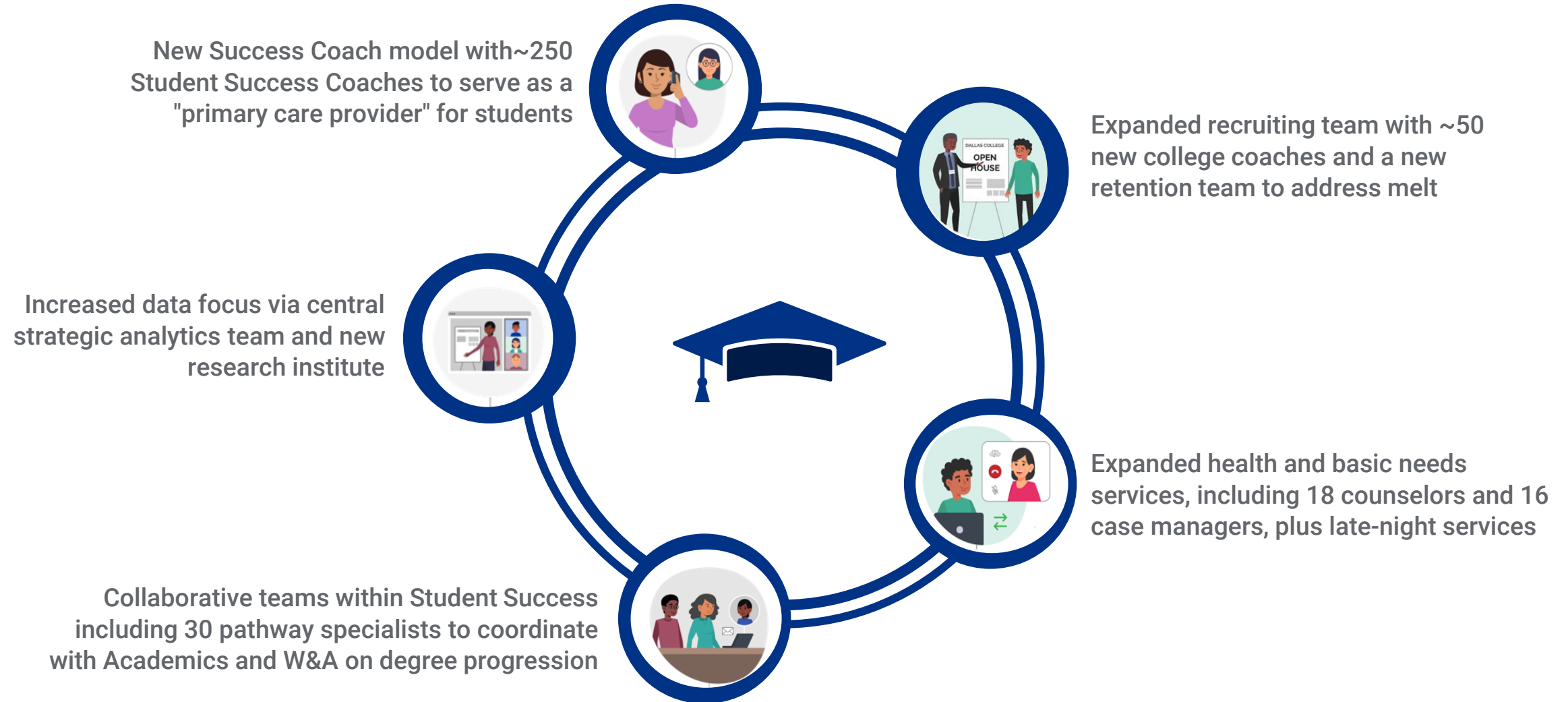
New Success Coach model with ~250 Student Success Coaches to serve as a "primary care provider" for students

Expanded recruiting team with ~50 new college coaches and a new retention team to address melt

Increased data focus via central strategic analytics team and new research institute

Expanded health and basic needs services, including 18 counselors and 16 case managers, plus late-night services

Collaborative teams within Student Success including 30 pathway specialists to coordinate with Academics and W&A on degree progression

Thank you!

