



TRANSFORMATION: HCC



THE JOURNEY

INPUT FROM STAKEHOLDERS



HIGHLIGHTS

Research Highlights:

9 Trustees

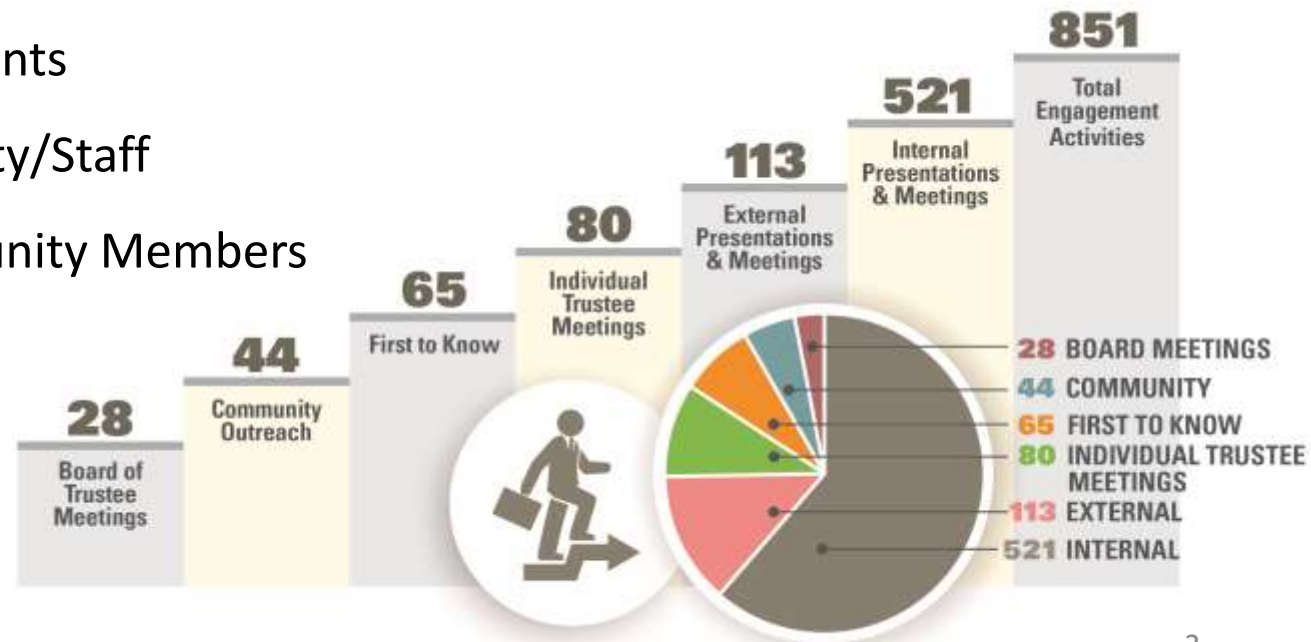
13 Executive Team Members

63 Whole System Planning Participants

4,275 Students

3,262 Faculty/Staff

751 Community Members



DATA COLLECTION

HIGHLIGHTS

2. Studies and Research to Inform the Process

Organizational Identity Study

Community Value Study

Student Research

Urgency Assessment

Task Inventory

Organizational Health Study



BROAD ENGAGEMENT (G65)



TRANSFORMATION

1. Research -- Analysis and Application
2. Workgroup Development (board vision; interdisciplinary team; leadership)
3. Whole System Planning
4. Visioning Workshop
5. Organizational Alignment – Values & Competencies
6. Strategy Mapping
7. Vision Agreement Session (board)
8. Transformation Plan to Achieve Vision



WHAT DID WE LEARN?

