



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, December 13, 2012, to consider

and act on the following Agenda:

Agenda

Posted Friday, December 7, 2012

FILED AND RECORDED
OFFICIAL PUBLIC RECORDS
On: Dec 07, 2012 at 02:36P

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 November 15, 2012
6. Report on College Readiness Coalition with Area ISD's
7. Report on the Implementation of an Institutional Effectiveness Process for Texas Southmost College
8. Update on the Transition Process
9. Executive Session
 - a. Consultation with Attorney on Pending Personnel Issues, Section 551.074, Texas Government Code. The deliberation may include a discussion of the evaluation, and employment contract of the President and the Board of Trustees' Appraisal Process.
 - b. 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.

Joe G Rivera
County Clerk
By
Hassie Penar, Deputy
Cameron County

Board of Trustees

Francisco G. Rendon
Chair

Adela G. Garza
Vice Chair

Trey Mendez
Secretary

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

Reynaldo Garcia, DDS

René Torres

Ramon Champion Hinojosa

TSC President

Lily F. Tercero, Ph.D.

10. Action on Executive Session Matters

11. Adjournment and Announcement of Next Meeting Dates

a. Thursday, January 17, 2013

Texas Southmost College District

Minutes of the Regular Meeting of the Board of Trustees

November 15, 2012

The Board of Trustees of the Texas Southmost College District convened in open session on November 15, 2012, at 5:30 p.m., in the Gorgas Board Room at Texas Southmost College. Board members present were Francisco G. Rendon, Chair; Trey Mendez, Secretary; Dr. Robert Lozano; René Torres; Ramon Hinojosa and Dr. Reynaldo García. Also present was Dr. Lily F. Tercero, President of Texas Southmost College. Board member absent was Adela G. Garza.

1. Call to Order

The meeting was called to order by Chairman Rendon at 5:31 p.m.

2. Announcements

There were no announcements.

3. Speakers to Agenda Items and Public Discussion

There were no speakers.

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 October 18, 2012

A motion was made by Mr. Hinojosa to approve the Minutes of the Regular Meeting on October 18, 2012 as presented. The motion was seconded by Dr. Lozano and carried. Mr. Torres abstained from the vote.

6. Recognition of Ms. Gloria Alcaraz by Representative Eddie Lucio, III

Chairman Rendon called on Dr. Tercero to present the item. Dr. Tercero introduced the Honorable Representative Eddie Lucio, III. Representative Lucio recognized Ms. Gloria Alcaraz, a former student, for her outstanding submission during the Valley Environmental Summit, which was recently held in Brownsville and hosted by Representative Lucio and the Texas Commission on Environmental Quality. Ms. Alcaraz turned in a project dealing with water policy, specifically, the Brownsville PUB Resaca Restoration Project. Her environmental project is a bright example of the solutions that need to be brought to the table to bring sustainable results that provide favorable outcomes.

7. Support the City of Brownsville's Grant Application to Texas Department of Transportation Enhancements Program for Brownsville Historic Battlefield Trail Fort Brown Connection

Consideration and Approval Support the City of Brownsville's Grant Application to Texas Department of Transportation Enhancements Program for Brownsville Historic Battlefield Trail Fort Brown Connection

Chairman Rendon called on Chet Lewis, Vice President for Finance and Administration, to present the item. Mr. Lewis stated that the City of Brownsville is developing a proposal for the Texas Department of Transportation (TxDOT) grant program called Transportation Enhancements. He introduced Ramiro Gonzalez, City of Brownsville Comprehensive Planning Manager to make the presentation. Mr. Gonzalez said that 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 7th 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 is requesting a letter of support from Texas Southmost College for inclusion in the City's grant application to TxDOT.

A motion was made by Dr. Lozano to 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 Connection as presented. The motion was seconded by Mr. Hinojosa and carried unanimously. Exhibit "A"

8. Branding Campaign for Texas Southmost College

Consideration and Approval of Branding Campaign for Texas Southmost College

Chairman Rendon called on Dr. Tercero to present the item. Dr. Tercero stated that it is important to communicate with and keep the community informed about its College. She explained that a branding campaign serves to coordinate all the elements of an effective marketing message that is consistent and memorable. She said that a new logo and color scheme have been developed for the Board's consideration and approval. Dr. Tercero informed the Board that these materials were designed based on the information gathered at the Community Summits and Focus Group Sessions as well as the work of the TSC Strategic Planning Committee and that they should serve the College well for many years to come. Dr. Tercero stressed that the new logo and color schemes being presented reflect the beginning of a "new" era for Texas Southmost College, while respecting its rich history and tradition. Dr. Tercero introduced Mr. Don Breeden and Mr. Ben Guerrero from Breeden, McCumber & Guerrero Advertising to make the presentation of the new TSC branding campaign, which included two slightly different colors schemes: a darker blue, which is currently being used by the partnership and a lighter blue, which is a new color variation.

