



# TEXAS SOUTHMOST COLLEGE DISTRICT

80 Fort Brown • Brownsville, Texas 78520 • (956) 882-3879 • Fax: (956) 882-8811 • www.tsc.edu

TAKE NOTICE THAT A REGULAR MEETING OF THE  
BOARD OF TRUSTEES  
OF

TEXAS SOUTHMOST COLLEGE DISTRICT

will be held in the

Gorgas Board Room at The University of Texas and Texas Southmost College,

80 Fort Brown, Brownsville, Texas 78520

commencing at 5:30 p.m. on Thursday, November 15, 2012, to consider

and act on the following Agenda:

*Posted on 11-12-2012  
@ 3:45 p.m.  
Tim Sanchez*

**Board of Trustees**

*Francisco G. Rendon  
Chair*

*Adela G. Garza  
Vice Chair*

*Trey Mendez  
Secretary*

*Robert A. Lozano, M.D., Ph.D.*

*Reynaldo García, DDS*

*René Torres*

*Ramon Champion Hinojosa*

**Agenda**

*Posted Monday, November 12, 2012*

**TSC President**

*Lily F. Tercero, Ph.D.*

1. Call to Order
2. Announcements
3. Public Comment. No presentation will exceed three minutes.
4. Mission Statement
5. Consideration and Approval of Minutes of the Regular Meeting of October 18, 2012
6. Recognition of Ms. Gloria Alcaraz by Representative Eddie Lucio, III
7. Consideration and Approval to Support the City of Brownsville's Grant Application to Texas Department of Transportation Enhancements Program for Brownsville Historic Battlefield Trail Fort Brown Connection
8. Consideration and Approval of Branding Campaign for Texas Southmost College
9. Update on Transition Process
10. Executive Session
  - a. Consultation with Attorney on Pending Real Estate Issues, Section 551.072, Texas Government Code. The Real Property discussion will address the purchase, exchange, lease, or value of Real Estate.

- b. Consultation with Attorney on Pending Personnel Issues, Section 551.074, Texas Government Code. The deliberation will include a discussion of the evaluation process of the President and a Board of Trustees Appraisal Process.

11. Action on Executive Session Matters

12. Adjournment and Announcement of Next Meeting Dates

- a. Thursday, December 20, 2012

## **Texas Southmost College District**

### Minutes of the Regular Meeting of the Board of Trustees

October 18, 2012

The Board of Trustees of the Texas Southmost College District convened in open session on October 18, 2012, at 5:30 p.m., in the Gorgas Board Room at Texas Southmost College. Board members present were Francisco G. Rendon, Chair; Adela G. Garza, Vice Chair; Trey Mendez, Secretary; Dr. Robert Lozano; Ramon Hinojosa and Dr. Reynaldo García. Also present was Dr. Lily F. Tercero, President of Texas Southmost College. Board member absent was René Torres.

#### **1. Call to Order**

The meeting was called to order by Chairman Rendon at 5:34 p.m.

#### **2. Announcements**

There were no announcements.

#### **3. Speakers to Agenda Items and Public Discussion**

Chairman Rendon called on Mr. Joe de la Fuente, community member. Mr. de la Fuente addressed the Board on the sale of the condominiums of the contract.

#### **4. Mission Statement**

Chairman Rendon read the existing mission for Texas Southmost College District as follows:

“Transforming our communities through innovative learning opportunities”

## **5. Approval of Minutes of Previous Meetings**

### **Consideration and Approval of Minutes of the Regular Meeting on September 20, 2012**

**A motion was made by Mr. Mendez to approve the Minutes of the Regular Meeting on September 20, 2012 as presented. The motion was seconded by Mr. Hinojosa and carried. Mrs. Garza abstained from the vote.**

## **6. Report on the Agreement for the Career and Technical Education Academy for Refrigeration and Air Conditioning Technology with Brownsville ISD**

Chairman Rendon called on Dr. Robert Aguero, Vice President of Instruction and Student Services, to present the item. Dr. Aguero reported that Texas Southmost College and Brownsville Independent School District are entering into a partnership to provide a Career and Technical Education Academy for Air Conditioning and Refrigeration Technology for BISD and TSC students. Dr. Aguero introduced his colleagues from BISD that assisted with the development of the agreement. He thanked them for their efforts.

