

San Jacinto College District Board Workshop August 29, 2022

The Board of Trustees of the San Jacinto Community College District met at 5:15 p.m., Monday, August 29, 2022, in Room 201 of the Thomas S. Sewell District Administration Building, 4624 Fairmont Parkway, Pasadena, Texas.

MINUTES

	Board Workshop Attendees:	Board Members: Marie Flickinger, Erica Davis Rouse, Dan Mims, John Moon, Jr., Keith Sinor, Larry Wilson Absent: Dr. Ruede Wheeler Chancellor: Brenda Hellyer Other: Amanda Fenwick, Micki Morris (attorney – via conference call), Sandra Ramirez, Mandi Reiland, Linda Torres, Teri Zamora
	Agenda Item:	Discussion/Information
I.	Call the Meeting to Order	Board Vice Chair, John Moon, Jr., called the workshop to order at 5:17 p.m. Chair Marie Flickinger was in attendance but asked that Vice Chair Moon lead the meeting as she was recovering from surgery.
II.	Roll Call of Board Members	Board Chair Flickinger conducted a roll call of the Board members: Erica Davis Rouse Marie Flickinger Dan Mims John Moon, Jr. Keith Sinor Dr. Ruede Wheeler (absent) Larry Wilson
III.	Adjournment to closed or executive session pursuant to Texas Government Code Section 551.071 and 551.074 of the Texas Open	Vice Chair Moon, Jr. adjourned to closed session at 5:19 p.m. The Board members listed above as attending, Chancellor Brenda Hellyer, Sandra Ramirez, Mandi Reiland, and Teri Zamora were present for the closed session except as noted below.

	Meetings Act, for the following purposes: Legal Matters and Personnel Matters	<p>a. Legal Matters - For the purpose of a private consultation with the Board’s attorney on any or all subjects or matters authorized by law.</p> <ul style="list-style-type: none"> • Conference call with attorney Micki Morris <p>b. Personnel Matters - For the purpose of considering the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear complaints or charges against a public officer or employee.</p> <ul style="list-style-type: none"> • Validation of evaluation ratings for members of the Strategic Leadership Team (only Board members and Dr. Brenda Hellyer attended this portion)
IV.	Reconvene in Open Meeting	Board Chair Flickinger reconvened to open meeting at 6:20 p.m.
V.	Update on Next Steps with Adoption of Tax Rate	<p>Teri Zamora presented on the process for adoption of the 2022 property tax rate. The College received its preliminary values in April 2022, and the budget approved at the August 8 Board Meeting was based on those values. The July valuations were higher than estimated in April, predicting a 16 percent increase instead of the anticipated nine percent increase. Teri added that we anticipated that we would receive our final valuations in mid-August. That was delayed, and we should now receive certified values between August 29 and September 2.</p> <p>Teri added that the rates are projected to be 0.155646 cents based on historical rates. The Administration feels more comfortable waiting for certified values than adopting the tax rate based on the July valuations. A revised notice of 2022 tax rates will be posted on the College website on September 3 and a special Board meeting will be held on September 19 for the Board to approve the proposed tax rate and announce the date of public hearing and adoption, which will be October 3.</p>
VI.	Review Houston Chronicle Contract and Expenditures	Dr. Brenda Hellyer provided an overview of the Houston Chronicle Opportunity News budget and expenditures. She provided a breakdown of the budgeted \$425,000 and how these funds are allocated. The College allocates \$200,000 for Opportunity News and \$165,000 is allocated to additional advertising including email blasts, job ads, native ads, and other promotional ads. The remaining budgeted dollars are reserved for other opportunities to promote the College in the Chronicle.