National Trends

Overall Enrollment

Overall enrollment is in a decline at **-13%**

Fall Term Enrollment

Fall Term Enrollment reflect a decline at **-10.1%**

Spring Term Enrollment
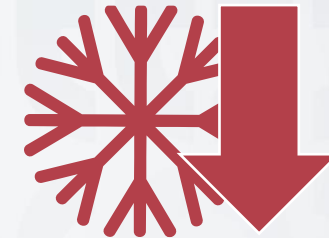
Spring Term Enrollment reflect a decline at **9.5%**

40% of prospective community college students took a gap year in 20-21

Sources: National Student Clearinghouse (2021, June), Spring 2021 Enrollment Report; National Student Clearinghouse (2020, October), Fall 2020 Enrollment Report; Community College Resource Center (2020, November), Behind the Enrollment Numbers

Summer Enrollment

43,780

Summer 2020 Dallas College Students (unduplicated)

VS.

33,685

Summer 2021 Dallas College Students (unduplicated)

8,392	DC/ECHS
232	FTIC
31,560	Returning
3,596	Transfer-in

6,130	DC/ECHS
705	FTIC
24,694	Returning
2,156	Transfer-in

* As of June 14, 2021 and in progress

Source: Dallas College Systemic Reporting & Analytics

3

Demographics – FTIC

Race and Gender

- Summer 2020 to Summer 2021 **demonstrate an enrollment increase.**

- Enrollments **remain in progress.**

- Male and female FTIC's represent **a close tie** in current enrollments by gender.
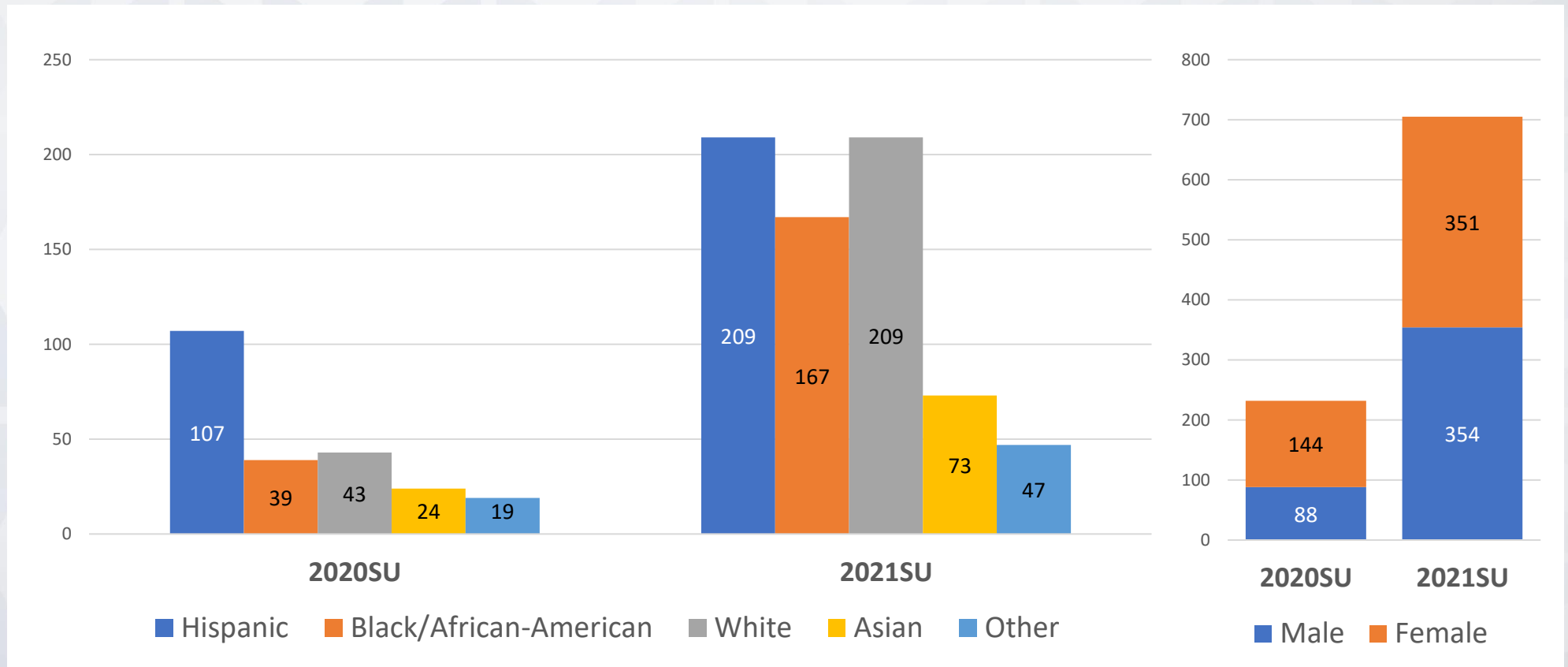
Term Definition
FTIC : Meaning **First Time In College** – no previous college experience.

