



AGENDA

MARKETING COMMITTEE

OF THE BOARD OF TRUSTEES

August 5, 2026
3:00 PM

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

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

HOUSTON CITY COLLEGE

August 5, 2026

Notice is hereby given that a Meeting of the Marketing Committee of the Board of Trustees of Houston City College will be held on Wednesday, August 5, 2026 at 3:00 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. Marketing

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 2026**, this Notice was posted at a place convenient to the public and readily accessible at all times to the general public at the following locations: (1) the HCC Administration Building of the Houston City College, 3100 Main, First Floor, Houston, Texas 77002 and (2) the Houston City College's website: www.hccs.edu.

Posted By:

Sharon R. Wright
Director, Board Services

REPORT ITEM

Meeting Date: August 5, 2026

Topics For Discussion and/or Action:

ITEM #	ITEM TITLE	PRESENTER
A.	Marketing	Dr. Margaret Ford Fisher Dr. Rima Adil

DISCUSSION

Provide an overview of current marketing initiatives, including partnerships, Media Hub, Outreach letters to high schools, Career Assessment on the Web, and Targeted Marketing Campaigns

STRATEGIC ALIGNMENT

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

ATTACHMENTS:

Description	Upload Date	Type
Presentation	7/24/2026	Presentation

This item is applicable to the following: District



Strategic Communications and Marketing

Margaret Ford Fisher, Ed.D., Chancellor

Rima Adil, Ed.D., Vice Chancellor, Strategic Communications & Marketing/PIO

August 3, 2026

HOUSTON CITY COLLEGE

Local Focus. Global Reach.

Purpose

Provide an overview of current marketing initiatives with a deeper focus on partnerships, Newly launched Media Hub, New Partnership Website, Targeted Marketing Micro-Campaigns, Outreach letters to high schools, Career Assessment on the Web

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Partnerships

Major Partnership Momentum



Skilled trades
and
apprenticeships

Bloomberg Philanthropies
\$17M investment



First student
cohort

Tesla
Advanced manufacturing pipeline



40+ students
engaged at job
fair

Foxconn
Direct hiring access



Student pathways
into Space City
careers

Space Center Houston
STEM + aerospace MOU



NEW

Google
\$2M AI education partnership



Community
visibility and
career
exploration

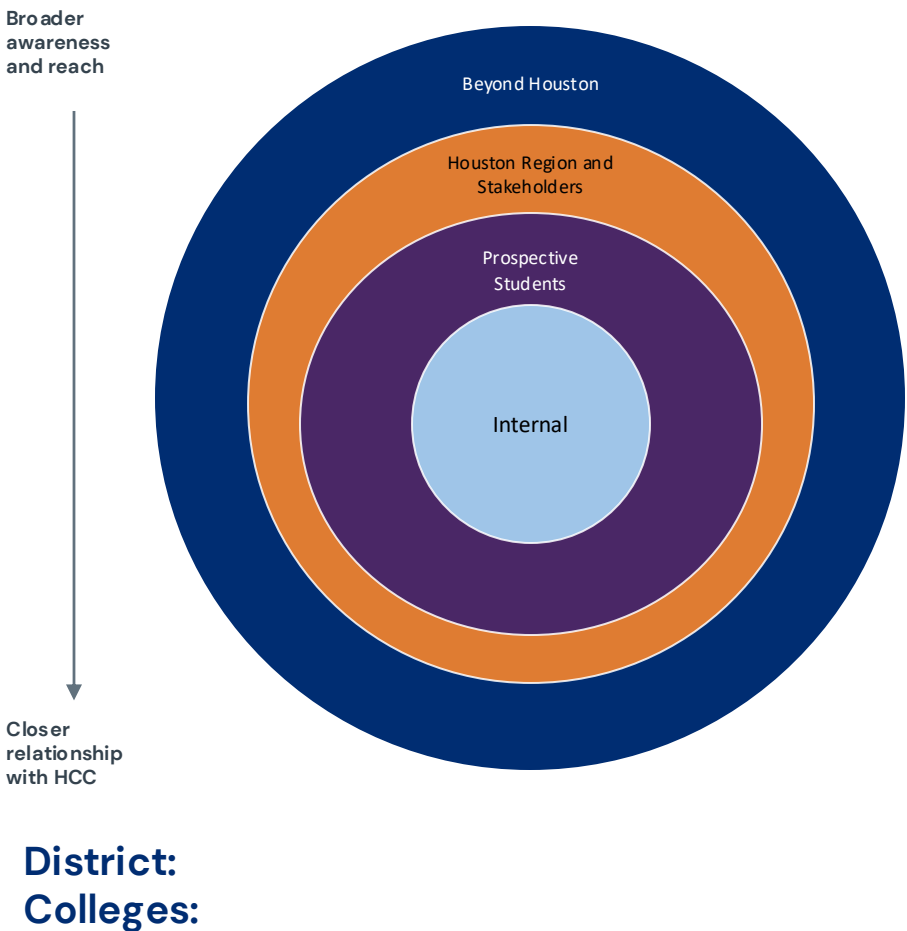
Houston Dynamo FC/Dash
Shell Energy Stadium event and World Cup
engagement

