“Diversity Summit”
September 22, 2017
3rd Quarterly Meeting
Rules of Engagement

1. **Mute your phone** if you’re not talking – on WebEx, that’s *6.
2. You have to **pick an audio channel** – you can’t listen on your phone and also listen through your computer. That creates an echo.
3. Feel free to speak up, but always **say your name** so everyone knows who’s speaking.
4. **Do not put us on hold.** We don’t want to hear your hold music.
5. We’ll be monitoring the WebEx “Chat” tool for questions. Send your comments and questions to the Host. Do not send messages to us via e-mail.
6. Whether you say “present” or not during roll call, **write your name and school** via the chat box. We want everyone to get credit.
AGENDA

2:00-2:10pm, CTC update
* State of the Diversity Summit
* Quarterly reports and invoices

2:10pm-3:10pm, Team reports

3:10pm-3:15pm, Conclusion and Q&A
Program Status

* All nine “Diversity Summit” Contracts for Services signed

* Monthly CTC check-ins

* Quarterly reports and invoices

7 reports turned in as of now for June-August – other two needed ASAP

Fall 2017 enrollment numbers by Tue Oct 31
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
Program Status

Quarterly Reports and Invoices

* Backup for activities (event flyers or sign-in sheets, meeting agendas, outreach materials)

* Report templates have current quarter and past quarters included – please update all relevant activities

* Remember the “so what?” principle – event/activity isn’t enough; frame everything in terms of student impact and change

* If you’re starting to see results (i.e. Fall 2017 enrollments), report that
Program Status

Quarterly Reports and Invoices

* Invoice description needs to clearly align with action plan activity and needs to reference “Diversity Summit”
  (no G/L support required)

* Reporting (invoices and reports) go to Debbie Miller (dmiller@collin.edu)
Team Reports

Seven minutes each

* Remind us of your overall action plan goals
* What of your action plan have you done/accomplished to date?
* What of your action plan is still left to do?
* What have been the biggest challenges and barriers?
INCREASE FEMALE ATTAINMENT OF IT CERTIFICATES & DIPLOMAS

- Identified data sources and tools
- Manually reviewed transcripts
- Partnering with campus supports
- Connecting with employers
- Students who Completed but have not Graduated.
- Identified a course of concern, may partner with Continuing Education or develop CBE / Alternative Credit Option.
- Tools and techniques being discovered will have broad application to other programs.

Career Fair Stats:
41 Employers Attended the Business & IT Career Fair.
46% of employers were actively recruiting IT positions.
54% of employers generated strong leads for candidates.
92% of employer participants considered the fair to be a valuable use of their time.
66% of employers reported wanting to engage in other ways with our students, such as classroom visits.

Kirkwood COMMUNITY COLLEGE
INCREASE FEMALE ATTAINMENT OF IT CERTIFICATES & DIPLOMAS

- Partnership with Student Services
  - Primary Counselor Assigned to Department
  - Additional Retention Expertise on Loan
- Removal of Legacy Telecommunications Course
- Automatic Awarding by Registrar of Awards
- New Reporting Built
  Number of Credits Earned by Student per Program
- Support from Marketing to create additional IT Video Series
  A Day In The Life Of ....
- Redesign aspects in CIS-135
- Curriculum Proposals and Alignment
- Staffing Challenges in Summer of 2017
- Title IV Interpretation Changes
- Funding received for Online & CBE Pilot – Programming Logic
Lake Washington

* Our action plan has been completed with minimal success.

* We started an I-BEST program integration.

* We will go through our original action plan after the high schools all start up again.

* We are still struggling to make contacts at the local high schools.
DIVERSITY SUMMIT QUARTERLY REPORT

2ND QUARTER

Second Quarter Accomplishments

- Target undecided students that are currently enrolled and those that have dropped from CIT program and get them back into the program.

- With the help of Lansing Community College’s IDS (Institutional Data Science), we found a total of 2,021 students not enrolled as of July 07, 2017.

- We emailed and used a robocall service to reach out and contact the students.

- After Fall 2017 semester started, IDS provided us with an updated list... breakdown of stats are on the next slide.

Third Quarter Goals

- Recruitment activity: Women only open house in the form of a computer dojo mentored by female IT Student Alliance members and supported by staff. Women would be recruited from high school and Women centric community centers.
RECRUITMENT EFFORT

**Technical Careers**
- Total students contacted: 2,021
  - Female: 405
  - Male: 1,616
  - Students not enrolled before recruitment effort: 1,486
  - Students that enrolled after recruitment effort: 935
  = 63% conversion

**CIT Division breakdown**
- Total students contacted: 518
  - Female: 107
  - Male: 411
  - Students not enrolled before recruitment effort: 352
  - Students that enrolled after recruitment effort: 265
  = 75% conversion
RECRUITMENT EFFORT CONTINUE

Breakdown of females from CIT

- Total female: 107
- Females not enrolled before recruitment effort: 66
- Females that enrolled after recruitment effort: 46

= 70% conversion
Diversity Summit Report-Out

Marshalltown Community College
September 22, 2017
June-August Activity (Marshalltown CC)

<table>
<thead>
<tr>
<th>IA</th>
<th>Hispanic market targeted audio-visual recruitment materials</th>
<th>Social media and website marketing campaign continues</th>
</tr>
</thead>
<tbody>
<tr>
<td>2D</td>
<td>Employer Showcase</td>
<td>Hispanic Family IT Employer Showcase</td>
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- Action plan accomplishment: Creation of a recruitment video featuring Hispanic majors in Computer Science and Networking programs.

