



AGENDA

ACADEMIC AND STUDENT AFFAIRS COMMITTEE OF THE BOARD OF TRUSTEES

**April 1, 2026
1:30 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

April 1, 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, April 1, 2026 at 1:30 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. Aviation Maintenance Technology Program Update
- B. Dual Credit Certificate Pathways
- C. New Baccalaureate Degree Status Update
- D. Outreach and Recruitment Update

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 **26th day of March**, 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: April 1, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
A.	Aviation Maintenance Technology Program Update	Dr. Margaret Ford Fisher Dr. Betty Fortune Dr. Norma Perez

DISCUSSION

This presentation will provide an update on the status of the implementation of the Aviation Maintenance Program.

COMPELLING REASON AND BACKGROUND

- Strong regional workforce demand for certified aircraft mechanics
- Nationwide shortage of certified aircraft maintenance technicians
- Airlines and MROs experiencing technician retirement wave
- Two hundred fourteen (214) active job postings
- High-wage technical career opportunities for students.
- Median Annual Salary ~\$77K

FISCAL IMPACT

- Aviation Maintenance Technology-Airframe, A.A.S. and Aviation Maintenance Technology General, Level 1 Certificate
 - 5-year revenues: \$1.6 mil | 5-year expenditures: \$1.9 mil | First year costs: \$866K
- Aviation Maintenance Technology- Powerplant, A.A.S.
 - 5-year revenues: \$641K | 5-year expenditures: \$889K | First year costs: \$614K

STRATEGIC ALIGNMENT

Strategic Priority: 1- Student Success, Strategic Priority: 2 - Personalized Learning , Strategic Priority: 3 - Academic Rigor , Strategic Priority: 4 - Community Investment , Strategic Priority: 5 - College of Choice

ATTACHMENTS:

Description	Upload Date	Type
Aviation Maintenance Technology Program Update PPT	3/19/2026	Presentation
Financial Projections for Aviation Maintenance Technology	3/19/2026	Attachment

This item is applicable to the following: Northeast, Southwest



Aviation Maintenance Technology Program Update

Margaret Ford Fisher, Ed. D.
Chancellor

Betty Fortune, Ed. D.
President Northeast College

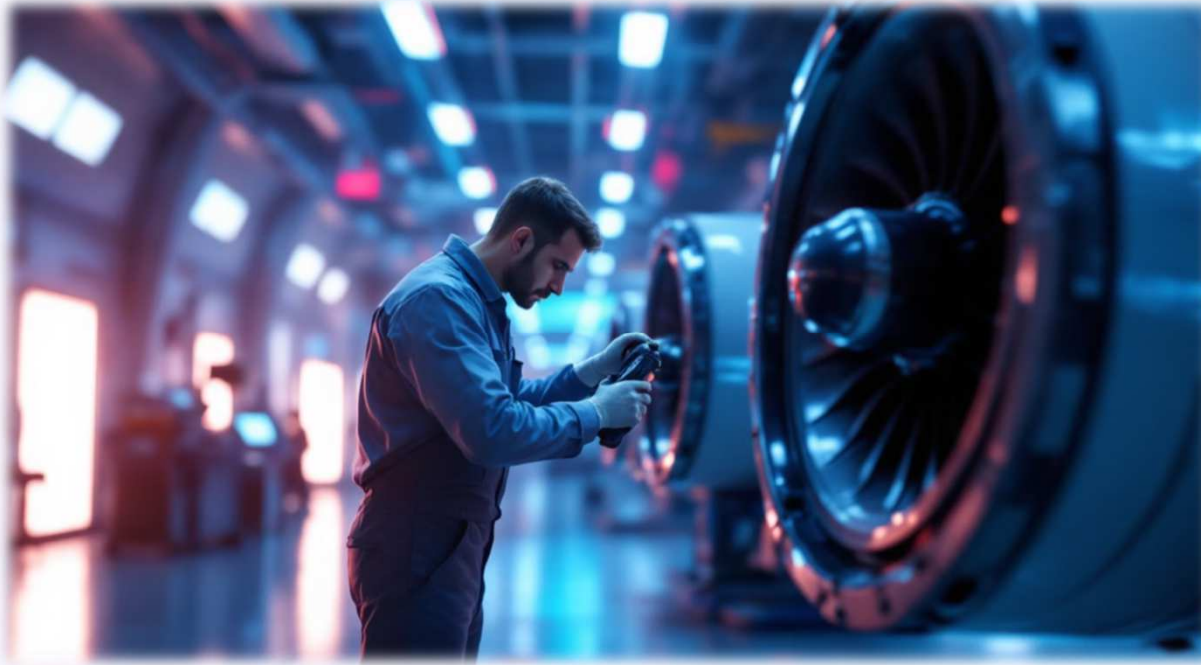
Norma Perez, Ph.D.
Senior Vice Chancellor, Instruction & Student Services and CAO

April 1, 2026

Overview

- Aviation Maintenance Technology Program Update
- Summary of Progress to Date
- Timeline for Program's Official Launch
- Key Accomplishments
- Current Milestones
- Next Steps

Aviation Maintenance Technology Program



HCC is launching a structured aviation maintenance to meet strong regional workforce demand for FAA-certified aircraft mechanics.

Fall 2026 Launch

General curriculum (C1) for Kempner High School students

Spring 2027 Launch

Airframe AAS degree program for HCC students

Equipment Procurement Progress

General: 95% · Airframe: 71% · Powerplant: 9%

Facilities, Accreditation & Equipment

FAA Part 147 Accreditation

The program will operate as an FAA Part 147 Aviation Maintenance Technician (AMT) School. The process includes facility preparation, equipment procurement, curriculum alignment with the FAA's Flight Standards District Office (FSDO), on-site inspection, and final certificate delivery.

Training Facility

Partnership with **Fort Bend ISD – Kempner High School** will provide classroom instruction space, aviation maintenance laboratories, and dedicated equipment and systems training areas. HCC will occupy approximately 12,022 sq ft of space at Kempner High School.

Equipment Investment

\$282K Procured

- Running reciprocating engine
- Cessna 150
- Taylorcraft BC-12D
- Anti-skid braking trainer
- Electrical system trainer
- Structural tools & supplies

\$508K In Procurement

- Landing gear trainers
- Hydraulic & Fire detection
- Cockpit instrument trainer
- A/C system trainers
- Ice & rain protection
- Hot bonder
- Alternator/generator tester

Kemper High School Floor Layout for HCC's Aviation Program



Equipment Inventory



Cessna 150 Donation



Benchtop Paint Booth



Reciprocating Engine



Taylorcraft BC-12D Donation

Equipment Inventory Cont.



Single Engine Electrical Trainer



Hydraulic Test Bench



Equipment Inventory Cont.



Tools, Equipment and Supplies



Single Wheel Anti-Skid Trainer

Aviation Maintenance Technology - Airframe, A.A.S. and Aviation Maintenance Technology - General, C1

Rationale: The Aviation Maintenance Technology – Airframe A.A.S. program prepares students to become certified FAA Airframe Maintenance Technicians. Students will learn to inspect, repair, overhaul, and maintain aircraft systems and components including airframes, electrical and electronic systems, instrument and navigation systems, and hydraulic and pneumatic systems. As one of the few such programs in the entire Houston metropolitan area, and the only program at a publicly funded school, our college is uniquely positioned to spearhead the solution to industry needs in this field. The Level 1 Certificate directly feeds into the A.A.S. and is designed to provide an on-ramp for dual-credit students.

Projected Enrollment	Projected Average Annual Regional Job Openings, 2022-32	Avg. Hourly Wage	Budget Summary
50 students in the first year (FY 27) with cumulative enrollment of 250 by FY 2031.	312 <i>Note: job opening projections encompass all aviation technology awards.</i>	\$38.87	<ul style="list-style-type: none"> • 5-year revenues: \$ 1.4 mil • 5-year expenditures: \$ 1.9 mil • First year costs: \$ 866K • Revenue > Expenditures in Year 2 <p><i>Note that the Aviation Maintenance Technology A.A.S. shares costs with the Aviation Powerplant Maintenance A.A.S.</i></p>

Note: Program approved BOT Meeting December 2025

Job openings source: texaslmi.com, soc code: 49-3011 Aviation Mechanics and Service Technicians, Gulf Coast
 Job wage source: onetonline.org, soc code: 49-3011 Aircraft Mechanics and Service Technicians, Houston MSA

Aviation Maintenance Technology - Powerplant, A.A.S.

Rationale: The Aviation Maintenance Technology - Powerplant program prepares students to become certified FAA Aircraft Powerplant Maintenance Technicians. The program culminates with students completing all requirements and passing the Federal Aviation Administration's (FAA) two-part, general and powerplant, certification exam. With their certification, graduates will be qualified to work on and maintain any aircraft's powerplant systems or components. There is strong demand for aviation maintenance technicians in the Houston area as the region's aerospace and aviation industry continues to grow. Establishing a training program would help meet this demand and support thousands of existing and future jobs at Houston's major airports and aviation companies.

Projected Enrollment	Projected Average Annual Regional Job Openings, 2022-32	Avg. Hourly Wage	Budget Summary
25 students in the first year (FY 27) with cumulative enrollment of 125 by FY 2031.	312 <i>Note: job opening projections encompass all aviation technology awards.</i>	\$38.87	<ul style="list-style-type: none"> • 5-year revenues: \$641K • 5-year expenditures: \$889K • First year costs: \$614K • Revenue > Expenditures in Year 2 <p><i>Note that the Aviation Powerplant Maintenance A.A.S. shares costs with the Aviation Maintenance Technology A.A.S.</i></p>

Note: Program approved BOT Meeting December 2025

Job openings source: texaslmi.com, soc code: 49-3011 Aviation Mechanics and Service Technicians, Gulf Coast
 Job wage source: onetonline.org, soc code: 49-3011 Aircraft Mechanics and Service Technicians, Houston MSA



Industry Partnerships

The program has cultivated relationships with a broad coalition of aviation employers, institutions, and agencies across the Houston region and beyond.



Advisory Board

United Airlines, Southwest Airlines, Standard Aero, Western Airways, Icon Maintenance Group, Semper Fli, Northrop Rice, and others provide strategic guidance.



