

**MINUTES OF THE REGULAR MEETING
DEL MAR COLLEGE DISTRICT**

May 14, 2024

The Regular Meeting of the Board of Regents of the Del Mar College District convened on Tuesday, May 14, 2024 at 1:00 p.m., at the Center for Economic Development, 3209 S. Staples, Room 106, Corpus Christi, Texas with the following present:

From the Board:

Present:

Ms. Carol Scott, Dr. Nicholas Adame, Ms. Libby Averyt, Mr. Carl Crull, Mr. Rudy Garza, Jr., Mr. Bill Kelly, and Mr. David Loeb.

Absent: Dr. Laurie Turner and Dr. Anantha Babbili

From the College:

Dr. Mark Escamilla, President and CEO; Ms. Lenora Keas, Executive Vice President and COO; Mr. Raul Garcia, Vice President and CFO; Mr. Ali Kolaoudou, Vice President and Chief Information Officer; Dr. Jonda Halcomb, Vice President and Chief Academic Officer; Ms. Tammy McDonald, Vice President of Administration and Human Resources; Dr. Patricia Benavides Dominguez, Vice President for Student Affairs; Ms. Cheryl Sanders, Associate Vice President for Student Affairs; Mr. Augustin Rivera, Jr., General Counsel; Mr. John Strybos, Vice President and Chief Physical Facilities Officer; Mr. Matthew Busby, Vice President of Development and Donor Advising; Ms. Delia Perez, Director of CEO Office and Board Relations, and other staff and faculty.

CALL TO ORDER/QUORUM CALL

Chair Scott called the meeting to order with a quorum present. She requested a moment of silence followed by the Pledge of Allegiance and Del Mar College Vision Statement.

GENERAL PUBLIC COMMENTS – The public was given the opportunity to provide public comments (both general and specific to any agenda item).

There were no public comments made for this meeting.

RECOGNITIONS:

- Dr. Bryan Stone, Professor of History, selected by the Minnie Stevens Piper Foundation as a 2024 “Piper Professor”Dr. Jonda Halcomb
(Goal 3: Academic Preparedness and Student Learning)

Dr. Halcomb recognized Dr. Bryan Stone, Professor of History who was selected by the Minnie Stevens Piper Foundation as a 2024 “Piper Professor.” The award is a very prestigious award in recognition for the educator's dedication to the teaching profession and

their outstanding academic, scientific and scholarly achievements. The award is given to only 10 professors throughout the State of Texas. Dr. Stone thanked the Board of Regents, Dr. Halcomb, and Dr. Escamilla and provided words of appreciation and gratitude for this honor.

- Dr. Cynthia Bridges, Dean of the Division of Communication, Fine Arts, and Social Sciences and Dr. Sydney Saumby, Associate Vice President of Institutional Effectiveness and Academics, selected to participate in the 2024-2025 Texas Success Center Leadership Academy.....Dr. Jonda Halcomb
(Goal 3: Academic Preparedness and Student Learning)

Dr. Halcomb recognized Dr. Cynthia Bridges, Dean of the Division of Communication, Fine Arts, and Social Sciences and Dr. Sydney Saumby, Associate Vice President of Institutional Effectiveness and Academics who were selected to participate in the 2024-2025 Texas Success Center Leadership Academy. They were selected to become members of the academy because they have exhibited leadership potential and interests in advancing within the College in their field. They have attended Pathway Institutes and have developed strategies for student success. Dr. Bridges and Dr. Saumby provided words of appreciation and gratitude for this opportunity.

STUDENT SUCCESS REPORT.....Dr. Jack Southard

- Math Learning Center – Building Infinite Possibilities
(Goal 1: Completion)

Dr. Southard provided historical information about the College’s Math Learning Centers (“MLC”). He reviewed the services offered to students at the MLC’s located at the Heritage Campus, Windward Campus, and Oso Creek Campus, and stated that any student taking a math-oriented course like chemistry and physics can receive assistance. He also stated that for academic year 2022-2023, almost 10,000 students on the Heritage Campus received assistance, and over 16,000 students for all three campuses received help. He recognized and thanked Director Eric Moller, eight assistant instructors, and fifteen part-time staff who assist students at the MLC and stated he was very proud of them.

COLLEGE PRESIDENT’S REPORT..... Dr. Mark Escamilla

- 4/18/2024: TACC/THECB Leadership Meeting
(Goal 5: Workforce Development, Community Partnerships, and Advocacy)

Dr. Escamilla attended the Texas Higher Education Coordinating Board leadership meeting and continues to stay in close contact with the Coordinating Board staff. He recognized the Coordinating Board and the Texas Association of Community Colleges working together.