In this agreement, TSC will provide the facilities and instruction, and BISD students will receive dual credits in Air Conditioning and Refrigeration Technology (Geothermal Heating and Cooling). Dr. Aguero explained that BISD will lease, at \$1 per year, training equipment to TSC for a total of twenty years. The equipment is valued at over \$400,000. This academy will work under the auspices of the dual enrollment agreement that already exists with BISD. Instruction will begin in Fall 2013. Dr. Aguero stressed the tremendous investment that BISD is making for its students.

Dr. Aguero stated that high school students must be academically qualified in order to earn dual enrollment credit. BISD will actively recruit students who are interested in this field and counsel them on this type of career. Students will earn a total of 24 semester credit hours (SCH's) in the Academy during their junior and senior years of high school. Students may enroll in TSC after high school graduation to complete the last 12 SCH's to earn the Level I Certificate. The certificate will allow students to work under a licensed AC technician for a two-year period and then be eligible to apply to become a licensed technician as per the State of Texas requirements.

Dr. Aguero stressed that although the pilot for this academy is with BISD, our taxing district and service area involves many other ISD's. Our future plans are to extend the agreements to Port Isabel, Los Fresnos and to all TSC Service Area schools.

Dr. Aguero announced that TSC will be working towards developing CTE Academies for all other Texas Southmost College CTE programs such as CADD, Auto, Business Technology and Computer Information Systems. As part of this concept, we will involve business and industry in the academies so they may assist with scholarships, internships and most importantly, employment opportunities.  
*Exhibit "A"*

## **7. Budget Amendment for Fiscal Year 2012**

There was no budget amendment for approval. No action was necessary.

## **8. Update on TSC Employment Process**

Chairman Rendon called on Dr. Lily F. Tercero to present the item. Dr. Tercero reported that a tremendous amount of work has been done with regard to the employment process. She reminded the Board of the employment related activities that have already occurred in Phase I and Phase II of the employment process. Phase III of the employment process includes the completion of the compensation study, presentation of personnel policies to the Board of Trustees, and hiring of additional TSC employees to be ready for the operational opening of TSC in Fall 2013.

Dr. Tercero informed the Board that a defined employment process has been established. It ensures compliance with equal opportunity laws and allows for the selection of the very best faculty and staff. She reviewed the major steps of the employment process. Dr. Tercero also presented a projected hiring timeline for staff and faculty. *Exhibit "B"*

## **9. Update on Transition Process**

Chairman Rendon called on Dr. Lily F. Tercero to present the item. Dr. Tercero acknowledged Mr. Michael Putegnat, as a member of the UT System Transition Team, Dr. Leonardo de la Garza, TSC Transition Team, and Dr. Jana Arney, UTB Transition Team. Dr. Tercero reminded the Board of the historical overview of the College and its separation from UTB. She reported that both institutions are working on tasks related to the process of separately redefining functions, processes, workforce, and organizational framework.

Dr. Tercero also reported that the two Transitions Teams are developing interim operating agreements, including agreements to address funding and facilities issues associated with the transfer of services that will be shared during a specified period of time. There will be unique processes that will be designed for services requiring continuation of shared obligations. One that stands out is Student Financial Aid, where each institution of higher education is given a

unique ID number. We will continue to operate under the partnership ID number until we get separately accredited.

Dr. Tercero reported that the transition process at the campus level will begin by identifying functions that will be maintained separately by both institutions. The first functional areas in the transition process will include: admissions, advising, registration, other student services and information technology. The key items to be addressed for each functional area will include: facility/space, furniture/equipment, personnel, funding, and agreement revisions. Both Transition Teams have appointed members to a Transition Task Force to assist with the completion of this phase of the transition.