Next → NRG Partnership

Four Audiences Guide HCC’s Communications Strategy

HCC tailors its messages and channels based on each audience’s relationship to the institution and role in engagement and decision making

AUDIENCE RELATIONSHIP MODEL



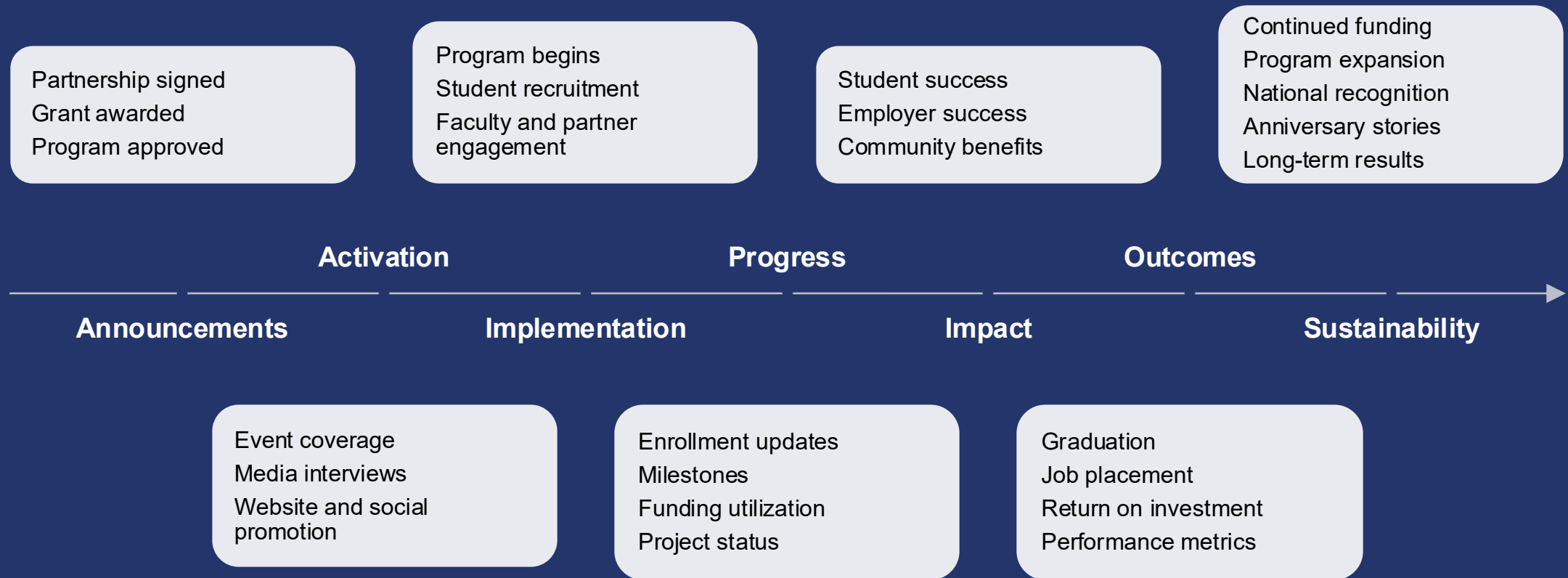
	Internal Current students, faculty, staff and alumni	MESSAGING GOAL Build awareness, support student success and reinforce consistent communication across HCC.	PRIMARY CHANNELS Email, text messaging, campus communications, website, Social Media, events
	Prospective Students Future students and learners considering enrollment, transfer, credentials or workforce training	MESSAGING GOAL Promote clear pathways, affordability, flexible options and career-connected programs.	PRIMARY CHANNELS Paid social, search, streaming/CTV, school outreach, email, landing pages
	Houston Region and Stakeholders Families, community partners, civic leaders, employers and industry partners	MESSAGING GOAL Build trust, strengthen partnerships and demonstrate HCC’s regional and workforce impact.	PRIMARY CHANNELS Earned media, LinkedIn, events, partner communications, community outreach
	Beyond Houston Statewide, national and global audiences outside HCC’s immediate service area	MESSAGING GOAL Expand recognition of HCC’s reputation, specialized programs, online options and Houston connection.	PRIMARY CHANNELS Search, digital advertising, earned media, website, video storytelling

How HCC Engages Employers/Community Leaders



Strategic Story Life Cycle Framework

Reporting news to Managing Institutional Narratives



The Business Journal

Inform

News, media, digital marketing and retargeting

Mobilize

Engages donors, alumni and advocates

Invest

Sponsorships, Programs and community initiatives

Partner

Employers, Civic Orgs, and Industry Allies

- **Print Advertising**

Readers per Issue: 45,694

Total Print Brand Impressions: 365,552

- **Event Email Promotion**

Average Recipients: 67,000

Total Impressions: 268,000

- **Social Media Promotion**

Total Followers: 176,913

MADE IN HOUSTON GULF COAST PANEL
HOUSTON BUSINESS JOURNAL

Manufacturing is changing fast is your strategy keeping up? Hear top experts break down the forces transforming supply chains, jobs, and investment in the Gulf Coast region.

