



AGENDA

ACADEMIC AND STUDENT AFFAIRS COMMITTEE OF THE BOARD OF TRUSTEES

**January 14, 2026
3:30 PM**

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

**NOTICE OF A MEETING OF THE
Academic and Student Affairs Committee
OF THE BOARD OF TRUSTEES**

HOUSTON CITY COLLEGE

January 14, 2026

Notice is hereby given that a Meeting of the Academic and Student Affairs Committee of the Board of Trustees of Houston City College will be held on Wednesday, January 14, 2026 at 3:30 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 Credentials of Value
- B. Enrollment and Outreach Update
- C. HISD Proposed Early College HS and Four Pathways in Technology Early College HS

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 **8th day of January 2026**, 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 City College, 3100 Main, First Floor, Houston, Texas 77002 and (2) the Houston City College's website: www.hccs.edu.

Posted By:

Sharon R. Wright
Director, Board Services

REPORT ITEM

Meeting Date: January 14, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
A.	Update on Credentials of Value	Dr. Margaret Ford Fisher Dr. Norma Perez Dr. Andrea BurrIDGE

DISCUSSION

The Credentials of Value awards reflect the college's commitment to aligning educational programs with workforce priorities outlined in House Bill 8 (HB8) and Senate Bill (SB1786). These legislative measures were designed to ensure that higher education institutions deliver credentials that lead to meaningful employment, sustainable wages, and career mobility. The increase in awards demonstrates that the college is successfully meeting these expectations and strengthening its role as a workforce engine.

COMPELLING REASON AND BACKGROUND

HB8 and SB1786 were designed to ensure that higher education institutions prioritize credentials tied to measurable labor market value, including wage gains and career mobility. Incorporating the SB1786 framework provides a structured lens for evaluating and validating all credentials, ensuring consistency and accountability across program types.

HB8 and SB1786 emphasize accountability and transparency in higher education by tying funding and recognition to outcomes that matter for students and employers. Credentials of Value are defined by their ability to generate measurable returns in the labor market, ensuring that students are not just completing programs but entering high-demand fields with strong earning potential.

STRATEGIC ALIGNMENT

Strategic Priority: 1- Student Success, Strategic Priority: 3 - Academic Rigor , Strategic Priority: 4 - Community Investment , Strategic Priority: 5 - College of Choice

ATTACHMENTS:

Description	Upload Date	Type
Credentials of Value Presentation	1/7/2026	Presentation

This item is applicable to the following:

Central, Coleman, Northeast, Northwest, Southeast, Southwest, District, Online



Credentials of Value Update

Margaret Ford Fisher, Ed.D.
Chancellor

Norma Perez, Ph.D.
Senior Vice Chancellor of Instructional and Student Services, and CAO

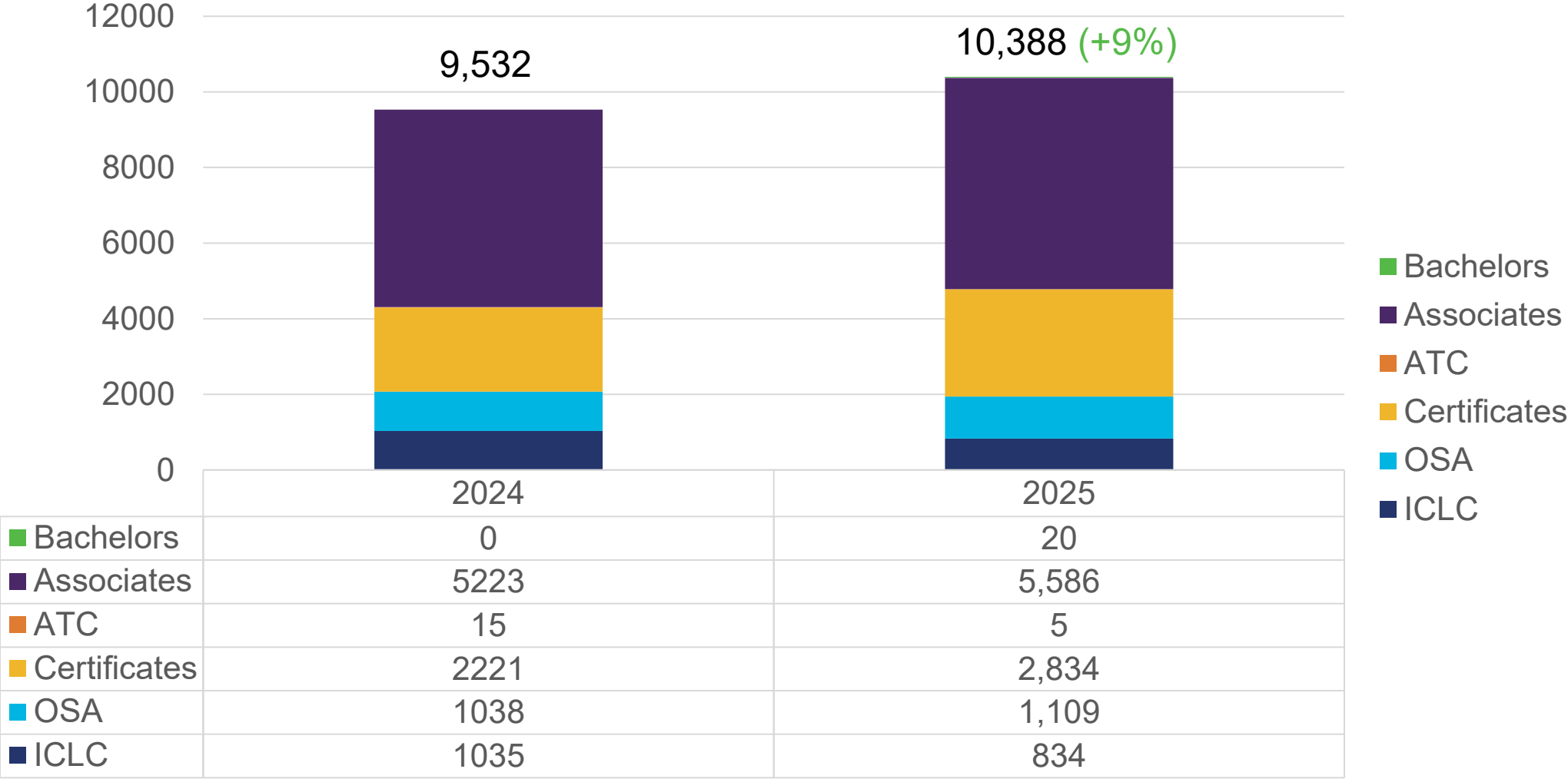
Andrea Burridge, Ph.D.
Vice Chancellor, Strategy, Planning, and Institutional Effectiveness

January 14, 2026



Credentials of Value

Credentials of Value





High Demand Fields

High-Demand Fields: Meeting Texas' Workforce Needs

Colleges receive extra funding for credentials aligned to either the statewide or their regional list, which will be evaluated every 2 years across key categories:

STATEWIDE



10

STATEWIDE HIGH-DEMAND FIELDS

Top 10 growing occupational groups according to 10-year demand projections from TWC and Bureau of Labor Statistics (BLS) data



EMERGING OCCUPATIONS

Fields designated by the Commissioner (in consultation with the Governor's office) that are critical to the state's economic needs and legislative priorities

REGIONAL



5

REGIONAL HIGH-DEMAND FIELDS

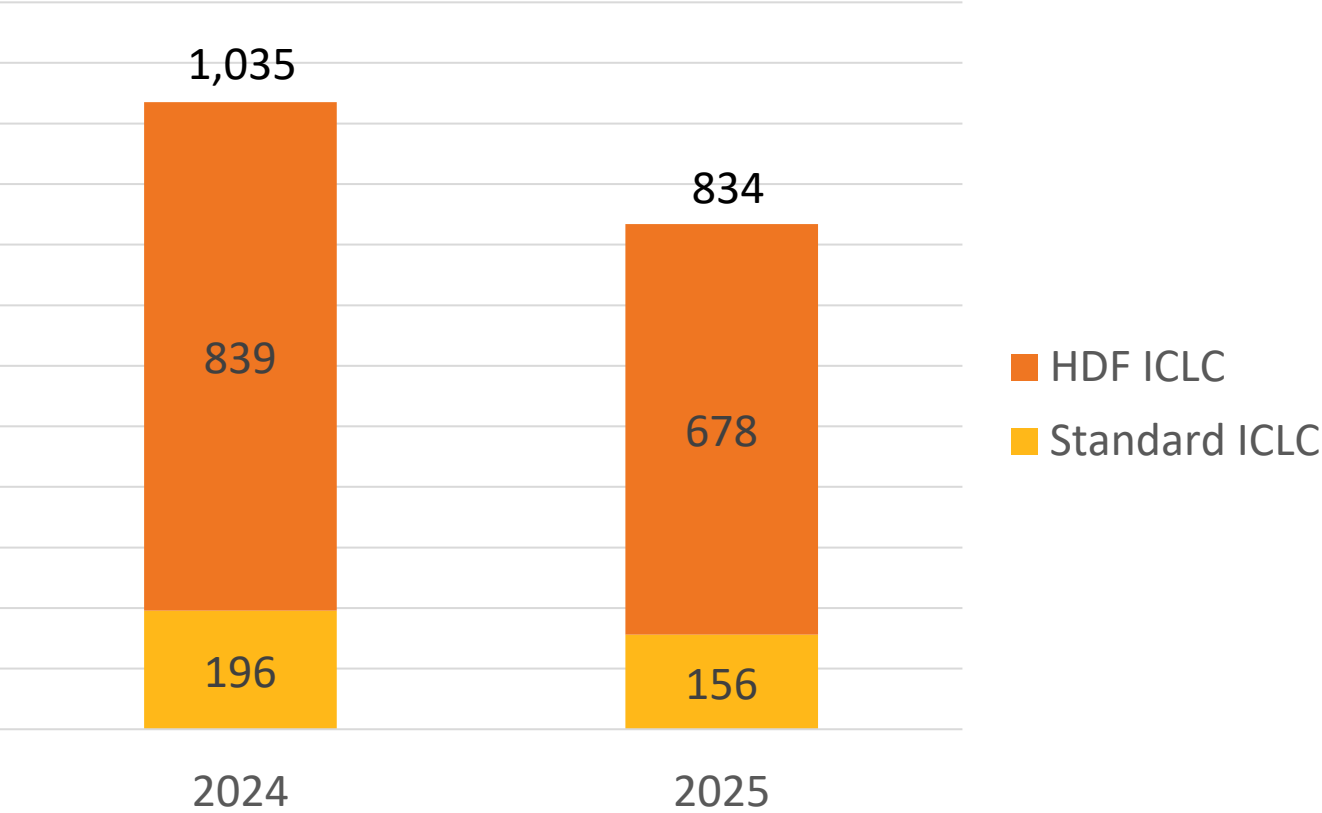
Top 5 growing occupational groups in each college's region not on the statewide list, where regions align with the Texas Comptroller's economic regions



