



*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, this meeting is being broadcast over the Internet in the manner prescribed by Texas Government Code, § 551.128. In accordance with Texas Government Code § 551.127 one or more members of the Board of Trustees may participate in the meeting via videoconference in accordance with the provisions thereof.*

## **NOTICE OF AN EDUCATION WORKFORCE COMMITTEE MEETING OF THE BOARD OF TRUSTEES FOR DALLAS COLLEGE AND RICHLAND COLLEGIATE HIGH SCHOOL**

**Tuesday, March 1, 2022 | 3:00 PM**

**Administrative Office  
1601 Botham Jean Blvd. | Lower Level, Room #036  
Dallas, Texas 75215  
[www.dallascollege.edu/boardmeetingslive](http://www.dallascollege.edu/boardmeetingslive)**

*Persons who address the Board are reminded that the Board may not take formal action on matters that are not part of the meeting agenda and may not discuss or deliberate on any topic that is not specifically named in the agenda. For any non-agenda topic introduced during this meeting, there are three (3) permissible responses: 1) to provide a factual answer to a question; 2) to cite specific Board Policy relevant to a topic; or 3) the topic may, at a later date, be placed on a Board Agenda for a subsequent meeting.*

*Speakers shall direct their presentations to the Board Chair, or the Board, as a whole.*


### ***Education Workforce Committee Meeting Agenda***

Page


- 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. Dallas College Spring 2022 Enrollment Update 4 - 18  
[4.1\) 2022MAR1\\_eduwkfc\\_cmte\\_presentation\\_Spring 2022 Enrollment Update\\_final.pdf](#)   
Presenter: Marissa Pierce, Beatriz Joseph

### **5. Items for Review**

- 5.1. Committee Notes  
a. Education Workforce Committee Notes for February 1, 2022 19 - 26  
[5.1\) 2022FEB1\\_education\\_workforce\\_committee\\_meeting notes\\_final.pdf](#) 

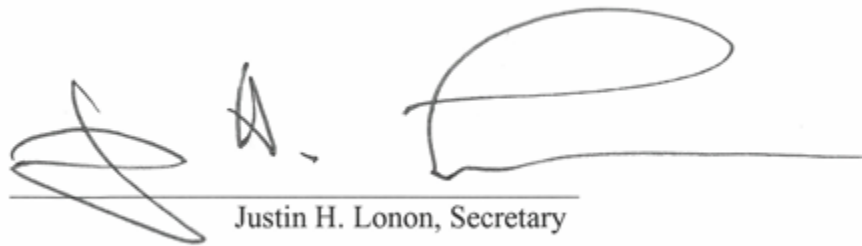
### **6. Executive Session (if required)**

- 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 MARCH 1, 2022 EDUCATION WORKFORCE  
COMMITTEE MEETING OF DALLAS COLLEGE AND RICHLAND COLLEGIATE HIGH SCHOOL  
BOARD OF TRUSTEES**

I, Justin H. Lonon, Secretary of the Board of Trustees of Dallas College, do certify that a copy of the notice for this meeting was posted on the 25th day of February 2022 in compliance with the applicable provisions of the Texas Open Meetings Act.