WEDNESDAY, MARCH 18, 2026
8:00AM - 10:00AM
Central Park Post Oak

MODERATOR:
Traci Pelter, Market President & Publisher, Houston Business Journal

PANELISTS:
JEFF APPLEGATE, CHIEF ENCOURAGER, Texas Injection Molding
MARGARET FORD FISHER, ED.D., CHANCELLOR, Houston City College
CAROLINE VEROT MOORE, EVP/ HOUSTON MARKET EXECUTIVE, Regions Bank
NUBIA PEREZ, CEO, Cretna Machine

SPONSORS:
 PRESENTING SPONSOR: REGIONS BANK
 SILVER SPONSOR: HOUSTON CITY COLLEGE
 MEDIA PARTNER: KHOU 11
 COMMUNITY PARTNER: GHMA

REGISTER NOW

FOR SPONSORSHIP OPPORTUNITIES Contact Casey Kieseewetter, ckieseewetter@hbjournals.com
FOR EVENT QUESTIONS Contact Ricki Hendrix, rhendrix@hbjournals.com

HBJ Houston Business Journal
67,206 followers
2w •

Houston's manufacturing economy is entering a transformative era — and our panelists are diving into what that means for the Gulf Coast. From rapid technological innovation and workforce pressures to shifting capital strategies and supply chain reshoring, this conversation will explore how manufacturers are positioning for long-term growth.

📌 We have very limited tickets left! Don't miss out on this conversation: <https://lnkd.in/g2bhWYFm>

💙 Thank you to our sponsors and partners!
Regions Bank, Houston City College, Chariot Energy, KHOU 11, Greater Houston Manufacturers Association, Prime-Systems

MADE IN HOUSTON GULF COAST PANEL
HOUSTON BUSINESS JOURNAL

Join us!

Manufacturing is changing fast is your strategy keeping up? Hear top experts break down the forces transforming supply chains, jobs, and investment in the Gulf Coast region.

WEDNESDAY, MARCH 18, 2026
8:00AM - 10:00AM
CENTRAL PARK POST OAK

PRESENTING SPONSOR
with Caroline Verot Moore, CFA and 8 others

FEATURING:
 MARGARET FORD FISHER, ED.D., CHANCELLOR, Houston City College
 CAROLINE VEROT MOORE, EVP/ HOUSTON MARKET EXECUTIVE, Regions Bank
 +3
 JEFF APPLEGATE, CHIEF ENCOURAGER, Texas Injection Molding

Strategic Partnership



Houston Greater Partnership

- State of Education
- State of Texas Medical Center *Key Industry
- Bio Science Conference *Key Industry
- Global Energy Conference *Key Industry
- Manufacturing Technology *Key Industry
- Aerospace and Aviation *Key Industry
- Bayou City Bio Pulse *Key Industry



Workforce Industry Specific Journals

Tier	Publications	Purpose
Tier 1 – National Higher Education	The Chronicle of Higher Education, Inside Higher Ed, University Business	Establish HCC as a national leader in higher education and workforce innovation.
Tier 2 – Workforce & Industry	Workforce.com, IndustryWeek, National Association of Workforce Boards (NAWB)	Position HCC as the workforce partner of choice for employers and industry.
Tier 3 – Business & Regional Influence	Houston Business Journal, Forbes, Fast Company, Fortune, Governing, Smart Cities Dive	Elevate HCC's role in regional economic development and innovation.

ISDs

Chambers

Non-Profit

Churches
Ministries

Consular Corps
Houston

The City of
Houston

World Cup 2026 Campaign Efforts

Inform

News, media, digital
marketing and
retargeting

Show up

Participate in major
community, business
and industry events

Reach local + international audiences and generate **170,000 Impressions** and **1,328 Leads**



Watch Parties

- June 18 – Mexico vs. South Korea
- June 24 – Mexico vs. Czechia
- June 30 – Mexico vs. Ecuador
- July 5 – Mexico vs. England
- July 17 – Influencers Friendly Match
- July 19 – Final Spain vs. Argentina

Convene

Events, roundtables
and partnership
announcements

Media Appreciation Luncheon

40+ Media Professionals





Presentation to GHP Aero-Space and Aviation

Inform

News, media, digital
marketing and
retargeting

Mobilize

Engage donors, alumni
and advocates

Partner

Employers Civic Orgs,
and Industry Allies





Convene

Events, roundtables
and partnership
announcements

News Creatives

**NEWS**

HCC Joins Google AI Accelerator

HCC is collaborating with Google to expand AI training and career ready skills for students and faculty.