Organizational Culture

Hierarchy 59%



Market 20%



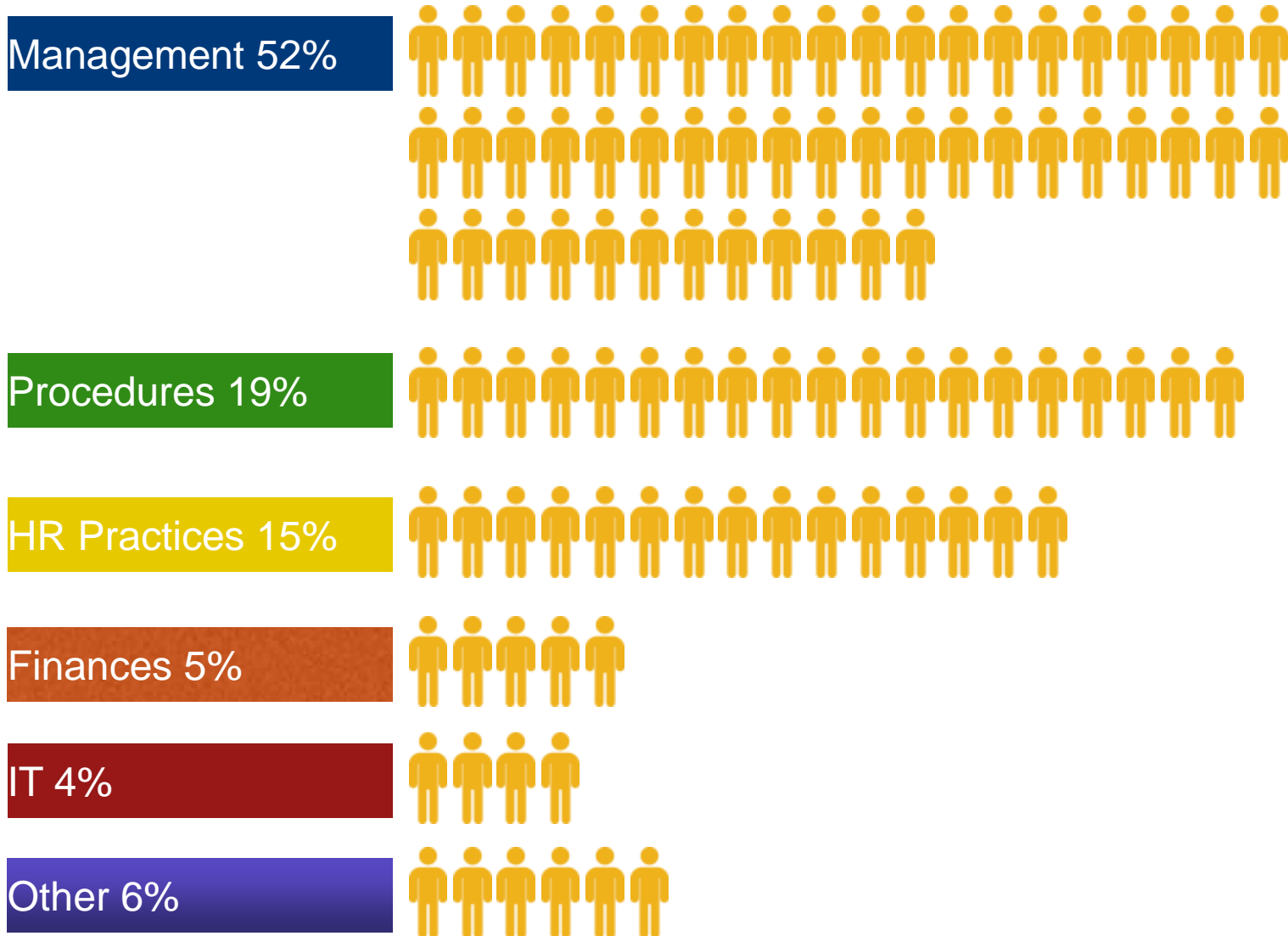
Clan 20%



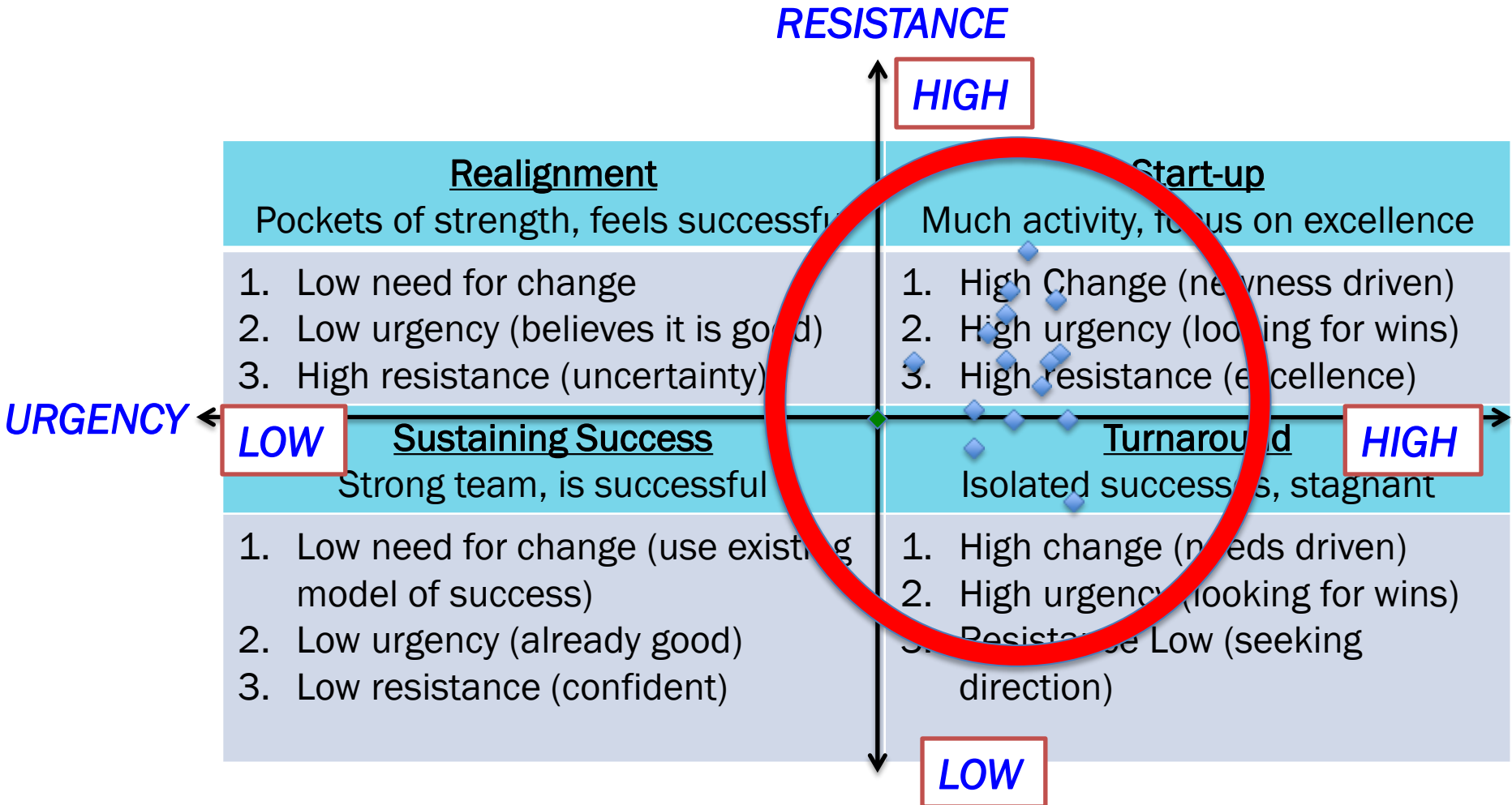
Innovative 1%



Performance Barriers



Leadership Diagnostic





THE RESULT

RESEARCH FINDINGS



1. The need to leverage our size and resources.
2. The need for a clear vision.
3. The need to eliminate inefficiencies.
4. The need to align priorities across the system.
5. The need to create opportunities.

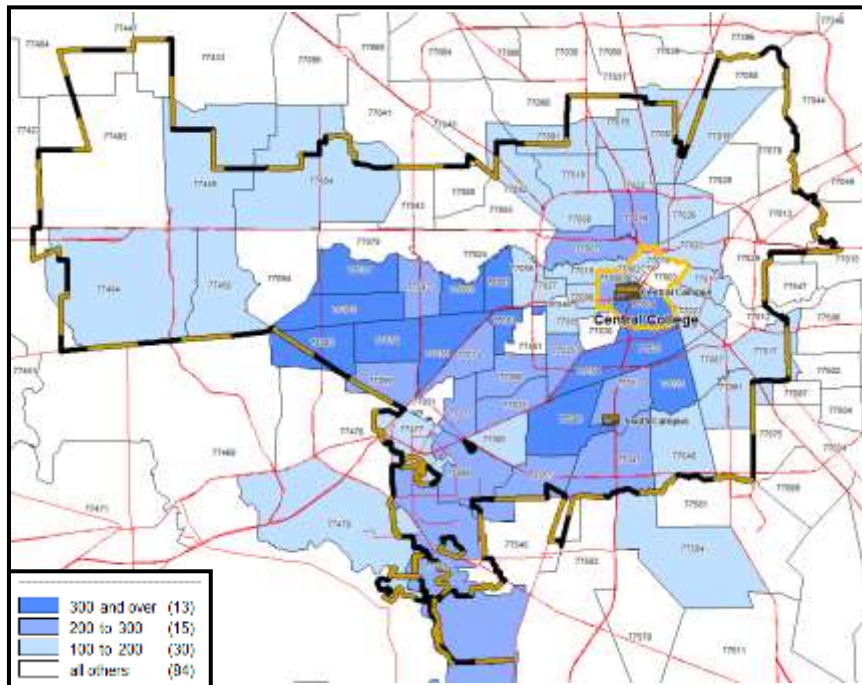


WHAT WE KNOW...