Dr. Tercero presented the campus level protocol indicating that a local transition task force has been created. TSC members are Dr. Robert Aguero and Mr. Chet Lewis, and UTB members are Dr. Janna Arney and Mr. Irv Downing. Mr. Michael Putegnat is also a member of this task force. This group will interact with the key functional staff. Consultants and subject matter experts will be brought in as needed. The key is to alleviate any kind of issues associated with students. Dr. Tercero stressed that students are at the forefront of all decisions that are being made.

Dr. Tercero called on Mr. Putegnat to elaborate on the report. He stressed that he has great confidence that the operational separation by Fall 2013 is going to happen. This is essentially starting a community college and university all over from scratch. Mr. Putegnat assured the Trustees that they have every reason to be confident in this outcome.

Dr. Tercero stressed that there is a lot of work being done behind the scenes and the work will continue to ensure that this institution will be operationally independent by Fall 2013. *Exhibit "C"*

**10. Executive Session as provided by Government Code, Chapter 551.071 and Chapter 551.072.**

**The Board convened in Executive Session at 6:24 p.m.**

**The Board reconvened in Regular Session at 7:04 p.m.**

**11. Consideration and possible action on matters discussed in Executive Session**

**Consultation with Attorney on Pending or Contemplated Litigation Section 551.071, Texas Government Code**

No discussion or action was taken.

**Consultation with Attorney on Pending Real Estate Issues, Section 551.072, Texas Government Code**

No discussion or action was taken.

**12. Report on the Fourth Quarter Financial Report and Investment Report for Fiscal Year 2012**

Mr. Chet Lewis provided a brief report on the Fourth Quarter Investment Report for FY 2012. Mr. Lewis stated that the reports are provided for informational purposes only, and no action is required by the Board. *Exhibit "D"*

**13. Proposed Meeting Dates**

**Thursday, November 15, 2012**

**Adjournment**

The meeting was adjourned by Chairman Rendon at 7:06 p.m.

---

Mr. Francisco G. Rendon  
Chairman, Board of Trustees

---

Trey Mendez, J. D.  
Secretary, Board of Trustees

**NOTE:** The tape of the Regular Board of Trustees meeting held on October 18, 2012, is on file at the District Office of the Texas Southmost College District. The master tape is on file at UTB/TSC Media Services. These minutes were taken and transcribed by Max E. Roca, Administrative Assistant. Videotaping of the Board of Trustees' meetings began on April 11, 1996. They are aired on Channel KBSD in cooperation with the Brownsville Independent School District.



# TEXAS SOUTHMOST COLLEGE DISTRICT

## BOARD AGENDA REQUEST FORM

<b>Department/Division:</b> Facilities and Planning	<b>Board Meeting Date:</b> November 15, 2012
<b>Agenda Item:</b> Consideration and Approval to Support the City of Brownsville's Grant Application to Texas Department of Transportation Enhancements Program for Brownsville Historic Battlefield Trail Fort Brown Connection.	
<b>Rationale/Background:</b> The City of Brownsville is developing a proposal for the Texas Department of Transportation (TxDOT) grant program called Transportation Enhancements. The proposed project, called the Historic Battlefield Trail Fort Brown Connection will extend the existing Hike and Bike trail from Linear Park (at Harrison and 7 <sup>th</sup> Street). The route being considered extends from the La Plaza bus terminal and travels along International Blvd, takes a left onto Elizabeth Street/University Boulevard, and continues to the Fort Brown Historic Landmark on the golf course. Bike lanes will be added to city streets and sidewalks will be improved to make them ADA accessible. The City of Brownsville has asked for a letter of support for the project from Texas Southmost College which would be included in the final grant application to TxDOT.	
<b>Recommended Action:</b> Authorize the President to write a letter of support for the City of Brownsville's Grant Application to Texas Department of Transportation Enhancements Program for the Brownsville Historic Battlefield Trail Fort Brown Connection.	
<b>Fiscal Implications:</b> Budgeted Item: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A If no, explain: No fiscal Implications for TSC	
<b>Attachments (List):</b> 1. Project Map - Bicycle/Pedestrian Route	