NEWS

NRG Invests in Houston's Workforce

NRG is partnering with HCC to expand training for electricians and instrumentation control technicians.

Inform

News, media,
digital marketing
and retargeting

Inform

News, media,
digital marketing
and retargeting



HCC Reaches 100,000 Students

Career focused programs and student centered innovation.



Data That Can Change Lives

Robert Cantu is training for a health information career that supports patient care, research and outcomes.



HCC Artists Join Houston's Cultural Stage

HCC students and alumni will exhibit alongside emerging artists from colleges across the region.



From HCC Coleman to MD Anderson

HCC Coleman graduate leads CT imaging at MD Anderson and helps train Houston's future healthcare professionals.



HCC and Dynamo Connect Houston to Opportunity

A community event focused on education, careers and Houston's future.



6 Students Beat Out the Entire Nation.

Named top scholars for academic excellence and community impact.



Global Cybersecurity Meets HCC Talent

INTERPOL's global cybersecurity chief shares expertise with HCC students.



HCC Faculty Wins Innovation Grants to Support Experiential Learning



From Houston to Paris

HCC fashion design student earned the Paris American Academy Couture Award



HCC Expands Access to Aerospace Careers

Partnership with Space Center Houston strengthens STEM education and workforce pathways.



HCC Hosts Foxconn Hiring Event

The event connected students with global manufacturing careers.



First in Your Family. First in Recognition.

HCC earns the TIAA Innovation Award for championing first-generation college students.



AI is Changing Healthcare. HCC Students Are Leading the Way.

Meet the HCC student who built an AI tool to decode your medical bills.



Houston Needs Welders. HCC Is Training Them.

Eagle Connect removes financial barriers so students can launch high-demand careers



Bloomberg invests \$17 Million in HCC

New funding supports workforce training programs



HCC Connects Students With Shipbuilding Careers

Attendees explored shipbuilding and maritime career paths.



HCC Hosts Workforce Symposium and Job Fair

150+ attendees met with employers and career resources.

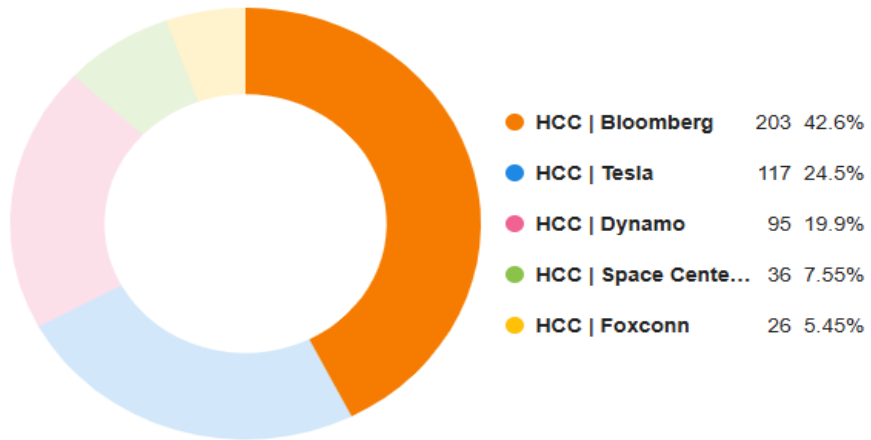
News Engagement Campaign Performance

	Impressions	Reach	Clicks	CTR
TOTAL	1.8M	295K+	40K+	2.22%
Programmatic	480,317	154,494	18,907	3.94%
Meta	1,051,146	117,917	13,190	1.25%
LinkedIn	278,977	22,847	8,165	2.93%

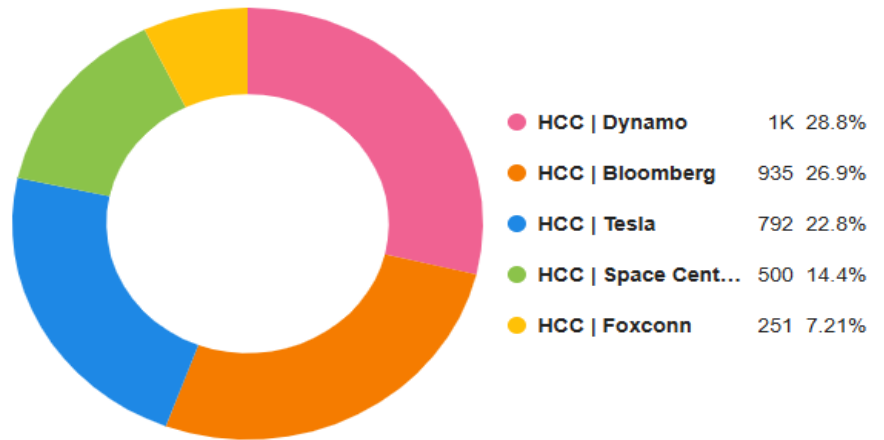
Metrics from April 6th to July 22th

Partner News

Share of Voice by Mentions ⓘ
Jul 1, 2025 - Jun 30, 2026 | Mentions



Share of Voice by Engagement ⓘ
Jul 1, 2025 - Jun 30, 2026 | Engagement



A blue-tinted photograph of a city skyline with several tall skyscrapers and some trees in the foreground. The image is used as a background for the title text.