Equipment Donations

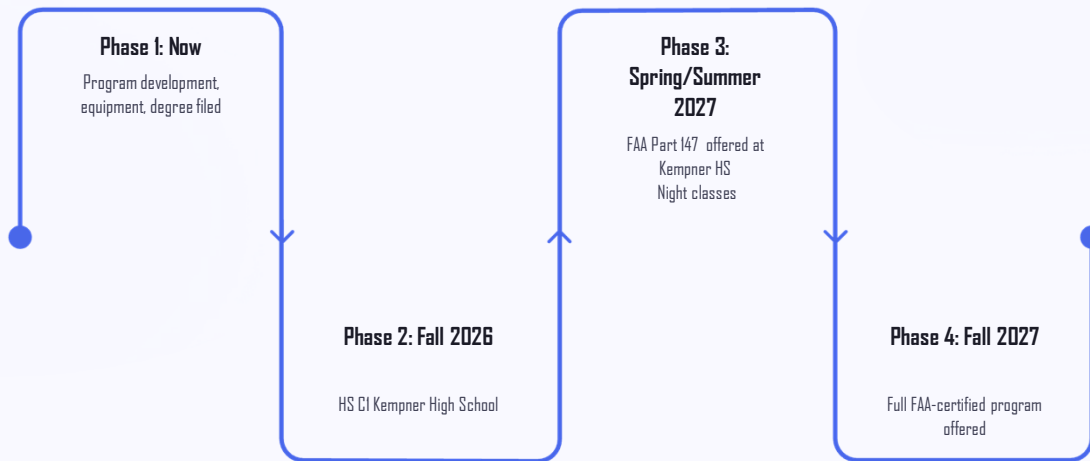
Partners including Lone Star Flight Museum, NUSAFM, and E&E Aviation Maintenance are contributing training assets to support program launch.



Internships & Pipelines

NASA, FAA, Tarrant County College, La Porte Flightline, and Greater Houston Partnership are developing student internship and workforce pipeline opportunities.

Program Timeline & Student Recruitment



Student Recruitment

The Program Director is actively conducting outreach across the Houston metro area, with **~45 prospective HCC students** already identified. Target populations include:

Recruitment channels include high school outreach events, workforce board partnerships, and direct industry collaboration.



High School Graduates & Aviation Enthusiasts



Career-Changing Adults & Working Professionals



Military Veterans Seeking Certification

Thank You

Aviation Maintenance Technology - Airframe, AAS and Aviation Maintenance Technology - General, C1

Houston City College

Projected Revenues and Expenditures and Cash Flow

Addition of: Aviation Maintenance Technology - Airframe, AAS and Aviation Maintenance Technology - General, C1

REVENUES	Increases in Revenues and Expenses per Semester					Incremental Annual Revenues and Expenditures				
	Incremental Tuition/Fees Per Credit Hour	Estimated # of Students	Estimated SCH per Student	Total # of SCH	Estimated Annual Increase in T&F Revenue	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031
	In-District Students	\$ 75.50	30	14	420	\$ 44,331	\$ 44,331	\$ 63,021	\$ 63,021	\$ 63,021
Out-of-District Students	\$ 171.50	16	14	224	\$ 81,656	81,656	116,083	116,083	116,083	116,083
Out-of-State Students	\$ 290.00	4	14	56	\$ 44,202	44,202	62,837	62,837	62,837	62,837
Estimated Increase in Tuition and Fees		50		700	\$ 170,190	\$ 170,190	\$ 241,941	\$ 241,941	\$ 241,941	\$ 241,941
Projected Reimbursement		Associate Degrees (Standard HB8 Award)	Eco Disadvantaged (25% Weighted Bonus)		Estimated Annual Funding	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031
State Reimbursement, beginning Fall 2028		\$ 3,500		\$1,125	\$ -	\$ -	\$ -	\$ 24,112	\$ 24,112	\$ 48,223
Projected FAST Funding (\$58.52 per SCH)		\$ 58.52		1924		\$ -	\$ -	\$ 112,592	\$ 112,592	\$ 112,592
TOTAL REVENUES						\$ 170,190	\$ 241,941	\$ 378,646	\$ 378,646	\$ 402,757
EXPENDITURES	Adjunct Rate Per Course SCH	Estimated Course SCH per Term			Estimated Incremental Salary Costs	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031
Adjunct Salary Costs	\$ 2,832	5			\$ 14,443	\$ 14,443	\$ 38,289	\$ 39,025	\$ 39,761	\$ 41,234
Full-Time Faculty (Program Coordinator)					75,568	75,568	77,079	78,621	80,193	81,797
Full-Time Faculty					73,003	73,003	74,463	79,675	85,253	91,220
Content Expert Stipends						6,681	6,681	6,681	6,681	6,681
Equipment Costs						521,661	-	-	-	-
Construction Costs						150,000	-	-	-	-
Accreditation Fees						600	600	600	600	600
Instructional Materials Supplies						-	25,000	25,000	25,000	25,000
Marketing costs						20,000	20,000	20,000	20,000	20,000
Faculty Development/Travel						4,000	4,000	4,000	4,000	4,000
TOTAL DIRECT EXPENDITURES						\$ 865,956	\$ 246,111	\$ 253,602	\$ 261,488	\$ 270,532
NET EXPENDITURES AVAILABLE TO SUPPORT										
STUDENT SERVICES, ACADEMIC SUPPORT, INSTITUTIONAL SUPPORT, DEPRECIATION AND SCHOLARSHIPS						\$ (695,766)	\$ (4,170)	\$ 125,044	\$ 117,158	\$ 132,225

Proposing Full-Time Cohort

Note: Day classes will be dual credit and evenings will be regular HCC students.

The following assumptions were used to project the revenue and expenses for this proposed new program offering:

1. Projected average class of 25.
2. Use HCC's retention rate of 52.7% to calculate classes year over year plus new cohort of 25 each year.
3. Also, use HCC's completion rate of 24% to calculate the number of project completers/awards for HB8 funding.
4. Fast funding for dual credit courses is calculated, assuming that 75% of Ft. Bend ISD students will be eligible for funding (25 students per class).

Aviation Maintenance Technology - Powerplant, AAS

Houston City College

Projected Revenues and Expenditures and Cash Flow

Addition of: Aviation Maintenance Technology - Powerplant, AAS

REVENUES	Increases in Revenues and Expenses per Semester					Incremental Annual Revenues and Expenditures				
	Incremental Tuition/Fees Per Credit Hour	Estimated # of Students	Estimated SCH per Student	Total # of SCH	Estimated Annual Increase in T&F Revenue	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031
	In-District Students	\$ 75.50	19	14	266	\$ 22,166	\$ 22,166	\$ 33,068	\$ 33,068	\$ 33,068
Out-of-District Students	\$ 171.50	4	14	56	\$ 40,828	40,828	60,910	60,910	60,910	60,910
Out-of-State Students	\$ 290.00	2	14	28	\$ 22,101	22,101	32,972	32,972	32,972	32,972
Estimated Increase in Tuition and Fees		25		350	\$ 85,095	\$ 85,095	\$ 126,950	\$ 126,950	\$ 126,950	\$ 126,950
Projected Reimbursement		Associate Degrees (Standard HB8 Award)	Eco Disadvantaged (25%) Weighted Bonus		Estimated Annual Funding	Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031
State Reimbursement, beginning Fall 2028		\$ 3,500		\$1,125	\$ -	\$ -	\$ -	\$ 12,056	\$ 12,056	\$ 24,112
Projected FAST Funding (\$58.52 per SCH)		\$ 58.52		0		\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL REVENUES						\$ 85,095	\$126,950	\$ 139,006	\$ 139,006	\$ 151,062
EXPENDITURES	Adjunct Rate Per Course SCH	Estimated Course SCH per Term		Estimated Incremental Salary Costs		Year 1 FY 2027	Year 2 FY 2028	Year 3 FY 2029	Year 4 FY 2030	Year 5 FY 2031
	Adjunct Salary Costs	\$ 2,832	5	\$ 14,443	\$ 14,443	\$ 14,443	\$ 42,216	\$ 43,028	\$ 43,839	\$ 45,463
	Full-Time Faculty (Program Coordinator)				-	-	-	-	-	-
Full-Time Faculty					-	-	-	-	-	-
Content Expert Stipends					-	-	-	-	-	-
Equipment Costs					600,000	-	-	-	-	-
Construction Costs					-	-	-	-	-	-
Accreditation Fees					-	-	-	-	-	-
Instructional Materials Supplies					-	25,000	25,000	25,000	25,000	25,000
Marketing costs					-	-	-	-	-	-
Faculty Development/Travel					-	-	-	-	-	-
TOTAL DIRECT EXPENDITURES						\$ 614,443	\$ 67,216	\$ 68,028	\$ 68,839	\$ 70,463
NET EXPENDITURES AVAILABLE TO SUPPORT										
STUDENT SERVICES, ACADEMIC SUPPORT, INSTITUTIONAL SUPPORT, DEPRECIATION AND SCHOLARSHIPS						\$ (529,348)	\$ 59,734	\$ 70,978	\$ 70,166	\$ 80,599

Proposing Full-Time Cohort

The following assumptions were used to project the revenue and expenses for this proposed new program offering:

1. Projected average class of 25.
2. Use HCC's retention rate of 52.7% to calculate classes year over year plus new cohort of 25 each year.
3. Also, use HCC's completion rate of 24% to calculate the number of project completers/awards for HB8 funding.

REPORT ITEM

Meeting Date: April 1, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
B.	Dual Credit Certificate Pathways	Dr. Margaret Ford Fisher Dr. Norma Perez Dr. Desmond Lewis

DISCUSSION

Dual Credit Level I and Level II Certificate Pathways provide high school students with expanded access to high demand, high wage career opportunities.

COMPELLING REASON AND BACKGROUND

- Alignment with K-12 Career Technical Education (CTE) Completion Post Secondary Goals
- Increased high earning career pathway opportunities for high school students
- State legislation (i.e. HB20, etc.)

