



# 2020 - 2021 Annual Strategic Planning Summary Report

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# A Message from the President

The past year has been filled with many accomplishments for the Coastal Bend College family. While our resiliency has been tested during the COVID-19 pandemic, 2020-2021 was filled with examples of our dedication to the student and our community to deliver educational and life-enriching opportunities.

I am proud of the accomplishments, improvements, and progress we have made together and look forward to seeing many more

achievements and milestones reached as we continue to strive for excellence in the coming year. A continual thank you to all our employees and stakeholders who are integral in the success of Coastal Bend College.

The Annual Summary report is a compilation of the current outcomes and measures used to inform the College's planning and budgeting efforts, Strategic Plan 2025, and guide the creation of the annual planning priorities for the next planning year. Many wonderful opportunities are on the horizon as we continue to pursue providing quality educational opportunities and empowering students to attain their highest level of success.

Respectfully,

Justi Hogga

Dr. Justin Hoggard, President

## Introduction

The information found in the Coastal Bend College Annual Summary Report for the 2020-2021 academic and planning year has been collected as a measure of outcomes and outputs collected to inform planning efforts as a component of the institution's continuous improvement progress. These key findings are used to establish the Annual Planning Priorities where the planning goals and objectives for each planning unit align with the institution's five-year strategic plan: Strategic Plan 2025.

By committing to data-informed continuous improvement, Coastal Bend College aligns resources and Strategic Plan 2025 to fulfill our mission of delivering superb educational and life enriching opportunities to students and the communities we serve in a responsible and strategic manner.

The data found herein is collected from several sources including: IPEDS, The Texas Higher Education Coordinating Board, and the Office of Institutional Effectiveness & Research. While this annual summary report provides pertinent data valuable to our stakeholders, it is not all-encompassing. This report is intended to serve as a consistent source of information for the purpose of annual planning. It is the responsibility of the user to accurately interpret and apply the information found herein appropriately. The Office of Institutional Effectiveness & Research proudly presents the Annual Summary Report for 2020 – 2021.

## **Coastal Bend College Leadership & Administration**

Board of Trustees	
Sid Arismendez, Trustee, 2020 - Present	
Mercy Flynn, Trustee, 2020 – Present	
Victor Gomez, Chair, 2010 – Present	
Carroll W. Lohse, Secretary, 1999 – Present	
Eloy Rodriguez, Trustee, 2020 – Present	
Taylor Tomlin, Vice Chair, 2018 – 2021	
Martha Warner, J.D., Trustee, 2013 – 2021	

College President	Deans and Directors
Dr. Justin Hoggard, 2019 - Present	Jarod Bleibdrey, Dean of Career and Technical Education
	Kayla Devora-Jones, Dean of Student Services and Accessibility
	Candy Fuller, Director of Admissions/Registrar
	Mary Gaitan, Director of Dual Enrollment
CBC President's Cabinet	Loana Hernandez, Dean of Nursing & Allied Health
Kevin Behr, Director of Public Safety, Chief of Police	Dr. Twila Johnson, Director Pleasanton Site
Jacinto Colmenero, Director of Physical Plant	Nora Morales, Director of Financial Aid
Lajuana Kasprzyk, Director of Finance & Business Operations, CFO	Mark Secord, Dean of Transfer and General Education
Dr. Michelle Lane, Director of Institutional Effectiveness & Research	Laura Lynn Southerland, Director of Dental Hygiene
Amador Ramirez, Director of Information Technology	Virginia T. Wall , Director of Radiology
Audrey Ramirez, Director of Human Resources	Keenan Woods, Director Kingsville Site
Dr. Patricia Rehak, Provost, CAO, IAL	Dr. Stephanie Yuma, Director of Alice Site
Bernard Saenz, Director of Marketing and Public Relations, CIO	Director of Learning Resources Center(s)*
	*Current Vacancy

## Vision, Mission, Core Values, and The Five Cs of Coastal Bend College

## Vision

Coastal Bend College is a leader in providing quality education for lifelong learning by dedicating its resources to promoting a learning-centered environment that empowers its students to attain their highest potential and become responsible members of the global community.

## Mission

Coastal Bend College is a student-centered community college committed to delivering superb educational and life enriching opportunities to its students and the communities it serves.

## **Core Values**

Collaboration	Communication	Diversity	Excellence
Innovation	Integrity	Leadership	Learning
	Respect	Service	

## The Five Cs of Coastal Bend College

- Civility
- Communication
- Community
- Cooperation
- Collaboration

## Coastal Bend College Strategic Planning Goals, Objectives, and Expected Outcomes for 2020-2025

## **Priority #1 - Student**

Provide equitable opportunities for lifelong learning and training needs by empowering students through engaging quality instruction, enhancing supportive learning communities; and providing comprehensive student-centered services and programs to ensure students reach their aspirations.

## **Teaching and Learning**

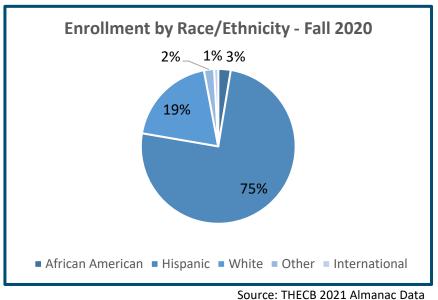
Objective 1.1	Fully implement a pathways framework that supports a student from matriculation to graduation, transfer, or workforce entry.
Objective 1.2	Ensure quality programming in all modes of instruction through the implementation of quality standards into programming.
Objective 1.3	Develop a distance learning enhancement plan/program that addresses and includes delivery, processes, policies, procedures, and practices.
Student Services	
Objective 1.4	Develop and implement an integrated academic and financial advising plan.
Objective 1.5	Establish comprehensive student services centers.

## Expected Outcome

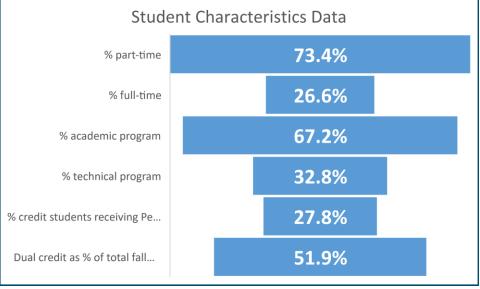
Achievement of this goal will result in successful coursework, increased retention, graduation and licensure rates, successful transfer and/or quality career placement, and reduction in hours to completion and student debt.

## **Student Profile**

The typical CBC student in fall 2020 is a part-time female Hispanic student, not on Pell, with an average age of 20 (77% of students are 21 and under). 88% of students are categorized as out of district, and 52% of the student population are dual credit students.



