

MINUTES
State Board of Community Colleges
STRATEGIC PLANNING COMMITTEE
October 18, 2018

COMMITTEE MEMBERS PRESENT:

Jerry Vaughan, Chair Burr Sullivan
Breenen Blackwell Ann Whitford

Members Absent: Todd Johnson and Clark Twiddy

OTHERS IN ATTENDANCE:

Jennifer Haygood Katie Bao Brian Long
Anne Bacon JW Kelley

CALL TO ORDER

Mr. Vaughan called the meeting to order at 1:32 p.m. in conference room 206 of the Mary E. Rittling Conference Center at Davidson County Community College.

ROLL CALL

Ms. Haygood took the roll of the Strategic Planning Committee members. With four Committee members in attendance, a quorum is present.

ETHICS STATEMENT

Mr. Vaughan read the Ethics Awareness and Conflict of Interest Statement and asked if there were any known conflicts. None were noted.

APPROVAL OF MINUTES

Mr. Vaughan asked for a motion to approve the minutes from the October 18 meeting. Following a motion by Dr. Blackwell and a second by Mr. Sullivan, the minutes were approved by voice vote.

APPROVAL OF THE AGENDA

Mr. Vaughan asked for a motion to approve the agenda for the September 20 meeting. Following a motion by Dr. Blackwell and a second by Mr. Sullivan, the agenda was approved by voice vote.

FOR INFORMATION

Planning Meeting Debriefing

Ms. Haygood invited Committee members to share their reactions to what has taken place at the Planning Meeting thus far. The Committee members offered their impressions, as follows:

- Drs. Rittling and Templin presentations were impactful.
- The need to market the Community Colleges is of paramount importance. A marketing plan that effectively reaches people would benefit all our institutions.
- More college coaches are needed in the 800 NC high schools.
- We can cost effectively deliver what for-profit schools often cannot.
- Different approaches to more engagement with the Latino population are needed, as discussed by Dr. Rittling.
- Looking forward to guidance from the partnership with Belk Foundation.
- Communication among sectors is taking place (e.g., meeting with Board of Governors last week), but differences in priorities create challenges to collaboration.
- Board chairs should spend time together to discuss ways to collaborate.
- The goal of economic mobility was a significant takeaway from Dr. Templin's presentation.
- Many would-be students are in lowest socioeconomic sector; statistics show between 40% and 50% don't attend postsecondary school
- Would like to revisit Dr. Templin's presentation for further discussion at next Committee meeting.

Improving the Enrollment Process (Attachment PLAN 01)

JW Kelley presented on simplifying the enrollment process and reviewed the following:



Attachment PLAN 01

Known Friction Points

- **Admission Application**
- **Visiting Student vs Degree Seeking Student**
- **Official Transcript**
- **Local admission standards**
- **Local course prerequisites**
- **Financial Aid**
- **Residency Determination Services (RDS)**

These and others are broader than students simultaneous enrollment

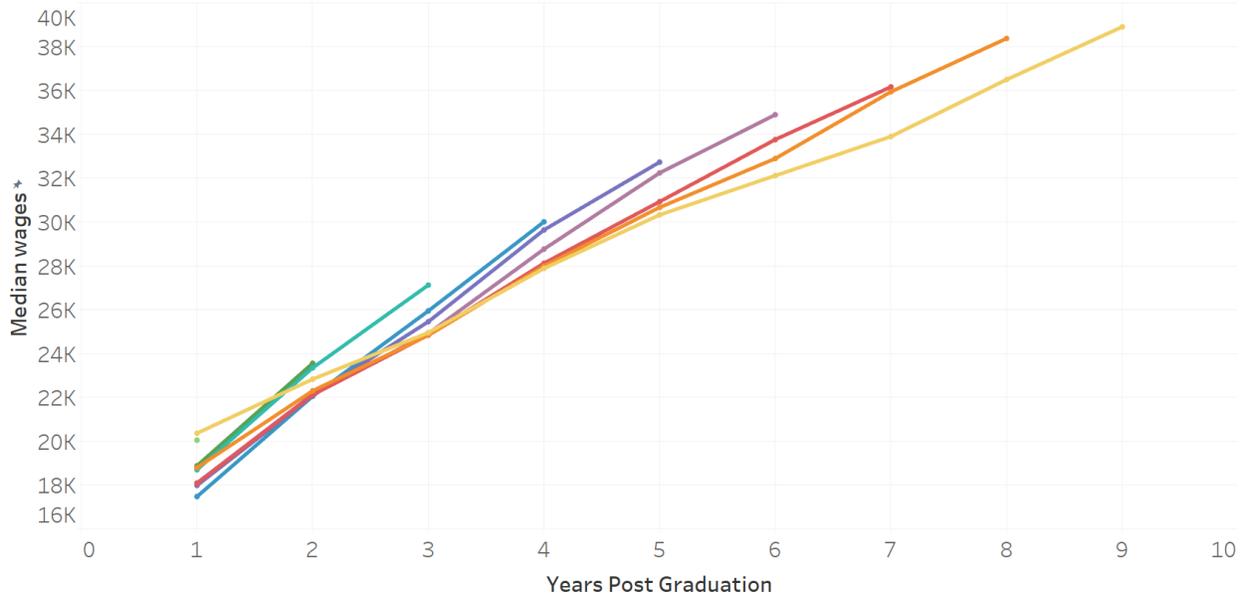
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Dr. Kelley discussed forming a study group for each functional area in partnership with the NC Student Development Personnel Association. The study group's charge would be to identify and recommend potential policy and process improvements for simplifying enrollment from the students' perspective.

