



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, April 5, 2022 | 9:30 AM**

**Administrative Office**

**1601 Botham Jean Blvd. | Room #036**

**Dallas, TX 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**


- 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. Emeritus Program - Serving Older Adults in Dallas County  
Presenter: Greg Morris
- 4.2. Success Coach Professional Development & Student Satisfaction Outcomes  
Presenter: Karen Stills

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

- 5.1. Committee Notes
  - a. Education Workforce Committee Notes for March 1, 2022 4 - 8  
[5.1.a\) 20220301 education workforce committee meeting notes final.pdf](#) 

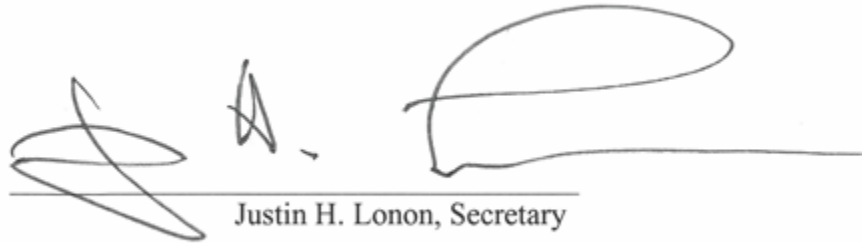
### **6. Executive Session**

- 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 APRIL 5, 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 1st day of April 2022 in compliance with the applicable provisions of the Texas Open Meetings Act.



Justin H. Lonon, Secretary

## ITEMS FOR REVIEW NO. 5.1.a.

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

The Education Workforce Committee Meeting of the Board of Trustees of Dallas College was held Tuesday, March 1, 2022, beginning at 3:20 p.m. at the administrative office in room 036 and was broadcasted via the streaming link [www.dallascollege.edu/boardmeetingslive](http://www.dallascollege.edu/boardmeetingslive). This meeting was convened by Committee Chair Phil Ritter.

#### Board Members and Officers Present

Mr. Cliff Boyd

\* Mrs. Monica Lira Bravo

Ms. Charletta Rogers Compton

\* Ms. Diana Flores

Dr. Justin H. Lonon (secretary and chancellor)

\* Mr. Philip J. Ritter (committee chair)

Mrs. Gretchen M. Williams

Mrs. Dorothy Zimmermann

\* *Denotes a committee member*

#### Members absent

None.

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

Quorum confirmed by Committee Chair Phil Ritter.

#### 2. **Certification of Notice Posted for the Meeting**

Posting confirmed by Chancellor Justin Lonon.

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

None.

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

4.1. Dallas College Spring 2022 Enrollment Update

Presenter: Marissa Pierce, Beatriz Joseph

Committee Chair Ritter introduced the presentation and turned the

meeting over to Associate Vice Chancellor Marissa Pierce.

The presentation focused on student persistence and spring enrollment. Pierce gave an overview of 2020-21 enrollment and how it was impacted by economic mobility, vision of the college, and academic programming.

The pandemic caused Dallas College to pivot strategies; Pierce described expanding staff to serve students to midnight Monday through Friday and how this team reached out to thousands of students to check on them. This outreach was done through a call center approach. Pierce talked about the impact of COVID-19, the Cares Act funding, and other external factors beyond Dallas College's control.

Vice Chancellor Beatriz Joseph shared that since the beginning of the pandemic, Dallas College reached out to support students through calls and surveys to gain insight into student issues and concerns. Feedback from students showed the number one student issue was safety concern for themselves, their families, and their children. Joseph shared the second concern showed that students preferred in-person courses versus the virtual experience due to issues with technology, overseeing the education of their children, and too many people in the household all online at the same time. The third category from this feedback was employment issues.

Joseph described multi-generational households with concerns about struggling to just survive verses the cost of attending college. She explained that Dallas College met students where they were and provided support to students with more hot spots, devices, and connections to counselors for mental health issues. Joseph explained the \$10 million dollars invested into the new structure and student success was impacting students.

Pierce shared trends at the national level that were presented by the National Student Clearinghouse at ACCT summit in Washington DC. She explained the first number was adult learners over 24 years old of age and the second was working male population. Most of Dallas College's core target populations were seeing declining trends.

