



Coastal Bend COLLEGE

Institutional Accomplishments by Division



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President

- Organizational Restructure
- Dual Credit Tuition and Fees
- President's Leadership Academy
- PTK Honors College Expansion Grant
- Title III Grant
- Hired CFO
- Completed Audit

Instruction

- **Partnership with the Texas Department of Criminal Justice**
Formed an official MOU with the largest state agency in Texas to service the officers and inmates across our state to further enhance and align CBC with the Governor's 60 x30 plan.
- **Faculty Senate was established**
Formerly known as the Faculty Association, the Faculty Senate was formed in accordance with a stronger commitment toward Shared Governance.
- **Instructional response to COVID**
CBC returned in Fall 2020 with CTE & Allied Health (summer 2020). Dr. Richard Cowart developed a plan, eventually known as Hy-Flex courses, blending Online and Face to Face course concurrently.
- **Success within CTE, Allied Health and CE**
 - New Programs developed
 - Revenue increased in C.E. from \$9,000 to over \$1 million (July 2020 to January 2025)
 - 5 True Grant awards for CBC in 4 Years (CDL, Industrial Mechanics, Electric Vehicles, Allied Health, NCCR)
- **Created a new comprehensive Curriculum Committee**
A new Curriculum process was developed to create and maintain a college-wide collaborative effort toward enhancing Teaching and Learning.
- **Establishment of Fields of Study**

Student Success & Engagement

Secured and implemented the Title III grant which is providing faculty development, course redesigns, advising enhancements, and facilities enhancements - Faculty Development Classroom, Digital Media Laboratory, and the new Tutoring Spaces in the Libraries.

Implemented Cougar Care as our Quality Enhancement Plan which has led to the creation of new MOUs to provide access to healthcare via Mobile clinics for our students and online telehealth options for psych/mental health care. Cougar Care is also creating food pantries through a gift from HEB and emergency funding through the Greater Texas Foundation grant.

Reorganized Student Services at CBC into the Division of Student Success to include hiring a Dean of Academic Support and a Dean of Enrollment Management. The division has begun implementing the Student Success Plan, Drive to 55, by implementing mandatory advising and doing away with self-registration for incoming students starting in spring 2025. A reverse transfer process via the National Student Clearinghouse has been implemented and Fields of Study have been approved through the Board of Trustees and new transfer articulation agreements are currently being negotiated and finalized so the College can leverage the performance funding formulas under House Bill 8.

- **Spring 2023** - CBC, in partnership with PTK Honor Society, received grant funding to establish an honors college (3-year initiative).
- **2020/2021** - added Esports to list of NJCAA sports teams
- **Summer/Fall 2022** - CBC awarded \$3.2 Million grant renewal for Upward Bound programs
- CBC hosts private screening of "Left for Dead: The Kristine Chapa Story" (former CBC student). Showing was held at Rio 6 Cinema in Beeville. A presentation and Q&A with Kristine and filmmaker Charlie Minn were also held at the Gertrude Jones Auditorium.
- Story shared in Spring 2023 Around the Bend issue - CBC awarded \$1.9 Million Title III grant through the U.S. Department of Education's Title III Strengthening Institutions Program.
- In same issue as above - CBC named 2023 Leader College by Achieving the Dream.
- E2E partnership

Admissions and Registrar's Office

- Moved to all electronic forms
- Utilizes National Student Clearinghouse to send electronic transcripts
- Has implemented Degree Verify and Reverse transcript services through National Student Clearinghouse
- Went through two THECB formula funding audits with no findings.

Financial Aid - Work Study Mentor program

Student Services & Accessibility

Executive Summary

Over the past five years, the Student Services & Accessibility Department at CBC has demonstrated substantial growth and achievement across multiple areas, securing over \$9.4 million in grant funding, implementing comprehensive student support services, and establishing vital community partnerships. This report details the department's key accomplishments from 2020 through 2024, highlighting our commitment to student success and institutional excellence

- **Leadership Transition and Early Achievements (2020)**

In January of 2020, I was appointed as the Dean of Student Services & Accessibility. Despite the challenges presented by the global pandemic, the department successfully implemented several critical initiatives aligned with CBC's Vision 2020 strategic plan. Notable achievements included modernizing the tutoring infrastructure through the development of an online tutor request system, establishing regular advisor training programs, and digitizing all Student Services forms through Office 365 integration. During this time, we also provided online engagement programs such as virtual meetings and games for students. One of the most notable was the virtual "thankful wall", students submitted great responses, and this was displayed in a virtual presentation. During the pandemic, this was a great way for students to reflect on what they were thankful for.