Source: Dallas College Systemic Reporting & Analytics

4

Demographics – P-TECH/ECHS/DC

Race and Gender

- Impacted by 9th & 10th graders **inability to pursue** summer course offerings

- Largest ISD partnerships (Dallas & Garland) **assessed** low course success rates and online course delivery.
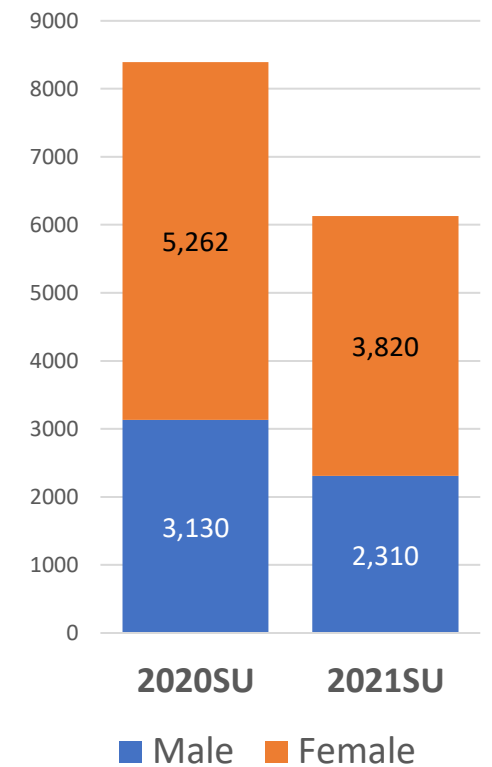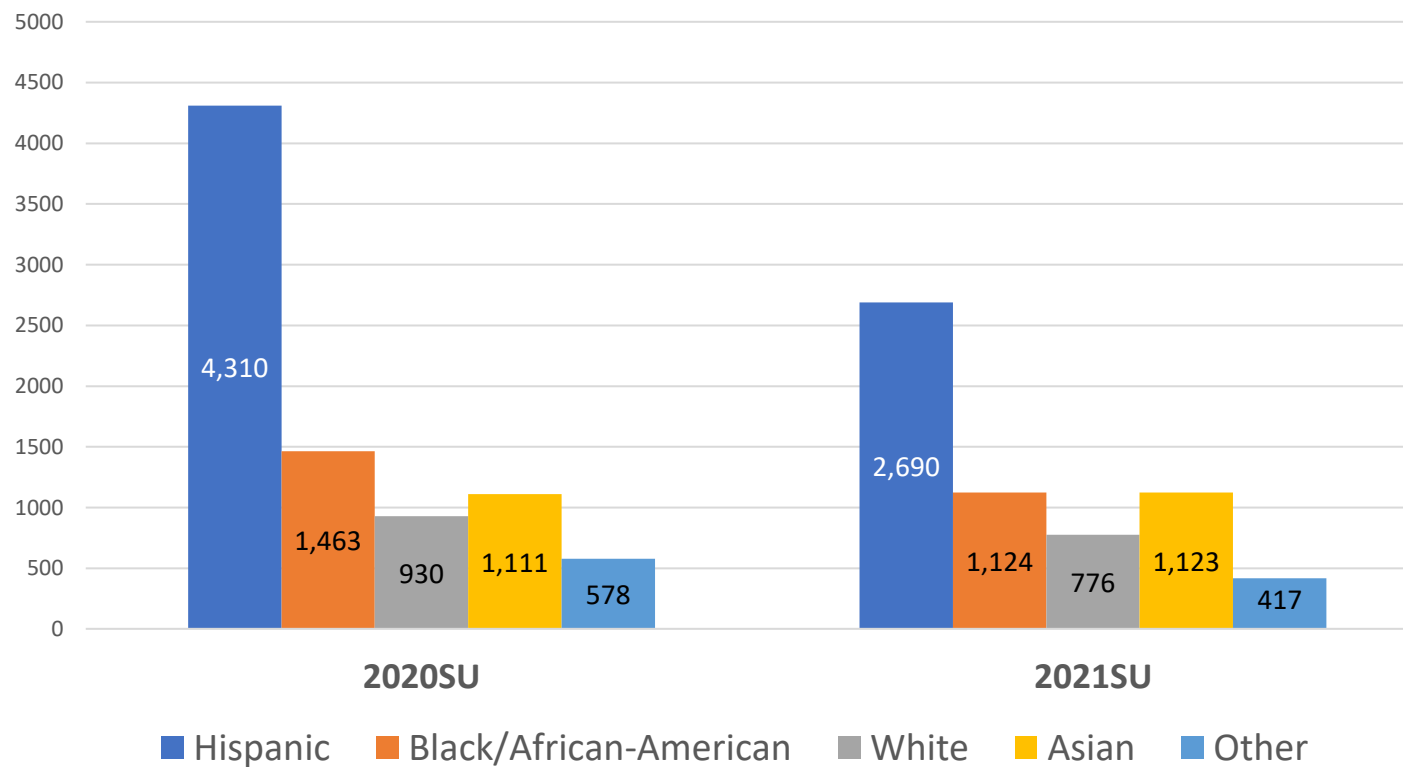
Term Definition
DC/ECHS: Participating in Dual Credit, Early College High School