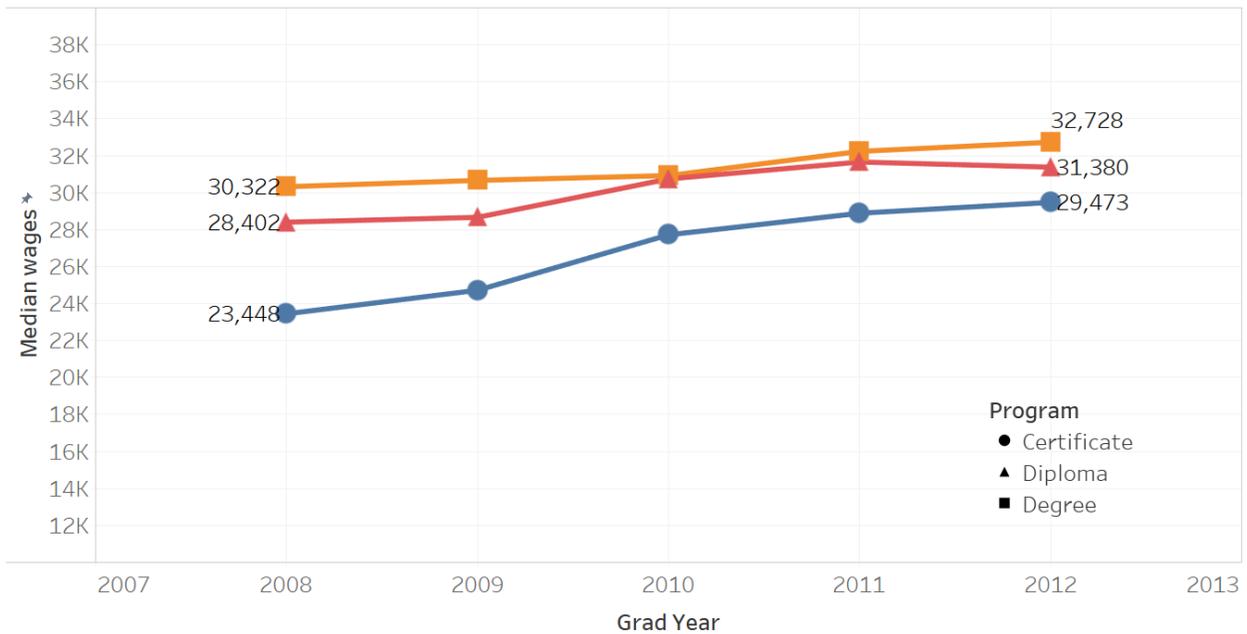
Graduate Employment Outcomes (Attachment PLAN 02)

Katie Bao presented on this topic, drawing the connection to the economic and workforce impact goal from the strategic plan and improving the pipeline from college to the workforce. This key performance indicator reflects percentage of graduates who are employed and their median incomes in the years following graduation.

Median Wages of Associate Degree Graduates by Graduation Cohort



Median Wages 5 Years Post-Graduation by Credential



Self-employed, federal employees, and faith-based employment are not reflected in the graph, above. We do not have information as to whether employment figures reflect full-time and/or part-time employment. What may also be reflected in this graph is the 2008 – 2010 graduates having a lifetime wage suppression due to graduating into the recession and accepting jobs at lower salaries.

Dr. Bao displayed additional data for UNC bachelor's degree post graduate employment contrasted with the overall median without respect to credential for NCCCS. 2008 graduates are earning more in health sciences and industrial technologies than the median income for 2008 UNC graduates five years out, depending on the program. This data is available at the institutional level on NC Tower's website, providing colleges the ability to review this data and consider it in connection with their programming.

NEW BUSINESS

None noted.

ADJOURN

There being no other business, Mr. Vaughan requested a motion to adjourn. Following a motion by Mr. Sullivan, a second by Dr. Blackwell, and approval by voice vote, the Committee adjourned at 2:29 p.m.

Respectfully submitted,

Kelly Barretto
Recording
Secretary