Justin H. Lonon, Secretary

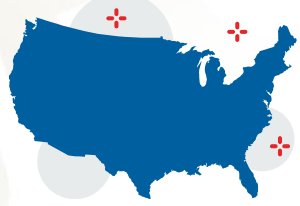


# Spring 2022 **ENROLLMENT UPDATE**

Dr. Marisa Pierce  
Associate Vice-Chancellor  
Enrollment Management

Education and Workforce Committee  
March 1, 2022





**-9.5%**

**National**



**-6.5%**

**State**

### Adult Learners

over 24 not enrolling as before

Student totals



Fall 2019

106,637

Fall 2021

85,700



### Male Populations

Larger declines remain clear



2.2 million

1.8 million



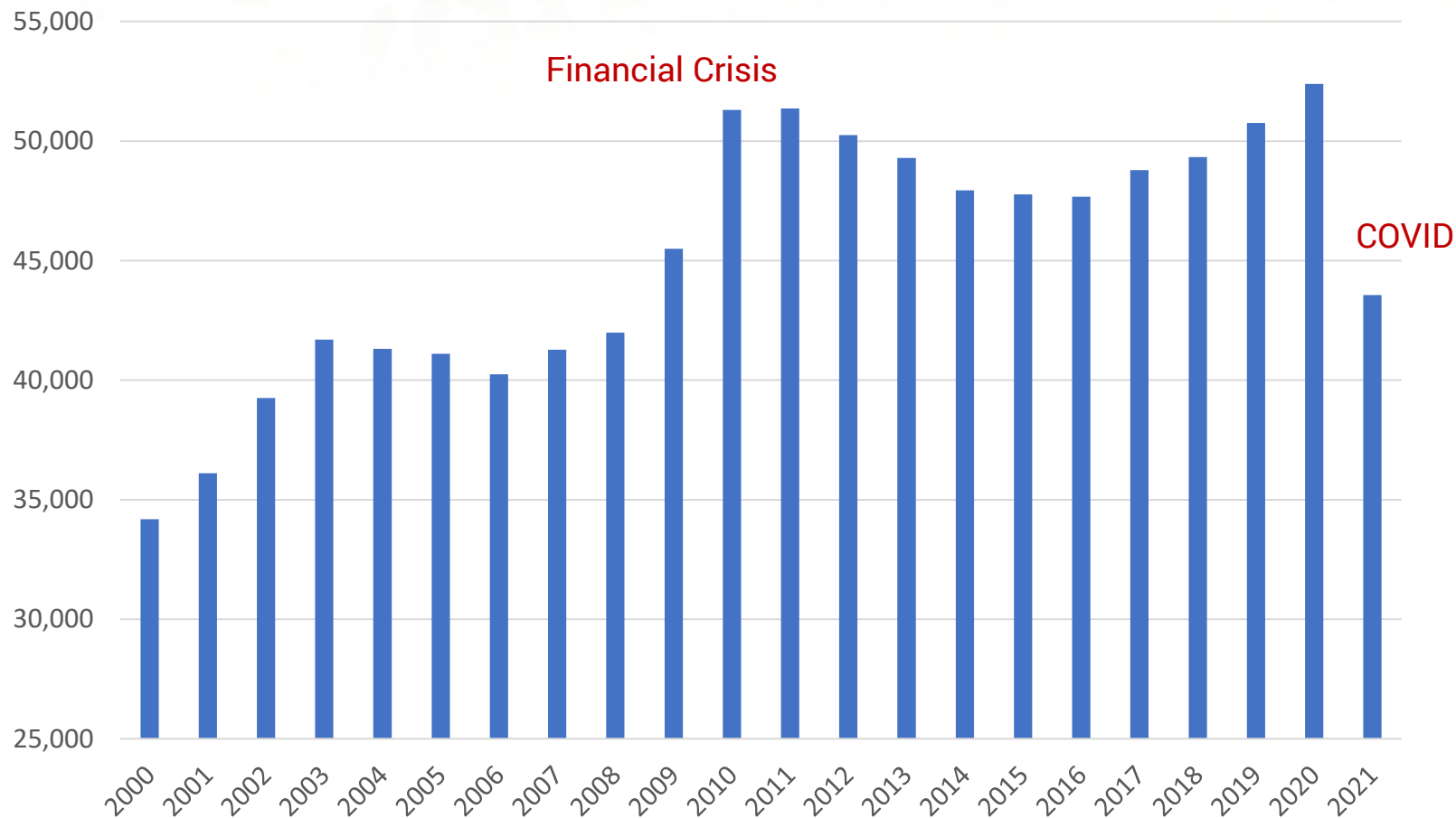
Declines remain constant  
in all major student types



