



AGENDA

ACADEMIC AND STUDENT AFFAIRS COMMITTEE OF THE BOARD OF TRUSTEES

**August 5, 2026
1:00 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

August 5, 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, August 5, 2026 at 1:00 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. Report on Leading Indicators, 2025-2026
- B. Vocational Advancement and Skills Training (VAST) Academy
- C. Outreach and Recruitment (Spring, Summer, Fall)
- D. Student Engagement, Recreation & Wellness Program 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 **30th Day of July**, 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: August 5, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
A.	Report on Leading Indicators, 2025-2026	Dr. Margaret Ford Fisher Dr. Norma Perez Dr. Andrea BurrIDGE Dr. Lisa Alcorta

DISCUSSION

This presentation provides the Board with an update on Houston City College's strategic plan KPIs and leading indicators used to monitor student success. Continued improvement in completion outcomes, including gains in three-year and four-year completion rates, are highlighted, as well as progress in leading indicators. HCC's ongoing focus is strengthening both completion and transfer outcomes through improved advising, clearer academic pathways, data-informed interventions, and enhanced transfer opportunities that support students in achieving their educational and workforce goals.

COMPELLING REASON AND BACKGROUND

As part of the College's strategic planning and accountability framework, the Board regularly reviews key performance indicators and leading measures that provide insight into student progress and institutional effectiveness.

This update provides an overview of recent trends in completion, retention, persistence, and transfer outcomes and outlines ongoing initiatives designed to improve student achievement. The information supports data-informed decision-making and enables the Board to monitor progress toward the College's strategic goals and student success priorities.

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
Student Outcomes Presentation	7/28/2026	Attachment

This item is applicable to the following:

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



Update on Student Outcomes and Leading Indicators

Margaret Ford Fisher, Ed.D.
Chancellor, Houston City College

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

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

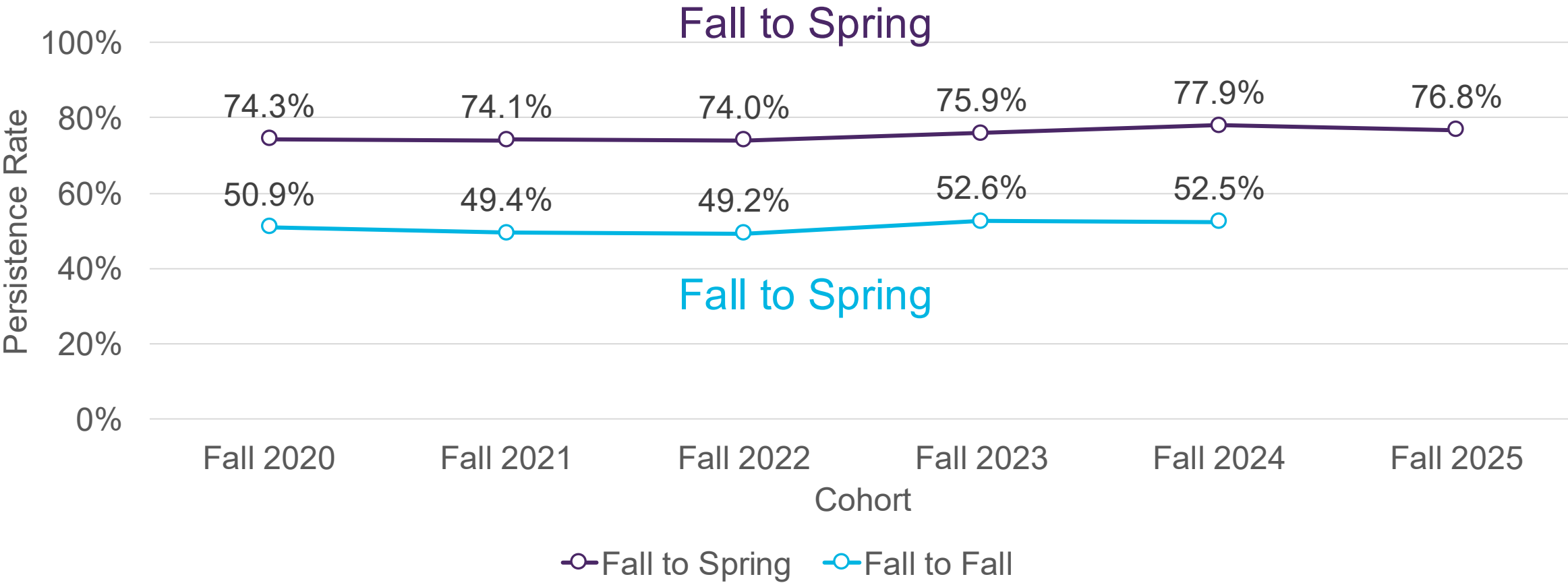
Andrea Burrridge, Ph.D.
Vice Chancellor, Strategy, Planning, and Institutional Effectiveness

August 5, 2026

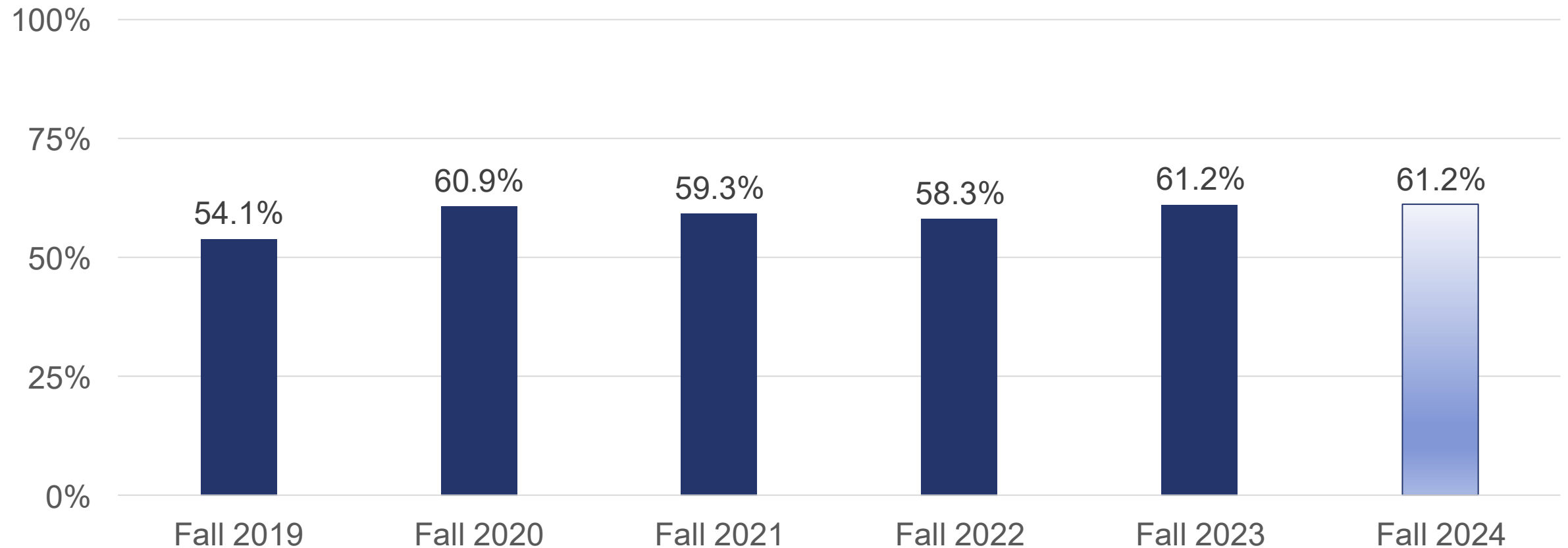
HCC Student Outcomes KPIs

- Retention & Persistence
- Completion
- Transfer

Retention



Fall to Fall Positive Outcome (Retention + Transfer + Award)

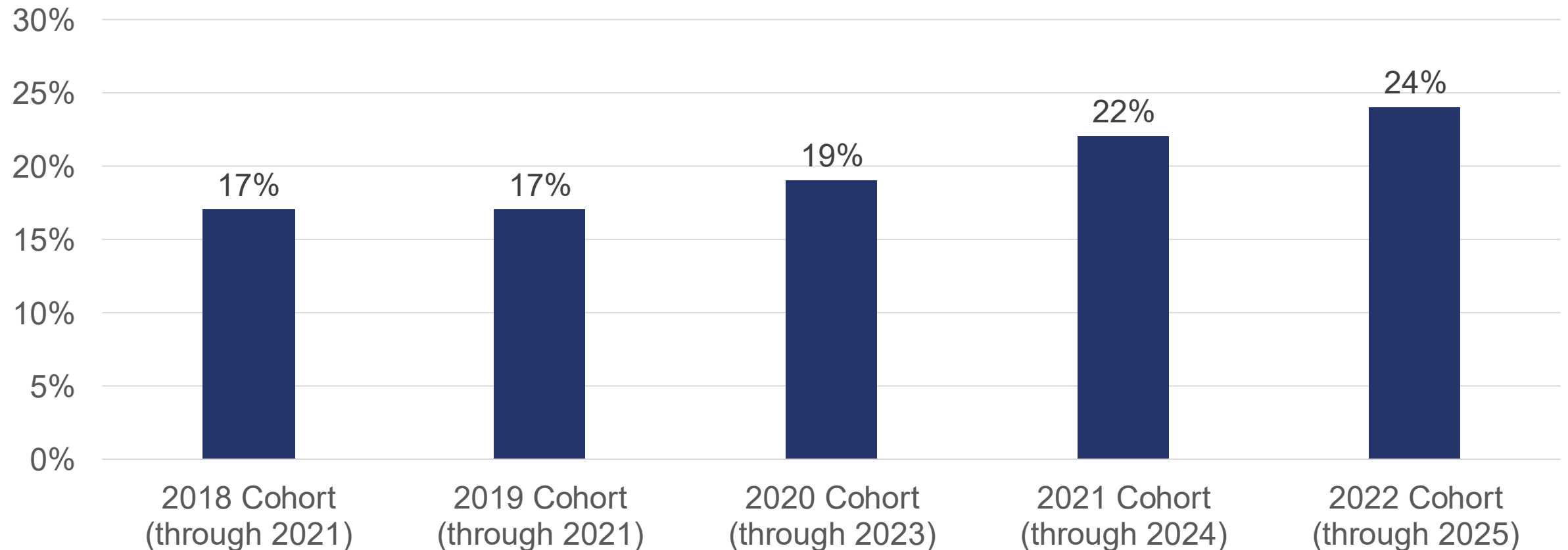


Awarded, Transfer, and Retained Counts (Fall to Fall)

