National CTC "Diversity Summit" Quarterly Meeting
January 10, 2018 (1:00pm-2:15pm Central)

Attendees:
CTC: Ann Beheler, Mark Dempsey, Christina Titus, Debbie Miller, Amy Garrison
Kirkwood: (Mark Dempsey represented)
Lake Washington: Andrew Fischer
Lansing: Sarah Garcia-Linz
Marshalltown: Patrick Kennedy
North Arkansas: Janet McMurrin
San Jacinto: Pamela Betts
Tallahassee: Jessica Jones
UNT: David Keathly
Volunteer State: Talia Koronkiewicz
SME guest speaker: Mercedes Adams

Next Quarterly Meeting: TBD pending Doodle Poll

Roll Call

Housekeeping
- Honor monthly CTC "check in" calls and don't delay them
- Complete quarterly reports in detail

Fall Numbers
Follow up to request for fall 2017 enrollment numbers – breakdown of nine teams:
- Two are meeting or exceeding their DS action plan goals
- Three reported no real change – status quo
- One reported overall school enrollment is way down
- Three didn't provide complete numbers

Extension
Grant timeframe extending to June 30, 2018 – Can spend approved action plan funds through June 30. Extension is optional – need to let CTC know if you are extending and need to have all requested reports and numbers submitted

David Keathly – Are you going to provide some documentation to our funding groups?

Ann Beheler – It will not be from NSF because this is a contract, but yes, I can send you all an explanation that includes dates.

David – Great news by the way, that's going to help out a lot.

Ann – We couldn't discuss the extension earlier because the renewal grant wasn't confirmed and we didn't know how much of the funds would carry over out of the old grant. It didn't make any sense not to go all the way through the spring semester and get the data from the spring semester, and I know most of you will not be able to get that data until June. You will not receive any more money, but you do have the opportunity to spend money that you were not able to spend at the beginning. Now you can effectively use the money to accomplish

what you need to do. I really hope that you can come up with some positive change. If you have any more questions, you can email Mark or me.

Also, you're not using your Subject Matter Experts (SME). We have funding for Beth, Pam, and Serita. Mercedes is willing as a subject matter expert also. Use your subject matter experts. We have funding to pay them, but you have to say that you want them.

Mercedes Adams – I am here and I joined because I am really interested. I'm waiting in the wings for that point where you want some perspective from a tech company, or you want me to put you in touch with a company that's more local to your school. I am very interested, very connected, and want to participate.

Ann – Thank you. Mercedes is one of those really passionate people in corporate America that wants to see community colleges succeed and see minority and women increase in the student population. She's a fabulous resource. Please reach out to Mercedes.

TEAM REPORTS

Mark – Here are the questions we hope your report will address:
- What have been your biggest accomplishments and successes so far?
- What's left for you to do in your action plan strategies and activities?
- What's one lesson or advice you'd like to give to the next "Diversity Summit" team cohort?
- What are your plans for presenting data to administration and budget committees?

Ann – We are going to continue the Diversity Summit, but we won't be able to bring people face to face. The meetings will have to all be virtual, but we will continue the diversity work into our new grant.

Kirkwood Mark spoke on behalf of Kirkwood
Biggest Accomplishments and successes
- Seen a lot of growth and awareness across departments
- Registrar's Office started automatically awarding certificates due to the "Diversity Summit" team's persistence in asking for reports
- Put in place an internal process to better track certificate/degree progress of students
Advice for next "Diversity Summit" team cohort
- Magic phrase is "NSF grant" – lot of doors opened by using that phrase
- Try and recruit new students within your school versus outside of your school

Lake Washington Andrew Fischer
Biggest accomplishments and successes
- Close to starting IBEST program – IBEST (Integrated Basic Education Skills Training) is a program transition for English learning as a second language.
    - Can set up a certificate within our program where individuals with English being a second language can take the basic courses and have their English and math skills up to the minimum level.
    - Within our classes you receive two quarters with an IBEST instructor teaching along with our instructor.
    - It helps bridge the gap. It creates a transition into a regular program, and after the two quarters, they receive a certificate.
    - The certificate creates completion numbers for us, but students have something that they can use to go obtain a job or they can continue with the program as a regular student.
    - It's nationally renowned and has received a lot of awards.

- o Lake Washington College has received a substantial amount of money from the state for IBEST.

Ann – IBEST is nationally recognized as the way to go, especially with English language learners. Placing the student support that may be available outside of classes actually into the classes is a very effective approach.

Andrew –
- We are starting outreach programs earlier in the year
- Has had some success already with "in reach"
  - o Rather than attending online classes, Andrew attended in-person math classes to recruit
  - o Math requirements are not stringent
  - o Andrew informed the students that they don't have to take a lot of math to major in computer networking or security
  - o Students said they were going to start in the spring quarter and will be working with the advisors
  - o It was like going to their Allied Health program to recruit students without actually going
  - o Allied Health population is a more diverse population

Remaining action plan strategies and activities
- We're getting new data analysis tools – setting up Tableau dashboards for the school
- For the Diversity Summit team this is information right in front of us
- We will not have to put in much work to gather the extra data

Mark – So you will have this access as a faculty member?