<b>FOR OFFICE USE ONLY:</b>
<b>Board Action:</b> Approved: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/> Tabled for action on: _____
<b>Certified by:</b> _____ <b>Title:</b> _____ <b>Date:</b> _____

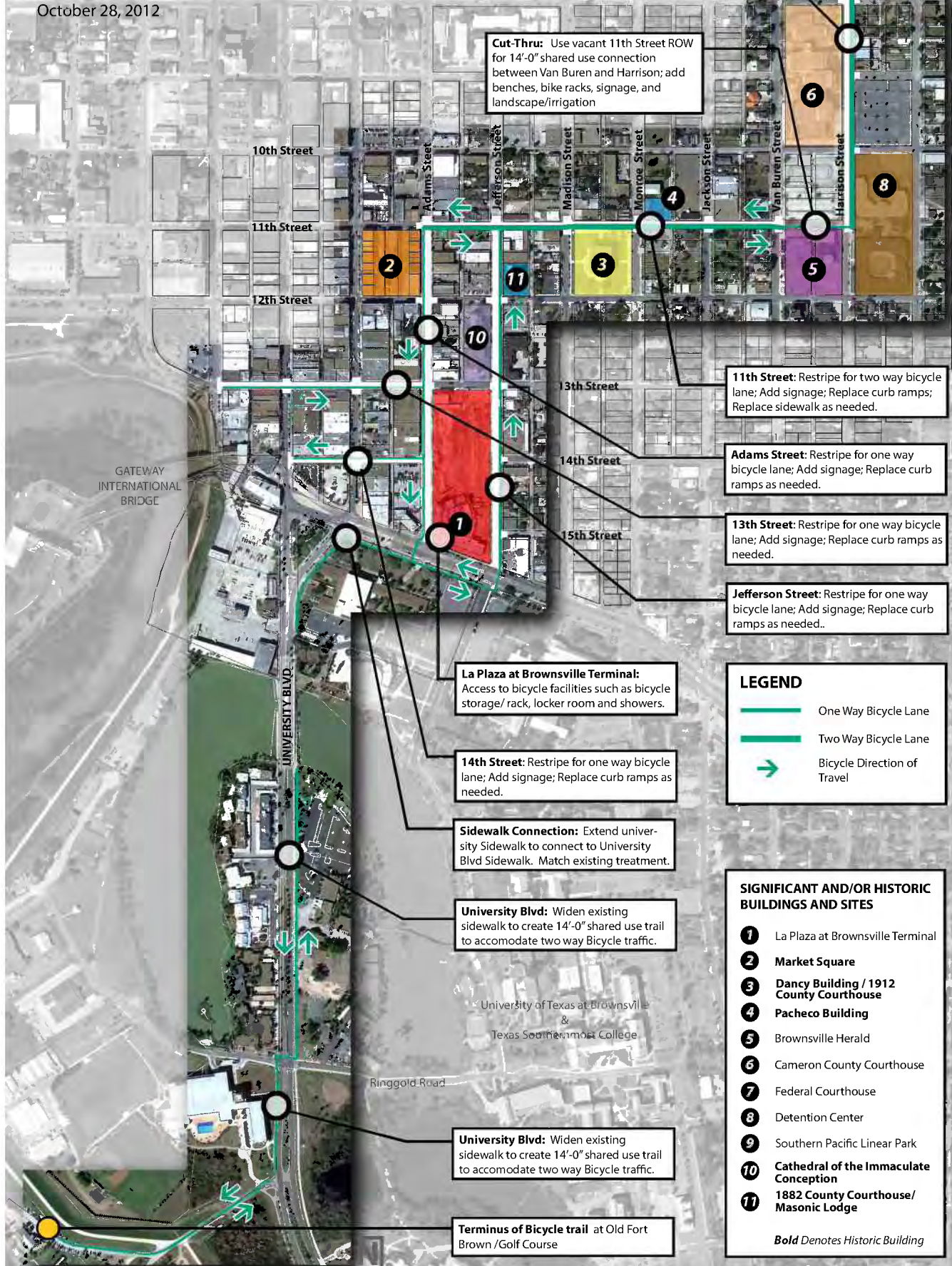


# City of Brownsville, Texas

## OVERALL MAP

### Downtown Bicycle Facilities, Sidewalks, and Streetscape Improvements

October 28, 2012



**Bicycle Lane Connection to Historic Battlefield Hike and Bike Trail.** Connection thru park to be determined during design phase. Provide bicycle racks.

**Harrison Street:** Restripe for two way bicycle lane; add signage; replace curb ramps as needed

**Cut-Thru:** Use vacant 11th Street ROW for 14'-0" shared use connection between Van Buren and Harrison; add benches, bike racks, signage, and landscape/irrigation

**11th Street:** Restripe for two way bicycle lane; Add signage; Replace curb ramps; Replace sidewalk as needed.

**Adams Street:** Restripe for one way bicycle lane; Add signage; Replace curb ramps as needed.

**13th Street:** Restripe for one way bicycle lane; Add signage; Replace curb ramps as needed.

**Jefferson Street:** Restripe for one way bicycle lane; Add signage; Replace curb ramps as needed.

**La Plaza at Brownsville Terminal:** Access to bicycle facilities such as bicycle storage/ rack, locker room and showers.

**14th Street:** Restripe for one way bicycle lane; Add signage; Replace curb ramps as needed.

**Sidewalk Connection:** Extend university Sidewalk to connect to University Blvd Sidewalk. Match existing treatment.

**University Blvd:** Widen existing sidewalk to create 14'-0" shared use trail to accommodate two way Bicycle traffic.

**University Blvd:** Widen existing sidewalk to create 14'-0" shared use trail to accommodate two way Bicycle traffic.

**Terminus of Bicycle trail** at Old Fort Brown /Golf Course

**LEGEND**

- One Way Bicycle Lane