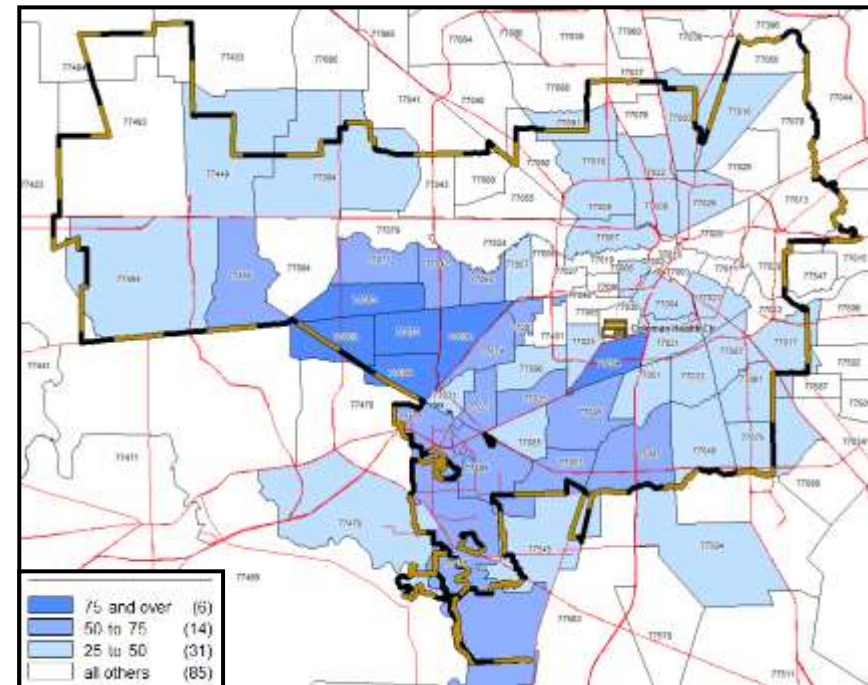
STUDENT ATTENDANCE BY ZIP CODE



**Central College - Semester Credit Hour (SCH)
Students by Zip Codes - Fall 2014**



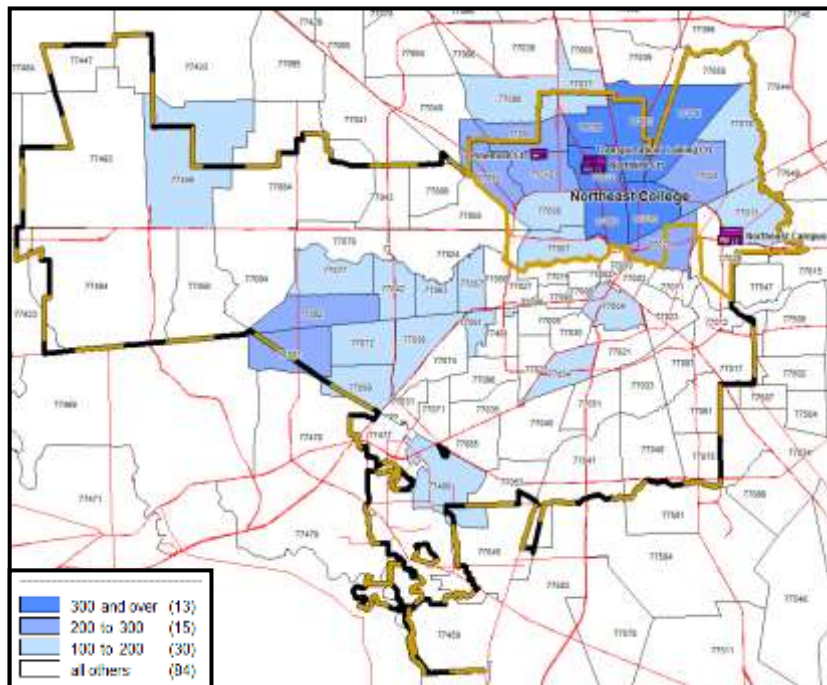
**Coleman College - Semester Credit Hour (SCH)
Students by Zip Codes - Fall 2014**