Entry	Cohort	Awarded	Transferred	Retained	Persisted	Retained Percent	Persisted Percent
Fall 2021	10,688	239	1,058	5,276	6,337	49.4%	59.3%
Fall 2022	11,830	304	1,061	5,819	6,895	49.2%	58.3%
Fall 2023	11,866	289	1,055	6,242	7,267	52.6%	61.2%*
Fall 2024	12,844	399	1,059	6,740	7,855	52.5%	61.2%

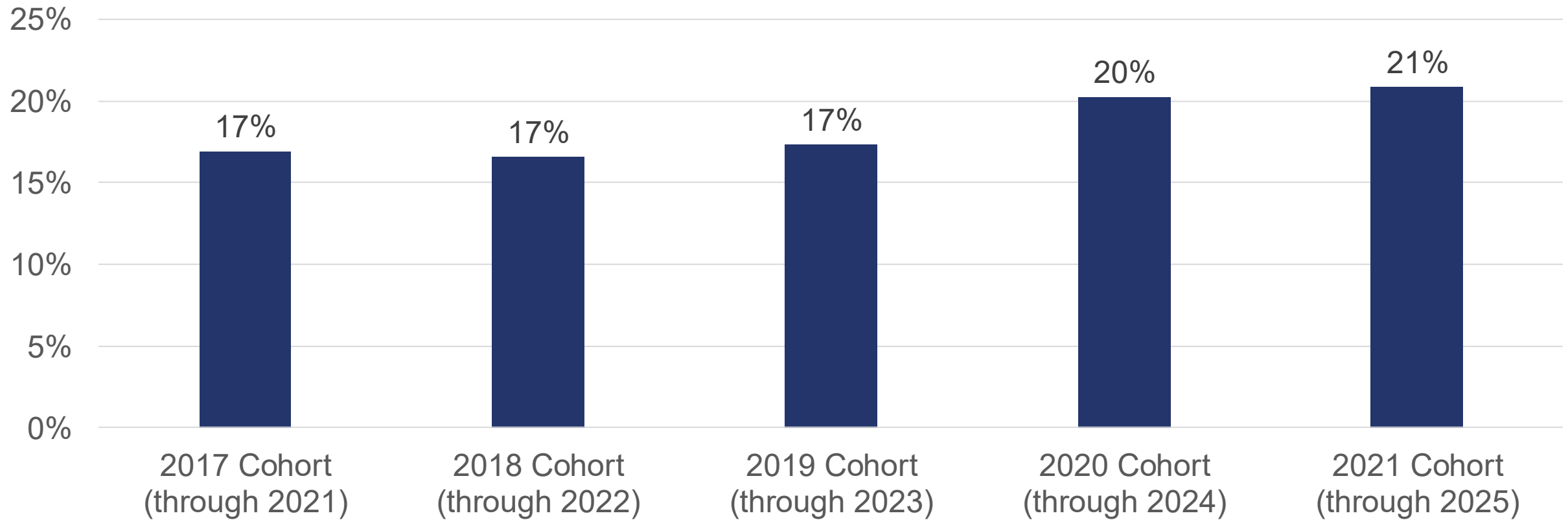
• In June 2025, this data point was 59%.
Source: HCC CPI data

