



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 A FINANCE COMMITTEE MEETING OF THE BOARD OF TRUSTEES FOR DALLAS COLLEGE AND RICHLAND COLLEGIATE HIGH SCHOOL

Tuesday, September 13, 2022 | 1:00 PM

Administrative Office

1601 Botham Jean Blvd., Room #036, Dallas, TX 75215

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.

Finance 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. Page/HR&A Strategic Planning 4 - 22
[PageHR&A Strategic Planning](#) 
Presenters: Joseph Cahoon (HR&A), Elizabeth Foster (Page),
Lisa Keith (Page)
- 4.2. Strategy, Engagement, Impact: Marketing and Communications 23 - 52
[Strategy, Engagement, Impact: Marketing & Communications](#) 
Presenter: Brad Williams

5. Items for Review

- 5.1. Committee Notes
a. Finance Committee Notes for August 2, 2022 53 - 57
[Finance Committee Notes for August 2, 2022](#) 

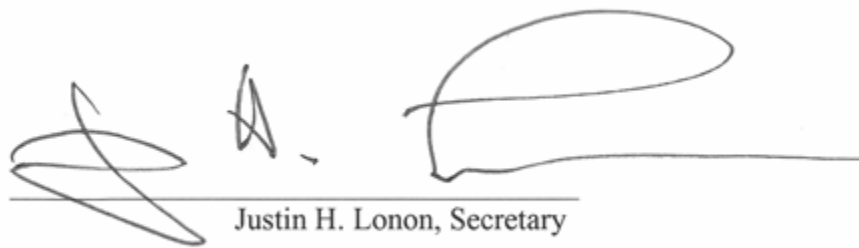
6. Executive Session (if required)

- 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 AuditsSections 551.076 and 551.089

7. Adjournment

*CERTIFICATION OF NOTICE POSTED FOR THE SEPTEMBER 13, 2022 FINANCE 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 9th day of September 2022 in compliance with the applicable provisions of the Texas Open Meetings Act.



Justin H. Lonon, Secretary



Page/HR&A Strategic Planning

September 13, 2022

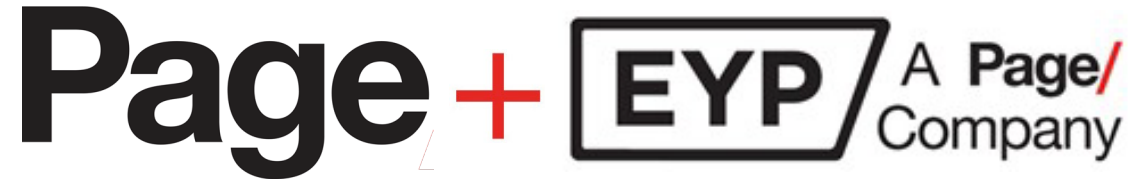
Elizabeth Foster, Page
Joseph Cahoon, HR&A
Lisa Keith, Page

Agenda

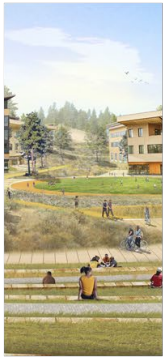


- Team Experience
- Purpose
- Objectives
- The Decision-Making Framework
 - Innovation Themes*
- Next Steps

Team Experience



Portfolio



Planning



Strategies + Analytics



Learning Spaces



STEM / Research



Health Sciences



Student Life



700+ projects at
303 Institutions

An economic development and real estate consulting firm working at the intersection of the public and private sector. Our work transforms communities and revitalizes urban environments in the United States and abroad.

Purpose



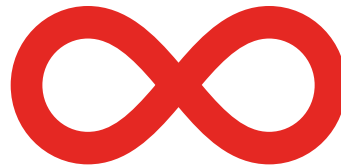
Dallas College needs a comprehensive process for forecasting and responding to propositions about the use of its space and land including the programming it should offer and its engagement in community activities.

Objectives



- Develop a thorough and defensible decision-making framework to determine the highest and best use of Dallas College resources now and for the future of the College's students, employees, community, and industry
- Reinforce the Board's strategic priorities by creating policies and guidelines which are to be maintained by College leadership that fortify the decision-making framework

Decision-Making
Framework

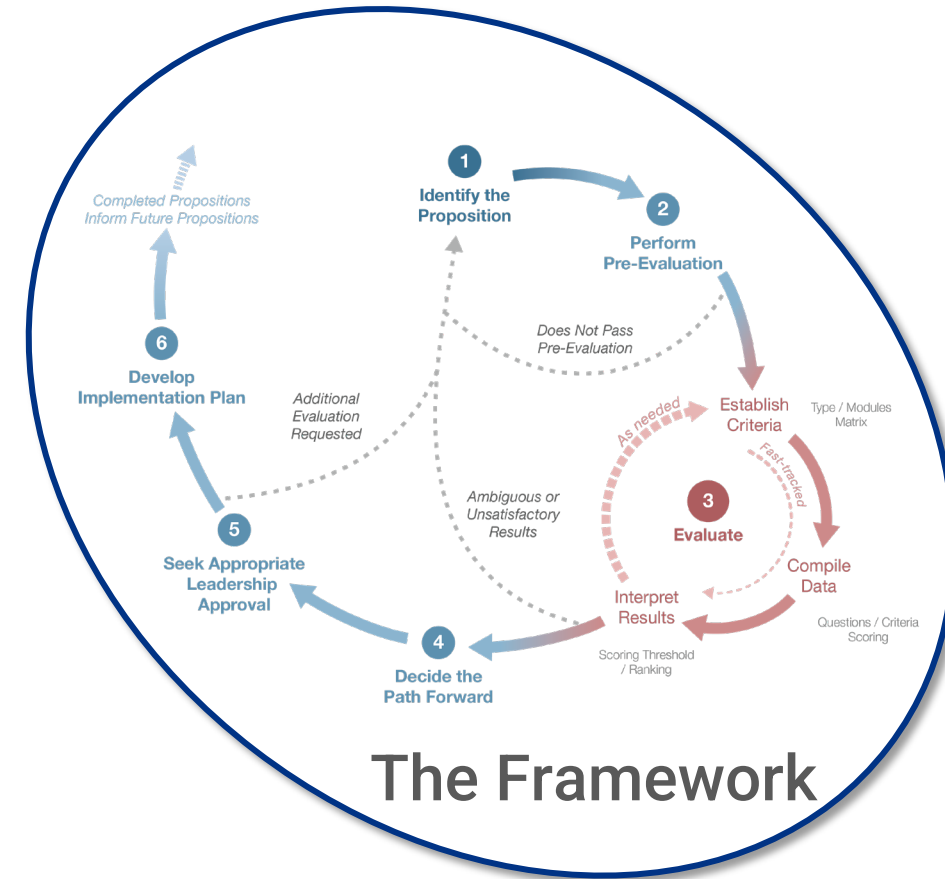


Policies and
Guidelines

What is the Decision-Making Framework?



- Aids in making decisions and establishing priorities
- Creates a **FLEXIBLE** process for a variety of propositions grounded in the reality of today with an eye on the future
- Empowers the Board and DC stakeholders
- Provides guidance for leadership
- Facilitates clarity in developing propositions
- Enables the triage of time-sensitive decisions
- Allows for comparison and prioritization of propositions



The Decision-Making Framework



Date: _____

Proposition Name: _____

Location/Campus/School: _____

Supporter(s): _____

Description (attach additional pages if needed):

Strategic & Institutional

Medium Impact

Multiple Campuses

What problem does this solve?

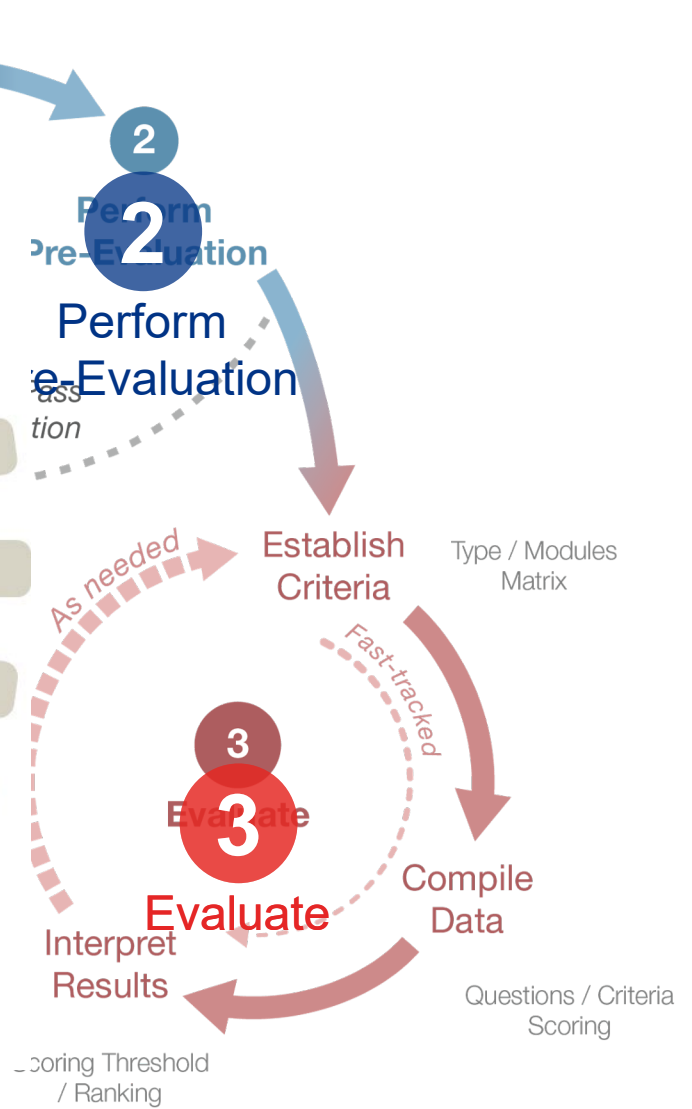
Why should Dallas College solve this problem?