Strategic Partnerships Webpage

Audience-First Partner Hub

hccs.edu/community-partners

Partner with Houston City College to Build Houston’s Future Workforce

Houston City College partners with employers, industry leaders, community organizations and philanthropic partners to create workforce solutions, expand opportunities and support student success.

Engage with HCC

How do you want to engage with HCC?

Internships & Recruitment

"I need to hire."

Industry Partnerships

"I want a deeper relationship."

Apprenticeships

"I need to build a pipeline."

Donors / Philanthropic Partners

"I want to support student success."

Corporate Training & Experiential Learning

"I need to upskill employees."

Community Resources

"I want to stay connected."

Industry Partnerships

Strategic areas, not a program list

AI & Emerging Tech

Aerospace & Global Energy

Manufacturing & Robotics

Healthcare & Life Sciences

Infrastructure / Construction

Logistics & Transportation

HCC

HOUSTON CITY COLLEGE
Houston City College | Community & Partners Landing Page Strategy

22

Information for

Select Language

News & Events

Directory

Give to HCC

Apply & Enroll

HOUSTON CITY COLLEGE

Programs & Courses

Admissions

Paying for College

Student Life & Services

About Us

T4 Test section

dev

Community & Partners

Community & Partners

Houston City College partners with industry, employers, community organizations, civic leaders, and philanthropic partners to build talent pipelines, strengthen workforce solutions, and create opportunities that move our region forward.

Economic Impact

Empowering Houston through education, workforce training, and economic growth.

Partner With Us

TOTAL ANNUAL ECONOMIC IMPACT

\$3.9B

An estimated \$3.9B generated each year through college operations, student spending and alumni contributions.

ANNUAL ENROLLMENT

100,000

Over 100,000 students served each year through academic, workforce and continuing education programs.

JOBS SUPPORTED

43,309

43,309 regional jobs supported by Houston City College's operations and economic activity.

Connect. Develop. Grow

Internships & Recruitment

I need to hire. Hire HCC current students and graduates through internships, recruiting, job postings, and career events.

Apprenticeships

I need to build a pipeline. Partner with HCC to build your future workforce pipeline at the high school level through skills training and hands-on learning opportunities.

Corporate Training & Experiential Learning

I need to upskill employees. Upskill your workforce through customized training while helping employees advance through flexible education pathways and Credit for Prior Learning.

Industry Partnerships

I want a deeper relationship. Collaborate with HCC on initiatives that strengthen industries, expand workforce opportunities, and drive innovation.

Donors/Philanthropic Partners

I want to support student success. Invest in HCC students through scholarships, programs, and initiatives that expand access to education and help students achieve their goals.

Employer Resources

I want to stay connected. Stay informed and engage with HCC through community resources, events, updates, and opportunities to connect.

HOUSTON CITY COLLEGE

23



Media Hub

HCC Media Hub

Featured Stories

EVENT RECAP

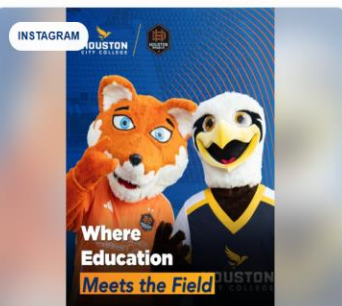
Dynamo, Dash event showcases HCC opportunities and community



Latest from Houston City College

Stay up to date with recent news, videos and social media posts from across Houston City College.

News HCCTV LinkedIn Instagram Facebook X



Instagram • @houstoncitycollege Jul 14, 2026

We know everyone has World Cup fever right now, but don't forget—your Houston Dynamo are back at...



Instagram • @houstoncitycollege Jul 14, 2026

Last week, our Upward Bound students stepped into the worlds of Eyelash Extensions and Smart...



Instagram • @houstoncitycollege Jul 13, 2026

Your Fall 2026 journey starts now. Whether you're a new student or returning to finish your degree,...



Houston City College Jul 15, 2026

A shared mission at HCC: Two brothers, one dream, ready to serve

When brothers Dylan Roundy, 25, and William Roundy, 31, graduate from HCC's Police Academy Class 25E this summer, they will celebrate more than completing a rigorous law...



Houston City College Jul 7, 2026

Goal! Tropical Medicine Summer Institute project spotlights global health education via FIFA World...

The top capstone presentation at Baylor College of Medicine's National School of Tropical Medicine (NSTM) Summer Institute scored big by connecting global health education to the...



Houston City College Jul 2, 2026

HCC students to showcase work in Redbud Arts Center juried collegiate exhibition

'Emerging Visions: A Celebration of Collegiate Talent,' opens July 11 with public reception.



