Alvin Community College  
Process Technology Advisory Committee Meeting Minutes  
Wednesday, October 22, 2008

Chairperson: Curt Thompson, Site Training Lead, Solutia Chocolate Bayou, Alvin

Meeting Date: October 22, 2008  
Meeting Time: 11:30 a.m. to 1:45 p.m.  
Meeting Place: Solutia Chocolate Bayou plant  
Prev Meeting: Jun 17, 2008

Recorder: Mark Demark, Process Technology Department Chair, ACC

Industry Members Present:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Affiliation</th>
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</thead>
<tbody>
<tr>
<td>Curt Thompson</td>
<td>Site Training Lead</td>
<td>Solutia Inc. Chocolate Bayou</td>
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<tr>
<td>Diane McGinn</td>
<td>Learning &amp; Development Supervisor</td>
<td>INEOS Chocolate Bayou plant</td>
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<tr>
<td>Douglas Loy</td>
<td>Operations &amp; Training Lead</td>
<td>Lyondell-Basel Chocolate Bayou plant</td>
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ACC Members Present:

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<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Mark Demark</td>
<td>Department Chair, Process Technology</td>
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<tr>
<td>Sara Bouse</td>
<td>Continuing Education &amp; Workforce Development (CE &amp; WD)</td>
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ACC & Industry Guests:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Curtis Crabtree</td>
<td>Adjunct Instructor, Process Technology</td>
<td>Alvin Community College</td>
</tr>
<tr>
<td>Don Koster</td>
<td>Adjunct Instructor, Process Technology</td>
<td>Alvin Community College</td>
</tr>
<tr>
<td>James Kelly</td>
<td>Grant Administrator</td>
<td>Alvin Community College (guest of Sara Bouse)</td>
</tr>
</tbody>
</table>

Agenda Item (see attachment A)

Old Business (repeated for new members & guests):

- Process Technology web page on ACC web site
  - Direct link: [http://www.alvincollege.edu/Current/Process_Tech_Advisory_Committee.cfm](http://www.alvincollege.edu/Current/Process_Tech_Advisory_Committee.cfm)
  - Indirect: go to [www.alvincollege.edu](http://www.alvincollege.edu); click on “Site Map” (upper right corner of screen); click on “Process Technology”; click on “Process Technology Advisory Committee”

- [www.captech.org](http://www.captech.org)  
  Center for the Advancement of Process Technology (CAPT)
  - Resources for educators, students, and industry
  - CAPT / COM is our partner that we have worked with in the past
  - CAPT INC. is a new company started by Joanna Kyle

- [www.gcpta.org](http://www.gcpta.org)  
  Gulf Coast Process Technology Alliance (GCPTA)
  - An industry and education partnership serving the educational needs of the process industries

Responsibility

- Mark Demark
- Melissa Collins, Assistant Director  
  - [mcollins@com.edu](mailto:mcollins@com.edu)
- Jerry Duncan, Managing Director  
  - [jduncan@com.edu](mailto:jduncan@com.edu)
- Martha McKinley  
  - [exdir@gcpta.org](mailto:exdir@gcpta.org)
- Harry Woods, Public Relations  
  - [hwoods@gcpta.org](mailto:hwoods@gcpta.org)
### Continuing Business:
- Welcome, Introduction, and Announcements
- Meeting Minutes - Mar 26 & Jun 7, 2008
- Agenda Item IV-A: Duties of Advisory Committee Chair and Chairperson-Elect
- Agenda Item IV-B: Elect new members
- Agenda Item IV-C: Adopt Vision, Mission, and Objectives
- Agenda Item IV-D: Other - plant tours

| Information | All present |
| Discussion | All members |
| Action | Curt Thompson, Diane McGinn |
| Action | Mark Demark |
| Action | Curt Thompson & all |
| Action | Curt Thompson |

### New Business:
- Open House 6-17-2008
- Fall High School Forum 11-5-2008: Lyondell-Basel
- BP process trainer - in construction
- Process Technology curriculum
- Process Technology student statistics

| Information | Mark Demark |
| Information | Curtis Crabtree |
| Information | Mark Demark |
| Information | Mark Demark |
| Information | Mark Demark |

### Budget:
- 2008-2009 budget

| Update | Mark Demark |

### Other:
- Alvin Community College - Status
- Next Meeting

| Information | Mark Demark |
| Information | Wednesday, Dec 10, 2008 at Lyondell-Basel Chocolate Bayou plant |