- 4/22/2024: FY 25 Proposed Rules Overview Meeting with Commissioner Keller
(Goal 5: Workforce Development, Community Partnerships, and Advocacy)

Dr. Escamilla attended the Proposed Rules Overview meeting with Commissioner Keller and stated the importance of this meeting because of HB8. He will continue to represent the College and its perspective. He also provided commentary regarding welding and other process technology programs not being included initially on the high demand list.

- 4/24/2024: TACC Quarterly Meeting
(Goal 5: Workforce Development, Community Partnerships, and Advocacy)

Dr. Escamilla attended the quarterly meeting of the Texas Association of Community Colleges.

- 5/17/2024: Spring Graduation
(Goal 1: Completion)

Dr. Escamilla provided an update of 926 total graduates for the spring graduation.

STAFF REPORTS:

- Property Tax Presentation.....Mr. John Johnson
(Goal 6: Financial Effectiveness and Affordability)

Chair Scott introduced Mr. Johnson and announced today would be his last presentation as he was officially retiring. Mr. Johnson stated he appreciated the opportunity to work at the College.

He presented collection rates and stated the collection rate that is calculated by the county is completely different than the rate calculated by the College. Nueces County Tax Assessor-Collector assumes 100% of the current year’s tax levy will be collected, and the tax levy is adjusted monthly only when protested values are settled and additional exemptions granted. At the College, the beginning tax levy is reduced for anticipated valuation adjustments for protests, funds transferred for Tax Increment Financing arrangements (TIFs), and large industrial lawsuits. The collection rate is based on amount of property taxes budgeted and not total tax levy.

He also provided a comparative tax collection analysis as of March 31, 2024 where the collection percentage for Nueces County tax collection was 90% and the Del Mar College tax collection was 99.57%.

Ms. Jackie Landrum provided information regarding the overall tax rate evaluation, new construction, adjustments for industrial lawsuits, and valuation growth. She stated the property values were up for the past two years, with 2023 up 17% and with those values rising, there was also a significant increase in the property valuation appeals up from 20% filed in 2022, and 37% more appeals filed in 2023. There are a significant increase in lawsuits filed regarding property values – 242 cases were filed in 2023.

Ms. Landrum, Mr. Johnson, and Mr. Garcia responded to questions from the Board of Regents.

- FY 2025 Preliminary Budget Update.....Mr. Raul Garcia
(Goal 6: Financial Effectiveness and Affordability)

Mr. Garcia stated the College is at the midpoint of the budget plan with a narrowing of the gap between the budget request and financial resources to best support the College’s Strategic Plan.

Dr. Cathy West announced the Government Finance Officers Association presented the College with the Distinguished Budget Presentation Award for the fiscal year beginning September 1, 2023. She recognized all the groups that collaborated with the Budget team to help win this award.

Dr. West reviewed the budget process and stated the Business Office is in phase three which is to review and recommend. She also provided a glimpse of the upcoming Fiscal Year 2025 calendar.

Ms. Landrum provided information regarding the revenue challenges and assumptions for the Fiscal Year 2025 budget which include tuition and fees, and the \$2 in-district tuition rate increase; property tax was reviewed and included overall tax rate evaluated, 2% net valuation growth, \$400 million in new construction, and adjustments for lawsuits, and state appropriations.

She reported that the preliminary budget for fiscal year 2025 numbers include projection of a \$510,000 decrease due to performance funding, but with the 2% valuation growth, and that \$400 million for the new construction, the estimate is about \$6.5 million increase resulting in an overall increase in our preliminary revenue budget for fiscal year 2025 of \$5.8 million.

She also stated the process is continuing to review data and prepare preliminary expenses. She introduced Dr. Sramek who provided an update on the Bachelor of Applied Science Organizational Management and Leadership program. Dr. Sramek stated there was a collaborative effort with IT, College Relations, Registrar’s Office, Admissions Office, Curriculum Manager, and the Business Office to offer this educational plan.

Dr. Escamilla stated a formal rollout of the new program will take place in early fall.

Ms. Landrum and Dr. Escamilla responded to questions from the Board of Regents.

- Strategic Enrollment Management Update.....Dr. Patricia Benavides Dominguez
(Goal 2: Recruitment and Persistence)

Dr. Benavides Dominguez reported that there have been several challenges the College has experienced with enrollment. They have identified those as fluctuating enrollment, increased competition, and post pandemic recovery. Strategic Enrollment Management (SEM) enables an institution to fulfill its mission and position students to achieve their educational goals

through comprehensive plans, students’ academic success, strategic and financial planning, data-rich environment, communication and marketing, and collaboration among departments. The SEM plan was created through an inclusive, collaborative process that invited students, faculty, and staff to contribute their perspective and insights.