STRATEGIC ALIGNMENT

Strategic Priority: 1- Student Success, Strategic Priority: 2 - Personalized Learning , Strategic Priority: 3 - Academic Rigor , Strategic Priority: 4 - Community Investment , Strategic Priority: 5 - College of Choice

ATTACHMENTS:

Description	Upload Date	Type
Dual Credit Certificate Pathways	3/25/2026	Presentation

This item is applicable to the following:

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



Dual Credit Certificate Pathways

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

April 1, 2026

Overview

- Dual Credit Program Overview
- Dual Credit Partners
- C1 and C2 Pathways By Dual Credit Partner
- C1 and C2 Awards
- OSA Awards
- Opportunities
- Dual Credit Program Cost Analysis

Definition of Academic and Workforce

Academic

- Academic COEs and degree plans that lead to an AA, AS or AAT degree
- Students start with the core academic courses that are part of their identified pathway
- Students complete part of their pathway while still in high school

Workforce

- Starting or completing an AAS or certificate pathway that leads to further post-secondary education
- Level 1 certificate programs do not require TSI testing
- Has the potential to improve outcomes for traditionally underserved students

Types of Dual Credit

Early College High School (ECHS)

- Students receive a high school diploma, up to 60 college credit hours, and/or an associate degree
- By law, students do not pay for tuition and fees; the ISD or charter pays unless waived by the college
- HCC and school district collaborate to develop the ECHS proposal
- ECHS must be approved by TEA

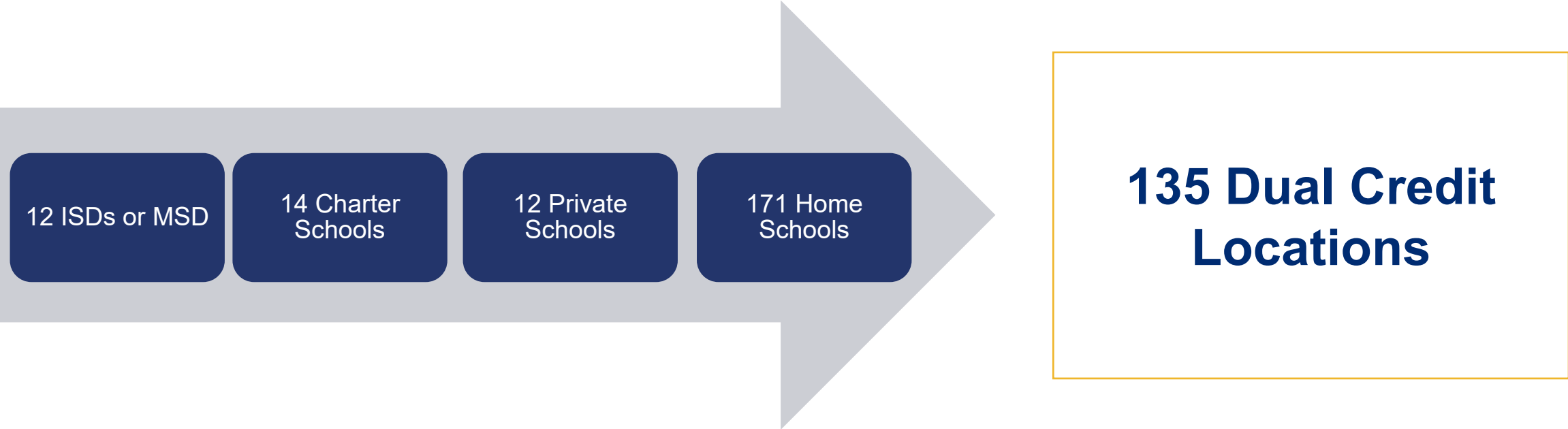
Pathways in Technology Early College High Schools (P-TECH)

- An open-enrollment program that provides students with work-based (workforce) education
- Provides students grades 9 through 12 the opportunity to accelerate completion of high school to earn a high school diploma and work credentials, including industry-based certificates, Level 1 and Level 2 postsecondary certificates, and/or an associate degree
- P-TECH must be approved by TEA

Traditional Dual Credit

- Students identify a pathway or identify as non-degree seeking as a condition of enrollment
- Students on an academic pathway leading to a two-year or four-year degree work to complete core courses
- Students on a CTE pathway leading to a certificate or a two-year degree take courses from the chosen pathway

Dual Credit Partner Types and Total Dual Credit Locations Served by HCC



Dual Credit Partners By Type

ISD or MSD

- Aldine ISD
- Alief ISD
- Channelview ISD
- Fort Bend ISD
- Galena Park ISD
- Goose Creek Consolidate ISD
- Hallsville ISD
- Houston ISD
- Huntsville ISD
- Katy ISD
- Spring Branch ISD
- Stafford MSD

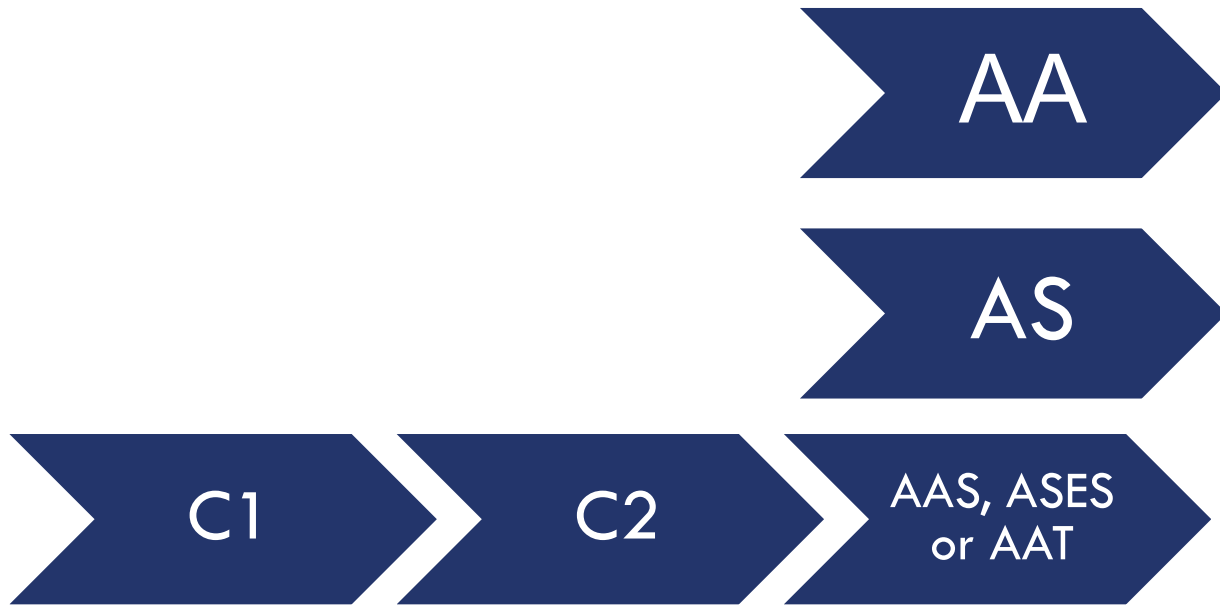
Charter School

- A+UP Charter School
- Beta Academy
- College and Career Preparatory Academy (Empowerment High School)
- Elite College Prep Academy
- George I. Sanchez Charter School
- Harmony Public Schools
- Houston Heights High School
- International Leadership of Texas
- KIPP Public Charter Schools
- Premier High School
- ProVision Academy
- Raul Yzaguirre School for Success
- SER Ninos High School
- YES Prep Public Schools

Private School

- Al-Hadi School of Accelerative Learning
- Briarwood High School
- Gateway America Prep
- Genesis Christian School
- Grace Christian Academy
- Horizon Leadership Academy
- Houston Quran Academy
- Iman Academy
- Katy Christian Academy
- St. Peter Catholic High School
- Torah Girls Academy
- Xavier Academy

Dual Credit Pathway Types and Program Award Options Offered by HCC



47
Program Award
Options

Dual Credit C1 and C2 Pathways

(28) C1
Accounting-Payroll Specialist
Audio Recording Technology
Auto Technology – Maintenance & Light Repair
Autobody/Collision and Repair Technician
*Business Management – General Business
Business Technology
Computer-Aided Drafting
Construction Management Technology
Construction Technology
Cosmetology-Art of Barbering
Cosmetology-Lash
Digital Communication I
Electrical Technology - Commercial
*Electronic Engineering Technology Computer Servicing Networks
Filmmaking I
Financial Lending
Heating, AC and Refrigeration-Basic
HIT-Health Information Analysis
Hotel Management
Interior Decorating
IT Core
Logistics & Global Supply Chain Management – Maritime Logistics
Marketing Retailing
Medical Scribe
Nail Technician
Prep Cook
Real Estate Residential
Welding-Structural

(6) C2
*Business Technology - Bilingual
Computer Systems Networking - Cybersecurity
Cosmetology Operator
Culinary Arts
Medical Assistant
Pharmacy Technician

Dual Credit C1 Pathways By Dual Credit Partner

Program/ Pathway	Award Level	Partner
Accounting-Payroll Specialist	C1	Charter School and Houston ISD
Audio Recording Technology	C1	Home School
Auto Technology - Maintenance & Light Repair	C1	Charter School and Stafford MSD
Autobody/Collision and Repair	C1	Aldine ISD
*Business Management	C1	Charter School
Business Technology	C1	Charter School, Houston ISD, and Stafford MSD
Computer-Aided Drafting	C1	Alief ISD
Construction Management Technology	C1	Alief ISD, Fort Bend ISD, and Houston ISD
Construction Technology	C1	Alief ISD and Houston ISD
Cosmetology-Art of Barbering	C1	Charter School
Cosmetology-Lash	C1	Charter School
Digital Communication I	C1	Charter School and Houston ISD
Electrical Technology - Commercial	C1	Alief ISD and Spring Branch ISD
*Electronic Engineering Technology Computer Servicing Networks	C1	Houston ISD