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### Minutes

<table>
<thead>
<tr>
<th>Key Discussion Points</th>
<th>Discussion</th>
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<tbody>
<tr>
<td><strong>Old Business (repeated for new members and guests):</strong></td>
<td></td>
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<tr>
<td>Advisory Committee web page on ACC web site <a href="http://www.alvincollege.edu">www.alvincollege.edu</a>; Direct link: <a href="http://www.alvincollege.edu/Current/Process_Tech_Advisory_Committee.cfm">http://www.alvincollege.edu/Current/Process_Tech_Advisory_Committee.cfm</a></td>
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Gulf Coast Process Technology Alliance (GCPTA) (formerly [www.processtech.org](http://www.processtech.org))
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<tr>
<td><strong>Continuing Business:</strong></td>
<td>Advisory Committee and all present. Sara Bouse introduced Jim Kelly, who is the Grant Administrator for the $3 million+ training grant recently received by ACC for training local industry personnel.</td>
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<tr>
<td>• Welcome, Introduction, and Announcements</td>
<td>Advisory Committee approved the minutes.</td>
</tr>
<tr>
<td>• Meeting Minutes Mar 26 &amp; Jun 17, 2008</td>
<td>Much discussion during the Planning presentation made by Mark Demark (clicking on the title of the presentation will bring up the entire article; a voice-over CD of this article was distributed at the meeting). The first 18 slides address the issue of planning and development of a Vision, Mission and Goals and the 5 elements of effective plans: (1) Abandonment; (2) Concentration; (3) Innovation; (4) Risk-taking; (5) Analysis. The last 18 slides address the &quot;how to&quot; of planning. We did agree that our Mission was: <em>We train people to become entry-level technicians in the Process Industries.</em> Our Customers are the companies that hire our graduates. Secondary Customers include students, the College, the community that we serve, and the GCPTA. A first attempt at a Mission is: <em>All entry technician positions in the process industries on the U.S. Gulf coast are filled with Process Technology graduates.</em></td>
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<tr>
<td>• Adopt Vision, Mission, and Objectives <em>(Attachment B)</em></td>
<td>The Committee agreed that they will open their plants to plant tours by our students. The first tour will be Solutia 1:30-4p Wednesday afternoon, 11-12-2008. The safety plant orientation will be given by Solutia personnel at Solutia. No need for lunch, but furnishing drinks for the bus trip might be a nice touch.</td>
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<tr>
<td>• Plant tours</td>
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<td><strong>New Business:</strong></td>
<td>No discussion on new business since it was mainly information items that the Committee could read.</td>
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<tr>
<td>• See Attachment A - Agenda</td>
<td>See Attachment C for Fall 2008 ACC Process Technology student statistics</td>
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<td><strong>Other:</strong></td>
<td>Next meeting is scheduled for Wednesday, Dec 10, 2008 at Lyondell-Basel Chocolate Bayou plant.</td>
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<tr>
<td>• Next Advisory Committee meeting</td>
<td>Meetings are held the second Wednesday of the last month of each quarter 11:30a-1:45p (unless pre-empted by college event or closure). 2009 meetings: Mar 11, Jun 10, Sep 9, Dec 9 - rotating through sites: INEOS, ACC, Solutia, Lyondell</td>
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<thead>
<tr>
<th>Chairperson Signature:</th>
<th>Date:</th>
<th>Next Meeting:</th>
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<tr>
<td>Curt Thompson, Site Training Lead</td>
<td>Oct 22, 2008</td>
<td>Wednesday, Dec 10, 2008 at Lyondell-Basel Chocolate Bayou</td>
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<tr>
<td>Solutia Chocolate Bayou, Alvin</td>
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ATTACHMENT A - AGENDA
Alvin Community College Process Technology Advisory Committee Meeting
Wednesday, September 10, 2008
To Be Held at Solutia

AGENDA

I. Solutia Orientation....................................................................................................................................11:15a

II. Welcome, Introductions, and Lunch..................................................................................................................11:30a

III. Old Business..................................................................................................................................................11:45a

   A. Approve minutes of 3-26-2008 meeting - All
   B. Announcements, notices, and current events - important advisory committee news (GCPTA, CAPT, etc.) - All

IV. Continuing Business.......................................................................................................................................12:00p

   A. Discuss duties of the Advisory Committee Chairperson & Chairperson-Elect - Curt Thompson
   B. Elect new members and Chairperson; new members:
      George Ayala       BP Refining & Petrochemicals       Texas City
      Skip Olson         Lyondell Refining                 Pasadena
   C. Adopt Vision, Mission, and Objectives (Attachment B to minutes of March 26, 2008)
   D. Other - All

V. New Business ..................................................................................................................................................12:45p

   A. Open House - June 17, 2008
   B. Fall High School Forum - Curtis Crabtree
   C. BP Process Trainer - Mark Demark

VI. Open Discussion - All.....................................................................................................................................1:30p

VII. Wrap Up - All (next meeting Wed 12-10-2008 11:30a - 1:45p at Lyondell)..................................................1:45p
ATTACHMENT B
ALVIN COMMUNITY COLLEGE PROCESS TECHNOLOGY DEPARTMENT
VISION, MISSION, and OBJECTIVES

OUR VISION

Alvin Community College will be recognized by industry, students, government, community, and academia as the pre-eminent learning center for Process Technology.