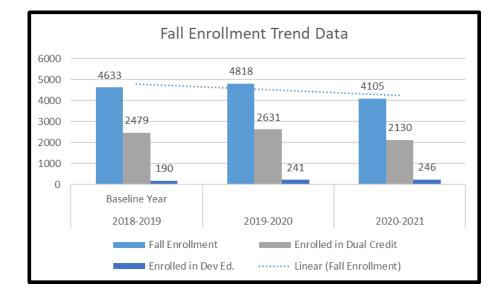
https://www.highered.texas.gov/data-reports/texas-public-highereducation-almanac/



Source: THECB 2021 Almanac Data

https://www.highered.texas.gov/data-reports/texas-public-higher-education-almanac/

## Enrollment



	2018-2019 Baseline Year	2019-2020	2020-2021
Fall Enrollment	4633	4818	4105
Enrolled in Dual Credit	53.5%	54.6%	51.9%
Enrolled in Dev Ed.	4.1%	5%	6%

## **Student Achievement**

Coastal Bend College identifies, evaluates, and publishes goals and outcomes for student achievement appropriate to the institution's mission, nature of the student it serves, and the types of programs offered. CBC is a comprehensive medium sized designated Hispanic Serving community college and is legislated to primarily serve "their local taxing districts and service areas in Texas" and offer "vocational, technical, and academic courses for certification or associate degrees. Continuing education, remedial and compensatory education consistent with open-admission policies, and programs of counseling and guidance" are to be offered as well (*TX Ed Code Title 3 Subtitle G Chapter 130 Subchapter A Sec. 130.011*). It is the mission of Coastal Bend College to deliver "superb educational and life-enriching opportunities to its students and the communities it serves" (*CBC Mission*).

### **Goals and Outcomes**

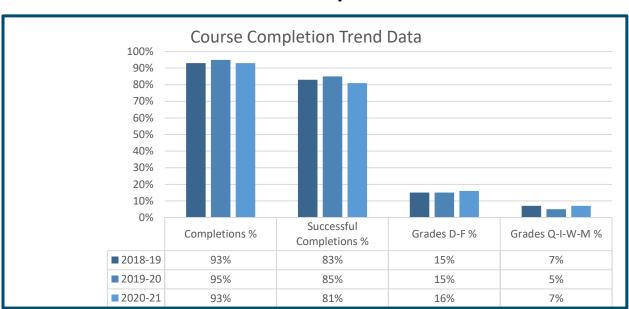
Coastal Bend College, in alignment with the Texas 60x30TX Strategic Plan for Higher Education and with CBC Strategic Goals, has identified retention, persistence, completion/graduation (course, certificate and degree) and licensure goals as indicators of student achievement. Multiple criteria are used to evaluate levels of student achievement including the IPEDS Graduation Rate (150% standard time) indicator.

### Thresholds

Thresholds have been determined for each criterion. If student achievement falls below the predetermined threshold CBC will deploy action plans to improve student performance. These thresholds are determined based on a variety of factors, including the use of benchmarking with similar peer institution, national benchmarks, and previous institutional performance.

### Targets/Goals

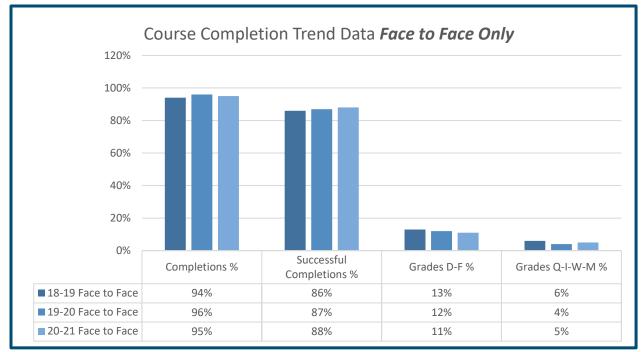
Targets and goals are set for retention, persistence, completion (course, certificate, and degree) that align with CBC strategic and institutional planning, regional planning and Texas 60x30TX Strategic Plan.



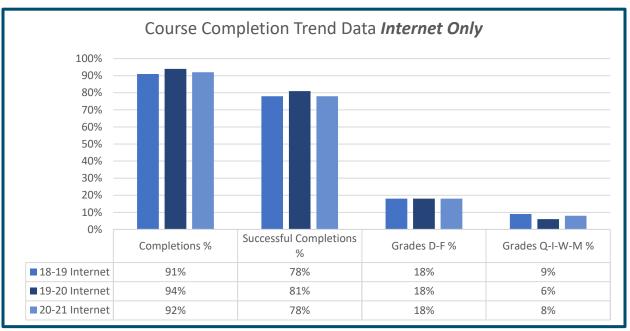
	2018-20	)19		2019-20	20		2020-2021		
FTF = Face to Face INT = Internet	Total	FTF	INT	Total	FTF	INT	Total	FTF	INT
Distinct Students	6,041	4,594	3 <i>,</i> 697	6,556	4,789	4,289	5,526	2,078	3,078
Duplicated Students	27,546	17,731	9,815	29,106	16,987	12,119	24,009	3,643	7,039
Completions	25,611	16,677	8,934	27,710	16,310	11,400	22,266	3,457	6,299
Completions %	93%	94%	91%	95%	96%	94%	93%	95%	89%
Successful Completions	22,875	15,213	7,662	24,654	14,805	9,849	19,421	3,281	5,351
Successful Completions %	83%	86%	78%	85%	87%	81%	81%	90%	76%
GRADES D-F	4,111	2,336	1,775	4,249	2,114	2,135	3,909	287	1,321
Grades D-F %	15%	13%	18%	15%	12%	18%	16%	8%	19%
GRADES Q-I-W-M	1,928	1,050	878	1,396	677	719	1,743	186	617
Grades Q-I-W-M %	7%	6%	9%	5%	4%	6%	7%	5%	9%

## **Course Completion**

Source: Office of Institutional Effectiveness & Research Program Review Outputs Data



Source: Office of Institutional Effectiveness & Research Program Review Outputs Data



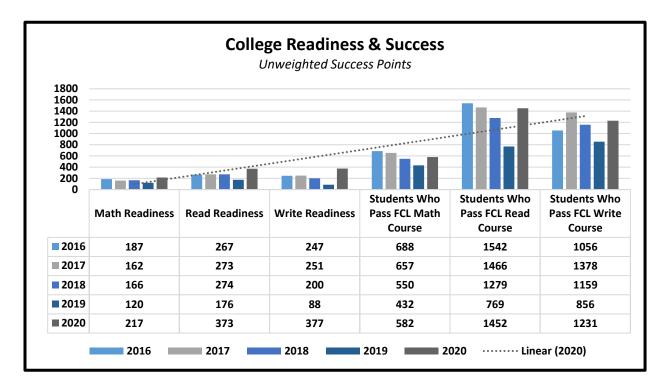
Source: Office of Institutional Effectiveness & Research Program Review Outputs Data

## **College Readiness & Success**

### Prepared Students Completing a College Level Course

College level course completion (Grade A, B, C) including pre-matriculation credit. Baseline data is Fall 2011 Cohort for Fall 2014 reporting period.

CBC's target is to reach 31.7% in Math, 84.4% in Reading, and 63.2% in Writing for students that did <u>MEET</u> the TSI requirement.



