

Trustee Leadership Seminar

Hosted at
South Texas College

June 23, 2023



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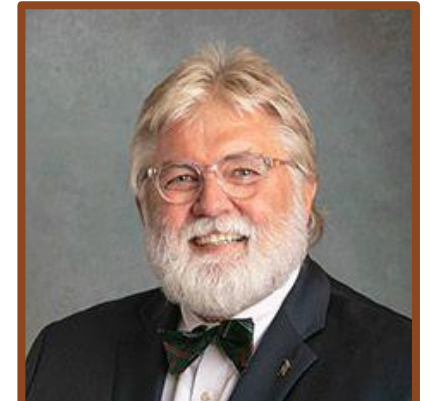
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CCATT Mission

CCATT strives to be the collective voice representing the community college trustees and regents in Texas, with the mission to **foster student success and ensure excellence in governance.**



EMPOWERING through EDUCATION

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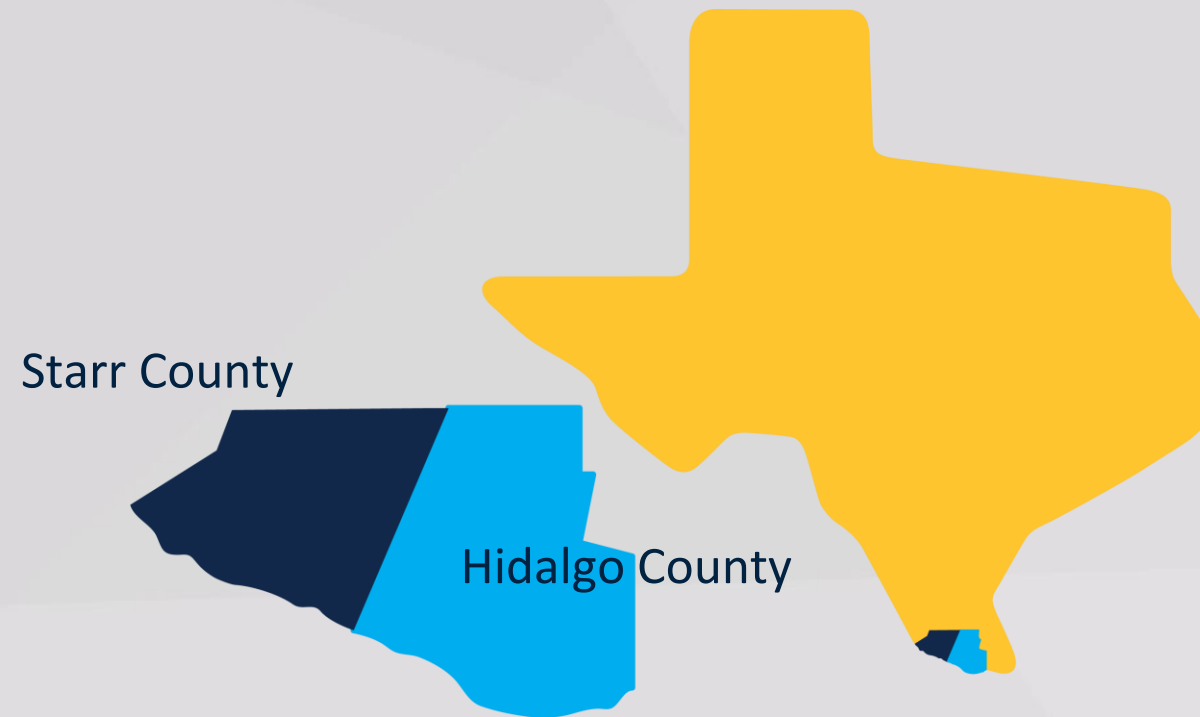
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Hidalgo and Starr Counties



CAMPUSES *and* LOCATIONS

HIDALGO AND STARR COUNTIES

- Mid-Valley.....Weslaco
- Nursing & Allied Health Campus.....McAllen
- Pecan Campus.....McAllen
- Regional Center for Public Safety Excellence.....Pharr
- Technology Campus.....McAllen
- Starr County Campus.....Rio Grande City

South Texas College is

1st in the nation for
awarding Associate Degrees to
Hispanic students in Education,
Engineering and Mathematics.

Producer of **more nurses**
than any other college in
Texas.

Only community College in
Texas to offer **five**
baccalaureate degrees.

Trustee Leadership Seminar

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Objective of this Leadership Seminar

- Understanding data resources and how they inform responsible governance and advocacy on behalf of
 - Individual students and your overall student body
 - College staff, faculty, and administration
 - Community, business, and industry partners
- Understanding the South Texas region, state, and national context for the historic shift in the Texas community college funding model
- Demonstrated value of data-informed governance in strengthening your college's narrative and success



Community College Student Personas & Policymaking



Speaker Introduction



Dr. Linda Garcia

Executive Director
Center for Community College Student Engagement

Collaborative Workforce Partnerships to Address the Skills Gap

Moderator:

Andres Alcantar

Senior Workforce Advisor, TACC

Bob Anderson

VP, SCM, Alps Alpine

Tejas Gadhia

Product Management, Zoho

Dr. Manish Singh

CEO, DHR Health



Available Data Resources to Inform Decision-Making

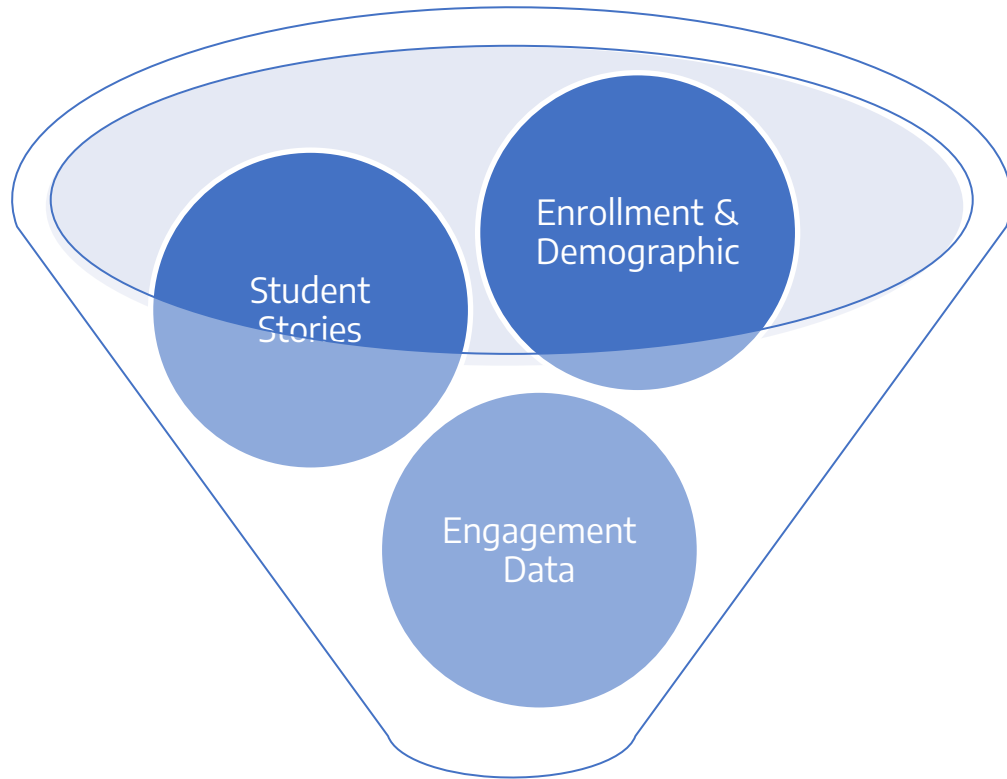
Elizabeth Chivers

Senior Director of Strategy & Policy Analysis, TACC



Texas Association of
Community Colleges

What Have We Already Heard About Data?