ESSENTIAL OCCUPATIONS

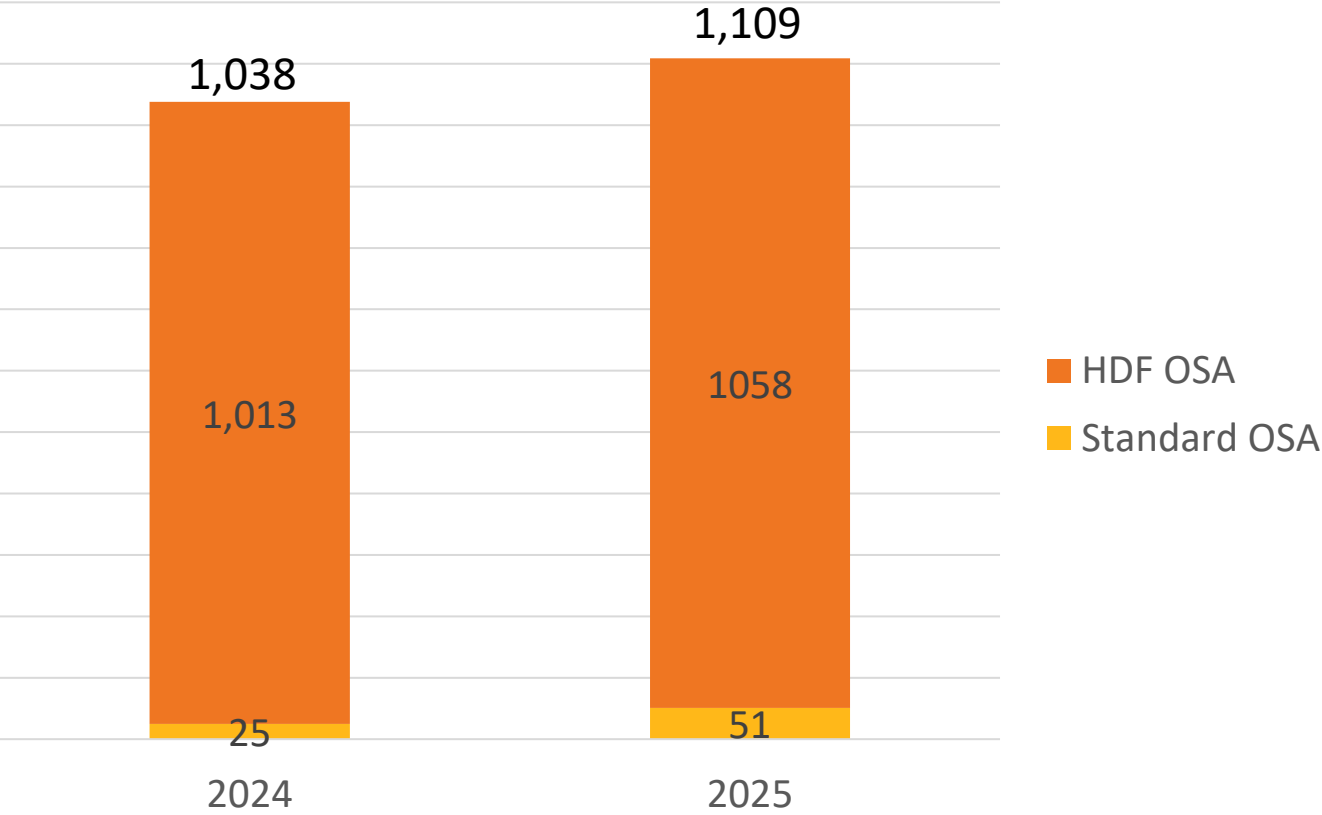
Colleges can petition to add up to 5 occupational groups on their local workforce board's target list that are critical to their region's workforce needs