Low Impact

Single Campus

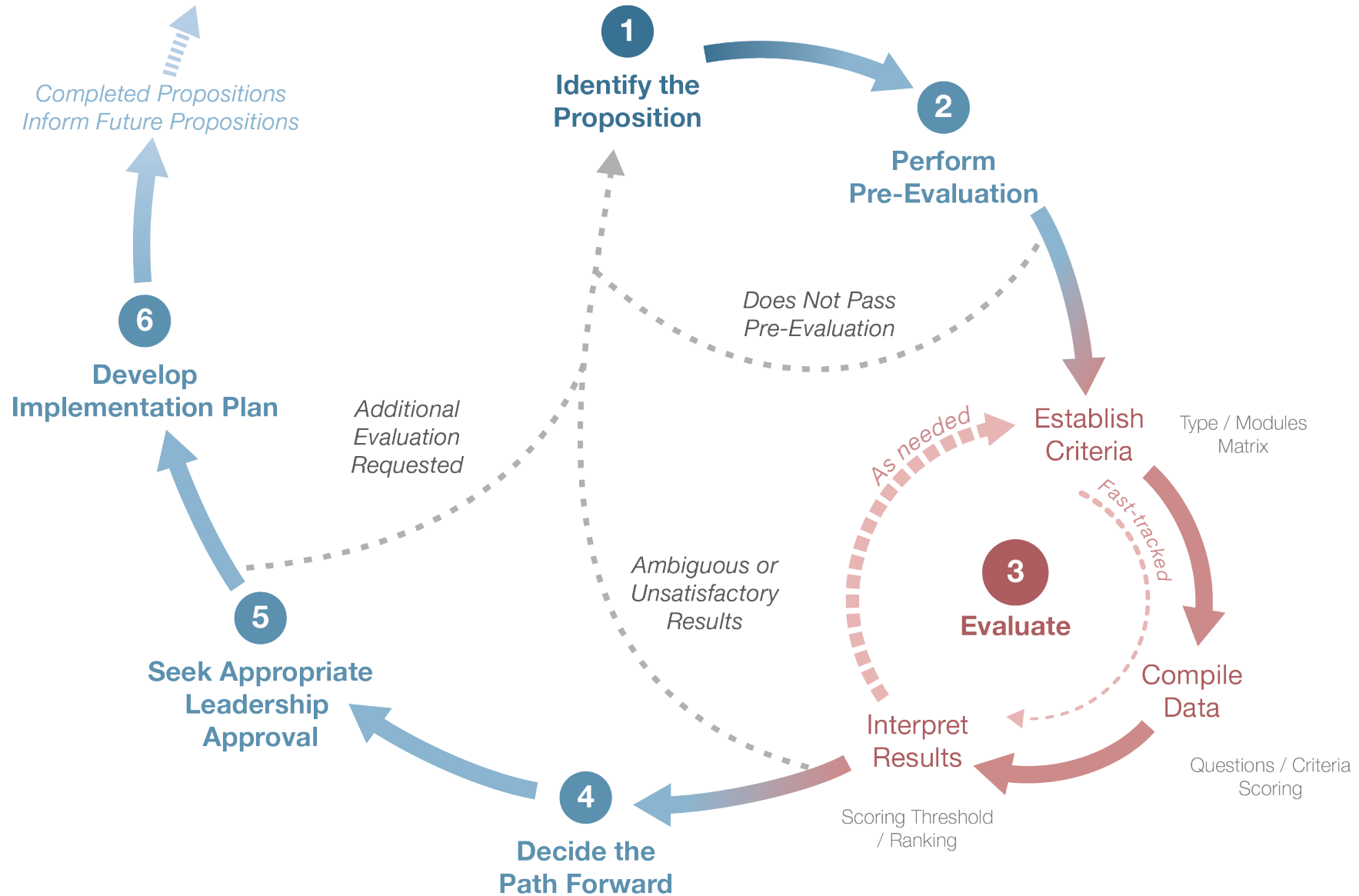
Have you reviewed the Decision-Making criteria and provided data to answer these questions?

Reviewed by: _____



*Risk - Overall cost within Dallas College budget; investment / benefit ratio; stability of trends; impact to the community; and opportunity cost

The Decision-Making Framework





Proposition No.:

Champion:

Date:

Proposition
Name:

Location/Campus/School:

Supporter(s):

Description (attach additional pages if necessary):

What problem does this solve?

What problem does this solve?

Why should Dallas College solve this problem?

Why should Dallas College solve this problem?

Have you reviewed the Decision-Making Framework
criteria and provided data to answer these questions?

YES ☐ NO ☐

Reviewed by:

Approved by:

1

Identify the
Proposition

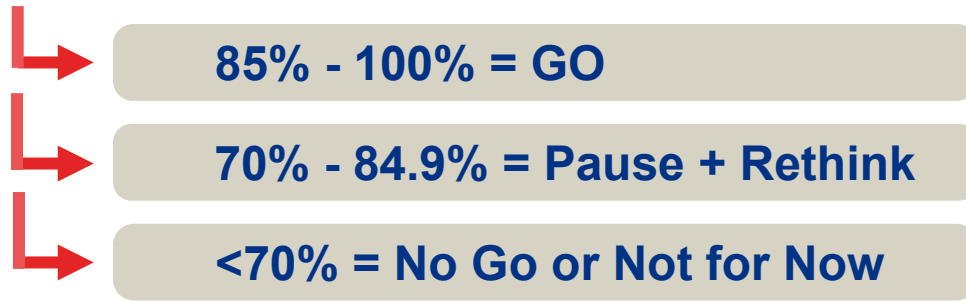
	High Risk*	Medium Risk*	Low Risk*
High Impact <i>Strategic & Institutional</i>	Proceed with Evaluation under Conditions - Is there capacity to properly evaluate this? - Are the potential benefits of the Proposition long-lasting?	Proceed with Evaluation	Fast-Track <div>Plot of Land Available for Great Price</div>
Medium Impact <i>Multiple Campuses</i>	<div>Adding a New Campus</div>		<div>Partnership to add New Program across Campuses</div>
Low Impact <i>Single Campus</i>	Reconsider Proposition - How can risk be minimized? <div>Relaunching Low Enrollment Specialty Program</div>		Permitted within Existing Guidelines & Policies <div>Painting Walls</div>

2 Perform Pre-Evaluation

*Risk - Overall cost within Dallas College budget; investment / benefit ratio (ROI); required human capital; stability of trends; impact to the community; and opportunity cost



INTERPRET RESULTS



3

Evaluate



The Framework Exposes

- **Data collection requirements**

Brings a high level of analytical rigor

Leverages and brings validity to the Labor Market Intelligence Center

- **Procedures, Processes, and Policies that need to be created or updated**

Land Use

Partnerships

Space UseSpace Management

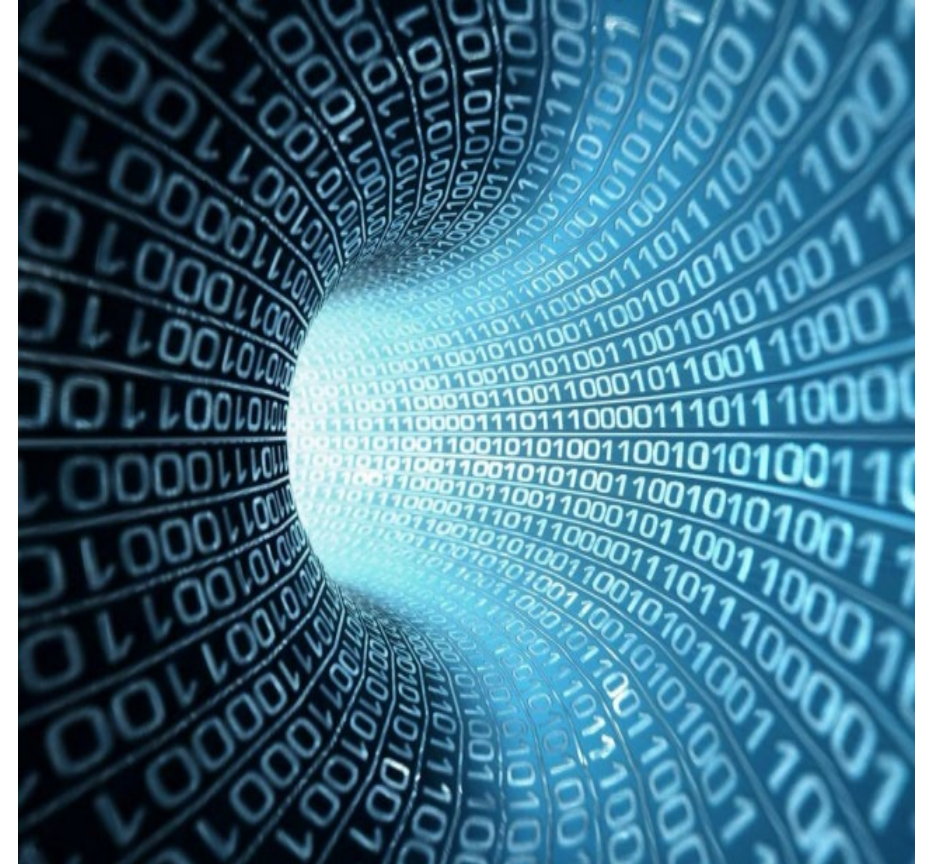
Scheduling

Climate/Resilience

Equity

Community Engagement

Revenue Generation



Dallas College + Innovation



*In 2019, voters approved a \$1.1B bond package for Dallas College to expand industry-aligned programming, invest in student success, and **advance the vision for an Education and Innovation Hub.***