Source: Dallas College Systemic Reporting & Analytics

5

Interventions and Campaigns

Fresh Start

Specialized Student Success & Marketing Collaborations

TRUE Pathways New Continuing Education Opportunities

Texas College Bridge Summer Program

Fresh Start

Challenge

Solution

Outcome

13,731

1,721

Students faced the financial strain of the pandemic and were unable to pay their full bills

Launched the Fresh Start initiative to clear unpaid balances

Within a week of launch, eligible students have been registering for summer or fall

Marketing Collaborations/Engage and Re-engage

The education you need at the cost you want.
$79/credit hour including books
DALLAS COLLEGE
dallascollege.edu/valpak

Education that works for you.
$79/credit hour including books
Register by August 18
DALLAS COLLEGE
dallascollege.edu/valpak

Thinking of going back to school?
We have 80+ programs tailored for the North Texas job market, with classes that fit your schedule.
Register by August 18.
DALLAS COLLEGE

Specialized Strategies:

- Geofencing Efforts-Zip Code Centered.
- Use of Labor Market Data-Aligned w/Programs of Study.
- Focused on Job Market.

T.R.U.E. Pathways

College Bridge

Individualized

Self-paced, online, individual college English and Math prep courses with focus on college readiness

Summer 2020 & 2021

Dallas College Continuing Education Course for incoming high school graduates

Upcoming

Regional high schools implementing it for high school juniors and seniors in 2021-22

Su'20 TCB Dallas College Pilot:
105 English & 177 Math Completers Entered Fall '20 College-Level Courses

Passing ENGL 1301 (Grades of A-C) Fall 2020	
TCB Students	Traditional College Students
76.5%	52.5%

Passing MATH 1314/1324 (Grades of A-C)		Passing MATH 1332/1342 (Grades of A-C)	
TCB Students	Traditional College Students	177 TCB Students	Traditional College Students
89.1%	59.7% (1314)	64%	62.8% (1332)
	53.1% (1324)		58.2% (1342)

Traditional = Non-Dual Credit Dallas College Students

We Are ALL Responsible

Problems are too big for any one person, group, or organization to solve

It takes a village of internal and external partners

Workforce & Advancement designed to support external involvement, identify and secure resources, and connect the dots within Dallas College

Teams built based on problem/solution/need

Technology backbone (Salesforce) to keep us organized, focused, accountable

Presidents leading the work in the community

Presidents' Roles in Dallas College

Face and voice of the campus for local community

Telling the Dallas College story in the community

Cross-functional collaboration across Dallas College

Convener, connector, facilitator for addressing our business and community partners needs