Mathematics			Reading			Writing			
Cohort	Target	Actual	Threshold Indicator	Target	Actual	Threshold Indicator	Target	Actual	Threshold Indicator
<mark>Baseline</mark> FY2014	25.7%	56.4%		78.4%	83%		40.4%	68.8%	
FY2015	26.7%	68.2%		79.4%	85.7%		41.4%	71.4%	
FY2016	27.7%	67.7%		80.4%	86%		42.4%	77.2%	
FY2017	28.7%			81.4%			43.4%		
FY2018	29.7%			82.4%			44.4%		
FY2019	30.7%			83.4%			45.4%		
FY2020	31.7%			84.4%			63.2%		

Source: THECB Accountability System

http://www.txhigheredaccountability.org/acctpublic/

#### Underprepared Students Completing a College Level Course

College level course completion (Grade A, B, C) including pre-matriculation credit. Baseline data is Fall2009 Cohort for Fall 2014 reporting period.

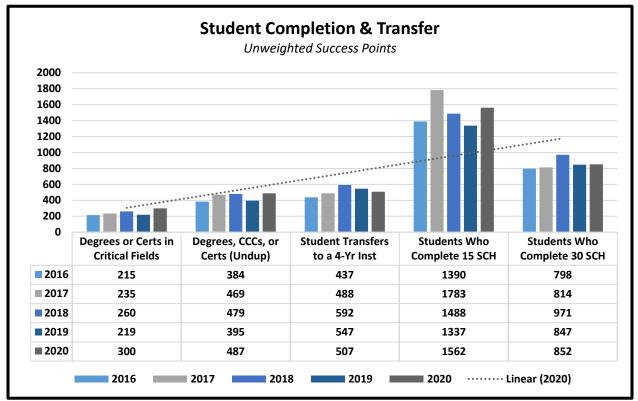
CBC's target is to reach 23.9% in Math, 61.2% in Reading, and in 39.9% in Writing for students that did <u>NOT MEET</u> the TSI requirement.

Mathematics			Reading			Writing			
Cohort	Target	Actual	Threshold Indicator	Target	Actual	Threshold Indicator	Target	Actual	Threshold Indicator
<mark>Baseline</mark>	17.9%	17.8%		55.2%	50.8%		33.9%	34%	
FY2014									
FY2015	18.9%	21.3%		56.2%	51.1%		34.9%	38.7%	
FY2016	19.9%	17%		57.2%	46.8%		35.9%	37.4%	
FY2017	20.9%	21.8%		58.2%	55.8%		36.9%	42.4%	
FY2018	21.9%			59.2%			37.9%		
FY2019	22.9%			60.2%			38.9%		
FY2020	23.9%			61.2%			39.9%		

Source: THECB Accountability System

http://www.txhigheredaccountability.org/acctpublic/

## **Student Completion & Transfer**



Source: THECB Accountability System <a href="http://www.txhigheredaccountability.org/acctpublic/">http://www.txhigheredaccountability.org/acctpublic/</a>

## Core Completers and Occupational Skills Awards

Awards	FY19	FY20	FY21
Core Completers	203	219	215
Occupational Skills Awards	259	335	154

Source: The Office of Institutional Effectiveness & Research Graduate Data

## **Licensure Pass Rate**

**Goal =** <u>Excellence</u> (Vision 2020: CBC will offer a quality educational experience for all students; CBC will provide comprehensive student services to increase overall student success.).

**Threshold for Licensure Rate Goals:** When targets are not met or fall below baseline action plans are developed and implemented.

	Cosmetology		Radiologic Technology			<b>Dental Hygiene</b>			
	TARGET	ACTUAL	Threshold Indicator	TARGET	ACTUAL	Threshold Indicator	TARGET	ACTUAL	Threshold Indicator
FY2012 Baseline	n/a	81%		n/a	81%		n/a	100%	
FY2014	91.5%	91%		91.5%	97%		95%	100%	
FY2015	91.5%	80%		95%	92%		99%	75%	
FY2016	91.5%	84%		95%	90%		99%	100%	
FY2017	91.5%	81%		95%	89%		99%	100%	
FY2018	91.5%	85%		95%	96%		99%	100%	
FY2019	91.5%	79%		95%	100%		99%	100%	
FY2020	91.5%	89%		95%	76%		99%	98%	

	Vocational Nursing			<b>Registered Nursing</b>			Certified Nursing Assistance		
	TARGET	ACTUAL	Threshold Indicator	TARGET	ACTUAL	Threshold Indicator	TARGET	ACTUAL	Threshold Indicator
FY2012 Baseline	n/a	81%		n/a	94%			-	
FY2014	91.5%	91%		91.5%	81%			-	
FY2015	91.5%	80%		95%	94%			84%	
FY2016	91.5%	84%		95%	85%			-	
FY2017	91.5%	81%		95%	84%			98%	
FY2018	91.5%	85%		95%	80%			-	
FY2019	91.5%	79%		95%	90%			-	
FY2020	91.5%	74%		95%	82%			75%	

Source: THECB Annual Licensure Report

http://www.txhighereddata.org/index.cfm?objectid=3BF71040-9E7D-11EB-8A820050560100A9

## Persistence

Threshold for Participation Goals: When targets are not met or fall below baseline action plans are developed and implemented.

### Graduation/Persistence Rate (6 years)

Graduation/Persistence Rates. First-time, full-time, credential-seeking, undergraduates who have graduated or are still enrolled. **CBC target by year 2020 is 53.4%**.

Graduation/Persistence Rates utilizing baseline data from Fall 2008 Cohort (FY 2014) of 42.7%.

Cohort	Graduation/ Persistence Target Rate	Actual	Threshold Indicator
Fall 2008 Cohort (FY2014)	47.4%	42.7%	
Fall 2009 Cohort (FY2015)	48.4%	42.1%	
Fall 2010 Cohort (FY2016)	49.4%	39.1%	
Fall 2011 Cohort (FY2017)	50.4%	41.8%	
Fall 2012 Cohort (FY2018)	51.4%	51.5%	
Fall 2013 Cohort (FY2019)	52.4%	45.1%	
Fall 2014 Cohort (FY2020)	53.4%	44.4%	

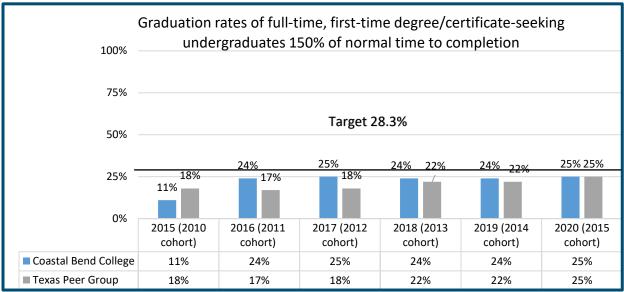
Source: THECB Accountability System

http://www.txhigheredaccountability.org/acctpublic/

## **Completion/Graduation Rates**

Threshold for Participation Goals: When targets are not met or fall below baseline action plans are developed and implemented.

