



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 4, 2023 | 2:30 PM

Administrative Office

1601 Botham Jean Blvd., Room #036

Dallas, Texas 75215

<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

Committee Members: Paul Mayer (Committee Chair), Catalina E. Garcia (Member), Phil Ritter (Member)

2. Certification of Notice Posted for the Meeting

3. Citizens Desiring to Address the Board

4. Committee Presentations

- 4.1. Success Coaching: Making a Difference
Presenter: Beatriz Joseph, Karen Stills
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5. Items for Review

- 5.1. Committee Notes
a. Education Workforce Committee Notes for March 7, 2023
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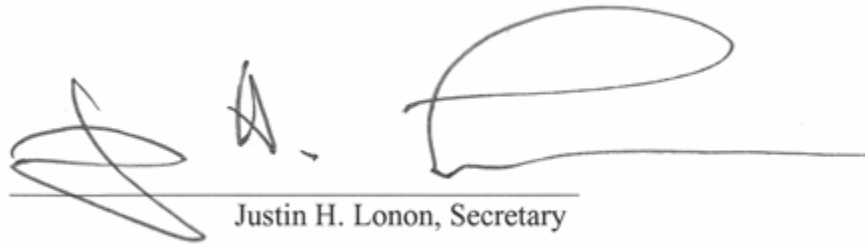
6. Executive Session (if required)

- 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 April 4, 2023 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 31st day of March 2023 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 7, 2023

The Education Workforce Committee Meeting of the Board of Trustees of Dallas College was held Tuesday, March 7, 2023 , beginning at 9:04 a.m. at the administrative office in room 036 and was broadcasted via the streaming link <https://dccc.new.swagit.com/events/16304>. This meeting was convened by Committee Chair Paul Mayer.

Board Members and Officers Present

- Mr. Cliff Boyd
- Mrs. Monica Lira Bravo
- Ms. Charletta Rogers Compton
- Ms. Diana Flores
- * Dr. Catalina E. Garcia (arrived at 9:26 a.m.)
- Dr. Justin H. Lonon (secretary and chancellor)
- * Mr. Paul Mayer (committee chair)
- * Mr. Philip J. Ritter

- * *Denotes a committee member*

Members absent

Monica Lira Bravo
Charletta Rogers Compton

1. Roll Call - Announcement of a Quorum confirmed by Committee Chair Mayer.

2. Certification of Notice Posted for the Meeting

Confirmed by the Chancellor in accordance with section 551.054 of the Texas Government Code.

3. Citizens Desiring to Address the Board

None.

4. Committee Presentations

4.1. Spring 2023 Enrollment Report

Presenters: Beatriz Joseph, Marisa Pierce (Absent)

Dr. Joseph began her presentation with an explanation of the Enrollment Management organizational chart. This area is divided into recruitment, which employs 77 budgeted positions, admissions, and testing with 117 positions, and financial aid with 68 positions. The budget for Enrollment management is \$1.2 million. Their strategic priority is enrollment recovery.

Dr. Joseph shared national enrollment from Spring 2022 according to National Student Clearinghouse. There was an enrollment loss of 7.8% nationally, 6% in Texas, and 4.7% at Dallas College.

Trustees and Dr. Joseph spoke about trending enrollment loss with respect to Dallas College and efforts and opportunity.

Trustee Flores asked if there is an enrollment management plan that can be shared.

Dr. Joseph stated that the enrollment management plan and strategy was currently in phase one. This phase one approach was for Summer/next Fall.

Trustee Flores requested that when the plan is completed that it be presented before the Board. Chancellor Lonon provided some additional context regarding the strategic planning for enrollment. There was also discussion around the possibility of case management within enrollment management and resources for students to meet the various needs and a timeline for more information.

Dr. Joseph presented progression to target enrollment for credit and continuing education, which is a snapshot as of February 2023. For credit target enrollment: 94% of the target was met. For continuing education: 74.9% of total unduplicated headcount for semester target was met. She

explained that there were still opportunities for meeting goals. She also explained enrollment by types: FTIC (first time in college), returning, transfer-in, transient, DC/ECHS (dual credit/early college high school), continuing education.

Trustee Boyd questioned dual credit population potential.

Dr. Tiffany Kirksey answered that the focus is on retention. There was no expectation of a lot of new programming. Trustee Boyd expressed opinions about focusing on attracting dual credit students, missing opportunities for saving costs and getting degreed students.

Chancellor Lonon added context for dual credit programs and their growth. Dr. Kirksey added context for focus on retention.

Trustee Ritter asked what percentage of Dallas County's population were 9th to 12th graders in comparison to the 23,000 students Dallas College currently serves.

Dr. Kirksey stated that she would provide those numbers at a later date.

Dr. Joseph presented demographics of student population based on race and gender as of February 21, 2023, for Spring 2022 and Spring 2023. She noted decrease in male/female populations and noted the Male Achievement Program to be discussed later during the day. She also noted an increase in Hispanic student enrollment.

Dr. Joseph presented a map of zip codes with largest/smallest enrollment, with map. Trustee Flores noted changes in 75211 from COVID to current, noting the increased efforts. There was discussion around other zip code locations in relation to Dallas College campus locations, and populations density.