Normal transfer patterns into  
community college significantly  
dipped with no recovery (Fall 20 - 21)

# National Enrollment Landscape

**Spring 2021**



# Dallas College FTSE history

20 years of annual FTSE credit enrollments (CARAT data)





**125,285**  
**Students enrolled**  
2020-2021

**106,925**  
**Credit**

**21,267**  
**Non-credit**



**58,838**  
**Gen Z**



**47,563**  
**Millennials**



**15,928**  
**Gen X**



**2,714**  
**Baby Boomers**



**241**  
**Mature**

# Education for ALL

2020-2021 Enrollment



**67,612**  
Spring 2021



**63,967**  
Spring 2022 – in progress

<b>23,671 DC/ECHS</b>	All detected instances of student while participating in Dual Credit, Early College High School or Richland Collegiate in corresponding term	<b>23,165 DC/ECHS (-2.1%)</b>
<b>2,128 FTIC</b>	First detected instance of higher education in corresponding term	<b>1,958 FTIC (-8.0%)</b>
<b>39,860 Returning</b>	Returning after having previously attended Dallas College in a previous term	<b>36,943 Returning (-7.3%)</b>
<b>1,953 Transfer-in</b>	First detected instance of Dallas College, but with previous higher education experience in corresponding term	<b>1,901 Transfer-in (-2.7%)</b>




## Spring Enrollment

**-5.4%** Total percentage difference

*As of January 31, all parts of term. Data is unduplicated.*





**Total  
Enrollment  
63,967**



**16-weeks  
(January 18)**

**-6.5%**  
**(-3,631)**



**1<sup>st</sup> 8-weeks  
(January 18)**

**4.0%**  
**(637)**



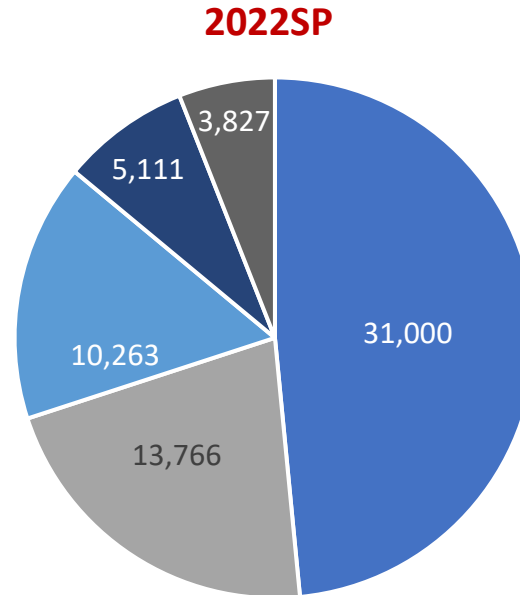
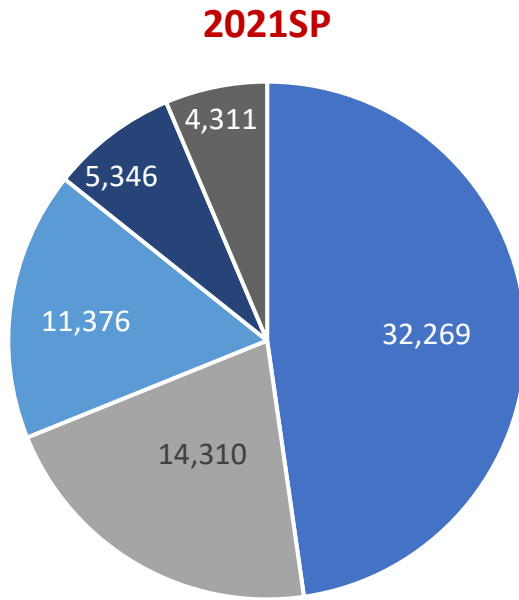
**2<sup>nd</sup> 8-weeks  
(March 21)**