IPEDS 150% (3yr) Completion Rate First-Time Full-Time Entering Fall Students

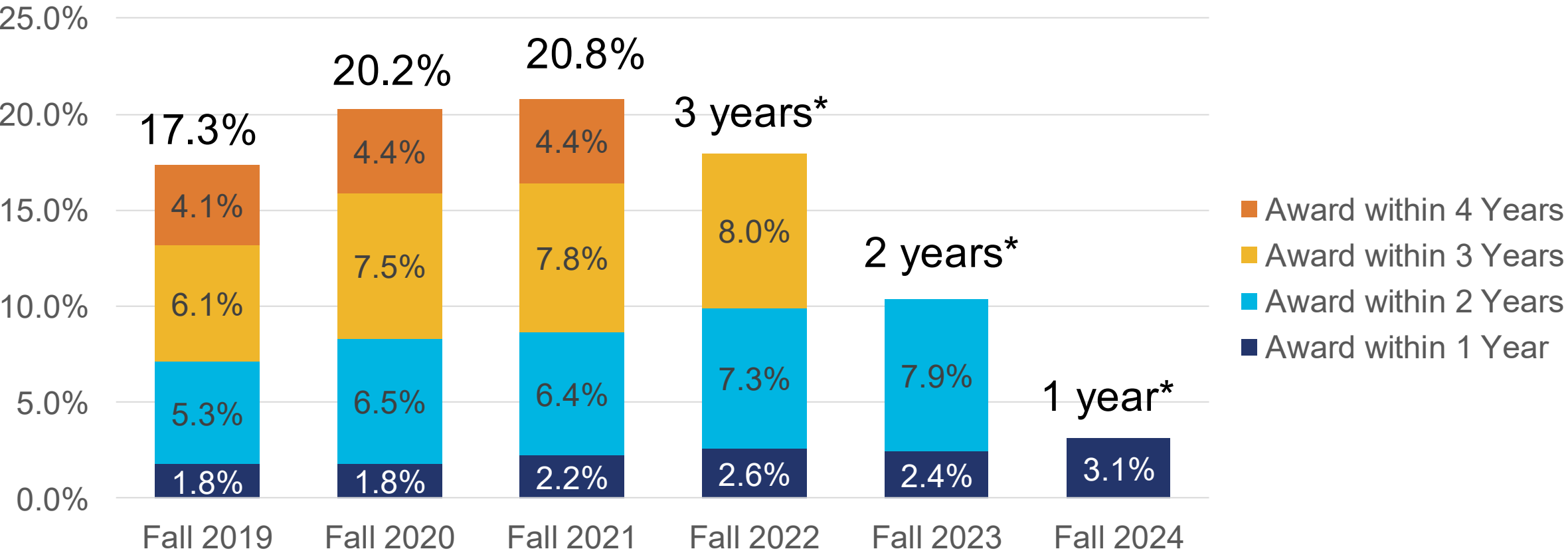


Achieving the Dream (AtD) 200% (4yr) Completion Rate

All new to HCC students, full-time and part-time, first-time and transfer-in



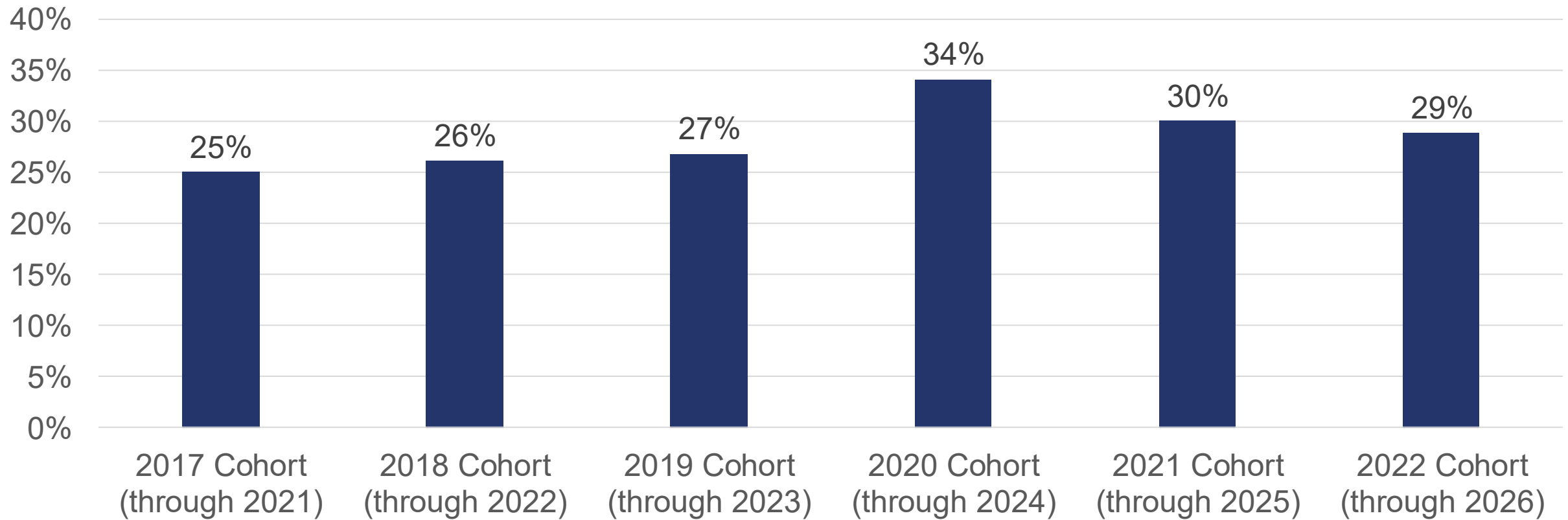
Completions



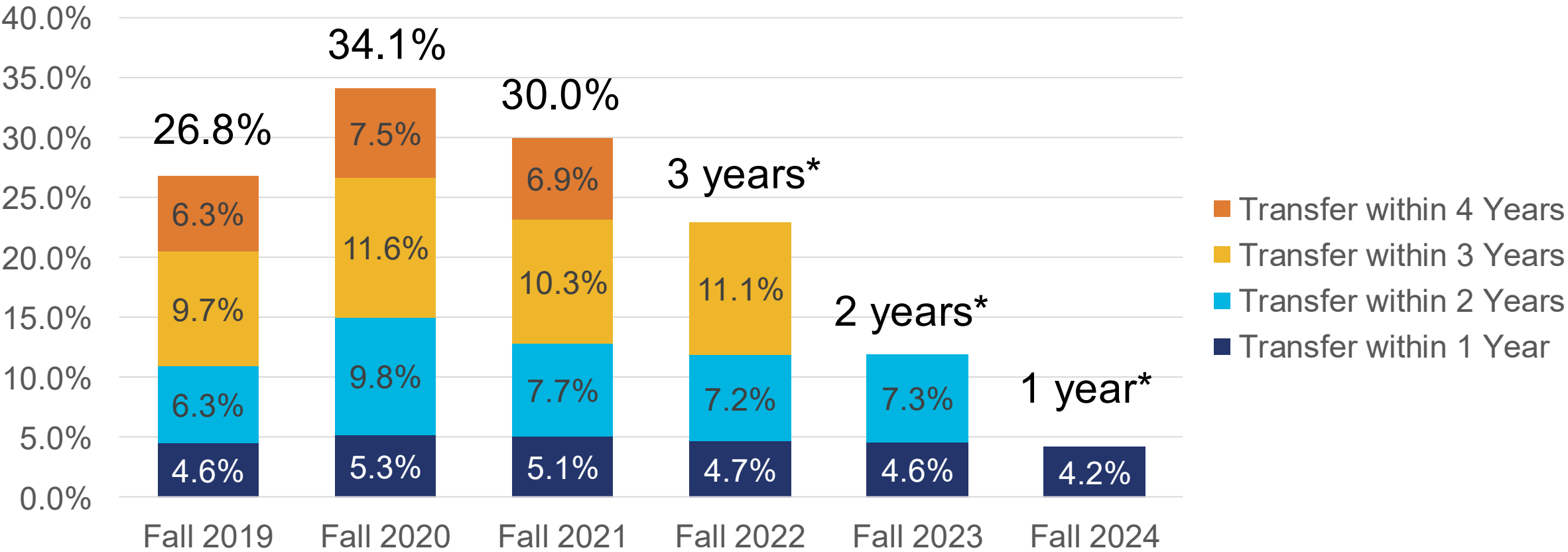
*Award period to date; calculations ongoing. Source: HCC CPI Data as of June 18, 2026.

Achieving the Dream (AtD) 4-Year Transfer Rate

All new to HCC students, full-time and part-time, first-time and transfer-in



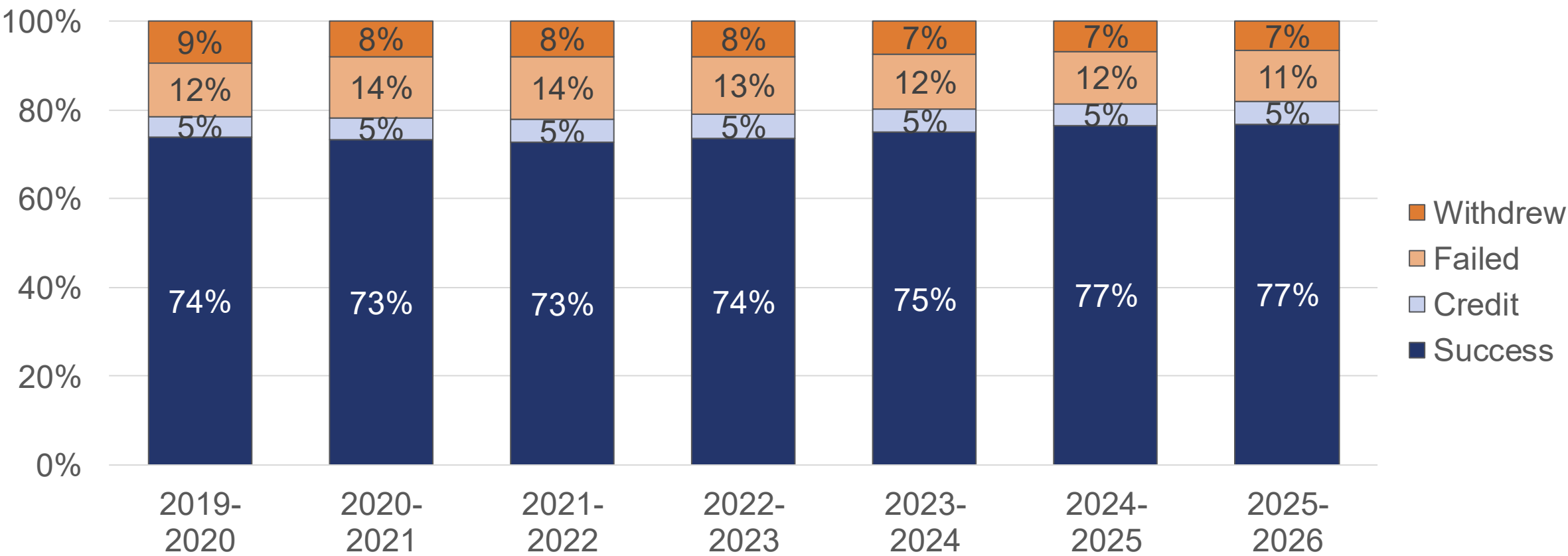
Transfers



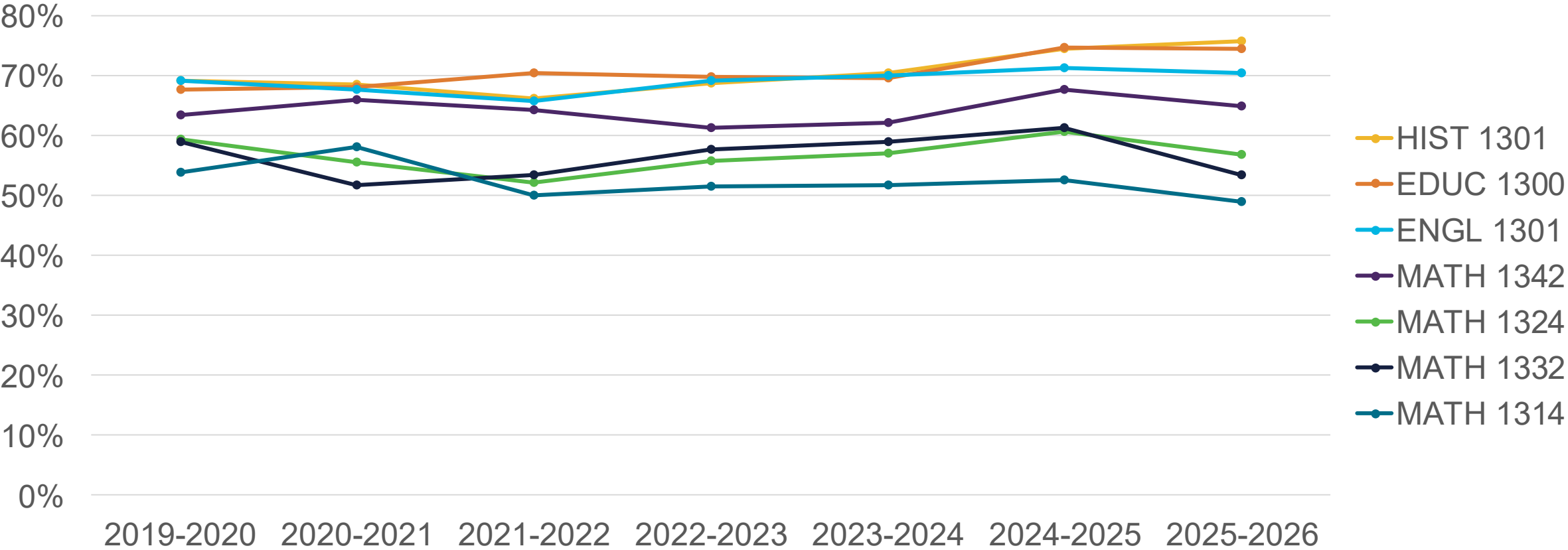
*Transfer period to date, ongoing. Source: HCC CPI Data as of June 18, 2026.

Leading Indicators

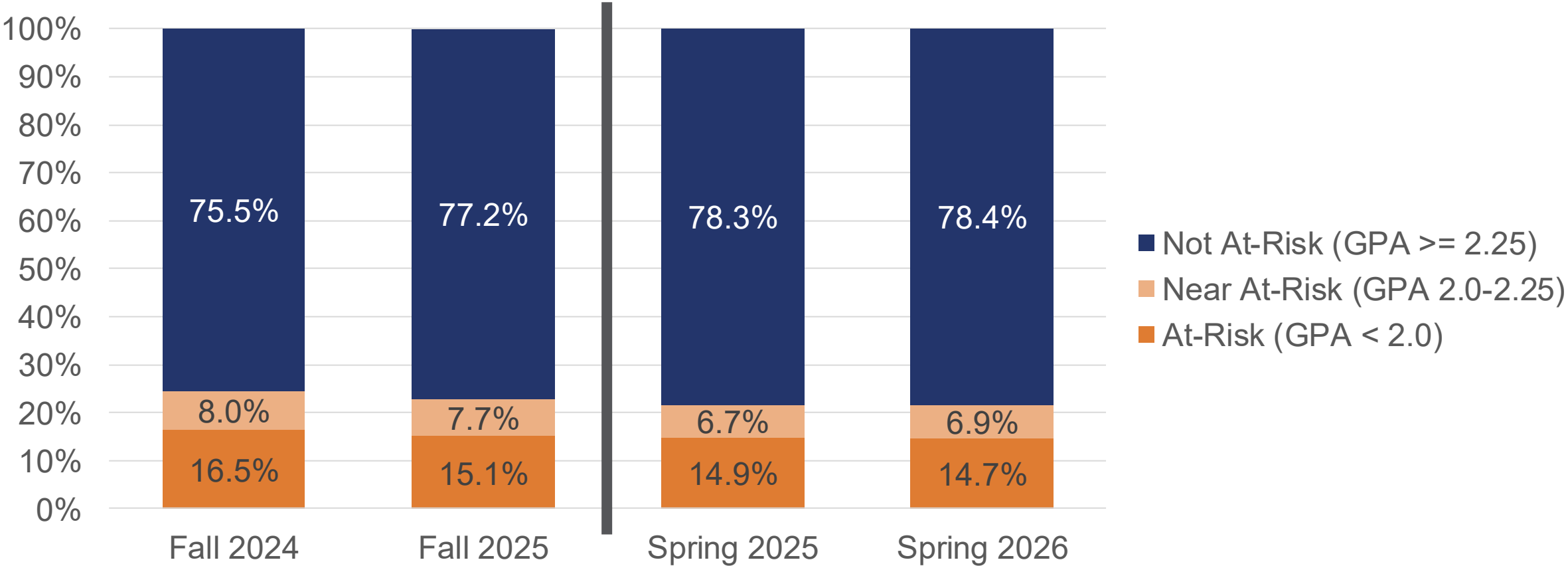
Course Success (Fall and Spring)