Student Profiles

- **Data can take many forms**
 - A student telling you their experience
 - Focused conversations with student groups
 - Enrollment & demographic data based on reporting
 - Interest & Engagement Survey
- **Tying together personal stories with other data can help you better understand the similarities and differences of your students**

Texas Higher Education Enrollments

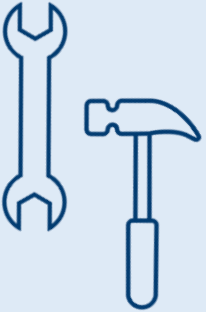
Sector	Certified 2019 Enrollment	Certified 2020 Enrollment	Certified 2021 Enrollment	Certified 2022 Enrollment	Fall 2021 to Fall 2022 Percent Change	Fall 2019 to Fall 2022 Percent Change
Public Universities	657,985	667,046	665,213	666,322	0.2%	1.5%
Public Community Colleges	726,300	650,499	639,546	642,290	0.4%	-11.6%
Public State and Technical Colleges	20,810	23,106	25,818	27,064	4.8%	30.1%
Health-related Institutions	29,735	30,528	31,548	31,869*	1.0%	7.2%
Independent Colleges Universities	125,918	125,373	128,242	128,255*	0.0%	1.9%
Total	1,560,748	1,496,552	1,490,367	1,495,800	0.4%	-4.2%





Texas community colleges enroll 43% of all postsecondary students in the state.

Our colleges:



Award

93%

of all career and technical education degrees & certificates



Enroll

94%

of all dual credit enrollments in the state

Provide a pathway for transfer



69%

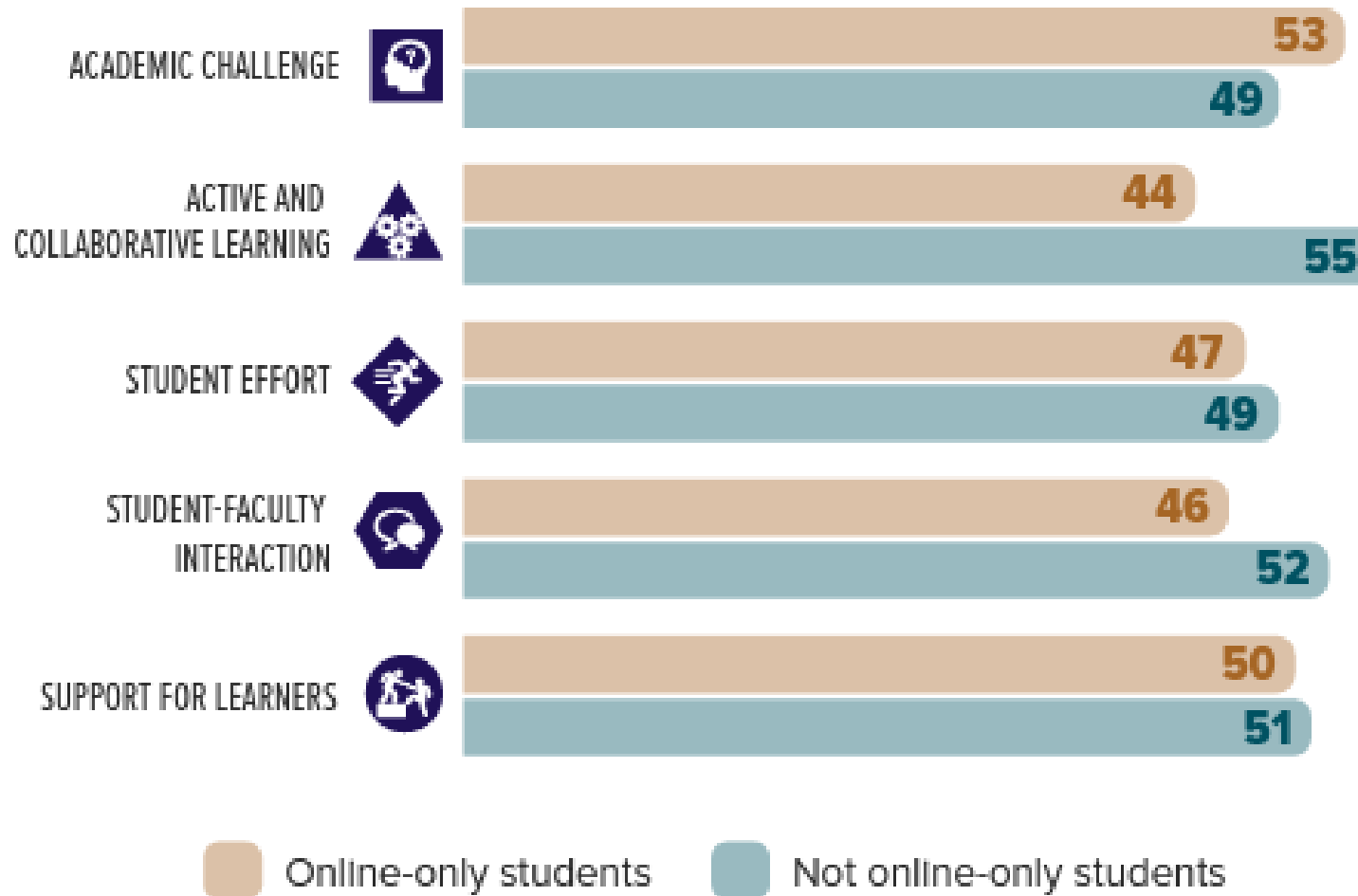
of all FY2021 bachelor's degree graduates had **some transfer** credits from a two-year college

34%

of all FY2021 bachelor's degree graduates had **more than 30 transfer credit hours** from a two-year college

The Online Student: Impact of Course Modality on Engagement

CCSSE Benchmark Scores: Online-Only Students vs. Not Online-Only Students



What Do We Already Know About Workforce Needs?



- **There is no shortage of Workforce Data**
 - Projected job growth
 - Trends in employment
 - Labor Market Statistics
 - Local business & chamber conversations
- **Understanding the larger national and state context are important to helping contextualize local needs and potential future needed skills**

National Labor Market Snapshot

- **Nationally**, the number of job openings increased to **10.1 million unfilled positions** on the last business day of April 2023.
- According to BLS, In May 2023:
 - An impressive 339,000 jobs were added in May, with Professional & Business Services, Health Care, Government, Leisure & Hospitality, Construction, and Transportation adding the most jobs.
 - The U.S. unemployment rate stood at 3.7 percent
 - The country's labor force participation rate improved to 62.6 percent
- The U.S. economy grew at a slower pace in the first quarter of 2023 at an annual rate of 1.1 percent.