Institutional Credentials Leading to Licensure



Year	Total ICLC	ICLC HDF
2024	1,035	839
2025	834 ↓201	678 ↓161

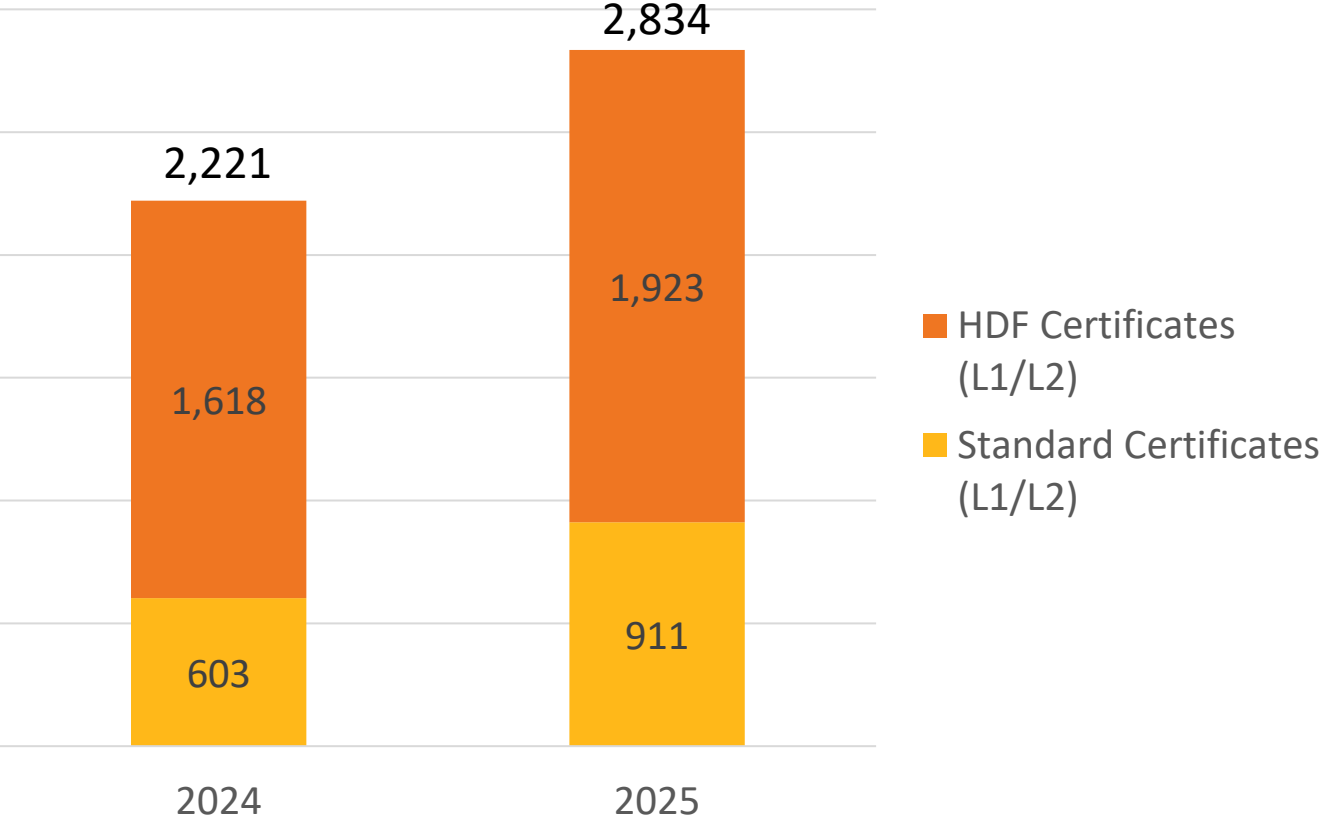
Occupational Skills Awards



Total Count of ICLC 2024-25 Compared to HDF

Year	Total OSA	OSA HDF
2024	1,038	1,013
2025	1,109 ↑71	1,058 ↑45

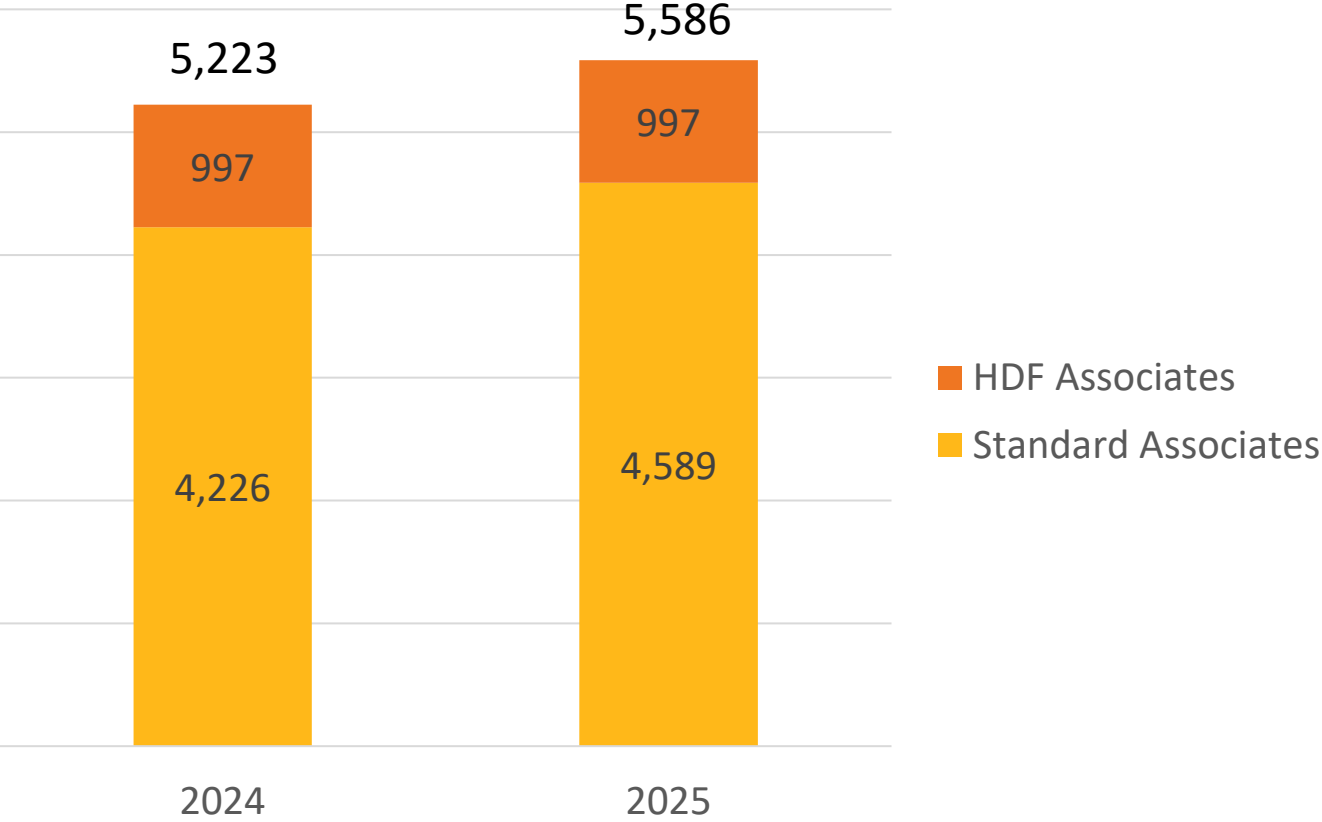
Certificates (L1/L2)



Total Count of LI/LII 2024-25 Compared to HDF

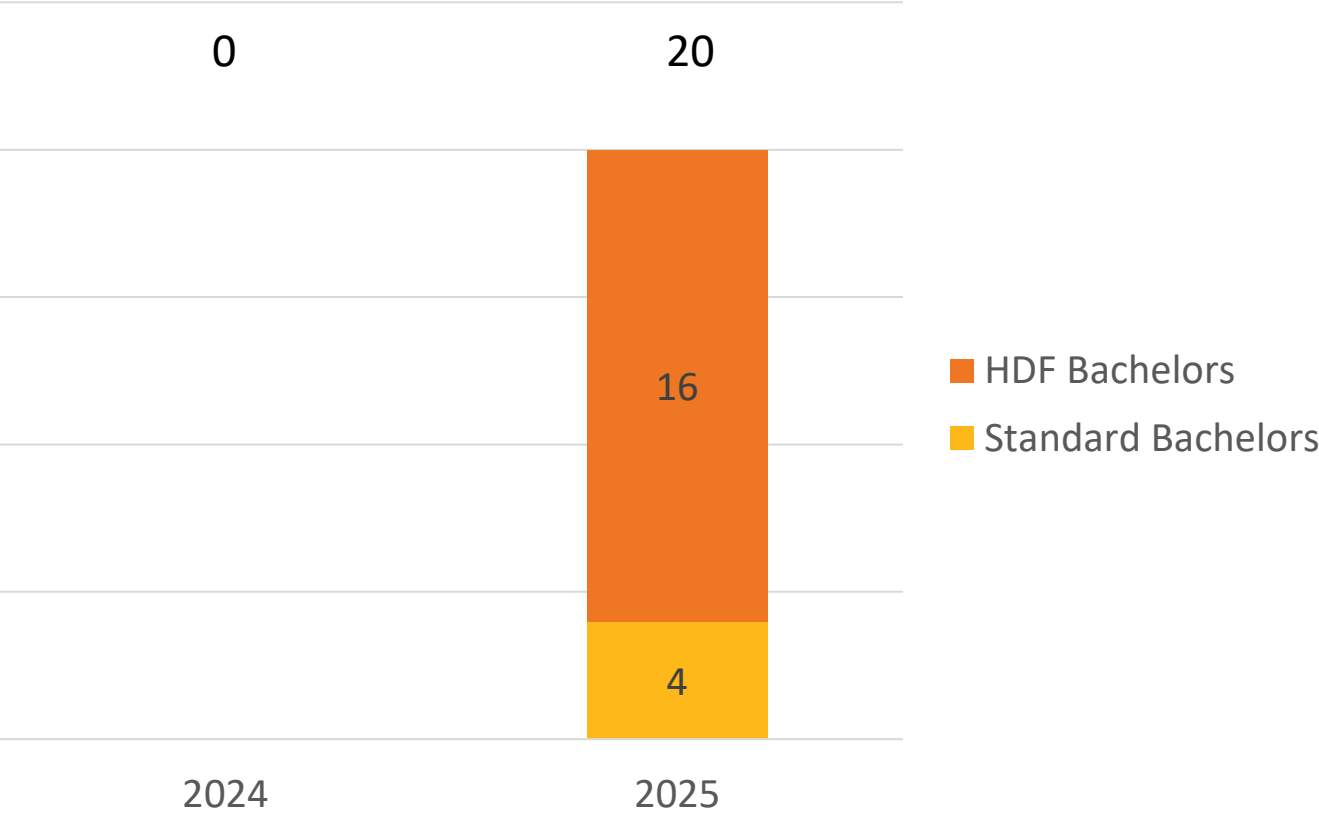
Year	Total LI/LII	LI/LII HDF
2024	2,221	1,618
2025 PS Dash	2,834 ↑613	1,923 ↑305