GUIDING QUESTION

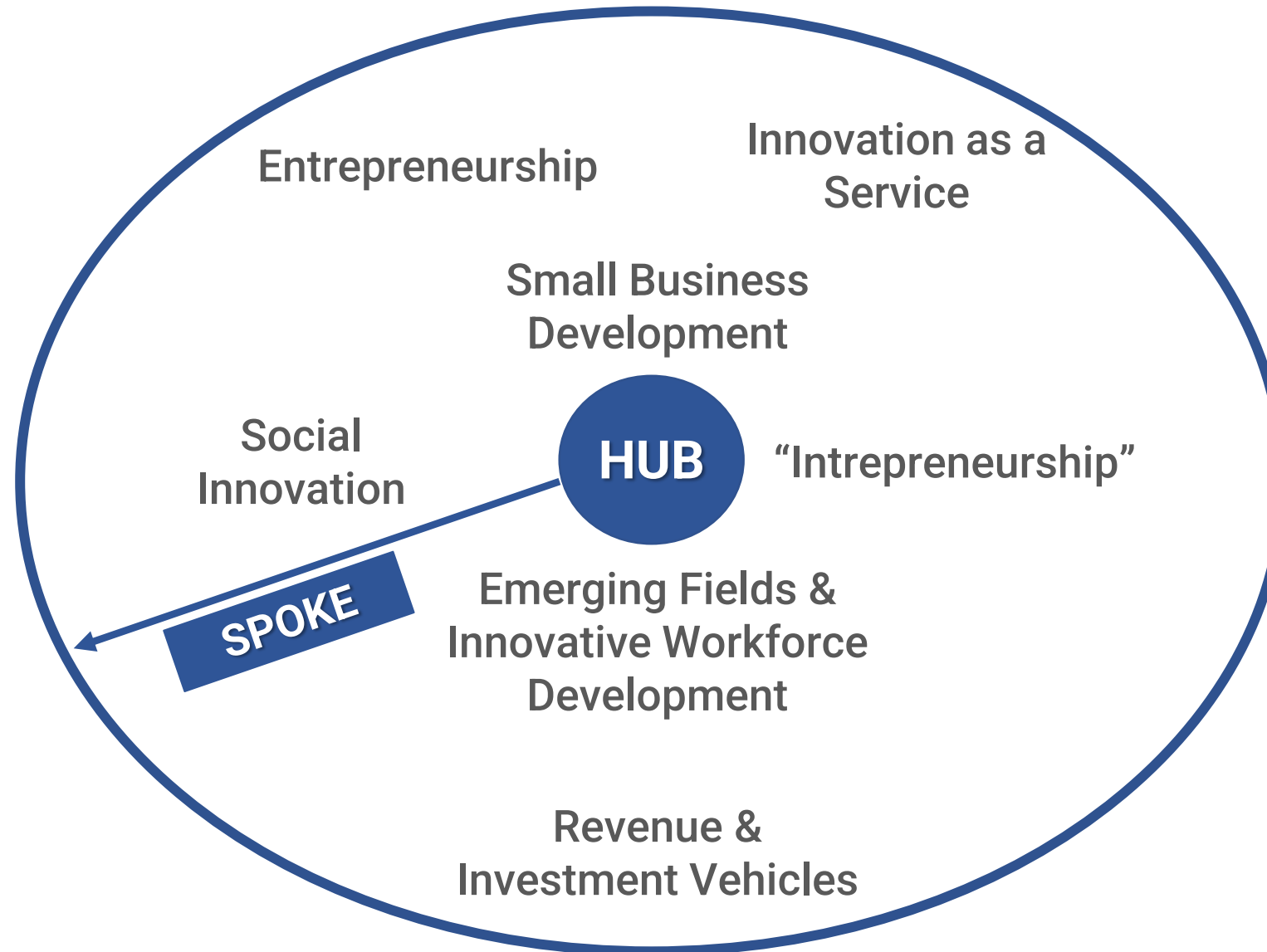
How can Dallas College leverage its strengths and resources to effectively contribute to the regional innovation ecosystem and advance its institutional mission?



APPROACH

- Interviews
- Data analysis
- Desktop research
- Case studies

Innovation Themes



Takeaways

Dallas College can:

- Expand *partnerships with local employers* to create educational opportunities that offer relevant experience and industry recognized credentials that lead to *employment opportunities and robust wages*.
- Develop a deeper understanding of the needs of *small and micro-businesses* to both leverage their existing capabilities and build partnerships with other organizations to improve and expand targeted services, training, and programming.
- Serve as a *data hub* to pull together regional labor and industry data as well as insights gained from the lived experience of its students to *develop solutions to difficult social issues* that students face.
- Create a revenue *vehicle* for the College to benefit from the *development of intellectual property*.
- Establish a presence and/or leverage opportunities to co-locate with other innovation economy hubs (e.g., Pegasus Park, Redbird) to provide a space for students, faculty, industry representatives and others to *collaborate*.

Framework's Longevity Requirements



- Availability of accurate and updated data
- **Flexibility** and **adaptability** are key
- Creation of space utilization and space analysis (single methodology broken out by campus location and service centers)
- Updated education plan
- Unified master plan that reflects Dallas College today, and in the future (one plan addressing all locations)
- Revenue generation strategies and alternatives



Next Steps



Completed by end
of 2022

- Finalize the Framework for committee approval
- Finalize recommendations for innovation strategy
- Create or update the policies and guidelines needed to support the Framework
- Help DC **triage** immediate decisions needed over the next 6 months (*the training ground for carrying out the framework in the future*)

Some will be started
before the end of
2022 but will carry
through to 2023/24

- Further define process for evaluating propositions
- Create space utilization and space analysis
- Update education plan
- Create a unified master plan for all Dallas College locations now and for the future



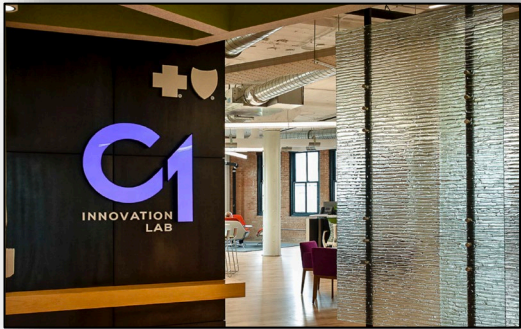
September 13, 2022
Finance Committee

Strategy, Engagement, Impact

Marketing & Communications

Brad Williams, Ph.D.
Interim Chief Marketing Officer
President, El Centro Campus

Empowering Team Members. Continuous Improvement.



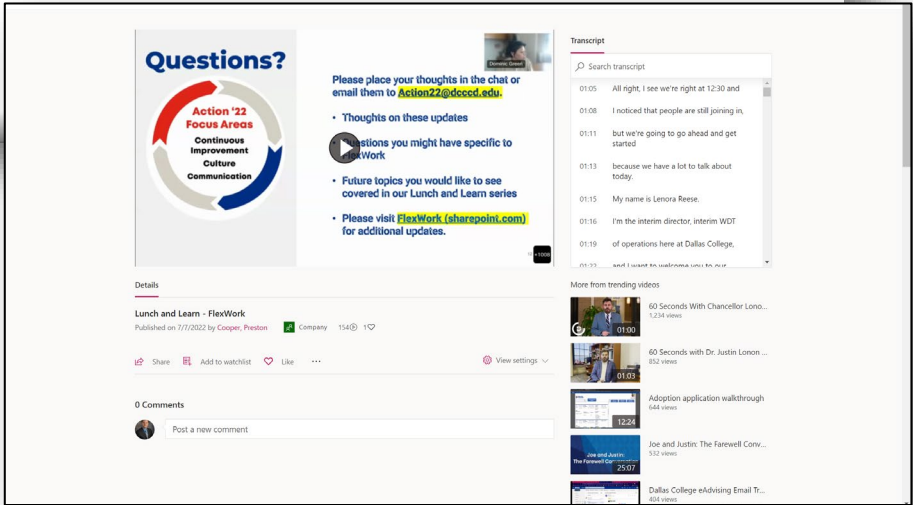
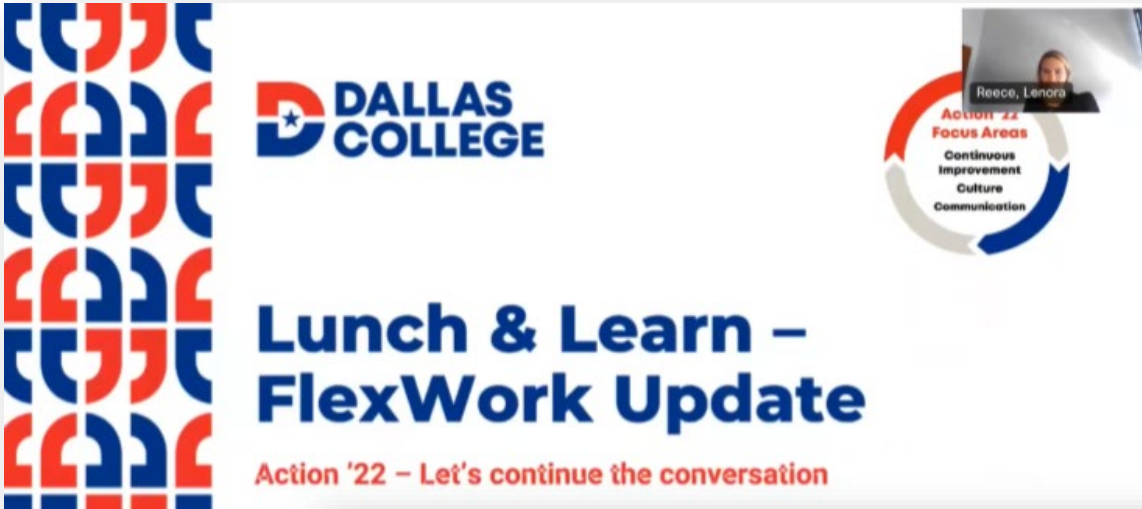


Events & Operations



Conference Day	
In-person	791+
Virtual	2,144+
Event Sponsors	36, \$44,250 (DC Way Fund)
Better Together	\$101,892 pledged (Student Emergency)

Executive Communications



- Lunch & Learn Topics**
- Communication/Sharepoint
 - Flex Work
 - Workday
 - Safety & Security



Community Engagement





Team Member Onboarding



Engagement and connection sessions

Monthly, since April, via HR

Mission, vision, and strategic priorities

Employee tools and resources

Development plan for personal growth

Creating a professional network

Media Relations

Example:

Dallas College held a press conference Thursday, August 4, to announce the award of a new \$8.8 million grant.