IPEDS Graduation Rate (150% standard time)



Source: National Center for Education Statistics, IPEDS data

https://nces.ed.gov/ipeds/datacenter/institutionprofile.aspx?unitId=223320

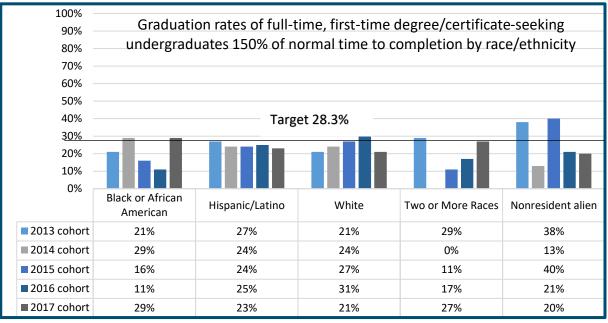
## 3/4/6 Graduation Rates

First-time, full-time entering, credential-seeking, undergraduates who have graduated. **CBC target by year 2020 for 3 years is 28.3%, for 4 years is 34.2%, and for 6 years is 46.4%**.

	3 Yr Target	3 Yr Actual	Threshold Indicator	4 Year Target	4 Year Actual	Threshold Indicator	6 Year Target	6 Year Actual	Threshold Indicator
<b>Baseline</b> Fall 2008 Cohort (FY2014)	22.3%	22.3%		28.2%	26.3%		40.4%	36.1%	
Fall 2009 Cohort (FY2015)	23.3%	31.2%		29.2%	27.2%		41.4%	33.8%	
Fall 2010 Cohort (FY2016)	24.3%	28.5%		30.2%	36.3%		42.4%	33.3%	
Fall 2011 Cohort (FY2017)	25.3%	27.3%		31.2%	32.4%		43.4%	34.9%	
Fall 2012 Cohort (FY2018)	26.3%	25.9%		32.2%	33.5%		44.4%	45.6%	
Fall 2013 Cohort (FY2019)	27.3%	27.2%		33.2%	30.8%		45.4%	40.3%	
Fall 2014 Cohort (FY2020)	28.3%	24.8%		34.2%	31.4%		46.4%	39.8%	

Source: THECB Accountability System

http://www.txhigheredaccountability.org/acctpublic/



Source: National Center for Education Statistics, IPEDS data

https://nces.ed.gov/ipeds/datacenter/institutionprofile.aspx?unitId=223320

## **Transfers to a University**

# **TOP 5 TRANSFER UNIVERSITIES**

226/938 total transfer took place in 2020-2021 for a transfer rate of 24.1%.

- Texas A&M University Kingsville
- Texas A&M University Corpus Christi
- University of Texas Arlington
- University of Houston Victoria
- University of Texas San Antonio

Institution	A Total	Earneo	d Acad	emic As	ssociate	Prior to	o Tran	sfer		Earnee	d Tech	nical As	sociate	Prior to	Tran	sfer	
Tra	Tran sfers	Tran B	an B GPA for 1st Year at University D					D Enroll	E Tech	GPA	GPA for 1st Year at University					G Enroll	
	Fall 2019		< 2.0	2.0 - 2.49	2.5 - 2.99	3.0 - 3.49	> 3.5	C Unk	Fall 2020		< 2.0	2.0 - 2.49	2.5 - 2.99	3.0 - 3.49	> 3.5	F Unk	Fall 2020
TEXAS A&M UNIV- CORPUS CHRISTI	30	12	1	4	1	2	4	0	8	3	2	0	0	0	1	0	3
TEXAS A&M UNIVERSITY	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TEXAS A&M UNIV- KINGSVILLE	34	12	3	2	3	1	3	0	9	2	0	0	0	1	1	0	2
TEXAS A&M UNIV- SAN ANTONIO	5	2	1	0	0	1	0	0	2	0	0	0	0	0	0	0	0
TEXAS STATE UNIVERSITY	5	2	2	0	0	0	0	0	0	1	0	0	0	0	1	0	1
U. OF HOUSTON- VICTORIA	8	3	0	2	0	1	0	0	3	0	0	0	0	0	0	0	0
U. OF TEXAS AT ARLINGTON	9	1	0	0	0	0	1	0	1	5	1	0	2	1	1	0	4
U. OF TEXAS AT SAN ANTONIO	7	6	3	0	0	0	3	0	6	0	0	0	0	0	0	0	0
OTHER PUBLIC 4YR INSTITUTION	26	10	1	1	2	3	3	0	8	3	0	0	2	1	0	0	2
INSTITUTION TOTAL	130	48	11	9	6	8	14	0	37	14	3	0	4	3	4	0	12

#### Academic and Technical Associate Degree Transfers Fall 2019

A - Students who were coded as first-time transfer in Fall 2019 on CBM001. Those coded as first-time transfer in the prior summer (Summer 2019) who returned to the same institution in Fall 2019 are included in the cohort. Students are tracked back 6 years to see if they earned at least 30 hours at a CTC. B - Transfers who earned academic associate degree before transferring.

C - GPA during the first year at the university. If student had some SCH and no grade points, they are counted in < 2.0. If they did not match to the CBM002/CBM00S, they are unknown. D - Still enrolled at same institution in the following fall.

E - Transfers who earned technical associate degree before transferring. F - GPA during the first year at the university. G - Still enrolled at same institution in the following fall.

H - If student received more than one award, academic associate superceded technical associate which superceded certificates. Note - Other Public 4-Yr Institutions include universities who received less than 5 students from a community, state or technical college.

Source: THECB Transfer Students' Success Report

http://www.txhighereddata.org/index.cfm?objectid=AE2ABE60-E47A-11E8-BB650050560100A9

CIP	Programs & Associated Certificates: 2020-2021	# Of Awards
520302	Associate of Applied Science- Accounting	2
	Level II Certificate Accounting	-
	Level I Certificate	-
	Level I Certificate Fundamentals in Accounting	14
470604	Associate of Applied Science - Automotive Technology	5
	Level II Certificate Automotive	1
	Level I Certificate Automotive	2
	Level I Certificate Fundamentals of Automotive Technology	1
520101	Associate of Applied Science - Business Management	-
	Level I Certificate Business Management Fundamentals	15
	Level I Certificate Business Management	-
520401	Associate of Applied Science - Business Tech Administrative Assistant	8
	Level II Certificate Bus. Tech. Admin. Assist.	1
	Level I Certificate Bus. Tech. Admin. Assist.	1
	Level I Certificate Bus. Tech. Admin. Assist. Fundamentals	3
	Level II Certificate Bus. Tech. Medical Office Specialization	2
	Level I Certificate Bus. Tech. Medical Office Specialization	3
	Level I Certificate Bus. Tech. Medical Office Specialization Fundamentals	2
110101	Associate of Applied Science - Computer Information Technology	4
	Level II Certificate Computer Information Technology	-
	Level I Certificate Computer Information Technology Fundamentals	-
	Level I Certificate Computer Information Technology	-
	Associate of Applied Science - Computer Simulation Engineering Technology	-
	Level I Certificate Computer Simulation Engineering	-
	Level I Certificate Computer Simulation Engineering Fundamentals	-
120401	Associate of Applied Science - Cosmetology	1
	Level I Certificate Cosmetology	5
	Level I Certificate Cosmetology Instructor	1
510602	Associate of Applied Science - Dental Hygiene	27
151301	Associate of Applied Science - Drafting and Design	2
	Level II Certificate Drafting and Design	-
	Level I Certificate Drafting and Design	-
	Level I Certificate Drafting and Design Fundamentals	
190709	Associate of Applied Science - Early Development and Education	7
	Level II Certificate Early Development & Education Child Care-Manager	2
	Level I Certificate Early Development & Education Child Provider	-
	Level I Certificate Fundamentals of Child Development	2
	Level I Certificate Fundamentals of Early Development & Education	2

