

Alvin Community College Faculty and Staff Strategic Planning Kickoff
January 14, 2015
Nolan Ryan Center

Summary

Nicki Harrington, strategic planning consultant, introduced the Alvin Community College faculty and staff to the college's upcoming Strategic Planning process through a presentation and brainstorming session held during the Spring Workshop 2015. As part of the kickoff, the staff were divided into 24 tables each with an assigned facilitator. The facilitator prompted responses to the following questions:

Question 1: What are the most important considerations for the College as it embarks on expanded services to the growing west side of the District?

Question 2: What programs and services do you believe the College should expand and/or place more emphasis on over the next five years to best serve the region?

Question 3: What changes are you seeing in the student population, and what are the implications of these changes for the College as it plans for the next five years?

The responses were coded into themed categories and analyzed below.

Question 1: What are the most important considerations for the College as it embarks on expanded services to the growing west side of the District?

There were 230 individual responses to Question One. The most frequently occurring responses focused on:

- establishing a full-service facility (45)
- careful determination of appropriate programs for the West Side (39)
- clear understanding of West Side students' needs (21)
- need to understand the competition on the West side (19)
- underscoring the importance of gaining support for West Side expansion from local Alvin community and board (15)
- importance of including needs of business/prospective employers in expansion plans (14)

Other recorded considerations included importance of selecting a strategic location for the new campus (13); careful cost/benefit analysis (12); importance of college fully committing to any expansion (12); commitment to continuing to cultivate the main campus (i.e., not gut what we have in favor of West Side expansion) (7); re-branding ACC to be more regional (7); collaborating with West Side high schools (6); importance of marketing/pr in any plans (6); ensure ability to effectively staff any expansion (5); possible expansion to a 4-year college (3) and need to incorporate any physical expansion with the Public Sector Planning Commissions (1). 14

responses were not coded because the considerations were not unique to the West Side. Five additional responses were not included because the meaning of the suggestion was unclear.

Full-Service Facility

Many discussion groups assumed, by the asking of the question, that the decision has already been made to build a designated facility on the West Side and focused on the importance of the college's commitment to such an endeavor.

Long range plan when thinking about the facility

Make the effort full and not approached in a make due, half-hearted manner.

A satellite campus not part of AISD's new high school

What kind of footprint – stand alone, purchase or lease in shopping mall?

Don't repeat errors of Pearland Center

Support services a must at new location

Need a comprehensive plan for curriculum at new location before building in order to maximize facility usage

Needs Analysis/Strategic Location

Respondents overwhelmingly reported that any determination of expanded services to the West side should be based on cooperation with and understand of West Side community (i.e., students, schools and businesses/organizations) in order to determine the type of programs to offer.

Obtain input from businesses/employers in downtown area

Short term and long term plans to meet population and workforce demands

Would we want to duplicate courses/programs that are offered at current campus?

Finding qualified instructors – need the staff

Talk with each department about feasibility of its program being represented

*Growth in the west side – are high schools providing some of the technical degrees that we currently offer?
So will ours be needed?*

If new campus – all part of the programs should be available to complete the program

Understanding the needs of the students and other stakeholders of the service area

Will dual credit take care of west needs or is there too much emphasis on dual credit?

Cost/Benefit; Impact on Main Campus/Alvin Buy-In

Understandably there is concern about the cost of such expansion, not just financially, but possible negative impact on the ACC Main Campus.

Cost/benefit analysis to make sure expansion is sustainable

Who's going to pay for it – where's the money coming from

We must make sure we do not neglect the present campus and update/improve it

Would we split the departments across campuses?

How does it impact this campus

ACC's Identity

The issue of expanding to the West Side also brings both concerns about ACC's identity, as well as excitement over the possibility of rebranding ACC to be a more regional institution.

Dissociating ACC as not just an Alvin campus but a regional endeavor

The public views ACC as "Alvin" (old school thought)

Change name of college? Keep (Alvin)

We need to think of our essence. Would we really be "Alvin Community College" if we expand? If we do expand how do we maintain our identity?

Question 2: What programs and services do you believe the College should expand and/or place more emphasis on over the next five years to best serve the region?