*New Program

** New Partner for Program

Cont. Dual Credit C1 Pathways By Dual Credit Partner

Program/ Pathway	Award Level	Partner
Filmmaking I	C1	Charter School, Goose Creek ISD, Houston ISD, And Stafford MSD
Financial Lending	C1	Houston ISD
Heating, AC and Refrigeration-Basic	C1	Houston ISD
HIT-Health Info Analysis	C1	Fort Bend ISD
Hotel Management	C1	Aldine ISD and **Houston ISD
Interior Decorating	C1	Aldine ISD
IT Core	C1	Stafford MSD
Logistics & Global Supply Chain Management – Maritime Logistics	C1	Houston ISD
Marketing Retailing	C1	Houston ISD
Medical Scribe	C1	Charter School and Fort Bend ISD
Nail Technician	C1	Alief ISD
Prep Cook	C1	Houston ISD, Home School, and Stafford MSD
Real Estate Residential	C1	**Houston ISD, **Katy ISD, and Charter School
Welding-Structural	C1	Charter School, Houston ISD, Home School, and Stafford MSD

Dual Credit C2 Pathways By Dual Credit Partner

Program/ Pathway	Award Level	Partner
*Business Technology – Bilingual	C2	Houston ISD
Computer Systems Networking – Cybersecurity	C2	Stafford MSD
*Cosmetology Operator	C2	Alief ISD
Culinary Arts	C2	**Aldine ISD, ** Houston ISD, and Home School
Medical Assistant	C2	Fort Bend ISD
Pharmacy Technician	C2	Charter School and Houston ISD

Dual Credit Partners By System, High School, Award, Program, and Academic Year

System	High School	Award	Program	2023	2024	2025
Aldine ISD	Blanson Career & Technical Education High School	C1	Hotel Management		12	10
		C1	Autobody/Collision and Repair			15
	Carver Magnet High School	C1	Interior Decorating			13
Alief ISD	Elsik High School	C1	Electrical Technology -Commercial	6	2	4
		C1	Computer-Aided Drafting		3	10
	Hastings HS	C1	Electrical Technology -Commercial	7	4	6
		C1	Computer-Aided Drafting		8	26
		C1	Construction Management Technology	5	5	
	Taylor High School-Alief School District	C1	Construction Technology	5		
		C1	Electrical Technology -Commercial	2	1	
			C1	Computer-Aided Drafting		9
Charter School	George I Sanchez HS	C1	Welding-Structural			1
	KIPP East End High School	C1	Welding-Structural			2
	KIPP Northeast College Prep	C1	Filmmaking I			1
	KIPP Sunnyside High School	C1	Welding-Structural			3
	Premier High School Gallery Furniture North	C1	Auto Technology -Maintenance & Light Repair		1	
	Pro-vision Academy	C1	Cosmetology-Art of Barbering		1	
		C1	Cosmetology-Lash			1
Raul Yzaguirre School for Success	C2	Pharmacy Technician		3	2	
Fort Bend ISD	Dulles High School	C1	Construction Management Technology		1	
	Hightower High School	C1	HIT-Health Info Analysis	3		
		C1	Medical Scribe	5	22	14
		C2	Medical Assistant		21	16
Goose Creek ISD	Stuart Career Tech High School	C1	Filmmaking I			13

Cont. Dual Credit Partners By System, High School, Award, Program, and Academic Year

System	High School	Award	Program	2023	2024	2025
Houston ISD	Austin High School	C1	Construction Management Technology	6	3	
		C1	Logistics & Global Supply Chain Management – Maritime Logistics		10	
		C1	Welding-Structural	10	10	18
		C1	Construction Technology			10
	Barbara Jordan High School/Careers	C1	Welding-Structural	1	52	42
	Chavez High School	C1	Filmmaking I	8		
	Heights High School	C1	Digital Communication I		47	89
	Jane Long Academy	C1	Business Technology	13	8	8
	Jane Long Academy	C2	Pharmacy Technician	14	9	9
	Kashmere High School	C1	Digital Communication I	16	10	13
	Lamar High School	C1	Prep Cook			3
	Madison High School	C1	Welding-Structural		9	8
	Milby High School	C1	Construction Management Technology	5	5	
	North Forest High School	C1	Heating, AC and Refrigeration -Basic			4
	Northside High School	C1	Welding-Structural		1	
		C1	Digital Communication I			2
		C1	Filmmaking I			4
		C1	Prep Cook			13
	Sam Houston Math Science & Technology Center	C1	Welding-Structural		1	
	Sterling High School	C1	Business Technology	7		
		C1	Logistics & Global Supply Chain Management – Maritime Logistics	4		
	Waltrip High School	C1	Digital Communication I			13
	Wheatley High School	C1	Prep Cook	6	3	8
Yates High School	C1	Logistics & Global Supply Chain Management – Maritime Logistics	5	10	11	
	C1	Filmmaking I			14	

Cont. Dual Credit Partners By System, High School, Award, Program, and Academic Year

System	High School	Award	Program	2023	2024	2025
Home School	HCC Locations or Online	C1	Audio Recording Technology			1
		C1	Prep Cook			1
		C2	Culinary Arts			1
Spring Branch ISD	Guthrie Center	C1	Electrical Technology -Commercial	32	50	29
	Stratford High School	C1	Electrical Technology -Commercial			2
Stafford ISD	Stafford High School	C1	Filmmaking I	9	9	7
		C1	Business Technology	4		4
		C1	Prep Cook	16	6	5
		C1	Welding-Structural	8	16	9
		C1	IT Core		6	3
		C1	Auto Technology – Maintenance & Light Repair			2
TOTAL				201	358	475

Dual Credit PTECHs Partners

By System, High School, Award, Program, and Academic Year

System	High School	Award	Programs	2023	2024	2025
Aldine ISD	Carver Magnet High School	C1	Interior Decorating			13
Alief ISD	Hastings HS	C1	Construction Management Technology	5		
		C1	Electrical Technology -Commercial	7	4	6
Charter School	Premier High School Gallery Furniture North	C1	Auto Technology - Maintenance & Light Repair		1	
	Raul Yzaguirre School for Success	C2	Pharmacy Technician		3	2
Houston ISD	Jane Long Academy	C1	Business Technology	13	8	8
		C2	Pharmacy Technician	14	9	9
	*Kashmere High School	C1	Digital Communication I	16	10	13
	*Madison High School	C1	Welding-Structural		9	8
	Wheatley High School	C1	Prep Cook	6	3	8
	*Yates High School	C1	Logistics & Global Supply Chain Management – Maritime Logistics	5	10	11
Stafford ISD	Stafford High School	C1	Filmmaking I	9	9	7
Fort Bend ISD	Hightower High School	C1	HIT-Health Info Analysis	3		
		C1	Medical Scribe	5	22	14
		C2	Medical Assistant		21	16
Goose Creek ISD	Stuart Career Tech High School	C1	Filmmaking I			13
TOTAL				83	105	126

Dual Credit Occupational Skills Awards (OSA) By System, High School, Program and Academic Year

System	High School	Award	Program	2023	2024	2025
Alief ISD	Taylor High School-Alief School District	OSA	Light Automotive Maintenance Technician	1		
Charter School	George I Sanchez HS	OSA	Light Automotive Maintenance Technician			1
	Premier High School Gallery Furniture North	OSA	Light Automotive Maintenance Technician		1	1
Houston ISD	Barbara Jordan High School/Careers	OSA	Light Automotive Maintenance Technician		1	1
	Middle College High School at Felix Fraga	OSA	Sales	2	2	5
TOTAL				3	4	8

C1 and C2 Opportunities

- HB 20
- HISD 15 Programs of Study at Comprehensive High Schools
- PTECH Integrated Stackable Pathways
- College and Career Accelerated Program Initiative
- Continuing Education (CE) Pathways



HCC Dual Credit Program Cost Analysis

FY23 – FY25

Year	FY 2023			FY 2024			FY 2025		
	In-District	Out-of-District/State	Total	In-District	Out-of-District/State	Total	In-District	Out-of-District/State	Total
Program Revenue:									
Tuition & Fee Assessed/Revenue	\$ 7,887,933	\$ 8,037,701	\$ 15,925,634	\$ 8,711,248	\$ 8,750,434	\$ 17,461,681	\$ 9,327,209	\$ 11,039,202	\$ 20,366,411
Waivers	(7,887,933)	(7,248,026)	(15,135,959)	(8,711,248)	(7,856,185)	(16,567,432)	(9,327,209)	(9,895,016)	(19,222,225)
Total Tuition & Fees, Net	\$ -	\$ 789,675	\$ 789,675	\$ -	\$ 894,249	\$ 894,249	\$ -	\$ 1,144,186	\$ 1,144,186
State Appropriations	4,976,346	2,451,036	7,427,383	2,295,085	1,130,415	\$ 3,425,500	6,537,860	3,220,140	\$ 9,758,000
FAST State Reimbursement	-	-	-	2,980,243	1,467,881	4,448,124	3,856,232	1,899,338	5,755,570
Total Net Revenue	\$ 4,976,346	\$ 3,240,711	\$ 8,217,058	\$ 5,275,328	\$ 3,492,545	\$ 8,767,873	\$ 10,394,092	\$ 6,263,664	\$ 16,657,755
Less Program Costs:									
Faculty Costs (FT and PT)	1,563,995	770,326	2,334,321	1,896,640	934,166	2,830,806	2,409,938	1,186,984	3,596,922
Direct Admin. Costs (Staff and Other Program Support)	748,497	368,663	1,117,160	822,232	404,980	1,227,212	1,069,675	526,855	1,596,530
FAST Book & OD Fee Exemption	-	-	-	157,374	77,513	234,887	133,506	65,756	199,262
Total Program Costs	\$ 2,312,492	\$ 1,138,989	\$ 3,451,481	\$ 2,876,246	\$ 1,416,659	\$ 4,292,905	\$ 3,613,118	\$ 1,779,596	\$ 5,392,714
Program Contribution (Shortfall)	\$ 2,663,854	\$ 2,101,723	\$ 4,765,577	\$ 2,399,082	\$ 2,075,887	\$ 4,474,968	\$ 6,780,973	\$ 4,484,068	\$ 11,265,041
Institutional Costs	4,816,258	2,372,187	7,188,444	5,331,390	2,625,909	7,957,298	5,588,587	2,752,588	8,341,175
Program Contribution (Shortfall) less Institutional Costs	\$ (2,152,403)	\$ (270,464)	\$ (2,422,867)	\$ (2,932,308)	\$ (550,022)	\$ (3,482,330)	\$ 1,192,386	\$ 1,731,480	\$ 2,923,866

*Note: \$1342.16 Institutional Support. The institutional support category includes expenses for central, executive-level activities concerned with management and long-range planning for the entire institution, such as the governing board, planning and programming operations, and legal services; fiscal operations, including the investment office; administrative data processing; space management; employee personnel and records; logistical activities that provide procurement, storerooms, printing; transportation services to the institution; support services to faculty and staff that are not operated as auxiliary enterprises; and activities concerned with community and alumni relations, including development and fund raising.