OUR MISSION

Mutually attract students and employers, supported by government, community, and academia in a program of learning that will prepare our students to be superior hires and to obtain responsible positions in the Processing Industries.

OUR STRATEGY

Work with the Center for the Advancement of Process Technology (CAPT), the Gulf Coast Process Technology Alliance (GCPTA), employers, and others to determine employer needs for the number of Process Technicians and their required knowledge and skills.

Design a curriculum that will cost effectively train students in the knowledge and skills required by industry.

Work with high schools and other education providers to make them aware of our program, and identify candidates interested in pursuing careers as Process Technicians.

Work with industry and academia to identify qualified instructors who can endorse our vision, embrace our Mission, further develop our strategy, and have the energy, experience, and resourcefulness to teach and prepare our students for employment.

As a department, stay abreast of new technologies and industry needs to improve our curriculum and provide industry with highly qualified employees.

Seek the necessary funding and equipment donations from industry, government, and other private sources to insure that the College has the necessary resources to achieve its vision.

THE PROGRAM

To achieve the vision and accomplish the mission, the staff of Alvin Community College have created a curriculum that will challenge you, the student, expand your expertise, and qualify you to seek a position as a Technician in the Processing Industries.
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<thead>
<tr>
<th>Approximate # of Students</th>
<th>Student Demographic Information</th>
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<tr>
<td></td>
<td>Gender / Age</td>
</tr>
<tr>
<td></td>
<td>Ethnicity</td>
</tr>
<tr>
<td>1st 65</td>
<td>Student number 155 100%</td>
</tr>
<tr>
<td>2nd 25</td>
<td>Male 127 82%</td>
</tr>
<tr>
<td></td>
<td>Female 28 18%</td>
</tr>
<tr>
<td>3rd 30</td>
<td>Age range 17 - 48</td>
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<tr>
<td>4th 35</td>
<td>Avg age 27</td>
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PLANNING

Excerpts from
The Five Most Important Questions You Will Ever Ask About Your Organization

(click above link for article)

By Peter Drucker, Jim Collins, Philip Kotler, James Kouzes, Judith Rodin, V. Kasturi Rangan, and Frances Hesselbein © 2008 by Leader to Leader Institute
PLANNING

- What is our mission?
- Who is our customer?
- What does the customer value?
- What are our results?
- What is our plan?

The above was developed within the framework of social service organizations but found to work in any organization.
WHAT MATTERS

- Commitment to the FUTURE
- Commitment to the CUSTOMER
- Commitment to the MISSION
- Commitment to the PROCESS
WHAT MATTERS

- The customer must be a part of this effort. Doing it without the customer present will not work.
- If you reach consensus quickly on an important matter – do not make the decision
- Decisions like these should be controversial
WHAT IS OUR MISSION?

- A mission cannot be impersonal
  - It has to have deep meaning
  - Something you really believe in
  - Something you know is right
  - What we stand for
  - How we do things
WHAT IS OUR MISSION?

- Management must ensure that everybody:
  - Knows the mission
  - Understands the mission
  - Lives the mission
- It should fit on a t-shirt
WHO IS OUR CUSTOMER?

- Primary customer
- Supporting customers
- Both must be satisfied
- They constantly change ideologically and physically
WHAT DOES THE CUSTOMER VALUE?

- What satisfies needs, wants, and aspirations of:
  - Primary customer?
  - Supporting customers?
WHAT ARE OUR RESULTS?

- Qualitative measures
  - How deep and broad are results, patterns
- Quantitative measures
  - Definitive standards
- Match mission to results
- Invest resources where you can have success
WHAT IS OUR PLAN?

- Mission
  - Opportunities, competence, commitment
  - What is our purpose?
  - Why do we do what we do?
  - What do we want to be remembered for?
WHAT IS OUR PLAN?

- **Vision**
  - The end result

- **Goals**
  - Overarching
  - Few in number
  - Maximum of five
WHAT IS OUR PLAN?