## **Programs & Associated Certificates: 2020-2021**

CIP	<b>Programs &amp; Associate</b>	d Certificates: 2020-202	1
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# Of
Awards

430106	Associate of Applied Science - Forensics	2
	Level I Certificate Forensics Science	3
	Level I Certificate Fundamentals of Forensic Theory	2
430107	Associate of Applied Science - Law Enforcement	13
	Level II Certificate Forensic Science	-
	Level 1 Certificate Criminal Justice Interest	3
	Level 1 Certificate Fundamentals of Law Enforcement	8
510713	Associate of Applied Science - Medical Records Coding	3
	Level II Certificate Medical Records Coding	-
	Level I Certificate Medical Records Coding	1
	Level I Certificate Fundamentals Medical Records Coding	1
50903	Associate of Applied Science - Oil and Gas	3
	Level II Certificate Oil and Gas	4
	Level I Certificate Oil and Gas	6
	Level I Certificate Fundamentals of Oil and Gas	2
	Associate of Applied Science - Pre-Engineering	-
	Level I Certificate Fundamentals of Pre-Engineering	-
510911	Associate of Applied Science - Radiology	19
513801	Associate of Applied Science - Registered Nurse	12
	AAS LVN to RN Bridge	54
	Level I Certificate Vocational Nursing	41
	Level I Certificate Pre-Nursing	3
	Level I Certificate Fundamentals of Patient Care Technology	-
	Certified Nursing Assistant	3
	Level I Fundamentals of Nursing Assistant	3
480508	AAS Welding	3
	Level II Welding	4
	Level I Fundamentals of Welding GMAW	34
	Level I Fundamentals of Welding GTAW	16
	Level I Fundamentals of Welding SMAW	22
	Level I Fundamentals of Welding FCAW	3
	Level I Welding	-
240102	Associate of Arts	72
240101	Associate of Science - General Studies	152
	Associate of Science - Criminal Justice	2
520101	Associate of Arts- Business Administration	4
	Associate of Arts - Criminal Justice	5
131206	Associate Arts - Teaching	2
	Associate Arts - Teaching General Studies-Secondary Education	-

Source: The Office of Institutional Effectiveness & Research Graduate Data

## **Comprehensive Student Services**

### Enrollment Services-Admissions/Registrar

The Admissions/Registrar's Office (A/RO) provides services to a diverse customer base: past, current, future, and potential students; faculty; other CBC departments; other educational institutions; state and private agencies, and the community. The department is an integral and important part of Coastal Bend College (CBC) and has been in existence since 1967 when CBC had its first semester.

Measures	2019-20	2020-21
Transcript Processed	7,802	7,423
Drop Slip Processed	764	683
Applications Received/Processed	5,097	5,097
Graduation Applications Processed	1,559	844

### Advising/Success Coaching

Coastal Bend College offers a developmental approach to advising with Success Coaches who specialize in providing quality advising. The CBC Success Coaches provide students with advising sessions that are personalized to meet the goals of each student. Once the student chooses their preferred degree or certificate, the Success Coach will develop a pathway plan with the student. A "pathway" is simply a plan that not only determines the sequence of courses but outlines student success strategies to help them be successful along the way. Even while working remote during the pandemic, the Student Success Team was able to assist over 600 students with advising services. An online Advising request was created in July of 2020.

### Athletics

Coastal Bend College takes great pride in providing comprehensive academic and student support services. The six athletic programs support the college mission through the recruitment and retention of a diverse population of highly motivated student athletes and the recruitment and retention of coaches and athletics staff that can contribute to the success of student athletes. The positive value of physical activity learned skills, competition, good sportsmanship, and teamwork are emphasized throughout the college by athletes and all associated with the programs.

## Academic Support Services-Testing, Tutoring and Library

## Testing

The mission of Coastal Bend College's Testing Department is to offer quality service by providing helpful exam information, easy scheduling procedures, and professional exam administration in an atmosphere that is favorable for testing

### Tutoring

Coastal Bend College is committed to student success for all CBC students. Academic Support, one-on-one tutoring sessions, group tutoring, and online tutoring is offered to students based on availability of tutors for the subject requested. All tutoring is free of charge and available to currently enrolled students at CBC.

### Library Services

The mission of the Coastal Bend College Library is to support the college curriculum by providing diverse educational resources in all formats. Librarians select resources to help our students successfully complete their assignments, teach individuals and scheduled classes how to effectively conduct research, and guide patrons in the development of critical thinking skills to ensure their success in the global marketplace. In addition, the library provides general materials to stimulate the interests of a diverse student and public population to promote life-long learning.

## Coastal Bend College Strategic Planning Goals, Objectives, and Expected Outcomes for 2020-2025

## **Priority #2 - Community**

Coastal Bend College will identify and develop focused initiatives and activities supporting cultural, workforce, and economic development to improve quality of life.

Objective 2.1	Engage and collaborate with community partners.
Objective 2.2	Provide workforce and continuing education certification and training opportunities that meet the needs of local and regional business and industry and support students in achieving gainful employment and career advancement.
Objective 2.3	Increase inclusive cultural enrichment opportunities through community projects designed to create a sense of belonging.

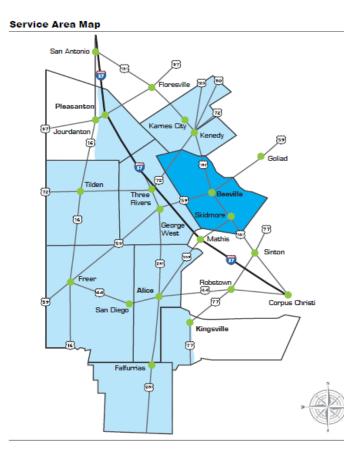
## **Expected Outcome**

Achievement of this goal will result in increased and relevant cultural enrichment opportunities and projects for all Coastal Bend College communities, and an appropriately trained and skilled workforce meeting economic demand.

## **Our Communities**

Coastal Bend College prioritizes community partnerships and projects that support all the service area stakeholders. Many old partnerships were strengthened, and many new ones established providing continued opportunities of growth for all.