**-5.3%**  
**(-1,086)**

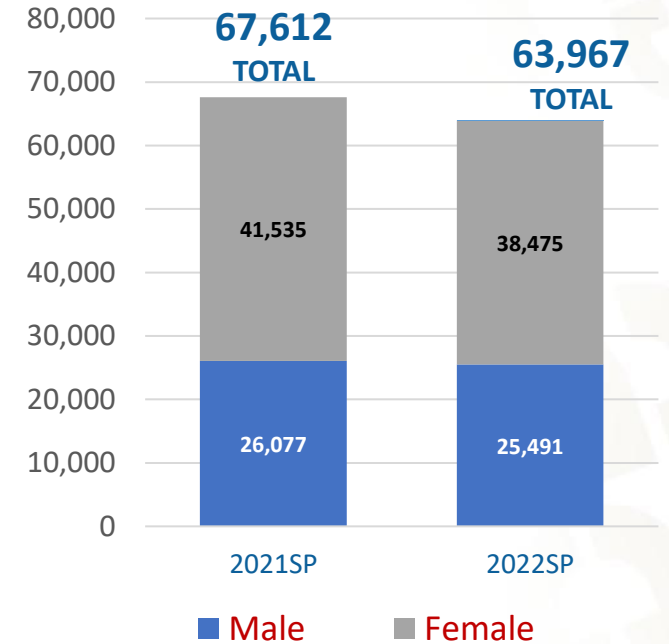
*\*In progress*

## All Parts of Term – Spring 2022

Source: Dallas College Strategic Research & Analytics



■ Hispanic ■ Black/African Am. ■ White ■ Asian ■ Other

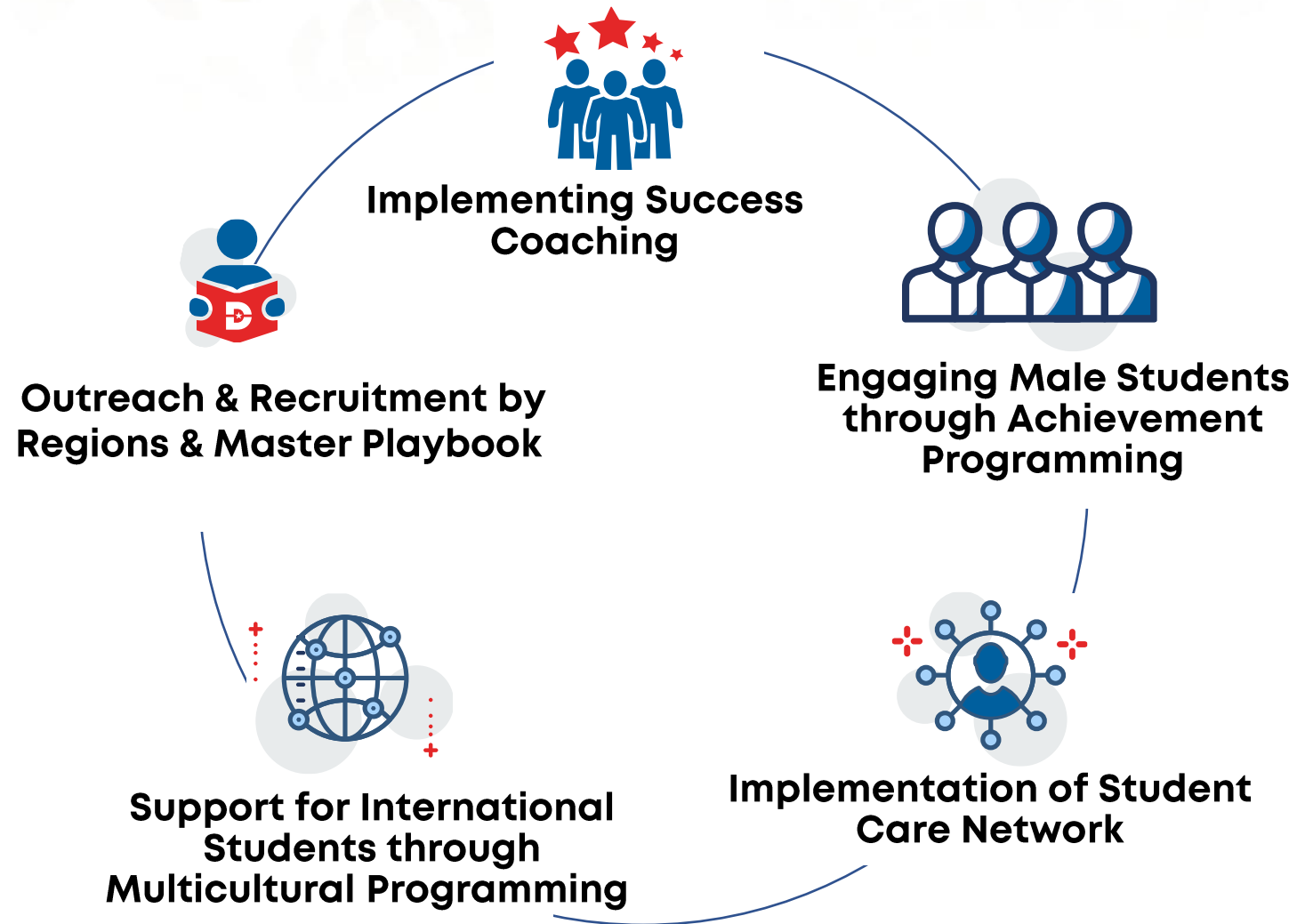


## Demographics – All Populations

### Race and Gender



# Impactful Programming & Promising Trends



# Impactful Programming



**up 12.6%**

**International Student Enrollment**

Fall 2021 to Spring 2022



**68.1% → 72.5 %**

**Persistence for first-time in College students living in poverty**

Fall 2021 to Spring 2022

**Persistence  
Fall to Spring**

### By Gender



#### Males

**70%** Fall 21-Sp. 22

**64.1%** Fall 20-Sp. 21



#### Females

**71.8%** Fall 21-Sp. 22

**69%** Fall 20-Sp. 21

### By Race

#### African Americans

**65.9%** Fall 21-Sp. 22

**63.7%** Fall 20-Sp. 21

#### Hispanics

**71.5%** Fall 21-Sp. 22

**66.2%** Fall 20-Sp. 21



### Overall Persistence

**71%** Fall 21-Sp. 22

**66.9%** Fall 20-Sp. 21

**Promising Trends**





# Meeting Our Students' Needs

Strategies, Communications and Next Steps



# All Populations

## Enrollment Strategies



Face to Face & Virtual Services  
(on-going)



Specialized/Personalized Calling  
Campaigns



Conversion Efforts  
(Enrollment Funnel)

## Marketing and Communications



Early & Programmed Texts and Calls



Social Media



Target Populations/Market Segmentation

## Meeting Our Students' Needs

## Strategic Enrollment Management



## Summer Engagement Programming



## Enrollment Management Efforts

- Early Admit/Dallas Promise
- Scholarship Outreach
- New Student Orientation (mandatory)
- Recruitment by Academic Programs



## Introduction to New Viewbook



## Moving Forward

## Strategic Enrollment Management

## Explore Your Options

The route to a rewarding career isn't the same for every student.  
We make education work for your life, your schedule and your goals.  
At Dallas College, all roads lead to success.







Thank you



## ITEMS FOR REVIEW NO. 5.1.a.

### Education Workforce Committee Notes for February 1, 2022

An education workforce committee meeting of the Board of Trustees of Dallas College was held Tuesday, February 1, 2022 beginning at 2:25 p.m. and was broadcast via the streaming link: <http://www.dcccd.edu/boardmeetingslive>. The meeting was convened by Committee Chair Phil Ritter.