Nurture a sense of place for the individuals on our campuses

Presidents' Roles in Dallas College

University Transfer Collaborative
President Linda Braddy, Brookhaven Campus

- GOAL: Improve the transfer experience & maximize number of credit hours <u>applied to the major</u> upon transfer
  - Work with four top receiving institutions for DC transfer students
    - University of Texas at Arlington, Texas Woman's University, University of North Texas at Dallas, & Texas A&M Commerce
  - American Association of Collegiate Registrars and Admissions Officers (AACRAO)

Local Chambers of Commerce
President Kay Eggleston, Richland Campus

- GOAL: Develop strong relationships between campus presidents and local Chambers of Commerce to close employer workforce gaps and increase community business productivity and prosperity by connecting with Dallas College's educational resources
  - Garland Chamber's Dallas County Manufacturers' Assn. (DCMA)
  - Richardson Chamber's Strategic Visioning Steering Committee
  - European American Chamber of Commerce, Texas

Presidents' Roles in Dallas College, cont'd.

Serving the Community in New Ways
President Bradford Williams, El Centro Campus

- GOAL: Explore opportunities to provide outreach to the community in innovative ways
  - Collaborate with the Police Athletic League (PAL) on integrating e-Sports into its outreach portfolio; provide campus facilities to host midnight basketball leagues
  - Partner with Dallas Afterschool to support the training and certification of assistants who can supervise "out-of-school-time"

Engagement with Local Spanish-Speaking Communities
President Beatriz Joseph, Mountain View Campus

- GOAL: Partner with West Oak Cliff Planning to engage Spanish-speaking community in 75211
  - Distribute informative literature provided by WOCP through our existing events & audiences
  - Provide meeting space for community information sessions in Spanish, conducted by members of West Oak Cliff Planning team
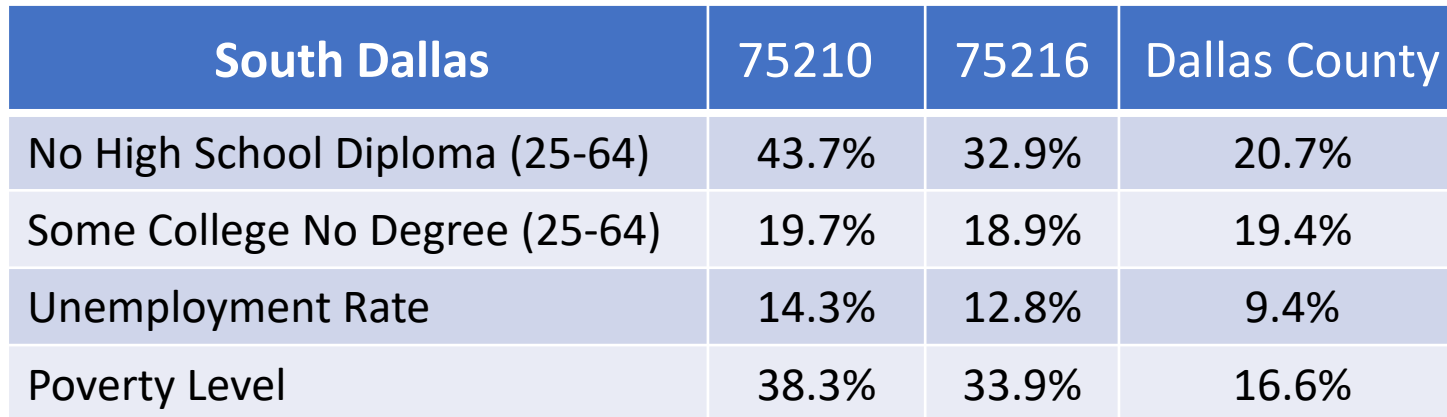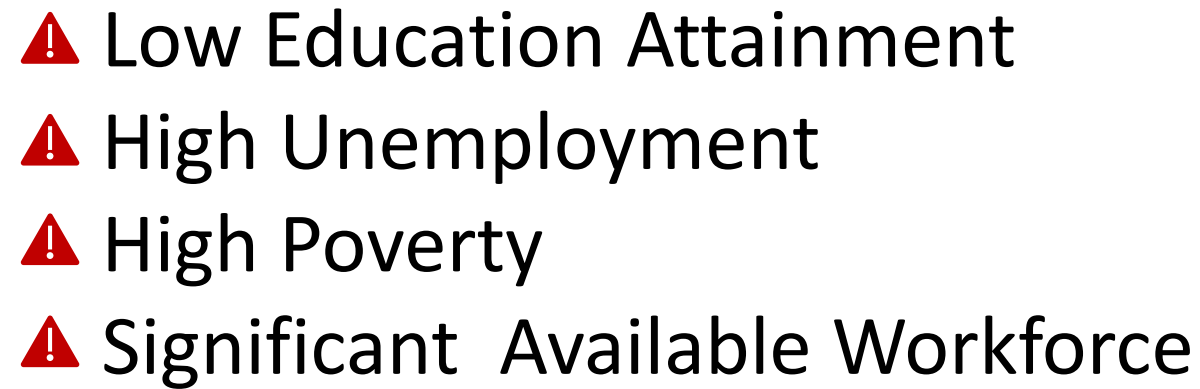
New Models in Action

