



# Academic Planning and Policy E-NEWS

ACADEMIC PLANNING AND POLICY: Academic Affairs & Research – Planning & Accountability – P-16 Initiatives

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*The Coordinating Board is guided by the Texas higher education plan, Closing the Gaps by 2015, to close the educational gaps in student participation, student success, institutional excellence, and research.*

## Community College Advisory Group Created

The Coordinating Board (CB) staff would like to announce the creation of the Community College Advisory Group (CCAG). This group is comprised of three community college presidents; Dr. Bill Holda, Dr. Millicent Valek, and Dr. Greg Williams; three community college chief instructional officers; Dr. Bill Alexander, Dr. Dennis Brown, and Dr. Charles Cook; and three community college financial officers; Mr. Gene Gooch, Mr. Ben Ferrell, and Ms. Kim Green. In addition, Mr. Doug Ridge from the Texas Workforce Commission has been included in this advisory group so that we may have opportunities to incorporate workforce development issues into discussions.

We are creating the CCAG to provide a very direct means of communication between community college leaders and the CB staff. We would like to be able to work with the CCAG on the development of initiatives related to community colleges. It is imperative that community colleges have the means to provide input into CB decisions, and we hope that the CCAG will provide an additional mechanism to accomplish that goal. We also hope that this group will be able to raise matters of concern to community colleges to the CB staff in a very timely and direct manner so that the CB may act accordingly.

MacGregor Stephenson, Assistant Commissioner for Academic Affairs and Research

## Coordinating Board Internal Community College Working Group Identified

We also have established a Coordinating Board (CB) Internal Community College Working Group. This group will be meeting regularly to ensure that appropriate actions are being taken to further the goals of the CB with respect to community colleges. These individuals have served as the points of contact and area experts in these fields for some time, but have not been formally meeting as a group. As the members of the Working Group are utilized by the community colleges as resources, we felt that it was essential to give them the opportunity to more directly work together on major issues related to community colleges. The specific areas listed after their names are the resource areas in which they have exhibited strong working knowledge and experience. Should you have questions in these areas, please feel free to contact them.

MacGregor Stephenson – General Community College Administrative, Academic, and Workforce Issues (512) 427-6520

Stacey Silverman – Perkins Federal Programs (512) 427-6206

Anya Sebastien – Workforce and Academic Programs and Coursework (512) 427-6157

James Goeman – Dual Credit (512) 427-6249

Gaye Bumsted Perry – General Administrative and Faculty Issues (512) 427-6528

Kristen Kramer – Early College High Schools (512) 427-6216

Tamara Klunis – Developmental Education (512) 427-6262

Janet Beinke – Accountability Systems (512) 427-6321

Gabriela Borcoman – Data Reporting Questions (512) 427-6134

Gary Johnstone – Community College Funding Mechanisms (512) 427-6139

MacGregor Stephenson, Assistant Commissioner for Academic Affairs and Research

## Final Draft Report of the Advisory Committee on Higher Education Cost Efficiencies (ACHECE) to be Considered by the Coordinating Board's Committee on Strategic Planning and Policy on September 21

The seventh and final meeting of the ACHECE was held at the Coordinating Board on August 17. The final draft report (dated September 14) is now available on the ACHECE website (<http://www.theccb.state.tx.us/acce>) and incorporates most of the Advisory Committee's feedback gained on the August 10 draft of this report. The September 14 draft report will be considered by the Coordinating Board's Committee on Strategic Planning and Policy (SPP) on September 21. Coordinating Board members will have an opportunity to provide input and any changes to the report at the SPP Committee meeting, since ultimately it is a report from the Coordinating Board to the Governor and the Legislature. A final version of the report will be adopted by the full Board at its October 28 quarterly meeting.

Mary E. Smith, Assistant Deputy Commissioner, Academic Planning and Policy

## UPCOMING EVENTS

**Coordinating Board  
Quarterly Meeting**  
October 28, 2010  
[Agenda](#)

**Committee on Agency  
Operations**  
October 27, 2010  
[Agenda](#)

**Committee on  
Closing the Gaps**  
Next Meeting Date Pending  
[Agenda](#)

**Committee on Strategic  
Planning and Policy**  
September 21, 2010  
[Agenda](#)

## USEFUL LINKS

**Academic Affairs and  
Research**  
[AAR Website](#)

**Finance and Resource  
Planning**  
[Finance/Resource Website](#)

**Texas Higher Education  
Accountability System**  
[Accountability Website](#)

**P-16 Initiatives**  
[P-16 Website](#)

**College for All Texans**  
[CFAT Website](#)

**Employment  
Opportunities  
at the Coordinating Board**  
[CB Jobs](#)

### National College Advising Corp Launched in San Antonio

Every year, thousands of students graduate from Texas' best colleges and universities. Whether they receive bachelor's degrees from state flagship institutions or highly selective private colleges, many students seek opportunities to give back to their communities through programs such as the Peace Corps, AmeriCorps, or Teach for America. Tapping into this motivation, the National College Advising Corps (NCAC) was created in 2007 to raise college-going and completion rates. The Texas College Advising Corps, launched in summer 2010 by The University of Texas at Austin Institute for Public School Initiatives (IPSI) with public and private funds, joins in this national program. 2010 Texas placement sites include high-need high schools in Houston, the Rio Grande Valley, and San Antonio in partnership with the College for All Texans Foundation, the Texas Higher Education Coordinating Board, Texas Guaranteed, and Bank of America. With high school counselor caseloads nearing 500 students per counselor nationwide, advisers are able to work full time and one-on-one with students who need them — helping each student search for an appropriate two- or four-year college, complete admissions and financial-aid applications, and take the final steps needed to complete his or her enrollment.

