

Alvin Community College Community Advisory Committee
January 15, 2015
Nolan Ryan Center

Summary

Dr. Nicki Harrington, strategic planning consultant, introduced the Alvin Community College Community Advisory Committee to the college's proposed Strategic Planning process through a presentation and brainstorming session held during the Spring Workshop 2015. Community members discussed the following questions:

Question 1: In looking at changes in business and industry that are occurring across the District, what programs at the College should be expanded over the next five years? What additional programs would complement our current program mix?

Question 2: Long-range planning for Alvin Community College must include strategies to serve the growing west side of the District. What do you believe are priority considerations for the District's leadership in planning and preparing for this new direction to best meet the growing needs of the communities served by the District?

Q1: In looking at changes in business and industry that are occurring across the District, what programs at the College should be expanded over the next five years? What additional programs would complement our current program mix?

The respondents gave 54 diverse responses to this question, including suggestions for changes not related to college programs. Although there were few duplicate suggestions in response to this question, the most common response concerned developing programs and connections with Alvin ISD. Responses included:

"Bridge programs needed for AISD/ACC shared majors. Students do not make a connection with the "job" perceived as a career for old guys. Take kids to lunch/tour at plants to see. Show advancement opportunities in field such as in nursing – operator – safety."

"Partnering with workforce training with high school programs to where it is almost a "4-year" degree: electrician, cabling worker for technical equipment; framing (carpentry); HVAC; welding; masonry."

"...find a hook with what high schools are doing with what is offered at ACC."

The respondents proposed bridge programs in different fields: Auto Collision and Mechanical (2), Cosmetology (2), Welding (2), Nursing/Healthcare, Entry Level Petro, Healthcare, Process Tech. (entry cert.), Technical Management, and HVAC.

Six suggestions favored expanding healthcare programs: Home Health (2), General healthcare, Nursing expansion, Radiology, and X-Ray Technician (in-house). Two responses stated that the college should research industry needs before expanding programs rather than offering any specific suggestions.

The remaining program suggestions covered a wide range of disciplines as follows:

- Alternative Teacher Certification (2)
- Automotive Repair (2)
- Technical Mechanics (2)
- Process Technology (expand) (2)
- Social Media Training (2)
- Truck Driving (2)
- Specialized Training (Infinity, Teneris, Zachry)
- Computer Training
- Continuing Education
- Graphic Design
- HVAC
- Industrial Training
- Shipping
- Welding
- Crane Operation

The respondents' submissions included ideas that went beyond the scope of expanded programming—ideas ranging from marketing ideas to professional development. The most popular 'off-question' response advocated changing the college's name (5) with three attendees supporting removing 'community' from the college name and two advocating for the inclusion of 'Northern Brazoria.' Additional suggestions included:

- Pursuing Industry Support (2)
- Marketing/Recruiting for Faculty and Staff (2)
- Improving high school counseling
- Facility for industrial training
- Need to reduce programs as well as expand
- Office Staff Continuing Education (Word/Excel)
- Social Media Marketing (for college)
- Student Housing

Q2: Long-range planning for Alvin Community College must include strategies to serve the growing west side of the District. What do you believe are priority considerations for the District's leadership in planning and preparing for this new direction to best meet the growing needs of the communities served by the District?

Building a satellite campus, new programming and collaboration with AISD emerged as the highest priorities to serve the growing west side of the District.

Out of the forty-four responses to this question, nine highlighted the need for a satellite campus to serve the West Side of the district. Specific suggestions for the facility included ensuring that it was a 'Class A' facility, proposing an Academic Center (as opposed to technical), and mentioning that a developer in Manvel has 50 acres available.

Two respondents suggested that the college share a facility with AISD (e.g., partnership with Manvel High School for night classes) until a satellite building/campus was completed.

Eight responses proposed new academic, technical and continuing education programming, presumably those thought to be of interest to West Side residents:

- High-level certifications (2) (e.g., Cisco)
- Hospitality/Culinary (2)
- Multi-level endorsements
- Etiquette School
- Financial Education
- General technical and core programs

Coordinating with AISD in expanding and improving dual credit programs was mentioned in five responses ranging from engaging parents to reviewing GPA points of college classes. All the responses stressed close collaboration:

"Have ISD's and the college come together to develop programs and share financial resources and facilities, equipment, etc. Have both entities come together and divide what programs they both will offer."

Rather than proposing priority considerations, five responses stressed the need to conduct demographic and needs research of West Side residents to better inform any service decisions.

Community members also prioritized the need to:

- Increase marketing efforts (4)
- Improve course equivalency for college/four-year transfer (students losing credits) (2)
- Ensure Board Commitment
- Communicate among all parties (fiscal responsibility)
- Utilize Corporate Tuition programs
- Get Pearland in Taxing District
- Increase Online Courses/Degrees

- Partner with Pearland Library
- Use Tax Abatements

The remaining three responses included comments about the benefits of education and facility financing:

“Education is now important to families.”

“Entering a 4-year [university]as a junior is huge!”

“What is there is up to the college (Brazoria EDC - private financing for a west facility - CA has details)”

Appendix

Q1: In looking at changes in business and industry that are occurring across the District, what programs at the College should be expanded over the next five years? What additional programs would complement our current program mix?

