

## CONSENT AGENDA NO. 8.1.b.

### Approval of the June 22, 2021 Work Session Minutes

It is recommended that the Board approve the minutes of the June 22, 2021 work session meeting.

A virtual work session meeting of the Board of Trustees of Dallas College was held Tuesday, June 22, 2021, beginning at 9:05 a.m. on the Cisco WebEx platform and was broadcast via the streaming link:

<http://www.dcccd.edu/boardmeetingslive>. The meeting was convened by Chair Monica Lira Bravo.

#### Board Members and Officers Present

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

#### Members Absent

Mr. JL Sonny Williams

1. **Roll Call** - Announcement of a Quorum was confirmed by Perla Molina.
2. **Certification of Notice** posted for the meeting by Chancellor Joe May.
3. **Citizens Desiring to Address the Board**  
None.
4. **Executive Session**  
Board members went into executive session at 9:07 a.m. and returned to the regular meeting 10:32 a.m. The meeting resumed at 10:35 a.m.
5. **Welcome**  
Presenter: Chancellor Joe May
6. **Solidifying the Academic Experience for Students**  
Presenters: Shawnda Floyd, Greg Morris, Danielle Valle  
Schools of:

1. Business, Hospitality and Global Trade – Dr. Mike Walker
2. Engineering, Technology, Mathematics and Sciences – Dr. Raghunath Kanakala
3. Creative Arts, Entertainment and Design – Dr. Solomon Cross
4. Health Sciences – Dr. Juanita Flint
5. Manufacturing and Industrial Technology – Dr. Veronique Tran
6. Education – Dr. Robert DeHaas
7. Law and Public Service – Dr. Mike Walker [Interim]
8. Academic Services – Sr. Vice Provost, Dr. Greg Morris
9. Educational Partnerships – Anna Mays
10. E-Learning – Dr. Terry Di Paolo

Duplicative programs across locations led to program consolidation and focus on S.C.A.L.E.

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

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

AFFORDABILITY – 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.

Courses were intentionally focused on business and industry needs. There was a school review committee of subject matter experts that was suited to identifying those curriculum needs. Data consisted of student achievement and recommendations driven by faculty members.

#### FOLLOW-UP

Trustee Boyd: What partnerships were established within the programs? What strategic partners did we have that built the bridge for potential employers? How did we build those relationships? Specific to Health Care.

Pyeper Wilkins: Employer Resource Center worked on a comprehensive list of strategic partners that were already in place with Dallas College.

## **7. Reinvesting in Student Success**

Presenters: Beatriz Joseph, Karen Stills

New One College Design

- Consistent engagement, communication, and tracking with students from 8<sup>th</sup> grade to enrollment.
- Case-managed, concierge-style service providing students with access to relevant info and resources.
- Holistic and integrated coverage of students' wellbeing needs in collaboration with Success Coach

Hired 250 Student Success Coaches who started right after July 4<sup>th</sup>. The student to coach ratio was 350:1. Success Coaches were responsible for connecting students with appropriate resources such as counselors or outside resources.

Success Coach is student-focused:

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

Student Wellness & Support provided an integrated approach to meeting students' needs through:

- Student Engagement
- Thriving Learning Communities [TLC]
- Student Care Network & Basic Needs
- Title IX {Coordinates with HR and Legal teams}

Enrollment Management team ensured potential students were engaged and guided to feel welcomed to Dallas College throughout pre-collegiate process.

## FOLLOW-UP

Trustee Flores: There were more students than actual coaches. How does Dallas College plan to provide those services if there won't be sufficient employees?

Trustee Boyd: Who identified the students in need? What were the implications for assessing students to identify any issues upfront and better determine the pathway of the student's success? Building a relationship with Metrocare that may offer these diagnostic services? What type of credentials did a Student Success Coach job require? Duties and skills? Send job description. Who oversaw and ensured Success Coaches fulfilled their jobs at

the best capacity? Salesforce that measured the connectivity and exposure of the clients. Follow-up on services provided through Young Life and how Dallas College offered some of the same services.

Trustee Ritter: Were there additional layers of service or accommodations specific to at-risk populations as far as foster care/criminal justice. What services were available for those enhanced cases? What did the role of on-campus student services consist of?