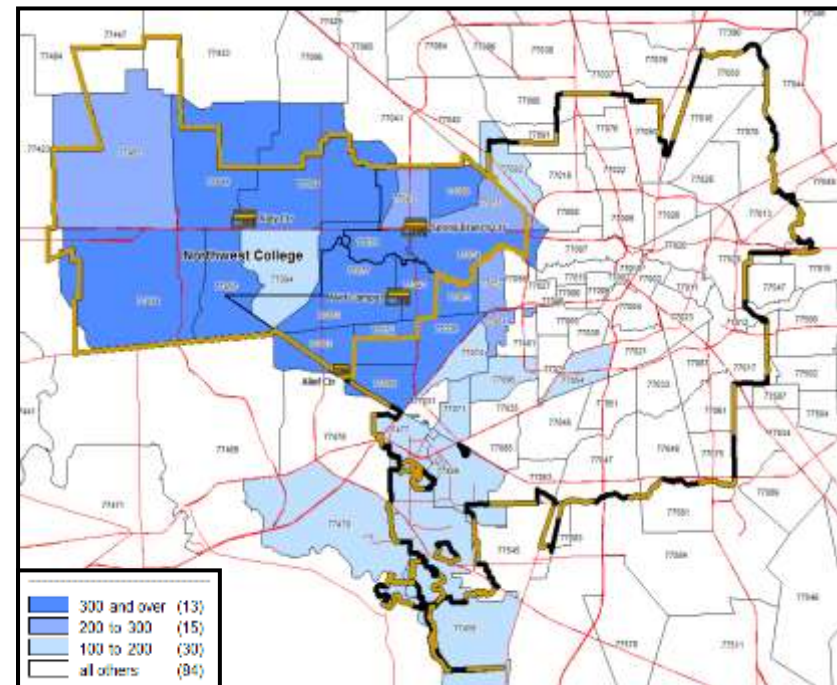
STUDENT ATTENDANCE BY ZIP CODE



**Northeast College - Semester Credit Hour
(SCH) Students by Zip Codes - Fall 2014**

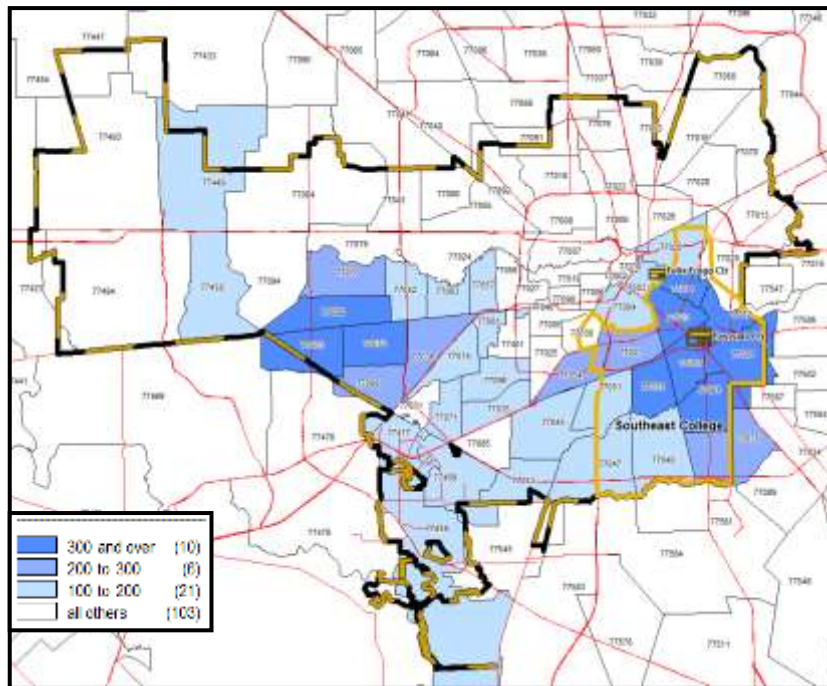


**Northwest College - Semester Credit Hour
(SCH) Students by Zip Codes - Fall 2014**

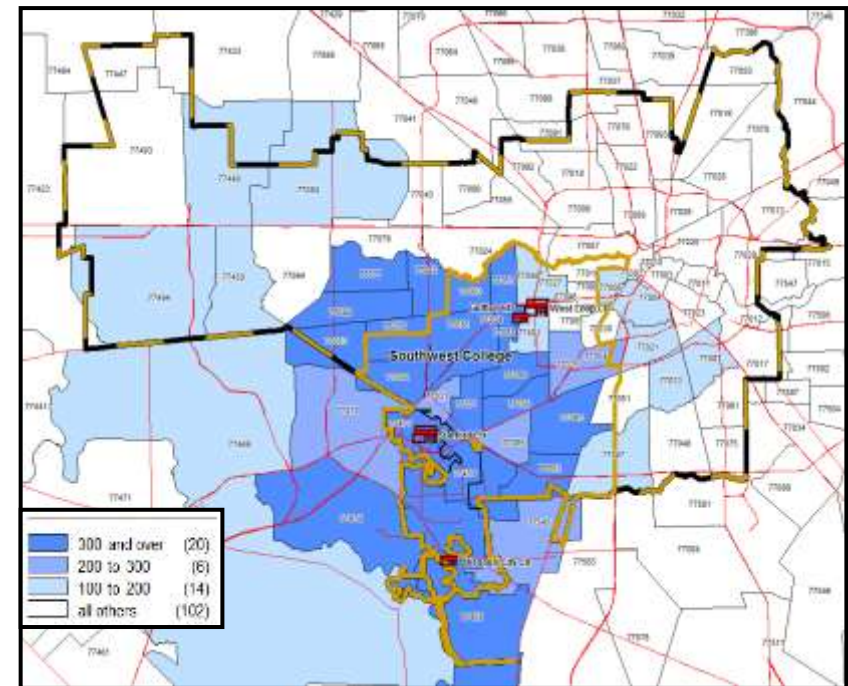


STUDENT ATTENDANCE BY ZIP CODE

**Southeast College- Semester Credit Hour (SCH)
Students by Zip Codes - Fall 2014**



**Southwest College- Semester Credit Hour (SCH)
Students by Zip Codes - Fall 2014**





MOVING FORWARD

HCC'S BUSINESS MODEL



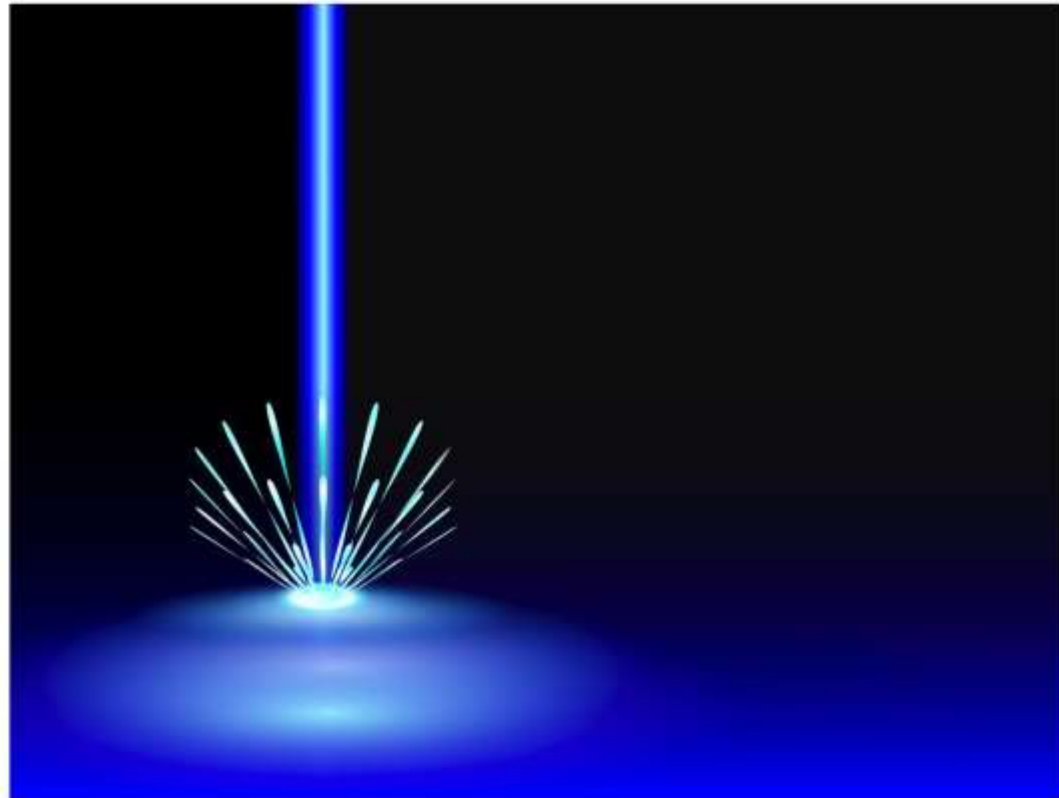
TOMORROW

- A more efficient college.
- A more interconnected college.
- A more responsive college.
- A more aligned college.
- A more innovative college.
- A more successful student and graduate.

FOCUS



Diffused Focus



Laser Focused

ORGANIZATIONAL SHIFT

FOCUS

We cannot afford to invest in the highest levels of all the same things at each of our colleges – it is costly and inefficient.

We must shift our focus to one of **excellence** and **innovation**.

This requires us to rethink and share in new and different ways.



ACHIEVEING EXCELLENCE

EXCELLENCE

We will focus our resources, talents and attention on high demand areas that provide the greatest return for our students, community, industry as well as the college.