- Two Way Bicycle Lane
- Bicycle Direction of Travel

**SIGNIFICANT AND/OR HISTORIC BUILDINGS AND SITES**

- 1** La Plaza at Brownsville Terminal
- 2** Market Square
- 3** Dancy Building / 1912 County Courthouse
- 4** Pacheco Building
- 5** Brownsville Herald
- 6** Cameron County Courthouse
- 7** Federal Courthouse
- 8** Detention Center
- 9** Southern Pacific Linear Park
- 10** Cathedral of the Immaculate Conception
- 11** 1882 County Courthouse/ Masonic Lodge

*Bold Denotes Historic Building*



# Texas Southmost College

## A Branding Campaign for Texas Southmost College

Presented to the Board of Trustees  
By Dr. Lily F. Tercero  
November 15, 2012

## Why a Branding Campaign?

- Communicate with and keep the community informed about its College.
- Serves to coordinate all the elements of an effective marketing message and overall impression of the College that is
  - ✓ Consistent
  - ✓ Memorable

## What will be Developed?

- Graphically, that means creating a
  - ✓ Standard logo
  - ✓ Selecting a color (or colors)
  - ✓ Using a particular typeface or illustration style
- Content-wise, it means
  - ✓ Determining a message that clearly and concisely describes our uniqueness
  - ✓ Overall, the key is to achieve continuity in regard to the College's image

## Today's Presentation

- A new logo and color scheme has been developed for the Board's consideration and approval.
- The marketing message that has been developed is based on the information gathered at the Community Summits and Focus Group Sessions as well as the work of the TSC Strategic Planning Committee.
- We believe this will serve the College well for years to come.