## **8. 2021 Summer Enrollment Update**

Presenters: Anna Mays, Marisa Pierce, Gloria Smith, Veronique Tran

### **Fresh Start**

- Cleared unpaid balances and within a week of launch, 1,721 eligible students registered for Summer and Fall.
- Cares Act – Students had to have balances from Spring, Summer, Fall 2020 and Spring 2021. Total: \$6 Million [FY2020 - \$4M, FY2021 - \$2M]

### **Specialized Student Success & Marketing Collaborations**

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

### **T.R.U.E. Pathways**

- High-demand jobs that were available in the DFW area were dependent on certifications that were offered through the pathways that were industry recognized credentials.
- Working closely with Industry Advisory Boards allowed us to stay on top of industry standards, engagement and today's market.

### **Texas College Bridge Summer Program**

- Individualized: Self-paced, online, individual college English and Math prep courses with focus on college readiness
- Summer 2020 & 2021: Dallas College Continuing Ed Course for incoming high school graduates
- Upcoming: Regional high schools implementing it for high school juniors and seniors 2021-22

ISD leadership decided to give 9<sup>th</sup> and 10<sup>th</sup> graders the ability to pursue Summer course offerings which were communicated to Dallas College in the early Spring after they assessed the grades for Fall 2020.

Students were still facing a financial burden. Students needed to meet certain criteria to obtain Financial Aid since that is criteria-based.

### **FOLLOW-UP**

Trustee Boyd: Creating a direct line with a live person who can direct students to a specific service [I.E. Financial Aid]. How did Dallas College target markets? Incentives for students and community engagement that integrated the labor market.

Dr. Joseph: Call center was being established to serve students.

Trustee Flores: How did you include Continuing Ed number completions in the data to identify success points?

Trustee Ritter: What does the Dual Credit Facilitator role consist of? How does it relate to the navigator role? Requested number of enrollments [Academic v. Certificates].

Chancellor: We needed to refocus and ensure everyone could teach and perform in that modality and identify what types of courses are available online.

## **9. Community Engagement: Solving Problems**

Presenters: Joe Seabrooks, Christa Slejko, Eddie Tealer, Pyeper Wilkins

Returned from break at 2:15 p.m. and quorum was confirmed.

Wilkins talked about engagement in the community and integrated work to solve problems and serve employers. She explained this last year of becoming Dallas College was designed to meet the needs of students, employers, and the entire Dallas County community by building the new internal structures that transform student lives while addressing strategic priorities of the Board of Trustees.

Wilkins referenced the previous sessions of internal work with students, access to resources, and assessing programs for degree and credentialed outcomes for students to enter the workforce and earn a living wage. She reminded college leadership how the past structure made it hard to see who was doing what with no way to track results of work or being accountable for outcomes. Wilkins focused on the external work that was being done in a coordinated and consistent way utilizing the new Dallas College structure.

Wilkins mentioned how the new structure with multiple cross functional teams utilizes Salesforce to track a student's journey and support. She described how Salesforce would be the technological backbone for Dallas College community engagement and would keep us coordinated, accountable, and engaged. Wilkins talked about how the summer roll out would include dash boards that

were updated and how this transformational tool would be used to address the employer connections that Trustee Boyd had asked about earlier. Wilkins explained that a new expanded role for our presidents would expand community engagement to reach across the country, not just in Dallas County.

Wilkins introduced Dr. Tealer to discuss how the updated presidential role in Dallas College would work and how it would now expand to more community engagement.

Tealer talked through the presidents' roles in Dallas College including being the face and voice of the campus for local community, telling the Dallas College story in the community, cross-functional collaboration across Dallas College, acting as convener, connector and facilitator for addressing our business and community partners' needs, while also nurturing a sense of place for the individuals on our campuses.

Tealer shared examples of her work with President Linda Braddy from Brookhaven Campus. They were involved in the University Transfer Collaborative to improve transfer experiences and maximize the number of credit hours applied to majors upon transferring from Dallas College. He shared with leadership that Braddy worked with four top receiving institutions for transfer students from Dallas College, which included University of Texas at Arlington, Texas Woman's University, University of North Texas at Dallas, and Texas A&M Commerce. Tealer stated that Braddy is working with American Association of Collegiate Registrars and Admissions Officers to replicate a national transfer study with key steps for next actions to be reported.

