Trustee Leadership Seminar

Hosted at
South Texas College

June 23, 2023
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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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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.
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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
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
What Have We Already Heard About Data?

- 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

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

Data Source: CBM001, CBM0C1, Accountability System, *Preliminary Data from THECB
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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Online-only students</th>
<th>Not online-only students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Challenge</td>
<td>49</td>
<td>53</td>
</tr>
<tr>
<td>Active and Collaborative Learning</td>
<td>44</td>
<td>55</td>
</tr>
<tr>
<td>Student Effort</td>
<td>47</td>
<td>49</td>
</tr>
<tr>
<td>Student-Faculty Interaction</td>
<td>46</td>
<td>52</td>
</tr>
<tr>
<td>Support for Learners</td>
<td>50</td>
<td>51</td>
</tr>
</tbody>
</table>
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

Skill & Training Needs
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

TACCC.ORG

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

TEXAS IS THE LEADING DESTINATION FOR COMPANIES RELOCATING FROM OTHER STATES

TEXAS IS THE LARGEST ENERGY-PRODUCING STATE IN THE NATION

A LEADING JOBS CREATOR
IN 2021, TEXAS ADDED 694,400 JOBS

THE LONE STAR STATE IS HOME TO 53 FORTUNE 500 COMPANY HQS

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

TACCC.ORG

Data Source: Office of Governor Abbott, Economic Development & Tourism
“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.”
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

- 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.
Texas Job Forecast Points to 2.6 Percent Growth in 2023

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

- Construction Engineering Technology/Technician
- Electrical and Power Transmission Installation/Installer, General
- Vehicle Maintenance and Repair Technologies/Technicians, Other

Data Source: Texas Consumer Resource for Education and Workforce Statistics (Texas CREWS), https://txcrews.org/
All Graduates and Certificate Earners Across Broad Program Categories Have Earned a Credential of Value

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
Enrollment Trends: Fall 2017-2022

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

National Trends

- 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

Sources: The Association of Community College Trustees (ACCT)
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
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
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!