There were 204 individual responses to Question Two. 106 responses suggested new or expanded programs; 50 proposed new or expanded services; and 45 responses related to other facility or staffing ideas.

The most common program suggestions were Health programs (23) ranging from expanded nursing, medical/technical terminology courses, billing and coding, geriatric health, occupational therapy assistant, physical therapy assistant, to general ultrasound; general Workforce (15); Hospitality (8) and Process Tech (8). Additional frequent suggestions were made to develop Automotive (5), Welding (5), Academic Core (4) and Culinary (4). There were a list of other program ideas that were suggested by one or two respondents: Academic Associates Degree (1), Airline Mechanic (1), CEWD (3) [including certified babysit, college prep, interviewing], Computer Science (1), Construction (1), Court Reporting (3), Criminal Justice (1), Culinary Arts (3), Design Technology (1), Engineering (1), Foreign Languages (1), Gaming Design (1), Graphic Arts (2), Industrial Design (1), Machinist (1), Management (Service) (1), Maritime (1), Petrochemical (2), Pipefitting (1), and Vet Tech (1).

Seven responses stressed the need for additional research and data in order to assess the best programs to expand:

Do community needs surveys of all three cities – Alvin, Manvel, Pearland plus areas outside of our district (the 52%)

What does the data tell us?

Cannot make decisions without clear data of successful students, programs, etc.

Fifty responses suggested new or expanded college services, but there were fewer concentrations of responses for services than for programs. Distance Education (7), Childcare (5), Career Services (5), and Student Life (4) services were mentioned most frequently. Other service ideas included: Advising (3), Articulated Credit (1), Campus Housing (1), Community Outreach (3), Faculty Advising (1), Graduates – Tracking (3), Grants (2), Hispanic Outreach (1), Learning Lab/Diagnostic Testing (2), Life Skills (1), Marketing (1), On-Campus Food (1), On-Campus Recruiting/Work Placement (2), Returning Student Services (2), Shuttle (1), Social Media (1), Targeting Underserved (2) and Veterans Services (2).

The 45 remaining responses contain suggestions pertaining to Dual Credit (5), 4-Year Expansion (3), Fast-Track Programs (2), Faculty Tuition Reimbursements (1), Faculty Tuition Reimbursements (1), Internships (1), Scholarship Funding (1), Reduction (2), Specialized Workforce Centers (1), Technology Infrastructure (3), Tracked Admission (1), and University Partnerships (1). Complete list of suggestions available in the appendix.

Question 3: What changes are you seeing in the student population, and what are the implications of these changes for the College as it plans for the next five years?

182 responses were collected for Question Three. Many of the responses duplicated contributions in previous questions: 4-Year Expansion (2), ACC Re-Branding (2), Childcare Needs (2) and West Side Campus Needed (8). However, the most prevalent responses to this question indicated concerns about student preparedness for and commitment to college.

Unprepared Students (34)

Students are not able to read and write productively

More students require remedial courses

Students are not prepared with fundamental skills needed in order to participate in the class

Entitled/Unmotivated Students (19)

Unprepared, pampered students that are allowed exceptions for almost anything. This will kill retention.

Entitled – “I paid for it, so I should pass/get certificate”

Students (millennials) feel entitled and have been told they can be and should be successful

Students are lacking work ethic and accountability

Overcommitted Students (9)

Students have problems time managing their jobs and personal life with school

Single parent households

The responses suggested that these challenges are in-part caused by **Increased Diversity (18)** of the student body—not just from serving a growing Hispanic population, but more women enrolling in technical fields, to ACC serving more Veterans, as well as the increasing enrollment of younger and younger students. Another frequent factor cited in ACC’s current challenges is the increasing **Changed Learning/Communication Styles (13)** of current students versus faculty expectations.