Grant supports underserved communities access living-wage jobs in biotechnology and is designed to grow the sector's workforce pipeline.

Media alert

Media response

- FOX-4 News
- KRLD News Radio 1080
- The Dallas Morning News
- Interview and editorial
- KERA 90.1 FM
- Dallas Innovates
- El Comunicador newspaper

Next steps

Filming 'Partner Features' at Pegasus Park
Creating BioTech information clearinghouse




The Dallas Morning News

My Account

BUSINESS > TECHNOLOGY

Dallas College wins nearly \$9 million to train North Texas' future biotech workers

Already, seven major health employers have agreed to create 1,100 combined entry-level positions that pay at least \$15 an hour and include benefits.



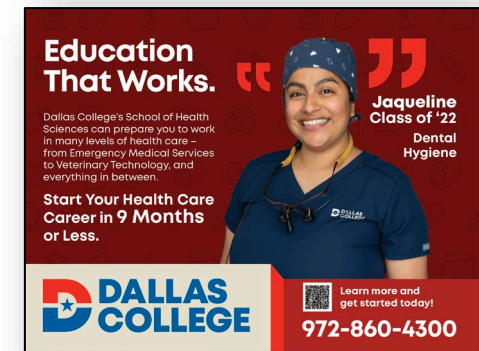
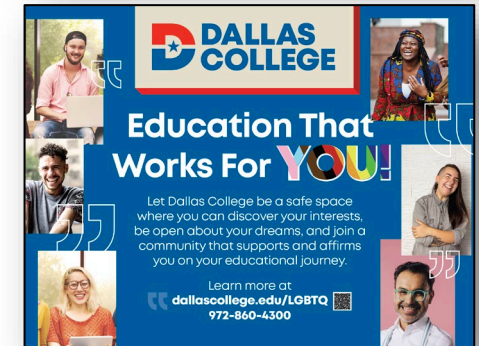
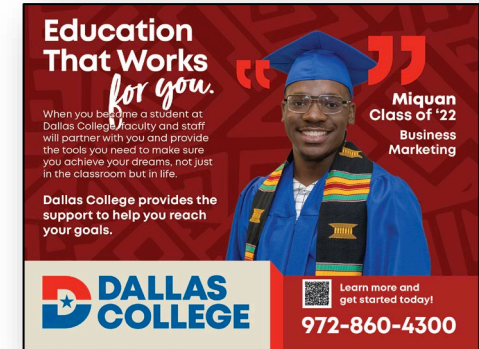
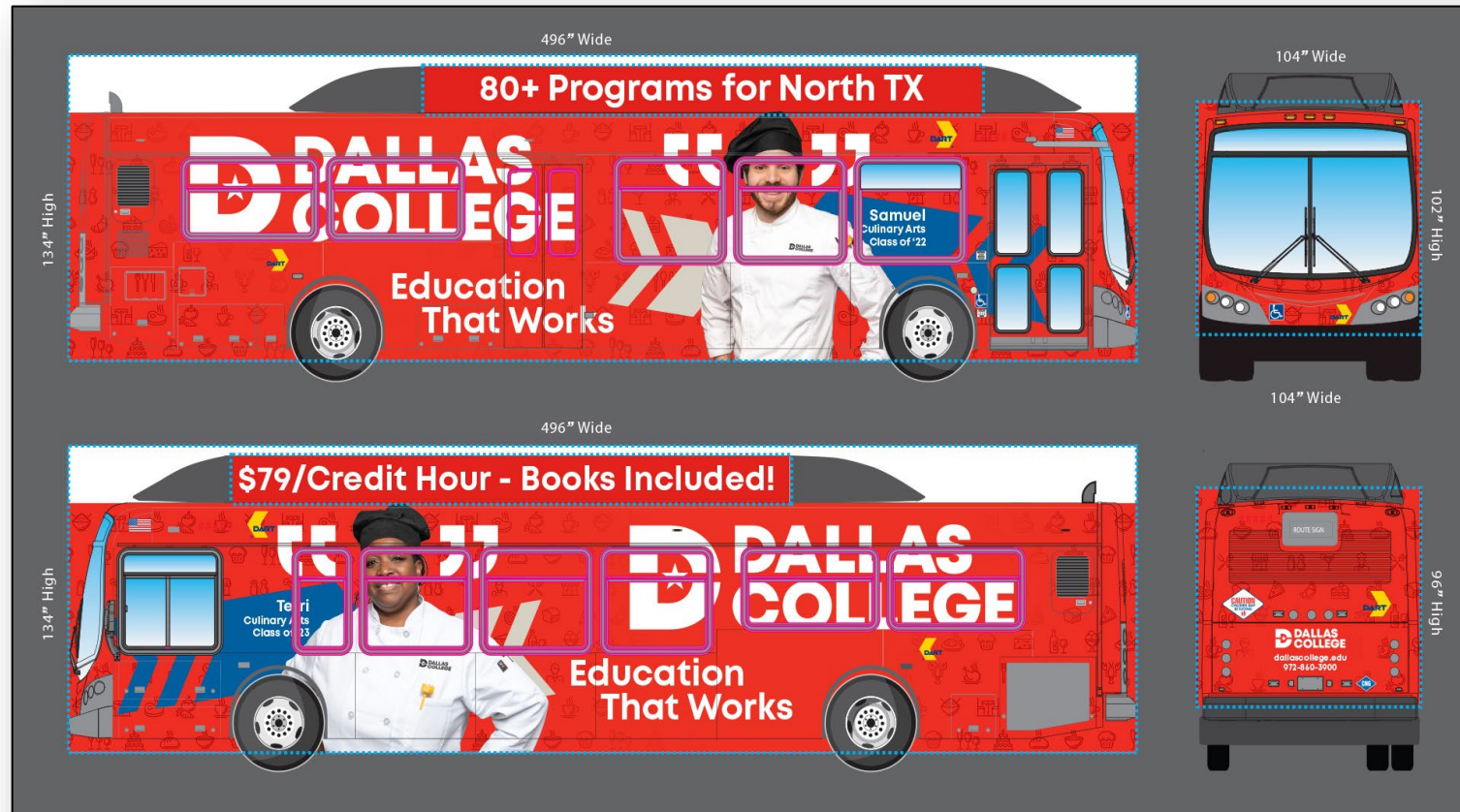
Dallas College Chancellor Justin Lonon speaks at a press conference on Thursday at BioLabs, a co-working space at Pegasus Park. Dallas College is leading an initiative to train underserved populations to take up future jobs in the booming biotechnology field in North Texas. (Jason Janik)

Marketing Mix: Summer/Fall



- Outdoor
- Digital
- Out-of-Home
- Audio
- Video
- Mobile
- Paid social
- Paid search

DART – Bus Wraps, Station Posters



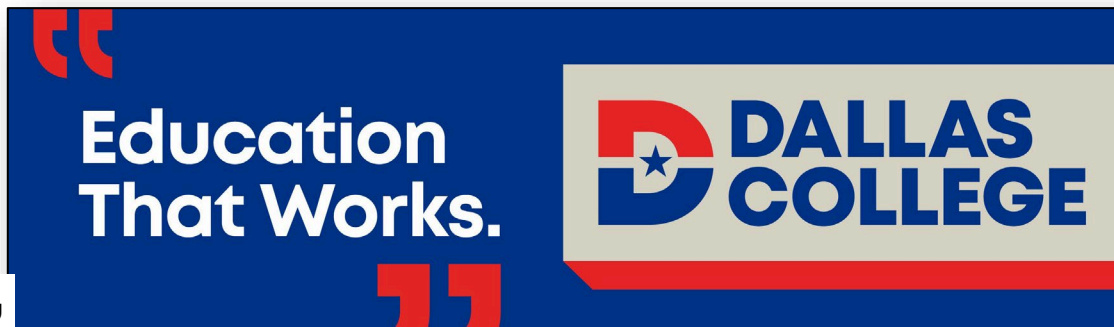


Billboards

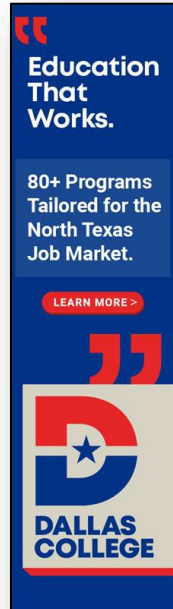
Poster



Digital




Digital



Education That Works.

80+ Programs Tailored for the North Texas Job Market.

[LEARN MORE >](#)



Education That Works.

[LEARN MORE >](#)



 **DALLAS COLLEGE**

Invest in your future. Enroll in a career.

An eight-week term starts Oct. 17.



[Register Today](#)



Make a Fresh Start. Come back to Dallas College.

 An eight-week term starts Oct. 17.



[Register Today](#)



Education That Works.