Houston City College Jun 29, 2026

Dynamo, Dash event showcases HCC opportunities and community



Houston City College Jun 29, 2026

Coleman Colleague: Leland Bautista, Class of 2019



Houston City College Jun 26, 2026

Houston City College surpasses 100,000 students, marking major

Media Hub QR Code





Micro-Campaigns



SUMMER WORKFORCE TRAINING INSTITUTE

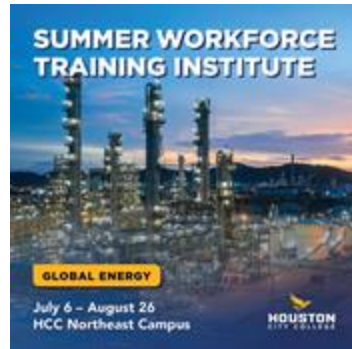
Earn a Credential in Just 8 Weeks!

July 6 – August 26

Multiple HCC Campus Locations

hccs.edu/swti

Summer Workforce Institute



Summer Workforce Institute Lead Generation

June 19 - July 6



Platform	Impressions	Reach	Frequency	Clicks	CTR*	Leads
Meta	157,079	51,111	3.02	3,222	2.05%	988

Industry Targeted	Leads 1450
General	353
Architecture & Construction	105
Global Energy	395
Healthcare	250
Transportation	149
Digital Information Tech	100
Business & PM	98

Organic	Leads 233
Architecture & Construction	18
Global Energy	4
Healthcare	78
Transportation	16
Digital Information Tech	18
Material Science	31
Business & PM	69

Biotechnology Programs Lead Generation



Platform	Impressions	Reach	Frequency	Clicks	CTR*	Leads
Meta	9,174	4,726	1,94	110	1.47%	48

Display Ads



The standard benchmarks for Lead Generation Campaign in the Higher Education industry on Meta platform are 8% – 14% CVR (Form Conversion Rate). * Resulting on the total of submitted leads out of the total of users that clicked or engaged.

Fall Enrollment Campaigns

June 1st - June 29th



Display Creatives

7 creatives designs. 3 sizes on Meta, 7 sizes on programmatic and 1 size on Snapchat

English

A



B



D



E



F



G



H



Spanish

A



B



D



E



F



G



H



Fall Enrollment Campaign - KPIs

EN/ES



Platform	Impressions	Reach	Frequency	Clicks	CTR*
Programmatic	610,354	265,082	2.3	15,982	2.62%

*CTR Benchmark: 0.08% to 0.20%

EN/ES



Platform	Impressions	Reach	Frequency	Clicks	CTR*
Meta	2,229,390	521,960	4.27	30,805	1.38%

*CTR Benchmark: 0.50% to 0.75%

EN/ES



Platform	Impressions	Reach	Frequency	Clicks	CTR*	Views**
YouTube	2,622,087	321,465	8.16	63,381	2.42%	12,518

*CTR Benchmark: 0.65%

EN/ES



Platform	Impressions	Clicks	CTR*
Google Search	257,513	91,605	35.57%

*CTR Benchmark: 6.4%

EN/ES



Platform	Impressions	Reach	Frequency	Clicks	CTR*
SnapChat	776,079	103,433	7.50	24,808	3.18%

*CTR Benchmark: 0.60% to 0.85%

Mar 17th - Jul 14th

Top Performing Graphics

7 creatives designs. 3 sizes on Meta, 7 sizes on programmatic and 1 size on Snapchat

English

1

Imp.	CTR
145,988	2.56%

2

Imp.	CTR
159,152	2.23%

3

Imp.	CTR
91,128	2.09%

Spanish

1

Imp.	CTR
86,376	1.69%

2

Imp.	CTR
139,011	1.63%

3

Imp.	CTR
160,123	1.52%

Top Performing Videos

8 video versions. 2 lengths 15 and 30 seconds and 4 of 5 seconds, all vertical and horizontal formats.