Students are developing different ways to communicate through social media

ACC must adapt its communication with students so they feel more comfortable making their needs known

Visually oriented - Need to expand offerings to address this need, primarily in expansion of cinema (film), directing,

The survey also indicated changing populations of Career-focused Students (2), Financial Limitations of Students (7), and More Parental Involvement (1). Suggestions to remedy the above and other challenges included increased Advising (6), need for College Funding (7), Computer Literacy (3), Distance Education (8) programs, Facility Upgrades (3), HS/College Integration (2), Faculty Development (6), Technical Upgrades (2). Seven (7) responses mentioned the importance of using real data and conducting Student Needs Analysis for any decision-making process, and the 20 remaining responses primarily concerned additional program ideas.

Appendix

Question 1: What are the most important considerations for the College as it embarks on expanded services to the growing west side of the District?

Collaboration High Schools

Work in conjunction with high schools over in that area

Offer remedial classes in the high schools

Alvin ISD exploding

Combine schools/ACC (AISD)

Collaboration – Public Sector

Must develop an effective college based (ACC) regional urban growth plan that can integrate and direct with the public sector urban development plan. The ACC plan must (should) be sponsored by Presidential office.

Commitment

Speed – get there in a hurry

To work quickly and have a rapid action plan so as not to lose market share

Competition Analysis

Consider the multiple training schools already in the area

Make sure our out-of-district tuition is competitive to draw students from other areas

Competing with other colleges

Standing out

Is there a demand for ACC

Watch where we locate compared to competition

Look at UHCL in Pearland and find out why it seems empty –generic basic courses offered there

SJC (old logistics)

HCC

Lone Star College system has done this (1 campus)

UHCL

To be college of choice in our service area

Competition

Other school offerings

Rivalry

ACC vs other colleges? PR – marketing

Competitors (who's close, nearby)

HCC already has a college in that same area. Our facility would need to be of the same quality in order to be effective.

Continue Support/Investment in Main Campus

Make sure no resources or large numbers of students are taken from main campus

We must make sure we do not neglect the present campus and update/improve it

Would we split the departments across campuses?

How does it impact this campus

Impact on main campus

New campus – how many will it pull from Alvin campus

How many students will it pull away from Alvin campus

Viability of local ACC campus (drain business away from ACC)

How would this impact the current location and the “old” facilities?

Cost/Benefit Analysis

Cost/benefit analysis to make sure expansion is sustainable

Cost, taxes, bonds

Bond election to bring in funding

Who's going to pay for it – where's the money coming from

What's return on investment = return of money

Bond issue (AISD has more money than PISD)

Energy

Cost

Funding for M&O/ budget

Funding

A bond (and all that goes with it)

Amount of bond that would be supported

Four-Year College Expansion

4 year college?

Looking at vo-tech, are we prepared for them to turn into 4 year programs

Possibility of offering 4 year degrees in certain areas

Full-Service Facility

Need a facility @ 288 – general education and specialty needed there

Make sure teachers/equipment currently in place are up-to-date – apples to apples across the board

Full services for student services like the ESC

Build a new campus on west side that includes growth potential

Offer business and management, paralegal, nursing dual credit, etc. programs at new campus

Adequate support group and facilities to do the job

Academic core classes

Long range plan when thinking about the facility

Staffing

Campus Design

Services (Advising, ESC)

Bookstore

Student Activities

Make the effort full and not approached in a made due, half-hearted manner.

A satellite campus not part of AISD's new high school

Expansion

Space

Scale

Up to date equipment to train on

Facilities improvements

Get it done, just not talk about it

Industrial training facility

Man power/personnel

Real estate

Technical building

What kind of footprint – stand alone, purchase or lease in shopping mall

Don't do it cheaply – do it well (be impressive vs/or just be there)

Don't repeat errors of Pearland Center

Should we force surrounding high school dual credit students to go to the new campus for dual credit classes (like San Jac South's program)

Facility – Land 6 & 288

Construction of a 288 campus – at least a building

Are we looking at having student services offer these, i.e. advising, financial aid, business office, food services

Have specific faculty teaching and housed there – instead of mobile teachers

Need a dedicated facility – ACC controlled with ACC support

Make a commitment to being there and implement quickly

Support services a must at new location

Facility

Staff to support and facilities and other support needs

Faculty have to travel? Reimburse for travel?

