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 <u>not</u> 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 <u>must</u> at new location Need a comprehensive plan for curriculum at new location <u>before</u> 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 <u>staff</u> 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 them 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 <u>college based</u> (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

<u>Data</u> 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 bilding 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)

Vet Tech (1)

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 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**

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 + 2Faculty 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 them 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