Associate Degrees



Year	Total Associates	HDF Associates
2024	5,223	997
2025	5,586 ↑363	997

Bachelor's Degrees

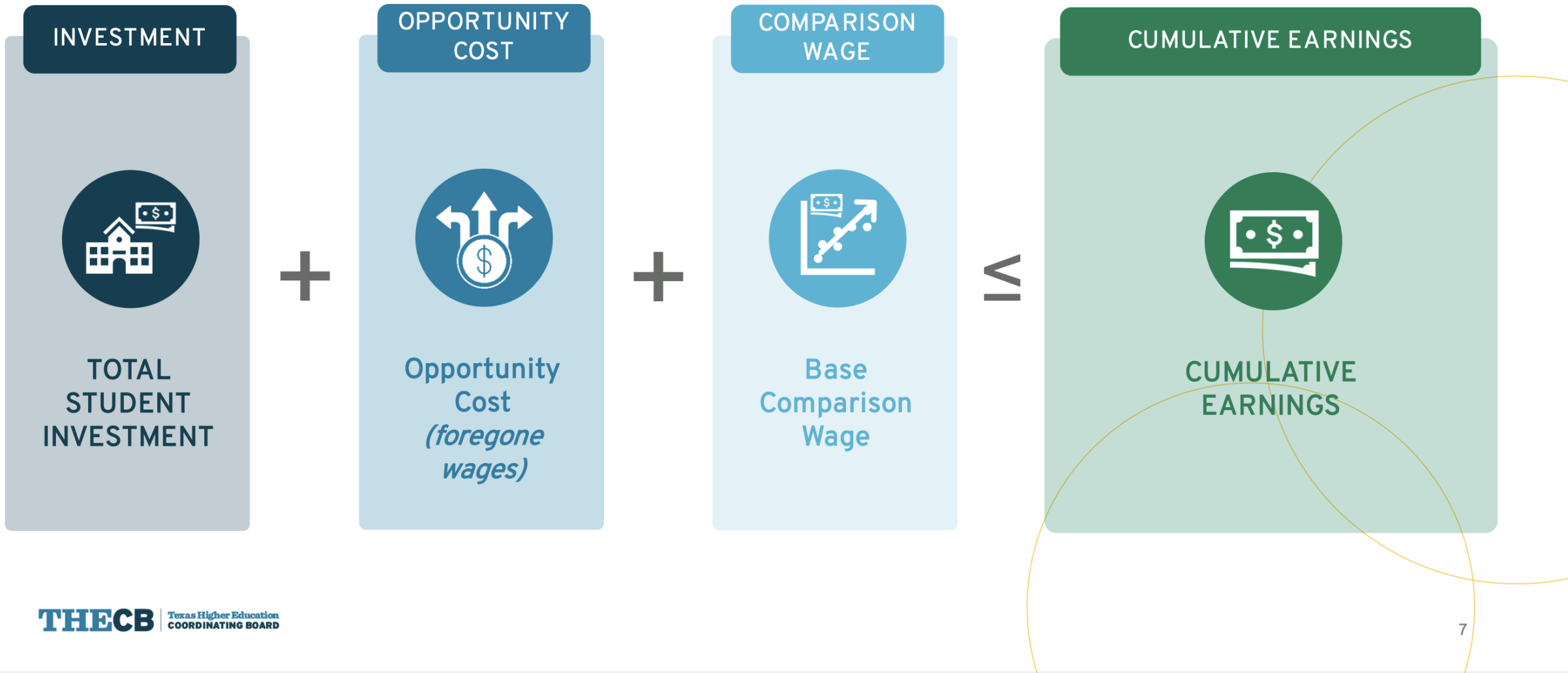


Year	Total Associates	HDF Associates
2024	0	0
2025	20 ↑20	16 ↑16



Changes to the Credentials of Value

Credentials of Value: Achieving Positive Return on Investment

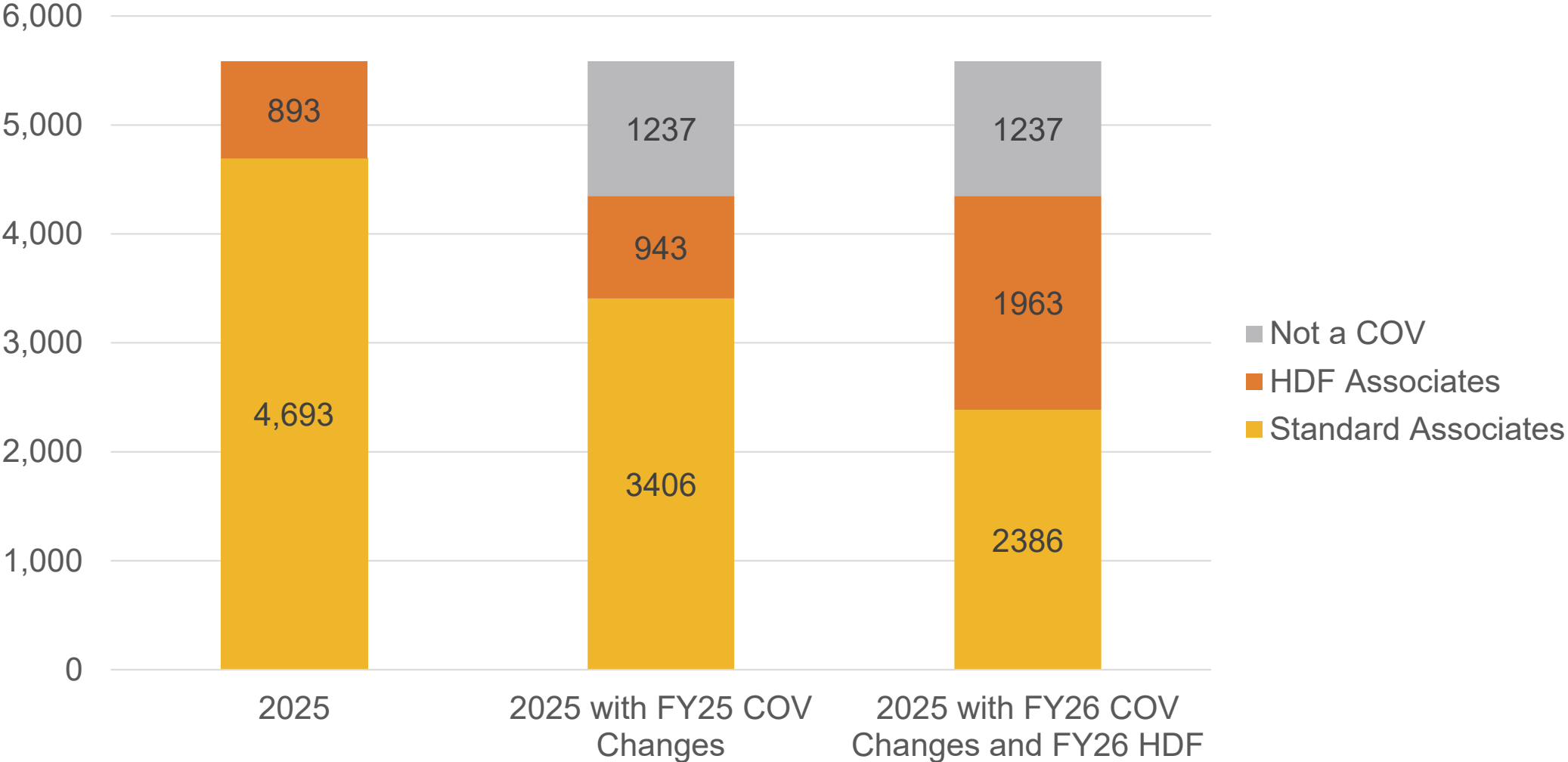


- Credentials of Value are calculated using a 5-year-window to calculate ROI, rather 10 years.
 - This places higher value on initial earnings.
 - Special provisions were made for education and health care fields.
- *Essential fields* have been added to the list of high demand fields through a petition process.
- For each student, institutions may be credited for one award of each type, each year.

FY26 Credentials of Value (Associates)

Broad Program Area	CIP Codes	COV
Agriculture and natural resources	01; 03	✗
Architecture and engineering	04; 14; 15	✓
Arts	50	✗
Biology and life sciences	26	✗
Business	52	✓
Communications and journalism	09; 10	✗
Computers, statistics, and mathematics	11; 27	✓
Education	13; 25; 19.0706; 19.0707; 19.0708; 19.0709	✓
Health	51; 12.03	✓
Humanities and liberal arts	05; 16; 23; 24; 30; 38; 39; 54	✓
Consumer, Culinary, and Wellness	12; 19; 31	✗
Construction, Advanced Manufacturing, and Transportation	46; 47; 48; 49	✓
Law, public policy, and social work	22; 43; 44	✓
Physical sciences	40; 41	✓
Psychology	42	✗
Social Sciences	45	✓

Changes to the Credentials of Value for Associates



- The THECB will recalculate the associate degrees that qualify as credentials of value periodically.
- Next year we expect to see changes for certificates based on analogous calculations.
- It is critical to focus on lowering time-to-degree and expense for students, and on maximizing job placement outcomes.

Thank You

REPORT ITEM

Meeting Date: January 14, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
B.	Enrollment and Outreach Update	Dr. Margaret Ford Fisher Dr. Norma Perez Dr. Andrea Burrridge Dr. Lisa Alcorta

DISCUSSION

The report examines the Fall Enrollment for Houston City College. The report highlights the strides we have made in increasing HCC's enrollment. In the last year, we have introduced a renewed focus on serving our communities and providing accessible, high-quality education, continuously evolving to meet the needs of our students and the demands of our community, Houston business and industry, and our education partners. This report is a testament to the hard work and dedication of our faculty, staff, and students.

COMPELLING REASON AND BACKGROUND

Enrollment is vital to the health of Houston City College. Enrollment accounts for tuition and fee revenue as well as driving credentials of value. This report examines HCC's enrollment patterns for Fall 2025, including trend and benchmark data.

STRATEGIC ALIGNMENT

Strategic Priority: 1- Student Success, Strategic Priority: 2 - Personalized Learning , Strategic Priority: 4 - Community Investment , Strategic Priority: 5 - College of Choice

ATTACHMENTS:

Description	Upload Date	Type
Enrollment and Outreach Presentation	1/6/2026	Presentation

This item is applicable to the following:

Central, Coleman, Northeast, Northwest, Southeast, Southwest, District, Online



Academic Committee: Enrollment and Outreach Update

Dr. Margaret Ford Fisher
Chancellor

Dr. Andrea Burridge
Vice Chancellor, Strategy, Planning, and Institutional Effectiveness

Dr. Lisa Alcorta
Vice Chancellor, Student Services

January 14, 2026

HCC Fall End-of-Term Update

Overview: Segments of Enrollment Analysis – Credentials of Value Enrollment



Primary Segmentation

- Traditional Semester Credit Hour Enrollment (SCH)
- Dual Credit Enrollment (SCH)
- Continuing Education (CEU)

