

**National CTC Diversity Summit Quarterly
June 20, 2017**

Attendees:

CTC: Ann Beheler, Mark Dempsey, Christina Titus, Debbie Miller, Tricia Conner, Amy Garrison
El Centro: Belicia Albornoz-Miraval, Hal Spiegel, Francisco Rodriguez
Kirkwood: Dan Tuuri
Lake Washington: Andrew Fischer, Lynne Szymanski, Mike Potter, Suzanne Ames
Lansing: Jason Mitchell
Marshalltown: Patrick Kennedy
North Arkansas: Janet McMurrin
San Jacinto: Brittney Fowler, Roger Watkins, Pam Betts
Tallahassee: NONE
UNT: David Keathly, Kathryn Beasley
Volunteer State: Anita Rives, Patty Anderson, George Pimentel, Greg Burgess
Asheville-Buncombe Technical Community College: Pam Silvers
NCWIT: Beth Quinn

Next Quarterly Meeting: TBD pending Doodle Poll likely September

Recording:

<https://nationalctc.webex.com/nationalctc/onstage/playback.php?RCID=82df756b302c488910fe68c09ab152fd>

Program Status and Next Steps

Six of ten contracts for service have been signed, back-dated to March 1. Four still pending.

First quarterly report and invoice (covering March 1-May 31) was due June 5 – nine received

March 1, 2017 through May 31, 2017 - due Mon June 5
June 1, 2017 through August 31, 2017 - due Mon Sept 4
September 1, 2017 through Nov 30, 2017 - due Mon Dec 4
December 1, 2017 through Feb 28, 2018 - due Mon Mar 5
Final report - due Fri Mar 30

CTC (Ann, Debbie, Mark) conducting monthly check-ins to ask about current status, biggest challenge, biggest success, and how the CTC can help.

SME mentoring – We are ready now to proceed.

* Contracts signed – hours based on the SMEs each school named.

* Not requiring team to contact their SME – strictly on an “as needed” basis – but we hope you’ll take advantage of expertise once a quarter.

* That said, please be mindful of SME time and understand they each have more than one school who wants mentoring.

* Quick emails are fine, but phone meetings must be scheduled through the CTC (our WebEx subscription) so we can keep records and join the call if possible. Scheduled calls must have a stated purpose/agenda – “party with a purpose.”

* Mark will be sending out a formal introductory e-mail connecting each team to the mentor they selected in February.

Team Reports



EL Centro slide.pdf

EL Centro –

Program Status –

- Identified and currently updating marketing material.
- Identified individual that will work on graphics.
- Converting language to Spanish – using a disclaimer to indicate that even though the flyers are in Spanish, the classes will not be offered in Spanish.
- Beginning the process of setting up meetings with advisors before the beginning of the semester.
- Started the SOP (Standard Operating Procedures) for the mentor program and are reviewing some other programs that will be adopted for this process.

Challenges –

- Collecting the information, finding existing material.
- Obtaining marketing approvals.

Next Steps –

- Completion of the current tasks.
- Setting up the advisor meetings.
- Beginning the “Ambassador Program” process.



KCC slide.pdf

Kirkwood Community College

Program Status –

- Reviewing 3 programs: Database Technology, Customer Service Specialist, PC Technician.
- Creating some reporting tools that demonstrate what courses remain in a student’s program.
- Instead of degree audits, they have set criteria to show students from the last two years – what classes they have completed toward the program and what classes are remaining.
- One credit class that was challenging – deciding how to deliver this course in a different format for the students that are one credit from completion. Considering a competency-based approach, portfolio artifact, independent study (telecommunication survey), or even offering it on our Continuing Education side, where there’s more flexibility and perhaps a lower cost.
- Getting good connections with employers strengthening and communicating the importance of IT and that it is for all people, specifically an opportunity for all women. (review Career Fair statistics see attached slide)
- Had two students hired out of the Career Fair that day from the survey responses received.
- During the Career Fair, KCC had a 30% response rate.
- Next step is meeting with Student Affairs and working with our Dean of Students to discuss how to bring more counseling-type services for the IT department.
 - Determine the gaps that exist such as transportation/child care and discover some ways to resolve these issues.
 - Develop a firm foundation

- Or aligning them with external partners

Ratio of Men vs Women?

- Unable to confirm due to the facility used – the room had two doors which made it challenging to determine who entered and exited the career fair. Possibly 33% of women.
- The employers were well represented.
- We really want women to see other women in an IT role.

