

**MEETING OF THE  
STUDENT SUCCESS/SERVICES COMMITTEE  
OF THE BOARD OF TRUSTEES  
HOUSTON COMMUNITY COLLEGE**

**November 10, 2016**

**Minutes**

The Student Success/Services Committee of the Board of Trustees of Houston Community College held a meeting on Thursday, November 10, 2016 at the HCC Administration Building, Second Floor Auditorium, 3100 Main, Houston, Texas.

**MEMBERS PRESENT**

Carolyn Evans-Shabazz, Committee Chair  
Neeta Sane, Committee Member  
Robert Glaser, Alternate Committee Member  
John P. Hansen  
Dave Wilson

**ADMINISTRATION**

Cesar Maldonado, Chancellor  
Melissa Gonzalez, Vice Chancellor/Chief of Staff  
Ashley Smith, General Counsel  
Teri Zamora, Senior Vice Chancellor, Finance and Administration  
Athos Brewer, Vice Chancellor, Student Services  
William Carter, Vice Chancellor, Information Technology  
Madeline Burillo, President, Southwest College  
Margaret Ford Fisher, President, Northeast College  
William Harmon, President, Central College  
Zachary Hodges, President, Northwest College  
Phillip Nicotera, President, Coleman College  
Irene Porcarello, President, Southeast College  
Janet May, Chief Human Resources Officer  
Deborah Chambers, Interim Executive Director, HCC Foundation  
Terrence Corrigan, Director, Internal Audit

**OTHERS PRESENT**

Melissa Mihalick, Board Counsel, Bracewell LLP  
Melissa Miller-Waters, President, Faculty Senate  
Other administrators, citizens and representatives from the news media

**CALL TO ORDER**

Dr. Carolyn Evans-Shabazz, Committee Chair, called the meeting to order at 11:31 a.m. and declared the Board convened to consider matters pertaining to Houston Community College as listed on the duly posted Meeting Notice.

*(The following Trustees were present: Evans-Shabazz, Glaser, Hansen, Sane and Wilson)*

**TOPICS FOR DISCUSSION AND/OR ACTION**

**REPORT ON STUDENT SUCCESS: CONTACT CENTER**

Dr. Maldonado noted a report will be provided on the Student Success Contact Center by Dr. Athos Brewer.

*(Mr. Wilson joined the meeting at 11:32 a.m.)*

Dr. Brewer noted there is design work that needs to be done on the back end to support the students. He noted the effort is to be strategic on both the front line as well as the back end. He introduced Dr. Cheryl Sterling, Associate of Vice Chancellor of Student Success, who provided a report on the components of the Student Success Contact Center as follows:

- Student Services Contact Center mission
- Components & Hour of Operations (M-F)
- Current Structure for Contact Center
- Communication Strategies
- Incoming Calls
- 2016 Total Live Chat Presented: 23,279
- Post Live Chat Survey of Satisfaction
- Support Services to College Campuses

Dr. Brewer noted the outreach center will be repurposed to be used as a high impact strategy to eliminate barriers the students face. He provided an overview on the following:

- Eliminating barriers to student access and success
- Proactive in serving our students to address the various challenges they identify as impacting their ability to succeed
- Offer basic supplemental support to various departments within HCC via live phone contact
- Intentional Outreach Efforts to Students
- Accomplishments

Dr. Evans-Shabazz commended both Dr. Sterling and Dr. Brewer on the report and noted that anything that can be done to eliminate barriers and to take a proactive approach in outreach is a great start to help students.

Houston Community College  
Student Success Committee Meeting – November 10, 2016 - Page 3

Mrs. Sane apprised that she commends the approach to engage students, the outreach in answering calls, and the data comparison. She inquired if the “live chat” was web based. Dr. Brewer indicated it was web based.

Mr. Glaser inquired of the current ratio of advisors to students. Dr. Brewer noted the ratio is 700 to 1 and the effort is to decrease the ratio to 1 to 600.

Mr. Glaser inquired if there is more specific information for community colleges showing the importance of advisors in this type of institutional environment. He noted advising is more important in an institution where students may not have family members or a social network to lean on in obtaining a college experience. He applauded Dr. Brewer’s efforts and noted this area is crucial for student success.

Dr. Maldonado noted the approach has been reviewed for some time. He noted there was a testimony at the TSU campus regarding the budget and THECB Commissioner addressed the return of investment in this area. He added this is one of the LAR specific requests for funding.

Dr. Evans-Shabazz inquired if there are any specific areas that have been identified on the satisfaction survey that lend to a poor rating. Mr. David Garza noted the poor rating often occurs when a caller may contact the enrollment/advising center regarding a specific issue, such as financial aid, that had to be handled by another area.

Mr. Wilson referenced the accomplishment page and inquired if the calls from Northeast, Southeast and Central are answered by the call center and how is the caller identified. Mr. Garza noted the main line handles five different call centers and is equipped to give the caller an option when they call, which routes the call to the appropriate department.

Mr. Wilson inquired of the current colleges handled by the call center. Mr. Garza noted the effort is to incorporate a process to include the other two colleges, Southwest and Northwest, and noted their enrollment and advising calls are currently handled by the call center. Dr. Brewer noted the effort is to build capacity to support Northwest and Southwest.

Mr. Wilson inquired of the length of the revamping. Mr. Garza noted the revamp has been underway for four years.

Mrs. Sane inquired as to where the “online chat” link is located on the website. Mr. Garza noted the link is located on the website under "Apply Now".

Mr. Glaser inquired what is being done to develop local spots at the college campuses. He asked if there is directional signage for students and what is being done on the campuses from a student services prospective. Dr. Brewer noted that the effort is to make student success centers more visible to engage students by sight and manned with properly trained staff to provide the ultimate student experience.

Mrs. Sane inquired if an efficiency analysis was done for having a consolidated call center to include Northwest and Southwest. Dr. Brewer noted an analysis could be performed. Dr. Maldonado noted the activities are tracked and there is a call center dashboard that tracks calls received, the number of dropped calls, the longest wait time, and calls for a specific area. He noted the progress in these areas will be reported as a transformation update.

Mrs. Sane noted that if moving towards consolidating the call centers, efforts need to be based on the efficiency analysis as to what works and is best for the students.

Dr. Evans-Shabazz inquired if there is any data regarding the average wait time to speak with a representative. Mr. Garza noted the wait time is short but is lengthy during peak times such as August, an apprised that calls are answered within two minutes. Dr. Evans-Shabazz inquired if additional staff could be added during peak times. Mr. Garza noted staff could be added.

Mr. Glaser inquired if the Alumni Association has been considered by Student Services to assist students while in school allowing alumni an opportunity to give back to the community. Dr. Brewer noted it would be considered.

**ADJOURNMENT**

With no further business coming before the Board, the meeting adjourned at 12:00 p.m.

Minutes submitted by Sharon Wright, Director, Board Services

Minutes Approved: December 15, 2016