

Environmental Scanning Task Group
Wednesday, June 20, 2018

Minutes

Present:

Toni LaBeff
Jim Swann
Linsey Harwell

Dr. Shannon Cox-Kelley
Dr. Josh Stewart
Janice Allen

Elisa Henninger
Heidi Wooten
Elaine Ezell

1. NTCC's student profiles for 2008, 2012 and 2017 were presented, reviewed and discussed.
2. THECB 60X30TX Strategic Plan was presented and each of the four goals were reviewed:
 - Educated Population
 - Completion
 - Marketable Skills
 - Student Debt
3. After much discussion, it was determined that the committee would approach this process by aligning specific targets with the goals presented by Dr. Clinton during the initial meeting while also tying them to the 60X30TX goals. All of Dr. Clinton's goals may not be addressed and we may need a catch-all category for items that stand out but may not fit within a specific goal. Dr. Clinton's goals were presented as:
 - Goal 1 – NTCC will be a center of innovation for teaching, learning, and student success.
 - Goal 2 – NTCC will be a growing institution.
 - Goal 3 – NTCC will be a fully integrated part of the community.
 - Goal 4 – NTCC will be a leader in raising the communities' educational attainment, health outcome and economic development
 - Goal 5 – NTCC will be a caring enterprise that provides timely and needed social services to students.
 - Goal 6 – NTCC will be a great place to work and learn!
 - Goal 7 – NTCC will be a safe, secure place for our students and community.
4. The prominent goal addressed in today's discussion applies to **Goal #2** – a Growing Institution. From this meeting, targets and substantiating data to support Goal #2 will be presented to the Steering Committee during their meeting on Tuesday, June 26.

Targets to be presented are:

Increase First Fall Enrollment after High School:

- **Students who do not enroll** - students who chose to postpone college rather than enrolling during the first fall semester have a 1.1% chance of enrolling in college and completing a certificate or degree in the future
 - Many of these “ghost” kids move into the workforce directly from high school – they have great college potential, they are intelligent, committed and responsible
 - **Students who enroll after high school** – of the 2016 Fall Cohort, 43% of students who enrolled at NTCC the fall after graduation did not return in Fall 2017, as indicated in the Fall 2017 Student Profile
 - **Changing service area population** - Examine population shifts
 - **Dual Credit issues** - as dual credit increases the first time in college students decrease
 - Consider implementing reverse transfer to maximize success points for dual credit students that don't come to NTCC after graduation
5. Next Meeting: July 11th, 1:00-4:00 - Structure meetings surrounding specific Goals to enable committee to target data and discussion surrounding one or two of the goals set forth – each member can contribute data for the meeting

Other items discussed that didn't fall under Goal #2:

Deficiencies in soft skills – the need for training within programs for the skills required in that profession

Determining the needs of our service area – currently assessing data from Morris County (Shannon will share data with the committee) and possibly applying that concept to our entire service area by taking a more granular look at our communities.

Reviewing NTCC's tuition rates in comparison to our local per capita income and then compare to competitive schools and their respective areas.

Health outcomes (South TX experienced a lot of success and saw enrollment increase at the same time)

Return to community based college as opposed to global based -Integrated part of the community

Targeted social services – Shannon shared that NTCC is an approved site for community assistance with social services (ex. insurance exchange marketplace, Medicaid, Medicare, CHIP, SNAP (food stamps), TANF, WIC, and support service locations (navigation for) Disaster Help, family violence, pregnancy

support, premarital classes, disability services, and mental health services) but we haven't moved forward with this due to lack of staffing.

Discussion on the ability to measure the "active" learning techniques... possible grade distribution (looking at withdrawals and incompletes) and course evaluations

Other things we may want to look at:

Admissions process and yield rate

Financial aid

Cost of attendance

Default rate

Advising

Staffing

Jenzabar

Student activities

Access to support services for offsite students

LRC