

**MEETING OF THE
ACADEMIC AFFAIRS/STUDENT SERVICES COMMITTEE
OF THE BOARD OF TRUSTEES
HOUSTON COMMUNITY COLLEGE**

October 10, 2013

Minutes

The Academic Affairs/Student Services Committee of the Board of Trustees of Houston Community College held a meeting on Thursday, October 10, 2013 at the HCC Administration Building, 3100 Main, 2nd Floor, Seminar Room A, Houston, Texas.

MEMBERS PRESENT

Eva Loreda, *Committee Chair*
Carroll G. Robinson, *Committee Member*
Neeta Sane, *Committee Member*
Bruce Austin, *Alternate Committee Member*
Herlinda Garcia
Sandie Mullins

ADMINISTRATION

Renee Byas, Acting Chancellor
Destinee Waiters, Acting General Counsel
Shantay Grays, Executive Officer to the Chancellor
William Carter, Vice Chancellor, Information Technology
Charles Cook, Vice Chancellor, Academic Affairs
Thomas Estes, Vice Chancellor, Finance and Planning
Diana Pino, Vice Chancellor, Student Success
Margaret Ford Fisher, President, Northeast College
Fena Garza, President, Southwest College
Cheryl Peters for William Harmon, President, Central College
Zachary Hodges, President, Northwest College
Irene Porcarello, President, Southeast College
Betty Young, President, Coleman College
Janet May, Chief Human Resources Officer
Remmele Young, Associate Vice Chancellor Governmental & External Affairs

OTHERS PRESENT

Amanda Edwards, System Counsel, Bracewell & Giuliani
Michelle Novak, President, Faculty Senate
Ava Cosey, President COPA
Other administrators, citizens and representatives from the news media

CALL TO ORDER

Ms. Loreda, Chair called the meeting to order at 2:36 p.m. and declared the Committee convened to consider matters pertaining to Houston Community College as listed on the duly posted Meeting Notice.

Ms. Loreda noted that there has been much discussion regarding academic efforts; however, she informed that there must be an effort to specifically get the students in and out of the doors.

(Mrs. Sane arrived at 2:40 p.m.)

ENROLLMENT MANAGEMENT PLAN

Dr. Pino provided an overview of the Enrollment Plan to include the following:

- Importance of Enrollment Management
- Enrollment Management at HCC (marketing/public relations, recruitment/outreach, retention/completion)
- 2013-2015 Enrollment Management Goals and Objectives
 - Align Marketing & Public Relations Initiatives with Enrollment Goals

Ms. Mullins apprised that Marketing needs to understand the goals in accordance with the enrollment plan and ensure that those needs are being met.

Mr. Robinson inquired of the portion of enrollment that comes from traditional high school students, non-traditional students, workforce and continuing education and inquired if the plan shows how funding is allocated for each of those areas.

Mrs. Sane noted that the courses offered and the locations also drive the enrollment. She informed that the plan needs to address those areas as well. Dr. Pino apprised that those issues are addressed in the enrollment plan.

Mr. Robinson noted that there is an allegation that students are only able to register for a course at the college offering the course. Dr. Cook informed that there is some element of truth of the issue raised by Mr. Robinson. He apprised that this was particularly regarding workforce courses and noted that there is discussion to streamline the registration process.

(Mr. Robinson stepped out at 2:50 p.m.)

(Mr. Austin stepped out at 2:51 p.m.)

Dr. Pino noted that the course location discussion is part of enrollment management as well.

(Mr. Austin returned at 2:52 p.m.)

(Ms. Mullins stepped out at 2:52 p.m.)

Ms. Loredo inquired if it is an Information Technology (IT) issue. Dr. Cook informed that it is more of a coordination problem.

Mrs. Sane apprised that her recommendation was to make certain the issues are taken into consideration and are part of the enrollment plan.

(Ms. Mullins returned at 2:55 p.m.)

Dr. Pino continued with the Enrollment Management Plan with an overview of the following:

- Increase New Student Enrollment
- Customer Service
- Enhance Enrollment Process
- Optimize Course Scheduling, Capacity, and Utilization
- Increase Retention and Completion Rates of Students

UPDATE ON ATHLETICS PROGRAM

Dr. Pino provided an overview of the athletic program to include:

- Budget – equal distribution to each of the colleges; approximately \$720,000
- Programs – male basketball, health awareness programs, soccer, and flag football
- Homecoming Week – October 14-18, 2013

(Mr. Robinson returned at 2:57 p.m.)

Mr. Robinson inquired if students participating in athletics graduate at a higher rate.

Ms. Mullins requested tracking of students enrolled and the budget allocation and expenditure for each college.

Mr. Austin requested that all the colleges are providing the same number regarding enrollment. He noted one website denoted 80,000 and another one had a different number. He inquired if the demand is being met and informed that there is often a discussion regarding how the students are calculated. Mr. Austin apprised that his current issue is how data is being utilized and inquired if the Board is able to see real time data that does not have to be updated. He noted that other sites have penetration and usage data available.

Mr. Robinson inquired of the number of students who graduate on an average annually from high schools in the service area. He informed that the bulk of HCC students are non-traditional students. He apprised that there has to be a discussion on increasing the number of high school graduates who come to HCC.

Mr. Austin noted that when reviewing the marketing plan, part of the normal business plan is an analysis of the competition.

Mr. Robinson recommended increasing workforce and offering better programs. He informed that graduation success as a basis for funding is not far from becoming a reality.

Mr. Austin apprised that he will provide a business plan template for gathering information regarding market share. He noted that expanding market share is essential and requested administration review best practices.

Mr. Robinson informed he would like an agenda item to be submitted regarding workforce programs.

Ms. Loredo apprised that the state is tying funding to accountability.

Mr. Robinson noted that there needs to be an agenda item to discuss workforce/continuing education as a revenue generation operation. He informed that revenues generated from workforce should assist with the funding of academics.

(Mrs. Sane stepped out at 3:28 p.m. and returned at 3:29 p.m.)

Ms. Loredo announced that the Hispanic Scholarship Council Luncheon was held on Tuesday, October 8, 2013 and was very successful.

Mrs. Byas apprised that there was an inquiry of having an Honors College at each of the six colleges and noted that the cost would be approximately \$200,000 per year to have an honors college at each of the six colleges.

(Ms. Mullins and Mrs. Sane stepped out at 3:30 p.m.)

Mr. Robinson informed that if the expedient enrollment process will be adhered to, there needs to be an adjustment to the process for the students applying for scholarship assistance from the foundation.

(Mrs. Garcia joined the meeting at 3:37 p.m.)

Mr. Robinson apprised that the culture of the institution is that there is a divide between the Board and the college. He noted that there should be one common goal. He informed that his concern is that students receive scholarships.

(Ms. Mullins returned at 3:38 p.m.)

ADJOURNMENT

With no further business, the meeting adjourned at 3:38 p.m.

Recorded, transcribed and submitted by:
Sharon R. Wright, Manager, Board Services

Minutes Approved: November 21, 2013