Size of facility

Type of building

Types of classrooms

Scale of presence

Need a comprehensive plan for curriculum at new location **before** building in order to maximize facility usage

Marketing

Marketing

Word out

Strong branding and advertising

Public relations is a must

PR Marketing buy-in

PR – marketing buy in

Need Support from Alvin/Board

Get a “buy-in” from local taxpayers in Alvin.

Apathy

Is the Board of Directors supportive to finance a second campus?

Bond election

Make the Board say no, if necessary, so west side residents can exercise their voice to meet their needs

Getting the Board and taxpayers on board

The Board needs to be more open-minded to funding the expansions. We could increase enrollment (facility too old).

The whole program needs to be committed to that new campus.

Faculty and staff needs to be flexible to the new programs at new location

Board

M&O vs. bond

Board

The Board

Soliciting Board support is very important.

How do we rally the community to support this effort?

Thorough Needs Analysis: Students, Business/Organizations/Programs

Assess the needs and wants of the area

What programs?

Industry/community partners

Make sure we are more “business friendly” – endowments from companies (ex. Dow, Kelsey-Seybold, etc.)

Obtain input from businesses/employers in downtown area

Community Partnerships

Business Partnerships

Community and industrial sponsorships/partnerships

Increasing partnerships in community

Ship Channel is looking at about 270,000 jobs – all levels – welders, pipefitters

Short term and long term plans to meet population and workforce demands

What's Pearland's biggest employer?

Strong affiliations in the areas of medical/health professionals

Focus on health/science due to close proximity to hospitals

Building partnerships in community

Industry needs/partners

Dual Credit

Think about what programs we are offering or want to offer on the west side

Programs

Preplanning as to offerings of courses and staffing

Talk with each department about feasibility of its program being represented

Nursing – not feasible or must be well planned for

Court Reporting – very feasible

What services will be offered

Allied Health programs

Find out what unique programs that would serve the area

Finding qualified instructors – need the staff

What programs do we put there (need to do demographic study)

Would we want to duplicate courses/programs that are offered at current campus

Basic degrees

Is there a needs assessment for what programs would be offered

Increased obesity – wellness needed!

Gradual expansion with targeted programs for workforce

Needs of that area – start small

Use online options for core classes

Use a cohort approach so you can assess course needs

What type(s) of degree(s) to offer based on area needs

Need more data about our own college to make suggestions

What programs would go to which campus

Growth in the west side – are high schools providing some of the technical degrees that we currently offer? So will ours be needed?

If new campus – all part of the programs should be available to complete the program

How much duplication

Data on how many potential students in specific technical programs and specific academic programs. Without data cannot make decisions

Focus on shortage workforce – auto/plumbing, etc.

Needs assessment

Market needs in the area

Jobs/industry

Areas of growth

Think broader than just healthcare since that's how first bond was passed

What are the most important considerations in moving west

What courses

What programs

Consider programs already offered at HCC and try to offer programs that re unique when possible.

Core emphasis vs. workforce

Understanding the needs of the students and other stakeholders of the service area

Demographics – very diverse population

Look at the career fields of the high school students in Pearland and areas

Population

Entitlement – Millennials

Offer courses required in evening

Affluent (more so than Alvin campus)

Tech - Alvin

Prof – Pearland

Increased Hispanic

Older people coming back

Military

Single parents – need night drop-in for older kids

Meet students/the community where they are

Will dual credit take care of west needs or is there too much emphasis on dual credit?

West side – more likely to go to universities, not cc

Ways to serve community over there

Ways to serve community over there

Parental expectation

Re-Branding ACC

Dissociating ACC as not just an Alvin campus but a regional endeavor

The public views ACC as “Alvin” (old school thought)

ACC needs to change its name

ACC image in Pearland

Change name of college? Keep (Alvin)

Image in PCC

We need to think of our essence. Would we really be “Alvin Community College” if we expand? If we do expand how do we maintain our identity?

Staffing

Near retirees/why would they want to leave the craft for small amount of money

Staff

New faculty/staff

Strategic Location

Student access to campus

Location

Location

Where would we locate

Should we partner with a subdivision

In vs out of district

Turf demands

Unoccupied baseball field at Turner

Location

Location – purchase land in best to community

WHERE?