Tealer mentioned President Kay Eggleston from Richland Campus worked to develop strong relationships between campus presidents and local chambers of commerce. Leadership worked to close employer workforce gaps and increase community business productivity and prosperity by connecting with Dallas College's educational resources. He mentioned her work with the Garland Chamber's Dallas County Manufacturers' Association to implement innovative solutions in the new manufacturing and automation workforce, Richardson Chamber's Strategic Visioning Steering Committee in reaffirming its five-star accreditation, and European American Chamber of Commerce, Texas to expand its global trade in this region.

Tealer mentioned the newest president, President Williams for El Centro campus, worked with the Police Athletic League integrating Esports into its outreach portfolio and providing campus facilities to host midnight basketball leagues. He talked about Williams' partnership with Dallas Afterschool to support the training and certification of assistants who can supervise this program.

Tealer shared that President Beatriz Joseph for Mountain View campus has partnered with the West Oak Cliff Planning and Urban Design Department to engage the Spanish-speaking community in zip code 75211. He stated that Dallas College would be distributing literature at food banks. Tealer said more would be presented about this work in future Board meetings. (Tealer had connection issues for a couple of minutes.)

Tealer talked through the three new models in action across Dallas County in advancement, academics, and student success. He introduced Dr. Seabrooks to talk about the South Dallas Communities: A Focused Approach.

President Seabrooks shared an example using the new Dallas College model showing the commitment to Dallas County to get in front of jobs in the future but not leaving people behind in the process. He showed a slide on economic development comparing two zip codes 75210 and 75216 to reflect the variances. Seabrooks informed leadership that in 75210 43 percent of people ages 25 to 64 do not have a high school diploma and in 75216 approximately 32 percent. The entirety of Dallas County averages around 20 percent without a high school diploma, reflecting low education attainment, high unemployment, and high poverty. He went on to discuss the high percentage of people re-entering the workforce which gives a large opportunity at the Richland campus to expand GED efforts and focus with Vice Provost Tran in logistics and certifications in Mechatronics for industry certifications with National Center for Construction Education and Research, OSHA, and community partners – Regional Black Contractors Association, SDEP, and Oasis Center.

Seabrooks explained that the next steps would be to update the centers and mentioned all the work Vice Provost Tran did to transform the space and maximize our community partner efforts to get students involved, enrolled, and completed.

Trustee Boyd asked how we were expanding community partner employers, what the game plan was, and how the territory would be divided. He also asked about subject matter experts and if Dallas College would touch all 500 of the largest employers in Dallas County.

Seabrooks answered about his activity with the South Dallas transportation management association with logistics and advanced manufacturing and shared examples of FedEx, Home Depot, and other strategies in the South Dallas employment project. He mentioned that dozens of organizations have signed on for this region.

Trustee Boyd mentioned how the North Lake campus worked with the construction association in Irving and then asked if it would be helpful to identify all the associations in Dallas County and their memberships.

Seabrooks replied that President Slejko brought the construction association to Cedar Valley campus to look at the new commercial HVAC lab and how they want to be in the southern sector to help businesses flourish.

Trustee Boyd talked about the members of the associations that could help Dallas College by giving employment to students and how Salesforce would give the college data. He volunteered to help the presidents go on visits to employers and associations throughout the community.

Wilkins interjected that Trustee Boyd should sign up for Salesforce training.

Trustee Boyd answered how he used Salesforce for years and encouraged employees to put in good information. He encouraged implementation of a reward system for those who contributed and trained in Salesforce.

Seabrooks accepted Trustee Boyd's offer to go on visits in the community.

Trustee Ritter asked about what the Dallas College leadership looked like in the new Dallas College model.

Seabrooks answered that the campus level complaints he normally dealt with had gone down dramatically, allowing him to be the voice of the campus in the community. He loved brainstorming and followed up quickly with the community to bring opportunities to the table and make them happen.

Trustee Ritter answered that knowing issues were being handled that freed presidents up to represent Dallas College at a higher, strategic level is a big change and thanked the presidents for their hard work.

Seabrooks responded that once full teams are in place it would feel like an army behind him.

Trustee Flores asked what was being done to help employees change the culture and climate regarding staff and schools being relocated. She reported that word had come that staff were not welcoming new people onto their campuses and mentioned much had been invested in human capital and dollars for these necessary changes.

Tealer answered that the presidents go around and welcome individuals to their campuses and invite them to events. He explained that COVID policies had kept staff from meeting together in person, but that was changing. Tealer



talked about what some of the campuses were doing like ice cream socials and meet-and-greets to welcome new people. He mentioned that once everyone was back together it would be supportive.