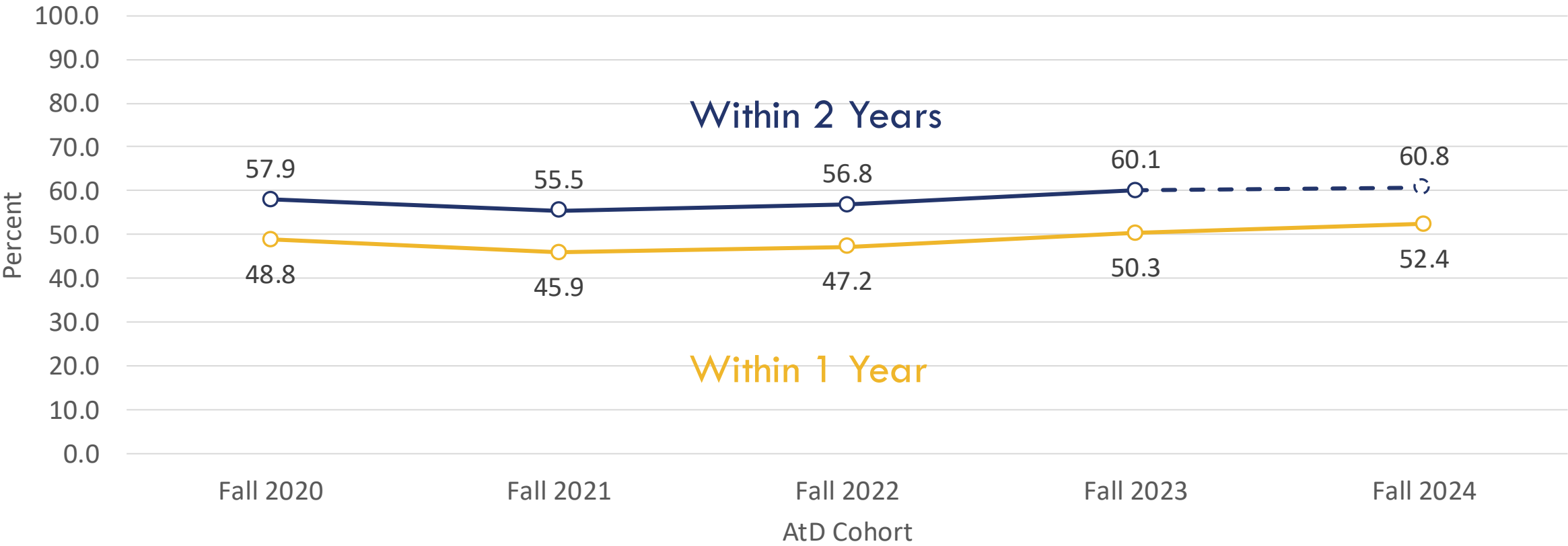
Gateway Course Success Rate (Fall and Spring)



Students at Risk

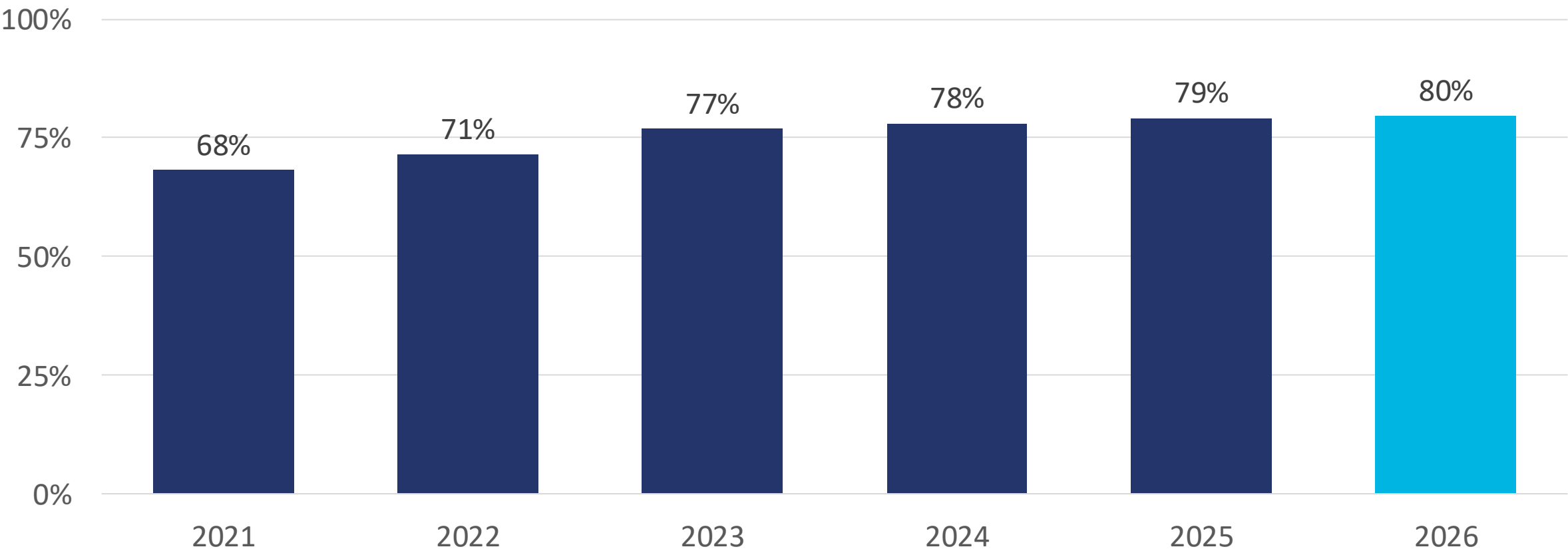


Credit Accumulation (15 SCH)

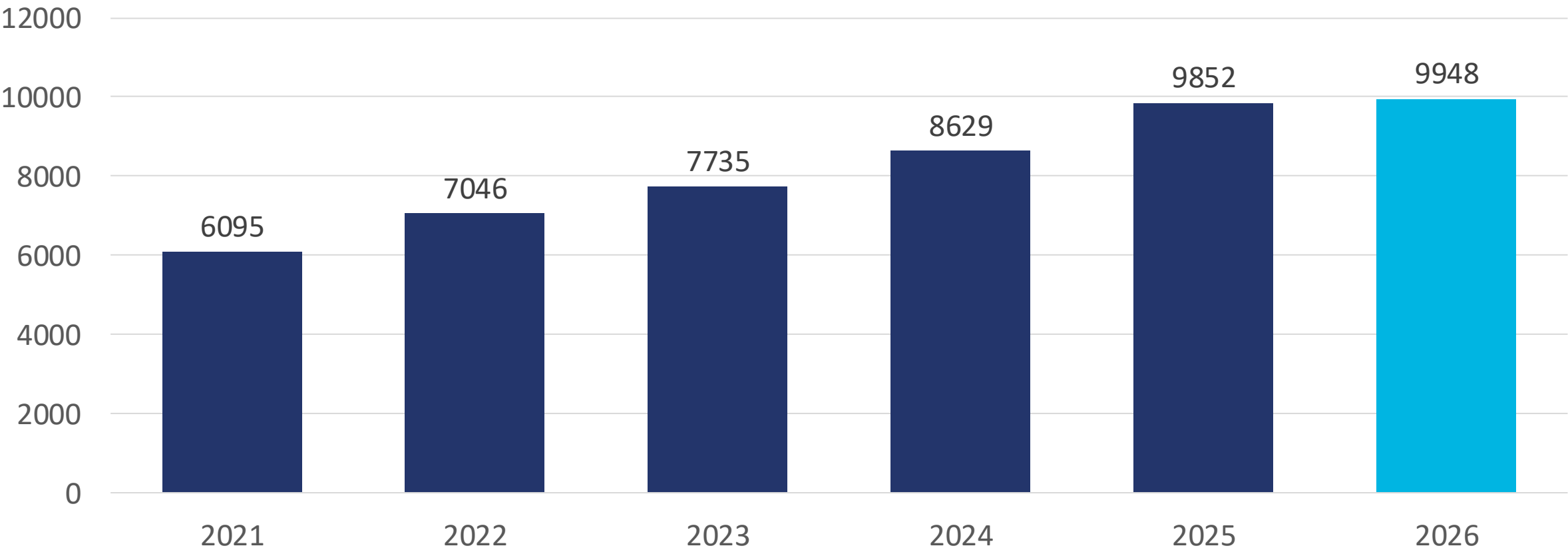


Source. PS_DASH_RETENTION, Campus Solutions. Excludes credit earned at HCC in dual credit.

Use of Student Support Services



Unduplicated Students Participating in Tutoring Services



Source: Includes tutoring centers and Upswing

As of 7/23/2026

Student Success Practices

Coordinated Student Success Practices



Data-informed and student-centered framework.

Strengthening Course Success: Instructional Professional Development

863 Faculty Attendance in AY 2025-2026

Impact: Strengthening teaching practices and course success.

- **863 faculty attended professional development**
- **Broad faculty engagement:** 65% full-time faculty and 35% adjunct faculty participation.
- **Cross-disciplinary reach:** 66% academic faculty and 34% workforce faculty participation
- **High-demand professional development topics** included “Designing Good Online Courses” in Canvas, course accessibility, and “Grading for Growth”
- **Faculty learning communities and book clubs** focused on evidence-based teaching practices and inclusive pedagogy.
- **First Year Faculty Experience** for new full-time and adjunct faculty.