Conclusion

- 40 Dual Credit Partners
- 135 (+) Dual Credit Locations
- Earned C1 and C2 Awards are increasing
- P-TECH Awards are increasing
- Career Technical Education (CTE) and Workforce Pathways Alignment Opportunities are increasing

Thank You

REPORT ITEM

Meeting Date: April 1, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
C.	New Baccalaureate Degree Status Update	Dr. Margaret Ford Fisher Dr. Norma Perez Dr. Miguel A. Ramos

DISCUSSION

This presentation will provide a status update on the development of three applied baccalaureate degree proposals in the areas of information technology, project management, and early childhood education and teaching.

COMPELLING REASON AND BACKGROUND

The State of Texas permits community colleges to offer up to five applied baccalaureate degrees to meet workforce needs. It is anticipated that three awards, Information Technology, Project Management, and Early Childhood Education and Teaching will be presented for Board approval in June 2026. This would bring the total number of baccalaureate awards offered by HCC to five.

FISCAL IMPACT

The final proposal will include an estimated budget based on an evaluation of program needs for each of the baccalaureate degrees.

STRATEGIC ALIGNMENT

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

ATTACHMENTS:

Description	Upload Date	Type
New Baccalaureate Degree Status Update PowerPoint	3/25/2026	Presentation

This item is applicable to the following: Southeast, Southwest



New Baccalaureate Degree Status Update

Margaret Ford Fisher, Ed.D.
Chancellor

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

Miguel A. Ramos, Ph.D.
Vice Chancellor, Instructional Services

April 1, 2026

Overview

- ▶ The Business, Digital and Information Technology, and Education Professions COEs will each propose a new applied baccalaureate degree for consideration by the Board of Trustees in June 2026.



Baccalaureate Degree Criteria

Criteria for New Baccalaureate Degree Programs

- ▶ The THECB may authorize baccalaureate degree programs at a public junior college in the fields of applied science, including a degree program in applied science with an emphasis on early childhood education, applied technology, or nursing, that have a demonstrated workforce need.
- ▶ Community Colleges may offer up to five applied baccalaureate degrees.
- ▶ Proposed bachelor's degree curriculum must build on the college's existing Associate of Applied Science degree in the same or closely related field and include enough additional Texas Core Curriculum courses and upper-division coursework to total 120 SCH.

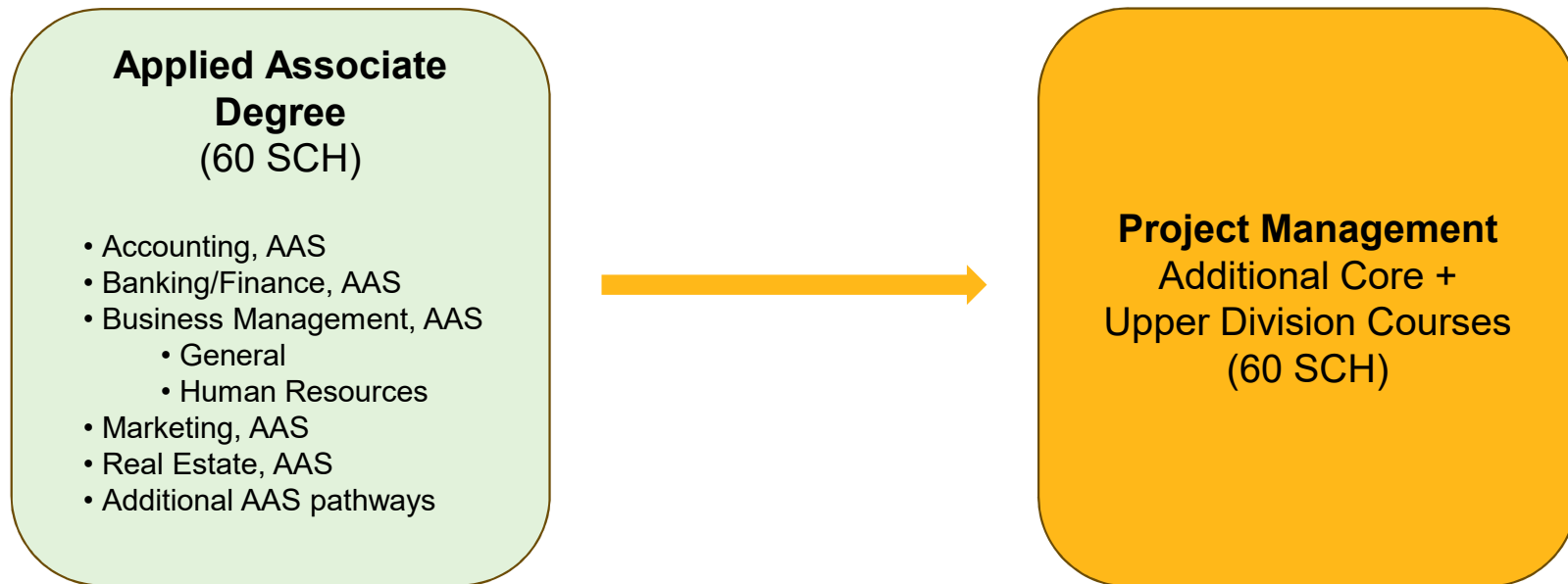


HCC Proposed BAS in Project Management

Rationale for BAS – Project Management

- ▶ The Bachelor of Applied Science in Project Management degree at Houston City College (HCC) is designed to provide students with a comprehensive understanding of project management principles and practical experience in real-world scenarios.
- ▶ Through this program, students will gain the skills necessary to effectively plan, execute, and oversee projects across various industries.
- ▶ These competencies are applicable in professional settings, volunteer organizations, and personal endeavors.

Bachelor of Applied Science – Project Management



Labor Market Outlook for Project Management

- ▶ LinkedIn reports over 3,000+ Project Manager roles and 8,000+ Project Management positions are available in the Houston area, with dozens of new listings each week.
- ▶ According to ZipRecruiter, the average annual salary for BAS-related positions in Houston is approximately \$70,507, equating to about \$33.90 per hour.
- ▶ Lightcast market data projects annual average job openings in the Houston region of 2,604 from 2026 through 2021 with median annual earnings of \$98K.

Sample of Jobs for Project Management

Role Level	Typical Salary (Houston)	Regional Outlook
Entry-level PM	\$68K–86K	Construction, Energy, Tech, Healthcare
Mid/Senior PM	\$103K–130K	Strategic PM roles across sectors
PMP-Certified PM	Up to \$160K–250K	Project-heavy industries (e.g., energy)
Project Coordinator	\$60,625 (average)	Supports PMs; growing as firms expand project teams
Project Management Analyst	\$107,614	High demand; Houston median ~\$52/hr
Project Manager (General)	\$100,330; \$76,900 median by Gusto; up to \$138K(avg)	Thousands of roles; mix of industries (energy, healthcare, tech)
Technical/IT Project Manager	\$109,750	Increasing demand with Houston’s tech diversification
Senior Business Analyst/Scrum Master	\$103K–\$111K avg	Agile roles rising in tech and corporate services
Project Management Manager	\$144,487	Oversees PM teams; critical in multi-million-dollar projects
Project Management Specialist	\$100,750 (median 2024)	Projected 7% US growth through 2033 — faster than average

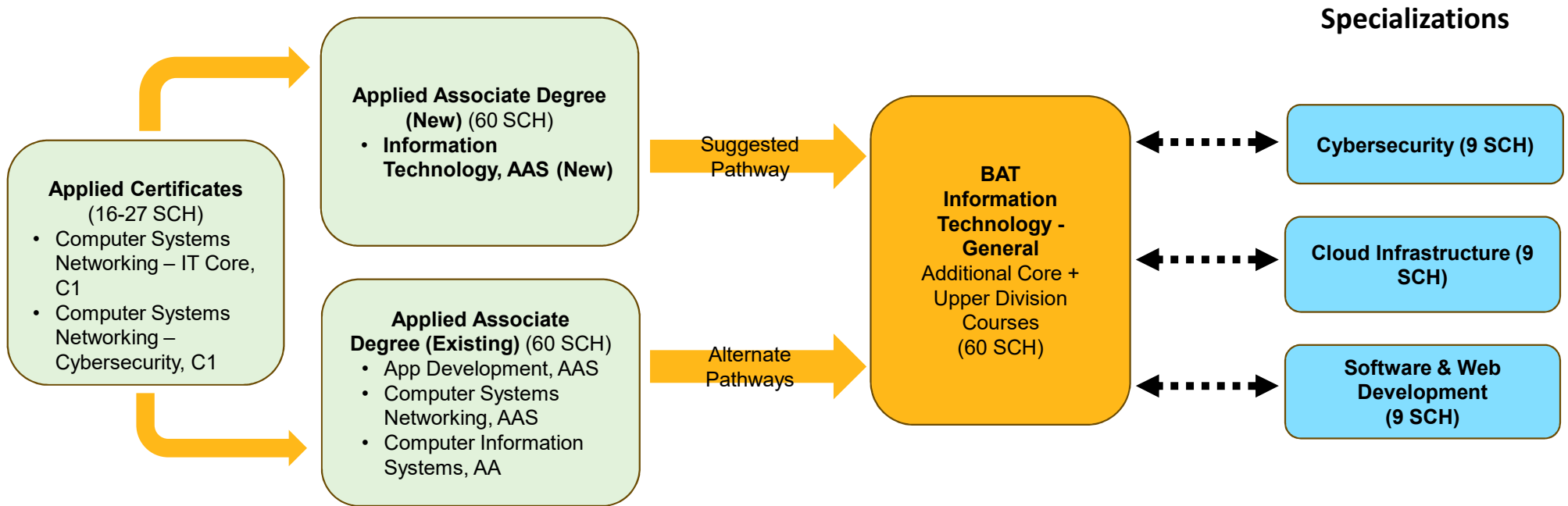


HCC Proposed BAT in Information Technology

Rationale BAT – Information Technology

- ▶ The Houston region has a demonstrated and growing need for highly skilled, job-ready information technology professionals who can support critical areas such as cybersecurity, cloud infrastructure, networking, and software development, as affirmed by industry leaders including Intel, BoodleBox, and the Greater Houston Partnership.
- ▶ The proposed Bachelor of Applied Technology in Information Technology is designed to meet this demand by combining strong theoretical foundations with hands-on, applied learning that aligns directly with workforce requirements.
- ▶ Graduates of this program will be qualified for in-demand roles such as Software Developer, Information Security Analyst, Computer Systems Analyst, and Computer Network Architect, all of which require advanced technical skills and practical experience.
- ▶ By offering an affordable, stackable, and industry-aligned pathway, this degree will strengthen the regional talent pipeline, promote economic mobility, and support Houston's continued growth as a major technology and innovation hub.