A motion was made by Mr. Torres to approve the Logo as presented. The motion was seconded by Mr. Hinojosa and carried unanimously.

A motion was made by Dr. García to approve the Light Blue Color Scheme for the Branding Campaign as presented. The motion was seconded by Mr. Hinojosa and carried unanimously. Exhibit "B"

9. Update on Transition Process

Chairman Rendon called on Dr. Tercero to present the item. Dr. Tercero introduced five new staff members: Julieta Ontiveros, Senior Administrative Assistant for the Vice President of Instruction and Student Services; Luz Hernandez, Senior Administrative Assistant for the Vice President of Finance and Administration; Mr. Mike Shannon, Associate Vice President for Student Services; Dr. Marti Flores, Dean of Health Care, Career and Technical Education; and Mr. Arnold Gonzalez, of Dynamic Campus, who will serve as the Chief Information Officer for Texas Southmost College.

Dr. Tercero reported that the hiring of additional staff and faculty will begin in January 2013. She stated that there are currently nine positions posted on the TSC web page: Director of Human Resources, Associate Vice President of Instruction, Director of Educational Technologies and Curricular Innovation, Director of Program Administration and Evaluation, Director of Admissions and Records, Director of Financial Aid, Director of Institutional Planning, Research, and Effectiveness, Director of Marketing and Community Relations and Controller.

Dr. Tercero reported that weekly meetings continue with the staff and the UT System Transition Team members; the next Transition Team meeting is scheduled for November 27, 2012.

10. Executive Session as provided by Government Code, Chapter 551.071 and Chapter 551.074.

The Board convened in Executive Session at 6:18 p.m.

The Board reconvened in Regular Session at 8:07 p.m.

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

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.

No discussion or action was taken.

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 the Board of Trustees Appraisal Process.

No discussion or action was taken.

12. Proposed Meeting Dates

Thursday, December 20, 2012

Adjournment

The meeting was adjourned by Chairman Rendon at 8:07 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 November 15, 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.

Report on the College Readiness Coalition With Area ISDs

Presented to the Board of Trustees
December 13, 2012



TSC's Four Priorities to Achieve Our Vision & Mission

- ▶ Pathways
- ▶ Success
- ▶ Community Involvement – *Establish mutually beneficial public, private at community-based partnerships to expand awareness, leverage resources and promote services and programs*
- ▶ Institutional Effectiveness

Values

- ▶ Integrity
- ▶ Access - *Reaching out to our diverse communities, expanding linkages with industry and strengthening our partnerships with area ISDs and universities to create accessible and affordable educational pathways for our students, faculty and staff*
- ▶ Service
- ▶ Excellence
- ▶ Innovation
- ▶ Success

Five Foundational Pillars for The College Readiness Coalition

- ▶ Creating a College – Going Culture
- ▶ Preparing for College Readiness in 7th – 10th Grades
- ▶ College Readiness Defined
- ▶ ECHS
- ▶ College Connection

A College – Going Culture

- ▶ Grades P-6
- ▶ Banners in Classroom
- ▶ Select a College to Attend
- ▶ TSC Ambassadors
- ▶ Draw on National Expertise

College Readiness Preparation

- ▶ 7th – 10th Grades
- ▶ Visit College Campuses
- ▶ Motivational Speakers
- ▶ College is For All Campaign
- ▶ Draw on National Expertise

College Readiness Defined

- ▶ Grades 11th & 12th
- ▶ TSI Complete
- ▶ STARR / TAKS Complete
- ▶ SAT or ACT Scores
- ▶ AP Courses

College Readiness Rewards

- ▶ Dual Enrollment - Academic
- ▶ Dual Enrollment - TSC Career and Technical Education Academies
- ▶ Early College High School
- ▶ College Connection - Mike Shannon

College Connection

- ▶ Completing a college application and meeting with a college representative were ranked the top two most helpful activities for preparing for further education.