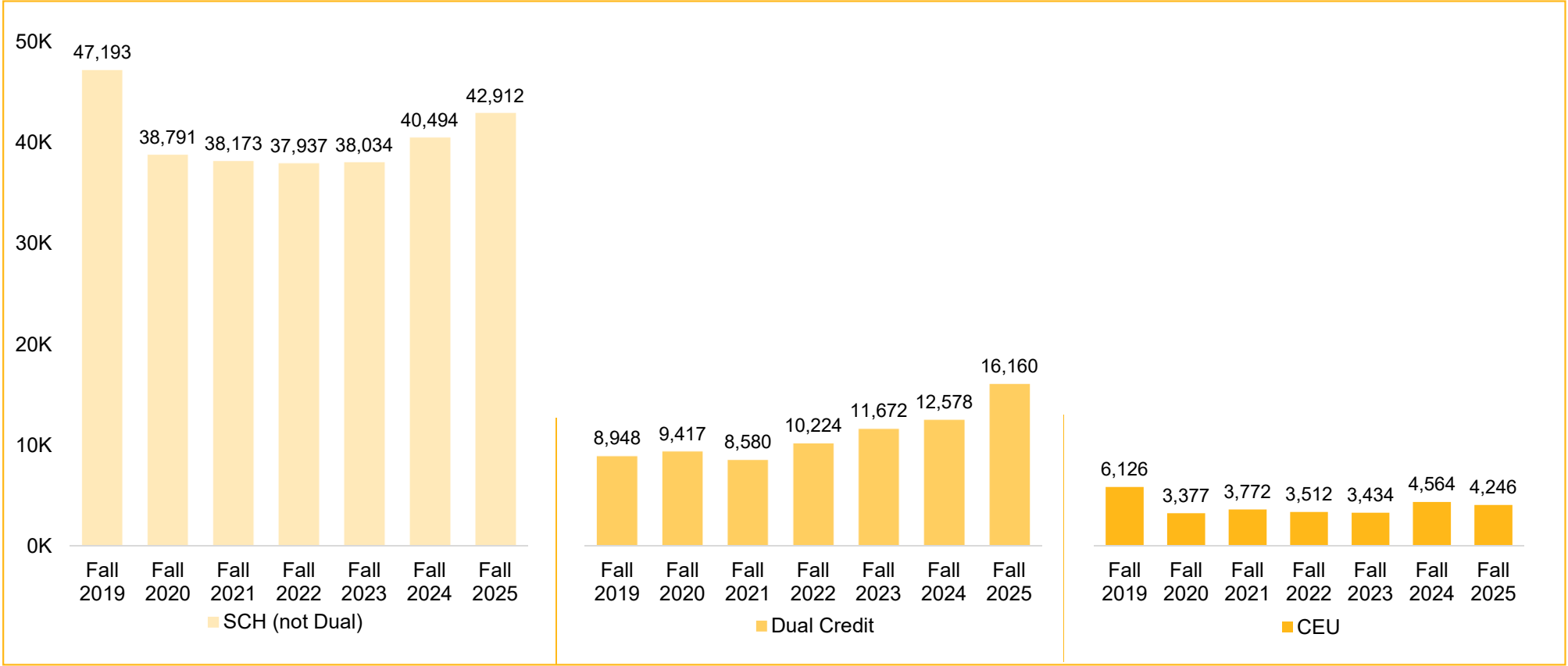


Secondary Segmentation

- Adult learners vs. High School Graduates
- Residency (In-District vs. Out-of-District)

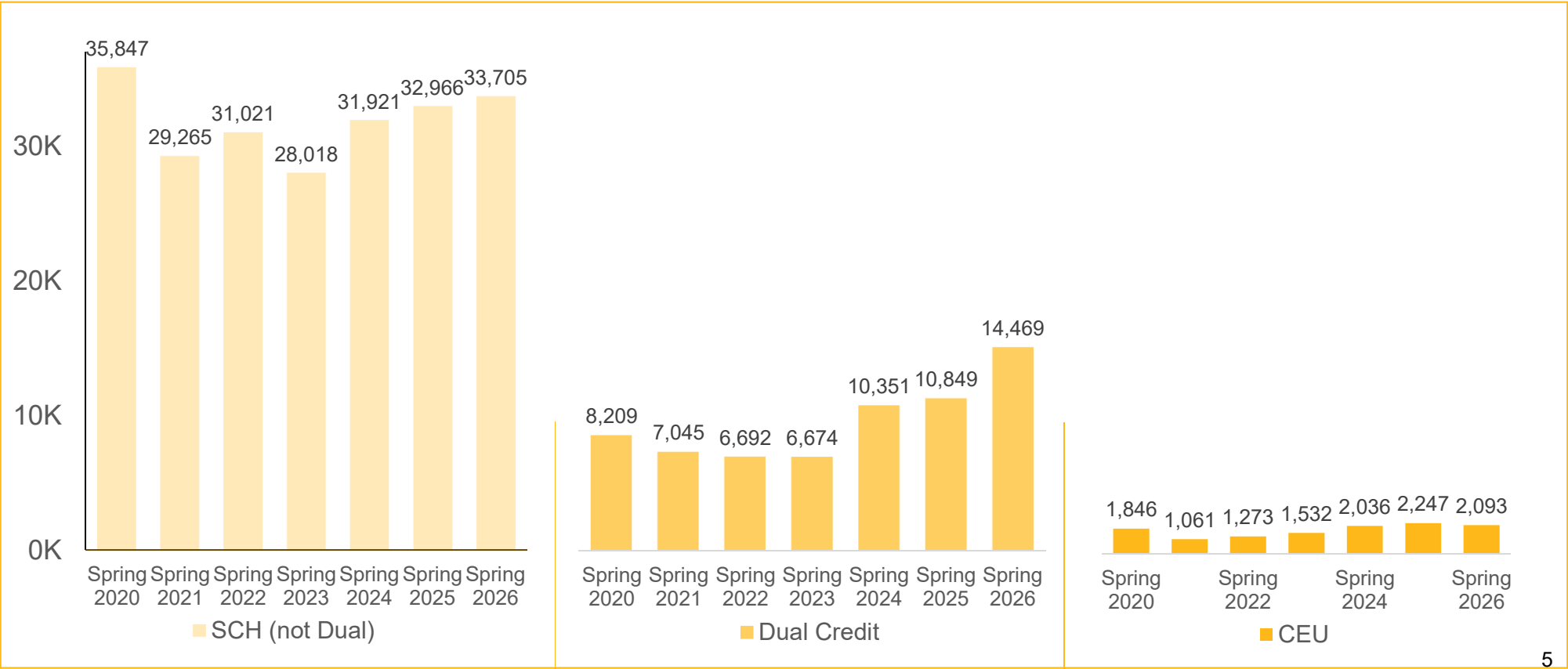
HCC Fall Enrollment by Academic Year

- Dual Credit shows a strong post-pandemic recovery and constitutes 24% of SCH enrollment.
- Traditional credit enrollment and CEU are now increasing post-pandemic.



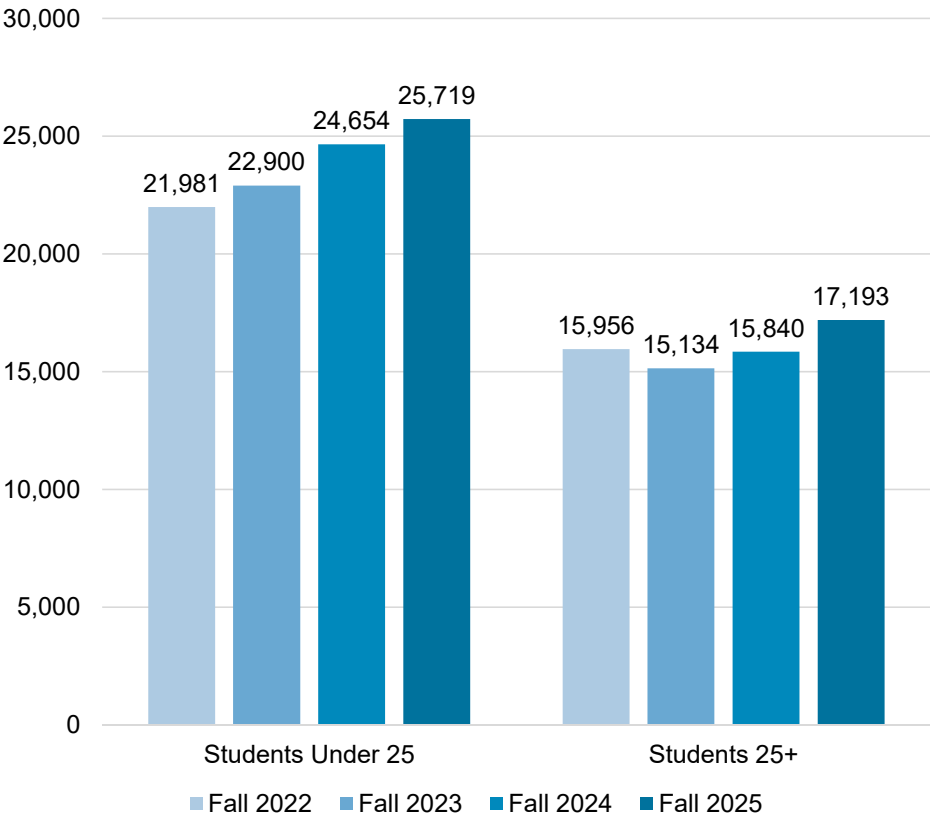
HCC Spring Enrollment by Academic Year, as of 1/4/2026

Enrollment is ongoing.