Bachelor of Applied Technology – Information Technology Pathways



Labor Market Outlook for Information Technology

- ▶ Labor market analysis based on four occupations: Computer Systems Analyst, Information Security Analyst, Computer Network Architect, Software Development
- ▶ According to Lightcast market data for the region, from 2026 to 2031 there will be an annual average of 2,800 job openings with median annual earnings of \$122K per year across the four roles specified above.

Labor Market Context for Information Technology

- ▶ Four of the top 5 jobs (by cost-of-living adjusted salary range) in Information Technology in the HCC region include Software Developers, Computer & Information Systems Managers, Computer Systems Analysts, and Network & Computer Systems Administrators (*from the National Center for Inquiry and Improvement HCC Labor Market Snapshot*)
- ▶ Letters of support for degree have been provided by Intel, BoodleBox, and the Greater Houston Partnership

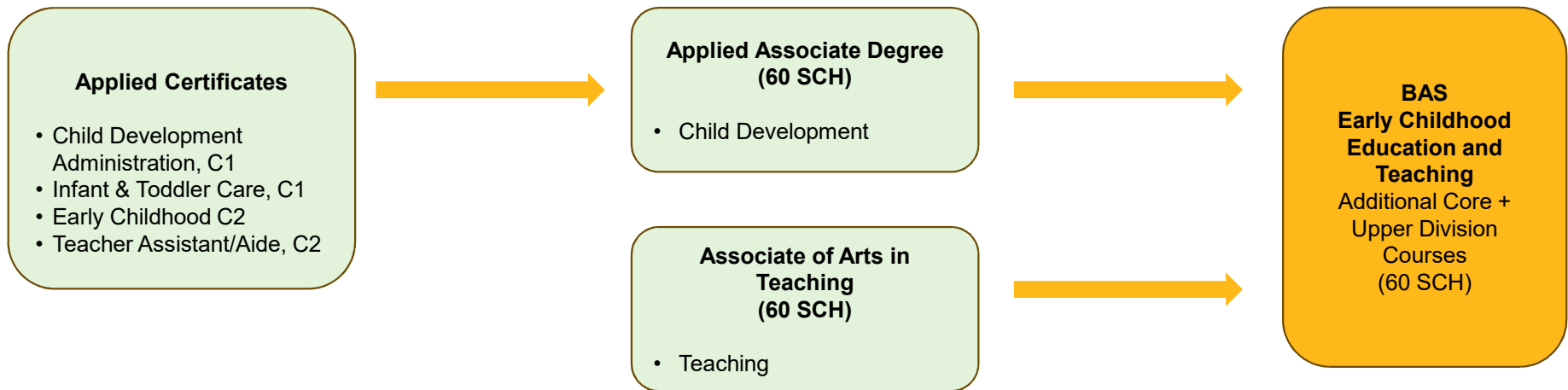


HCC Proposed BAS in Early Childhood Education and Teaching

Rationale BAS – Early Childhood Education and Teaching

- ▶ The Houston region faces persistent workforce shortages in early childhood and elementary education, particularly in roles that shape children’s foundational learning and development.
- ▶ Labor-market and occupational data indicate sustained demand across childcare, preschool, and elementary teaching positions, with clear pathways for career advancement tied to higher levels of education.
- ▶ A Bachelor of Applied Science in Early Childhood Education and Teaching builds on existing certificates and associate degrees to create a workforce-aligned pathway that prepares graduates with the competencies required for today’s classrooms and learning environments.

Bachelor of Applied Science – Early Childhood Education and Teaching



Labor Market Outlook for Early Childhood Education and Teaching

- ▶ Strong and sustained regional demand: Childcare, preschool, and elementary teaching occupations are all projected to grow through 2031 and collectively generate more than 10,000 job openings each year in the Houston–Pasadena–The Woodlands region, reflecting ongoing workforce needs across early learning and K–5 education.
- ▶ Clear career ladder with increasing earnings: These roles form a progressive pathway—from childcare to preschool to elementary teaching—with median earnings rising substantially as education and credential levels increase, reinforcing the value of advanced preparation and degree completion.

Labor Market Context for Early Childhood Education and Teaching

- ▶ The National Center for Inquiry and Improvement (NCII) identifies *Elementary and Middle School Teachers* as one of the larger occupational groups in Houston CC's 94-zip service area, with tens of thousands of jobs appearing in the upper, COL-adjusted salary ranges used in the analysis—ranges that align with NCII's definition of a "Good Job" (\$65K+ COL-adjusted median).
- ▶ NCII analysis shows that occupations requiring a bachelor's degree are most likely to meet the Good Job threshold, and the Education cluster is explicitly analyzed as part of this group—signaling that elementary teaching is well-positioned for new or expanded bachelor's-level credential pathways.



Baccalaureate Development Timeline

Development Timeline

- ▶ March - April 2026 – complete curriculum and degree plan, followed by development of THECB and SACSCOC proposal including budget, faculty credentialing, enrollment and completion estimates, assessment plan.
- ▶ May 2026
 - ▶ Curriculum Council Review
 - ▶ Dean Council Review
 - ▶ Chief Academic Officer Review
- ▶ June 2026 – HCC Board of Trustee review
- ▶ July 1, 2026 – Proposal submission to THECB and SACSCOC (if approved by HCC Board of Trustees)
- ▶ December 2026 – SACSCOC Board votes on proposal
- ▶ January 2027 – New baccalaureate degrees are implemented (if approved by the THECB and SACSCOC)

Conclusion

- ▶ The goal is to begin offering the three new applied baccalaureate degrees in spring 2027.

Thank You

REPORT ITEM

Meeting Date: April 1, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
D.	Outreach and Recruitment Update	Dr. Margaret Ford Fisher Dr. Lisa Alcorta Dr. Matias Garza

DISCUSSION

The presentation highlights intentional outreach and recruitment efforts focused on increasing enrollment for Summer and Fall 2026.

COMPELLING REASON AND BACKGROUND

Provide a summary of recruitment activities and event participation led by the Student Recruiters, as well as targeted enrollment campaigns designed to strengthen the enrollment funnel.

The update will highlight efforts to promote the Eagle Promise program, support Dual Credit seniors transitioning to Houston City College after high school graduation, and share outreach strategies aimed at moving students from prospective status to applicants and ultimately to enrolled students. The presentation will also provide an overview of ongoing recruitment campaigns aimed at generating new prospective student leads and expanding the pipeline for upcoming terms.

STRATEGIC ALIGNMENT

Strategic Priority: 1- Student Success, Strategic Priority: 5 - College of Choice

ATTACHMENTS:

Description	Upload Date	Type
Outreach & Recruitment Presentation	3/19/2026	Presentation

This item is applicable to the following:

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



Outreach and Recruitment Update-Summer-Fall 2026

Margaret Ford-Fisher, Ed.D.
Chancellor

Lisa Alcorta, Ph.D.
Vice Chancellor, Student Services

Matias Garza, Ed.D.
Associate Vice Chancellor, Enrollment Management & Success (Interim)

April 1, 2026

Student Populations

Our student pipeline connects with and supports every key student group entering HCC.

01

Dual Credit HS Seniors

Smooth transition support in partnership with P-16.

03

Transient/Transfer Students

Support with admissions and onboarding.

02

New Students (includes Non-Dual Credit HS Seniors)

Caseload management and onboarding guidance.

04

Returning Students

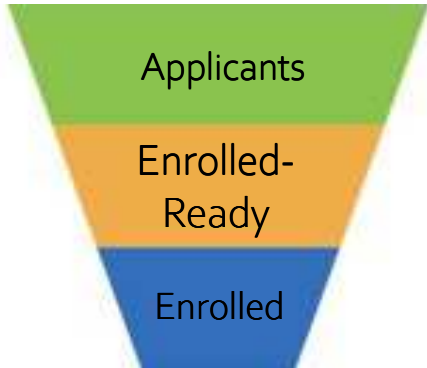
Assistance with readmissions process.