[LEARN MORE >](#)

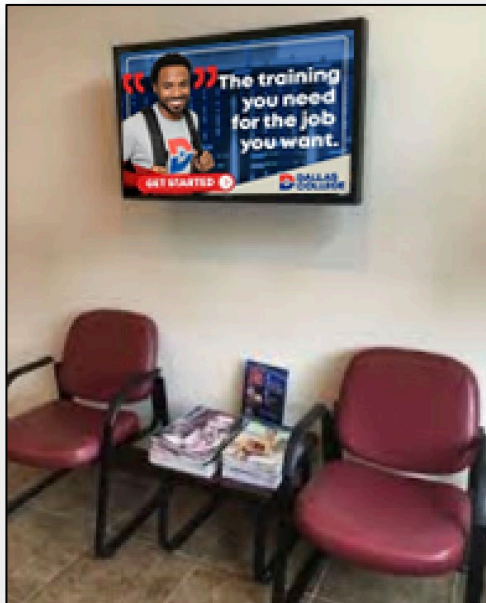


Out-of-Home

Tactic

Kiosks

Digital Screens



Content changes based on location & campaign message

Audio

Tactic
Top DFW pop/hip hop/country radio stations
Top DFW Spanish radio stations
Streaming services





Video

Tactic
Major TV networks
Telemundo and Univision
Hulu, Sling and Roku (streaming services)
:06/:15/:30 ads (YouTube)
ESPN, Bravo, E!, etc. (other TV networks)



Paid Social Media



Tactic
Facebook
Instagram
TikTok
Snapchat



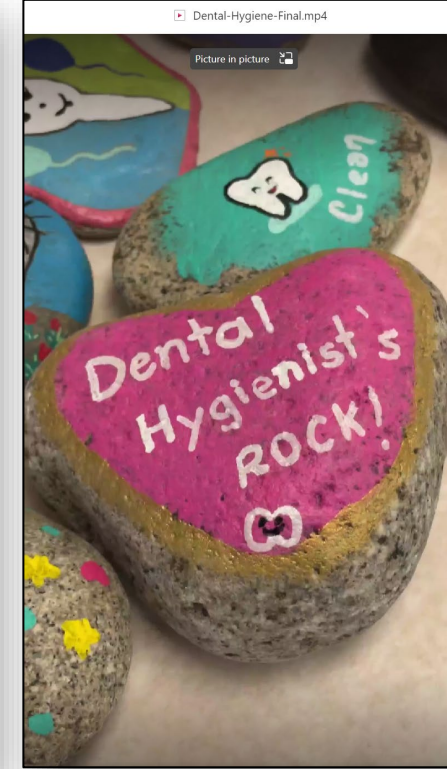
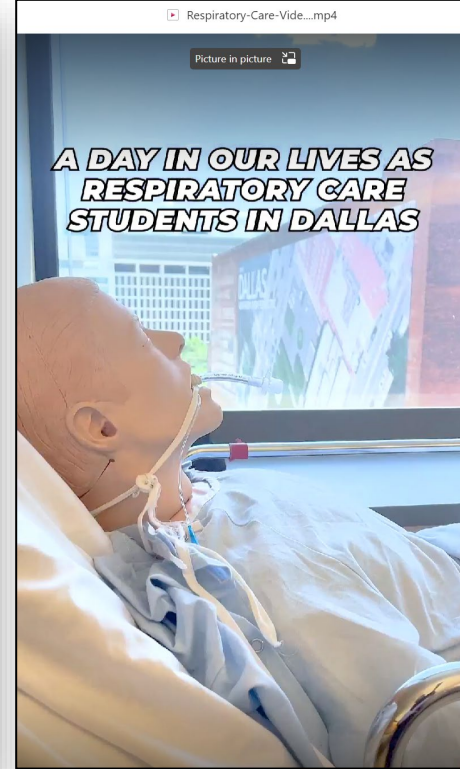
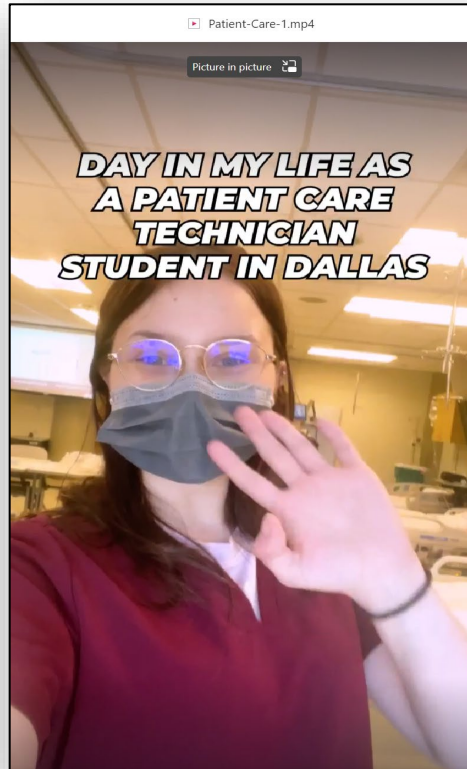
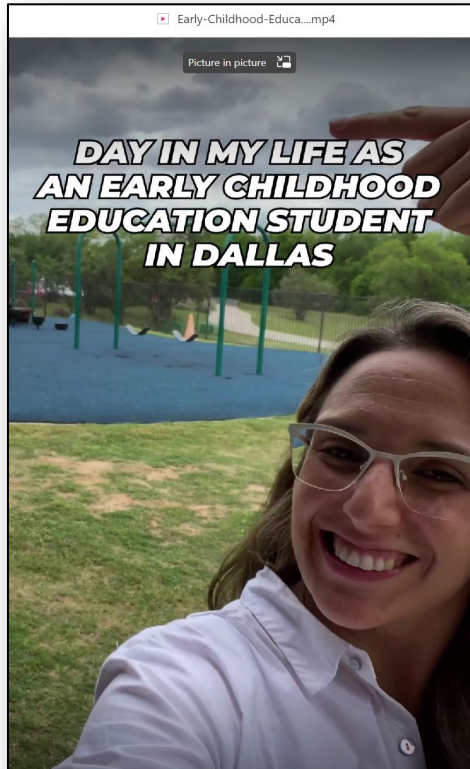
Social Media Content Schedule

(Internal, example)



	Memorial Day	TUESDAY — 31	WEDNESDAY — 1	THURSDAY — 2	FRIDAY — 3	SATURDAY — 4
	TW/FB/IG Story: Memorial Day Message	TW: Motivational quote	TW: Eastfield baseball	TW: endccstigma	TW/IG Reel: #DonutDay	FB/TW: Campus open
		TW/FB: Eastfield baseball	TW/FB/IG Post: Pride Month opener	TW/IG Story: Student Perks/Discounts	IG Story: Campus open Saturday	
		IG Story: Events this week	IG Story: NTFB visits BH	TT: Program highlight - Dental Hygiene	TW/FB: NSO day of photo recap	
		TW/FB: Teacher Apprenticeship	LI/TW/FB: Skills USA Students blog	FB/TW/IG Reel: Program highlight - Dental Hygiene	FB Event: Pride Month keynote	
		FB/IG Story: NSO promo	TW: Mental Health Training	LI: Teacher Apprenticeship news		
		TW: NTFB visits BH				
		LI: Did you know campaign finale				
SUNDAY — 5	MONDAY — 6	TUESDAY — 7	WEDNESDAY — 8	THURSDAY — 9	FRIDAY — 10	SATURDAY — 11
FB: Commencement Videos online	TW: Motivational message + photo	TW: Pride Parade photos	TW: Best Friends Day	TW: Campus photo	TW/IG Story: #IceTeaDay	
	IG Story: Events this week	LI: Sustainability Awards	IG Story: Best Friends Day Poll	IG Story: NTFB visits PGC	IG Post: Campus photos	
	IG Story: Welcome Summer I	IG Story: Commencement Videos online	TW/FB/IG/LI: #DallasCollegeShines feature	IG Reel: Student Care Network - DART	FB: Student Perks/Discounts	
	FB/TW: Welcome Summer I	IG Post: NSO recap + promo	TW: Pride Month keynote event	TW/FB: Student Care Network - DART	TW: trendy open spot	
	LI/TW: #HigherEdDay	FB: Graduation recap video		LI: Bezos Academy news repost		
	IG Post/FB: Pride Parade photos	TW: NTFB visits PGC				
SUNDAY — 12	MONDAY — 13	TUESDAY — 14	WEDNESDAY — 15	THURSDAY — 16	FRIDAY — 17	SATURDAY — 18
	TW: Motivational quote	TW: #FlagDay	TW: Campus photos	TW: Student to career motivation	TW: Student Perks/Discounts	
	TW/FB/IG Story: Dallas College app	IG Story: #FlagDay poll	FB/TW/IG Reel: Program highlight - early childhood ed	IG Story:	IG Story:	
	IG Story: Events this week (HBCU + more)	TW/FB/LI: #DallasCollegeShines feature	IG Story: Pride Month Quiz	TW: Bezos Academy	FB: endccstigma	
	TW: NTFB upcoming visit	IG Post: Summer I students photo	LI: Student Care Network connection	FB: Registration	IG Post: Campus photos	
	IG Post: Summer I students photo			FB Event: MV Family Magic Show events	LI:	
	LI: Summer I students					
SUNDAY — 19	MONDAY — 20	TUESDAY — 21	WEDNESDAY — 22	THURSDAY — 23	FRIDAY — 24	SATURDAY — 25
FB/TW: Father's Day	TW: Motivational message + photo	TW: endccstigma				
FB/TW: Juneteenth						

Social Media Videos (program specific)





Paid Search

Tactic

Keyword search

Remarketing ads

The screenshot shows a Google search interface with the query "logistics programs in dallas". The results show approximately 28,100,000 results in 0.63 seconds. The top result is an advertisement for Dallas College, titled "Logistics Management Training - Degrees And Certificates". The ad text describes the program as being at a fraction of the cost of for-profit schools, offering start planning for your career, enrollment today, convenient schedules, hands-on training, low cost tuition, accreditation, employer connections, job specific training, and passionate instructors. Below the main ad text are two columns: "Degrees And Certificates" with the subtext "Find The Logistics Degree Or Certificate That Is Right For You." and "Expected Salary" with the subtext "Learn How Much You Can Expect To Earn In The Logistics Field."

