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

May 15, 2007

Minutes

The Community Outreach 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
Diane Olmos Guzman, Committee Chair, Community Outreach
Yolanda Navarro Flores
Richard Schechter

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

OTHERS PRESENT
Philip Fraissinet, 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. Guzman called the meeting to order at 1:32 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 presented an overview of the strategic plan development process and the stakeholders’ engagement working plan. She noted that the plan is an over arching approach to where the college is headed within the next three years and noted that the plan will literally begin with the Board Retreat scheduled for Friday, May 18, 2007 and Saturday, May 19, 2007.

The plan includes the following:

(1) Board Identifying Potential Strategic Goals
(2) Community Surveys
(3) Develop Community Education Materials
(4) Community Engagement - PR Directors
(5) Vision Gathering w/ Community Stakeholders

Dr. Spangler noted that the process would include data gathering that will be completed utilizing community-wide value based surveys. The results of the surveys will be presented to the Board to identify the concerns in the various Trustee districts. She also proposed a visit to each district in a town hall meeting format that will allow the community to participate in the process. The meetings would be held in small group settings to allow engaged discussions with the Chancellor and Board.

Dr. Spangler noted that a climate driven survey would be conducted in January/February 2008 in those communities that have been targeted for possible annexation in the May 2008 election. Dr. Spangler stated that the target is to present the strategic plan for approval by the Board in November 2007.

Mr. Schechter stated that he thinks that the plan is awesome and hopes to see future changes. He congratulated the Chancellor on presenting such a defined plan and inquired on how many broad items will be included in the plan. Dr. Spangler noted that there should be no more than twelve topics presented to the community with a target of no more than seven goals and four to five activities under each goal.

Mrs. Flores noted that she is glad to see that the document previously developed is being utilized. She asked how will the message and goals identified at the retreat be conveyed to the Public Relation Directors. Dr. Spangler mentioned that her focus is on the strategic plan; however, there will be some simultaneous tasks. Mrs. Flores noted that the PR Directors will play a major role and need to have buy-in on the plan. Dr. Spangler noted that the executive team members will have the plan information so that they are aware of the goals and activities for implementing the plan.

Mrs. Guzman suggested that the college PR Directors are invited to the community outreach meetings with the various PR Directors in the community.

Mrs. Guzman noted that the notebooks provided by Yaffe/Deuster will be used for the community outreach efforts.

STRATEGIC PLAN FOR COMMUNITY OUTREACH

Brad Deuster with Yaffe/Deuster presented the Field Marketing Research Notebook developed for HCC as a tool to enhance the college’s growth and defining the trade area. He apprised that there must be an understanding of the needs of the community and noted that the notebook would provide a link to the Communications Department.

The draft notebook is a work-in-progress designed to define target regions/boundaries of HCC colleges; identify specific marketing opportunities and target audiences; identify the competition and its strengths/weaknesses; and determine specific marketing plans of action for each college.

The Committee reviewed the notebook presented. Mrs. Guzman stated a report would be presented at the Committee of the Whole meeting on Thursday, May 17, 2007. The Committee recommended forwarding the notebook to the entire Board.
ADJOURNMENT
With no further business, the meeting adjourned at 2:54 p.m.

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

Minutes Approved: ________________