Cost need to be considered. Would it be more efficient to choose a building location further south down 288, as it might be cheaper and it would supply a need for the continued growth to the south as well.

Manvel location and size of plot

UNKNOWN

City/county school district supplies

Hospitality

Health Care

Dream – wish list

Wish list of new/bigger/better

CONSIDERATIONS NOT UNIQUE TO WEST SIDE

Increased special needs population (IEPs in high school)

Work to encourage college readiness. Capitalization (texters) orientation.

Financial literacy

Steering Committee is S Bldg. driven – wish more G Bldg faculty were represented

Is the Strategic Steering Committee S Bldg driven – issues?

We need to reevaluate the step program as there is no reward for longevity for faculty who stay here for more than 15 years.

Our technical training equipment needs to be modernized.

Students who fall through the cracks. Can't meet GPA requirement for scholarships but make too much money to get grants.

Underprepared students. Students who have a sense of entitlement. Undisciplined students. Offer more Psyc 1300.

More students enrolling in online classes

Unrealistic career expectations, i.e. want to be a doctor but are failing classes

Unengaged students that are on their phones and don't like rules

Need a mentoring system. Track students and their completion rates

Move up the withdraw date

Q2: What programs and services do you believe the College should expand and/or place more emphasis on over the next five years to best serve the region?

PROGRAMS

Research Needed (7)

Do community needs surveys of all three cities – Alvin, Manvel, Pearland plus areas outside of our district (the 52%)

What programs should we expand to serve the community

Where is the successful growth

Need data

What does the data tell us?

Where is the successful growth

Cannot make decisions without clear data of successful students, programs, etc.

Academic Associates Degree (1)

More academic associates degrees

Academic Core (4)

Reading/writing

Emphasize strong academics; students must be well-prepared for these desired jobs in healthcare and technology.

Literacy

Math and science

Airline Mechanic (1)

Airline Mechanic program

Automotive (5)

Automotive

An automotive program

Automotive Mechanic program

What is available in terms of partnerships to do automotive?

Automotive

CEWD (3)

CEWD – certified babysit

CEWD – help parents and students prepare for a college

CEWD – customer service, interviewing, manners

Computer Science (1)

Computer Science

Construction (1)

Construction trades

Court Reporting (3)

Court Reporters – accreditation

Move Court Reporting to the west campus

Court Reporting

Criminal Justice (1)

Criminal Justice – get back to large, excellent program

Culinary Arts (3)

Culinary Arts

Expand culinary arts

Culinary – expansion

Culinary (4)

Dental Hygiene

Dental Hygiene

Dental Hygienist

Allied Health (Hygiene program)

Design Technology (1)

Design Tech

Engineering (1)

Engineering

Foreign Languages (1)

Foreign Languages

Gaming Design (1)

Gaming design

Graphic Arts (2)

Graphic arts and social media

Graphic arts – career direction

Health (22)

Medicine/Biotech (both 288 and main)

Practical language courses in medical/technical terminology to compliment health science programs

Nursing/Medical – clinical

Continuing Ed – Industrial/Nursing

Health care

Medical/health programs

Research Allied Health degrees

B.S.N.

Healthcare services

Health care/Allied health

More medical sciences courses for west side

Health information/coding

Billing and coding – medical

A.D.N. programs in geriatric health and human services

Home health

Occupational Therapy Assistant

Increase Physical Therapy Tech program

Physical Therapy Assistant

P.T. assistant

Radiation therapy is needed!

General ultrasound (@ new 288 campus?)

There is not a “general ultrasound” school in our area

Health care programs – surgical tech, x-ray tech

Hospitality (8)

Hospitality

Hospitality programs

Increase hospitality (Chef Bartosh and his program)

Hospitality and health

Hospitality program (west side)

Culinary and hospitality programs – expand

Hospitality

Hospitality

Industrial Design (1)

Industrial Design

Machinist (1)

Machinist

Management (Service) (1)

Management programs – service oriented

Maritime (1)

Maritime

Petrochemical (2)

Oil and Gas

Petrochemical industry

Pipefitting (1)

Pipefitting

Process Tech (8)

