



## **AGENDA**

### **MARKETING COMMITTEE OF THE BOARD OF TRUSTEES**

**February 5, 2025  
2:15 PM**

**3100 Main Street, 2nd Floor Auditorium, Houston, Texas 77002**

**NOTICE OF A MEETING OF THE  
*Marketing Committee*  
OF THE BOARD OF TRUSTEES**

**HOUSTON COMMUNITY COLLEGE**

**February 5, 2025**

Notice is hereby given that a Meeting of the Marketing Committee of the Board of Trustees of Houston Community College will be held on Wednesday, February 5, 2025 at 2:15 PM, or after, and from day to day as required, 3100 Main Street, 2nd Floor Auditorium, Houston, Texas 77002. The items listed in this Notice may be considered in any order at the discretion of the Committee Chair and items listed for closed session discussion may be discussed in open session and vice versa as permitted by law. Actions taken at this Meeting do not constitute final Board action and are only Committee recommendations to be considered by the Board at the next Regular Board meeting.

**I. Call to Order**

- A. Opportunity for Public Comments

**II. Topics For Discussion and/or Action:**

- A. Update on Online College Outreach and Engagement

**III. Adjournment to closed or executive session pursuant to Texas Government Code Sections 551.071; 551.072 and 551.074, the Open Meetings Act, for the following purposes:**

**A. Legal Matters**

Consultation with legal counsel concerning pending or contemplated litigation, a settlement offer, or matters on which the attorney's duty to the System under the Texas Disciplinary Rules of Professional Conduct clearly conflicts with the Texas Open Meetings Laws.

**B. Personnel Matters**

Deliberate the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer, employee or board member to hear complaints or changes against an officer, employee or board member unless the officer, employee or board member who is the subject of the deliberation or hearing requests a public hearing.

**C. Real Estate Matters**

Deliberate the purchase, exchange, lease, or value of real property for Agenda items if deliberation in an open meeting would have a detrimental effect on the position of the System in negotiations with a third person.

**IV. Additional Closed or Executive Session Authority:**

If, during the course of the meeting covered by this Notice, the Board should determine that a closed or executive meeting or session of the Board should be held

or is required in relation to any items included in this Notice, then such closed or executive meeting or session as authorized by Section 551.001 et seq. of the Texas Government Code (the Open Meetings Act) will be held by the Board at that date, hour and place given in this Notice or as soon after the commencement of the meeting covered by the Notice as the Board may conveniently meet in such closed or executive meeting or session concerning:

Section 551.071 - For the purpose of a private consultation with the Board's attorney about pending or contemplated litigation, a settlement offer, or matters on which the attorney's duty to the System under the Texas Disciplinary Rules of Professional Conduct clearly conflicts with the Texas Open Meetings Laws.

Section 551.072 - For the purpose of discussing the purchase, exchange, lease or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person.

Section 551.073 - For the purpose of considering a negotiated contract for a prospective gift or donation to the System if deliberation in an open meeting would have a detrimental effect on the position of the System in negotiations with a third person.

Section 551.074 - For the purpose of considering the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer, employee or board member to hear complaints or changes against an officer, employee or board member unless the officer, employee or board member who is the subject of the deliberation or hearing requests a public hearing.

Section 551.076 - To consider the deployment, or specific occasions for implementation of security personnel or devices, or a security audit.

Section 551.082 - For the purpose of considering discipline of a student or to hear a complaint by an employee against another employee if the complaint or charge directly results in a need for a hearing, unless an open hearing is requested in writing by a parent or guardian of the student or by the employee against whom the complaint is brought.

Section 551.084 - For the purpose of excluding a witness or witnesses in an investigation from a hearing during examination of another witness in the investigation. Should any final action, final decision, or final vote be required in the opinion of the Board with regard to any matter considered in such closed or executive meeting or session, then such final action, final decision, or final vote shall be at either:

A. The open meeting covered by this Notice upon the reconvening of the public meeting, or

B. At a subsequent public meeting of the Board upon notice thereof, as the Board shall determine.

## **V. Reconvene in Open Meeting**

## **VI. Adjournment**

### **CERTIFICATE OF POSTING OR GIVING NOTICE**

On this **31st day of January 2025**, this Notice was posted at a place convenient to the public and readily accessible at all times to the general public at the following locations: (1) the HCC Administration Building of the Houston Community College, 3100 Main, First Floor, Houston, Texas 77002 and (2) the Houston Community College's website: [www.hccs.edu](http://www.hccs.edu).