TEXAS BY THE NUMBERS

#1 U.S. EXPORTER
FOR 20 YEARS IN A ROW



\$375B
IN 2021

MORE THAN

14.5 MILLION

PEOPLE IN THE
CIVILIAN LABOR FORCE



9TH LARGEST ECONOMY IN THE WORLD*

*IF TEXAS WERE A NATION

26 COMMERCIAL AIRPORTS

19 SEA PORTS

22 INTERSTATE HIGHWAYS

34 FOREIGN TRADE ZONES

58 FREIGHT RAILROADS

367 MILES OF COASTLINE

NO PERSONAL OR CORPORATE INCOME TAX



TEXAS IS THE LARGEST ENERGY-PRODUCING STATE IN THE NATION

TEXAS IS THE LEADING DESTINATION FOR COMPANIES RELOCATING FROM OTHER STATES



A LEADING JOBS CREATOR

IN 2021, TEXAS ADDED **694,400** JOBS

90% GRADUATION RATE



TEXAS' HIGH SCHOOL GRADUATION RATE IS AMONG THE TOP 5 HIGHEST IN THE NATION, WITH A 90% COMPLETION RATE

TEXAS LED THE NATION IN HIGH TECH EXPORTS FOR THE 9TH CONSECUTIVE YEAR



\$50B IN 2021

THE LONE STAR STATE IS HOME TO

53 FORTUNE 500 COMPANY HQs



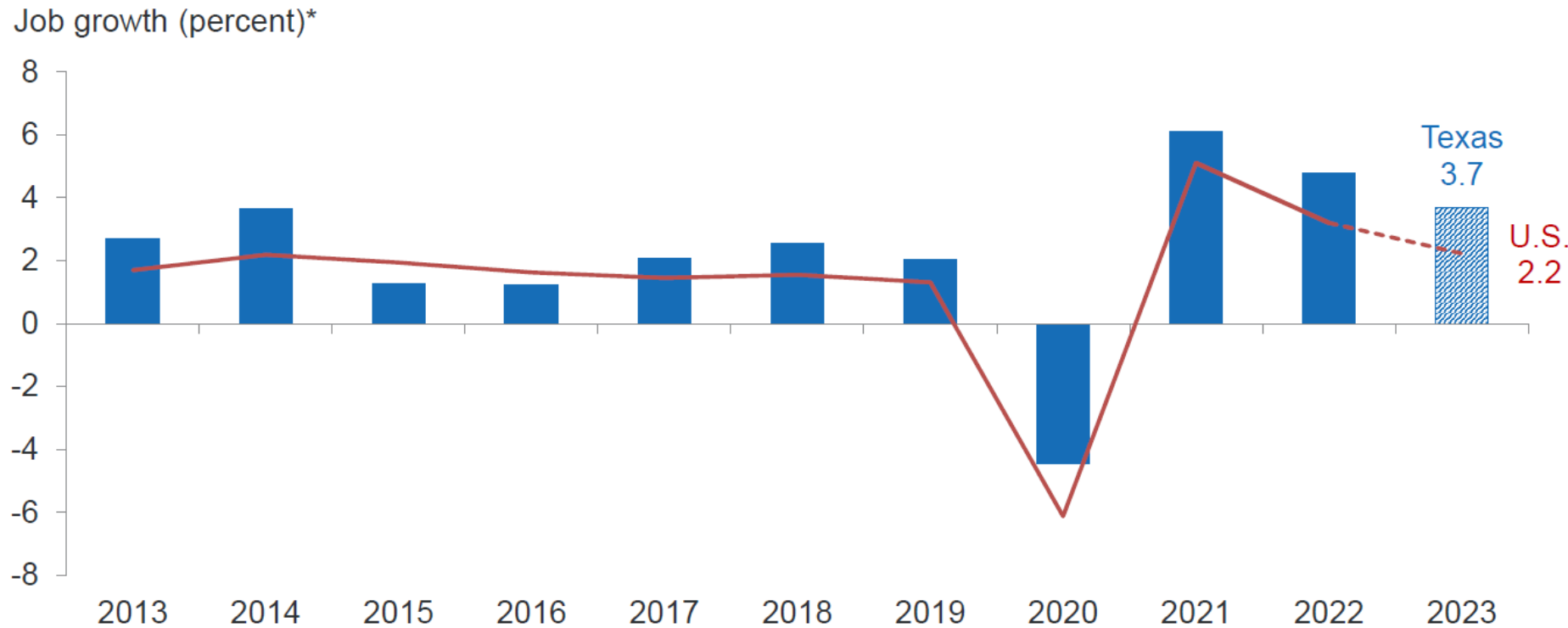
All Eyes ON TEXAS

Community Colleges Focus on Preparing
the Workforce of Tomorrow



“Many of the more than 4 million jobs the state expects to add in the next 15 years will require a bachelor’s degree or more. But there will also be continued need for what some call “middle-tier” workers—those **with more than a high school diploma but less than a four-year college degree.**”

Early 2023 Texas Job Growth Hold Strong



*Seasonally adjusted, annualized rate.

NOTE: Last data points are annualized job growth for Apr. 2023/Dec. 2022.