Increase process technology, drafting

Process technology and full time staff

BAT – Process Technology

P-Tech – expansion

P-Tech needs to be expanded

Process Technology

Process Technology

Process Technology

Vet Tech (1)

Vet tech

Welding (5)

Welding

Need to expand welding – space and curriculum

Welding, energy/oil industry

Welding

Welding

Workforce (15)

Skilled workforce

Workforce Training

Accreditation for current Workforce Training

Other vocational programs

More vocational programs for credit so students can qualify for federal and state financial aid

More focus on trade programs

Industrial trades

Electrical, carpenters, welders, plumbers, pipefitters, machinists

Technical programs

Trades – welding, plumbing, mechanics, P-tech, cosmetology, etc.

Programs: Technical programs supporting welding, drafting, Process Tech. We should be expanding our programs to petrochemical/oil related programs. Develop more facilities, instruction, etc.

Industrial

Construction

Industrial trades

Workforce training/industrial

SERVICES

Advising (3)

Advising

Beef up student services – advising, financial aid, etc.

Mandatory advising and program planning

Articulated Credit (1)

Examine whether articulated credit is even viable

Campus Housing (1)

What about attracting a company to provide housing for students to keep them close to campus

Career Services (5)

Career Services

Work with high schools to advance or be the next step in their workforce training

Relevancy of the classes toward their career

Students don't know what they want to do

Career class expansion POFT 1300 and career services to expose students to jobs in our area

Childcare (5)

Child Care facility for 288 campus

Daycare Services

Reduced child care for students

Child Care? Center

Child Care at ACC that is open for night classes and on Fridays in summer.

Community Outreach (3)

More community outreach

Community programs

Community programs?

Distance Education (7)

Possible expansion of Distance Ed and tech support

Instructional design support needs to be increased

Greater transparency of institutional effectiveness in online courses.

More hybrid classes

Develop more online classes

Web based program offerings (Distance Education)

Distance Education – need to expand to recruit new market other than only local students

Faculty Advising (1)

Instructors review students – talking towards their interests

Graduates – Tracking (3)

Where are those 52% out of district students going? What programs do they pursue?

Are people getting jobs in program

Who is getting jobs, success? In dual credit

Grants (2)

Grants department

Grant writing and management

Hispanic Outreach (1)

Hispanic Outreach

Learning Lab/Diagnostic Testing (2)

Diagnostic testing for learning disabilities

Expansion of the Learning Lab to include paid peer tutors

Life Skills (1)

Life skills – money, budgeting, resume writing, etc.

Marketing (1)

Marketing

On-Campus Food (1)

Ex. Low cost food on campus

On-Campus Recruiting/Work Placement (2)

Recruiting

Expand Culinary to work in our cafeteria (San Jac North may have that)

Returning Student Services (2)

Returning students

More emphasis on older student needs

Shuttle (1)

Shuttle service from Manvel/Pearland to Alvin Community College Partnership with AISD for dual credit at Shadow Creek High School

Social Media (1)

Social media

Student Life (4)

Student life here at ACC is not as adequate as at universities

Find ways to keep students on campus

Make environment inviting to stay on campus

Student Activities and student groups to get engagement

Targeting Underserved (2)

Pursue marginalized populations – underserved, GED, ESOL, Adult Ed

Changes in student population – ability

Veterans Services (2)

Expand our Student Services and Veteran Services

Veterans center

OTHER

4-Year Expansion (3)

Maybe go 4 year (in some instances??)

Consider baccalaureate for nursing and respiratory therapy

Bachelors' degree – nursing

Dual Credit (5)

Educational quality – full time high school faculty vs. full time college faculty teaching Dual Credit

See follow-up on dual credit students who graduate with an associates' degree while/before graduating high school. Is it even valued?