Posted By:

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Sharon R. Wright  
Director, Board Services

# REPORT ITEM

**Meeting Date:** February 5, 2025

**Topics For Discussion and/or Action:**

ITEM #	ITEM TITLE	PRESENTER
A.	Update on Online College Outreach and Engagement	Dr. Margaret Ford Fisher Dr. Jerome Drain

## DISCUSSION

This presentation provides an overview of HCC Online College's marketing activities.

## COMPELLING REASON AND BACKGROUND

HCC Online College enrolls roughly 30,000 students each semester. With an emphasis on access, affordability and flexible formats, HCC Online College allows working adults to complete post-secondary education that increases career and earnings opportunities. For low- and moderate-income families, HCC Online College allows traditional students to cost-effectively complete the first two years of college from home before transferring to a four-year institution.

## STRATEGIC ALIGNMENT

*1. Student Success , 4. Community Investment , 5. College of Choice*

### ATTACHMENTS:

Description	Upload Date	Type
Outreach and Engagement	1/24/2025	Attachment

**This item is applicable to the following:** Online



HOUSTON COMMUNITY COLLEGE  
**ONLINE** COLLEGE

# Outreach and Engagement

Jerome Drain, Ph.D., MBA  
President, HCC Online College  
February 5, 2025

# About HCC Online College

HOUSTON COMMUNITY COLLEGE

## Quick Facts

- Largest of the seven HCC colleges
- 30,000 students each semester
- Residency (permanent home address)
  - 49% in-district
  - 31% out-of-district in Texas
  - 8% outside Texas in the United States
  - 11% outside the United States
- Average age of 26
- 61% attend part-time
- 75% economically disadvantaged



## Access and Affordability



- ▶ Online, Anytime, Anywhere
- ▶ Work opportunities
- ▶ Rural access

## Flexible Formats



- ▶ 1-NOW
  - ▶ AA Business
  - ▶ AA Multidisciplinary Studies
  - ▶ AA Teaching
- ▶ Bachelor of Applied Science
  - ▶ Healthcare Management

## Center of Excellence for Academics

- English & Communications
- Liberal Arts & Humanities
- Life & Physical Sciences
- Mathematics
- Social & Behavioral Sciences

# Market Demand for Online Higher Education

## National Center for Education Statistics

- 26% of U.S. college students fully online
- Primarily Online Colleges awarded 279,162 degrees in 2022:
  - 4.6% of all associate degrees
  - 6.6% of all bachelor's degrees
  - 10.7% of all master's degrees
  - 2.9% of all doctoral degrees
- Western Governors University - 150,000 students
- Southern New Hampshire University - 145,500 students

# HCC Online College Outreach

HOUSTON COMMUNITY COLLEGE

# District Support



**Take advantage of Mini Session courses with HCC Online College**

- 100% online
- 3-4 weeks only
- Accelerate your graduation

Online Anytime Anywhere



Learn more at [hccs.edu/online](https://hccs.edu/online)



## CAMPAIGN REPORT

### Campaign Summary

Name: HNP HOC HOUSTON COMMUNITY COLLEGE Mini Mester Email  
11 15 24

From/Brand:	Houston Community College		
Headline:	Boost Your Winter Break		
Broadcast Date:	11/15/2024		
Audience:	15,000	ID:	2203118
Views:	2,816	Clicks:	309
View %:	18.77%	Click %:	2.06%

### CAMPAIGN STATS

Views | 18.77 % Total Views 2,816

Clicks | 2.06 % Total Clicks 309

CTVR | 10.97 %

### Campaign Creative



### Clicks by Device

Desktop	31.72%	98
Mobile	68.28%	211

### CLICKS BY WEB BROWSER

	140		21		11		120		17
Chrome		Edge		Firefox		Safari		Other	

## REINVENTING HIGHER EDUCATION

In a world driven by rapid technological change, Houston Community College's Online College is your partner in lifelong learning.

### Flexible, Affordable, and Tailored for Your Success!

- 60+ Online & Hybrid Programs**  
Flexible options designed for working adults.
- Winter Mini Session**  
Complete a core course online in less than **four weeks**—often at a fraction of university costs.
- 1-NOW Program**  
Earn an associate's degree part-time in just **two years** by taking one accelerated class every five weeks.
- Bachelor's Degree in Healthcare Management**  
Advance your career in Houston's booming healthcare sector.

Join us in reinventing higher education to meet the demands of the future today.

