The Community Outreach Committee of the Board of Trustees of the Houston Community College System held a meeting on Tuesday, August 14, 2007, at the System Administration Building, 3100 Main, 2nd Floor Seminar Room A, Houston, Texas.

COMMITTEE MEMBERS PRESENT
Diane Olmos Guzman, Committee Chair
Dr. Michael P. Williams, Committee Member
Bruce Austin

ADMINISTRATION
Doretha Eason, Executive Assistant to the Chancellor
Irene Porcarello, Vice Chancellor, Student Success
Dan Arguijo, Associate Vice Chancellor, Communications

OTHERS PRESENT
Jarvis Hollingsworth, Counsel, Bracewell & Giuliani
Brad Deutser, Consultant, Yaffe|Deutser
Julie Gilbert, Consultant, Locke Liddell
Gene Locke, Consultant, Andrews Kurth LLP
Other administrators, citizens, and representatives of the news media

CALL TO ORDER
Mrs. Guzman called the meeting to order at 3:31 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.

BOARD OF TRUSTEES COMMUNITY OUTREACH INITIATIVES
Recommendation - Discuss the Board of Trustees community outreach initiatives.

Mrs. Guzman asked Brad Deutser with Yaffe|Deutser to present a status on the community outreach efforts.

Brad Deutser informed that the public relation directors at each college have received the notebooks previously reviewed by the Committee. He informed that there was an overview on the notebooks with the PR directors at a retreat held in June 2007 and noted that the PR directors will submit the books to Communications by August 16, 2007 in order to review the information collected. A meeting with the PR directors will be held to discuss marketing efforts.

(Mr. Austin arrived at 3:34 p.m.)
Dan Arguijo, AVC for Communications, informed that the books would provide information to the Trustees for outreach efforts in their various districts and identify stakeholders. He apprised that the books would be an on-going effort with continuous updates.

Mr. Deutser presented forms that will be utilized by the PR directors, which included speaking engagement requests, appearance requests, community events, etc. He informed that Yaffee/Deutser has been asked to develop a community calendar and noted that there will be a request form for trustee participation in events.

Mrs. Guzman asked whether the data would be centralized in a database as a point of contact. She noted that this would allow the Board to contact one specific area for data rather than having to contact each individual college. Mr. Arguijo informed that the current efforts would allow the Trustees to contact the Board Services office with the request, which would be submitted to Communications to gather the necessary support data.

Mrs. Guzman also inquired whether there would be an overarching calendar for all the Trustees on community events such as National Night Out.

Mrs. Guzman suggested reviewing the district information once the notebooks have been submitted after August 27, 2007. Dr. Williams noted that information on local organizations is available that could assist with capturing community events that could be included in the notebook and noted that the Trustees could select what is of interest to them individually as it relates to their districts.

Mrs. Guzman asked if press media is reviewed locally and nationally to capture mentions of the Trustees in various articles and appearances. Mr. Arguijo informed that there is a press person responsible for searching clippings on HCCS.

Mrs. Guzman mentioned that some Trustees have expressed an interest in holding townhall meetings in their districts. Mr. Deutser apprised that the Chancellor has not been fully introduced to the community and expressed that the townhall meetings could be held in a reception setting to introduce the Chancellor to the community. He further noted that a value analysis survey that has been completed would provide significant information tailored to the community that will be useful in scheduling the various receptions.

Mrs. Guzman recommended that each Trustee host a town hall meeting in their district and recommended that the first meeting be held in District II.

Mr. Austin mentioned that, as it relates to his district, there would need to be a strategize effort geared toward the community interests. He noted that a format of just hearing the Trustees speak would not be a conducive; however, there are issues such as the dual-credit education that would provide a possible benefit platform.

Mrs. Guzman expressed that is the reason the townhall meetings should be driven by the Trustee based on knowledge of their communities.
Dr. Eason noted that it might be more appropriate for the Trustees and college presidents to hold a dialogue in order to discuss the needs in their communities from both perspectives. She noted that this would allow for the leadership of the Trustee in their community to be captured in conjunction with the campus administration.

Mrs. Guzman mentioned that the Board Chair has given her the go ahead to begin the townhall meetings in the various Trustee districts. She recommended holding townhall meetings initially in Districts 1, 2, and 6. She further noted that the process should be initiated with input from the Trustees and Presidents.

**Motion** – Dr. Williams motioned to recommend initiating a townhall meeting in Districts 1, 2, and 6 and developing a long-term plan for holding townhall meetings in all the districts. Mrs. Guzman seconded the motion. The motion passed with a vote of 2-0.

**WOMEN LEADERSHIP INITIATIVE**

**Recommendation** - Discuss the development of Women Leadership Initiative.

Mrs. Guzman mentioned that the topic originated from a group discussion relating to minority women-owned businesses. She mentioned that this would be an outreach effort and noted that several topics could be considered for exploration. Mr. Austin mentioned that this might be an opportunity to develop collaboration with women-owned businesses as a community outreach effort.

**Motion** – Dr. Williams moved to recommend the development and exploration of a Women Leadership Initiative. Mrs. Guzman seconded the motion. The motion passed with a vote of 2-0.

**ADJOURNMENT**

With no further business, the meeting adjourned at 4:29 p.m.

ippet by:

**Recorded**
Sharon R. Wright, Executive Administrative Assistant, Board Services

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

**Minutes Approved:** _______ September 18, 2007 _______