Work closer with area high schools to prepare students for college level work
Aggressively promote technical dual credit programming
More dual degrees 2 + 2

Faculty Tuition Reimbursements (1)

Faculty tuition reimbursement

Fast-Track Programs (2)

Fast track programs

Accelerated online programs

Internships (1)

Internships with various businesses in the community

Other (24)

Better communication between the Developmental Ed departments

Pay attention to what community needs (local)

Maybe increase advertising and allow “adult” (non-dual credit) students to take courses at Turner and list courses in catalog

Look at curriculum – science courses shouldn’t just be geared to nursing

Look at program completion requirements per each semester

Internships

House Bill 5

More full time faculty

Get more “exotic” and current skills

Need qualified instructors

Make English, speech, math gloved/relevant towards the career

More are having to work

Less prepared for college

More distracted

Not coming to class well rested (up all night on the internet)

We must compensate instructors at a level so that we can attract the best and brightest – nursing, process tech, etc.

Pursue “destination” programs

Be sure to provide what other schools don’t

Programs

Services

Funding

Financial aid is drying up and restrictive – more scholarships

Scholarships for competitive students

Is this off of 288 only?

Scholarship Funding (1)

Industry partners to fund scholarships

Reduction (2)

Cut back on Bookstore profits and/or Mr. C’s profits

Cut back on scholarship

Specialized Workforce Centers (1)

Industrial tech center

Technology Infrastructure (3)

Technology Infrastructure

Provide more computer access for on-campus, dual credit, and DE students

Internal Services – upgrade to the universal standard of software for computers for faculty and staff, i.e. Microsoft office, Adobe Acrobat, etc.

Tracked Admission (1)

Two different tracks – academic and trades – (certificate programs)

University Partnerships (1)

Possible partnership with UHCL in Pearland

Question 3: What changes are you seeing in the student population, and what are the implications of these changes for the College as it plans for the next five years?

4-Year Expansion (2)

Bachelors' degree for Nursing – would be great out west
Open enrollment for 2 year? – enrollment requirements for 4 year

ACC Re-Branding (2)

Reputation
Change the college. “TriCity College.” Drop the “community”

Advising (6)

First generation in college need more additional advising and support
Directing students to help them decide on a career
Find your interest
More guidance
Increased testing for career?
More counseling

Career-focused Students (2)

Increasingly job oriented
Increased need to prove usefulness/relevancy of education

Changed Learning/Communication Styles (13)

Students are developing different ways to communicate through social media
ACC must adapt its communication with students so they feel more comfortable making their needs known
Styles of learning are different
Styles of learning are different
Adapt teaching methods and assessments
Visually oriented - Need to expand offerings to address this need, primarily in expansion of cinema (film), directing, production, viewing.
Students are more technological
Our plans and programs need to be different for that audience/group
Communication gap between age of faculty and students
Students don't like to read
More student immersed in technology
Not communicative
Won't check email

Childcare Needs (2)

Childcare – drop-ins
Some students will miss class when their children are out of school

College Funding (7)

Expensive – need to financially plan
Challenger – funding
Bond election not passing as easily as SJC
How are spending our money “effectively” to address these student issues
Cost
Bond considerations
Need to know why things – bonds – pass and why they fail

Computer Literacy (3)

Computer basic literacy
“Tech savvy” but not necessarily computer literate
Students need more computer skills to enhance their marketable skills

Distance Education Needed (8)

More students want online
Distance Education is increasing, which has implications to lessen the number of students on campus. We need to figure out how to still keep the culture of the campus but online.
More help for distance education department

More students want online learning

Look at more online offerings

Distance education

Want convenience

Because students are more computer literate, ACC must maintain a robust Distance Ed department

Entitled/Unmotivated Students (19)

Sense of entitlement

Unprepared, pampered students that are allowed exceptions for almost anything. This will kill retention

Students must be accountable

Not interested, not engaged – preoccupied with phones, etc.

Entitled – “I paid for it, so I should pass/get certificate”

Students want instant gratification

Resistance to learn and memorize

Students (millennials) feel entitled and have been told they can be and should be successful

Resistance to memorization and basic learning skills

Not motivated

Hard to engage

Students have become over-reliant on peers for initiative

Students are lacking work ethic and accountability

Not independent learners

Texting during class

Sense of entitlement

Texting during class

Clueless career aspirations

Unrealistic salary expectations

Facility Upgrades Needed (3)

They want something nice – no more PCC or G-Building

Start with 1 building, but that won't be enough for long

Facilities need a state of the art facility

Financial Limitations of Students (7)

More students are impacted by federal/state aid limits

Financial Aid

Affordability

Poverty – transportation, housing

Lack of finances

Cost of text books

Cost of textbooks

HS/College Integration (2)

What's on the STAAR?