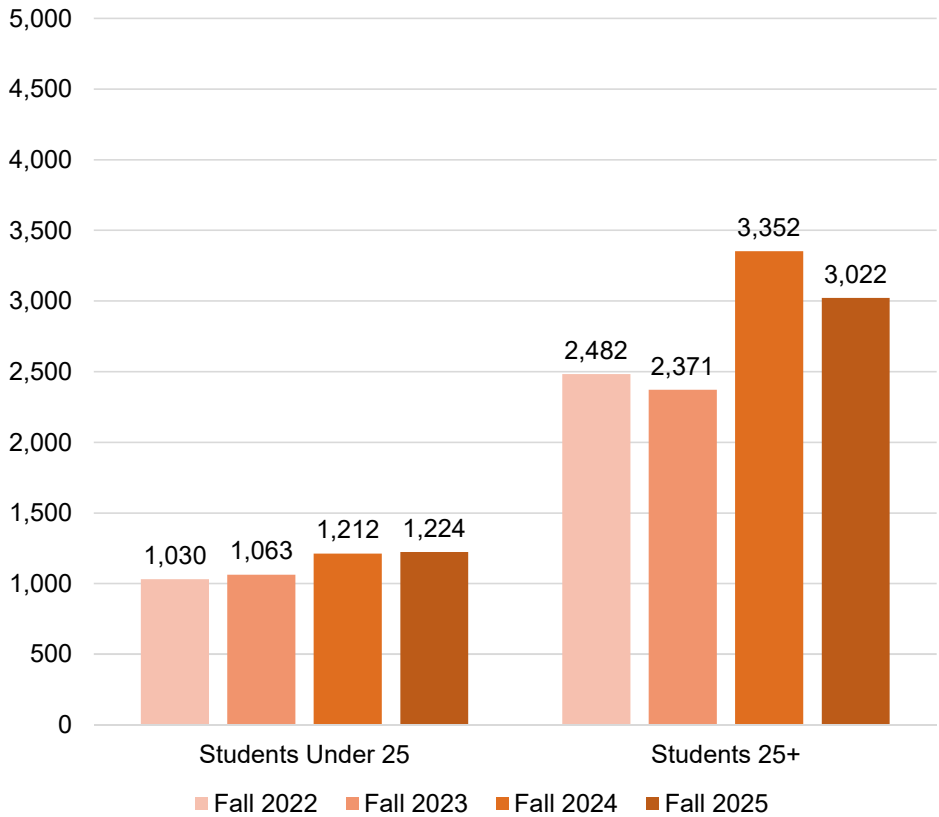


Enrollment Trends by Age

Fall SCH Enrollment (Not Dual)

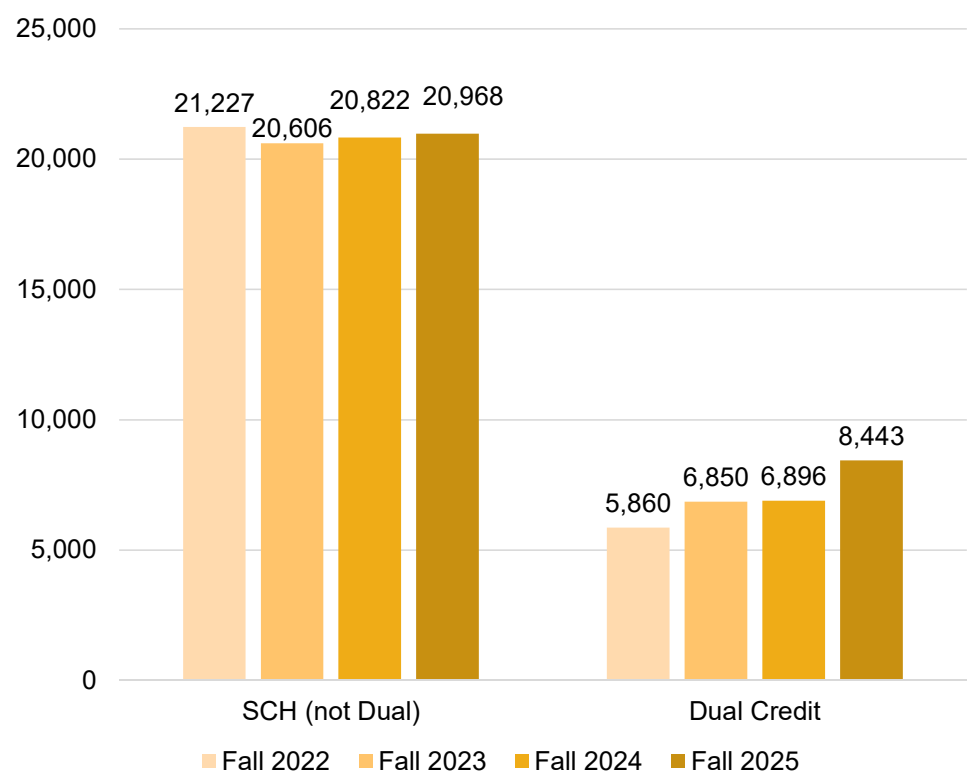


Fall CEU Enrollment

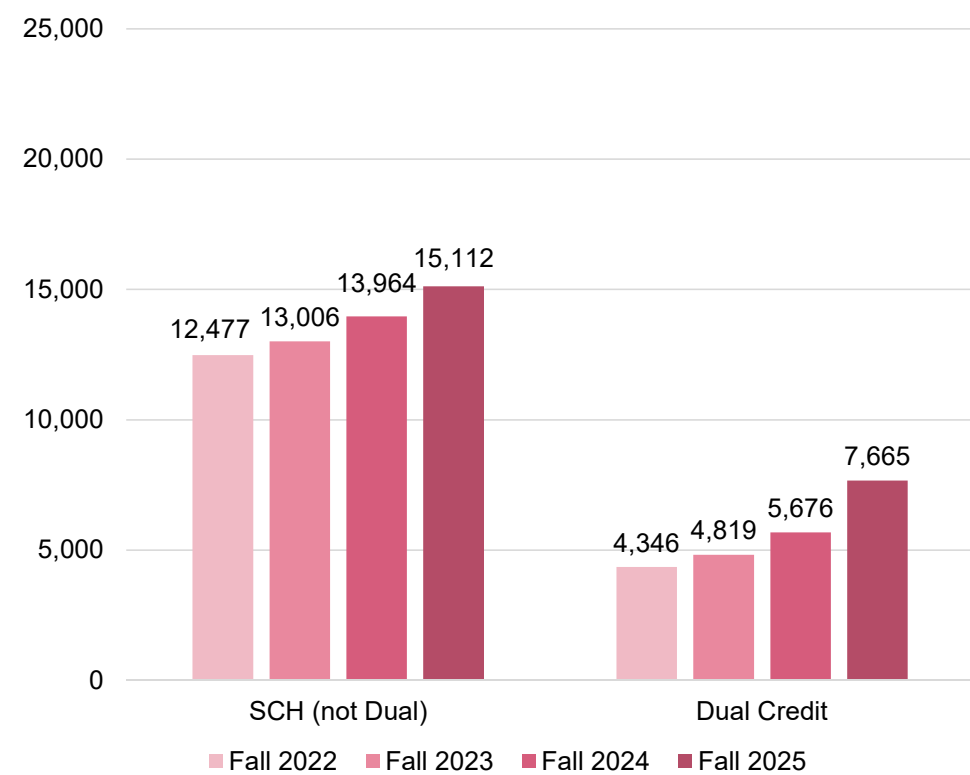


Enrollment of non-dual credit SCH students has stabilized in-district, and is continuing to increase out-of-district

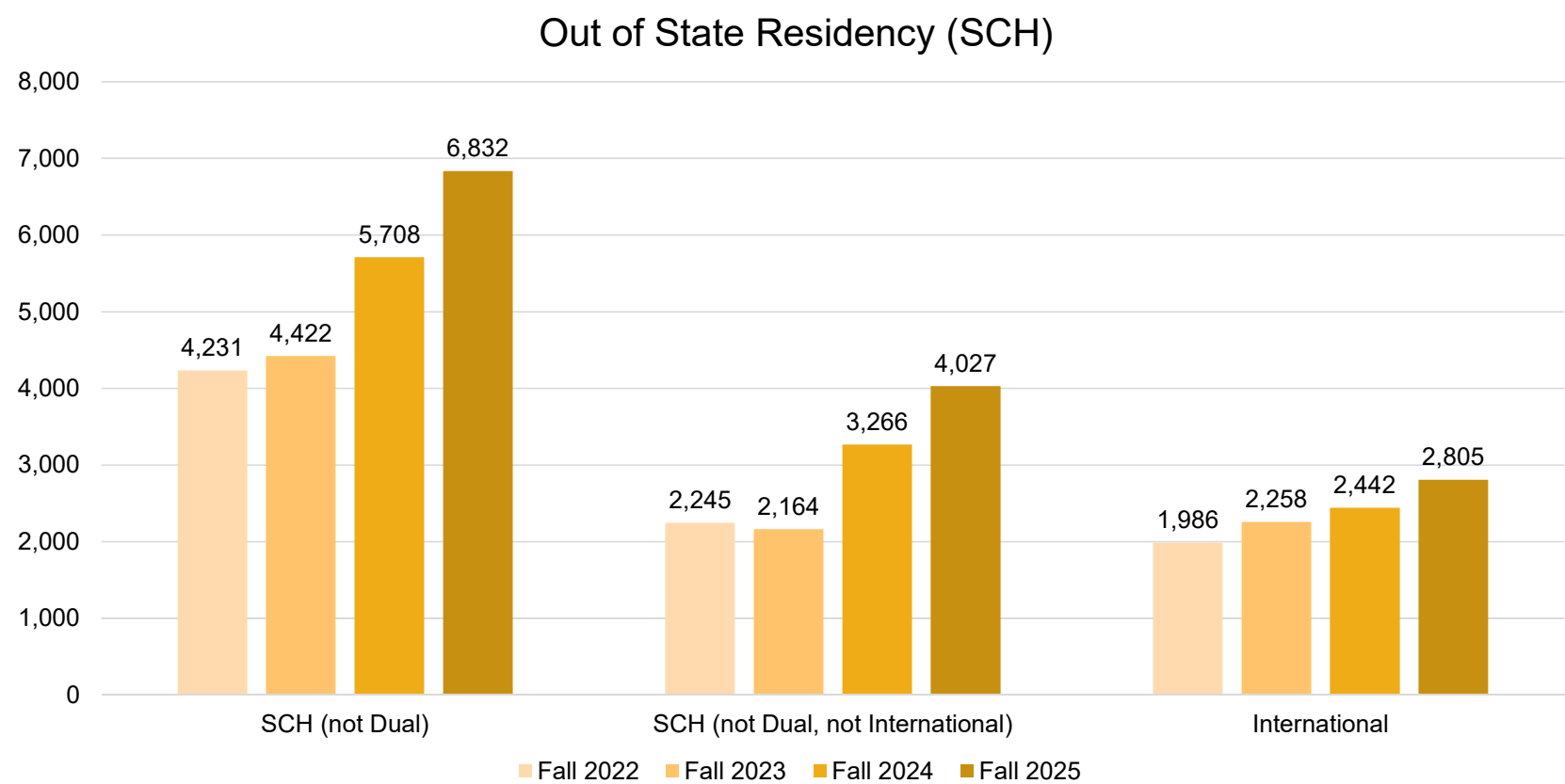
In-District Residency (SCH)