Biggest Challenge –

Timing – Getting a project like this started around this time. By the time the project was refined in late spring, faculty were preparing final projects.



Lake WA slide.pdf

Lake Washington Technical – CSNT Program Outreach

Program Status –

- Started out from zero in comparison to other colleges and their relationships with high schools in their area.
- LWTech is wrapping up a college-wide and instruction-wide initiative this year to encourage relationships with local high schools.
- Have not been successful instructional wise.
 - Possibly because the college is historically a workforce college. The school mainly has focused on individuals that have been out of work for a while.
- After the CTC “Diversity Summit” Lake Washington committed to reworking and revamping.
 - Started out by researching the local high schools to see who had the highest Latino population.
 - Researched who the contacts (career coaches) were for the eight schools that had a high Latino population.
 - Reached out to each school via e-mail and phone explaining the plan and process of the program.
 - Only had one response from a high school that was willing to setup a meeting.
- Too late in the year for most high schools.
- Interested students were underclassmen, which is good for the future.
- None of the students were able to commit to the program due to their status as underclassmen.
- One student transferred to the onsite high school program to start the program in the fall.
- The student that transferred informed LW Technical that more students will be transferring; however, they’re not officially registered.
- There was a lot of interest.
- The outreach was successful, but statistics will take time.

Susan Ames – Is in process of taking on a new position and Mike Potter will be transitioning into her position. LWTech has a conference called scheduled Thursday with CTC regarding the transition and updating Mike on the Diversity Summit process.

Biggest Challenges – Lack of existing contacts and relationships with the high schools.

Comments or questions for Lake Washington?

- Beth Quinn – You said that you reached out to the career specialist and the principal?
- Susan Ames – Reached out to the faculty that oversees the IT programs and career counselors.
- Beth Quinn – What were the responses?
- Susan Ames – They did not respond. We received one response, which resulted in an on campus meeting.



Marshalltown
slide.pdf

Lansing Community College

Biggest Challenges:

- Learning our internal processes.
 - Working through the compliance office and obtaining the contract.
 - Working through marketing and getting a quote.
- Staff that attended the “Diversity Summit” are moving on to other positions, but are still assisting.
- Hired a new person that is implementing a lot of the activities.
- Due to no contract being signed, no official activities have been done.

Program Status –

- Learned a lot at the the “Diversity Summit.”
- Developed a plan based on what was learned.
- Had an open house in March – over 300 participants.
- Created their own marketing material based on some of the topics that were covered. Material was accepted really well.
- Students were from high schools around the area.
 - They were given business cards with their name and contact information.
 - If they were interested in the CIT course, they would drop a business card in the faculty members’ jar and were contacted afterwards. During the phone call, the students were informed of the field and directed to a success coach.
 - Approximately 30% out of the 80% demonstrated exclusive interest in the program.
 - We’re trying to target women into IT.
- Reviewed data science, started gathering information about admission applications and students that have taken classes, but have not registered for upcoming semester.
 - We’re looking at this population and turning these students over to success coaches.
- The 2nd Quarterly is to complete the contract so that we can continue on identifying the students and tracking them through fall semester.

Ratio of Men vs Women? 70% male and 30% female.

Applications/Admissions It’s roughly 70/30 across the board.



Marshalltown
slide.pdf

Marshalltown CC

Program Status –

- Activities – Working on developing the audio and video recruiting material targeting the Hispanic population.
- Planning Hispanic IT showcase –
 - Build on Hispanic family nights.
 - October (fall 2016) had a family night – over 100 attendees.
 - Trying to develop something to work around the fear/concerns of attending.

Biggest Challenges –

- Another family night in March – no one attended, partly due perhaps to the 2016 election and the rhetoric of that election (enforced immigration laws).
- Legacy in Marshalltown – 10 years ago there was an ICE raid.
- Communicating what it is the school is trying to do.
- Timing of the year.