		<p>Brenda provided background on the Opportunity News. The first issue was September 2013, and the original cost was \$344,000 and included a digital online education selection. Teri Crawford and Amanda Fenwick evaluated the website analytics and realized the College was receiving low return on the Chronicle’s website. The digital version of Opportunity News was removed in 2016-2017, which lowered the cost. Marketing manages all assets of the Opportunity News. They used to have a freelance writer who wrote some articles, but they now write the articles themselves.</p> <p>Brenda explained that approximately 200,000 online and print copies are distributed. The Chronicle has readership of approximately 375,000 in print. The Chronicle is seeing a monthly increase in e-edition subscribers. Regarding the location of the Opportunity News in the Houston Chronicle, because it is only printed once a month, it is not a “live print run” which is why it is in the comics or help wanted ads section. As a solution to the concern with the location of the Opportunity News, the Chronicle will include 12 strip ads to run in the main news section to call out the Opportunity News in the newspaper on the first Sunday of each month when Opportunity News runs. The Chronicle will also include 12 skybox ads to run in the careers section the week before Opportunity News publishes. The value of these additional ads is \$54,000 and will be published at no additional charge to the College.</p> <p>Erica Davis Rouse asked Amanda Fenwick who the target for the “learn about new careers” ad is. Amanda responded that the strip ads will be updated quarterly to say something different and target different audiences. The readership in Houston is believed to be the older population so this can be targeted toward them to upskill their careers. She also stated that the audience is thought leaders in Houston.</p> <p>Brenda elaborated that the target audience for Opportunity News is leaders in Houston who are likely reading the Houston Chronicle, and we want them to keep San Jacinto College in the broader conversational mix. She has received comments at several external meetings about how much people love Opportunity News and what they learn about the College. It is a brand awareness tactic. The return on Opportunity News is determined by word of mouth as traditional media is hard to measure. The stories featured in</p>
--	--	--

		<p>the Opportunity News can be sent to other papers or media outlets but are written more like feature stories rather than news stories. The stories are also posted on the San Jac newspapers and go out to all employees. Opportunity News are posted to the College’s website but can be sent out to our community quarterly.</p> <p>Larry Wilson suggested sending the Opportunity News to local Chambers of Commerce to distribute to their membership. Amanda will look into this option.</p> <p>Erica asked if it would make more sense for Opportunity News to only be focused on areas that are in the College’s taxing district instead of paying the Chronicle to distribute it to areas further away. Amanda responded there is value in having it distributed to thought leaders across all of Houston. The College has other publications that are sent only to its taxing district.</p> <p>The Board members agreed these strip ads will be beneficial. Brenda informed the Board that the College will commit to a full year contract with these revisions.</p> <p>The Board members were comfortable with this plan.</p>
<p>VII.</p>	<p>Review and Discussion of Annual Internal Audit Report</p> <ul style="list-style-type: none"> • Summary of FY 2021-2022 Internal Audit Work • Proposed FY 2022-2023 Audit Plan 	<p>Linda Torres, Director of Internal Audit, provided an update on the audit work done this year as well as a proposal for next year. The annual internal audit report satisfies the requirements of the Texas Government Code and is posted to the College’s website. She walked the Board through the internal audit report that was distributed to them and explained what is included in the report. The College department and its leadership receives corrective action plans when an internal audit is issued. At the end of year 2018, the College departments collectively had 69 open corrective action plans (CAPs). At the end of this year, we only have six open CAPs, which are outlined in the audit report. Linda was appreciative of the leadership support to get the CAPs cleared. Additionally, fourteen cash counts were performed this year with no significant issues. During the year three reports on ethics and fraud were made through the hotline provided on the College’s website. None of these reports required action by Internal Audit and all were able to be handled by the leader.</p>

		<p>Linda provided an overview of the outstanding CAPs for this year. There were findings that the College does not have dual credit memorandums of understanding (MOUs) for private schools and home schools.</p> <p>Erica asked if there is an umbrella for home schooled children or does there need to be an MOU for each individual home-schooled student. Linda responded that an MOU for each individual home-schooled student is needed.</p> <p>Linda added that another issue with dual credit MOUs was found around grades. The College gives alpha grades and most ISD's do numerical grades. We found that other colleges issue their dual credit students a letter grade and then the ISD converts it to the numerical grade as deemed appropriate. The recommendation is to make this change in our MOUs to state that the College will supply an alpha grade for dual credit and will no longer supply numerical grades.</p> <p>Brenda added that these conversations with the ISD's are already taking place and will likely take up to a year to implement since we need to get through this academic year.</p> <p>Linda explained a third issue with dual credit is that the billing and payment process varies between districts, and between high schools within the districts. It is recommended to implement a consistent method across all MOUs. The final comments were informational, stating that all new MOUs issued after September 1, 2021, are now statutorily required to contain specific terminology.</p> <p>Linda stated that an audit on heating, ventilation, air conditioning, and refrigeration (HVACR) was performed on South and North campuses. South Campus had no issues, and North Campus had one issue. The North Campus HVACR program sold scrap material and deposited the funds into a student club account instead of going through the proper process of disposing the materials and depositing the funds in the appropriate unrestricted College account.</p> <p>She provided an update on another issue that falls under contract administration with several discrepancies surrounding the rates that are invoiced to the College including rates not matching the contract, invoices being billed via lump sum, invoices not having enough detail, contract discounts not being outlined in the contracts, and</p>
--	--	---