#### Board Members and Officers Present

Mr. Cliff Boyd

\*Ms. Monica Lira Bravo (Chair)-attended virtually

Ms. Charletta Rogers Compton

\*Ms. Diana Flores

Dr. Joe May (Secretary and Chancellor)

\*Mr. Phil Ritter (Vice Chair)

Ms. Gretchen Williams

Ms. Dorothy Zimmermann

\*denotes a committee member

#### Members Absent

None.

#### **1. Roll Call - Announcement of a Quorum**

Meeting called to order and quorum confirmed by Committee Chair Ritter.

#### **2. Certification of Notice Posted for the Meeting by Chancellor Joe May.**

#### **3. Citizens Desiring to Address the Board**

None.

#### **4. Committee Presentations**

Committee Chair Ritter welcomed Steve Love, a special guest and thanked him for his service in the community during this public health crisis.

1. Industry Sector & School of Health Science Update  
Presenters: Shawnda Floyd, Ben Magill, Greg Morris, Steve Love, DFW Hospital Council

Provost Shawnda Floyd began the presentation by emphasizing how the demands of the pandemic impacted the allied health industry which

needed to fill these gaps, and how Dallas College was responding to those needs. She handed off the meeting to Senior Vice Provost Greg Morris.

Morris thanked everyone and introduced Steve Love. Love talked about workforce problems prior to the pandemic, but expressed how the pandemic had heavily impacted the available workforce. Love said over 50% of the workforce stated in a survey that they had increased emotional and mental stress. He referenced the aging workforce and the current shortages for nurses, respiratory therapists, CT scanning technology, scrub nurses, etc. Love acknowledged the successful partnership with Dallas College during this time, currently in the third year of a grant with the college.

Love introduced a new initiative that Associate Vice Chancellor Ben Magill would expand on, describing how Dallas College was filling gaps in the workforce within areas of critical shortages.

Love thanked Dallas College for their support during this pandemic. Chancellor May thanked Love for the partnership with Dallas College.

Committee Chair Ritter mentioned how Love's partners had been in partnership with Dallas College for 54 years, including deep partnerships with Bob Ferguson and so many others.

Morris thanked Love for attending the meeting and presenting then turned the presentation over to Magill.

Magill began with the statistic of 10,504 jobs gained in DFW. He shared that more people are working in health care than any other sector in DFW. Magill talked about an increase of 3% in jobs with money pouring in to meet this need. He described how employers were looking for workers in health care with over 389,225 workers in DFW, that included 107,783 unique job postings in the industry and a projected growth of 51,700 jobs over the next year.

Morris talked about Dallas College's role pointing out that the School of Health Science enrolled approximately 6,700 students in Health Sciences and graduated 853 every single year. He mentioned that 90% of those students had a required licensure attained before going into the chosen career.



Morris provided information on the top 21 top programs in SOHS. The EMT/Paramedic program had 300-400 students every year with 25 municipalities being served by Dallas College. Dallas College had students coming from far away because our fire department program was customized to meet the fire house hours in both our civilian and individual municipalities.

Morris talked about the Registered Nursing program and the pathways for LVN and ADN, which has 692 continuing students. The program will add 220 more students in Fall 2022 when the current three programs become one in Fall 2022. He mentioned one of the struggles to increase capacity is that the Texas Board of Nursing has a cap on number of students, which can only be exceeded by 25%. Morris informed the Board that Dallas College is working with the Board of Nursing on this capacity issue.

May explained the caps are about keeping salaries high and restricting access to programs. He mentioned that Texas does not have reciprocity with other states and that employees must attend programs in the state, which is bad policy. May talked about the need for quality control and how Texas is keeping out many employees who are needed here. He explained that it is the State Board of Nursing but a legislative issue.

