

TRUSTEE STRATEGIES:

FUTURE INNOVATION IN A
CHANGING BUSINESS
ENVIRONMENT

Dr. Jeremy McMillen, President
Dr. John Spies, Board Chair



About Grayson

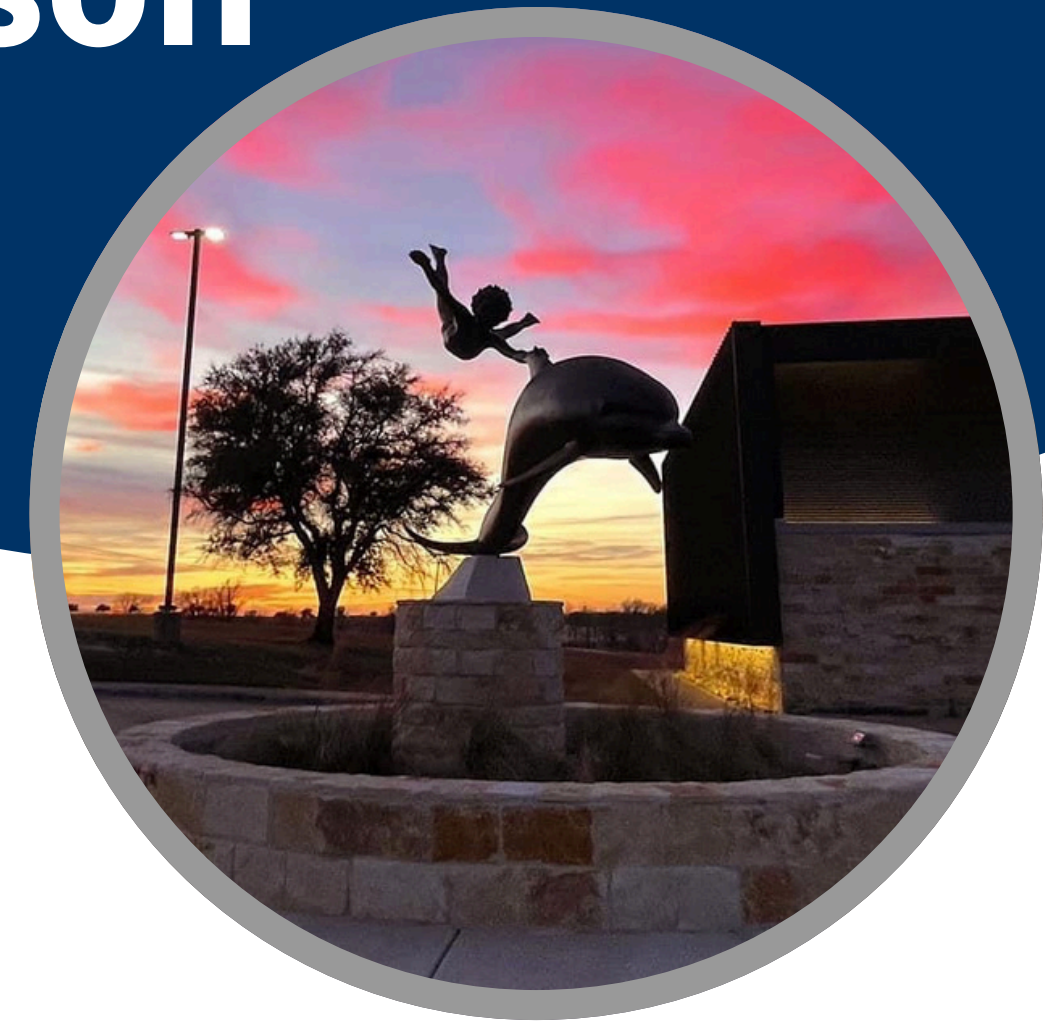
Two Campuses - Denison and Van Alstyne

4,500 students annually

- 12% enrollment growth over last 2 years
- 50% first generation students
- Transfer Programs and Career/Technical Training
- Dual Credit- 1,350 students from 23 service area high schools
- Adult Education-700 students annually

630 Employees - 311 full time
319 part-time

Board Composition



Mission: Student Success

Early Conversations



Board "Retreats"

- Built consensus on College direction
- Stronger commitment to the College Mission: Student Success
- Topics: Training, Vision, SMART Goals, Promise Program, Instructional Programming, Facilities, Success Coaches
- \$456.5 million Bond Program Emerged

Partnered with WRA Architects- Academic Assessment Programming, Masterplanning, Bond Planning and Communications



Mission: Student Success

Changing Landscape



- Semiconductor Boom
- Increased Tax Base
- Rapidly Growing Population
- New Partners
- Constantly Introducing GC to Newcomers



Mission: Student Success

Bond: Developing a Plan

- Master-planning
- Steering Committee
- Community Facilities Committee - Representative of **College** (Executive Leadership, Board, Director of Facilities), **Parents** (Alumni, Foundation) & **Community** (County/City Leadership, Economic Development, Business & Industry Leaders, Realtors, First Responders, etc.)



Mission: Student Success

Calling for the Bond

Representative from Community Facilities Planning Committee made a recommendation to the Board of Trustees.



Mission: Student Success



Bond Elections are WORK

Communications - Flyers, Rack Cards, Social Media, Direct Mail, Fence Banners, Yard Signs, Billboards, Radio, etc.

Presentations - Community groups, City Leadership, Service Organizations, Retired Teacher Groups



Mission: Student Success

After Election Day

1

Thank Your Community

3

**Set Expectations for
Construction Timelines**

2

**Meet with Your Financial
Advisor**

4

**Facilities Committee
Continues to Oversee Bond**



Mission: Student Success

Key Takeaways

> Assess Community & Campus Needs

> Build a Trusted Team

> Start a Community Engagement Plan

> Develop Community Advocates

> Take the Messaging to the People



Mission: Student Success

The mission of Grayson College is
Student Success





LET'S CONNECT



@GraysonCollege

info@grayson.edu
grayson.edu

gcmasterplan.com