- **Grant Acquisition and Program Development (2021)**

The department secured substantial external funding through successful grant writing efforts, notably obtaining \$3.4 million for two TRIO Talent Search grants. Community engagement expanded significantly through strategic partnerships with Coastal Compass/Citizens for Educational Excellence. Student support services were enhanced despite pandemic conditions, with the department successfully organizing multiple student engagement activities and providing comprehensive accommodations services through the Office of Accessibility Services to over 50 students. At this time, there was no Res Life Director, so the program was overseen by myself with the assistance of the athletic coaches and the student success coordinator; serving over 140 residents. We revised handbooks and procedures for Student Life including registered student organization operations.

- **Program Expansion and Service Enhancement (2022)**

Building on previous successes, the department secured an additional \$6 million in federal TRIO grant funding for two Upward Bound programs, significantly expanding support for at-risk and low-income students in the Coastal Bend region. The implementation of holistic academic advising and electronic systems improved service accessibility, as evidenced by positive IER survey results. Regional partnerships were strengthened, particularly with Education to Excellence, leading to innovative programs like the Recapture Your Dream initiative. A Navigator was assigned to CBC to specifically work with students that "stopped-out" of CBC improving our completion rates.

- **Academic Support and Inclusion Initiatives (2023)**

The department achieved significant milestones in comprehensive student support services, including the expansion of the CARE Team, accessibility services, and tutoring programs. Notable accomplishments included recruiting 19 faculty tutors and hiring full-time support staff. The department's commitment to diversity and inclusion was demonstrated through various workshops and awareness campaigns. The most notable was a student artist that created posters for Autism Awareness Month. Lastly, a major achievement was the successful development and SACS-COC approval of the Quality Enhancement Plan, Cougar Care.

- **Structural Enhancement and Innovation (2024)**

The department underwent strategic restructuring, transitioning from a single dean to three deans under vice presidential leadership. Significant achievements included securing \$5,000 HEB grants for Cougar Care closets and developing the Cougar Connect mentorship program for first-generation college students. Also, CBC was selected to participate in the 2024 the First Gen Forward Cohort and received a \$1,000 grant to fund our first-gen student celebration. Also, the CARE Team demonstrated improved efficiency in response times and referrals.

The department expanded its support for diverse student populations through several key initiatives. A dedicated mothering room was established to support student parents, complemented by Dean Jones's appointment as Student Parent Liaison to ensure comprehensive resource access to students. The Office of Accessibility Services enhanced its services by implementing formal procedures for emotional support animals, further supporting students with diverse needs.

Community partnerships were strengthened through collaboration with religious organizations, including the Catholic Newman Student Center and Baptist Student Ministry, which provide free meals to students, staff, and faculty. These partnerships exemplify the department's commitment to creating a culture of care on campus, addressing both academic and personal needs of the CBC community.

The department's leadership continued to gain recognition through NASPA, as Dean Jones was selected to serve as a mentor for the Advising Success Network.

- **Impact and Future Direction**

Throughout this five-year period, the department has consistently aligned its initiatives with CBC's strategic goals and mission. The focus on comprehensive student support, diversity and inclusion, and community partnerships has created a strong foundation for student success. Moving forward, the department continues its commitment to fostering a sense of belonging for all students, whether studying online or in person, ensuring their academic success and personal growth.

These accomplishments position the department for continued growth and impact in supporting CBC's mission.