CENTERING EXCELLENCE



Centering Excellence &
Connecting Community
Conceptual View

PRESIDENTIAL PITCHES



Southeast
College

Maritime Logistics

Materials
Science/Corrosion
Technology

Central
College

Consumer Arts &
Sciences

Construction
Science & Material
Science

Coleman
College

Health Sciences

Southwest
College

Advanced
Manufacturing

Business
Technology

Northeast
College

Public Safety

Global Energy
Training

Northwest
College

Engineering

Media Arts &
Technology

DETERMINING EXCELLENCE



- Expert faculty in the System
- Facilities in the System
- Equipment in the System
- Industry Corridor
- Ready to implement in Fall 2015

Institution - Houston Community College

- One institution
- Multiple areas of expertise
- Multiple locations

Position - Institutes

- 14 Institutes in multiple locations that define the College and its expertise
- Institution will be located in each district
- Industry focused hub
- Management resides
- Applied research
- Creates high level industry partnerships
- Drives innovation

Support - Centers of Excellence

- Support the Institutes
- Have broad reach across the college districts
- Recognize multiple programs in multiple locations
- Promotes collaboration

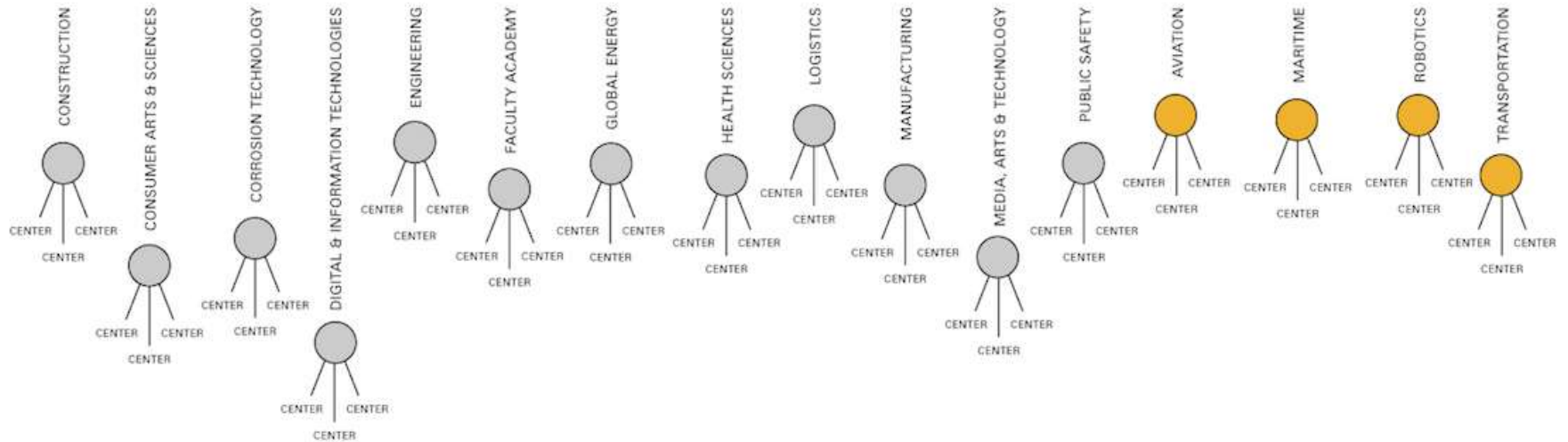
Business Technology Institute
Construction Institute
Consumer Arts & Sciences Institute
Corrosion Technology Institute
Digital & Information Technologies Institute
Engineering Institute
Faculty Academy Institute*
Global Energy Institute
Health Sciences Institute
Logistics Institute
Manufacturing Institute
Media, Arts & Technology Institute
Public Safety Institute
Maritime Institute**
Transportation**
Aviation Institute**
Robotics Institute**

*Denotes location at District Office

** Denotes Future Institute

HCC CENTERS OF EXCELLENCE

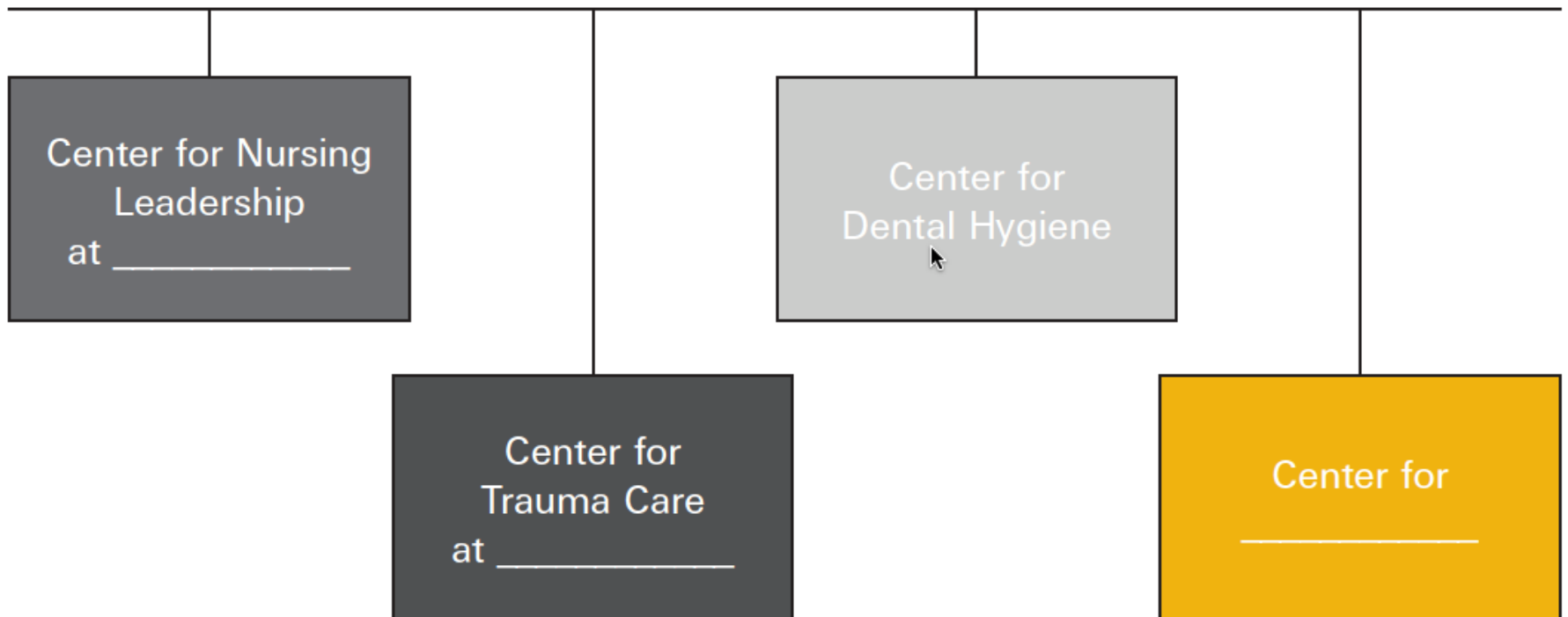
16 INSTITUTES



● CURRENT ● FUTURE

HOUSTON COMMUNITY COLLEGE

COLEMAN HEALTH SCIENCES INSTITUTE



Institutes:

- 1 Public Safety Institute
- 2 Global Energy Institute
- 3 Logistics
- 4 Corrosion
- 5 Manufacturing
- 6 Digital & Information Technologies
- 7 Health Sciences

Planned Institutes:

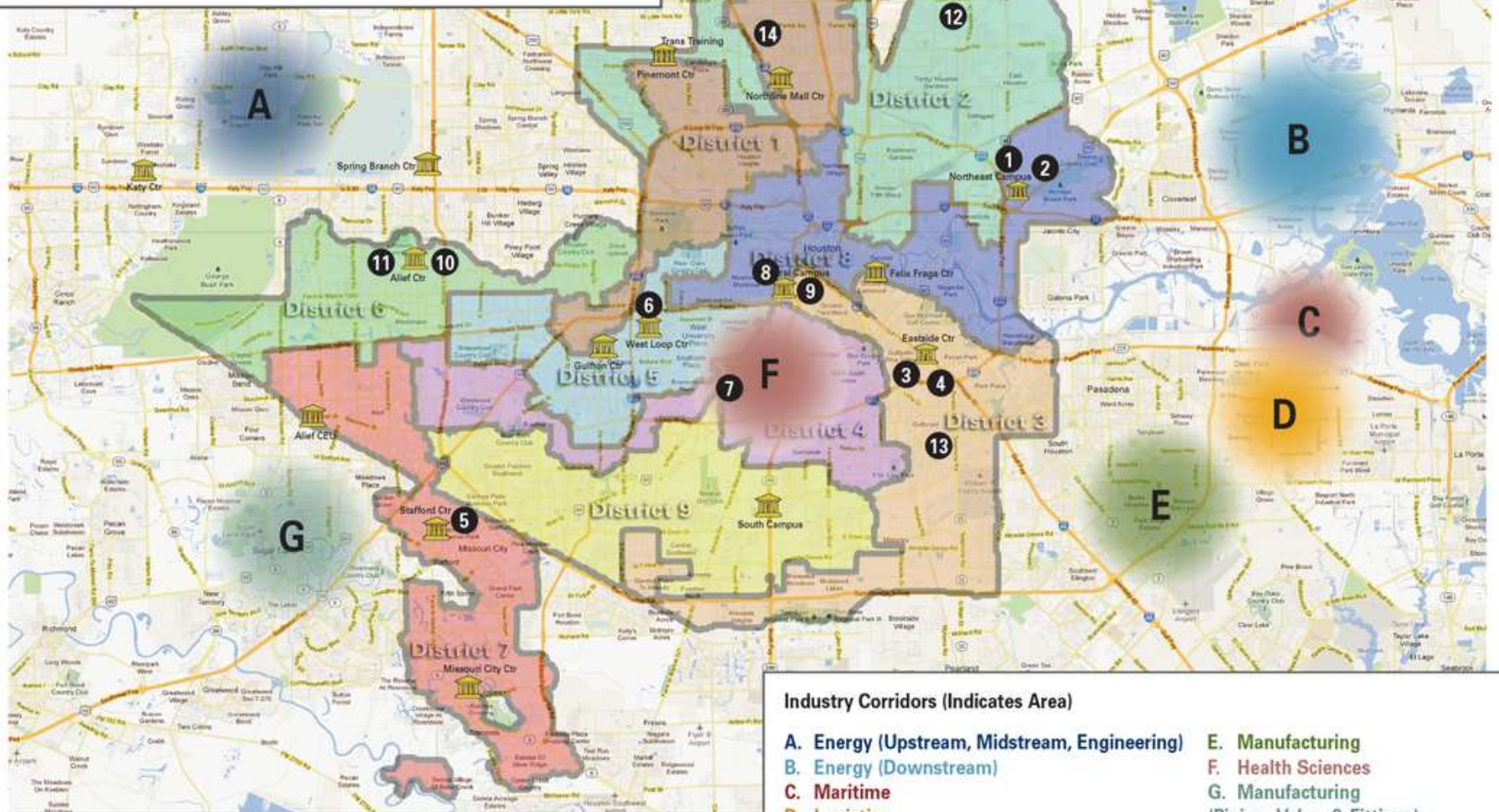
- Robotics
- Aviation

8 Consumer Arts & Sciences

- 9 Construction
- 10 Engineering
- 11 Media Arts & Technology
- 12 Transportation*
- 13 Maritime*
- 14 Business Technology

***Future Institutes:**

- Transportation
- Maritime



Industry Corridors (Indicates Area)

- A. Energy (Upstream, Midstream, Engineering)
- B. Energy (Downstream)
- C. Maritime
- D. Logistics
- E. Manufacturing
- F. Health Sciences
- G. Manufacturing (Piping, Valve, & Fittings)