Chancellor Lonon explained this information was from a presentation at the ACCT conference to national leaders of community colleges, which showed the work that needs to be focused on in order to reach these students. These statistics show trending enrollment in a positive direction with Dallas College doing better than some other colleges.

Pierce shared a slide of Dallas College enrollment for the past 20 years, comparing the financial crisis of 2008 and the pandemic in 2020 with Dallas College healthier in 2021 than in 2008.

Committee Chair Ritter compared how COVID data mirrored the financial crisis data.

Trustees wanted to know the age range of these represented generations and wanted to know if the total number of students stood for credit and/or non-credit.

Pierce answered that credit was 106,125 and non-credit was 21,267 and that the total number of students enrolled 125,285 was a duplicated number because students could be taking credit and non-credit courses.

Pierce shared that Spring 2021 had 67,612 students and Spring 2022 had 63,967, showing declines in the categories of dual credit, first time in college, returning, and transfer-in. However, the second eight-week courses for Spring 2022 had just begun and should increase that total number.

Trustees asked if there was an increase in eight-week courses, maybe discussion should follow regarding the 16-week versus eight-week modality. Pierce explained that students were looking at how they could complete earlier and at a lower cost.

Joseph talked about utilizing time and how promotions to students would offer students opportunities to complete more quickly. Dr. Lonon responded that some students still preferred the 16-week courses, and it worked best for them.

Trustee Flores asked about Eastfield's eight-week-only courses. Provost Shawnda Floyd explained that Dallas College was one college and no longer separated colleges; data would be reviewed to see if ramping up eight-week course offerings would still meet students' needs and help them be successful.

Pierce introduced that impactful programming and processing cultural trends, Student Care Network impacted persistence data. One example was the success coach model and the success in engaging male students. Pierce described how outreach and recruitment was now structured by regions and there were 17 populations with more to serve.

Pierce added that institutional progress coupled with student persistence had an impact on enrollment growth and completion. Student population was up since 2017 for international students and described the teams working with multi-cultural students.

Trustee Flores referenced the budget conference she attended, and that San Antonio College won the Aspen award for higher education as best community college in the nation.

Chancellor Lonon shared that he and Trustee Flores have talked about the work that Dallas College needed to do to impact student success and how the investment Dallas College has made was impacting student success, trending positively.

Joseph shared the wrap around services that Dallas College now provided students and how this was a KPI for retention from Fall to Spring, showing an increase from 68.1% to 72.5% persistence for students classified as first time in college, living in poverty.

Committee Chair Ritter asked if any of the 30% lost ever returned to Dallas College. Joseph responded there was a team working on conversion and follow-up with these students to return them for at least one course and the life changing impact that could have.

Trustee Flores asked for clarification that Dallas College was not using a one-size-fits-all approach in helping these students. Pierce confirmed there were many approaches being utilized and that the work was very exciting! She shared a picture of the new viewbook with the data and mentioned the viewbook was being translated into Spanish as well.

Pierce talked about added enrollment efforts like a new early admit letter that helped connect a new student with their college coach which was sent via email and the parent was copied as well. Pierce thanked Associate Vice Chancellor Karen Stills and the new student orientation team that has been collaborating on this work. She also thanked Dr. Greg Morris and Dr. Shawnda Floyd for the collaboration with academic programs to market and promote programs with this strategic management enrollment focusing on higher living wage programs like EMT, Paramedic, PCT and others.

Pierce also shared the summer bridge programming will focus on Texas initiative case assessment that had not been utilized until this summer. She

showed a snapshot of the viewbook that breaks out opportunities that students have that explained cost effectiveness and presented options that begin with a one to three month to a series of years to completion.

Committee Chair Ritter mentioned this explanation for enrollment decline and the response of Dallas College was exciting! He wanted to see a metric on enrollment recovery in the future.

Dr. Lonon thanked the team for their work and mentioned this presentation showed issues to address in the future.

Trustee Zimmerman mentioned that when the economy starts to fall off, community college enrollment kicks back in, historically. Dr. Lonon agreed with this statement.

5. **Items for Review**

5.1. Committee Notes

- a. Education Workforce Committee Notes for February 1, 2022  
No comments.

6. **Executive Session**

None.

7. **Adjournment** at 4:07 p.m.