Trustee Flores mentioned that the locations where staff were not being welcomed, many people knew about it and wanted more work done to develop employees in this way moving forward.

Seabrooks thanked the Board for their support and suggestions and mentioned that Eastfield, North Lake, and Brookhaven campuses all held welcome back celebrations, and Cedar Valley planned to honor the essential workers that never left during the pandemic.

President Slejko talked about how the president needed to create a sense of place for the staff on the campuses and help them have a home base while celebrating students and employees in that shared space.

Slejko introduced leadership to the Parkland Project model for comprehensive solution for large community partners. She mentioned that a community board member reached out to her regarding a possible partnership with Parkland. Slejko shared that Parkland wanted a one-stop-shop approach to a comprehensive partnership between Dallas College and the Parkland Health and Hospital System. She walked the Board through Parkland's expressed needs and discussed details of the scope of Parkland with twelve community clinics, eleven school-based and mobile units, more than 13,000 employees with approximately 600 job opportunities with one-third being non-clinical positions like IT, accountants, bakers, cooks, etc. making Dallas College the perfect partner for Parkland.

Slejko worked with Wilkins to put together a comprehensive Dallas College project team. Each team member was given a specific role and knew what was going on with Parkland and tracking the work. She mentioned the first task was to do an inventory of who was working with Parkland already and what the status was in that work. Slejko introduced the Dallas College Parkland team and said that she would remain as point of contact with her friend on the board, while Pat Webb would work as project delivery person, Dr. Iris Freeman would work with mental health and workforce advancement, and Vice Provost Juanita Flint with School of Health Sciences.

Slejko shared some examples of project outcomes with Parkland including clinical opportunities, upskill opportunities for current Parkland healthcare professionals, grant funding for training, Parkland Grow-Your-Own program, apprenticeships and career fairs, TRUE Pathways, and Telehealth services. She mentioned the college would use this model for other partnerships as it was developed.

Trustee Boyd was excited about the program and shared that Parkland pays a lot of money for their after-hour education, which could be another opportunity for Dallas College. He mentioned that this footprint could be utilized with others like Children's, Scottish Rite, Baylor, Methodist and more. Boyd shared that he wants Dallas College to be the quarterback for workforce development and bring employers to town. He committed to helping with Parkland and becoming part of the team.

Trustee Flores commended the work and asked if Dr. Slejko was the lead for Parkland.

Slejko answered that she is the lead at the executive level for Parkland.

Trustee Flores shared about a meeting she had with Dr. Cerise at Parkland which could be another possible collaboration.

Vice-Chair Ritter talked about programs being developed on mental health and how the college could partner with Parkland on work study programs for students and telehealth as well and asked how it would all come together.

Slejko mentioned the mental health and telehealth services being offered to students, but students did not have good access to mental health services and wanted to utilize telehealth more.

Freeman mentioned the conversations with Vice Provost Flint regarding opportunities for Dallas College students, clinicals, internships, and apprenticeships. She mentioned that Gloria Smith worked on this as well, trying to meet the needs of students through telehealth. Freeman discussed that this would be at the top of the list.

Vice-chair Ritter talked about educational workforce and the work to bring health care back as an industry sector from a student services and pathway point of view.

Tealer shared examples where growth and economic development was happening in Balch Springs and Mesquite communities and talked about the Amazon 130,000-square-foot facility and the 200 employees just hired with more hiring to come. He mentioned the talent supply, which is shrinking due to retirements and aged workforce. Dallas College was collaborating with the city offices to open student internships and mentorships.

Tealer shared that Wilkins worked on a pipeline for individuals. He also mentioned that Mesquite and Sunnyvale area was growing and had a new choice high school that focused on career and certificate pathways with an

expected 500 freshman and sophomores to begin in the fall 2021 with a full capacity of 2,000 students. He mentioned these were at-risk students and Mesquite ISD had safe landing programs with pathways of support to get students through high school and college. Tealer mentioned that both Wilkins and Joseph attended meetings with him, and that Dallas College gave workshops to help these students. He mentioned that Dallas College anticipated serving 500 to 600 of this communities' students with a platform in solving problems of common concern utilizing an advisory council to address the issues that impact partners and students. Tealer shared that this collaborative begins in September.

Chair Bravo was encouraged to hear about the partnerships and collaborations the presidents were working on.

**10. Adjournment** was at 3:18 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.*