Student Enrollment Funnel Snapshot

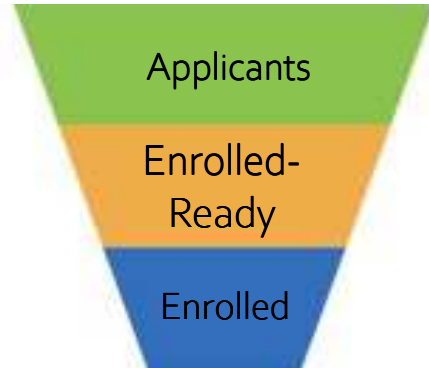
Source: MyOneFlow, as of February 25, 2026

Summer
2025



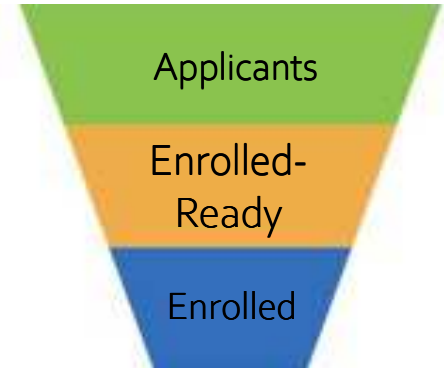
Stage Name	Count	Percent
Applicants	10,450	
Enrolled-Ready	4,988	48%
Enrolled	2,358	23%

Fall
2025



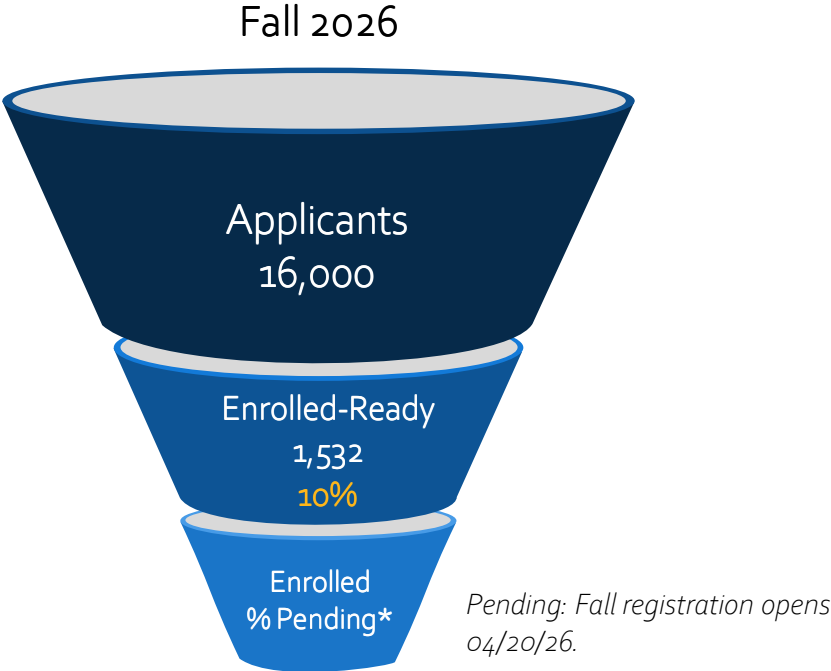
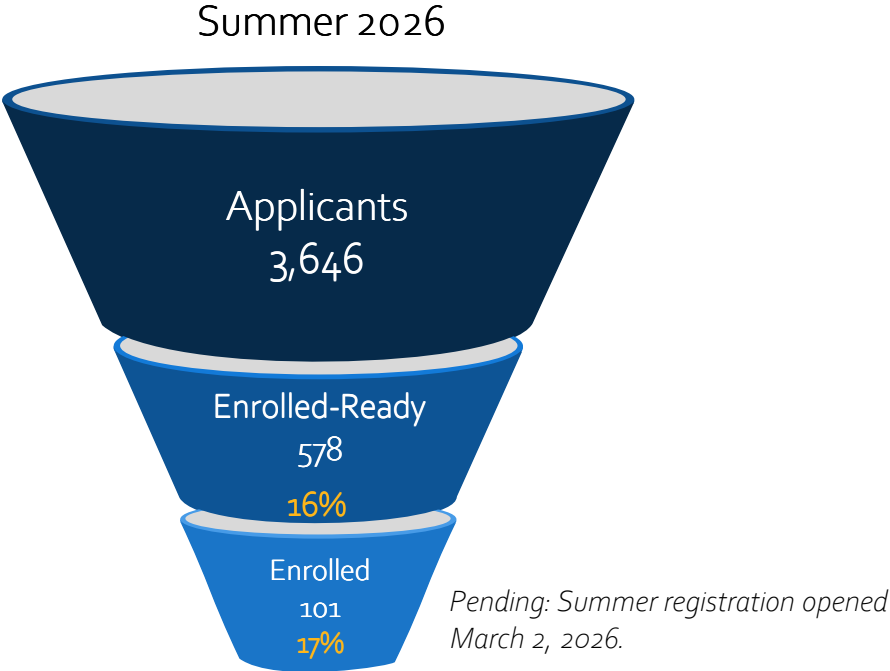
Stage Name	Count	Percent
Applicants	29,273	
Enrolled-Ready	10,782	37%
Enrolled	6,692	23%

Spring
2026



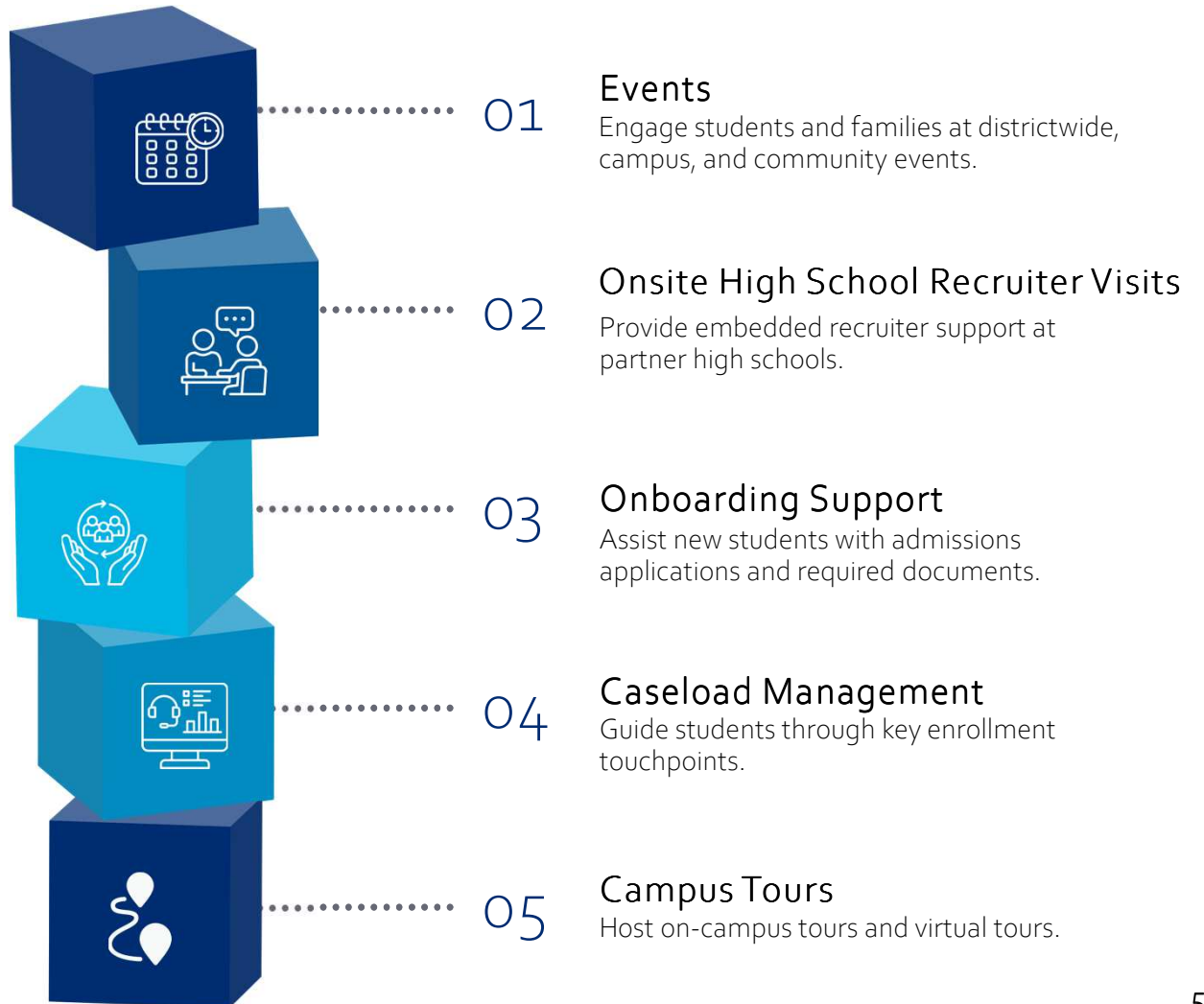
Stage Name	Count	Percent
Applicants	15,408	
Enrolled-Ready	7,321	47%
Enrolled	4,547	29%

First Time In College Summer and Fall Enrollment Funnel



Outreach and Recruitment

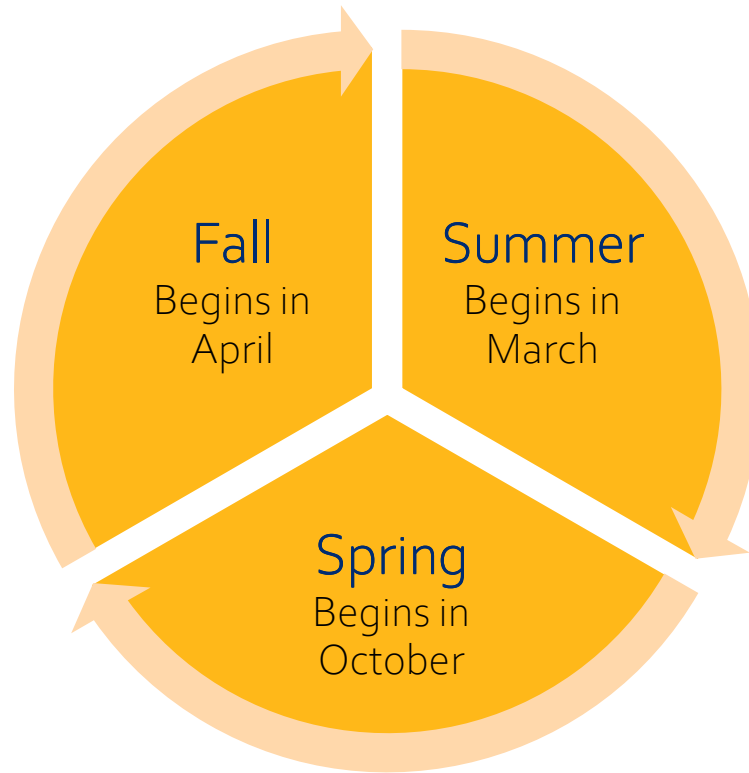
Supports the enrollment funnel for new students.