She also reviewed SEM Goal 1: recruiting and marketing - will be to enroll an increasing number of students (new, continuing ed, dual enrollment, and reskill/reboot) to the College providing educational access and help them achieve their academic and personal goals and ensure institutional viability.

Ms. Cheryl Sanders reviewed SEM Goal 2: onboarding - will be to simplify and streamline the DMC onboarding process including enrollment, advising, and registration to create a seamless student experience; and Goal 3: retention and persistence - will be to cultivate a vibrant campus experience that enhances a sense of community connections and affinity with the College to increase affordability, persistence, graduation, and transfer rates.

Dr. Benavides Dominguez, Ms. Sanders, Dr. Natalie Villarreal, and Dr. Escamilla responded to questions from the Board of Regents.

- Strategic Marketing Plan Update.....Mr. Jeff Olsen
(Goal 2: Recruitment and Persistence)

Mr. Olsen presented the Strategic Marketing Plan (SMP). He stated that the SMP and SEM plan are being worked together to support the College’s Strategic Plan. The Anderson Marketing Group worked with the College to interview stakeholders, talk to people and partners, and survey the landscape to find opportunities. The SMP has three goals that include: Goal 1 – drive record enrollments; Goal 2 – elevate the experience; and Goal 3 – communicate with outcomes.

Goal 1 will be to increase student populations across the board by implementing a comprehensive enrollment marketing strategy that will be a model for community colleges around the nation.

Goal 2 will be for the student journey from prospect to registered student to be consistent and engaging for all students, inspiring a deep sense of pride in becoming a Viking.

Goal 3 will be to strengthen DMC’s brand and reputation by reaching new populations and telling them the College’s story through the outcomes produced.

After providing sample details for Goal 1, Mr. Olsen discussed the next steps in the SMP which include completion of all KPI’s for goal objectives by key stakeholders for finished SMP (Summer ’24); CRO communications department restructure (September 2024); and regular Board updates on accomplishment of specific SMP objectives as they occur.

Mr. Olsen stated that the College’s talent stays local and produces results that really change the Coastal Bend for the better. They will provide different media outlets regular stories, focusing on businesses and parts of the community where graduates have gone and been

hired and they're making a big difference. Also, podcasts will be introduced to connect the College with donors, organizations, and alumni.

Mr. Olsen introduced Jason Houlihan as the new Executive Director of Marketing and Events. He provided data regarding the kind of metrics and tactics that will be used to support the objectives in the Strategic Marketing Plan and gave information on example students and how to assist and motivate them to continue their education at the College.

Mr. Olsen continued the presentation stating the Communication Department will be restructured to help reach objectives and goals being set.

He responded to questions from the Board of Regents.

- Instructional Program Review Report.....Dr. Jonda Halcomb
(Goal 1: Completion)

Dr. Halcomb described what the program review is and stated it is a collaborative and systemic method of analyzing components of an instructional program with the intent to improve its quality; faculty-led and administratively supported effort; complies with SACSCOC Principles 7.1, 8.1, 8.2a, and 8.2c; and instructional program reviews are conducted on a five-year cycle. A Program Review Committee is organized to review enrollment data, staffing, program demand, and degrees awarded. After the Program Review Committee completes its report, the report is sent to the department chair and divisional dean as well as Dr. Halcomb’s office.

Dr. Halcomb introduced Dr. Sydney Saumby who provided information regarding seven core criteria of the program review which includes: 1. Assessment processes; 2. Faculty support of program and learning; 3. Curriculum integration and mobility; 4. Student educational intent; 5. Effective personnel utilizations; 6. Cost effectiveness; and 7. Strategic advantage.

Dr. Halcomb reviewed status report on program reviews for 13 positive status programs for 2023-2024; however, one program was recommended for termination – Interactive Game Technology and Simulation (Certificate) which will be presented to the Curriculum Committee and Coordinating Board before it is terminated.

Dr. Halcomb, Dr. Saumby, and Dr. Escamilla responded to questions from the Board of Regents.

PENDING BUSINESS:

Status Report on Requested Information

(Goal 5: Workforce Development, Community Partnerships, and Advocacy)

CONSENT AGENDA

Notice to the Public

The following items are of a routine or administrative nature. The Board of Regents has been furnished with background and support material on each item, and/or it has been discussed at a

previous meeting. All items will be acted upon by one vote without being discussed separately unless requested by a Board member or a citizen, in which event the item(s) will immediately be withdrawn for individual consideration in their normal sequence after the items not requiring separate discussion have been acted upon. The remaining items will be adopted by one vote.