Google

logistics programs in dallas

× |

All Images News Maps Shopping More Tools

About 28,100,000 results (0.63 seconds)

Ad · <https://www.dallascollege.edu/> · (972) 860-8161

Logistics Management Training - Degrees And Certificates

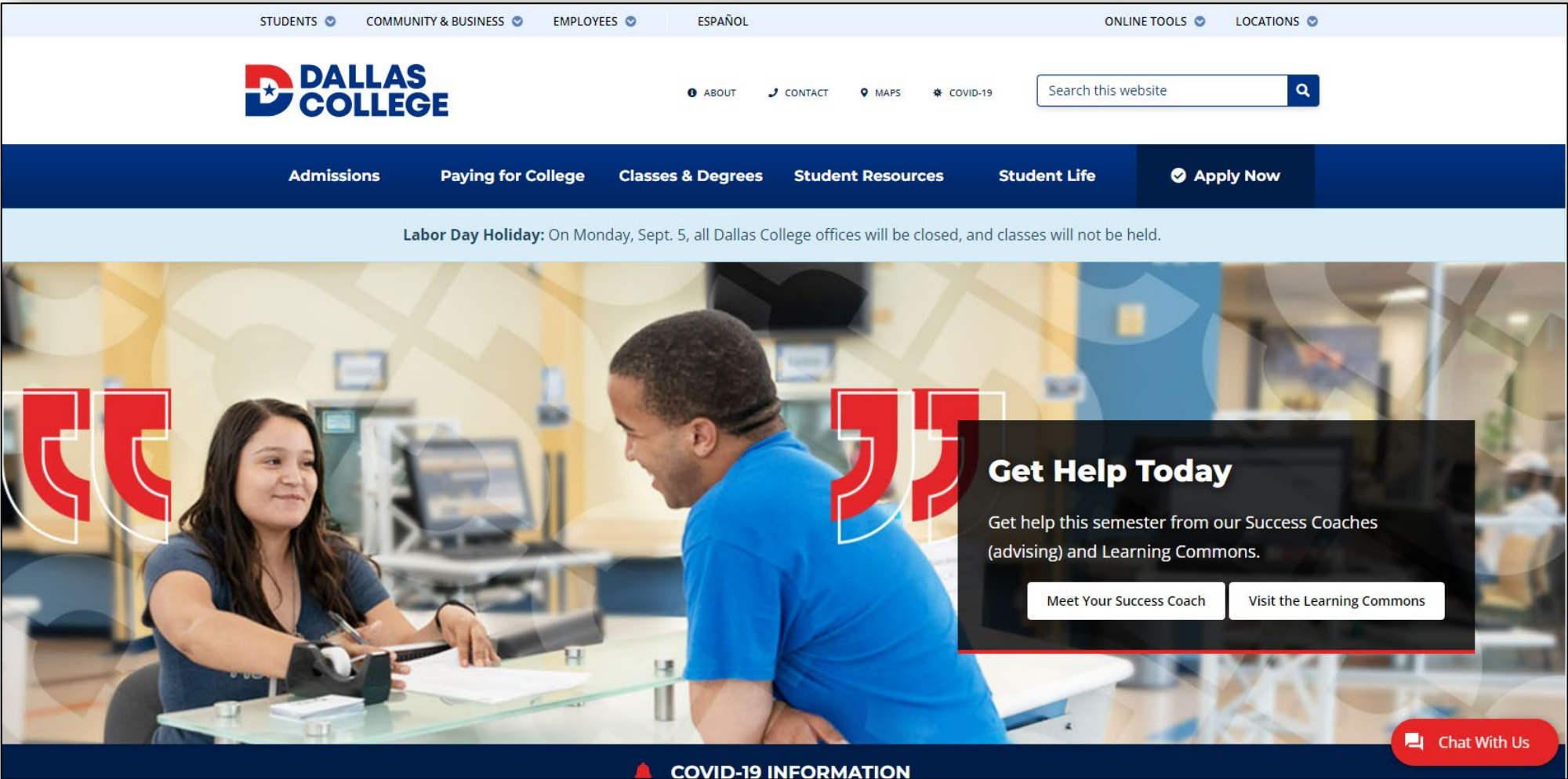
Logistics Management Training At A Fraction Of The Cost Of For-Profit **Schools**. Start Planning For Your Career. Enroll Today. Convenient schedules. Hands-on **training**. Low cost tuition. Accredited. Employer connections. Job specific **training**. Passionate instructors.

Degrees And Certificates
Find The Logistics Degree Or
Certificate That Is Right For You.

Expected Salary
Learn How Much You Can Expect To
Earn In The Logistics Field.



Digital Experience & Web

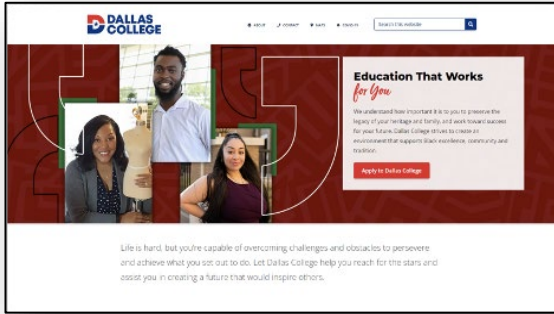




Page 42 of 57

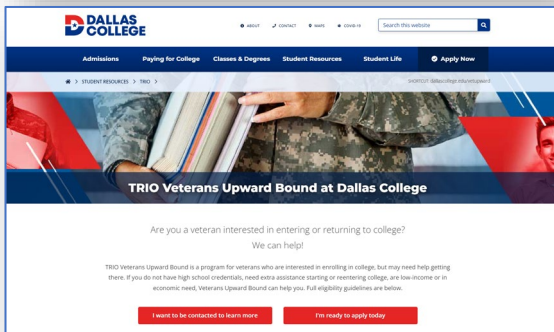
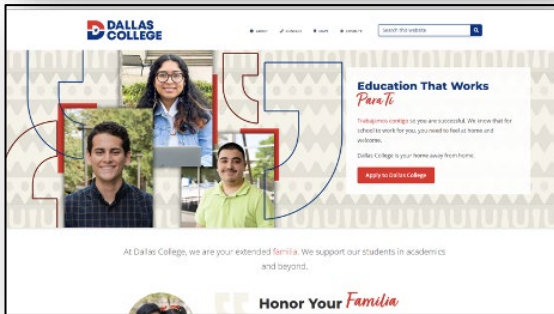
of 57

Campaign-Specific Landing Pages




Manifesting the Promise

- Student Testimonials
- Culture Content
- Services Provided to Students
- Videos
- Alumni Spotlights
- Photos of Students, Faculty, Staff and Administrators




Workforce Development





ABOUTCONTACTMAPSCOVID-19

Search this website




Enroll in a Career!
Prepare for a solid job with great pay and benefits — **at no cost to you!** In fact, you can make money while you train!

Dallas College can help you enroll in a career leading to a brighter future for you and your family. In just a few months, you can start building stackable credentials. Take advantage of this opportunity to maximize your potential.


Start Today

Students Who Qualify Can Enjoy:


We give you the tools to make your semester as successful and comfortable as possible.



Free Training (Paid Tuition)




Opportunities to Learn While You Earn



Free Industry Certification(s)

Learn more about the variety of [resources for all students and learners](#) that are offered by Dallas College.




ABOUTCONTACTMAPSCOVID-19

Search this website

AdmissionsPaying for CollegeClasses & DegreesStudent ResourcesStudent LifeApply Now

CLASSES, CERTIFICATES AND DEGREES



Career-Connected Learning and Free Training

Dallas College can help you enroll in a career leading to a brighter future for you and your family. Prepare for a solid job with great pay and benefits — **at no cost to you!**

We can help you prepare for college, build stackable credentials or gain experience through apprenticeships. Take advantage of these opportunities for **free learning and training** and maximize your potential.

Is this really free?

Yes, it's true! These programs are **absolutely free**. They are funded by special grants and programs that aim to help people in our community — just like you!

Because these programs are funded by special grants, there may be specific requirements, components or directions. It all depends on which types of training you're interested in. But don't worry. [Stackable credentials](#).

Overview of Opportunities on This Page

Entry-Level Learning

- > Free High School Equivalency and GED Prep
- > Free ESL Classes/Clases de Inglés Grads

Workforce Training

- > Credit Degrees and Certificates
- > Stackable Credentials
- > Fast-Track Options
- > Work-Based Learning
- > Five Career Paths

For Special Groups

- > Veterans and Military Families
- > High School Students (Promises)
- > Parents of Promise Students (Parent Promise)
- > Young Adults (18-24)
- > Small Business Owners



Enrollment Outreach

Communications Calendar

(Fall registration)

Prospective students

- Registration open
- New Student Orientation
- Super Saturdays
- Dallas Promise Scholars
- 'Missing Items'
- 'Registration nudge'

Format

- Posters
- E-newsletter
- Email
- Texting

Say Hello to Nia

I've always been a successful student. So, for me, I wanted to maintain my track record of keeping a 4.0 GPA, even after my disability. Maintaining my grades was very important to me, and I communicated my disabilities to my teachers. I've been able to perform at the top of my class, and my teachers have been very accommodating and eager to help because of my goals.

Dallas College offers a quality education and lifelong learning to help you build the future you want.

VALUE
Our tuition is one of the lowest in the state, and books are 'Included'. We also offer financial aid and scholarships, and some programs are free.

CONVENIENCE
With seven campuses and 11 community-based centers, we're close to home. We offer flexible schedules: days, nights, weekends, in-person, online or hybrid.

SUPPORT
We care about our students. Free services include counseling, food pantries, tutoring and a DART pass. We also have child care and housing subsidies.

NEW STUDENT ORIENTATION

Join us for an in-person introduction to the Dallas College student experience.

- Learn about services
- Meet fellow students
- Take a campus tour
- Discover engagement opportunities
- And much more!

Who should come?
Students new to Dallas College in the past year.

9 a.m. - 12:30 p.m.
- Friday, June 5
- Friday, July 8
- Friday, July 22
- Saturday, Aug. 20

5-8:30 p.m.
- Thursday, Aug. 4

RSVP NOW
dallascollege.edu/orientation

SUPER SATURDAY Registration

We're open on select Saturdays to get you prepared for Summer and Fall!

May 21 June 4
July 9 Aug. 6, 13 and 20

Services
All classes. Reach us by phone, email and video chat.
June 5, July 9, Aug. 6 and 13.
Campuses open for in-person assistance.

dallascollege.edu/Saturday

READY. SET. GO!

Stay on track toward your goals. Meet with your success coach and register now for Fall, Summer and Maymester!

dallascollege.edu/registernow

Congratulations, Dallas Promise Scholar!

We are thrilled to welcome you to Dallas College for the 2023-2024 academic year. As a new college student, you are entering one of the most exciting times of your life, and we are here to help you succeed every step of the way. The new academic year will be here before you know it, and we hope you are excited to get started. We are getting up to receive you on campus this fall.

Before the fun begins, there are a few more steps to finish up your application checklist. We want you registered and ready to go by Wednesday, July 27.

Your college coach is standing by, ready to help. Check your email for messages from us about what to do or email collegcoach@dallascollege.edu. The fall semester begins Aug. 22. As we get closer to your start date, we encourage you to remain in close contact with your college coach should you need anything.