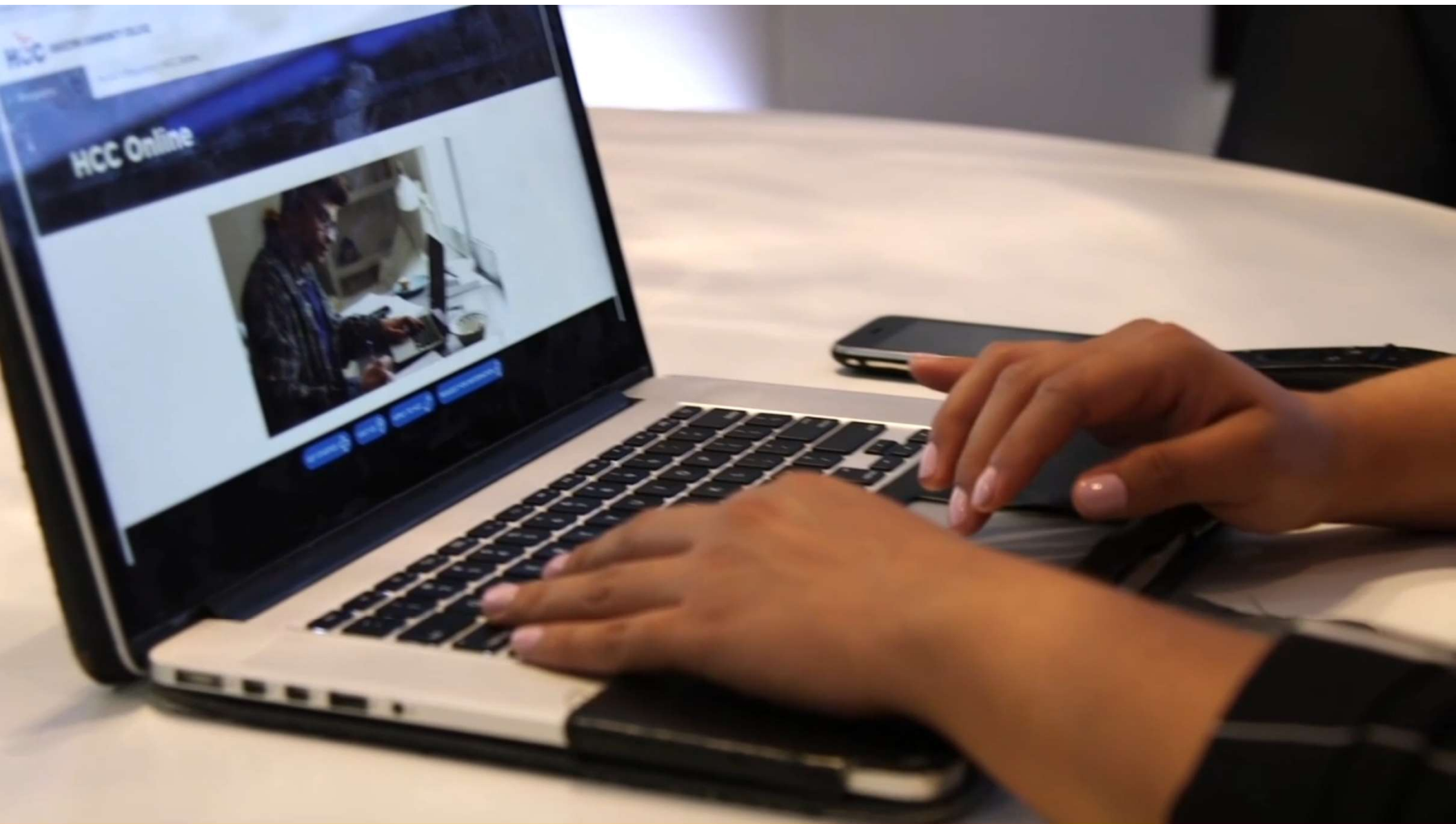
**LEARN MORE**

HOUSTON COMMUNITY COLLEGE

[www.hccs.edu/online](https://www.hccs.edu/online)