ORGANIZATIONAL IMPLICATIONS

ORGANIZATIONAL DESIGN



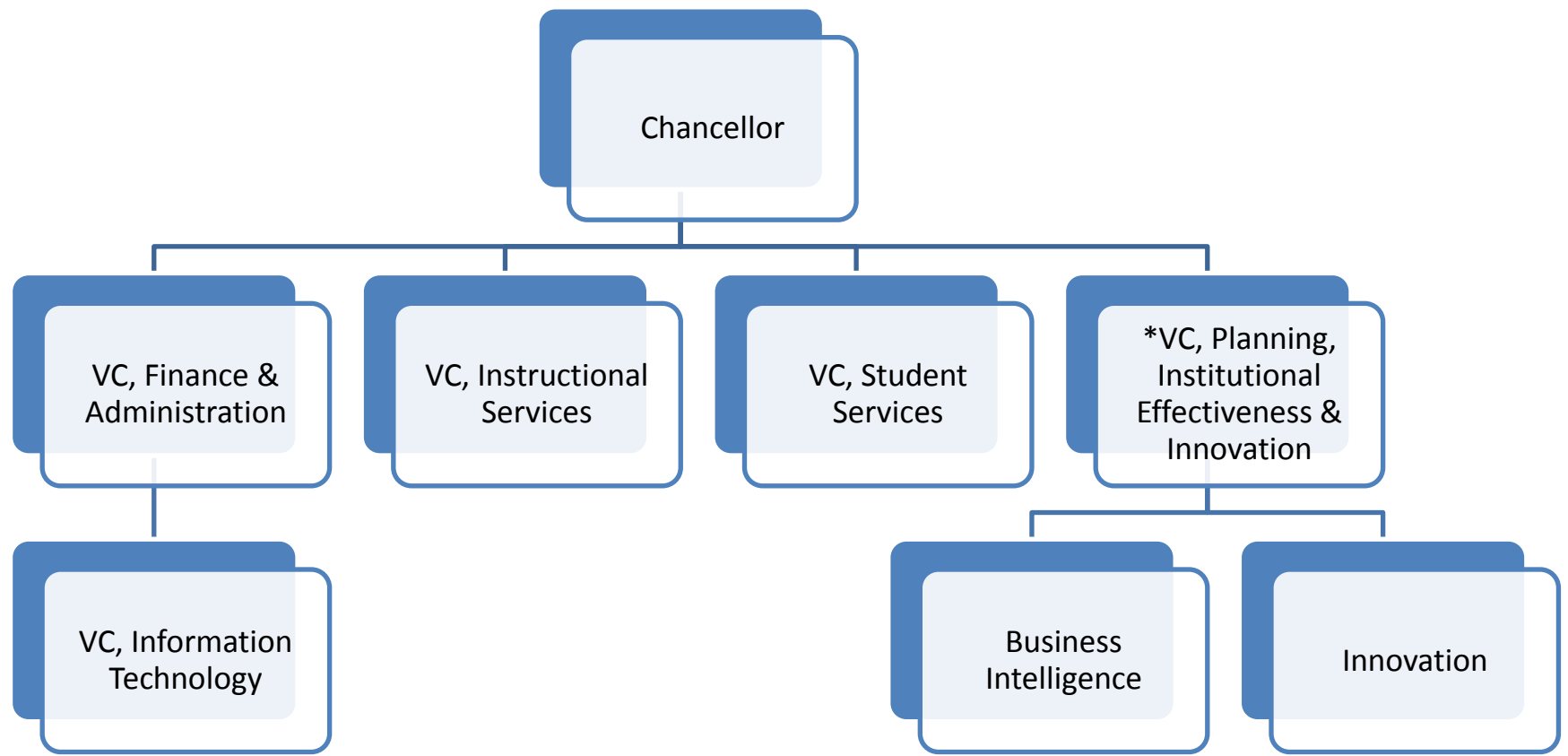
PRE-TRANSFORMATION

- Diffused focus on instructional delivery
- Operational culture
- Broad approach to marketing & outreach
- Limited alignment with industry demands

POST-TRANSFORMATION

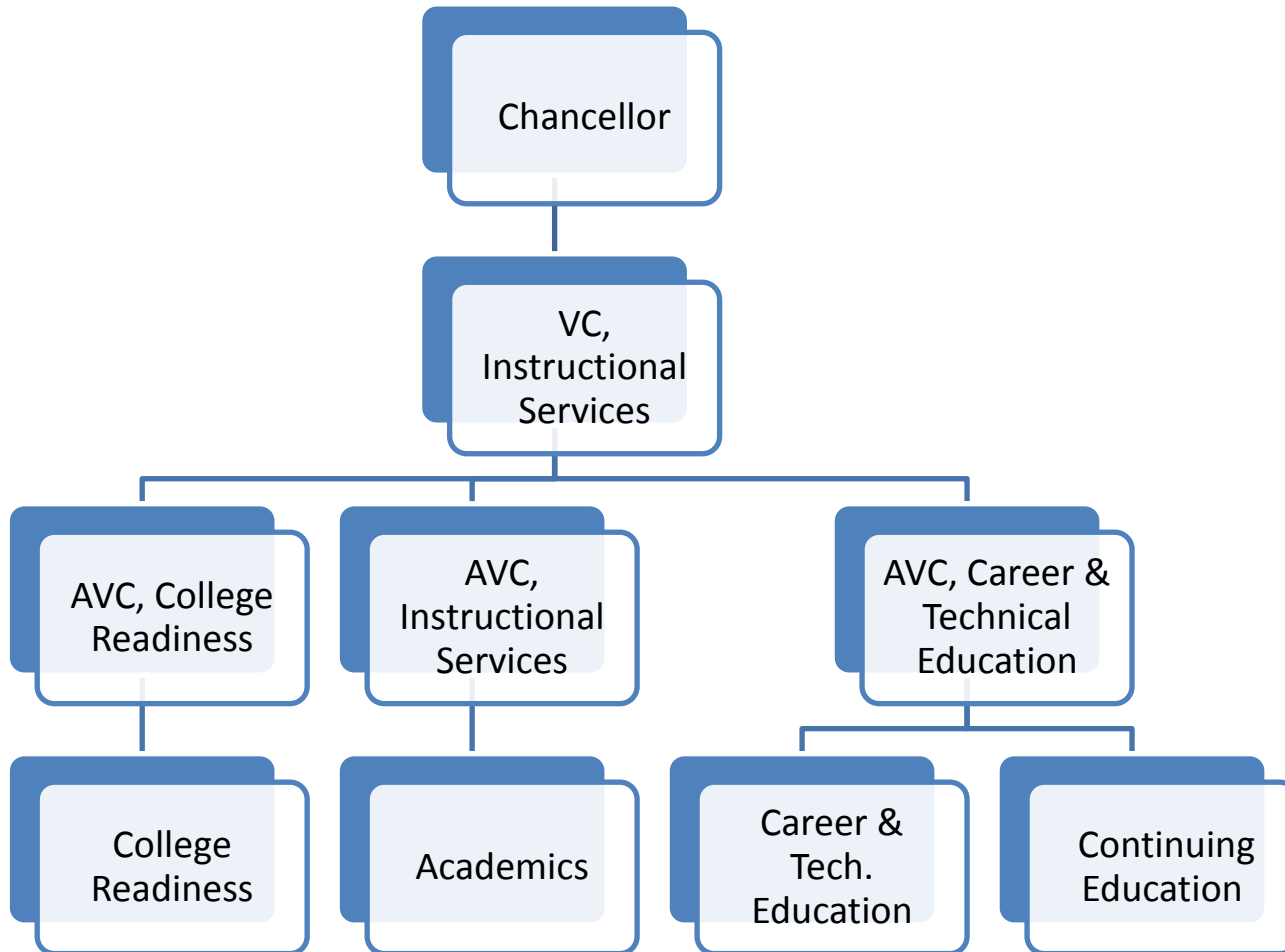
- Laser-focused leadership for institutes of excellence
- Innovative culture
- Intentional, strategic approach to marketing and outreach
- Align instructional programs with industry demands