Strengthening Course Success: Tutoring & Academic Support

Expanding Academic Support in Gateway and High-Enrollment Courses

Flexible Delivery Options

- In-Person Tutoring at Academic Success Centers
- Virtual Tutoring via Videoconference
- 24/7 Online Tutoring through Upswing, providing on-demand academic support outside of traditional campus hours

Broad Access

- 15 District-Wide Locations
- Virtual Support Available Anytime, Anywhere

Impact

- Increased access to academic assistance
- Timely support for student success, retention, and course completion

Retention and Completion

Academic Planning



- Degree and completion planning
- Academic progress monitoring
- 24-hour Student Inquiry Support: AI Knowledge BOT and AI Agent
- Reduce opportunities for excessive credit accumulation

Student Success Interventions



- Proactive outreach and check-ins
- Connection to academic and support resources
- Technology-managed student communications provide resource awareness at strategic times during the academic year

Career & Transfer Readiness



- Career exploration and major alignment
- Career Advising
- Transfer Advising
- Embed Transfer and Career Planning Early
- Connect coursework to career and transfer goals

Academic Planning: Navigate Success (CRM)

- Integrated platform connecting advising, faculty, and student support
- Real-time academic insights through Canvas integration
- Eagle Success Plans (ESP) guide certificate and degree completion
- Proactive outreach and milestone-based student engagement
- Early alerts and progress reports support timely interventions
- Career and transfer-focused advising
- Coordinated referrals to tutoring, counseling, and support services



Impact

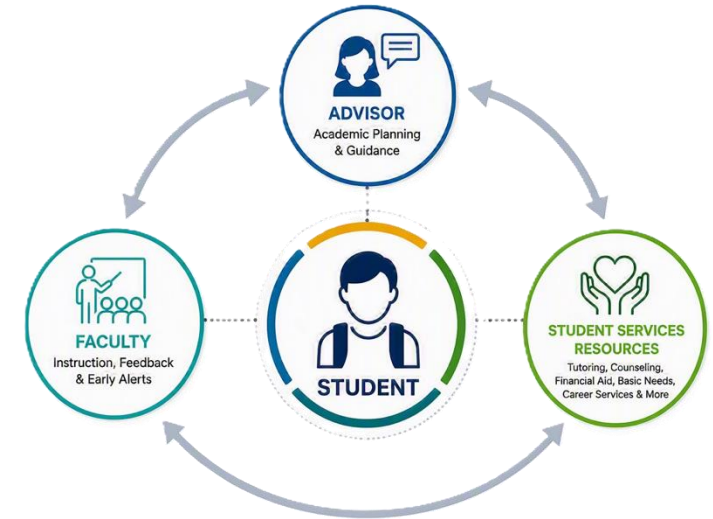
- Personalized student support
- Increased student engagement and academic momentum

Student Success Interventions

Coordinated Care & Early Alert

- Early identification of academic and non-academic challenges through Navigate Success
- Faculty and staff referrals trigger timely outreach and intervention
- Student support requests are routed directly to the appropriate resource
- Coordinated care model connects students to the right support at the right time
- Referrals to tutoring, counseling, basic needs, and community resources
- Personalized support designed to improve persistence and completion

COORDINATED CARE NETWORK



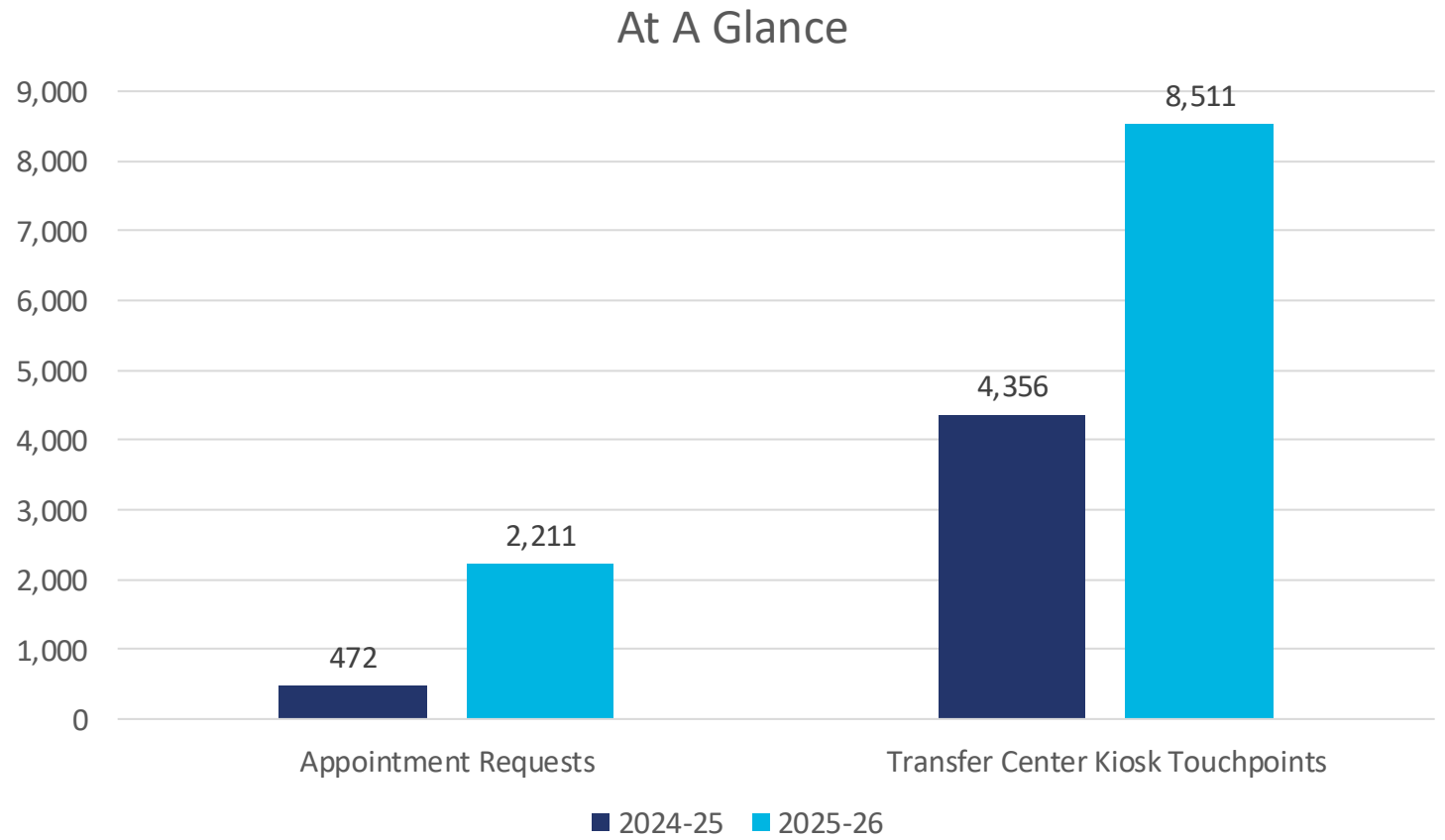
Impact

- Early intervention
- Seamless support
- Stronger student success

Transfer Services: New Offering For Students

- **Launched in 2024–25** to support transfer planning and student success
- Growing student engagement with transfer services across the district
- Appointment requests increased from 472 to 2,211
- Transfer Center touchpoints increased from 4,356 to 8,511
- Expanding access to transfer advising, university connections, and transfer resources

Impact: Helping more students successfully prepare for transfer and bachelor's degree attainment.

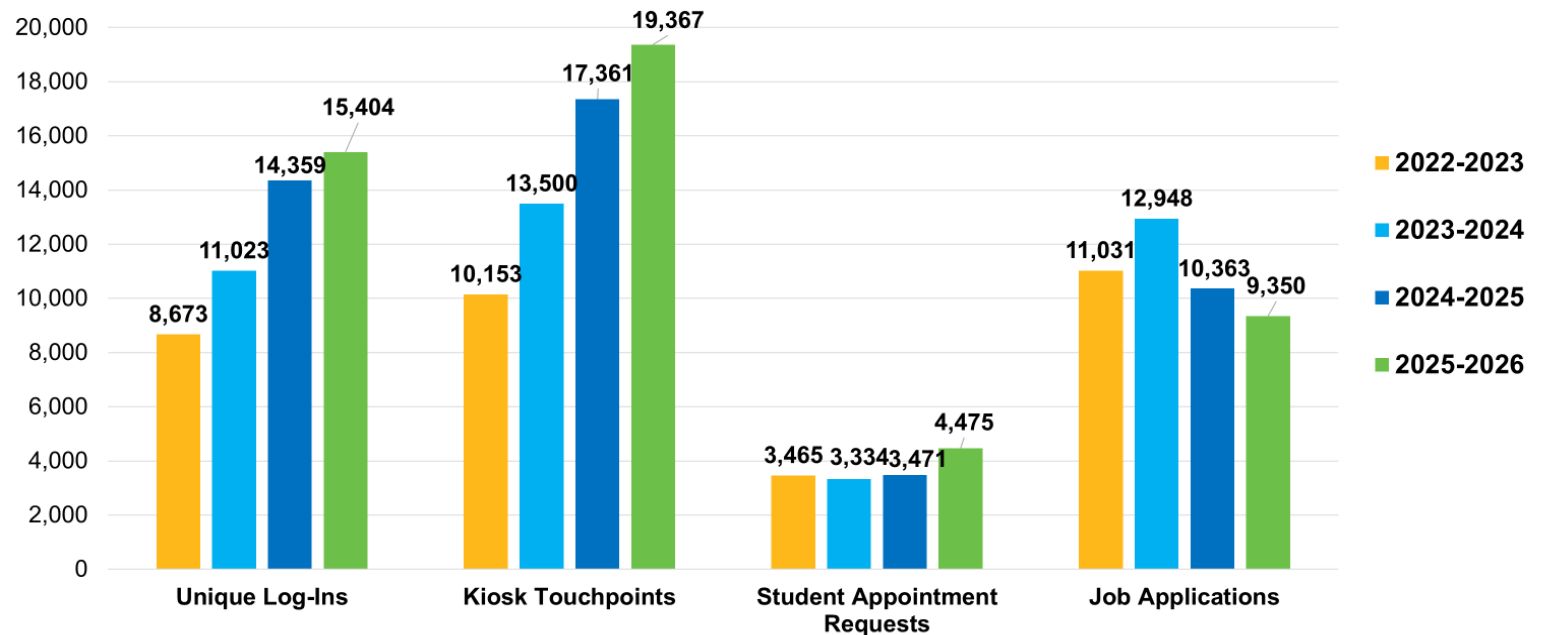


Career Services: Utilization of HCC CareerHub

- Career & Transfer Services engagement continues to grow
- CareerHub log-ins increased from **8,673 to 15,404**
- Kiosk touchpoints increased from **10,153 to 19,367**
- Student appointment requests increased to **4,475**
- Job application activity reflects reduced job posting availability

Impact: Expanding student engagement with career planning, advising, and workforce resources.