We are committed to ensuring that you experience an awesome college student journey. Our courses are designed with every consideration given to needs on learners. Our student care network and extended support services are continuously working to best serve you and your interests throughout your academic career.

So, What's Next?
Get yourself ready to welcome you and your family to campus this fall. Pursuing higher education requires commitment, curiosity and courage. We are excited to have you and look forward to helping you reach all your dreams and goals.

Welcome to the Dallas College family!

Sincerely,
Beatrix Joseph
Vice-Chancellor of Student Success

Share your joy and pride! Take a photo with your dallascollege.edu/fall2023 banner and post it on social media. We want to see you and your family celebrating your achievement. Tag #dallascollege and #fall2023 in your post.

Hello FUTURE STUDENT!

We received your application but noticed you haven't registered yet.

What are you waiting for?
Register by Aug. 17
Classes start Aug. 22

Meet with your success coach (advisor) to discuss your goals and choose your classes.

dallascollege.edu/fall2023

Hello FUTURE STUDENT!

We received your application but noticed you haven't registered yet.

What are you waiting for?
Register by Aug. 17
Classes start Aug. 22

Meet with your success coach (advisor) to discuss your goals and choose your classes.

dallascollege.edu/fall2023

Dallas College Esta Cambiando el Futuro de Elizabeth

Quiero tener un mejor futuro, con un salario estable y eliminar las luchas que he visto. Mi padre trabajó muy duro en México para traerme aquí a los Estados Unidos, y de repente, se volvió a perder. Necesito algo. Necesito la mejor que puedo ser, me aseguro de que todo su esfuerzo valió la pena.

Calidad
El precio de nuestras clases son uno de los más bajos del estado, y los libros están incluidos. También ofrecemos ayuda financiera y becas, y algunos programas son gratuitos.

Conveniencia
Con siete campus y 11 centros comunitarios, estamos cerca de ti. Ofrecemos horarios de clase flexibles durante el día y la noche. Hay de mañana, en persona, en línea y clases híbridas.

Elige tu camino universitario

- CREDITO**
• Diseñado para transferir
• Usado para una carrera
• 100 programas de crédito
- FUERZA LABORAL**
• Clases gratuitas: GED, el inglés como segundo idioma, habilidades laborales
• Ofrecemos certificaciones y programas que se pueden terminar dentro de 3 a 6 meses
- EDUCACIÓN CONTINUA**
• Clases de interés y enriquecimiento personal
• Certificaciones profesionales

En Dallas College, te ofrecemos más que una educación. Te ayudamos con:

- Línea para clases que son incluidas con la matrícula
- Ayuda financiera y becas
- Asistencia financiera para emergencias
- Tutoría gratuita
- Asistencia para alimentos, cuidado infantil y alojamiento
- Servicios de salud gratuitos
- Pase de DART gratuito
- Prestamo de computadoras portátiles y en línea
- Embarcación para tu carrera
- Transferencia a un nivel de alto personal para graduarse al final de tu camino universitario con Dallas College

Regístrate antes del 17 de agosto. Las clases de otoño comienzan el 22 de agosto.

EMPIEZA HOY!
dallascollege.edu/empezar 214-378-1713 • Pregúntanos cómo enviarnos un mensaje de texto al número "Hola" al 725-522-455

Texting & Chat

- Audiences:
 - Future (Opt-in)
 - Current (general campaign)
 - Returning (Retention campaigns)
- Provides a bridge of communication to support Student Success teams
- Triage student interest, questions or concerns to ensure they are connected warm
- Bilingual response capabilities
- 6:00pm – Midnight offering



Quieres saber más sobre Dallas College?
Mandanos tus preguntas por texto, email, o chat.

- Envía el mensaje "HOLA" al 972-532-6131
- Por email a: dallascollege.edu/contactustxt
EmailTextMarketing@dcccd.edu

Para Este Código para Visitar
Sitio Web de Contacto



Text Us

Ready to learn more about an education at Dallas College?

Simply text **COLLEGE** to **214-978-6457**, and we'll help you explore your options!

Standard text messaging rates apply.

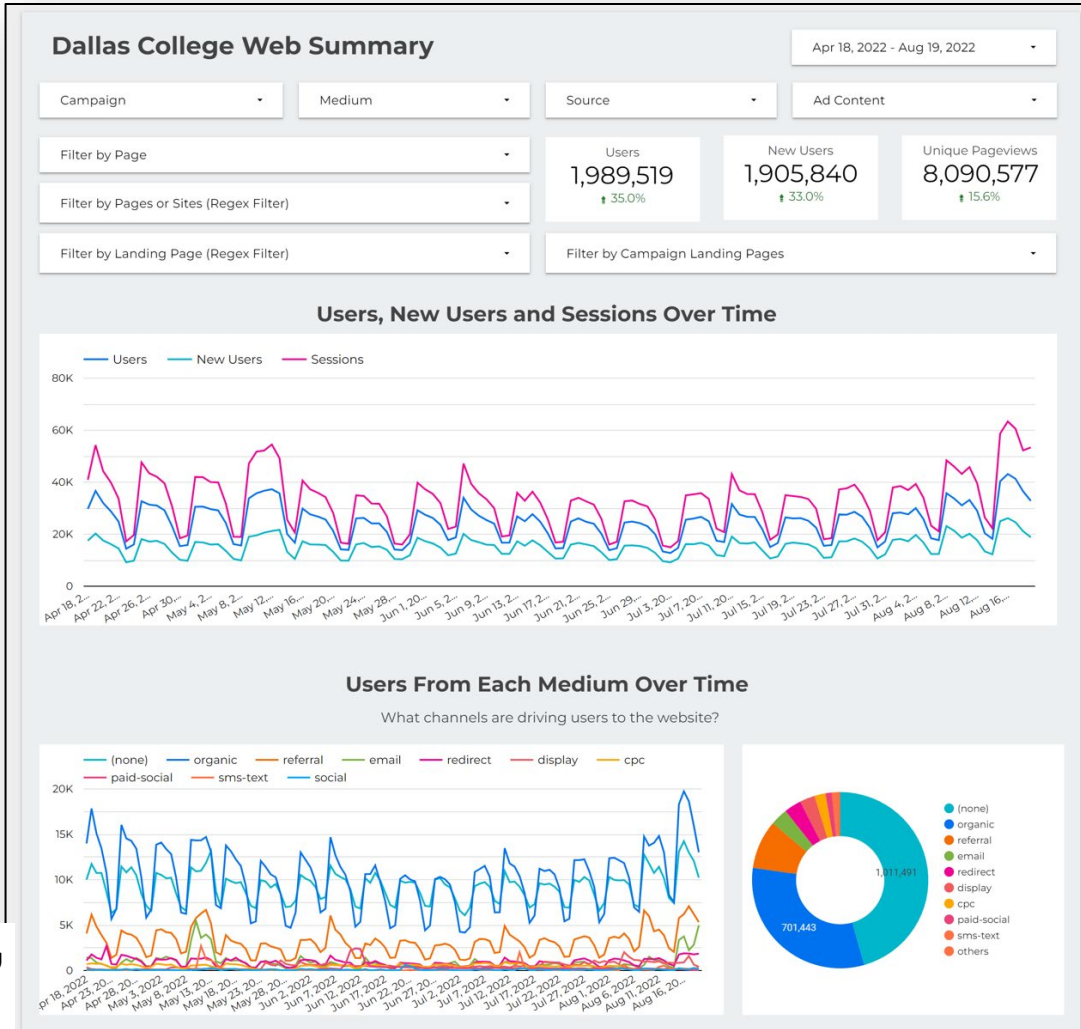
Marketing Mix: Summer/Fall



- Outdoor
- **Digital**
- Out-of-Home
- Audio, **Streaming**
- **Video**
- **Mobile**
- **Paid social**
- **Paid search**

Web Analytics

Google Data Studio



Fall registration period

Date range: April 18, 2022 – August 19, 2022

Users 1,989,519
Presence of Google analytic signals a previous visit

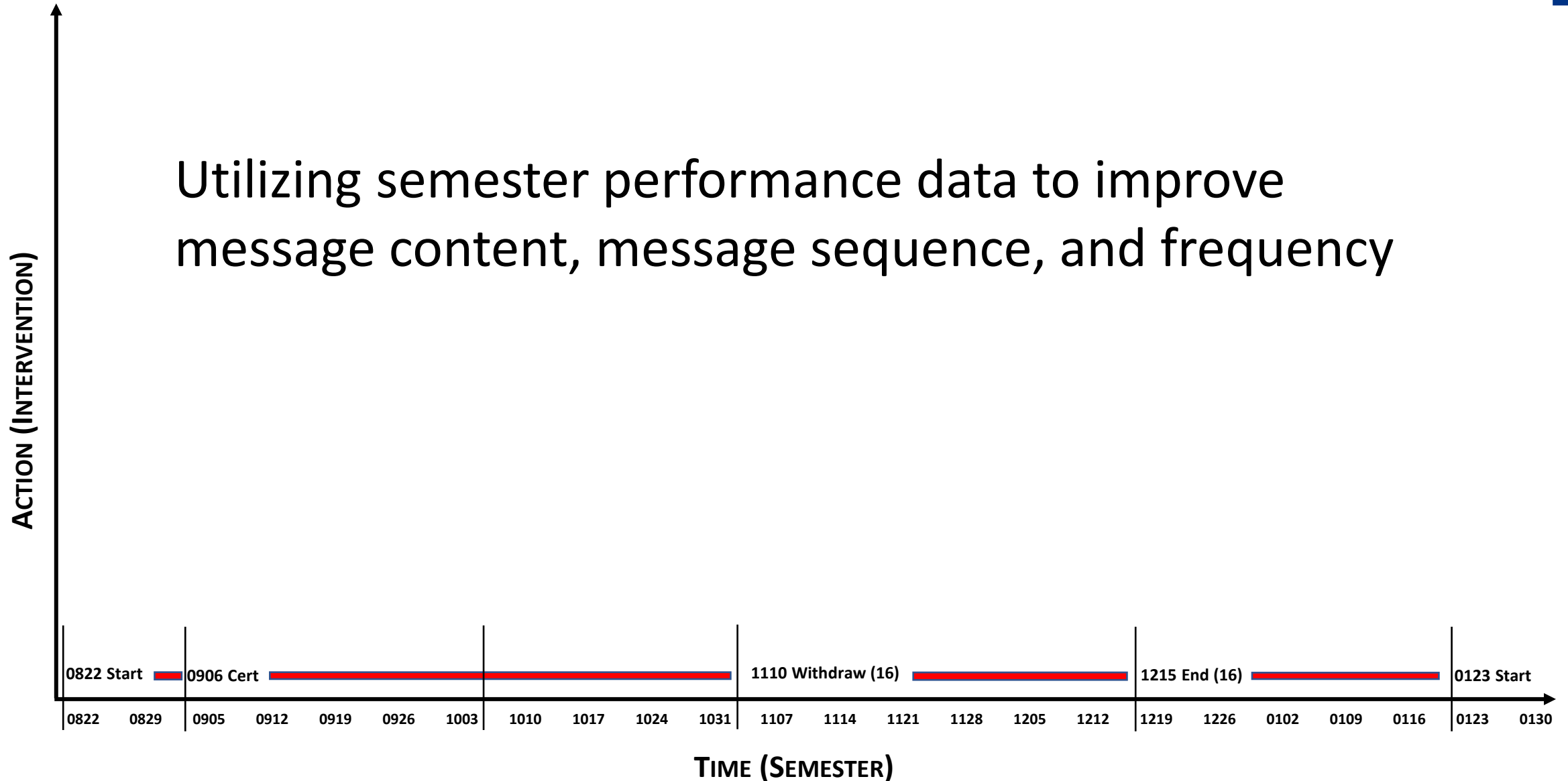
New User 1,905,840
No analytic present signaling new user