English

1

Manufacture 5 Sec



Imp.	CTR
185,434	3.31%

2

Culinary 5 Sec



Imp.	CTR
198,154	2.21%

3

Healthcare 5 Sec



Imp.	CTR
239,509	1.84%

Spanish

1

Culinary 5 Sec - SPA



Imp.	CTR
67,480	2.96%

2

Version 1 of 30 Sec - SPA



Imp.	CTR
56,765	2.74%

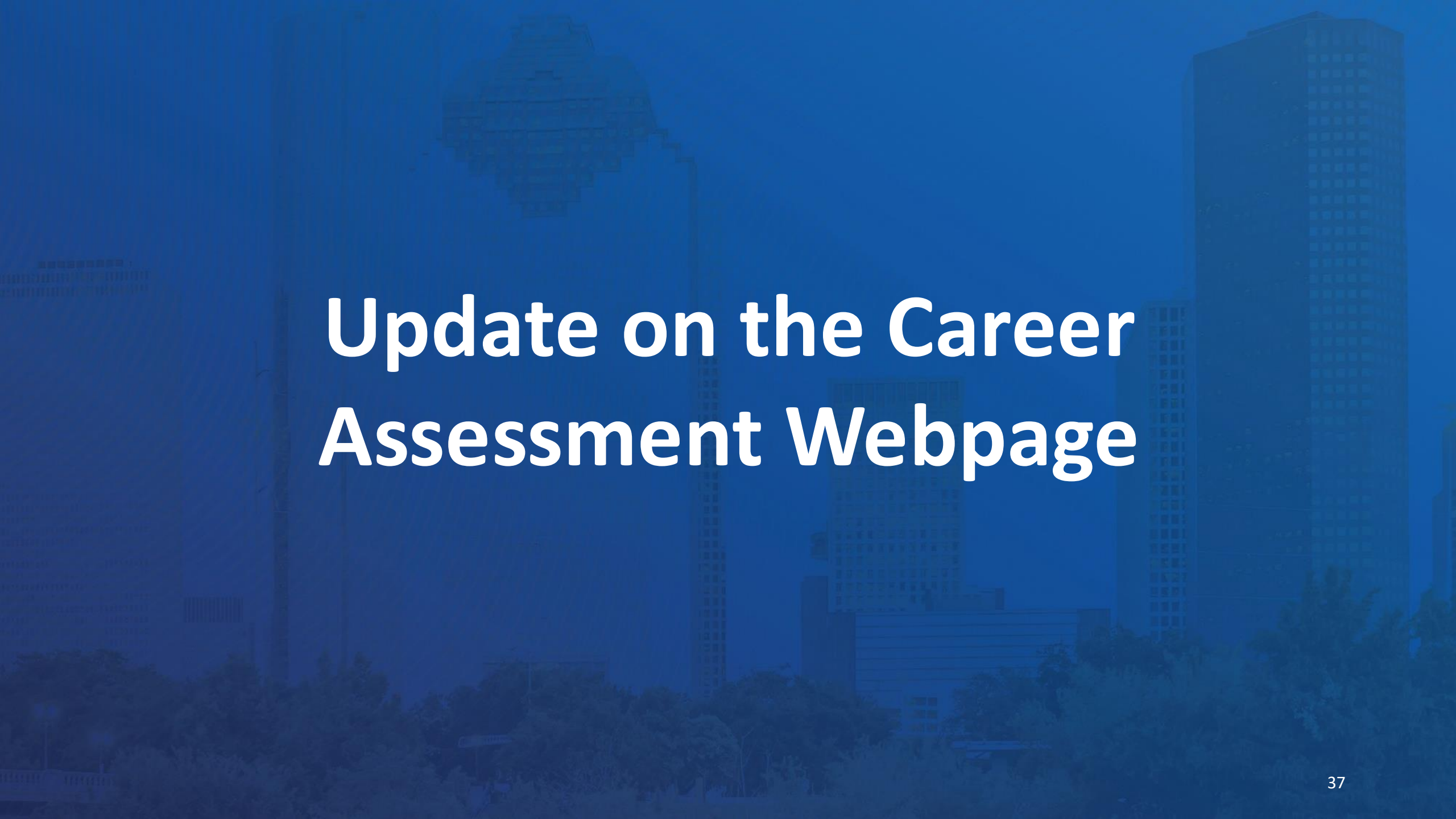
3

Version 2 of 15 Sec - SPA



Imp.	CTR
449,371	2.62%

Mar 17th - Jul 14th



Update on the Career Assessment Webpage

Current Career Assessment Tools

The following resources are located on the Career Services website

Jung Typology Test

O'Net Interest Profiler



HOUSTON
CITY COLLEGE

[Programs & Courses](#)

[Admissions](#)

[Paying for College](#)

[Student Life & Services](#)

[About Us](#)

Career Assessments Information

Career Assessments

Career Assessments

Career assessments are tools utilized by the general public to dig deeper regarding career options as well as finding a purpose in life. There are a variety of Career assessments for students to take and we have identified a few below. Career assessments provide guidance, not prescriptive answers for which career path to pursue:

True Colors is a Career assessment that focuses on personality. This assessment is great for proactive students interested in emotional intelligence and ways to leverage soft-skills in the workplace. It is important to be aware of your personality and how it drives the way others perceive you in a professional environment. What are your True Colors and what will they reveal about your career choices?

Personality Lingo - personalitylingo.com/freepersonalitytest

[Jung Typology Test](#) is based on Carl Jung's and Isabel Briggs Myers' personality type theory. Learn about your Personality Type and how it fits with others in the World of Work!

Jung Typology Test - humanmetrics.com

[O'Net Interest Profiler](#) helps you decide what kinds of careers you might want to explore.