		<p>items purchased not included within the contract. Since this audit touched all areas of the College, Linda and her team will be reviewing contracts individually when they do individual departmental audits.</p> <p>An audit of payroll distributions was also performed, and no issues were found.</p> <p>Linda provided a summary of the proposed audit plan for 2022-2023. She covered audits that are currently in progress and recurring audits. She also provided a list of audits the auditing department plans to perform in fiscal year 2022-2023; this list can be found on page 20 of the auditing report.</p> <p>The Board was supportive of this plan. Brenda thanked Linda and her team for all their work.</p>
VIII.	Review Construction and Renovation Dates on College-Owned Buildings	<p>Brenda informed the Board that they received a handout outlining the buildings on campus, when they were built, and the date of their last renovation. This information was requested at the last Board retreat. She highlighted buildings with upcoming renovation or demolitions.</p> <p>Teri added that there is a project underway to do a condition assessment on some buildings. This will be combined with current and prior usage to prioritize when looking at renovations.</p>
IX.	Update on Enrollment	<p>Brenda provided an update on the Fall 2022 enrollment. The College’s headcount as of today is 30,162. We are down in headcount from the past three years but are up in contact hours. This increase in contact hours is due to the Promise Program where students are required to take 12 hours.</p>
X.	Update on Auction Process	<p>Teri provided an update on the auction process. The online auction process will be changed in an attempt to dispose of auction items quicker as we are running out of storage. The Foundation also has items to dispose of so these will be included in the online auction.</p> <p>Brenda added that items from the Anders Gym demolition will be handled separately.</p>
XI.	Update on State and Federal Legislative Sessions	<p>Brenda provided an update on State and Federal Legislative sessions. On the Federal side, there was a passage of the CHIPS and Science bill so there is money available for</p>

		<p>minority serving institutions. The CHIPS and Science Act will establish a technology, innovation, and partnerships directorate at the National Science Foundation (NSF) to focus on fields like semiconductors and advanced computing, advanced communications technology, advanced energy technologies, quantum information technologies, and biotechnology. Regarding the executive order for Pell grant student loan forgiveness, our students do not receive a lot of federal loans so we will continue to monitor the impact of this. On the State side, the Commission on Community College Finance will discuss the first draft of recommendations in a public hearing on September 12. Brenda will provide an update at the October Board meeting once the recommendations have been discussed.</p>
XII.	Review of Calendar	<p>Brenda reviewed upcoming events included on the Board calendar and asked the Board to let Mandi Reiland know if they want to attend anything listed.</p>
XIII.	General Discussion of Meeting Items	<p>Brenda reviewed the additional purchasing support options with the Board. These items included tabulations for two items in the Board book and an architecture services fee schedule. She covered a question that Larry Wilson had regarding one of the architecture increases. This increase was due to a building renovation project expanding to a major renovation which caused an increase in construction costs which resulted in increased architectural fees.</p> <p>Teri provided more background on the increase.</p> <p>The Board members discussed the increase and steps moving forward.</p> <p>Teri responded that the College plans to do RFPs for a new architect pool for non-bond related projects. She will provide a list and have review done to determine the best rates.</p>
XIV.	Adjournment	<p>Board Vice Chair Moon, Jr., adjourned the workshop at 7:13 p.m.</p>