HCC Career Services Engagement Data



Data collected on July 27, 2026

Source: CareerHub Platform

3

Key Takeaways

- Student outcomes continue to trend positively across key success measures.
- Expanded academic and student support services strengthen persistence and completion.
- Technology-enabled advising and coordinated care support timely intervention and personalized student support.
- Student engagement with tutoring, career, transfer, and success resources increased.
- Faculty and staff collaboration remains essential to advancing student success.

Thank You

REPORT ITEM

Meeting Date: August 5, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
B.	Vocational Advancement and Skills Training (VAST) Academy	Dr. Margaret Ford Fisher Dr. Norma Perez Dr. Desmond Lewis

DISCUSSION

This presentation will provide an update on the Vocational Advancement and Skills Training (VAST) Academy.

COMPELLING REASON AND BACKGROUND

- HCC's VAST Academy provides post-secondary Career Readiness and Life Skills Pathways for Intellectually and Developmentally Disabled (IDD) students.
- VAST Program expansions increase access to training for IDD students and align that training with employment pathways, leading to improved job opportunities.
- VAST Program Performance Outcomes

STRATEGIC ALIGNMENT

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

ATTACHMENTS:

Description	Upload Date	Type
Vocational Advancement and Skills Training (VAST) Academy PPT	7/23/2026	Presentation

This item is applicable to the following:

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



Vocational Advancement and Skills Training (VAST) Academy

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

August 5, 2026

Overview

Where We Are (Current State)

- Program Overview
- Enrollment Trends
- Program Outcomes
- Employment Outcomes

Where We Are Going (Future State)

- Pathways Bridge to Careers
- Initiatives, Partnerships, and Awards

Mission



VAST Academy provides post-secondary transition programs and comprehensive support services which lead to meaningful credentials, employment and independence for individuals with intellectual and developmental disabilities, including those on the Autism Spectrum.

Opportunities include a career readiness certificate, transition assistance to workforce career specific careers and employment assistance offered through an *inclusive, relevant, affordable* and *supportive environment*.

Program Model

Type of Certification:

- Two-year Continuing Education Occupational Skills Certificate

Certification Programs:

- Occupational Skills Certificate
- Work Keys Career Readiness Credential

Scheduling:

- Cohort-based (determined by ability range)
- Two days per week

*Two Cohort Pathways:

- Executive Functional Skill Building
- Cognitive Functional Skill Building

Embedded Supports:

- Person Centered Planning Approach
- Registration Assistance
- Employment Services and Job Club
- Peer Mentoring
- Tutoring, Advising and Counseling

Program Areas of Focus

"Occupational Skills"-Career Readiness

A career and college readiness/vocational program offering courses that enhance:

- Communication
- Occupational math
- College Fundamentals
- Customer service and human relations
- Basic computer literacy: Word, Excel, Power-point, Professional Emails and Internet Basics.
- Personal Finance
- Business Writing
- Career Exploration and Job Readiness

Upon successful completion of required courses, students receive assistance with job placement or transition to a workforce specific career.



Education + Employment = Independence

Pathways Bridge to Careers



HOUSTON CITY COLLEGE

Type of Certification:

- Level 1 Certificate
- Level 2 Certificate

Certification Programs:

- Workforce

Scheduling:

- Cohort-based (determined by ability range)
- Co-mingle

Key Supports:

- ▶ Designated Case Manager
- ▶ Person-Centered Career Exploration and Academic Planning
- ▶ Support Navigating College Enrollment and Financial Aid
- ▶ Coordination with Ability Services and Advising
- ▶ Facilitate Access to College and Community Resources

Requirements:

- ▶ Student must be 18+
- ▶ Identify as neurodivergent or have an intellectual or developmental disability
- ▶ Be able to function independently in a typical classroom setting
- ▶ Navigate the campus and classroom environment
- ▶ Manage college level coursework
- ▶ Communicate with instructor and/or peers

Support Services Provided

- Person Centered Planning Approach
- Financial Aid/CTP Approved
- Scholarships Available



Program Locations

- **Central College**
 - Central Campus
- **Northeast College**
 - *Acres Homes
 - *North Forest
- **Northwest College**
 - Spring Branch Campus
- **Southeast**
 - *Fraga Campus
- **Southwest College**
 - Stafford Campus
- **Online College**

VAST Enrollment Growth and Program Recovery

Academic Year	Unduplicated Headcount
2023	165
2024	181
2025	201
2026 (YTD)	209

VAST Multi-Campus Expansion and Access Duplicated Enrollment

Location	2023	2024	2025	2026
Central Campus	291	356	375	423
Stafford Campus	249	277	372	473
Spring Branch	229	310	258	237
HCC Online	47	92	105	107
*Additional Locations (combined)	–	–	–	90

*New Locations include Acres Homes Campus (48), Felix Fraga Campus (32), and MD Anderson Cancer Center (10)

VAST Course Success by Academic Year

Academic Year	Successful Grades	Success Rate
2023	676 (839)	80.6%
2024	850 (1066)	79.7%
2025	945 (1145)	82.5%
2026 (YTD)	1161 (1338)	86.8%

VAST Fall to Spring Retention

Cohort Term	Cohort Count	Retained Students	Fall to Spring Retention
Fall 2022	44	42	95.5%
Fall 2023	50	45	90.0%
Fall 2024	50	47	94.0%
Fall 2025	81	80	98.8%

Source: PS_DASH_ENROLLMENT_CURR as of June 29, 2026.

VAST Students Transitioning to Credit or Non-VAST CEU at HCC within 1 Year

Most Recent VAST Enrollment	Students
2023	7
2024	7
2025	20 (YTD)
2026	8 (YTD)

Awards Earned by VAST Students (2018 to Date)

Award Type	Count
Institutional Certificates	2
Certificates	7
Associates	2

VAST Occupational Skills Certificate by Academic Year

Academic Year	*Count
2023	46
2024	44
2025	72
2026	58

Source: VAST Office as of June 29, 2026.

*Note: Represents the count of students who completed the 2 years of the program track

2019 – 2025 VAST Employment Placement by Sector

Sector	Count	Placement
Animal Services	5	Spot Fur Friends Houston Zoo Stafford Animal Clinic Sugarland Animal Hospital
Child Care	2	Lakewood Church The Rise School
Food Services	7	TIRR Memorial Hermann Main Event – Stafford Phoenica Studio Movie Grill
Hospital Food Services	8	MD Anderson Hospital
Patient Escort	19	Michael DeBakey VA Hospital
Retail	10	Macys HEB Kroger Marshalls Burlington Coat Factory Houston Zoo Houston Museum of Natural Science

Pathways Bridge to Careers Alignment

Area of Study	Program Type	Count
Eagle Spark (Apple)	Non-credit CEU	21
Business Technology	Level 1 Certificate	11
Digital Communication	Level 1 Certificate	8
*Other	Level 1 Certificate	4
Welding	Level 1 Certificate	3
Cybersecurity	Level 1 Certificate	2
Automotive Technology	Level 1 Certificate	2
Sociology	Associates of Art	1

Source: VAST Office as of June 29, 2026.

Note: Other represents Childcare, Culinary, Fashion Merchandising, and HVAC with 1 student each

VAST Initiatives, Partnerships, and Awards

- Internships (MD Anderson Cancer Center)
- Pathways Bridge to Careers (Moody Grant Project)
- Summer Explore STEM Camps (ages 14 to 22)
- Eagle Spark
- Eagle Spark Film Festival
- VAST Academy Business Entrepreneurship Expo
- “Bridge to Success” – Parent and Youth Conference with Partners Resource Network
- HCC Youth and Teen Symposium
- The Orange Show Center for Visionary Art Partnership
- Assistance League of Houston Scholarship Donation (\$20,000)
- Career 4U Partnership
- “Future Ready” Financial Literacy and Work Readiness Workshop Series
- Minecraft Education
- Best Buddies Texas Chapter (*in progress*)

Conclusion

- VAST provides Intellectually and Developmentally Disabled (IDD) Students with post-secondary opportunities
- VAST Enrollment is increasing
- VAST Course Success remains consistent
- VAST Retention remains high
- VAST Student transition into HCC Credit and Non-credit Programs is significantly increasing
- VAST Awards remain consistent
- VAST Employment Placement is increasing
- VAST Program Expansion has increased access and opportunity for IDD students

Thank You

REPORT ITEM

Meeting Date: August 5, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
C.	Outreach and Recruitment (Spring, Summer, Fall)	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, Spring and Fall 2027.

COMPELLING REASON AND BACKGROUND

Provide a summary of recruitment activities and event participations 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
- 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, returning students, and transfer students and expanding the pipeline for upcoming terms.

STRATEGIC ALIGNMENT

Strategic Priority: 1- Student Success

ATTACHMENTS:

Description	Upload Date	Type
Outreach & Recruitment Presentation	7/29/2026	Presentation

This item is applicable to the following:

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



Outreach and Recruitment Update

Spring-Summer-Fall 2027

Margaret Ford-Fisher, Ed.D.

Chancellor

Lisa Alcorta, Ph.D.

Vice Chancellor, Student Services

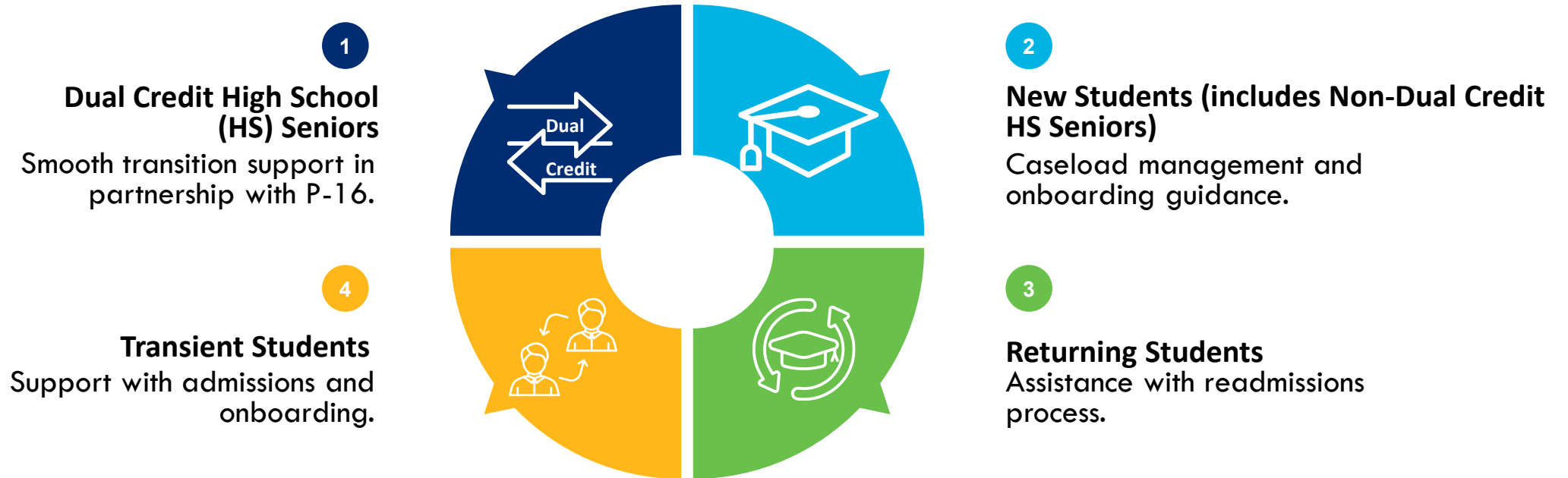
Matias Garza, Ed.D.