Unique Pageviews 8,090,577
Browser page visits during a user session

Users from each medium over time

None Unable to track
Organic Search for Dallas College, by name (branding)
Referral Arrive at site via a secondary source (Online)
Email Response from email campaign
Redirect Via a campaign advertisement (.edu/admissions)
Display Digital advertisement
CPC Cost per Click (paid search)

Utilizing semester performance data to improve message content, message sequence, and frequency



Page 50 of 57





ITEMS FOR REVIEW NO. 5.1.a.

Finance Committee Notes for August 2, 2022

The Finance Committee Meeting of the Board of Trustees of Dallas College was held Tuesday, August 2, 2022, beginning at 1:03 p.m. at the administrative office in room 036 and was broadcasted via the streaming link <https://dcccd.new.swagit.com/events/13900>. This meeting was convened by Committee Chair Cliff Boyd.

Board Members and Officers Present

- * Mr. Cliff Boyd (committee chair)
Mrs. Monica Lira Bravo (chair)
- * Ms. Charletta Rogers Compton
Ms. Diana Flores
Dr. Catalina E. Garcia
Dr. Justin H. Lonon (secretary and chancellor)
Mr. Paul Mayer
- * Mr. Philip J. Ritter (vice chair)
- * *Denotes a committee member*

Members absent

None.

1. **Roll Call - Announcement of a Quorum** was confirmed by Committee Chair Boyd.
2. **Certification of Notice Posted for the Meeting** was confirmed by Chancellor Lonon.
3. **Citizens Desiring to Address the Board**
None.

4. **Committee Presentations**

1. FlexWork Program
Presenters: Dominic Green, Tricia Horatio, Lenora Reece

Dominic Green, Tricia Horatio, and Lenora Reece presented an overview of the FlexWork Program. FlexWork is an alternative work arrangement with a work schedule outside of normal business hours and/or permits an eligible employee to

work from an alternative work location.

The benefits to Dallas College would be to improve the workplace culture, enhance the employee experience and create a competitive edge in the marketplace while maintaining a student-centered environment. DFW saw a 50% increase in job postings with a remote work or working from home option. A long-term benefit could be an opportunity to redefine use of space.

There were four FlexWork options available:

- Remote – allows eligible employees to perform all work functions from an alternative work location each week
- Hybrid – allows eligible employees to work remotely from an alternative work location a few days a week
- Compressed Work Week – allows eligible employees to reduce the number of workdays each week while the total workweek hours remain the same
- Flex Time – allows eligible employees to vary their workday start and end times while the total workweek hours remain the same

Full-time staff and administrators were considered eligible to request FlexWork. Applications would be reviewed by the supervisor and human resources, and they would take into consideration the needs of the department, the division, and the college. Other considerations for this program included operational needs, technology requirements, position suitability and space. FlexWork was not appropriate for all employees, for all positions or for all settings.

Eligible employees would need training, especially cybersecurity training, prior to the approval of the FlexWork agreement to ensure that information was protected and kept confidential. Supervisors would also train focused on leading and managing performance effectively, developing trust and coaching employees. Work expectations would be clearly defined, stressing accountability, effective communication, productivity, time management and performance. If issues were to arise, then an employee would return to a regular work environment.

Before implementation, current telecommuting policy would need to be revised to allow for a broader work arrangement provided under the FlexWork program, set expectations, define applicability, and limitations, and establish authority for approval and revocation. The program would be monitored each semester to review and adapt the program as needed. The anticipated program roll out would be Fall 2022.

2. FY2022-2023 Proposed Budget

Presenters: John Robertson, Tiska Thomas

Chief Finance Officer John Robertson and Deputy Chief Tiska Thomas presented the FY2022-2023 Proposed Budget as a balanced budget. Financial conversations centered around three years - the previous year, the current year and anticipated future year - to determine more efficiencies and savings opportunities. Financial conversations also projected estimates for enrollment and contact hours and the impact both may have on future state appropriations.

The total operating revenue was \$532 million, which included state appropriations, tuition, and tax revenue. Dallas College was in the second year of the biennium for state appropriations with \$91 million in funding. Contact hours and success points were important factors to state appropriations. The College received funding based on progression, student retention and completion rates.

Dallas College tuition was the seventh lowest in the state at \$79 in-district, which was \$20 lower than the state average rate of \$99. The College's tuition also included textbooks and did not include fees.

Taxes made up the largest revenue source for the College. The Tax Assessed Value (TAV) increased by 15%, bringing the tax revenue to \$338 million. Dallas College represented about \$300 of the tax bill for Dallas County residents. The College also cut the property tax rate by 7.8% and had an additional \$30 million to invest in students.

Cash reserves were estimated at \$279 million of uncommitted cash and investments. Cash reserves are used for one-time expenses, such as facility improvement and equipment for specialized instructional programs. Policy requires the College to have two months in cash reserves. The year-end commitments (carry forwards) for vendor's waiting to be paid was at \$5 million, which was significantly less than previous years due to better controls in procurement. Special Items were trimmed down by strategic decisions on expenses funded through the operating budget. After expenses, the remaining cash reserves balance was approximately estimated at 3.8 months' worth. Cash reserves help the College maintain the AAA bond rating and reduce debt by self-funding projects.

Over the past five years, Dallas College saved taxpayers \$68 million with debt restructuring and over \$3 million saved through tax exemptions. There were also savings in collegewide facilities by using consolidated teams completing work in-house.

In the proposed budget, Dallas College chose to invest in employees through a 5% across the Board salary increase. There were also increases to investments in nursing, tutoring and academic support for health sciences. In Student Success, there were investments in the student call center, mental health and wellness for students, revamped testing center and new student orientations. In workforce and advancement, there were projected cost savings through the utilization of grant funding. In Central Operations, expenses, such as cloud services, course scheduling, grant compliance, ERP implementation, and funding for state required mandates, have shifted from other areas.

Trustee Garcia asked if there would be a tuition increase. Robertson responded that there were no current proposals at the time for a tuition increase.

Trustee Ritter suggested revisiting the full-time vs. adjunct conversation and asked for total headcount numbers for the College and for the chancellor's direct reports.

Trustee Ritter reminded the Committee that he previously disclosed a conflict of interest in regard to matters involving Greenlight, LLC, as a result of his employment with a related entity. In view of the requirements of Chapter 171 of the Texas Local Government Code, and Board Policy DBD (LOCAL) which follows state law, and which require a person considered to have a potential conflict of interest to disclose the conflict before any vote or decision on any matter involving the business entity and abstain from any further participation in the matter, the General Counsel Wendland recommended voting on the Greenlight, LLC budget item separately from the overall proposed budget, so that Trustee Ritter could abstain from participation.

Trustee Flores asked about the faculty evaluation recommendations. Provost Floyd will provide more details in a future presentation to the Board.

5. Overview of Regular Agenda Items

1. Policy item - First Reading

- a. Approval of Amendment to Policies Concerning Assignment, Workload and Schedules - DJ (LOCAL)

2. Policy Items

- a. Approval of Amendment to Policies Concerning Federal Revenue Sources – CAAB (LOCAL)

b. Approval of Amendment to Policies Concerning Employment Practices - DC (LOCAL)

The veteran's preference is a state requirement for employment and was approved in 2015. All eligible applicants are interviewed but there is a preference for veterans. This applies to the veteran, surviving spouse and orphan of a veteran.

There is a priority of service that is a federal requirement and is applicable to job training programs that are funded by the department of labor. This applies to the veteran and eligible spouse.

3. Finance Items

- a. Adoption of Resolution Authorizing Defeasance of Dallas College Tax Notes, Series 2021
- b. Approval of Order Authorizing the Issuance of General Obligation Refunding Bonds, Series 2022; Delegating the Sale of the Bonds to the Designated Financial Officer Named in this Order; Establishing Parameters Regarding the Sale of the Bonds; and Approving and Authorizing Instruments and Procedures Relating Thereto
- c. Approval of Fourth Amendment to Lease Agreement with Ex Dallas, LP also known as Four Seasons Golf & Sports Club

6. **Items for Review**

1. Committee Notes

- a. Finance Committee Notes for June 7, 2022
No comments or edits were made.

7. **Executive Session** was not required.

8. **Adjournment** was at 2:54 p.m.