



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, November 1, 2022 | 1:00 PM**

### **Administrative Office**

**Administrative Office, 1601 Botham Jean Blvd., 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.*

## **Finance Committee Meeting Agenda**

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

*Committee Members: Cliff Boyd (Committee Chair), Monica Lira Bravo (Member), Catalina E. Garcia (Member)*

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

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

### **4. Committee Presentations**

#### **4.1. Legislative Update**

Presenters: Justin Lonon, Ray Martinez, J. D. (President & CEO, Texas Association of Community Colleges), Florence Shapiro (Consultant, Shapiro Linn Strategic Consulting)

#### **4.2. Strategic IT Modernization Program**

Presenter: Jim Parker

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

#### **5.1. Committee Notes**

a. Finance Committee Notes for September 13, 2022

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### **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

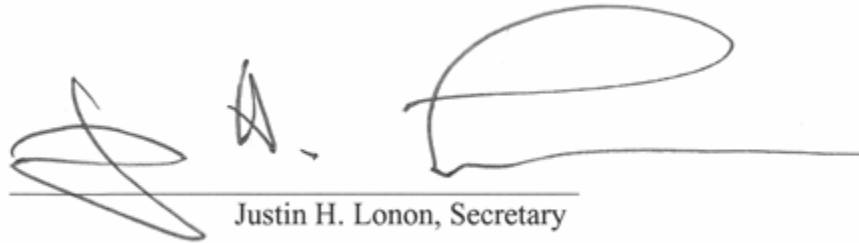
6.3. Deliberate Regarding Real Property Since Open Deliberation would have a Detrimental Effect Upon Negotiations with a Third Person - Section 551.072

6.4. Deliberate Regarding Security Devices or Security Audits Sections 551.076 and 551.089

### **7. Adjournment**

*CERTIFICATION OF NOTICE POSTED FOR THE NOVEMBER 1, 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 28th day of October 2022 in compliance with the applicable provisions of the Texas Open Meetings Act.*

A handwritten signature in black ink, consisting of a stylized 'J' followed by 'H. Lonon' and a long horizontal line extending to the right.

Justin H. Lonon, Secretary

## ITEM FOR REVIEW NO. 5.1.a.

### Finance Committee Notes for September 13, 2022

The Finance Committee Meeting of the Board of Trustees of Dallas College was held Tuesday, September 13, 2022, beginning at 1:18 p.m. at the Administrative Office in Room 036 and was broadcasted via the streaming link <https://dccc.d.new.swagit.com/events/14253>. 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

\* *Denotes a committee member*

#### Members absent

Philip J. Ritter

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. Page/HR&A Strategic Planning  
Presenters: Joseph Cahoon (HR&A), Elizabeth Foster (Page),  
Lisa Keith (Page)

Representatives from Page Southerland Page (Page), Elizabeth Foster, Lisa Keith, and Mattia Flabiano, along with Joseph Cahoon from HR&A presented an update on strategic planning and real estate planning.

Page is working with Dallas College to develop a thorough decision-making framework and reinforce strategic priorities by creating policy and guidelines. The decision-making framework will aid the College in making decisions and establishing priorities, provide guidance for leadership, and create a flexible process for current and future propositions. The steps of the decision-making framework include:

1. Identify the proposition.
2. Perform pre-evaluation.
3. Look at evaluation criteria: location, capital investment, space use, equity, community impact, land use, finance, long-term implications, education.
4. Decide the path forward.
5. Seek appropriate approval.
6. Develop implementation plan.

The framework exposes the need for data collection requirements and the need to update or create procedures, processes, and policies, such as land use and partnerships.

Page has conducted interviews focusing on the vision for the education and innovation hub and what innovation means to Dallas College. Through conversations with leadership, some key themes have come forward:

- Develop a deeper understanding of the needs of small businesses.
- Expand partnerships to create educational opportunities that offer relevant experience and industry recognized credentials.
- Serve as a data hub for regional labor and industry data.

For implementation of the framework, Dallas College needs to have data readily available, conduct a space utilization and space analysis, create a unified master plan, and analyze revenue generation strategies and alternatives. Next steps in the process include finalizing the framework, recommendations for innovation strategies, create or update policies and guidelines, and triage immediate decisions for the next six months.

Trustee Flores recommended that equity be included throughout the entire

process. Trustee Flores also requested models of inter-developmental collaborations that have been successful in addressing and improving root causes of poverty and undereducation.

Trustee Compton requested examples of innovative proposals for programs and community engagement nationwide that are diverse and how they can work together in the framework.

## 2. Strategy, Engagement, Impact: Marketing and Communications Presenter: Brad Williams

Brad Williams presented an update on Marketing and Communications. Marketing and Communications team members provide services collegewide, such as media relations, digital experience/web, chatbot, texting, and advertising, brand, and design.

Marketing and Communications have been looking for ways to improve. Marketing team members have engaged students for feedback about the web and conducted compression planning sessions with employees.

A key part of Marketing is events and operations. Conference Day 2022 was held in-person and virtually with almost 3,000 employees participating. The employee giving campaign received over \$100,000 in pledges during Conference Day.

Another important part of Marketing is executive communications, which impacts culture building through employee engagement. Marketing also looks for ways to enhance community engagement collegewide through open houses, groundbreaking ceremonies, and apprenticeship programming kick-off events.

Advertising for Dallas College changes throughout the year based on the academic semester. Currently, Dallas College is featured on DART bus wraps and bus station posters. Dallas College also has radio, streaming, and television ads running. Social media ads with Instagram, Facebook, and TikTok are short 15-second attention grabbing videos. Advertising leads to increased general awareness of the services that Dallas College provides.

Marketing utilizes web analytics and semester performance data to improve message content, sequence, and frequency. This allows the team to spot the trends and determine how and when to send messages to students.

Trustee Garcia recommended offering professional development sessions that includes both new and long-time employees. Trustee Garcia also requested a presentation about the vision for Dallas College in relation to our employees, both new and long-time employees.

Trustee Flores requested data of the employee longevity for those who were impacted. Trustee Flores also recommended having a drop-down menu on the web with several language options.

Trustee Boyd suggested partnering with digital sign companies for vertical ads and incorporating at the Board meetings a brag section for staff achievements. Trustee Boyd also encouraged the engagement with the religious community and food pantries.

Chair Bravo spoke about hearing compliments from the community about branding, commercials, and Spanish language ads.

Trustee Boyd recommended bringing back key students to speak on how Dallas College has changed them. Trustee Compton proposed bringing back the student success stories on the web.

## **6. Items for Review**

### **1. Committee Notes**

- a. Finance Committee Notes for August 2, 2022  
No comments or edits were made.

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

### **8. Adjournment** was at 3:40 p.m.