DALLAS COLLEGE

South Dallas Communities: A Focused Approach

Focused Community

Economic Development Outlook

South Dallas	75210	75216	Dallas County
Population	8,210	52,324	2,697,864
Average Size Household	2.84	3.0	2.76
Total Household	2,813	20,863	965,880
Median Home Value	$83,135	$72,731	$197,515
Median Household Income	$21,805	$28,863	$59,749
Total Businesses	204	855	109,444
Total Employees	1,856	5,658	1,343,704

Problem/Challenges/Opportunities

⚠️ Low Education Attainment

⚠️ High Unemployment

⚠️ High Poverty

⚠️ Significant Available Workforce

South Dallas	75210	75216	Dallas County
No High School Diploma (25-64)	43.7%	32.9%	20.7%
Some College No Degree (25-64)	19.7%	18.9%	19.4%
Unemployment Rate	14.3%	12.8%	9.4%
Poverty Level	38.3%	33.9%	16.6%

Dallas College Driven Solution

South Dallas Training Center (75210)

Expanded GED and Implement TRUE Pathways

i.e. Logistics & Mechatronics

- Industry Certifications: Manufacturing Skill Standards Council & PMMI
- Community Partners: Inter-City Development Corporation, & South Dallas Employment Project (SDEP)

Innovation Center (75216)

Expanded GED and Implement TRUE Pathways

i.e. Construction Trades & Mechatronics

- Industry Certifications: National Center for Construction Education & Research (NCCER) & OSHA
- Community Partners: Regional Black Contractors Assocation, SDEP, and the Oasis Center

Next Steps

Complete/Update Centers
(SDTC & Innovation Center)

Complete design of comprehensive
marketing/recruitment plans

Expand community
partners and employers

Coordinate Student Support
and Wrap Around Services

Dallas College Leadership
and Coordination

Shawnda Floyd, Provost	Beatriz Joseph, Vice Chancellor	Pyeper Wilkins, Vice Chancellor
Patty Arellano-Tototta, CMO	Veronique Tran, Vice Provost	Gloria Smith, AVC
Marisa Pierce, AVC	Karen Stills, AVC	Iris Freemon, AVC
Ben Magill, AVC	Donielle Johnson, Sr. Director	Pat Webb, Sr. Director
Tana Hicks, Sr. Director	Sheridan Nixon, Director	Kevin Cheeks, Director

The Parkland Project:
A Comprehensive Solution for a Large Community Partner

DALLAS COLLEGE

Create a one-stop shop approach to a comprehensive partnership between two large community organizations: Dallas College (DC) and Parkland Health & Hospital System.

What is the Partner's Expressed Need?

- Single point of contact for all initiatives and activities between DC and Parkland HHS.
- Expansion of a current partnership focused on training and recruiting healthcare professionals, to fulfilling all types of workforce training needs across multiple professions.
- Assistance and support for attracting and retaining a workforce that reflects the faces and voices of Dallas County.
- Support for delivering a comprehensive set of community services to the individuals of Dallas County.

The Parkland Partnership:
Who is Parkland Health & Hospital System?

Care. Compassion. Community.