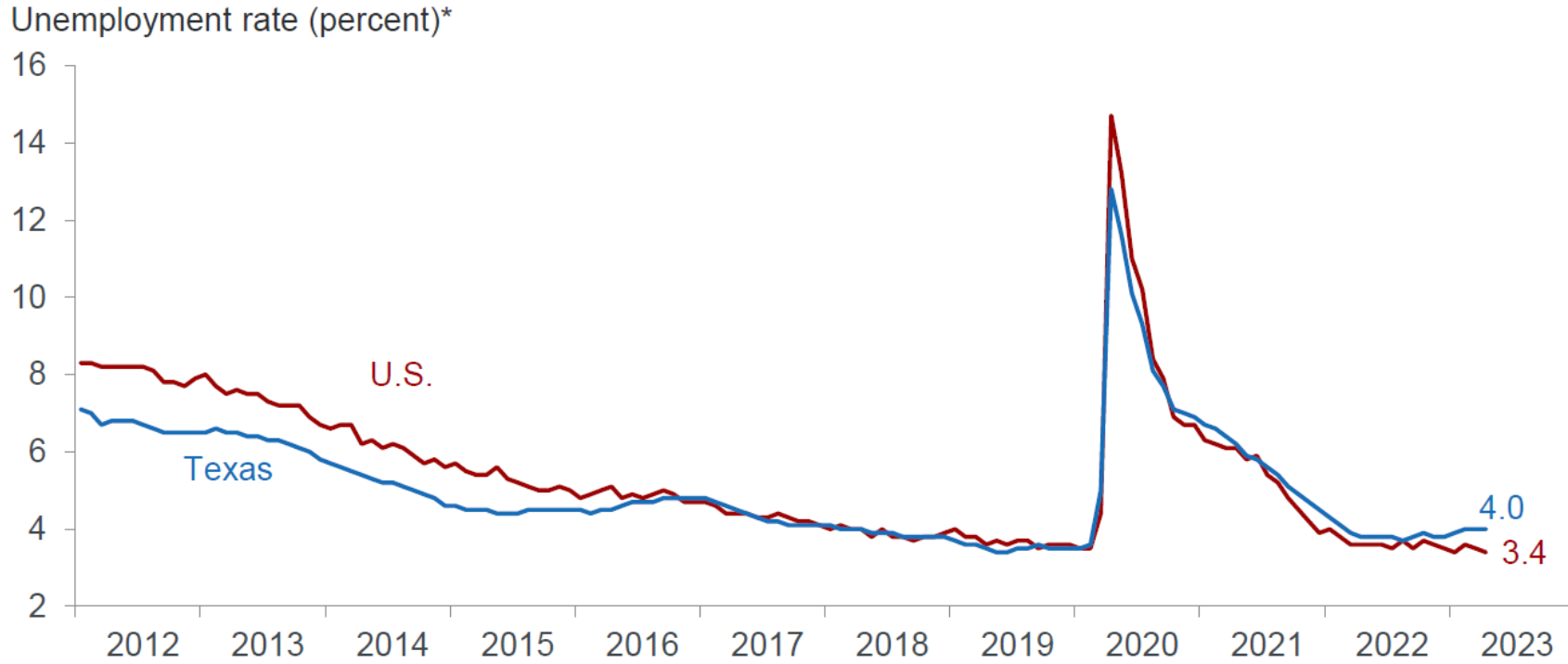
SOURCES: Bureau of Labor Statistics; Texas Workforce Commission; seasonal and other adjustments by FRB Dallas.

DATA: <https://www.dallasfed.org/research/econdata/tae000000.aspx>

- Texas job growth stands at 3.7 percent, above the national rate of 2.2 percent. Job growth in April is slowing at 2.0 percent, lower than first quarter rate of growth.
- Texas job growth outpaced the U.S. across 9 of 11 industry sectors. Texas firms in Professional & Business Services, Financial Activities, IT, Trade, Oil & Gas, and other services are significantly outpacing their peers nationally.

Source: Federal Reserve Bank of Dallas.

Texas Unemployment Rate Holds at 4 Percent in April

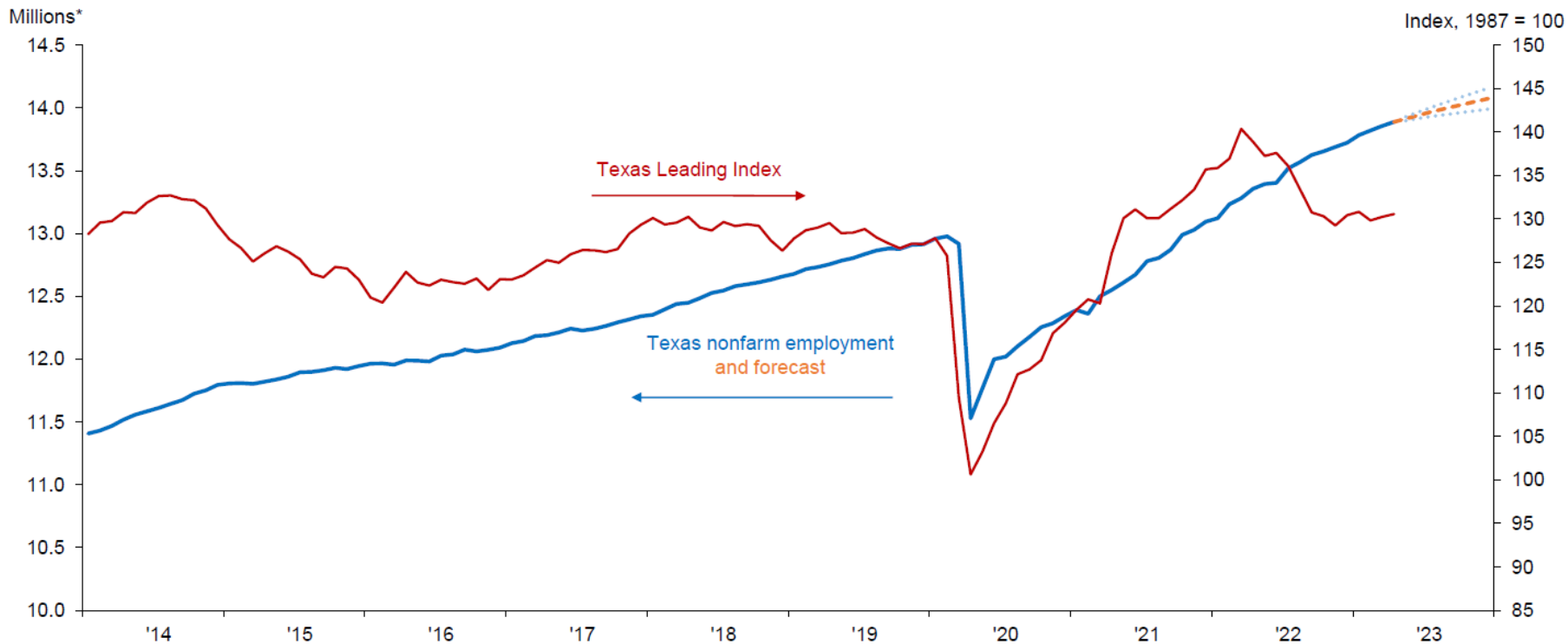


*Seasonally adjusted.
NOTE: Data are through Apr. 2023.
SOURCES: Bureau of Labor Statistics; Texas Workforce Commission; FRB Dallas.
DATA: <https://www.dallasfed.org/research/econdata/tx-emp-ind.aspx>

- The Texas unemployment rate held steady at 4% in April and remains above the national rate.
- While Texas industries are outperforming national peers, growth in sectors is slowing when compared to 2022 Texas rates, with “Other Services” and “Leisure & Hospitality” sectors being the exceptions.

Source: Federal Reserve Bank of Dallas.