Trustee Boyd wanted to know why there is a cap and how he never knew there was a cap.

May talked about two caps in nursing programs, State Board of Nursing and the clinical side, which also informs how many students have clinical opportunities to complete. He explained this is another reason to move to offering a baccalaureate. It will move Dallas College up in pecking order for clinicals opportunities. May mentioned the Board could talk more offline about this.

Trustee Boyd talked about the role of the Trustees, not just DC staff to be engaged in and have these discussions to address these issues.

Trustee Williams mentioned this is about the requirement to do certification in Texas if they come from outside and what an issue this is.

May informed the Board that Texas did a waiver during the pandemic.

Trustee Williams mentioned the traveling nurses going to other cities who are taking our certification, but Texas does not give back the same to other states.

Committee Chair Ritter asked how many we could enroll if this cap was removed.

Morris answered that Dallas College turns away 500-600 applicants each cohort but could increase the program if these caps were removed.

May mentioned this is not the only program Dallas College has these accreditation, certification and licensure issues.

Morris introduced the Vet Tech program, which serves 759 students in person and online with the exception of their clinical and externships. He informed the Board that Dallas College pulls in a national audience with this program.

Morris talked about the Patient Care Technician program, which has about 750 students per year and another 1,500 students who are in dual credit.

There was discussion among the Board about the difference in Patient Care Technician (PCT) and Certified Nursing Assistant (CNA) positions.

Morris answered that a Patient Care Technician can be an entry level with a living wage on the lower side of \$18-19 per hour and can give students extra points for admission if they have mastered PCT.

Morris reported updates on the nursing program with 629 students continuing and 200 new students accepted for Fall 2022. There were three current programs, which would be consolidated into one program for Fall 2022. The current licensure passage rates of 86.9% for Brookhaven, 90.4% for El Centro and 100% for Mountain View.

Committee Chair Ritter asked for clarification of only graduating 853 students out of 6,700 students. Morris explained that these are two-year programs where only about 25% are eligible to graduate at the end of a term. Dr. May explained completion rates depended on the type program.

Morris talked about the persistence rates and graduation is less for medical billing and PCT programs than nursing. Dental hygiene had six years with a 100% passing rate. The new dental facility recently opened at El Centro and more than \$600,000 of free dental care would be available to the community per year.

Morris shared program curriculum for the Medical Assisting program had too many courses and that was addressed with a new goal of 200 graduates by 2023 or 2024.

Discussion by the Board emphasized their satisfaction with work that was being done.

Floyd talked about how the new Dallas College structure changes made it easier to gather faculty and get action items addressed more quickly in situations such as this.

Morris reported expansion of the Virtual Care Program or Telehealth and how this curriculum expansion gave students some high tech and basic national care certifications and a Google IT support certificate. Engaging True Pathways to plug and play certificates would help grow these programs and impact students and employers.

Morris talked about the Pharmacy Tech program and described the number of job openings in Dallas/Fort Worth which needs were not being met. Talks with local pharmacy techs would help us with this program to meet the need and the use of CARES money to help with these externships for expenses like fingerprinting and certifications which could be completed in five months.

Committee Chair Ritter talked about mental health and workforce and asked if Dallas College was in that area yet. Morris answered there were programs in substance abuse and virtual care, but not a mental health program yet.

Floyd mentioned this would be more on the social service side in School of Law and Public Service with consideration on how to embed more readily into the School of Health Sciences. She stated that partnerships and social supports were being looked at currently.

Magill talked about challenges of solving immediate needs of community and mentioned the grant is timely and will help people

working in service centers that lost jobs during the Pandemic. The grant targets the underserved sector and helps them move into jobs with more upward mobility post-COVID; a five hundred-million-dollar grant provided across various nationwide initiatives. Dallas College would focus on biotech.