Opened 1894

Primary Teaching Hospital for UTSW

12 community clinics and 11 school-based and mobile units

Focus on community outreach and preventative care

599 job opportunities open with approximately 1/3 being non-clinical

- 884 Beds
- 13,096 employees (4312 RN's)
- $1.1B uncompensated care
- ER Visits: 204,506

- Outpatient visits: 1.035M
- Deliveries: 12,239
- Surgeries: 17,102
- Pathology procedures: 11.6M
- Prescriptions: 9.9M

The Parkland Partnership:
The Dallas College Solution

Project team with assigned roles and responsibilities focused on the needs of PHHS.

Regular project meetings and project tracking.

Clear line of communication between PHHS and identified Dallas College executive-level and project-delivery point persons identified.

Clear entry points for new opportunities as they develop, to and through the partnership, and documented through Salesforce.

Representatives from major functional areas of Dallas College engaged as needed.

The Parkland Partnership:
The Dallas College Team

Career Connected Learning
Anita Bedford
Elizabeth Guerra
Alisa Jones
Pat Webb

Workforce Advancement
Dr. Iris Freemon

School of Health Science
Dr. Juanita Flint
Berna Thomas

Employer Resource Center
Dr. Maya Fernandez

Solutions Development
George Laffoon
Patricia Corley

Student Success – Career Development
Christol Johnson

President
Dr. Christa Slejko

Christa Slejko

16

Clinical opportunities for Health Science and EMT students.

Upskill opportunities for current Parkland healthcare professionals.

Virtual Career Fairs utilizing Greenlight.

Grant funding for training, recruitment, and internships, such as DOL *You're Hired g*rant for Patient Care Tech and RN Residency apprenticeship.

Recreate Parkland's Grow-Your-Own program into a pre-apprenticeship program.

TRUE Pathway opportunity to certify individuals in EPIC (healthcare software platform), an electronic medical record management system (EMR).

Telehealth Services and Clinics.

Focus on Underserved Communities: Balch Springs & Mesquite

Balch Springs Economic Development Outlook

🚗 156,000 vehicles travel daily between Balch Springs and Dallas

📋 167 Acre Master Planned Development

⏳ 75 Acres of Future Development

🏠 62 Acres available

🌲 73 Acres of Park Land

Workforce Training Opportunities for Economic Development Expansion

🛒 Planned Mixed Use Development (Retail and Commercial)

🏪 95 Acres of Business Park (Manufacturing and Warehousing)

❤️ 64 Acres of Proposed Medical Corridor (Senior Housing)

💼 Future Infrastructure to support 400 plus employees

Focus on Underserved Communities:
City of Balch Springs*

⚠️ Problem:

- Skilled Workers Needed for Growth
  - New Amazon 130,000 sq. ft. Fulfillment Center in Balch Springs
  - Retirements and Aging Workforce
  - Attainment of Certifications and Degrees
  - Retention of Graduates to Return as Professionals

Solutions:

- Collaboration with Local Universities, Colleges, and Schools
- Workforce Development Training (Collaboration with Balch Springs Library Learning Center)
- Grant Opportunities
- Student Scholarships, Internships, and Mentorships
- Expanded GED and WorkReadyU Programs with Pleasant Grove Center
  - Vice Chancellor Wilkins, Director Anita Bedford, and Director Martha Fernandez and Team

Dallas College working with Mayor Gordon, City Manager Kluse, Chamber of Commerce President Gibson, and Community Development Director Dyser and staff

Eddie Tealer

Focus on Underserved Communities:
Intersection of Mesquite, Balch Springs & Sunnyvale

Mesquite ISD Vanguard HS (Choice)
- Career-focused
- Certificates and Certificate Pathways
- Vice Provost Mays, Dean Flanders and Team

MISD Safe Landing Program
- Opening Doors Program for Young Adults 17 to 24
- Includes thirty days assistance with hotel accommodations
- Eventually Impacts 250 New Students to Dallas College
- Vice Chancellor Wilkins, Vice Chancellor Joseph and teams

Next Steps:
- Ensure that all community leaders have a platform to share in solving problems of mutual concern. This includes training in workforce development as well as programmatic and resource needs.
- We're responding to our community's desire to find common ground for the allocation of resources by developing an advisory council.

Thank you!

DALLAS COLLEGE