Andrew – Yes. We already have to report on it anyway for completion and retention, but I will already have that data in front of me to be able to create a report. It's pretty new. They're still rolling it out, but by the end of spring term, we should be well established.

Lansing Sarah Garcia-Linz and Catherine Wilhm

Biggest accomplishments and successes
- "Girls Make It Happen" event held on November 11, 2017 – A student organization of information technology alliance partnered with faculty members for this event
  - o 22 participants (age range 9 to 40)
  - o Over half of the participants completed the survey
  - o Some were potential students
  - o Spent 5 hours at the event learning how to build a computer/program a website/protect computer from hackers
  - o Some female student leaders lead a session
  - o Lunch break panel discussion (questions provided in the slide)

Mark – Do you want to continue this event and do it again next semester?

Sarah – Yes, this was definitely a unique and new event, and I'm hoping it will continue. We have another group called TechForward (an IT Program within our tech division) and every semester we have an event bringing in women from various technical areas.

Remaining action plan strategies and activities
- Update the marketing material
- Working with a web developer

Ann – What do you have to do to get funding to continue the program?

Sarah – We are a fan of grants, certainly. The Associate Dean of Tech Careers works closely with our dean who works with college leadership.

Ann – This is something the CTC would like to know from all of you: going forward, what do you have to do for funding and how are you going to continue doing it? Grants are okay, but it would be better if there was some way that what you're doing would prove valuable enough to receive funds from the college budget (i.e. "hard money").

Mark – For example, if those participants at the "Girls Make It Happen" event that wanted to be contacted turned into actual enrollments.

Ann – Yes, follow-up and see if some of those participants become part of the enrollment. Ultimately at the VP and presidential level as much as we would like to say colleges are not businesses, they are. Our customers – the students – have a choice of where they're going to go to school and what they're going to do with their education dollars. If because of this event they come to your school, than that increases the revenue. And if revenue comes in, then maybe some of that can be provided to help support that revenue stream getting people in the door.
Mark – I think it's huge that everyone speaking and teaching at that were women. That can be hard to do.

<u>Marshalltown Community College</u> Patrick Kennedy
Biggest accomplishments and successes
- Our action plan will transition from recruitment to retention – they rethought their approach
- Support of "Diversity Summit" team has been critical
   - 2016 election effect – put a chill out outreach into Latino community
   - CTC provided fedback on a new retention approach
Remaining action plan strategies and activities
   Hispanic IT Student Mentoring Program
- Identified student mentors
- Received formal permission
- Train student mentors
- Implement mentoring program – in a week or two is the plan
What's one lesson or advice you'd like to give to the next "Diversity Summit" team cohort?
- Create plans A, B, and C to start process
- Be more proactive on asking questions and sharing thoughts with "Diversity Summit" support team
- Ask questions on how action plan can be tweaked earlier
- Create strong on-campus team to deal with potential changes
Mark – Just so everyone knows, their plan was to go after high schools in the area and recruit Latino students. Where that plan had worked a year earlier, due to the climate of the election and immigration changes, no one came to the event. They really had to change their strategy. They hung in there and we appreciate Marshalltown for being persistent and working with us to develop a new course to target retention instead of recruiting.

<u>San Jacinto</u> Pamela Betts
Biggest accomplishments and successes
- Increase in female students this semester
- Two students are NASA Community College Aerospace Scholars
- Received funding for four federal work study part time positions, which should help continue this program's future funding. Trying to get two students hired for mentoring.
- Fall Recruitment
   - Three community schools - high school and middle schools
   - Three STEM Expos – Created AR/VR demonstrations
- A successful virtual internship this semester (on software development) housed at Houston/Oregon State
- Research opportunities
Remaining action plan strategies and activities
- Created a small cohort of IT students that are going to help recruit next semester
- Four work study tech lab positions – which will help continue the program in the future
- In spring another NASA Space day and more STEM Expos
- Third year at Mind Trekkers – San Jacinto is the first community college partner; it originated from Michigan State and is a STEM event that helps schools do STEM experiments
   - Middle schools, high schools, and parents
   - 2000 people a day for two days
   - Two day sessions and one evening session

- National FTC – (FIRST Tech Challenge) First Robotics competition – San Jacinto will be hosting the event in March or April; students will be participating
- Starting an eSports team at the community college level – working with Microsoft for hardware sponsorship
  - First year equipment
  - Second year scholarships

North Arkansas Dr. Laura Berry and Janet McMurrin
Biggest accomplishments and successes
- Met the "Diversity Summit" goals that were set for enrollment and retention
- Out of 33 students for the entry-level IT course, 16 were women (48% of class)
  - Increased success of women – five women succeeded (75% rate)
  - 13 out of 18 received an "A" or "B"
- Retention – Of the women signed up in fall, seven out of 14 have re-enrolled in related courses for next semester
- Janet co-taught A+ class with current networking instructor (male)
  - Small class – 16 students total, 4 were females
  - When the female students saw Janet, they seemed grateful that she was there
  - Janet became the "go between" for one of the students – if she had a question for the male instructor she would ask Janet
  - As the semester progressed, the female students became more comfortable with approaching the male instructor directly
  - Lost one female student due to personal circumstances
  - Of the three females that remained, one had the top grade in the class, another was close
- Janet has a web design and a programming class online
  - One of the females from the A+ class will be joining her
  - Two of the other females from the A+ plus one male will be attending the programming class