- *Central Texas Student Futures Project, Ray Marshall Center, The University of Texas (2009)*

College Connection

- ▶ Many high school students find the college enrollment process intimidating.
- ▶ Takes place on high school campus.
 - Hands-on, one-on-one support to assist every student through each step of the college admission process.
 - Customized program to meet individual school needs.
 - Apply Texas
 - Free Application for Federal Student Aid (FAFSA)
 - Orientation

College Connection

- ▶ All high school graduating seniors receive acceptance letters to TSC the same night they receive their high school diploma.
- ▶ Program Goals:
 - Create an expectation that everyone can attend college.
 - 100% participation of high school seniors.

Funding for 2012–2013 Planning & Implantation of The Coalition

- ▶ \$100,000 Proposal
- ▶ Strong Partner Identified

Next Steps

- ▶ Requested commitment to participate:
December 17, 2012
- ▶ Develop the Title and Mission
- ▶ Dream Big - Write a \$10,000,000 Five-Year Proposal (2013-2018)

Participants

- | | |
|---|--|
| <ul style="list-style-type: none"> ▶ Brownsville ISD <ul style="list-style-type: none"> ◦ Dr. Carl Montoya, Superintendent ◦ Bea Garcia, Elementary Curriculum & Instruction Administrator ◦ Jill Williams, Secondary Curriculum & Instruction Administrator ▶ Harlingen CISD <ul style="list-style-type: none"> ◦ Dr. Steve Flores, Superintendent ◦ Michelle Everett, Assistant Superintendent/ CNI Director ▶ La Feria ISD <ul style="list-style-type: none"> ◦ Dr. Nabor Cortez, Superintendent ◦ Cindy Torres, Executive Director | <ul style="list-style-type: none"> ▶ Los Fresnos ISD <ul style="list-style-type: none"> ◦ Shannon Milum, Executive Director for Academics ◦ Amada Amaro, Executive Director for Support Services ▶ Point Isabel ISD <ul style="list-style-type: none"> ◦ Anna Holland, Assistant Superintendent for Curriculum & Instruction ▶ Rio Hondo ISD <ul style="list-style-type: none"> ◦ Richard Savage, Deputy Superintendent |
|---|--|

Participants *(continued)*

▶ **San Benito CISD**

- Celeste Sanchez, Assistant Principal

▶ **Santa Maria ISD**

- Barbara Hinojosa, Migrant Coordinator

▶ **Lasara ISD**

- Sara A. Alvarado, Superintendent

▶ **San Perlita ISD**

- Albert Peña, Superintendent

▶ **Raymondville ISD**

- Johnny Pineda, Superintendent
- Dr. Dana Yates, Curriculum and Instruction Director

▶ **Lyford CISD**

- Infante Eduardo, Superintendent
- Cathy Hernandez, Curriculum & Instruction Director

Report on the Implementation of TSC's Institutional Effectiveness Process for FY 2012-2013

Presented to the Board of Trustees
December 13, 2012

Overview

- ▶ In addition to the annual employee performance appraisal process, Texas Southmost College will implement an Institutional Effectiveness Process.
- ▶ The following are key components of this comprehensive process:
 - *Strategic planning*
 - *Operational planning*
- ▶ An evaluation component is included within each of these key activities.

Strategic Planning

- ▶ *Strategic planning* allows the institution to develop a long-term direction and focus. As a result, this process serves as the framework for continuous planning at TSC.
- ▶ This process allows for the development of objectives by the president, derived from the institutional goals identified in the five-year Strategic Plan. These objectives serve as key priorities to be addressed within the next year to ensure that TSC's mission is fulfilled.
- ▶ In summary, *strategic planning* serves to identify the intended purpose, direction, and expected outcomes of the College.

Operational Planning

- ▶ *Operational planning* allows for focused review of educational, administrative, and support programs and services, based on the College's goals, objectives and expected outcomes.
- ▶ Individuals at the implementation level are responsible for developing different but complementary plans of action for service and improvement:
 - ✓ Institutional effectiveness plans (IEPs) are developed by each college planning unit, to address the effectiveness of programs and services. The IEPs serve to guide all employees in the design, implementation and changes in procedures and services, based on the previous year's evaluation and assessment results.
 - ✓ Student outcomes assessment plans (SOAPs) are developed by the faculty, to focus on improving the effectiveness of teaching and student learning. The results of assessment and student outcomes are used to review and revise their SOAPs, with the ultimate goal of improving student learning.
- ▶ Each of these plans will be developed on an annual basis and will include a review of the previous year's activities and results. Linked to the College's Strategic Plan, they allow for broad-based involvement and participation by faculty and staff.