- Objectives
  - focus resources to obtain results
- Action steps
- Budget
- Appraisal
PLANNING

- Planning defines where you want to be and how you intend to get there.
- End result of the plan is a vision statement picturing a future when the organization’s goals are achieved and its mission is accomplished.
PLANNING

- VISION
- MISSION
- GOALS
PLANNING EXAMPLE – ART MUSEUM

- VISION – a city where the world’s diverse artistic heritage is prized and whose people seek out art to feed their mind and spirit
- MISSION – to bring art and people together
PLANNING EXAMPLE – ART MUSEUM

- GOALS
  - Conserve the collections and inspire partnerships to seek and acquire exceptional objects
  - Enable people to discover, enjoy, and understand art through popular and scholarly exhibitions, community education, and publications
GOALS (cont’d)

- Significantly expand the museum’s audience and strengthen its impact with new and traditional members
- Maintain state-of-the-art facilities, technologies, and operations
- Enhance the museum’s long-term financial security
FIVE ELEMENTS OF EFFECTIVE PLANS

- Abandonment
- Concentration
- Innovation
- Risk-taking
- Analysis
WHAT IS OUR MISSION?

- What are you trying to achieve?
- What is your organization’s current understanding of its mission?
- What is the organization’s reason for being?
- Why do you do what you do?
- For what do you want to be remembered?
WHAT IS OUR MISSION?

- What significant challenges is the organization facing, such as changes in demographics, legislation or regulations, emerging technologies, or competition?

- What significant opportunities are presenting themselves, such as partnerships and collaborations, leading-edge practices or approaches, or social or cultural trends?
WHAT IS OUR MISSION?

- What are the emerging critical issues for the organization, such as the need for multilingual employees, a disruption in market share, the rising cost of health care, or changing distribution channels?

- Does the mission statement need to be redefined? If not, why not? If yes, why?
WHAT IS OUR MISSION?

- In what ways, if any, would you rewrite or refocus the mission statement?
- What would be the major benefits of a new mission?
- What problems, if any, would you be likely to encounter with the new mission? What steps may need to be taken to make this change happen?
WHO IS OUR CUSTOMER?

- Who uses your products or services?
- Who are your primary customers?
  - Non-profits: identify the people whose lives are changed through the organization’s work
  - Businesses: identify who the primary customer is, and determine if they will sustain the organization based on demographic potential, etc.
WHO IS OUR CUSTOMER?

- Who are your supporting customers? List all employees, volunteers, members, partners, and others, both inside and outside the organization, who must be satisfied.

- What value do you provide to each of these customers?
WHO IS OUR CUSTOMER?

- Do your strengths, competencies, and resources match the needs of customers? If yes, in what way? If not, why not?
- In what ways have your customers changed (demographics, primary needs, number, locations)?
- What are the implications of those changes for your organization?
WHO IS OUR CUSTOMER?

- What other groups of customers should the organization be serving?
- What special competencies does the organization have to benefit them?
- What groups of current customers, if any, should the organization no longer serve?
WHAT DOES THE CUSTOMER VALUE?

- What does your organization do to fill a specific need, provide satisfaction, or offer a benefit to your primary and secondary customers that they do not receive from any other source?

- What are your customers’ long-term aspirations, and what is your capacity and competence to deliver on those aspirations?
WHAT DOES THE CUSTOMER VALUE?

- How well does your organization provide what each of your customers considers value?

- How can the knowledge you have about what your customers consider value be used to make decisions in areas such as products or services, recruitment, training, innovation, and marketing?
WHAT DOES THE CUSTOMER VALUE?

- What resources can you use to determine your customer’s level of satisfaction? For example, do you need to conduct a survey of current customers as well as those who no longer use your services?
WHAT ARE OUR RESULTS?

- Having thought through Drucker’s first 3 questions on mission, customers, and value, would you define “results” any differently?
- How would you define results in the future?
- To what extent has your organization achieved these results?
WHAT ARE OUR RESULTS?

- What major activities or programs have helped or hindered the achievement of these results?
- How will you measure results in the future, both qualitatively and quantitatively?
- How well does your organization use its human resources?
WHAT ARE OUR RESULTS?

- How well does your organization use its financial resources?
- How well do you attend to the value and positioning of your brand?
- Are other, similar organizations doing a better job of using their human and financial resources? If yes, why? What can you learn from them?
WHAT IS OUR PLAN?

☐ What are the most important lessons you have learned, and what actions do they suggest?

☐ Where should your group or area of responsibility focus its efforts?

☐ In which areas should your organization be focused?
WHAT IS OUR PLAN?

- Are there programs, activities, or customer needs that the organization should add? Should abandon?
- Does the organization do anything that it should outsource to other organizations?
- What goals will enable you to achieve the desired results?
WHAT IS OUR PLAN?

- What measurable objectives will help to achieve your goals?
- What action steps will enable you to achieve your objectives?
- What are the budget implications of the resources needed to achieve these goals, objectives, and action steps?
WHAT IS OUR PLAN?

- What are the target dates for completion?
- Who will be responsible and accountable for achieving each goal, objective, and action step?
- What staffing will be needed to support this plan?
- How will you evaluate and measure the desired results?