Associate Vice Chancellor, Enrollment Management & Success (Interim)

August 5, 2026

New Student Populations

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



Outreach and Recruitment

How Outreach and Recruitment supports the enrollment funnel for new students for
Spring, Summer, and Fall 2027



Events

Engage students and families directly at districtwide, campus, and community partner events.



Onsite High School Recruiter Visits

Partner with ISDs for embedded support at high schools in HCC's service area.



Onboarding Support

Support new students with admissions application and documentation.



Caseload Management

Manage enrollment funnel through caseload management touchpoints.



Campus Tours

Host on-campus tours and manage virtual tour platform.

New Student Journey



01

Connection

Student Recruiters work with the assigned high school and non-high school populations to build excitement and interest in HCC



02

Admissions/Entry

Student Recruiters work with the assigned high school and non-high school populations to build excitement and interest in HCC



03

Acceptance Letter

New students who apply receive a celebratory Welcome Letter from the Chancellor and a complementary admissions letter from the Vice Chancellor of Student Services



04

Onboarding and New Student Orientation

Student Recruiters support students to complete all onboarding and orientation.



05

Enrolled

Student Recruiters supports enrollment-ready students to enroll for admit term

Annual Enrollment Cycle



Automation and Recruiter Outreach

Human Touch to Complement Automation

Programmatic Exploration

Campaigns broadly focus on areas of study. Recruiters can personalize follow-up based on program interest.

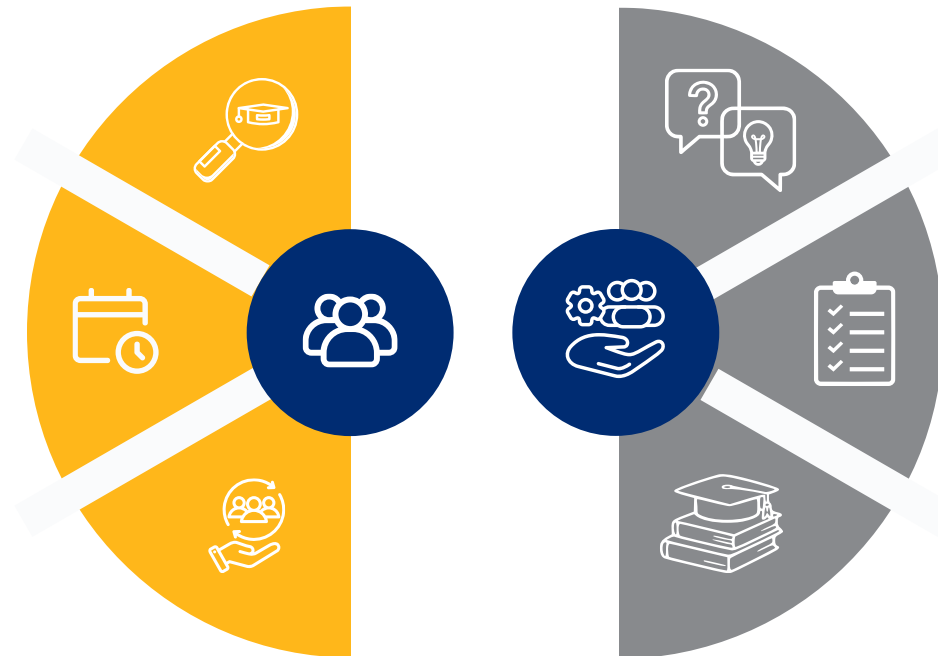
Event Experiences

Events are one of the largest lead sources. Recruiters' event follow-ups help drive conversions.

Caseload Outreach

Recruiters leverage data to identify personalized interventions to help students navigate processes.

Balancing human-driven connection and support with automated communications to guide first-time in college SCH, non-dual credit students.



Automated Communication Workflows (MyOneFlow)

Prospect Campaign

Support conversion of prospects to applicants through **12 emails and 8 text nudges**.

Onboarding Campaign

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

Registration Campaign

Support conversion of enrollment-ready students to registered through **8 emails and 5 text nudges**.

Spring, Summer, and Fall 2027 Campaigns and Events

District

- 01 Eagle Preview
- 02 Registration Fairs
- 03 CRM Automated Campaigns
- 04 On the Spot Admissions Event
- 05 FAFSA Night
- 06 Dynamo Community Event



College

- TSI Boot Camps 01
- Open Houses 02
- Registration Fairs 03
- Enrollment Drives 04
- Virtual Events 05
- Information Sessions 06

High School Seniors Dual Credit & Non-Dual Credit

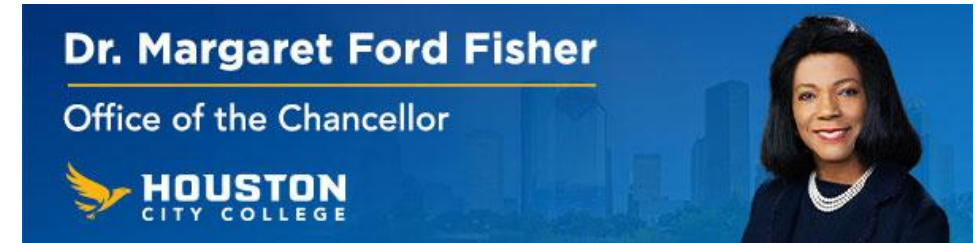
Pre-Admissions letters to 2026 high school seniors

Area high school seniors sent pre-admissions letters **12,763** area high school seniors received pre-admissions letters to HCC for Summer and Fall 2026 enrollment.

School Districts

- Alief ISD: 2,584
- Katy ISD: 6,558
- Fort Bend ISD: 6,990
- Stafford MSD: 211

Source: ISD TPIA as of 04/20/2026.



Dear _____,

I'm Dr. Margaret Ford Fisher, Chancellor of Houston City College (*formerly Houston Community College*). For more than four decades, I have witnessed thousands of HCC students transform their lives through education.

This is an exciting moment to be an HCC Eagle. Our new name reflects a bolder mission and growing momentum with more programs, more partnerships, and more pathways to opportunity. And now, I invite you to be a part of this story with conditional acceptance to the institution.

You're In: Here's What That Means

You've been **conditionally accepted** to Houston City College. That means we're saving you a spot. You just need to complete an admissions application to make it official.

Your next step: Apply now at hccs.edu/apply.

What Happens Next

Once you apply, you'll officially become an HCC Eagle and gain access to everything you need to get started. One of the first decisions families make is how to cover college costs. At HCC, many students may be eligible to complete their degree or credential **tuition-free** through scholarship programs outlined below. For a full list of scholarship opportunities, please visit hccs.edu/scholarships.

- **Eagle Promise Scholarship:** Qualifying Spring high school graduates who start in the fall can have tuition and fees covered, plus up to \$500 for books each semester.
- **Connect 2 Workforce Scholarship:** Covers the cost of short-term programs that can be completed in two semesters or less.
- **HCC Foundation:** Offers a wide range of scholarships. Students enrolled in 6 or more credit hours may qualify for tuition assistance.
- **Honors College Scholarship:** Honors College students join a select learning community and may qualify for a scholarship that covers tuition and fees.

We're Here to Help You Take the Next Step

Soon, you will receive a follow-up communication with your next steps and support options. I encourage you to take full advantage of the opportunities available to help you reach your goals.

Once again, congratulations on joining the HCC Eagle Community. I look forward to celebrating your accomplishments in the months and years ahead.

Sincerely,

Dr. Ford Fisher
Chancellor

Eagle Promise Outreach to HS Seniors



October 2026-April 2027



Application support at Eagle Preview

August 2026-May 2027



Weekly high school visits promoting HCC pathways.

September 2026 – May 2027



Application and financial aid workshops for students and families.

HS Seniors in the Eagle Promise Pipeline

- Targeted students for fall 2027 increase by 20%
- Fall: build awareness & interest
- Spring: onboarding and college preparation
- Eagle Promise added to student checklist beginning May 2026



HOUSTON CITY COLLEGE **EAGLE PROMISE**

You're eligible for a **Free Degree at HCC!**
Get started for Fall.

Your **Eagle Promise Scholarship** covers your tuition so you can transition from high school and graduate college debt-free, but only if you complete the form.

It takes less than 5 minutes to complete.
Scan to complete the form for the scholarship today!

Image of three graduates in blue caps and gowns.



The Eagle Promise Scholarship makes college POSSIBLE.

Take the next step from high school to HCC. Scan the QR code to learn more about your Eagle Promise Scholarship.

HOUSTON CITY COLLEGE
Houston City College
P.O. Box 667517
Houston, TX 77266-7517

Non-Profit Organization
U. S. Postage
PAID
Permit No. 9957
Houston, Texas

hccs.edu/freedegree

Four horizontal lines for an address.

Eagle Promise Campaign

Student Services Communications



HOUSTON CITY COLLEGE **EAGLE PROMISE**

You're eligible for a **Free Degree at HCC!**
Get started for Fall.

Your **Eagle Promise Scholarship** covers your tuition so you can transition from high school and graduate college debt-free, but only if you complete the form.