O'Net Interest Profiler - mynextmove.org

Career Assessment

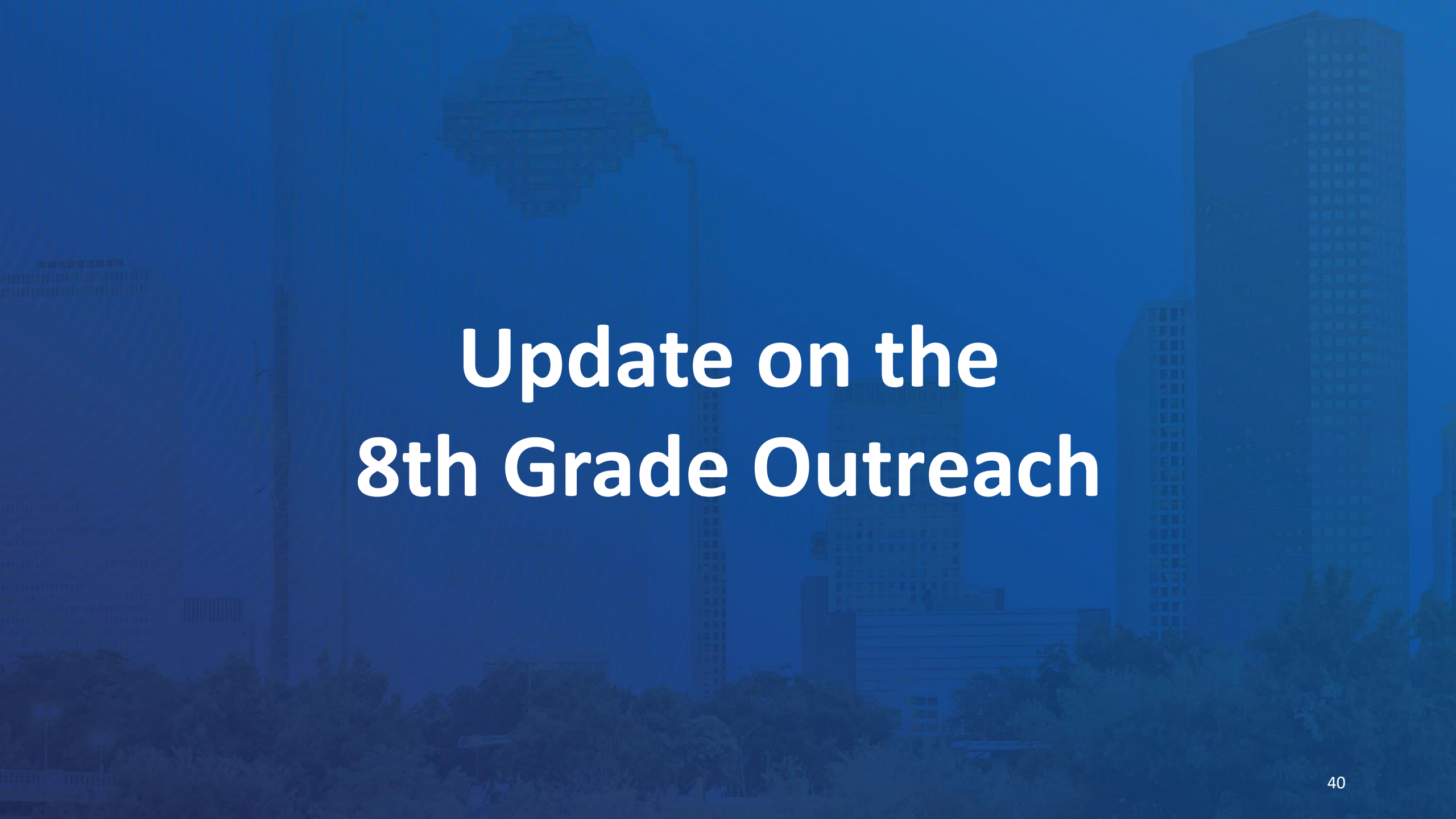
Projected Launch Date
Spring 2027

- A team consisting of staff and faculty along with DRI convened to review software solutions
- Foster consistency in the review process
- Determine best practices and consolidate feedback
- Develop Scope of Services



Career Assessment Work Group

- **Career Assessment Core Team**
 - Alejandra Campos Guerrero
 - Kimberly Bartee
 - Dr. Kimberly Koledoye
 - Dr. Misha Turner
 - James Mable
- **Project Management**
 - Dr. Misha Turner
- **Instructional Services**
 - Dr. Kimberly Koledoye
- **Career Assessment Work Group**
 - Larger team consisting of the following:
 - Advising
 - Career & Transfer Services
 - P-16
 - Admissions/Enrollment
 - Faculty



Update on the 8th Grade Outreach

The letters went out on July 9

- Number of students = 13,867
- Emails and Mailers to physical addresses
- ISDs Included: Alief, Katy, Fort Bend, HISD, Spring Branch, and Stafford MSD

As rising 9th graders, potential students will meet with their Dual Credit Liaisons once the school is back in session at their respective high schools.

Thank You!