## New TSC Branding Campaign







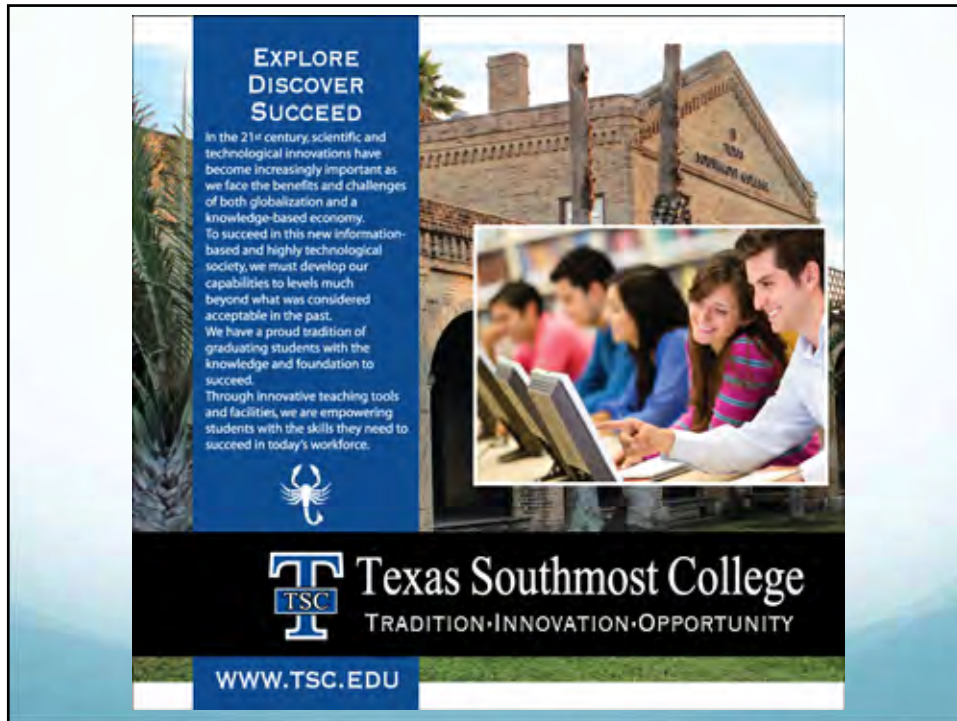
**A PROUD TRADITION**  
We're Texas Southmost College, with a proud tradition of graduating students with the knowledge and foundation to succeed.

**INNOVATION**  
Through innovative teaching tools and facilities we are empowering students with the skills they need to succeed in today's workforce. In the 21st century, scientific and technological innovations have become increasingly important as we face the benefits and challenges of both globalization and a knowledge-based economy.

**A WORLD OF OPPORTUNITY**  
We help guide our students to become our future leaders. It's a world of opportunity; we're helping pave the road for our students to succeed.


**Texas Southmost College**  
TRADITION · INNOVATION · OPPORTUNITY


[WWW.TSC.EDU](http://WWW.TSC.EDU)



**EXPLORE  
DISCOVER  
SUCCEED**

In the 21<sup>st</sup> century, scientific and technological innovations have become increasingly important as we face the benefits and challenges of both globalization and a knowledge-based economy. To succeed in this new information-based and highly technological society, we must develop our capabilities to levels much beyond what was considered acceptable in the past. We have a proud tradition of graduating students with the knowledge and foundation to succeed. Through innovative teaching tools and facilities, we are empowering students with the skills they need to succeed in today's workforce.



 **Texas Southmost College**  
TRADITION • INNOVATION • OPPORTUNITY

[WWW.TSC.EDU](http://WWW.TSC.EDU)

# Billboards







# Specialties





Color Options