- Remaining work: Hispanic Family IT Showcase
  - FA16 family event successful but SP17 event drew none of targeted audience.
  - External events—Travel Ban, DACA—brought back memories of 2006 ICE raids at area businesses.
    - Hispanic enrollment down 1 percent (headcount).
    - Some Hispanic students are not self-identifying solves as Hispanics on admissions paperwork.
    - Workaround with Marshalltown High School impacted by same external events.
GOALS

• GOAL #1: By September 2017, increase enrollment of females in entry level IT courses (A+ and Intro to Digital Media) to 39% (12 women/31 total).
  • Actual: By September 2017: 48% (16 women/33 total)

• GOAL #2: By January 2018, increase completion of females in entry level IT (A+ and Intro to Digital Media) courses from 56% (fall 2016: 5 of 9 women earned an A, B, or C) to 75% (9 of 12 by fall 2017).

• GOAL #3: By January 2018, increase retention of females in the IT program – as evidenced by enrollment of fall cohort females in the spring semester follow-up classes Web Design I or Any follow-up Networking course – from 22% (2 of 9) to 33% (4 of 12).
ACTION PLAN STATUS

- Diversity Summit “Women in IT” LiveBinder – complete, but will be updated
- Promotional Materials – in progress
- Identified teaching methods being incorporated into fall classes – in progress
  - Janet is team teaching a Networking class, and Kara is incorporating strategies in digital media classes
- Monthly lunch awareness sessions – not yet accomplished
- Home school events – not yet accomplished
STILL TO DO

- Promotional materials – still shopping
- Home school events – not yet accomplished
- Lunch and Learns – not accomplished yet, and will probably be combined with existing “wrap around support” that’s happening with entry level Networking students.
- Measure impact in spring
CHALLENGES & BARRIERS

- Our biggest challenge has been time for the Lunch Awareness Sessions. Dr. Gere’s schedule in the advising office is just packed. Our plan is to combine efforts and work with another Northark employee who is providing “wrap around support” to Networking students as part of an NSF grant.

- Another challenge has been in finding the appropriate time and activities to reach out to Home Schoolers.
NORTH ARKANSAS COLLEGE

September 22, 2017
San Jacinto College – Diversity Summit – Q2

- Hurricane Harvey School Delay – 9 Days (6 to 8 Contact Hours)

- 2017 Fall Enrollment (South Campus – up 4.5%)
  - CIT (GAME, INEW, ITCC, ITNW, ITSC, ITSE, ITSY) – up 20.2% (641 -> 774 students)
  - COSC – up 75.8% (99 last Fall to 174 students this semester)
  - Noticeable – more female and minority students

- Student Outreach – STEM Expos
  - 4 STEM Outreach Events Schedule (3 SJC, 1 NASA)

- Internships and Student Programs
  - Hired 2 of 4 Federal Work Study Students for CIT Tutors/Mentors
  - 2 Female NCAS (NASA Aerospace Scholars) Students from Summer Program [https://nas.okstate.edu/ncas/](https://nas.okstate.edu/ncas/)
  - 1 Summer Female Practicum Student (6 males) – none previous summer
  - COSC 2336 – Virtual Internship with Washington State Company – 6 students
Houston Area - Hurricane Harvey Track & Rainfall

Precipitation areas (Aug. 23-30)
- Area covered in more than 40 inches of rain: 3,643 square miles
- Area covered in 30 inches of rain: 11,492 square miles
- Area covered in 20 inches of rain: 28,949 square miles

Annual inches of rainfall in Houston, Texas from 2000–17

Highest Water Levels During Hurricane Harvey

These values include storm surge, rainfall runoff, waves, and other non-tidal influences. Some water levels in upper Galveston Bay near Houston are affected by excessive rainfall runoff. This graphic will be updated as the storm continues.

Mean highest tide (100 years) is 6.3 feet
Houston Area - Hurricane Harvey Recap

Neighborhood Right Next to South Campus – Astoria Blvd

- Flooding
- Boat Rescues
- Clean-Up Debris
Tallahassee Community College

• PAL (Pathway Advocate Liaison) position officially started September 5th

• Planning events supporting recruiting for Fall 2017
  • Leon Works Expo – showcasing our IT programs at county-wide event for local high school students and community
  • Digital Rail Project – acquired a promotional trailer to take to area high schools
  • TalTech Alliance - partnering to promote technology-based entrepreneurship and innovation

• Targeting current college population for viable candidates for IT programs
Not able to get contract approved until end of July

Originally scheduled summer activities had to be postponed

Currently scheduling activities in Oct, Nov Dec and Jan to still cover original numbers in plan

Also scheduling visits at targeted Community Colleges and High Schools, as well as Home School Co-op to begin in October

Student ambassadors are on-board and trained

Schedule will be finalized by the end of September
- Two IT Open Houses
  - Resulted in 3 new female IT majors for Fall 2017 Semester
- Hired a full-time female IT faculty member
- Coordinating high school visits in IT courses for Fall semester
- Coordinating programming for Fall semester. Partnering with ‘Expand Your Horizons’ (middle school girls in STEM outreach program) in October.
Q&A
Thank you!

Next quarterly meeting: TBD pending Doodle Poll likely December (or maybe January)

copy of this presentation will be placed on Diversity Summit wiki page