Texas Job Forecast Points to 2.6 Percent Growth in 2023

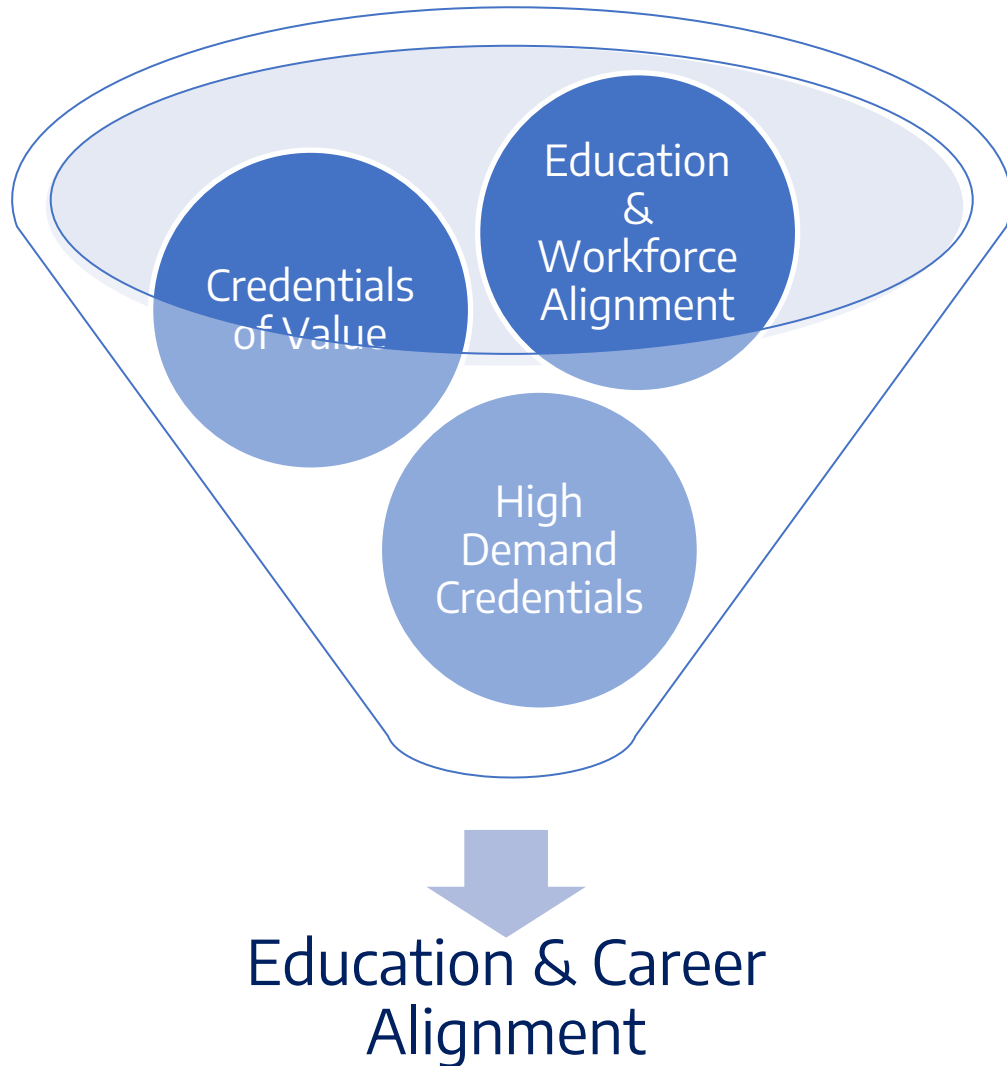


*Seasonally adjusted.
SOURCES: Bureau of Labor Statistics; Texas Workforce Commission; Federal Reserve Bank of Dallas.

The Dallas Federal Reserve is forecasting Texas Job Growth will be 2.6 percent in 2023 based on their average of four models.

Source: Federal Reserve Bank of Dallas.

What Should We Know About Education & Workforce?



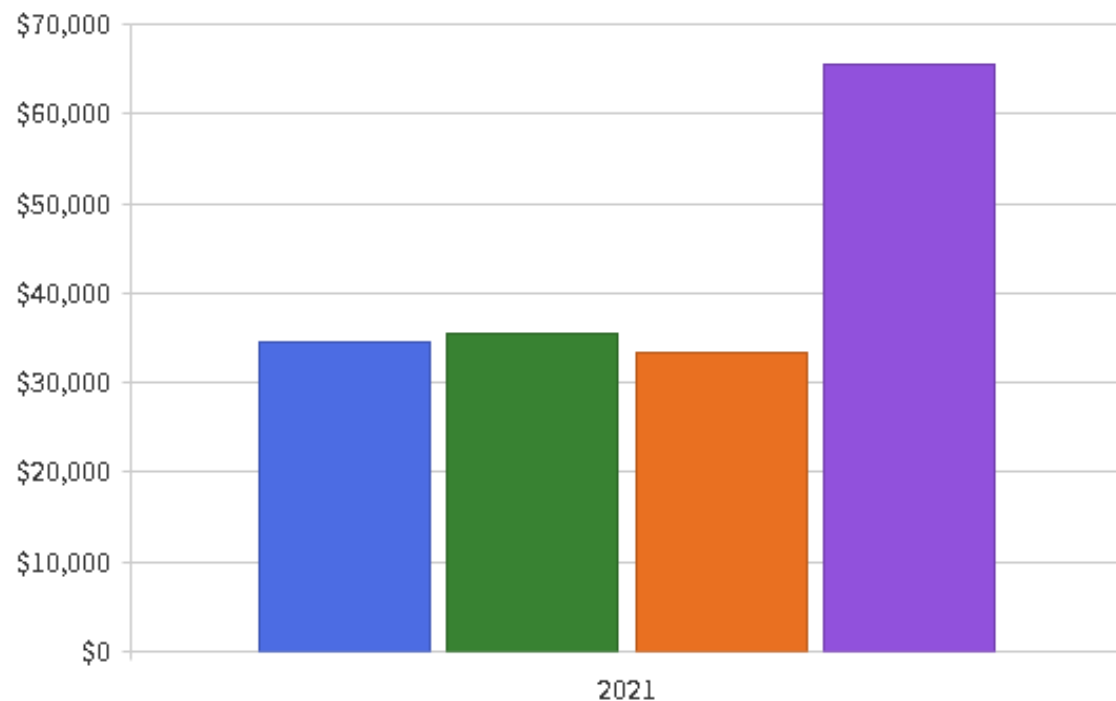
- **Reliable sources of data on education & workforce**
 - Texas CREWS information on program & wages
 - THECB Data on Credentials of Value
- **State data regarding your institutions and programs should be considered along with student data and workforce data to inform impactful decisions on behalf of your students, college, and community**

TEXAS CREWS: Data for Informed Decisions About Education & Career Interests

Median First Year Wages by Degree Level - 2020 Graduates - Building/Construction Finishing, Management, and Inspection, Other