Dr. Joseph presented highlights, including an increase in international student enrollment, as well as an increase in full-time students, as these

students who complete at higher rates are quicker than students who attend part time. There were increases in persistence for students living in poverty. She credited the support provided to these students for the increase.

Trustee Flores asked about the percentage of full-time students currently enrolled.

Dr. Joseph noted that it is about 20% full-time but can confirm at the end of the Spring term. There was some discussion about percentages, state reporting and statistical significance.

Dr. Joseph discussed enrollment recovery efforts “key programming.” There was focus on Spring 2023 to include strategies, tactics, and outcomes. The strategy of success coaches visiting classrooms yielded 166 visits, including an outcome of 2,086 students reached, 1,067 students re-enrolled. At the end of Spring term, final figures will be available.

The strategy of second chance programming, which focused on how many completers and projected completers, was discussed. This strategy provides additional support, and they have a marketing campaign to target populations. To date they have reached over 64,000 students.

The Women Empathy campaign focuses on women lost over the fall. Dr. Cruz’s team contacted 2,526 women and 430 (17%) re-enrolled. This campaign is set to continue and not a one-time instance.

They have also run campaigns to avoid drops for lack of payment, with 670 students contacts and 626 making payment arrangements.

The Basic Needs team reached out and found that 2,395 were in need of some type of support. Dr. Cruz’s team reached out to assist with the needed support.

Lastly, she discussed the strategy of the rapid response team for workforce and continuing education, put together with Dr. Floyd and Dr. Wilkins, with results at the end of the term.

Trustee Garcia questioned how transient population would maintain repayment. Dr. Joseph discussed aid and support. Trustee Garcia discussed the possibility of The Foundation aiding these efforts and requested the amount an average student owes, citing another institution for comparison.

Dr. Wilkins provided additional information regarding government assistance and emergency aid to payoff balances, with these programs set to end in June. Dallas College paid off balanced to remove this barrier. Dr. Wilkins assured money owed was not a large hindrance for certain students. Dr. Wilkins also discussed that the donors to The Foundation have stipulations for use.

Trustee Mayer thanked Dr. Joseph for her work and her presentation.

4.2. eLearning Contributions to Enrollment Recovery & Student Persistence Presenters: Terry DiPaolo, Shawnda Floyd

Dr. Floyd introduced Dr. Di Paolo. He explained that the presentation was an overview of some of the ways in which online learning contributed to enrollment, recovery, and student persistence. He provided operational context, e-learning is situated within academics and has four priorities. Priorities focus on student completion and advocacy of a high-quality digital learning experience. E-learning works with other areas supporting their curriculum activity and other operational activity as it relates to digital learning.

Dr. Di Paolo presented the enrollment of three categories only face-to-face, only online, and the combination of face-to-face and online.

Trustee Ritter asked a question regarding the second slide and how we could project these percentages in terms of facilities and other needs. Predicting that Dallas College would not be completely online.

Dr. Floyd replied that classes would not be completely online because some labs or skills cannot be translated to online learning. Additional information would be discussed in later slides.

Trustee Ritter asked about comparative persistence of student online versus face-to-face. While numbers would not be presented at this time Dr. Floyd believed it was dependent on student, discipline, and other factors.

Dr. Di Paolo continued to discuss the increase in online learning and offerings. He also discussed e-learning contributions to college priorities of enrollment recovery where they address declining enrollment, and student persistence, which focuses on retaining students and completing credentials.

He explained contributions to enrollment recovery with the department's goal to expand online programs and how we have a clearer picture of credentials fully offered online, which is about 20 percent. Looking forward to 2030 when they project growing to 60 percent of proportion of credentials offered online, approximately 300 credentials for CE and credit. Focus for future growth with small business courses, computing and IT, education, and managing people and projects. Dallas College cannot offer all credentials fully online due to specialist equipment or techniques and in some instances, students must demonstrate mastery in a specialist environment or setting. He discussed new programs that were in the development stages, and how they worked to target what students want to learn and industries in high demand.

Dr. Di Paolo presented supporting expansion through standards, increasing standards for online teaching. He discussed online teaching framework and nine standards for quality design and effective online teaching, and federal requirements regarding student-faculty interactions. He also made the distinction between online, business, and correspondence education

Dr. DiPaolo explained persistence and how it was previously thought of as a student success metric and now it is a college-wide concern as Dallas College, and how Brightspace, learning management system, and how it has served and contributed the student experience and persistence.

Some discussion ensued on the difference between correspondence education and online education.

Trustee Ritter asked if we were competitive enough with e-Learning.

Dr. Di Paolo noted that universities were focusing growth on their graduate programs. Dallas College was looking at local needs to stay competitive and research shows increasing the number of online credentials is critical to be competitive.

Chancellor, Trustees, Dr. Floyd, Dr Di Paolo discussed a revenue model, based on finance committee recommendations to leveraging investments. Innovation being done in enhanced monitoring support for students is important, and LMIC data. There was also discussion focused on tuition for e-learning and being intentional.

5. Items for Review

5.1. Committee Notes

- a. Education Workforce Committee Notes for February 9, 2023
No changes or comments were made.

6. Executive Session

None.

7. Adjournment

The meeting adjourned at 10:23 a.m.