## **CBC Service Area**



## Coastal Bend College - Alice Site 704 Coyote Trail Alice, TX, 78332 1-866-891-2981

Coastal Bend College - Beeville Campus 3800 Charco Road Beeville, TX, 78102 1-866-722-2838

Coastal Bend College - Kingsville Site 1814 Brahma Blvd. Kingsville, TX, 78363 1-866-262-1615

## **Coastal Bend College - Pleasanton Site**

1411 Bensdale Pleasanton, TX, 78064 1-866-361-4222



#### List of Community Partners

- A.C. Jones High School
- Academy High School
- Agua Dulce High School
- Alice Early College High School
- Alice High School
- Arden Place of Beeville
- Banquete High School
- Ben Bolt High School
- Benavides High School
- Bishop High School
- Bluebonnet Nursing and Rehab
- Clinical Pathology Laboratories
- Corpus Christi ISD
- Devine High School
- Falfurrias High School
- Falls City High School
- Floresville High School
- Freer High School
- Goliad High School
- Hacienda Oaks of Beeville
- Hebbronville High School
- HM King High School
- John Paul II Nursing Home
- Karnes City High School
- Kaufer Early College High School
- Kenedy High School
- Kingsville Nursing and Rehab

- La Bahia Nursing and Rehab
- La Paloma Nursing Center
- Lasara High School
- Live Oak Nursing Center of George West
- Mathis High School
- Nordheim High School
- Orange Grove High School
- Palma Real
- Pettus High School
- Pettus ISD
- Pleasanton High School
- Pleasanton ISD
- Poth High School
- Premont High School
- Premont ISD
- Raymondville High School
- Refugio High School
- Retama Nursing Center of Alice
- Robstown High School
- Runge High School
- San Diego Early College High School
- San Diego High School
- San Marcos Early College High School
- The Heights of Pleasanton
- The Premier SNF of Alice
- Three Rivers High School
- Woodsboro High School

## Coastal Bend College Strategic Planning Goals, Objectives, and Expected Outcomes for 2020-2025

## **Priority #3 - Resources**

*Coastal Bend College will effectively and efficiently use resources to maximize student, community, employee, and fiscal efficacy.* 

Objective 3.1	Enhance employee experiences through talent management practices that focus on recruitment, retention, professional development, and recognition to optimize our greatest asset.
Objective 3.2	Provide welcoming and comfortable residential student facilities.
Objective 3.3	Ensure programming has adequate and appropriate facilities.
Objective 3.4	Develop and implement a Wayfinding/Beautification Plan.
Objective 3.5	Update and maintain a cohesive Facilities Master Plan.
Objective 3.6	Identify areas of need and associated plans of action to improve the quality of CBC services.
Objective 3.7	Implement and maintain an ongoing stewardship of fiscally responsible practices optimizing operating efficiencies.
Objective 3.8	Ensure a healthy and safe campus.
Objective 3.9	Implement institution-wide review and revision of practices, procedures and policies.

## **Expected Outcome**

Achievement of this goal will result in high levels of employee, operational and fiscal performance, and student, employee, and community satisfaction.

## **Our Resources**

Core Expenses per FTE Enrollment	2018-2019 Baseline Year	2019-2020	2020-2021
FTE Enrollment	2688	2720	
Instructional Support per FTE	\$2,249	\$2,450	
Academic Support per FTE	\$169	\$178	Available
Student services per FTE	\$394	\$475	in Spring
Institutional Support per FTE	\$2,376	\$1,928	'22
Other Expenditures per FTE	\$2,373	\$2,826	
Total Operating Expenses per FTE	\$8,213	\$8,466	

Other core expenses include scholarships and fellowships, net of discounts and allowances, and other expenses. Core expenses exclude expenses from auxiliary enterprises (e.g., bookstores, dormitories), hospitals, and independent operations. For institutions reporting in Full parent/child relationships, core expenses per FTE enrollment amounts will not be allocated to child institutions.

Source: IPEDS Finance Data Submission

## **CBC Net Position Summary**

- ✤ Net Position \$(4,738,702)
- ✤ Financial Debt Ratio: 98.67%
- ✤ Total Liabilities \$34,172,343
- ✤ Total Assets
  \$34,632,681

Source: Prepared by the Business Office Unaudited Financial Data – Statement of Net Position as of 8.31.2021

## **Operational Effectiveness**

## 2020-2021 and 2021-2022 Planned Improvement Plans/Recommendations

Below are examples of some of the improvements and projects accomplished across Coastal Bend College over the last year. These accomplishments and recommendations are founded in data-informed decision making through the use of the continuous improvement processes implemented at CBC.

### President

### 2020-2021 Improvements & Accomplishments

- Review planning units for FY 21 to ensure accuracy and strategic plan alignment.
- Develop and strengthen cyber security.
- Review, revise, and emphasize the roles the CBC sites.
- Conduct a salary and staffing study to maximize resources.
- Review and update Facilities Master Plan

### **Provost Organization**

### 2020-2021 Improvements & Accomplishments

- Implement new TSI subroutine to streamline CBM002 and allow ARO to process transcripts electronically.
- The faculty evaluation process was reviewed, revised, and implemented in FY 2021.
- The faculty handbook will be completed in fall 2021.
- The course evaluation process was revised, vetted by faculty through the faculty association and implemented in fall 2021.
- Instructional Policies, procedures and practices continue to be reviewed, revised, and updated.
- The Provost worked with the HR Director to review and revise job descriptions for the Site Director.
- The Provost worked with the Instructional Deans to review instructional program assessment processes and worked on a process to ensure that they are fully implemented effectively across all programs. This will be an ongoing process.
- The dual credit program continued to be reviewed and necessary changes identified to ensure students are efficiently and effectively on boarded, quality appropriate programming is provided, and the program is fully compliant with SACSCOC, THECB, Ed and AD code and the Dept. of ED. The Provost worked with the academic deans to create a new MOU for dual credit. These rolled out and are now in place for the new 2021-2022 year.
- Onboarding committee was established to identify onboarding challenges. This team meets periodically at this time.
- Curriculum handbook containing processes, including approval processes was developed, approved, and is used by curriculum committee.
- Programs resumed program evaluation with a revised program evaluation template. Transfer and General Education completed their program evaluation in spring 2021.

- New processes were put in place to ensure that never attended rolls are completed before census.
- Power BI dashboards were created to ensure that deans and provost can check the status of grade submission to ensure that grades are turned in on time and with last dates of attendance included for F's.
- The schedule process was developed and become more inclusive of all the various activities and offices involved with the onboarding process.
- CTE/NAH faculty participated in Quality Matters training during convocation week.
- The Provost worked with deans and faculty to develop a plan of action for teaching, retention, advocacy, innovation and learning in distance education. This plan was submitted as a Title III grant in the summer of 2021. The Dept. of Ed. has not released grant awards at the time this report is submitted. If the grant is not approved the plan will be implemented as funding allows.
- The Provost worked with the President to establish functioning committees with charges and identified membership. The committee list is reviewed and updated annually and is posted in the cougar den along with folders for committees to add minutes.
- The curriculum committee is now functioning as a governance committee.
- Early relationships with TAMUK, TAMUCC and other community organizations have been established and several pathways are now in development as a result of the revised CBC programming.
- The webpage for demonstrating House bill 2504 compliance has been updated and is now compliant in posting of syllabi.
- Faculty schedules have been standardized in their format and are now posted to the website through the provost office in a timely manner.
- The provost, deans, business office and the programmer worked to establish a master list of courses and course fees along with a process to ensure that all Board approved fees are updated after approval and correct fees are in place.