New Student Journey to HCC

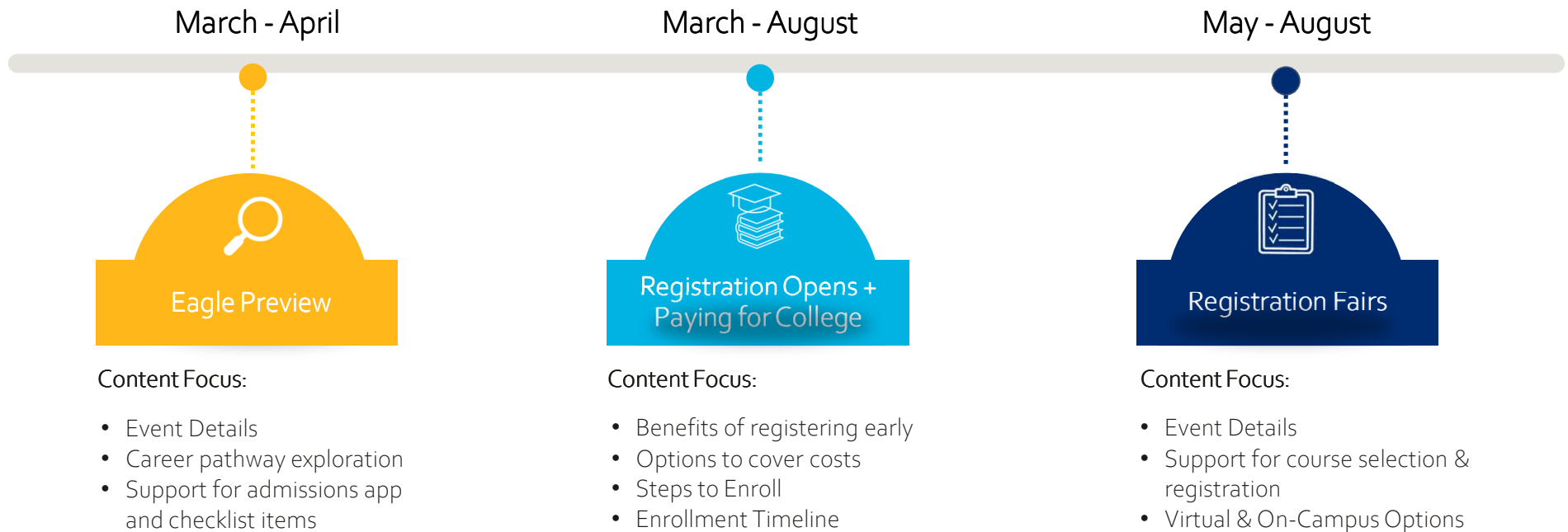


Annual Communications Cycle



Enrollment Management Communications' General Registration Campaign

Content strategy for Summer & Fall 2026 is designed to complement the automated campaigns.



Helping New Students go from “I’m Curious” to “I’m Enrolled”

58 Targeted, Automated Nudges



1 Prospect Campaign

Campaign Goal: Support conversion of prospects to applicants through **12 emails** and **8 text nudges**

Audience: First-time, SCH Students

2 Onboarding Campaign

Campaign Goal: Support conversion of applicants to enrollment-ready through **16 emails** and **9 text nudges**

Audience: SCH Students with incomplete onboarding steps (checklist items)


3 Registration Campaign

Campaign Goal: Support conversion of enrollment-ready students to registered student through **8 emails** and **5 text nudges**

Audience: Admitted SCH students who completed onboarding steps but have not enrolled or registered


Summer & Fall Campaigns and Events

District-Wide Campaigns and Events


 Eagle Preview

 Registration Fairs


 MyOneFlow Automated Campaigns

 On the Spot Admissions Event

 FAFSA Night

 Dynamo Community Event


College Campaigns and Events

 TSI Boot Camps

 Open Houses

 Registration Fairs

 Enrollment Drives

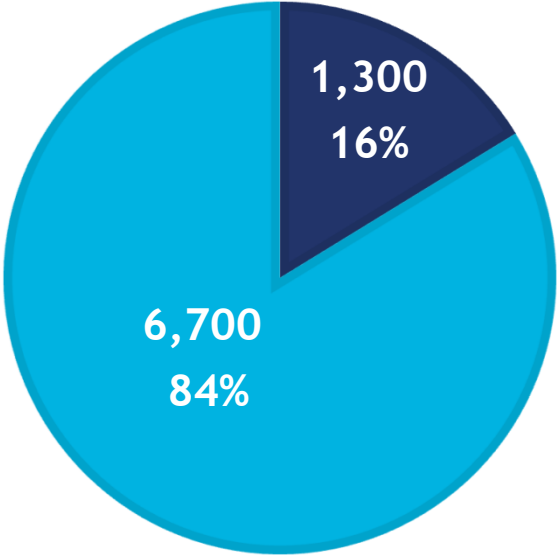
 Virtual Events

 Information Sessions

High School Seniors Dual Credit & Non-Dual Credit

Fall 2026 Students Pipeline - Dual Credit & Non-dual Credit

■ Dual Credit Seniors ■ Non-Dual Credit Seniors



P-16 & Recruitment: Supporting the Dual Credit Pipeline

P-16 Team	Student Recruiters
Manages ISD partnerships and dual credit agreements.	Engages students and families directly.
Oversees dual credit eligibility, onboarding, and compliance.	Assists with admissions application and documentation.
Coordinates course alignment with high schools.	Explains degree, transfer, and workforce pathways.
Monitors dual credit enrollment and provides district reporting.	Identifies Eagle Promise eligibility and financial options.
Notifies Recruitment of graduating dual credit seniors.	Conducts follow-up, event invites, and enrollment conversion.

Eagle Promise Outreach to HS Seniors

Dual and Non-Dual Credit HS Seniors



March 2026



Application support at Eagle Preview.

Feb. 2026 - May 2026



Weekly high school visits promoting HCC pathways.

Feb. 2026 - May 2026



Application and financial aid workshops for students and families.

HS Seniors in the Eagle Promise Pipeline

- 1,622 eligible students*
- Fall: build awareness & interest
- Spring: onboarding and college preparation



*Source: PeopleSoft Student Information System as of 03/05/2026

Transient, Transfer, and Returning Students

Summer Campaign for Transient (Visiting) and Transfer Students

01

Virtual Registration Support



Virtual events to support Summer and fall 2026 transient and transfer students

02

Promote Summer Registration to Transfer and Transient Students



Email/text nudges promoting summer and fall registration.

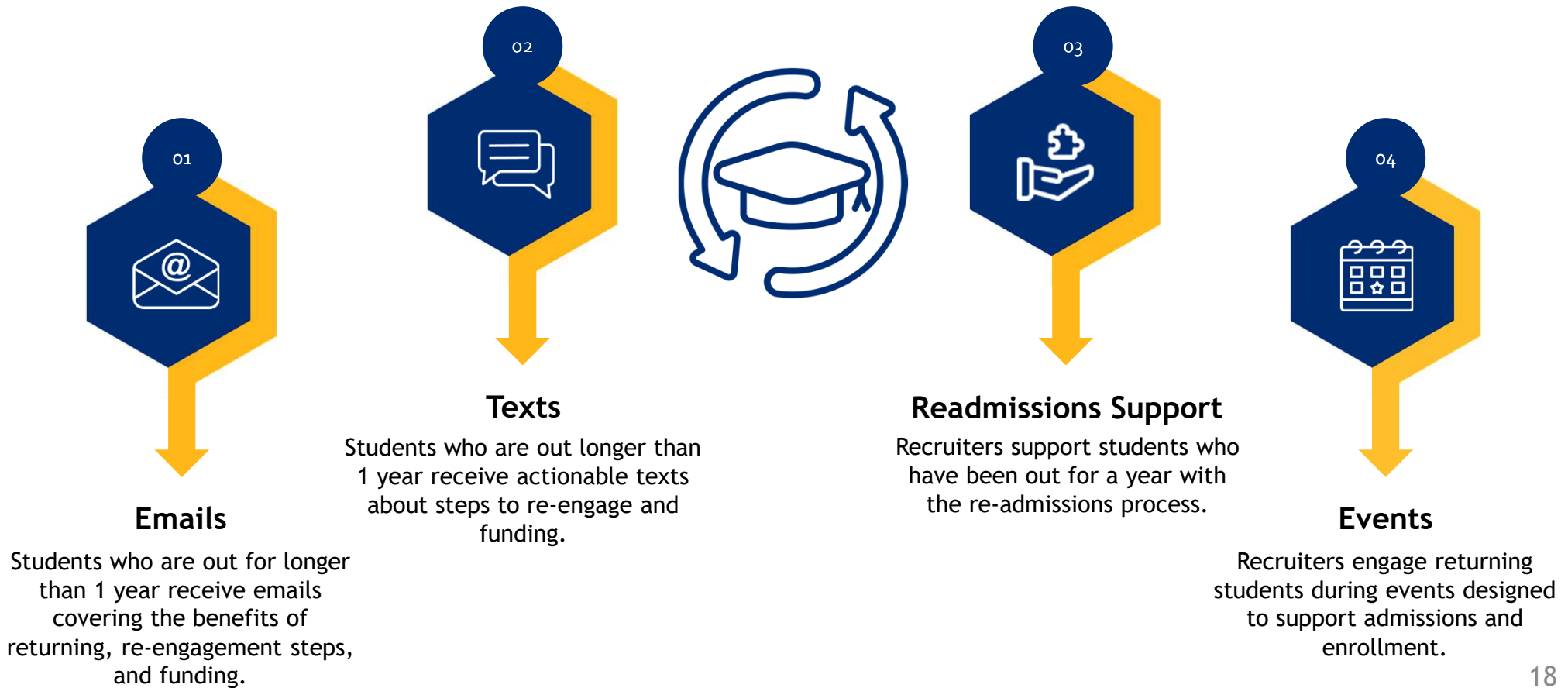
03

Digital Campaigns



Digital campaign targeting local residents ages 18–35.

Returning Student Outreach and Communications



Thank You