Janet – It was an interesting experience. There are a lot of subtle things that happen and I actually experienced the feeling again of sitting in a classroom that's mostly guys.
- Live Binders
  - Added more content to Live Binders resource – finding information to add to Live Binders is very educational
  - Sections of Live Binders – Recruiting/Retention/Teaching Strategies
    - Found different websites/different documents
    - Have questions or teaching strategies, refer to Live Binders
- Two recruiting events – October
  - Booth setup promoting the IT program
  - Door prizes – three winners
  - 15 girls and 9 boys stopped by the table

Remaining action plan strategies and activities
- Well-designed and comprehensive outreach materials
- Outreach to home-schoolers
- Campus-wide rollout of Live Binder website
- Advisor to have monthly "lunch and learn" sessions with students had been planned, but substituted this with having an advisor meeting on a regular basis with students in the IT networking class to provide wraparound support
- Communication of results to administration and faculty ("Big Group" meeting)

University of North Texas David Keathly
Biggest accomplishments and success

- Fall opportunity – West Point hosted a STEM event at Discovery Park
    - 240 students attended – mostly high school students from the ROTC program
    - In the afternoon, David gathered 40 students for IT discussion (2/3 were females)
    - Three student "ambassadors" helped out with the West Point events
- The Ambassadors returned to their home high school and promoted UNT's IT program
- Met half their goals at the beginning of the year

Remaining action plan strategies and activities
- Plan to have several one-day camps at Discovery Park for home schools
- Plan to visit high schools and do short STEM program

Advice for next "Diversity Summit" team cohort
- Make sure you have a fully committed team

Volunteer State Dr. Talia Koronkiewicz
Biggest accomplishments and success
- Our goal was to visit 30 high schools visit by the end of the grant – to date, IT faculty has visited 18
- Participated in a middle school STEM event
- Hosted a Coding Camp – 53 female students (6th-8th graders) attended

Remaining action plan strategies and activities
- Considering reaching out to (12) home school organizations to complete the 30 visited schools
- Complete marketing materials
- Develop a student retention program – Partnered with Student Engagement Office, who will help sponsor by providing food and snacks
    - Women in CIT student organization for the Spring
    - "Lunch'n Learn" series
- Capstone virtual internship options

Advice for next "Diversity Summit" team cohort
- Need to have the CIT department involved in the activities
- Create a robust team of both faculty and student services
- Found it beneficial to keep Student Services involvement in the grant

Mark – I actually met Chenchutta Jackson, the faculty member going around to the high schools. She made a presentation at a conference I went to last week and she was great. She had an interesting take on how to talk to high school students. I think asking her to speak to the CCN would be a good idea because I see why she's effective with high school students.

Talia – She's brand new to the college as of August. So she wasn't even involved in any of the prep.

Laura Berry (chat box) – My recommendations for future teams is to involve people from marketing and recruiting on team. In our case, no one on our team had those skills.

Ann – Please don't use the word "marketing" around NSF. They don't support it, but what words we can use are "recruiting" and "outreach." And we can also use "promotion." Any of you that are writing a grant just be aware.

Tallahassee Community College Jessica Jones
Biggest accomplishments and success
- Creating the Program Advocate Liaison (PAL) position
    - Jessica holds this position
    - Allows her to go off campus promote and recruit
    - Visible presence and promotion of IT programs at recruiting events
    - Receives request for TCC from high schools
- Making great headway on Digital Rail project
    - Currently having the RV trailer outfitted for monitors and screens
    - Will be getting a truck to pull the trailer

- Identifying target population candidates from other limited entry A.S. programs

Remaining action plan strategies and activities
- Solidify an outreach method to identify targeted students
    - Other departments would like to model their approach on the "Diversity Summit" model and have an in-house recruiter for their programs
    - "Diversity Summit" team would like to solidify a uniform way to reach out to students once they have attended recruiting events
- Would like to complete and launch the Digital Rail trailer
- Devise a method for tracking progress of enrolled targeted students
- Develop process for identifying target population at high schools
- Create an outreach plan and strategies for the IT summer camps

Advice for next "Diversity Summit" team cohort
- Flexibility –
    - We had our ideas of how things to could happen
    - In order to have other people involved such administration and other faculty had to be flexible
    - Some things we tried did not work; some things did work

Next quarterly meeting
The day and time is TBD pending on Doodle Poll, likely in April. Copy of this presentation will be placed on Diversity Summit wiki page.

Mark – Because of this meeting, we won't do a monthly check in this month, but we will start the monthly CTC phone calls in February. Be thinking about what dates and time may work for you.

Adjourn