Out-of-District Residency (SCH)



Enrollment of out-of-state students is increasing



Enrollment Benchmarks: THECB Preliminary Enrollment Report

Enrollment changes from 2024 to 2025

Sector	Certified Fall 2024 Enrollment	Preliminary Fall 2025 Enrollment	Fall 2024 to Fall 2025 Percent Change
Houston City College	43,925	49,038	11.6%
Community Colleges	701,232	744,224	6.1%
Texas State Technical Colleges	16,427	16,157	-1.6%
Lamar State Colleges	13,901	16,051	15.5%
Total Public Two-year Colleges	731,560	776,432	6.1%

Comparison of Large Urban Peers

	Certified	Certified	Certified	Preliminary	2022-25	2024-25	2024-25
Texas Public Community and State Colleges	Fall 2022	Fall 2023	Fall 2024	Fall 2025	% Change	Change	% Change
Alamo Community College District	66,148	71,237	79,010	88,579	33.91	9,569	12.11
Houston City College	39,654	40,246	43,925	49,038	23.66	5,113	11.64
Dallas College	58,771	61,536	64,492	68,005	15.71	3,513	5.45
Austin Community College	32,008	32,994	36,625	40,028	25.06	3,403	9.29
Lone Star College System District	73,538	76,389	77,325	81,424	10.72	4,099	5.30
Tarrant County College District	40,131	41,472	43,926	46,001	14.63	2,075	4.72
San Jacinto College	30,593	31,494	31,812	33,127	8.28	1,315	4.13

Student Services Update Outreach, Recruitment and Enrollment

Spring 2026 Outreach Efforts

Tier 1- Direct, High Touch Engagement

- Builds strong, personal connections that influence immediate enrollment decisions
- Campus event and open houses, workshops and info sessions, one-on-one advising, on-site or virtual recruitment appointments
- Interactions help students feel seen, supported, and informed

Tier 2- Personalized, Targeted Outreach

- Nurtures relationships and provides timely nudges
- Personalized emails tailored to application stages, registration, text messages with reminders, and deadlines
- Strengthens student commitment through ongoing, targeted communication

Tier 3-Broad Awareness and Marketing

- Increases overall visibility and reach at scale
- Social media, television, brand awareness efforts
- Builds name recognition and feeds the funnel



Ready to Become an HCC Eagle?



High-Touch Engagement for New and Returning Students

- ▶ Eagle Preview
- ▶ Saturday Registration Fairs
- ▶ Texas Free Application week
- ▶ Incomplete application outreach
- ▶ Winter Break Support
- ▶ Enrollment Showcase
- ▶ Reconnect/Connect 2 workforce
- ▶ Super Feast-Xmas Eve
- ▶ New Student Orientation
- ▶ Virtual Lobby

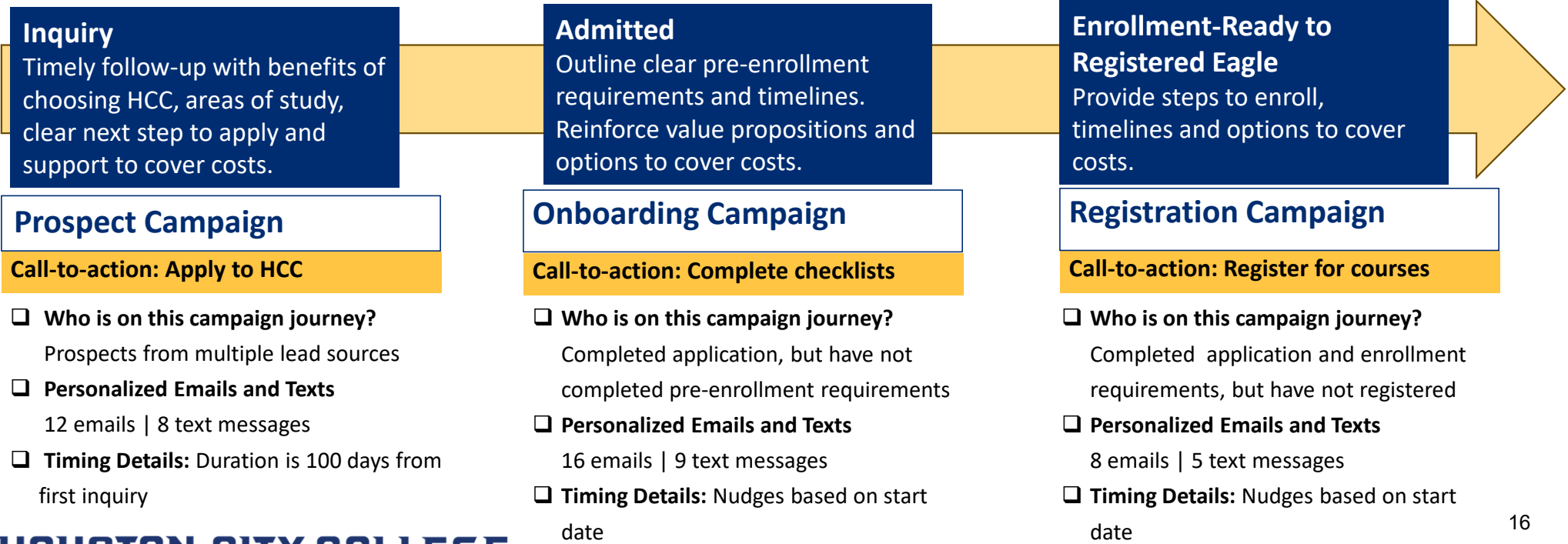
High-Touch Engagement for Continuing Students

- ▶ Advising Week
- ▶ Commit to Complete
- ▶ Registration events
- ▶ Advising engagement through outreach and appointments
- ▶ EDUC 1300 collaboration
- ▶ Financial aid advising and completion support
- ▶ Winter Break and Virtual Lobby Support



Personalized, Targeted Campaigns

58 Targeted, Data-informed Campaigns Guiding Students from Inquiry to Enrollment First-time, SCH Students (Excluding F1, Dual-credit & Special Admissions)



Spring 2026 Registration & Paying for College



Website

Audited and refreshed [Applying and Paying](#) web pages based on student and leadership feedback.

Refreshed Virtual Lobby webpage to help students navigate newly launched platform.



Digital Media

District Facebook/Instagram & Digital Screens

Over 50+ Social media posts drive student to “**Paying for College**” webpage, **early Spring Registration** and **registration event posts**.



Student Center

“Options to Cover Costs” resource link in Student Center that points students to: hccs.edu/payingforcollege.

Students see resource link on same screen they view their balance.



Call Campaigns

Early “Priority” registration.

Payment deadline and options to cover costs.



Email and Texts

Priority Registration for 35,000+ continuing students

Event-driven campaigns (Eagle Preview, Free Application Week)

General Registration outreach reaching prospects, admits, continuing students

Retention-focused support (Paying for College, Winter Break Support, Dropped-for-Nonpayment)

Re-engagement strategies for stop-out students, including Reconnect adult learners

Communications Across the Lifecycle

Transformed Insights to Data-Informed Annual Enrollment Communications Plan



Enrollment Communications Team scaled in the past year to support advancement enrollment, retention, and completion through **200+ targeted, student-centered, data-informed communications** delivered each term across email, text, phone, web, and social.

Student Success Insights



- **Connection and Entry:** **58** automated communications helped create consistent onboarding experience and supports funnel conversions.
- **Progress and Engagement:** 3% increase in Priority Registration utilization
- **Stop-out Re-engagement:** Targeted stop-out outreach for returning students contributed to the Spring 2026 increase of 9% over last year.



Meeting Students Where They Are

Scaled social media content to include **3-5 student-centered posts** a week.

EAB Navigate360-Phase 1

Overarching Goal: The goal for implementing a Customer Relations Management System (CRM) is to streamline communication, track student progress, enhance retention efforts, and provide data-informed insights to improve student success outcomes.

Support Academic Advising and Course Planning	Enhance Student Retention & Student Success	Improve Student Services & Support
<p>a) Centralized platform to access student records.</p> <p>b) Early alerts system for academic and non-academic reasons, inclusive of leveraging faculty to proactively identify risks. This would replace the early alerts system in Peoplesoft.</p>	<p>a) Personalized communication and outreach campaigns via email and text, inclusive of campaigns for nudging, 2-way conversations and text prompts for improved response rates, and deployment of the student app.</p>	<p>a) Automated advisor assignments.</p> <p>b) Advisor caseload management and proactive outreach.</p> <p>c) Appointment scheduling, including in-person queuing – replacing Who's Next.</p>



Phase 2 and Phase 3

Phase 2

Program Advising (Academic Planning)

Module that allows staff and students to collaborate on building academic plans of completion

Historical & Predictive Analytics Decisions

Configuration decisions for Historical Analytics dashboards and predictive model set up

Phase 3

Recruitment Success

Module to support recruitment and outreach to prospective students

Continued Navigate360 Expansion Across Care Units

Onboard care units that were not part of phase 1 launch.