Occupational Skills Award Certificate Associate Degree
Baccalaureate Degree

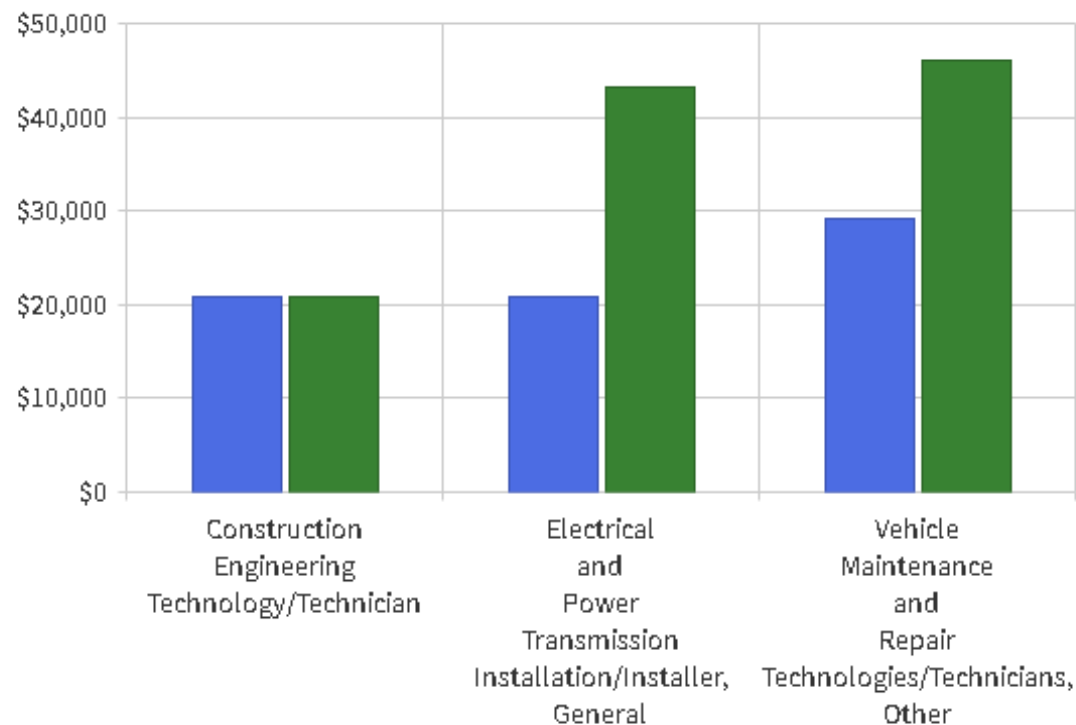


Three Programs with Highest Median First Year Wages - 2020 Graduates



Degree Level: Occupational Skills Award

South Texas College Statewide 2-Year Community and Technical Colleges

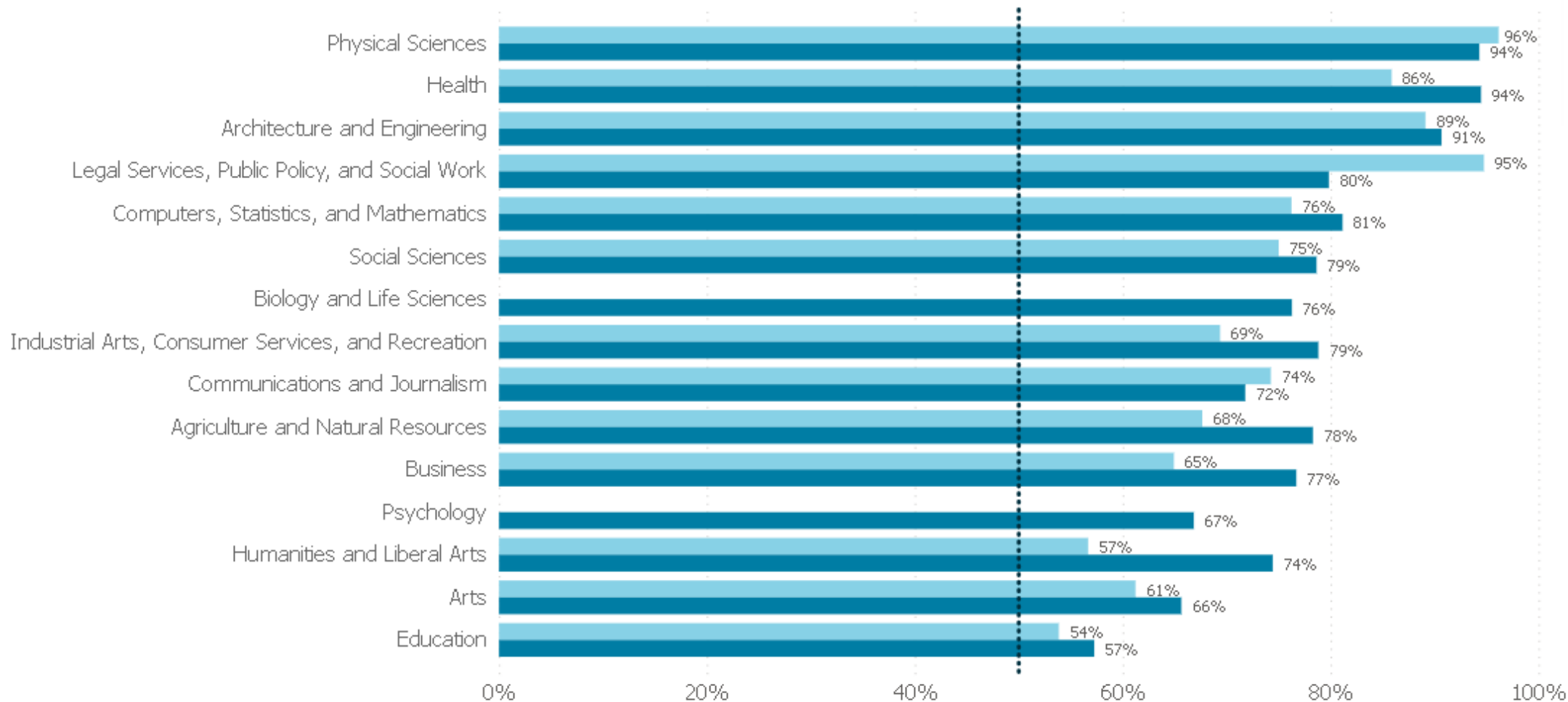


All Graduates and Certificate Earners Across Broad Program Categories Have Earned a Credential of Value

