Chancellor's Call to Action (12.7.12)

Invitees: Board of Trustees, Presidents, Vice Chancellors, Associate Vice Chancellors, Vice Presidents (Student and Academic), Deans, Faculty Senate Representatives, Staff Council Representatives

Group Discussion Responses by Theme

Question #1 - Do you agree with the call to action?

- 1. Why?
- 2. Why not?

ANSWER: Overall response was yes.

Flexibility

- **1.** Group agreed that there are a lot of changes going on in industry, education and how students learn. Everything is moving very fast and we need to find ways to keep up.
- 2. This is not just about distance education. We need to be aware of our changing environment. Be nimble, flexible.
- **3.** We need to consider the flex schedule and if we are to change the entire district programs and or courses to this system.
- 4. Embrace change and opportunities.
- **5.** Build momentum for change we have to- no choice- reality of change/ environment.

Operations

- **1.** We need to promote efficiency.
- 2. Our actions need to be deliberate.
- 3. Maintain relevancy.
- 4. Survival.



Internal Competition

- **1.** There is a big internal competition within each Colleges and Colleges probably, because this is the only way to be promoted. We need to find an alternate system of promotion.
- **2.** We need to change the Colleges perception that they function individually this is a collective effort.
- 3. We need to promote team building.

External Competition

- 1. NLC shared a story about a family who lives close to campus but out of district, and who has opted for online classes at El Paso CC rather than NLC due to cost. People in our own backyard now have many options. EPCC is cheaper and convenient.
- 2. Question is how do we leverage to our advantage? We need to consider competitors our collaborators.
- **3.** There is a large number of external competition and we need to be prepared to survive.

Classroom

- **1.** Text books there is a big difference in book prices within the same classes some are \$50 and others \$200.
- **2.** For how we teach/technology.
- 3. Teach how to learn vs. what to learn.

Innovation

- **1.** We have to improve and be more innovative with customer service if we want to retain. Moving things take so long, slow processes.
- **2.** We need to stop trying to go it alone. Employers need quicker response, a different landscape.

Marketing

- **1.** Build community.
- 2. We need to promote our strengths; whether we recognize it or not the Alamo Colleges is a business.

Responsiveness to our Students

1. We need to think more about the student.

Question #2 - How do we initiate dramatic changes?

Innovation/Rethink Standards

- **1.** Come to realization that this is not a passing phase.
- **2.** Revisit the why's...Why are semesters 16 weeks, why are courses 3 hours, why do we have 3 semesters?
- **3.** All we think we do "right" right now that may be broken-why do we do? Require? Etc.
- **4.** Have a plan, understand impacts, bridging, prototypes, axn, "Apple Store" it's okay to try new things.
- 5. We are dinosaurs!

Students/Classroom

- **1.** Be mindful of diverse student population.
- 2. There are elements in the classroom that when changed, could lead to greater success and completion. What shifts need to be made in the classroom?
- **3.** Empowerment to suggest change implement work smarter focus on BOTH current AND future student needs.
- 4. Incorporate students in planning-start with the end in mind.

Infrastructure

- 1. Change mentality-ok to fail.
- 2. Infrastructure must support implementation.
- 3. Trickle down- "Sell" vision/ "Buy-in" at all levels know what "Successful Student" looks like.

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Clear Strategic Focus

- 1. Purposeful actions.
- 2. Have a clear changes & concrete deadlines.
- 3. We must accept reality!

Empowerment

- 1. Empower for decision-making and be willing to move.
- 2. Trust in all of our people to give them authority to make decisions.

Human Capital

- 1. Handle not hiring individuals must change.
- **2.** Hiring needs to be transformative as well vs. traditional skill sets, etc. (redefine)

Fundraising

1. Raise more private money.

Technology

1. We are not utilizing technology to its full extent, nowhere close.