- Staff/faculty designated with the responsibility of supporting ongoing instructional development of curriculum and pedagogy in distance learning classes. The Provost will work to implement the plan of action detailed in the Title III grant (even if not approved for funding).
- It is my recommendation that the organizational chart continue to be regularly evaluated as the college moves forward. I also recommend that a grant director be hired. There are many programs that we could potentially offer and many targeted responsive student/academic services that could occur but are limited with current levels of staffing and funding.

#### **Business Office**

#### 2020-2021 Improvements & Accomplishments

• Develop and refine current GL codes for more accurate reporting and financial responsibility.

#### 2021-2022 Planned Improvement Plans/Recommendations

- Improve communications with campus community
- Improve level of compliance across the campus to accounting policies and procedures.

#### Athletics

#### 2020-2021 Improvements & Accomplishments

- During the 2020-2021 Academic Year the Department of Athletics had one of its finest seasons from a competitive perspective; all done under the fear of COVID-19.
- All six sports competed at the same time, as a part of the NJCAA's plan to return to play. Women's Volleyball, Women's Basketball and Men's Volleyball began in early January, with Baseball and Softball beginning at the end of January and Men's Soccer beginning in March.
- Women's Volleyball became the first CBC women's team to win a game at the Region XIV level. Women's Basketball then qualified for it's first-ever Region XIV Championship Tournament, while Men's Basketball qualified for their third consecutive Championships appearance. Softball won its first ever game at the Region XIV Championships later in April.
- Baseball played a full Division I schedule by occupying the schedule vacated by Laredo Community College who elected to not play sports in 20-21. Baseball is NJCAA Division III team and competed well at the NJCAA Division I level of play. Once they entered the Division III Championship segment, they exploded winning the South District – Western Divisional Tournament, then defeated Tyler Junior College for the South District Championship and the school's first appearance in the NJCAA Division III College World Series.
- Men's Soccer also had a splendid spring season securing the school's first Region XIV Division I Championship and earned an at-large-bid to the NJCAA Division I Soccer Championships; where they defeated Salt Lake Community College (who went on to win the National Championship) in the first round.
- In the classroom, the Cougars excelled at an epic pace with 14 student-athletes earning a program best Region XIV All-Academic Honors. 41 student-athletes earned Coastal Bend College Dean's List Honors. Finally, 39 student-athletes earned National Junior College Athletic Association Academic All-American Honors, with 11 Cougars being named First-Team – both are program bests.

- Maintain a dedication annually to Cougar Field at Veterans Memorial Park to be the permanent home field of Coastal Bend College Softball
- Repair and maintain Joe Hunter Field

### Public Safety/Chief of Police

### **Improvements & Accomplishments**

- Collected and timely reported campus crime through the daily crime and fire log.
- Solicited, received, categorized, and disseminated CLERY Crime statistics (Part I Crimes) from all law enforcement agencies who have jurisdiction over CBC. Most provided crime and arrest information and statistics for the areas in and around each of our instructional sites as required by Federal law.
- Maintained and routinely tested mass notification system (Cougar Alert)
- Reviewed and updated each <u>Site-Specific Emergency Operations Plan</u> with the cooperation and assistance of Site Directors.
- Prepared Annual Safety and Fire Report and published document within due date
- Conducted annual review and update of the CBC <u>Multi-Hazard Emergency Operations and</u> <u>Disaster Mitigation Plan</u>.
- Submitted required statistics annually through USDOE Campus Safety portal within due date.
- Investigated and cleared by arrest all crimes reported to the CBCPD in 2020, resulting in a 100% clearance rate.
- Conducted 6 hours of employee safety training on all instructional sites.
- Conducted evacuation drills on all instructional sites
- Assisted and provided input in the recovery efforts made by CBC during the Cyber-attack in March 2020; established contact with and acted as liaison between CBC and Texas Department of Information Resources (DIR); Texas Department of Public Safety, Texas Ranger Service, during the incident. Maintained close security of Beeville campus during much of this incident.
- Assisted in the design of CBC COVID 19 response structure; opened emergency operations center in March 2020; complied COVID 19 protocols mirroring CDC suggested recommendations, authored COVID 19 legal addendums to CBC Facilities Rental Agreements; partnered with Student Services and HR in the documentation and effective management of COVID 19 control efforts at CBC.
- Conducted annual review, edit and update of the Department's General Orders Policy Manual.

- The annual review identified the actions below are necessary to improve and enhance our campus security responsibilities:
- Seek to hire an additional FTE police officer in order to provide more equitable security coverage to our other sites and to Beeville in the evening hours.
- Requests for Campus Crime Statistics from local law enforcement agencies should start in February of each year to provide more time between receipt and date required to file statistics with the USDOE. The Department should provide ample time to disseminate and properly categorize qualifying crimes and reportable student disciplinary actions made by CBC.
- Require all CBC personnel deemed by the Clery Act as Campus Security Authorities (CSAs) to complete the **SafeColleges** training on the role and responsibilities of being a CSA.

- Provide more crime prevention information and presentations during the fall and spring semesters targeting the CBC student population. Sponsor a **Safety Night at CBC** at least once per semester during evenings and provide food and drinks. Invite local law enforcement officers to attend and engage in positive interaction with the students. Disseminate literature and crime prevention items to students during meeting. (deferred to fall 21 due to pandemic)
- Train members of Cabinet and President's Advisory Council in Integrated Command Structure (ICS) promulgated by FEMA and DHS. Intended result is that they will form both familiarity of the structure we assume in a qualifying emergency and a deeper understanding of the emergency function of our Safety Plan and how it effects on specific instructional sites.

#### Human Resources

### 2020-2021 Improvements & Accomplishments

- Cornerstone HRIS Application tracking system is now being utilized as a complete application tracking system. All hiring and applications for employment are entered into this system.
- Comprehensive Salary Scale and Pay Grades study completed by TASB and Salary increases were implemented based on these recommendations along with recommendations from the Board of Trustees. Salary increases were effective for FY22.
- Self-Service Time Entry was rolled out to all hourly employees in small groups over the Summer of 2021. WebAdvisor has been deleted from the Cougar Den.
- Leave requests for all employees was implemented along with self-service time entry. Currently waiting on an update from Colleague on leave requests for exempt employees. This update will take the approved leave request and automatically add it to the exempt employee's timecard, which is currently how the hourly leave requests are handled by Colleague.
- Comp Time was added as a benefit for the hourly employees and is currently an active earn type. Accrued comp time must be used by the end of July each year.
- TCG is now our ORP, TSA, and Part-time Third-Party administrator. This was a cost saving change for the HR budget.

- Onboarding process paperwork is currently being revised with the addition of the Cornerstone HRIS system.
- TRS reporting has been improved by Colleague but additional updates are needed.
- Exempt employee leave requests are being entered into the timesheets while waiting for the Colleague update.
- Credentialing process has been updated with a Cornerstone status.
- Resources are needed for a better outcome of goals and plans: Expert trainers to maximize each employee's professional development and growth. TRS has coaches that are able to visit Reporting Entities for individual training on the reporting process. W4 training on the new W4 form. More in depth Cornerstone training now that we are using the HRIS system, more questions and more detailed information is necessary.