Dual Credit

Increased Diversity (18)

Increases Hispanic population (outreach)

Hispanic culture – immersion programs

More diverse population

Younger

Returning students/CEWD (older)

Veterans

Increase in Hispanic student population

Older students (career changes)

More dual credit students

Younger students

More females in the technical field

Diverse groups – not as easy to manage
Harder classroom management issues due to more heterog. Population. Student expectations
Young – immature
More students on accommodations
Vets – depression, struggle to complete assignments
More veterans are coming to school
More female than males

Faculty Development (6)

Students need teachers, not middle management
Do not assume this can be staffed with just existing staff and part time staff
Instructors – stay current with educational research
Instructors need to stay current
Assist faculty in staying relevant to the students (professional development)
Need a mix of adjunct/full time professors at all locations

More Parental Involvement (1)

Parents – helicopter

Other (20)

Understand that cc education will be in some ways remedial
Stability
Explore partnership w/library (Cy Fair)
Need to increase emphasis on the education
Demanding
Political considerations
Participation and engagement with the residents/communities
Hospitality
Office Administrating
Drafting
Welding
Auto Mechanics
Computer Administration – networks, mobile
Agriculture programs (students would transfer to Tarleton, Sam Houston, A&M)
ESL and other language instructors! (Indian, Vietnamese, other Asian)
Healthcare has its own language so that make 3 languages
Health Science programming
Something Physical Ed/health courses
Service learning
Process Tech

Overcommitted Students (9)

Students have problems time managing their jobs and personal life with school
Single parent household
Single parent household
Students all having financial need and having to work
Over distracted
Fewer hours
Single parent students
Working more
Busy – working, children

Student Needs Analysis (6)

Why do they choose ACC?
What changes are we seeing in the students
Courses offered need to be high academic quality. The west side residents want advanced academics and honors programs. Rigorous course work

Where is out-of-district 52% population coming from?

Discover what their actual needs are

Need to measure actual demand – “address analysis”. Needs to have an all new base of students. Can’t just eyeball it.

Technical Upgrades Needed (2)

Technology in classroom increase

“techno savvy” – we need the technology to keep up with and engage them

Unprepared Students (34)

Lack foundation for college (students don’t know how to study)

Lack of understanding of the time needed to do college

Students are not able to read and write productively

More students require remedial courses

Despite being technically savvy, students do not seem to be college ready

Lack of college readiness combined with state funding cuts, momentum points, and harder entrance exams could lead to closed-door community college campuses

Decline in basic academic skills

Lack foundation for college (students don’t know how to study)

Not independent learners

ESL (esp. reading comprehension) currently provides a barrier to success for some students. By increasing these services, it can help our student body in the next 5 years.

Students are unprepared for college

This will result in lowering standards for instruction

ESOL

Students are younger and less prepared

Better students that can pass development test

ESL

Under developed education with younger students

Lack of reading/writing/math abilities

Schools teaching to test – hopefully will change

Background courses!

ESOL is causing issues for students

Lack of preparedness academically

Lack of traditional expectations of college students (by family)

Students do not know how to socialize professionally

Level of high school education – not academically prepared for college

Helping students increase professional communication skills

Students are tech (phone/tablet) savvy, but not very computer savvy

Not prepared for college

Poor life management skills

Data on Psyc 1300?

Poor reading skills and poor attention/focus

Students are not prepared with fundamental skills needed in order to participate in the class

Increased no. developmental students

Less prepared

West Side Campus Needed (8)

288 med corridor bringing in high income residents, so need competitive classes

Adults don’t want to go to college at high school, which is why decrease night enrollment at Turner

People don’t want to drive to other side of Pearland from 288

Actually doing it – need a good location

Project needs of the west side

Need staff officed in the west side.

Board of Regents buy-in to purchase property – needs aggressive commitment and pursuit for 288

Pearland branching away – possibility without commitment

