

PIMA COUNTY COMMUNITY COLLEGE DISTRICT

A Study Session of the Pima County Community College District Governing Board was held on Monday, February 27, 2017 at 4:00 p.m. in the Community Board Room, C-105, at the District Office, 4905 E. Broadway Blvd., Tucson, AZ 85709-1005.

Persons in Attendance

Board Members:

Mark Hanna, Chair

Demion Clinco, Secretary/Vice Chair

Luis Gonzales

Sylvia Lee

General Counsel

Jeffrey Silvyn

Recording Secretary

Andrea Gauna

Administration

Lee Lambert, Chancellor

1. Call to Order

Mark Hanna called the meeting to order at 4:03 pm.

2. **Office of Assessment**

Wendy Weeks, Director of Assessment and Jen Deschenes, Assessment & Evaluation Analyst introduced a method being used in assessment: Plan, Implement, Measure, and Act (P. I.M.A.) and provided an update on the assessment office. She reported on the accomplishments that have been made using this method and the current projects currently going through this process.

Ms. Weeks discussed the assessment training modules that rolled out in Fall of 2016 and reported on the Assessment Academy.

The assessment department is looking at two software programs: Chalk & Wire and Analytics. Analytics is currently in their D2L system. These systems are currently being tested to see if they fit our needs. Ms. Weeks noted that she has been in conversations with IT about correcting the interface currently being used to manage the collected data.

Ms. Weeks noted that their goal is to have a fully functioning general education assessment process by Fall of 2018.

Board Chair Hanna asked what help her team needs from the Board. Ms. Weeks noted that the Board's support and kudos are needed to go out to the ones that are really doing a phenomenal job with assessment.

Board member Clinco asked for a list of individuals who are excelling at meeting the expectations so that they can be acknowledged.

Board member Gonzales asked if the data measurements can go back to 2015 or 2014 to assess prior years. Ms. Deschenes noted that it will take some time to work their way backwards and they don't know exactly how far they will be able to go at this time.

Bruce Moses, Assistant Vice Chancellor for Accreditation and Quality Improvement noted that the information Ms. Weeks is presenting is exactly what HLC wants to see. HLC is very impressed with the College's infrastructure but their main concern was filling two positions in assessment, which the college has done. HLC emphasized the need for sustainable people to do the work and move it forward.

3. **Marketing Update**

Lisa Brosky, Vice Chancellor for External Relations reported on her marketing plan to increase enrollment and help reshape conversation about Pima in the community. Her department will start with taking all communication tools and maximizing each of them to drive actions that will benefit the college. They will be identifying tools and methods that can be measured.

Ms. Brosky noted that she is in the process of researching websites and hiring a web consultant to perform an audit on Pima's website and provide a roadmap for moving forward. The department will be using the 70-20-10 model which is putting 70% of your effort into things you know are going to work, 20% into new initiatives and 10% in on experiments, focusing on key audiences.

Ms. Brosky reported that PCC is right in the ballpark with advertisement spending compared to other community colleges and will email the Board members a comparison sheet of what other peer institutions are spending.

Ms. Brosky discussed the specific audiences that need to be reached and the programs that will attract those audiences. Some of the programs being looked at are allied health, veteran's programs and technical programs. Chancellor Lambert added the importance of focusing our attention in areas where we have a captive audience instead of trying to blanket everybody in the county. Some examples of audiences the College should focus on are the underserved, lower income minorities and adult education. The enrollment funnel is another group of individuals to focus on. These are good leads for the College.

Direct mail marketing, Home Team Marketing, and a brochure website are some of the new marketing tools Pima will try. They will continue to work on our Social Media and revamp publications. Ms. Brosky noted that PCC will continue to use guerilla marketing techniques; they still work. Ms. Brosky noted that all of these efforts will be measured by a dashboard created by a company called Trendkite.

Ms. Brosky added that, since the college is looking at coming off notice, PCC should come up with an official tag line in the next few months.

Board member Gonzales noted his concern that the college isn't getting out to the high schools to promote PCC. Ms. Brosky noted that there may be some sort of disconnect, but that we are very active in the high schools and she can produce a report to support that. Board member Clinco and Lee agreed with Board member Gonzales that there is definitely a disconnect.

Dolores Duran-Cerda, Provost and Executive Vice Chancellor for Academic and Student Services (Acting) noted that there is a recruitment liaison assigned to each campus and assigned to service areas of the high schools and that they are very active. It is important for counselors to make sure students are aware there is a liaison for Pima College. She also noted that they have brought back the Counselors Breakfast. The next breakfast is on March 28. Dr. Duran-Cerda suggested inviting the Chancellor, Mayor Rothschild and President Hart to make a statement at the breakfast.

Board member Clinco noted that the College needs a plan to do a better job at messaging a full brand.

Board Chair Hanna would like the Chancellor to come back and continuously update on the strategic enrollment management and recruiting.

4. **International Program Update**

Ricardo Castro-Salazar, Vice President of International Development provided a brief history on PCC's International Program.

Dr. Castro-Salazar noted that in 2014 a foundation in Mexico helped PCC bring the students from Becalos to the college and that is when we started to see international student enrollment increase.

Board Chair Hanna asked if the college was benefiting financially from providing the international program. Dr. Castro-Salazar confirmed that the college is generating more revenue than its expending from the international program and the program is self-sustaining.

Board Chair Hanna asked about an explanation about the recent adjustment to the international student tuition. Dr. Castro-Salazar explained that every time there was an increase in tuition for local students there was a large increase in the international student tuition, without any comparisons to the national and international market. In order to compete with other colleges to attract international students, the college found that it must price the tuition competitively. This called for a decrease in the international student tuition rate.

Dr. Castro-Salazar noted that international students are counted as part of the head count for FTSE but they are categorized differently on a separate application. Board member Gonzales noted that this has not been explained to the community very well.

Board Chair Hanna asked what the Board can do to convince the community that this is what PCC needs to be doing. Ms. Brosky noted that the Board must tell and retell the story, the

false narrative that international education is no good needs to be debunked. We need to share the benefits of the program.

The meeting adjourned at 6:44 p.m.

Secretary

Date