Magill confirmed there were ten million dollars for wrap around support services. There were teams working to meet the requirements and the work with DFW Hospital Council and other colleges in DFW to do trainings and help as many people as possible to move into a better job creating a sustainable workforce. The Associate degree in biotech would be revived and that there was an incredible team marketing and work with the training program to get people trained and into jobs quickly.

The Bio North Texas is nationwide organization in different markets and cities. There was projected demand for clinical lab technicians with job openings at THR, Hospital Corp of America, and Southwestern Medical Center who made employment agreements with Dallas College. The projection was between three thousand and five thousand jobs being created.

Morris talked about Dallas College becoming more adept to address issues more quickly for the community. The embedded training with Methodist and Parkland and the Tele Health with UT Southwestern. Programs like respiratory therapy and other specialized areas could saturate the market, but Dallas College would continue to look at ways to increase the nursing program.

Floyd mentioned some of the marketing issues and finding ways to introduce these opportunities to students and intentionally targeting courses and programs to move students swiftly in and out.

Dr. May talked about how K-12 are limited on some opportunities, but Dallas College will work to grow where possible. Trustee Boyd talked about the two-story building for nursing at Mountain View and wondered if it should have been four-story. He talked about the need of the Board to think about growth moving forward.

Committee Chair Ritter talked about information gaps and benchmarking in biotech. Floyd reported engaging corporate partners and long collaborative partnerships which is being done. She mentioned the trip to North Carolina to see the impressive work with employees and faculty working together.

Dallas College has fifteen hundred students in comprehensive health services, but not in one program.

Dr. May talked about Quest Diagnostics that is the only lab to work with our insurance and cover our employees and the need for them to work well and have well-trained employees.

Committee Chair Ritter thanked everyone for the presentation.

2. Richland Collegiate & Richardson ISD - Proposed Partnership Update  
Presenters: Shawnda Floyd, Anna Mays

Floyd recommended Dallas College move forward with this partnership.

Mays talked about SM1822 partnership to increase opportunity for students to be enrolled in RISD which currently had ten thousand students and growing. She reminded the Board that RISD engaged Dallas College regarding this partnership which would expand to Richland High School over fifteen years.

Mays talked about other resources RISD could bring forward and best practices from Dallas College and RISD. RISD authorized this in fall 2021 right after it was presented to Dallas College Board. Mays stated that recommendations for operations were sent forward in December for negotiation.

Mays informed the Board the partnerships documents would come to the Dallas College Board for review at a future meeting. She stated that Dallas College Legal office was reviewing the contract and had had staff from facilities, finance, IT, and others from Dallas College reviewing those documents; RISD was also reviewing the forms.

Mays further explained the arrangement and the new charter school for Richardson ISD. Mays explained the new charter would be under RISD and not Dallas College. The RCHS charter would go away because there could not be two at the same time. He talked about the financial benefit that comes with this and the work and changes to the board structure. May mentioned the new board with us and RISD but not current board.

Answer was given that Dallas College Chancellor and RISD would recommend new RCHS board members. The advisory board would include current board members.

Currently Richland High School can accommodate up to nine hundred students but only had three hundred eighty-seven right now; Mays confirmed students could be added later and four hundred students are expected for fall 2022.

Committee Chair Ritter asked what the Dallas College operational role will be. Mays answered that there would be a contract with RISD, and staffing would be negotiated which will be part of the agreement that would come to the Board in a future meeting. Dr. May explained that it was a charter school experience for students that allowed for partners with all the benefits, but school districts could be also be a part of.

Committee Chair Ritter asked if other districts are approaching Dallas College with these agreements. Dr. May said other districts were not as far along as RISD and their boards were not ready to give up their oversight for charter schools

**5. Items for Review**

1. Committee Notes
  - a. Education Workforce Committee Notes for November 9, 2021

**6. Executive Session**

None.

**7. Adjournment**

Meeting adjourned at 3:34 p.m.