- Payroll program that can perform quality controls, instead of manually checking each employee.
- Supervisors need to understand and support the leave process for the exempt employees, until updated by Colleague. Supervisors of exempt employees need to continue to submit a screen shot of the approved leave, number of hours, type of leave, and name of approver.
- The Faculty load function in Colleague is tied to many different departments, and understanding how the load function works is tedious at best. Training through Colleague for all departments involved is necessary if the Faculty load function is to be implemented.

### **Physical Plant**

#### 2020-2021 Improvements & Accomplishments

Currently, the PP&F department unit activities are functioning efficiently, and productive. Due to the current climate and proliferation of the covid-19 pandemic, we have a much different atmosphere, work duties and safety processes are much more enhanced. Typically, we are very active with daily operational duties, the college community, and all college events. We experienced an evolving workload since February 2020, due to a cyber-security issue, covid-19 pandemic, and are responding to operations with a new age response that has enhanced safety priorities throughout the college community and the world.

#### Alice Site:

- Student Success Center: In addition, we integrated Library Services with SSC and eliminated the need for additional staff.
- Student Commons: student recreational area.
- Distance Learning Classrooms: installations of required screens and equipment.
- HVAC: Installation of new unit for large room behind building (Cougar Den). This is a new unit that was not previously available.
- Nursing Classroom: New doorway entry points from room 113 into room 210.
- Interior: Repainting of doors/doorways throughout building.
- Foyer: Replaced tile with stained cement.

### Kingsville Site:

- Backside door frame replaced due to safety requirements and infrastructure damages.
- 2019 2021 an architectural roof assessment was completed for Kingsville site. We have that report, currently in- progress with the re-roofing project.

### **Pleasanton Site:**

- Distance Learning Classrooms: installations of required screens and equipment.
- Fire Alarm & Sprinkler System: Installed new system in welding shop/classroom.
- Cosmetology classroom: Installed new student workstations and tables expanding the size of classroom due to increase of program student enrollment.
- Offices:
- Created 3 new office spaces.

- Created a new hallway which isolated the CBC-IT server room and the TWS-IT server room for security concerns.
- These spaces were created using existing under-utilized space in an existing computer lab. This was due to Texas Work Force Solutions moving in at our site. This was the last site to have them move into our building.
- Nursing Classrooms expanded to meet student demands and now seat forty (40) students.
- Computer Labs: expanded to meet student demands in nursing programs and now seat forty (40) students.
- Thunderstorm damage repairs are pending. HVAC units were repaired, and front façade is pending.

### **Beeville Campus:**

- Development of PP & F procedures.
- HVAC: District wide inspection and evaluation of systems.
- Deferred maintenance list: Updated and revised annually.
- Student Union Building:
- New glass walls to isolate and distinguish food court services.
- Renovations for dining room seating area.
- Contractors: Work in conjunction with contractors to verify current status of college facilities and mechanical equipment. This plays a big role in developing pricing for maintenance, repairs, and replacement of infrastructure needs.
- Distance Learning Classrooms: installations of required screens and equipment which improved these learning environments.
- Submittal of Physical Plant Reporting: Tier II, EPA, Water Plant Treatment, etc.
- Joe Hunter Field: Windscreen installation for playing field.
- Joe Hunter Field: 22-Tons Sand, 44,000 lbs. of infill rubber pellets, leveling of right field.
- CBC Development Center: Windscreen, signage, playground equipment repairs and installation.
- Signage: Curbside/parking lot digital sign installed.
- Nursing Classrooms expanded to meet student demands and now seat forty (40) students.
- Computer Labs: expanded to meet student demands in nursing programs and now seat forty (40) students.
- Electrical Transformer Ownership transferred to AEP Texas. This is a great external source to have in place for electrical repairs on the campus main electrical feed line.

### High priority HVAC items replaced:

- F.J. Jostes Visual Arts Bldg.
  - $\circ~$  RTU in room 111 gas/heat package unit 7 % ton
  - RTU #1 room 124 gas/heat package unit 7 ½ ton
- J.R. Dougherty Dental Hygiene Bldg.
  - Unit # 6: front offices 3-ton split system heat pump unit:
- Apartments Units C1, C2, D1 and D4

- 3 ton split system electric heat unit:
- <u>R.W. Dirks Bldg.</u>
  - HVAC Climate Controls Systems:
  - \*Building has poor zone dampers and climate control systems
  - Chiller System -
  - \*Cost savings throughout all priority projects has permitted us to replace this chiller system at this building. This allowed us to remove a high-cost HVAC item that was on our deferred maintenance list for fiscal year 2016-2017.

### • <u>Central Plant</u>

- Tunnel Pipe Support Rack Systems
- Support racks
- Pipe Hangers Systems
- o Three Way Valve
- Replaced, reinsulated and Hydro Tested new three-way valve
- o Replaced two (2) condensate pump motors Cooling Tower
- o Physical Plant Electrical Transformer Replacement (2016-2017).
- Replaced pump concrete foundation, heat water pump (1), & isolation valve.

### • <u>Cooling Tower Platform</u>

- \*\*Purchased scissor lift to perform needed maintenance services on tower. This serves all tower needs and will have multi-purpose uses throughout all campuses.
- Hughes Building Bldg.
  - Replaced 6 split system heat pumps:
- <u>R.J. Beasley Jr. Bldg.</u>
  - Replaced AHU #11
  - Removal of wall for new entry access point, asbestos removal, air monitoring, and removal of core.
- Industrial Trades/Criminology Bldg.
  - Replaced 4 electric heaters.
- P.S. Maraceck Gymnasium:
  - HVAC: Replaced 2 of 4 AHU. These AHU's were located inside the basketball gym ceiling and have been relocated to exterior of building with a new efficient unit.
  - Piping replaced in same section of gym ceiling (all new chill/hot water lines).
  - New Climate Controls (Metasys) installed for new AHU's now located at exterior of facility.

### In Process:

- FEMA: Damages from Hurricane Harvey are assessed and FEMA & TDEM are assisting with the repairs.
- Sidewalk Addition: approximately 1,800 ft.
- Roof Replacement: Kingsville Site 2019 2020 an architectural roof assessment was completed for Kingsville site. We have that report, currently in- progress with the re-roofing project.
- Winter storm and thunderstorm damage repairs are pending.

- Communications on pending projects and procurement requirements can bottleneck and delay completion of projects. Recommendation is to improve efficiency of approval for pending projects. This will assist in the completion of projects.
- Procure new functional equipment for our physical plant & facility departments.
- Procure new HVAC mechanical equipment for our infrastructure from our maintenance rotation listing.
- Procure electrical upgrades and equipment for our infrastructure from our maintenance rotation listing.
- Complete pending projects electrical upgrades, roof repairs, identified items from our maintenance rotation listing.
- Procure new functional and safe operational equipment for our physical plant & facility departments.
- Parking Lots: Plans to resurface parking lots (BV) are in process and making arrangements for repairs/replacement potentially in 2021-2022.



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