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QR code

Three students in graduation gowns and caps



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Four horizontal lines for an address

TARGETED MESSAGING

- **Parents (March):** Emailed approximately 22,000 FBISD parents, positioning Eagle Promise as a tuition-free pathway to a credential and promoting Eagle Preview.
- **Eagle Preview (March):** For event promotion, sent two personalized email and text reminders to eligible Fall 2026 students who had not applied for Eagle Promise.
- **Registration Fairs (June–August):** Scheduled two additional personalized email and text reminders encouraging eligible students to apply and attend registration fairs for support.

DIRECT MAIL

- **Chancellor's Letter (May) |** Featured Eagle Promise in the Chancellor's letter to graduating high school seniors.
- **Post Card (July) |** Designed a postcard for eligible Fall 2026 students who have not submitted Eagle Promise application.

SIGNAGE

- **Pull Up Banner (June) |** Designed and distributed Eagle Promise pull-up banners to all colleges to increase visibility at recruitment and enrollment events.

Transient, Transfer, and Returning Students

Summer Campaign for Transient (Visiting) and Transfer Students

01

Virtual and on campus Registration Support



Virtual and on campus events to support Summer and fall 2027 transient and transfer students. Also, support during winter mini term.

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



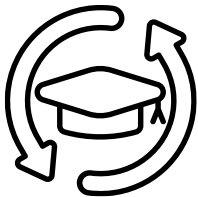
Emails

Students who are out for longer than 1 year receive emails covering the benefits of returning, re-engagement steps, and funding (Reconnect).



Texts

Students who are out longer than 1 year receive actionable texts about steps to re-engage and funding (Reconnect).



Readmissions Support

Recruiters support students who have been out for a year with the re-admissions process.



Events

Recruiters engage returning students during events designed to support re-enrollment.

Thank You

REPORT ITEM

Meeting Date: August 5, 2026

Topics For Discussion and or Action

ITEM #	ITEM TITLE	PRESENTER
D.	Student Engagement, Recreation & Wellness Program Update	Dr. Margaret Ford Fisher Dr. Lisa Alcorta Dr. Marlon Anderson

DISCUSSION

This presentation provides the Board with an update on the programs and services provided to students by the Student Life and Recreation & Wellness teams at the college. It provides background on the mission of these departments and shares highlights from the 2025-26 academic year.

COMPELLING REASON AND BACKGROUND

Community college students face unique challenges that often extend beyond the classroom. Many balance employment, family responsibilities, financial pressures, and academic demands while navigating higher education for the first time. As a result, student persistence is influenced not only by academic support services but also by a student's sense of belonging, connection, and overall well-being. Nationally, community colleges have increasingly recognized that student engagement and wellness are essential components of student success and completion efforts. External research highlights that mental health, social connection, and holistic wellness are closely tied to retention, academic performance, and persistence.

At Houston City College, Student Life and Recreation & Wellness programming create intentional opportunities for students to connect with peers, engage with campus resources, develop leadership competencies, and cultivate healthy lifestyles. Programs such as Welcome Week, student leadership development, club participation, intramural sports, esports, fitness challenges, wellness fairs, outdoor recreation, and cultural celebrations provide students with meaningful experiences that complement their academic journey. These experiences help students build relationships, increase institutional connection, and create a stronger sense of belonging to the college community.

STRATEGIC ALIGNMENT

Strategic Priority: 1- Student Success

ATTACHMENTS:

Description	Upload Date	Type
Student Engagement, Recreation & Wellness Program Presentation	7/23/2026	Presentation

This item is applicable to the following:

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



Student Engagement, Recreation & Wellness Program Update

Margaret Ford Fisher, Ed.D.
Chancellor

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

Marlon D. Anderson, Ed.D.
Director of Advising, Student Engagement and Success

August 5, 2026

Student Life Recreation & Wellness



Mission

A Connected Campus Experience

Foster belonging, purpose, and opportunity.

Engagement as a Driver of Success

Participation strengthens retention and completion.

Holistic Student Development

Wellness and engagement support resilience and lifelong success.

An Inclusive Culture of Access and Support

Multiple pathways empower every student to participate.

Student Life



Student Life advances:

- Leadership development
- Student engagement
- Basic needs efforts
- Retention-focused programming
- Student governance and leadership organizations

Student Life Impact

STUDENT CLUBS & ORGANIZATION

107  8%

Active Clubs & Organizations

- Student Government Association
- Honors and Academic Societies
- International Student Association
- Student Veterans of America
- Leadership and Service Organizations
- Cultural and Special Interest Clubs

HOSTED PROGRAMS

55

Average 75 participants per event

- Welcome Week
- Leadership Development
- Cultural Celebrations
- Civic Engagement
- Student Wellness Events
- Finals Relief Activities

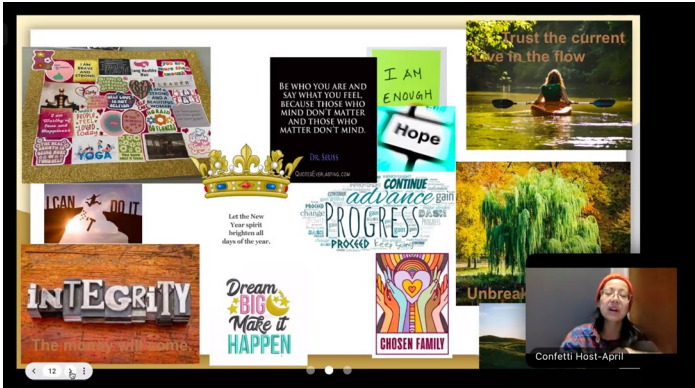
CAMPUS PARTNERS

Advising Services,
Counseling Services, Career
Services, Financial Aid,
Academic Affairs, Public
Safety

HIGHLIGHTS

- Eagle Engage launch
- Online participation increased
- Student Government scholarship finalist
- Active student organizations

Student Engagement In Motion



Student Life Highlights

- Students served in regional and state student government leadership roles.
- 43 students attended state and regional leadership conferences.
- Two Honors students earned study-abroad scholarships to France.
- Expanded First-Generation student recognition programs.
- Reestablished annual student leadership awards across colleges.

2026-27 New Initiatives and Programs

- Launch First-Year Student Convocations at all colleges.
- Create a district-wide student leadership program.
- Launch Eagle Engage mobile app.
- Implement co-curricular transcripts to document student leadership, engagement, and involvement.



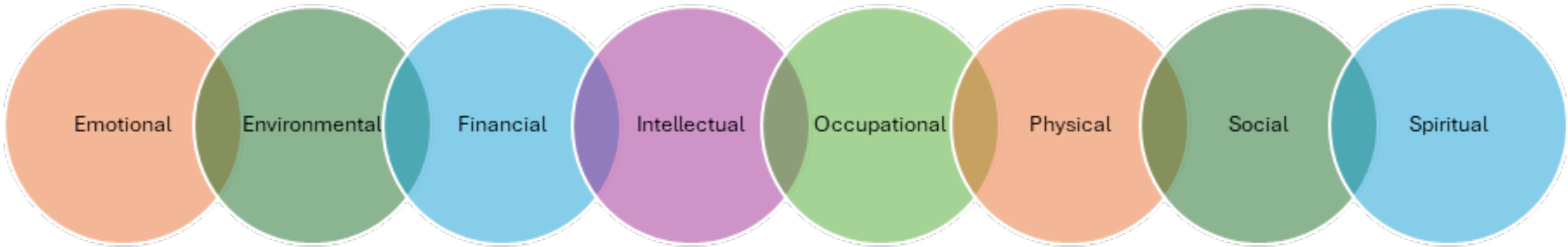
Recreation & Wellness



Recreation & Wellness promotes student success through wellness, engagement, and experiential learning.

Club Sports 10 sport clubs across five sports serving students districtwide.

Eight Dimensions of HCC Recreation & Wellness



Recreation & Wellness

STUDENT ENGAGEMENT

7,216

Total Participants

- 3,915 attended more than one event
- 22% increase in student participation
- Average 17.6 participants per event

STUDENT EVENTS

414

Total Events

- 36% – Club Sports
- 23% –Special Events
- 22% –Wellness Programs
- 19% – Intramural Sports, Fitness, Gaming, & Outdoor Recreation

STUDENT WELLNESS

Over 4,000

Total Facility Visits

HCC students visit Fitness Centers, Rec Lounges, and Wellness/Mindfulness Rooms throughout the system

Club Sports

Promotes belonging, leadership, wellness, and student success.

SPORT CLUBS

Compete regionally with other colleges

10

Active clubs

- Baseball
- Basketball — Men
- Basketball — Women
- Soccer — Men (x2)
- Tennis
- Volleyball — Men (x2)
- Volleyball — Women

TRYOUTS

Engagement

1,009

Unique Registrants

- 568 students participated in tryouts
- 770 total participation touchpoints

STUDENT OUTCOMES

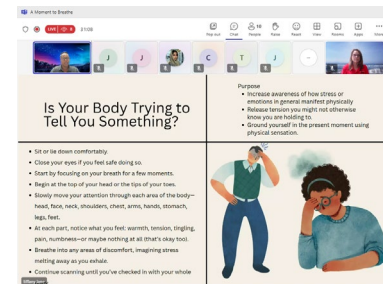
Achievements

2

2025-2026 Championships

- Women's Basketball — Fall 2025
- Tennis — Spring 2026
- 2nd men's soccer team added due to demand
- 2nd men's volleyball team in its inaugural year

Recreation & Wellness In Motion



Recreation & Wellness Highlights

- Opened West Loop Fitness Loop.
- Launched BetterYou wellness initiative.
- Women's Basketball Team Fall League Championship.
- Tennis Team earned Spring League Championship.
- 33 student-athletes received All-Academic recognition (3.0 GPA or better).
- Expanded club sports and student participation.
- Increased campus recreation engagement.



2026-27 New Initiatives and Programs



- Expand E-Sports competition with NJCAA participation.
- Increase recreation and wellness engagement opportunities.
- Evaluate facility expansion opportunities across colleges.
- Establish a Recreation & Wellness Advisory Council.

Building Belonging, Leadership, and Student Success.



- ❖ 107 active clubs and organizations
- ❖ 55 Student Life programs
- ❖ 1,009 sport club tryout registrants
- ❖ 33 All-Academic student-athletes
- ❖ 156% increase in online engagement
- ❖ 2 club sport championships

Thank You