Implement plan for Navigate360 functionality not yet utilized

Additional student content in the student app

**Anticipated
Launch
Fall 2026**

Thank You

REPORT ITEM

Meeting Date: January 14, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
C.	HISD Proposed Early College HS and Four Pathways in Technology Early College HS	Dr. Margaret Ford Fisher Dr. Norma Perez Dr. Desmond Lewis

DISCUSSION

Expansion of the dual credit partnership with Houston Independent School District to add a new Early College High School and four new Pathways in Technology Early College High Schools (PTECHs).

COMPELLING REASON AND BACKGROUND

- Increase the number of HISD students completing an Associate of Arts or Associate of Science degree to transfer to a 4-year university
- Increase the number of HISD students completing a workforce Associate of Applied Science degree and/or Level 1 or Level 2 certificates to enter the Houston workforce upon high school graduation
- Collaboration with existing partnerships related to workforce training and transfer Increase strategic pathways alignment

FISCAL IMPACT

No fiscal impact for 2026-2027. Fiscal impact will be for 2027-2028 when classes begin.

STRATEGIC ALIGNMENT

Strategic Priority: 1- Student Success, Strategic Priority: 2 - Personalized Learning , Strategic Priority: 3 - Academic Rigor , Strategic Priority: 4 - Community Investment

ATTACHMENTS:

Description	Upload Date	Type
HISD Proposed Early College HS and Four Pathways in Technology Early College HS PowerPoint	12/12/2025	Presentation

This item is applicable to the following:

Central, Coleman, Northeast, Northwest, Southeast, Southwest, District, Online



HISD Proposed Early College HS and Four Pathways in Technology Early College HS

Margaret Ford Fisher, Ed.D.
Chancellor

Norma Perez, Ph.D.
Senior Vice Chancellor, Instruction & Student Services and CAO

Desmond Lewis, Ed.D.
Associate Vice Chancellor, College Readiness

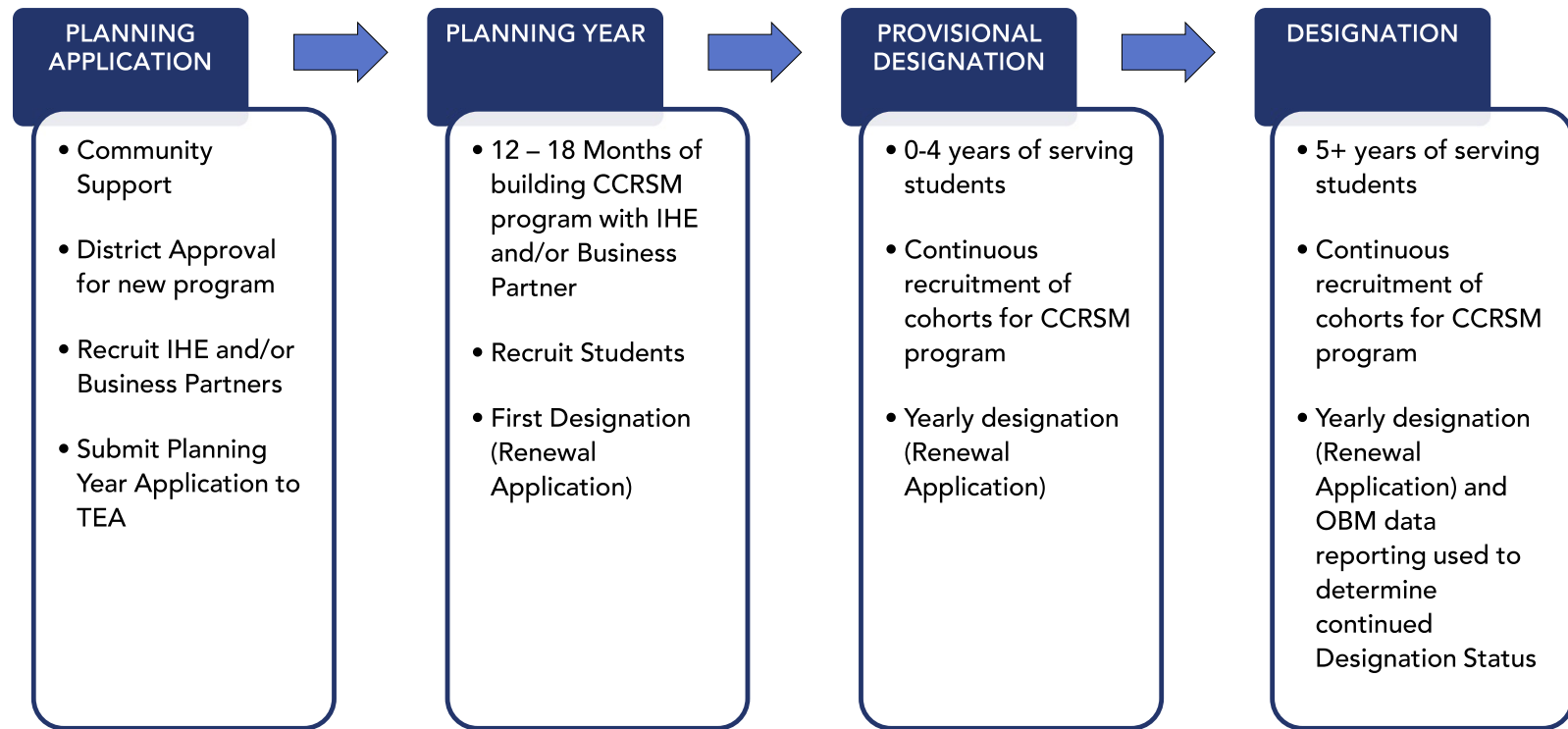
January 14, 2026

Overview

Provided an update on the Early College High School (ECHS) and Pathways in Technology Early College High School (PTECH) Designation Process

Provide information on the proposed new ECHS at Sam Houston HS and the four PTECHs at Madison, Kashmere, Yates and Scarborough High Schools

Texas Education Agency Early College High School Designation Process



ECHS

PTECH

Sam Houston – MSCT



- A School-within-a-School Model
- 51-60 9th Grade Students projected first year enrollment
- Multi-Disciplinary Studies

Kashmere



- A School-within-a-School Model
- 51-60 9th Grade Students projected first year enrollment
- Business and Industry Cluster

Madison



- A School-within-a-School Model
- 51-60 9th Grade Students projected first year enrollment
- Business and Industry; Public Services

Scarborough



- A School-within-a-School Model
- 51-60 9th Grade Students projected first year enrollment
- Business and Industry Cluster

Yates



- A School-within-a-School Model
- 51-60 Students projected first year enrollment for 9th, 10th, 11th & 12th Grade
- Business and Industry & STEM

ECCHS Proposed Degrees

- Associate of Science
- Associate of Arts
 - Multidisciplinary Studies
 - Interdisciplinary Studies

P-TECH Proposed Degrees & Certificates

- Associate of Applied Science
- Level I Certificate
- Level II Certificate

P-TECH Proposed Programs of Study & Industry Based Certifications

- **Programs of Study**
 - Audio Visual Technology
 - Digital Communications
 - Welding
 - Business Management, Marketing and Finance
 - Transportation
 - Logistics
- **Industry-Based Certifications (IBCs)**
 - Adobe Certified Professional
 - Microsoft Office Specialist

Planning Year One

➤ Foundational Partnerships

- Work with HISD to identify an industry partner for each of the PTECHS
- Establish meeting cadence (monthly/biweekly)
- Define college/HISD roles for advising, testing, instructional support, and data sharing

➤ Academic Model & Pathways

- Select Associate Degree(s), certificates, and pathways
- Assist in creating graduation plans
- Map dual credit course sequence (including prerequisites)

➤ Staffing & Training

- Confirm Embedded Instructors or HCC faculty assignments

➤ Recruitment & Enrollment

- Participate in information sessions and student/parent outreach events.
- Collaborate with onboarding workflow

➤ Student Support Systems

- Integrate academic supports
- Assist in planning Summer Bridge for incoming 9th graders

Cont. Planning Year One

➤ **Operations & Logistics**

- Assist in aligning master schedule
- Establish set systems for roster alignment, textbooks, IDs, and technology
- Ensure college campus access and safety procedures

➤ **Blueprint & Compliance**

- Support ISD recruitment practices, supports, and course plans.

➤ **Culture & Communication**

- Communicate regularly with families and staff.

➤ **Budget & Resource Planning**

- Determine and submit request for additional required funding allocations.
- Project multi-year budget plan aligned to college pathways.

➤ **Data & Continuous Improvement**

- Set up systems for grades, attendance, eligibility tracking, and early alerts.
- Establish baseline metrics and annual performance goals.
- Create routines for data review and continuous improvement cycles

Conclusion

Location Determination:

- HISD identified high school locations for Early College High School (ECHS) and Pathways in Technology Early College High School (PTECH) application submissions to the Texas Education Agency (TEA).

Designation Process:

- The ECHS and PTECH designation process spans multiple years and consists of four key steps.

Selected Locations and Partnership:

- HISD has identified five existing high school locations for ECHS and PTECH applications for 2026-2027.
- Houston City College (HCC) has been chosen as the Institution of Higher Education (IHE) partner.

Planning Year One:

- The first year involves collaborative planning between HISD and HCC, optimizing opportunities for success.

Thank You