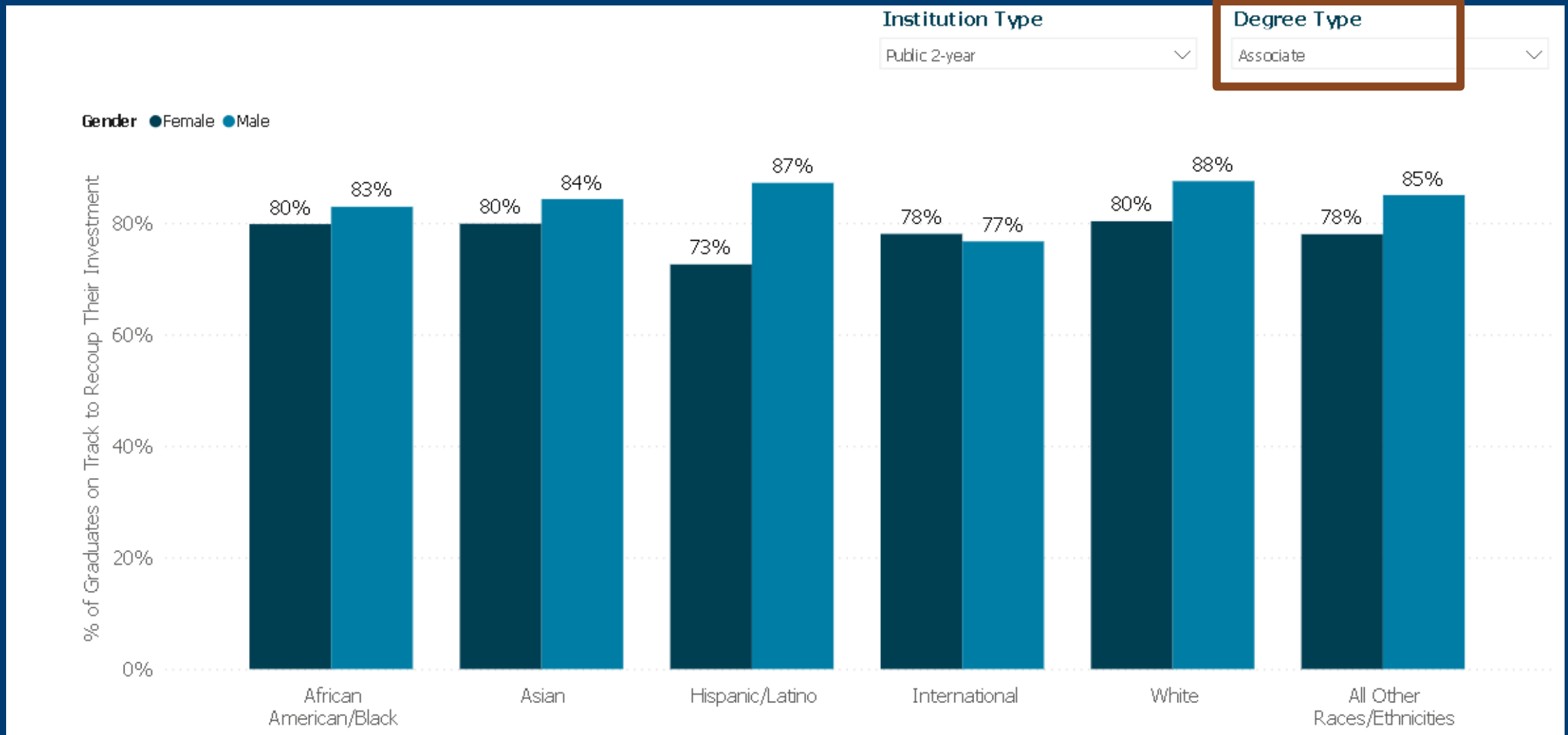
% Passing Minimum Value Threshold Within 10 Years by Program Category

Degree Type ● Certificate ● Associate

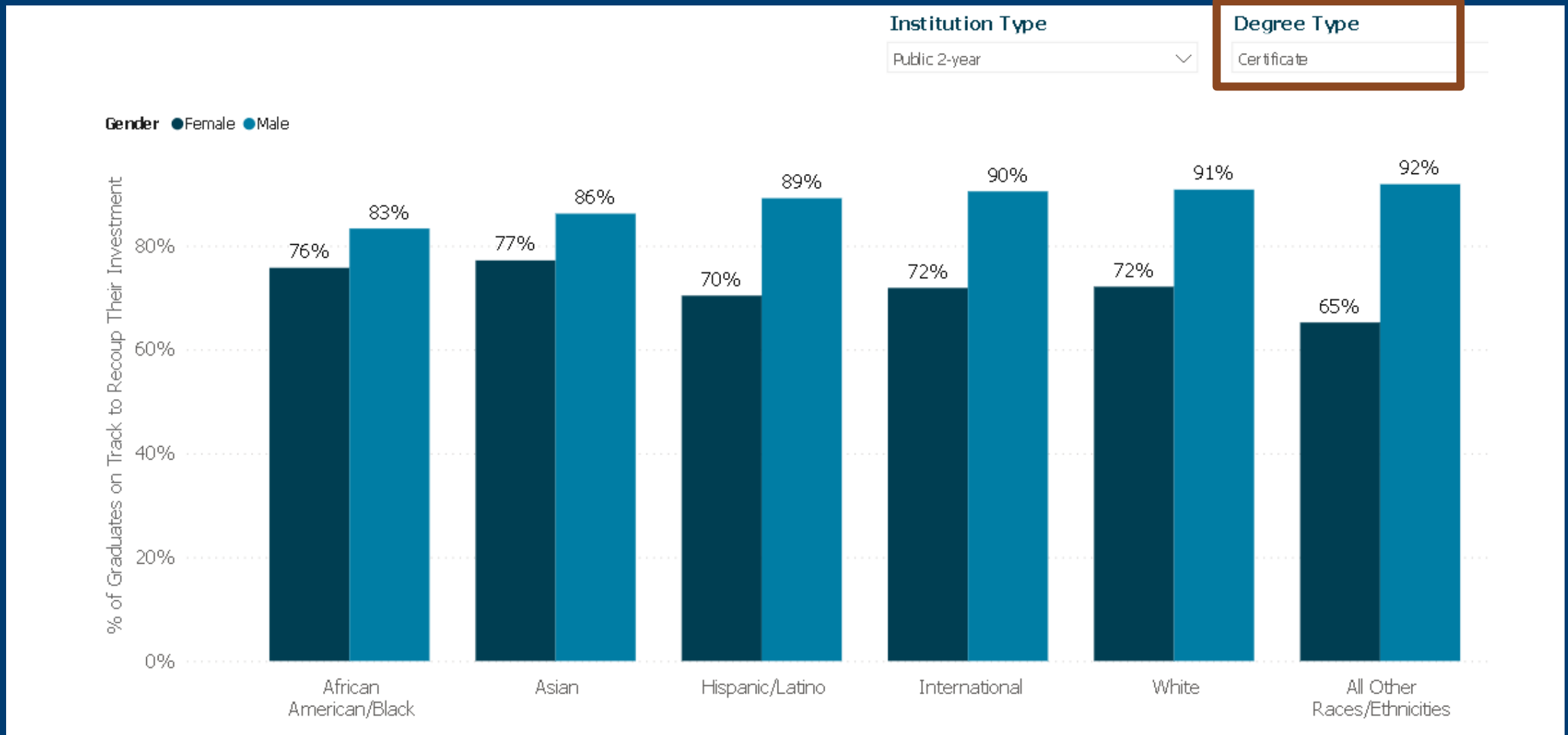
Credential of Value Threshold



Greater Percentage of Men than Women Across all Race/Ethnicity Groups Are Meeting the Minimum Value Threshold for Most Credentials, Within 10 Years of Completion



Greater Percentage of Men than Women Across all Race/Ethnicity Groups Are Meeting the Minimum Value Threshold for Most Credentials, Within 10 Years of Completion



What is the best source of data for you?