- Non-Credit – Continuing Ed – Specialized services
- X-rays – In-house training has to be in house specialized
- Office staff to attend CE for Word/Excel
- Need industry based (refining, petro chem) support (Toyota for example for automotive)
- Create a bridge with Alvin I.S.D. in these program areas:
 - Nursing/healthcare
 - Welding (2)
 - Entry level petro chemical
 - Cosmetology
 - Auto collision and mechanical (2)
 - Healthcare
 - Process Tech – entry certificate
 - Cosmetology
 - Technical management
 - HVAC
 - Continue the meeting with AISD faculty to inform them of the programs
- Welding. Crane operators.
- Shipping. Logistics. Truck driving. Zachry, Teneris, Infinity
- Reach out to industry partners
- Medical industry
- Home health care (2)
- The name of the college has to change
 - Get rid of “community” (3)
 - Get “Northern Brazoria” in (2)

- Student housing
- Demands of industry need to dictate courses (2)
- Sit down with industry and ask them what they need – give us a grant to build it
- Marketing and recruiting for faculty and staff
- Process Technology and welding/pipefitting need an expansion. Electricians as well
- More vertical alignment with high school or 8th grade to get them aligned with programs here. More advice and counseling.
- There is a shortage of teachers in the area and, with a boom in student population. There is a need for more teachers. Also, the alternative certificate program. K-12 tech teachers as well.
- Automotive repair (2) More than 42 automotive repair shops in Alvin. Three years' experience auto technician average \$37.50/hour at Buddy's Automotive. \$5,200 base unit computer for car analysis; \$500 per quarter to update.
- Computer training because companies are integral in so many businesses.
- Diesel mechanics
- Oil field companies, graphics, design
- Social media needs for various companies (marketing companies have need of creative people who can convert creativity to social technology). This applies to all kinds of companies.
- Continuing Ed for older people to teach Facebook, Twitter, Snapchat, Instagram, etc.
- Partnering with workforce training with high school programs to where it is almost a “4-year” degree: electrician, cabling worker for technical equipment; framing (carpentry); HVAC; welding; masonry.
- Truck driving
- Certifications for students that already have 4-year degrees (teacher for example)
- The need to expand our RN training
- Really need to expand training opportunities in all industrial training programs.
- Need facilities to provide industrial training
- Need to review all of our programs and look at what programs we need to capitalize on and which programs we need to eliminate.
- Students are going to gravitate to careers that they are familiar with, i.e., welding. If come to ACC and no room – they go elsewhere or quit.
- No program at AISD for P-Tech – expansion at ACC.
- Need a pathway for AISD programs to transition to ACC
- Bridge programs needed for AISD/ACC shared majors. Students do not make a connection with the “job” perceived as a career for old guys. Take kids to lunch/tour at plants to see. Show advancement opportunities in field such as in Nursing – operator – safety.
- Partnership Big – cosmetology/management/welding. Find a hook with what high schools are doing with what is offered at ACC.
- HVAC – new as AISD – Auto body and technical mechanics – radiology – any health program
- A bridge program between AISD and ACC

- Stronger marketing and recruitment for faculty members
 - Social media is key

Q2: Long-range planning for Alvin Community College must include strategies to serve the growing west side of the District. What do you believe are priority considerations for the District's leadership in planning and preparing for this new direction to best meet the growing needs of the communities served by the District?

- Will we do it yes or no - need commitment from the Board.
- Partner with Manvel High School, etc. for night course offerings
- Academic Center with a few technical
 - Etiquette school
 - Financial education
- Survey west side for their needs
- Education is now important to families
- Benefits of dual credit? Entering 4-year as a junior is huge!
- Clear communication is critical so dollars are not wasted.
- Satellite campus in Manvel now (This is an opportunity, not a threat)
- Developer has 50 acres in Manvel
- What is there is up to the college (Brazoria EDC - private financing for a west facility - CA has details)
- Building needs to shine – be class A
- Tax abatements
- Grow dual credit west to promote ACC name recognition (2)
 - One fewer GPA point in Alvin ISD.
- Higher level technology certifications out West – Cisco
- Hospitality/Culinary
- Satellite location – so many new homes on the other side of 288 that is Alvin ISD (2)
- Advanced certification
- Hospitality training
- The west side has a different demographic than Alvin, so that needs to be considered.
- 2-year degrees do not have a stigma anymore.
- Sell the people on the cost savings.
- Prepare students (millennials) for multiple jobs – maybe multilevel endorsements?
- Many large companies have assistance for tuition.
- Increase online offerings/degrees
- Emphasis on communication between ACC (Dr. Albrecht) and AISD (Buck)
- Centrally locate a campus on Hwy 6 / 288 area
- Push to get Pearland in our taxing district
- Tailor programs to west side center to immediate surrounding student needs.

- As the population increases out west, we need to have a presence to serve those people. They will not want to drive all the way to Alvin to go to college.
- Pearland/library community college partnership would be a good example of a partnership model.
- Have ISD's and the college come together to develop programs and share financial resources and facilities, equipment, etc. Have both entities come together and divide what programs they both will offer. Need to get more buy in from industry. We need to do all this sooner than later.
- Talk to AISD about what space might be available for ACC to offer classes there until ACC can build a facility.
- Facilities – 1st consideration (2)
- Engage parents – more marketing at high school for dual credit (much better)
- Talk to west side about why they need ACC (upper socioeconomic parents)
- Need course equivalency sheets for UT, A&M – students losing credits (3)
- Technical and core building – both – not exclusive
- More marketing needed
- Marketing is much better
- Westside needs to be sold on why they need ACC (2)
- Common course numbering between community colleges and universities