High Schools in Houston include:

Chavez High School  
Madison High School  
Milby High School  
Scarborough High School  
Sterling High School  
Washington High School  
Westbury High School  
Worthing High School

San Antonio High Schools include:

Kennedy High School  
Memorial High School  
Harlandale High School  
South San Antonio High School  
Holmes High School

Judy Loredo, Assistant Commissioner, P-16 Initiatives

### "Generation SA" Announcement and Generation TX Launch Event, October 5, 2010, in San Antonio, Texas

The launch event is designed to initiate the Generation TX movement by showcasing the people, especially the students, who are the face of Generation TX—allowing people to take on the brand and become Generation TX. This event will launch Generation TX, as well as announce the new 501 (c) (3) tentatively named "Generation SA" that will be organization who provides regional leadership of the Generation TX campaign in San Antonio, Texas.

#### **How it Works**

The idea is to create a media event that will excite and engage students as well as mobilize the community. Working outside the framework of a traditional press event/press conference, the launch event brings the GenTX Attitude and Connection to Resources to life in a 2-3 hour family-oriented event to be held at a San Antonio stadium or arena.

The event kicks off with a welcome and introduction to "Generation SA" and Generation TX by Governor Perry (in-person or video) and select community leaders. Each speaker will share their inspirational GenTX story and stress the community's commitment to this effort. GenTXpert community organizers and representatives of Generation TX (K-12 students) will share the stage and lead the speakers and attendees in a rally cry of support of Generation TX signaling the banner ceremony.

The banner ceremony represents the physical embodiment of the community taking on the brand and becoming Generation TX. A giant banner is brought out and unfurled onto the field by students and families – covering the surface in a bright solid sea of GenTX color.

Upon the designated signal, these individuals walk out onto the banner and stand within the designated guidelines to form the T and the X – completing the Generation TX symbol before our eyes. You can feel the energy of them all coming together – viewers in the stands suddenly see a living embodiment of the brand.

The launch event culminates by bringing the Generation TX to life in a fun and engaging hands-on experience. Attendees are invited to take on the spirit and attitude of the brand at the GenTX Yourself Activities area. The goal is to seed students and families with ideas on how to add GenTX to their world in their own personal way, take ownership of the brand and join the movement. This area will feature brand giveaways, face painting, live screen-printing and fun GenTX games. In addition, Generation TX will highlight the connection to resources in the Community Partners Village where partner organizations will be invited to highlight their education outreach efforts and programs.

Judy Loredo, Assistant Commissioner, P-16 Initiatives

### Implementation of a New Uniform Recruitment and Retention Strategy (URRS) and Process Using Coordinating Board Accountability System Data and Best Practices Review

The Coordinating Board (CB) is implementing a new Uniform Recruitment and Retention Strategy (URRS) and process to address the requirements of Texas Education Code (TEC) Section 61.086 for FY 2010. The CB will no longer collect separate URRS reports from institutions of higher education (IHE); instead, between September 15 and December 15, 2010, the CB staff will be reviewing and analyzing institutional data in the CB's Accountability System.

In order to meet the requirements of TEC Section 61.086, in the newly expanded text box on the Accountability System associated with Participation, institutional representatives are being asked to enter information on the recruitment and retention strategies that have been developed or implemented by the institution to recruit and retain students from underrepresented groups and highlight the most important strategies (i.e., those that have been successful or show significant promise of being successful). Staff will identify institutions that experienced increases between FY 2007 and FY 2010 in the recruitment and/or retention of students, especially among underrepresented populations. The intention is to invite institutions of higher education that have shown success in recruitment and/or retention to serve as potential best practice demonstration sites for those institutions experiencing difficulty in meeting *Closing the Gaps* targets. This new URRS strategy and process will be reviewed and updated annually.

The anticipated outcomes of the Best Practice Demonstration Site Team implementation include:

- raising institutional awareness of the need to increase and improve student support programs (academic, social, and financial);
- identifying and disseminating strategies that have proven successful for IHEs meeting *Closing the Gaps* targets for underrepresented populations;
- implementing best practices included in the *Accelerated Action Plan for Closing the Gaps by 2015*; and
- attracting more students into higher education and retaining a larger percentage of them, especially students from ethnic or racial groups who have not traditionally enrolled or succeeded in higher education.

Judy Loredo, Assistant Commissioner, P-16 Initiatives

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