- **Key Data Sources**
 - Your College
 - TACC/CCATT/TSC
 - THECB
- **Rely on the expertise of your staff, faculty, and administration to implement due diligence around data quality measures**
- **Rely on your college leadership and administration to help identify and provide critical data points about**
 - Students
 - Program and staff needs
 - Business partner needs
 - Financial planning



Higher Education Leadership in South Texas

Moderator:

Ray Martinez III

President & CEO of TACC

Rose Benavidez

Chair of the South Texas College Board of Trustees

Dr. Mark Escamilla

President of Del Mar College

Carol A. Scott

Chair of the Del Mar College Board of Regents

Dr. Ricardo Solis

President of South Texas College



Trustee Advocacy & Data-Informed Governance

Elizabeth Chivers

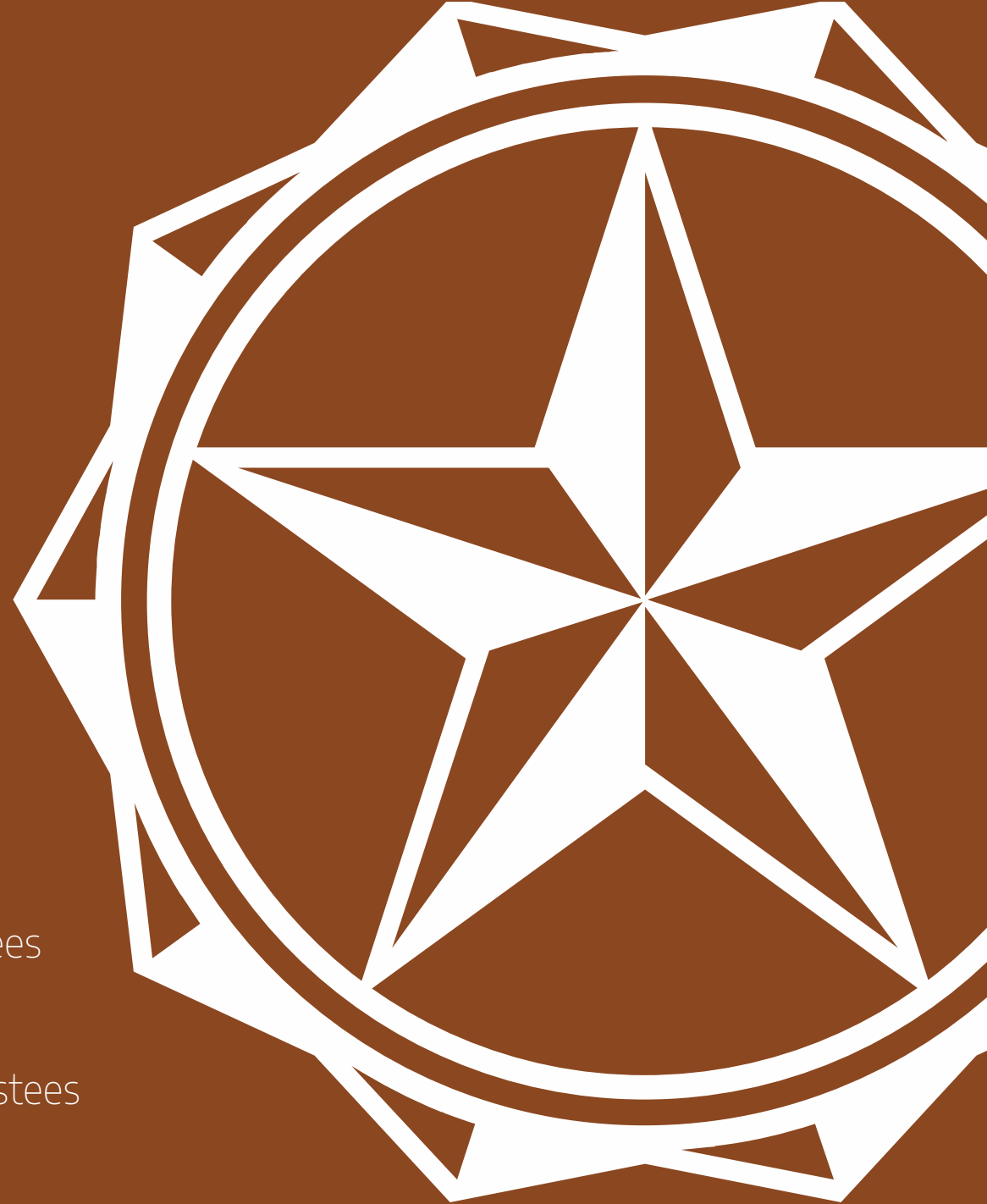
Senior Director of Strategy & Policy Analysis, TACC

Nicole Eversmann

Director of the Community College Association of Texas Trustees

Jee Hang Lee

President & CEO of the Association of Community College Trustees



Community College


National Trends

Enrollment Trends: Fall 2017-2022

- 2 million students left higher education (1.5 million from the CC sector)
- Shifting programs at CCs

Demographic Shifts

- CC students are trending younger
- Loss of older/independent students
- Male enrollment in higher education is plummeting
- Declining birth rates continue to impact direct high school to higher education enrollment



**Changing the
Calculus Around
College: Higher
Education as
Increasingly
Workforce Focused**

- Skills-Based Hiring, Breaking the Paper Ceiling
- Wages impacting college going and programs
- Embedding non-credit programs with credit

Types of Data to Support Decision-Making Within Your Colleges

- Course & assessment data
- Student demographics & academic outcomes
- Financial data
- Student surveys
- Career goals
- Institutional & program sustainability

What's Most Critical to Understand About Data?

Ensuring your institutions are practicing responsible

- Data Management
- Data Security
- Data Stewardship
- Data Succession Planning

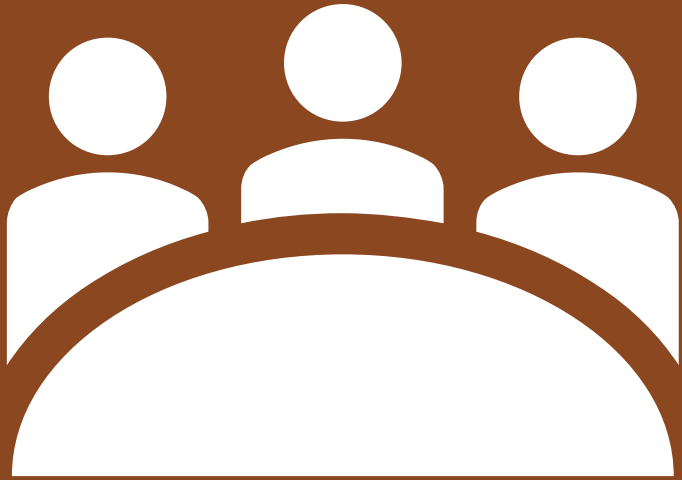




How could data strengthen the narrative about the positive impact your college has on its communities?



What kind of information are you going to need to communicate the value on investment?



How could
improved data
governance impact
institutional
strategic planning?

What's Your Role In All This? Data-Informed Governance

Community college boards should be using the data that's available to make informed decisions in the best interest of students and the communities across the service area.

Get to know the whole story...

- Find out what data your institutions already have and use
- Know your students, community, staff, and local business needs
- Build on the personal stories you already know using both statistics and individual insights
- Rely on your college leadership to help identify statistics around critical needs and high impact practices



Key Takeaways





Community College
Association of Texas Trustees

Inspiring Innovation:

Community College Governance for the Future

SEPTEMBER 14-16, 2023

FORT WORTH, TX

REGISTER TODAY!



Trustee Leadership Seminars

2023 - 2024

Focusing on
data-informed
higher education governance



Thank you!