NorthArk slide.pdf

North Arkansas College

Program Status –

First Quarter –

- Spent a lot of time marketing the program.
- Dr. Berry attended a High School Appreciation luncheon, March 7.
 - Presented information about the IT program.
 - Used some NCWIT material to promote the program to women.
- April 13 – Pioneer Adventure Day - Booth for the IT department and handed out material from NCWIT and also had schedules of the classes in IT.
 - Reached over 400 high schools that day.
- Freshman Registration Week, table was setup for recruitment.
- Concurrently offering fall classes to high school students to encourage them to be a part of IT. Classes are –
 - Intro to IT
 - PC Repair A+
 - Intro to Digital Media
- Live Binders Portfolio – Three goals (see slides) - Researching material for recruitment such as YouTube videos, different strategies and methods for recruitment are being collected in the portfolio.

Second Quarter –

- Revising Marketing material.
- Plan a home school event – Desiring someone to help make that contact and be a part of the event that college host.
- Janet will be preparing for A+ Certifications and she will be co-teaching the class.
- Continuing working on LiveBinders.
- Provide academic coaching especially to IT and the women.

Biggest Challenge – Time – Trying to arrange the time to meet with schools

Ratio of Men vs Women? Uncertain of the ratio.

Note: CTC encourages everyone to join NCWIT if they haven't done so yet. It is free to join the "Academic Alliance." Lots of free resources online. Ann and Mark attended the May summit, which was a wealth of information about diversity, recruiting and retaining. NCWIT offers fellowships for faculty to attend the annual summits.

San Jacinto

Biggest Challenge –

- Time is an issue
- Gathering all the material

Program Status – Progressing slowly.

- Working on a project to get more women in STEM.
- Identifying students for the summer and fall to place into the program.
 - Working with more high schools in the fall.
 - The team will be getting together to develop a plan and update their material.
- Will submit report by Thursday (6/22/2017).
- Last year, there were no summer interns, this year there are seven summer interns. This is a practicum class, two of them are minority females.



Tallahassee

Tallahassee CC – quarterly report.pdf

Not on the call, but did forward slides that Mark discussed on their behalf.

Program Status – First Quarter goals were to create the PAL (Pathway Advocate Liaison) and revise the material. They're on track.

- Approved the PAL – Advocate embedded into their Business and Technology Department to recruit and retain women, especially the African American women
- Outreach Events (see slide).
- Contact cards were given to career coaches for direct follow-up.
- Redesigned Website.
- Joined NCWIT.

Note: Stephen sent a second slide of an 8x4 banner that the students designed to hang in their campus hallway to try and emphasize the target audiences.



UNT slide.pdf

University of North Texas

Program Status –

- Had a training session with selected female, student ambassadors.
- Dates for various events coming up throughout the summer.
- Mini camps to target specific students and home school students.
- Open house events.
- Targeted students –
 - Set of students that have applied to UNT
 - List of community colleges
- Draft of updated material for degree programs.

Biggest Challenge:

- Getting contract approved by Research Office.
- Due to not having an approved contract, the team was unable to go forward officially.



VolState slide.pdf

Volunteer State

Program Status –

- Joined NCWIT – Researching on how to use the material that's available.
- Sent out a targeting recruiting letter to all Health Science students.
 - 700 students that do not have the opportunity to be accepted into their first choice program.
 - A lot of women are a part of this targeted Health Science group.
 - The letters stated, "You have been selected..."
- Visited a couple of high schools.
- Coordinated two open houses targeting Health Science students –
 - Not a great response; only 9 or 10 attendees
 - Students are notified in May whether they're selected for the Health Science program.
 - Will try to coordinate open houses around Health Science notification in May.

- There were more women than men, not certain of the ratio.
- Working on revising outreach material – working with public relations department.
- Targeting engineering students as well.
- Coordinating a general open house for IT.
- Asking high school if VSC could be invited to a class.

Biggest Challenge –

- Finding the time to schedule the open houses/best time for students.
- Working with the high schools/guidance counselors, etc.

Comments from SMEs

Beth Quinn – We hear concerns about timing and academics. One thing you can think about is that these are pilots. So for all these outreach activities, as you're creating materials and processes hopefully you're also creating some evaluation mechanisms or using some NCWIT ones. You just piloted this spring, think about next spring. Then you already have some of the work done. I think it's reasonable as far as the timing. You just started.

Pam Silvers – I'm just really impressed. I know it's hard to get started and especially trying to get people going with things in March and April. Be happy with what you have accomplished and know that it's going forward.

Q&A

Dan Tuuri– Does the CTC have a research depository where we could share tools we create in a marketing pamphlet with one another?

[In response to that request, the CTC launched a wiki:

<http://nationalctc.mobilectc.wikispaces.net/Diversity+Summit>]