MEETING OF THE
COMMUNICATIONS COMMITTEE
OF THE BOARD OF TRUSTEES
HOUSTON COMMUNITY COLLEGE SYSTEM

May 15, 2007

Minutes

The Communications Committee of the Board of Trustees of the Houston Community College System held a meeting on Tuesday, May 15, 2007, at the System Administration Building, 3100 Main, 12th Floor Chancellor’s Office Conference Room, 12D11, Houston, Texas.

COMMITTEE MEMBERS PRESENT
Yolanda Navarro Flores, Committee Chair, Communications
Diane Olmos Guzman
Richard Schechter

ADMINISTRATION
Mary Spangler, Chancellor
Doretha Eason, Executive Assistant to the Chancellor
Miles LeBlanc, Counsel
Irene Porcarello, Vice Chancellor, Student Success
Gloria Walker, Vice Chancellor
Dan Arguijo, Associate Vice Chancellor, Communications
Willie Williams, Associate Vice Chancellor, Human Resources

OTHERS PRESENT
Philip Fraissinet, System Counsel, Bracewell & Giuliani
Brad Deuster, Consultant, Yaffe/Deuster
Catherine Campbell, Consultant, Yaffe/Deuster
Julie Gilbert, Consultant, Locke, Liddell, & Sapp
David Ross, President, Faculty Senate
Other administrators, citizens, and representatives of the news media

CALL TO ORDER
Mrs. Flores called the meeting to order at 3:24 p.m. and declared the Committee convened to consider matters pertaining to the Houston Community College System as listed on the duly posted Meeting Notice.

STRATEGIC PLAN DEVELOPMENT PROCESS
Dr. Spangler reiterated the strategic plan and stakeholder engagement working plan which was also presented at the Community Outreach Committee meeting.

Dr. Spangler noted that the plan will also be used as a tool at the Board Retreat for the Board to identify potential goals. She noted that the plan was developed in discussion with Yaffe/Deuster.
The working plan includes:
(1) Board identifying strategic goals
(2) Community Surveys
(3) Develop Community Education Materials
(4) Community Engagement - PR Directors
(5) Vision Gathering w/ Community Stakeholders

DISCUSS STRATEGIC PLAN FOR COMMUNICATIONS
The committee reviewed the inquiries from the previous Communications Committee meeting of March 7, 2007.

Mrs. Irene Porcarello presented information on the Fall Enrollment Report Card for 2006. She noted that there was an increase in the contact hours and informed that the contact hours are critical to the college and the enrollment increase. The report also provided the following:

- Costs from television, radio, newspaper and billboards media buys for the fall and second start semesters
- The total cost expended on media buys was 1.1 million
- Fall Media Buys per College 2006 of $347,051
- Spring 2007 Media Buys to date
- Students receiving financial aid by Ethnicity (5 year trend)
- Enrollment Growth by Program (top producers of the discipline/program for contact hours 2006)
- Contact hours by College versus total media buys per college

Mr. Schechter asked what were the contributing factors to the enrollment increase and noted that he asked the same question approximately eight months ago.

Mrs. Flores mentioned that there was a benefit from the media buys and noted that it is hard to measure whether the funds expended on media buys had a substantial effect on increased enrollment.

Mrs. Guzman asked if there is a tracking mechanism to determine the effects. Mrs. Porcarello informed staff passed out survey cards at the graduation in order to collect data and informed that approximately 900 cards were completed and returned.

Mrs. Flores noted that achieving the dream is tracking student developmental courses and asked if achieving the dream is a focus at all of the colleges or just some. She requested a report of the cultural of evidence and student success. Margaret Drain noted that 30-40% of first time students have to take development courses.

Mr. Schechter asked if there is a higher drop out rate for students who do not complete the developmental courses. He asked administration to review the possibilities of HCC offering
development courses in high school. Mr. Schechter also requested the information on the success rate of workforce course completion and hybrid programs.

The Committee noted that some items discussed should be referred to the Academic Affairs/Student Success Committee.

**HCC BOARD WEBSITE**
Dr. Eason apprised the Committee that there has been a discussion on updating the Board’s webpage. She stated that in conjunction with the plan presented by the consultant and Communications, the website should be a work in process so that there is a link with information collected. Mrs. Flores noted that the idea for the board website is to have district information, bios, community information, etc. personalized to the Trustee district.

**COMMUNICATIONS PROTOCOL**
The Committee discussed the communications protocols, which included the logo and branding book. The book would be a collaborative effort of Yaffe/Deuster and internal Communications.

Mrs. Flores requested a copy of the contract with Yaffe/Deuster for the next Communications Committee meeting.

**ADJOURNMENT**
With no further business, the meeting adjourned at 4:35 p.m.

*Recorded, transcribed, and submitted by:*
Sharon Wright, Executive Administrative Assistant, Board Services

*Minutes Approved: ____________________*