CONSENT MOTIONS:

(At this point the Board will vote on all motions not removed for individual consideration.)

ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

1. Approval of Minutes:
Workshop Meeting, April 16, 2024
Regular Board Meeting, April 16, 2024
(Goal 5: Workforce Development, Community Partnerships, and Advocacy)
2. Acceptance of Investments for April 2024
(Goal 6: Financial Effectiveness and Affordability)
3. Acceptance of Financial Statements for March 2024
(Goal 6: Financial Effectiveness and Affordability)

Regent Crull made a motion to adopt the Consent Agenda. Regent Loeb seconded the motion. There was no further discussion from the Board. There were no public comments. A vote was taken by show of hands, and the motion carried unanimously 7-0, amongst Regents present, with Regents Scott, Adame, Averyt, Crull, Garza, Kelly, and Loeb in favor.

REGULAR AGENDA

4. Discussion and possible action regarding tax resale properties.....Mr. Raul Garcia
(Goal 6: Financial Effectiveness and Affordability)

Mr. Garcia provided a summary of the tax resale properties where property tax sales are offered to taxing agencies for consideration in accordance with Texas Property Code. The office of Linebarger, Goggan, Blair & Sampson represents the College in the collection of delinquent property taxes through their collection contract with Nueces County.

Mr. Marvin Leary from the office of Linebarger, Goggan, Blair & Sampson discussed three written purchase offers with a combined net value of \$42,912, in lieu of delinquent property taxes with a combined value of \$124,865.00. The offer would be split between

Nueces County, City of Corpus Christi, CCISD, City Paving & Demo Liens, and the College. The College's share would be valued at \$4,239.00. Upon completion of the sale, the properties will be restored to the tax rolls with a combined taxable value of \$280,607.00. The CCISD Board and Commissioner's Court have already approved the purchase.

Regent Kelly made a motion to accept the offer presented by Linebarger, Goggan, Blair & Sampson that includes the College's share of the offer valued at \$4,239.00 and the release of the property tax lien as presented. Regent Loeb seconded the motion and asked a question for further discussion by the Board. There were no public comments. A vote was taken by show of hands, and the motion carried unanimously 7-0, amongst Regents present, with Regents Scott, Adame, Averyt, Crull, Garza, Kelly, and Loeb in favor.

5. Discussion and possible action related to approval of increasing the tuition on Continuing Education Courses.....Ms. Lenora Keas and Dr. Leonard Rivera
(Goal 1: Completion)

Ms. Keas provided introductory comments regarding the discussion of possibly raising the tuition on Continuing Education courses to defray recent increased costs associated with the programs.

Dr. Rivera continued with the presentation and stated they want to maintain affordability and to optimize the metrics under HB8. He provided examples of costs for the Transportation Training Course which includes fuel and repair and maintenance of equipment. He also provided the Board with course cost comparisons with other community colleges and showed Del Mar College would continue to be cost effective. He indicated that Del Mar College is a training and testing facility. The students can test once they have completed their training instead of having to go test at the DPS facility.

Dr. Rivera also provided information for a possible cost increase for the Culinary, Photography, QuickBooks, Administrative Assistant, OSHA, CAN, Phlebotomy, and Medical Terminology programs and provided cost comparisons as well.

Ms. Keas, Dr. Rivera, Mr. Dan Korus, and Dr. Escamilla responded to questions from the Board of Regents.

Regent Adame made a motion to increase tuition on select Continuing Education courses as described in the presentation. Regent Averyt seconded the motion and asked a question for further discussion by the Board. There were no public comments. A vote was taken by show of hands, and the motion carried unanimously 7-0, amongst Regents present, with Regents Scott, Adame, Averyt, Crull, Garza, Kelly, and Loeb in favor.

At 3:47 p.m., the Chair announced that the Board was going into Closed Session pursuant to:

6. CLOSED SESSION pursuant to:

- A. **TEX. GOV'T CODE § 551.071**: (Consultation with legal counsel), regarding pending or contemplated litigation or legal claims, or a settlement offer, with possible discussion and action in open session; and, the seeking of legal advice from counsel, on pending or contemplated legal matters or claims, with possible discussion and action in open session; and,
- B. **TEX. GOV'T CODE § 551.074(a)(1)**: (Personnel Matters), regarding the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee, including Board Self-Evaluation, with possible discussion and action in open session.

The Board of Regents reconvened in Open Session at 4:38 p.m. with no action taken.

CALENDAR: Discussion and possible action related to calendaring dates.

ADJOURNMENT: The meeting was adjourned at 4:40 p.m.

MINUTES REVIEWED BY GC: /s/ARjr