Athletics

- Baseball

2021 - Region XIV DIII South District West Divisional Tournament Champs
NJCAA DIII South District Champions and DIII Baseball World Series in Tennessee

- Soccer

2021 - NJCAA DI play in National Soccer Tournament in Kansas
2024 - NJCAA DI play in National Championship in Kansas

- Volleyball

2022 - NJCAA Region XIV Volleyball Tournament play
2024 - NJCAA Region XIV Volleyball Tournament play

- Men's Basketball

2022 - NJCAA Region XIV Championship play
2023 - NJCAA Region XIV Tournament play
2024 - NJCAA Region XIV Tournament play

- Women's Basketball

2024 - NJCAA Region XIV Tournament play

- Softball

2021 - NJCAA Region XIV South Regional Tournament play
2022 - NJCAA Region XIV Mid South B District Tournament play

CBC Foundation

Foundation

- Stabilized, enlarged and energized the Foundation Board of Directors
- Created the Cougar Athletic Trust to assist athletic department fundraising including scholarships.
- Rebuilt Foundation Academic Scholarship Programs to modernize for student usage and streamlined the payment of scholarships with the college business office
- Added nine new endowed scholarships Alaniz, Avangrid, Betz, Carus, Langbein, Leach Lytel, Shell, Williams – totaling \$325,000, while reconstituting four dormant endowed scholarships: Berninger, Blosch, Littlejohn-Diebel – totaling \$300,000.
- Built the first constituent database in Foundation and college history of donors and alumni.

Pleasanton

- Community Outreach in the Pleasanton area has greatly improved over the last few years. I have made it my mission to be an integral part of the community and happenings around Atascosa County.
- Re-established/ and active membership in local organizations including Pleasanton Chamber of Commerce, Rotary, etc.
- Social Media - new Facebook page will help spread the word about positive happenings at CBC.
- Communication with local ISD's has improved. Relations overall has improved due to good communication and outreach.
- Focus on Customer Service in the front office area of the Pleasanton campus, with all office staff are trained to help students with a variety of questions – by working with them to get answers to whatever questions they have (financial aid, admissions).

Marketing

- Website Launch and CMS Maintenance - Launched a new, user-friendly website, took over CMS maintenance, and established a process to ensure accurate and approved web edits.
- Swag Management Hub - Centralized swag inventory and streamlined request processing.
- Increased Media Visibility - Secured more local news coverage highlighting positive stories and programs and developed better communication with industry contacts.
- Strategic Campaigns - Optimized campaigns with intentional messaging and student stories. - Began location-based program marketing for greater impact at our off-sites.
- Updated Recruitment Materials - Redesigned recruitment materials for brand consistency and OCR compliance.

South Region

- Establishing after hours application and assistance workshops in Alice and Kingsville “Third Thursday”: this accomplishment led to a local news interview for the college that highlighted our efforts to, Increased Accessibility, Support for First-Generation and Non-Traditional Students, Community Engagement, Enhanced Awareness of Resources, and encourages early engagement.
- Planning and hosting a Saturday Spring enrollment registration event - Hosting a Saturday enrollment event underscores our mission to make higher education accessible to all. By offering flexible scheduling, personalized advising, and one-stop support, we remove barriers and help prospective students take their next steps toward achieving their educational and career goals
- Establishing a partnership with Junior Achievement - JA is dedicated to give young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. This is achieved by recruiting volunteers from the community to teach young people financial literacy using our

proprietary programs. I handed this contact to Dr. McIver so he can use their resources in his classroom.

- Assisting Amanda, Director of Marketing with the creation of promotional materials and leveraging social media campaigns to increase engagement - Involves outlining specific strategies, tools, and actions that contribute to increasing student enrollment and enhancing recruitment efforts.
- Oversee the planning and execution of community outreach events - Developing and maintaining partnerships with community stakeholders. Hosting successful Trunk or Treat events at the Alice and Kingsville locations, participating in community parades and recruitment events.

Faculty Senate

From the Faculty Senate's perspective, we recognize and commend the college for its substantial progress in four critical areas that directly enhance institutional effectiveness and faculty engagement. These achievements reflect a commitment to collaboration, academic excellence, and shared governance. Below, we detail the importance of each area and its impact on the college community:

- **The Faculty Senate as a Step Toward Shared Governance and Increased Faculty Engagement**
Creating the Faculty Senate marks a pivotal milestone in fostering a culture of shared governance. By providing faculty with a formalized platform for communication, collaboration, and decision-making, the Senate empowers educators to actively participate in shaping institutional policies and initiatives. This structure strengthens transparency, builds trust between faculty and administration, and ensures that the voices of those who are directly involved in teaching and student success are integral to institutional planning. Furthermore, increased faculty engagement leads to higher morale, a more profound sense of ownership, and the advancement of the college's mission.
- **Implementation of Curriculum Caps for Courses**
The adoption of curriculum caps represents a significant advancement in aligning academic programs with best practices in higher education. Curriculum caps promote efficiency in program design by streamlining credit requirements, thus ensuring students can achieve their educational goals within a reasonable timeframe. This approach reduces financial and academic burdens on students, supports timely graduation rates, and enhances retention. Moreover, curriculum caps encourage faculty to focus on the core competencies and outcomes necessary for student success while fostering interdisciplinary collaboration in program development. By prioritizing curriculum quality over quantity, the college positions itself as a leader in innovative and student-centered academic programming.
- **Providing College Leadership with Recommendations and Updates on Attendance and Academic Integrity Policies**

The Faculty Senate has played a key advisory role in shaping attendance and academic integrity policies. These policies are foundational to maintaining the college's academic standards and promoting student accountability. By offering evidence-based recommendations and regularly updating these policies, the Faculty Senate has ensured that they remain relevant, equitable, and enforceable. Clear and consistent attendance policies support student engagement and success, while robust academic integrity policies uphold the college's reputation for academic excellence. This collaboration between faculty and leadership exemplifies the importance of faculty-driven contributions to institutional policymaking.

- **Ensuring Faculty Representation on College Committees**

Faculty presence on college committees underscores the institution's dedication to shared governance and inclusive decision-making. Faculty actively participate in committees and contribute their expertise, perspectives, and insights to key institutional discussions and initiatives. This ensures that decisions affecting academic programs, student support services, and institutional policies are informed by those who are directly involved in teaching and learning. Faculty representation also strengthens cross-departmental collaboration and fosters a sense of community and shared responsibility. This inclusive approach to governance is vital for driving innovation and ensuring the college remains responsive to the evolving needs of students and stakeholders.

These advancements demonstrate the college's commitment to fostering a collaborative and inclusive environment that values the expertise and contributions of its faculty. The Faculty Senate remains dedicated to building on this progress and supporting the institution in achieving its strategic goals.

Institutional Effectiveness & Research, IT Services

Institutional Effectiveness

- Successful SACSCOC Decennial Visit and Review with all standards met with only three recommendations.
- Implementation of cyclical Program Review
- Expanded data access across the college.
- Implementation of External Location Debrief
- Implementation of Policy Development Process
- Implementation of Strategic Planning Online Planning and Budget Modules

Programming

- Implemented TDCJ Application intake program
- Renegotiated several contracts for better cost/benefit
- Automated daily reporting
- Cougar experience implementation

IT Administration

- Managed Huge influx of Phishing attacks
- Upgraded the cougar den to SharePoint
- Planned and began implementing transition to Blackboard Ultra
- Dormitory fiber and hotspots

IT Technicians

- The Ricoh swap
- Nursing labs set up
- The testing lab swaps (finished by next Wednesday)
- Swapping ~60 Instructor computers (and 60 staff computers by march)
- Jonathan (Erica and Ryan) managing the 2020 cyber incident

Institutional Research and Reporting

- **Analytics and Reporting**
Improved the consistency, accuracy and accessibility of data used by various departments, enhancing cross-functional collaboration and decision-making by key stakeholders. Created more interactive and impactful dashboards. Resulted in more engaging, actionable reports that provided stakeholders with clearer insights, enabling better decision-making.
- **Reporting**
Reduced the amount of manual data entry and improved accuracy and timeliness of reports to increase efficiency and allow for more focused tasks.
- **Document Retention**
Work Studies are killing it on the scanning of documents from IER, Business Office, and IT.

Human Resources

- **Employee Assistance Program**
Provides Counseling and WorkLife services to all employees and their family members
- **Charles Taylor - third-party FMLA provider**
Provides individual services to employees requesting FMLA
- **Compensation Plan**
Comprehensive compensation plan
- **Self-Service Leave Request**
Leave request are now paperless and requested through self-service.
- **Cornerstone Hiring System**
The hiring and interview process is now paperless and tracked within the HRIS.