# Earned Media



# Community Partnerships

**HCC** Real World Education

HOUSTON COMMUNITY COLLEGE

## Q & A

**Dr. Jerome Drain**  
President

+7

**Dr. Jerome Drain**

**Dr. Andrea BurrIDGE**

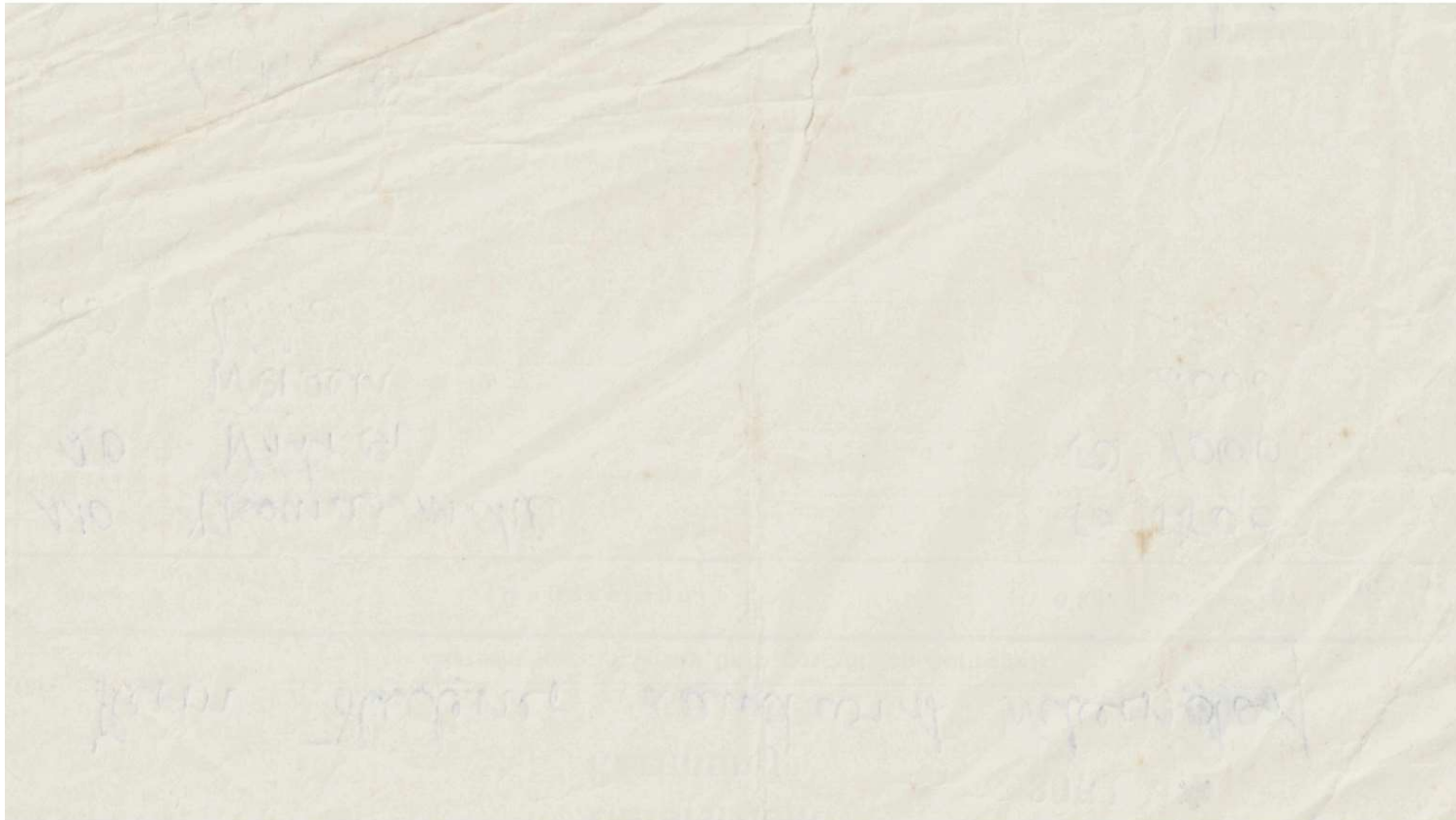
**Dr. Karen Gorton-S...**

**Dr. Miguel Ramos**

**Robert Mccracken**

# HCC Online College Student Engagement

HOUSTON COMMUNITY COLLEGE



# Academic Advising



**HCC Online College**

# ADVISING WEEK 2024

**OCTOBER**

**TUES 15** **COMMIT TO COMPLETE**  
12:00 PM - 1:00 PM @Online College Zoom Lobby

**MEET YOUR ADVISOR** **WED 16**  
12:00 PM - 2:00 PM @Online College Zoom Lobby


**THURS 17** **COMMIT TO COMPLETE**  
12:00 PM - 1:00 PM @Online College Zoom Lobby

**HCC ONLINE COLLEGE ZOOM LOBBY**  
<https://www.zoomgov.com/j/1611016594>



**HCC**

**MORE INFO:** [HCCS.EDU/ONLINE/](https://hccs.edu/online/)



**HCC** Real World Education

## ONLINE ANYTIME ANYWHERE

### Commit to Complete!

As an HCC Online College student, your journey to greatness is well underway. Now it's time to Commit to Complete.

Simply fill out the pledge form at:  
<https://bit.ly/4gNwJ7g>

As a bonus, you'll get a **FREE T-shirt**

To celebrate your determination, join us for an online celebration Tuesday, October 15, or Thursday, October 17.

Details at:  
<https://bit.ly/4gNwJ7g>

Your dreams are within reach.  
*Let's achieve them together.*

**Commit Today**



## What's Next

- Enhanced Technology
- Content Calendar
- Hire marketing communications team

# Thank you!