DISTRICT

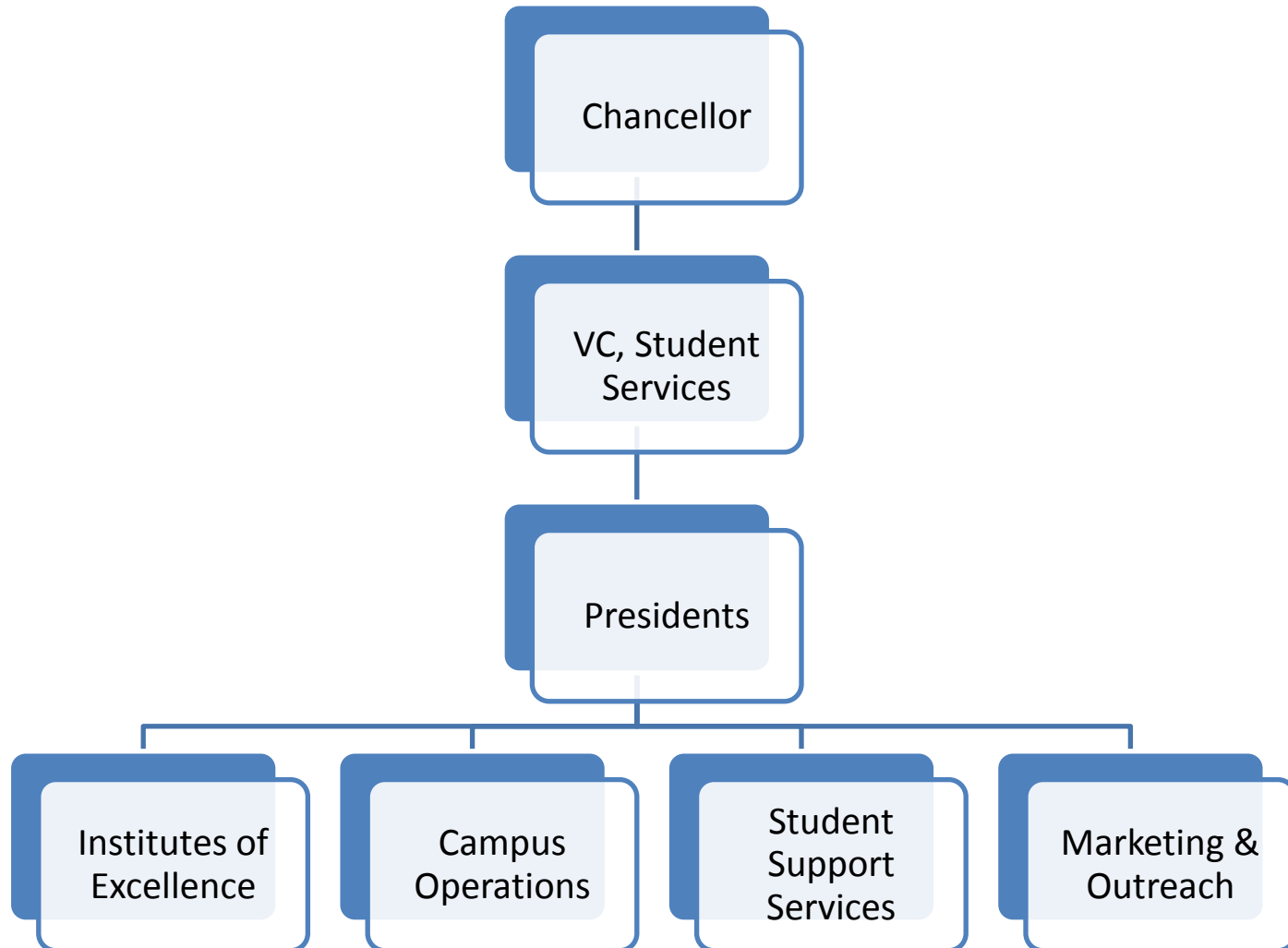


* Denotes repurposed position

INSTRUCTIONAL SERVICES



COLLEGES



THE OUTCOME



OUTCOME

- **Increase our capacity to serve** the community with technical and academic programs
- **Increase** our facility **utilization rates**
- **Decrease the cost of the delivery** of instruction and support services
- **Increase productivity** of human capital
- **Increase accountability** at all levels of the organization
- **Increase external funding** opportunities through industry, grants, and other non-traditional sources
- **Increase consistency and quality of student experience**
- **Increase student success**



FISCAL IMPLICATIONS

TRANSFORMATION FISCAL IMPLICATIONS

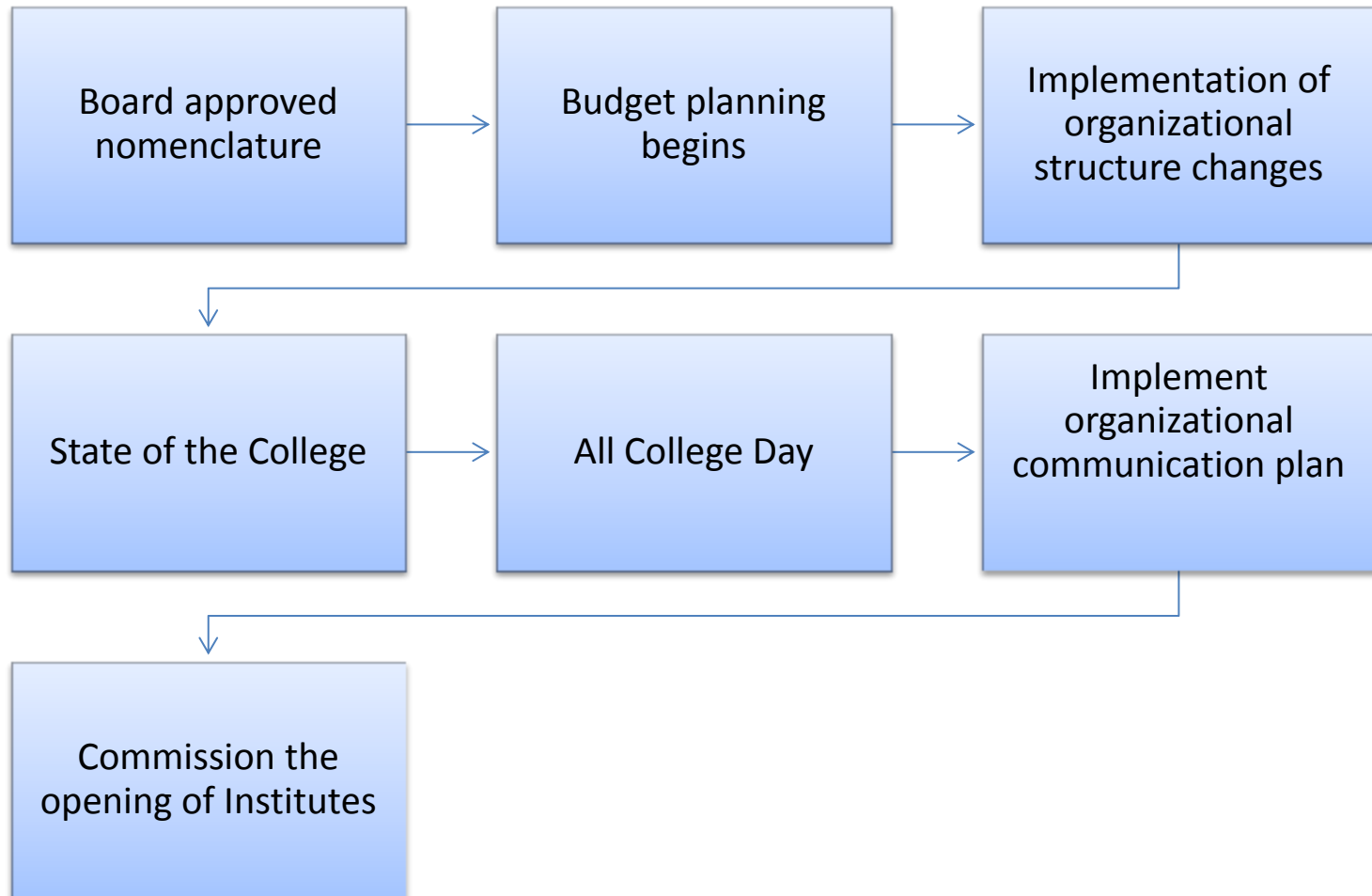


- The net budget implications of the institutional transformation is zero.
- Savings generated from improved operational efficiency will be used for items such as:
 - Starting future Institutes
 - Covering rising costs
 - Offsetting decreased funding streams



IMPLEMENTATION

IMPLEMENTATION PROCESS



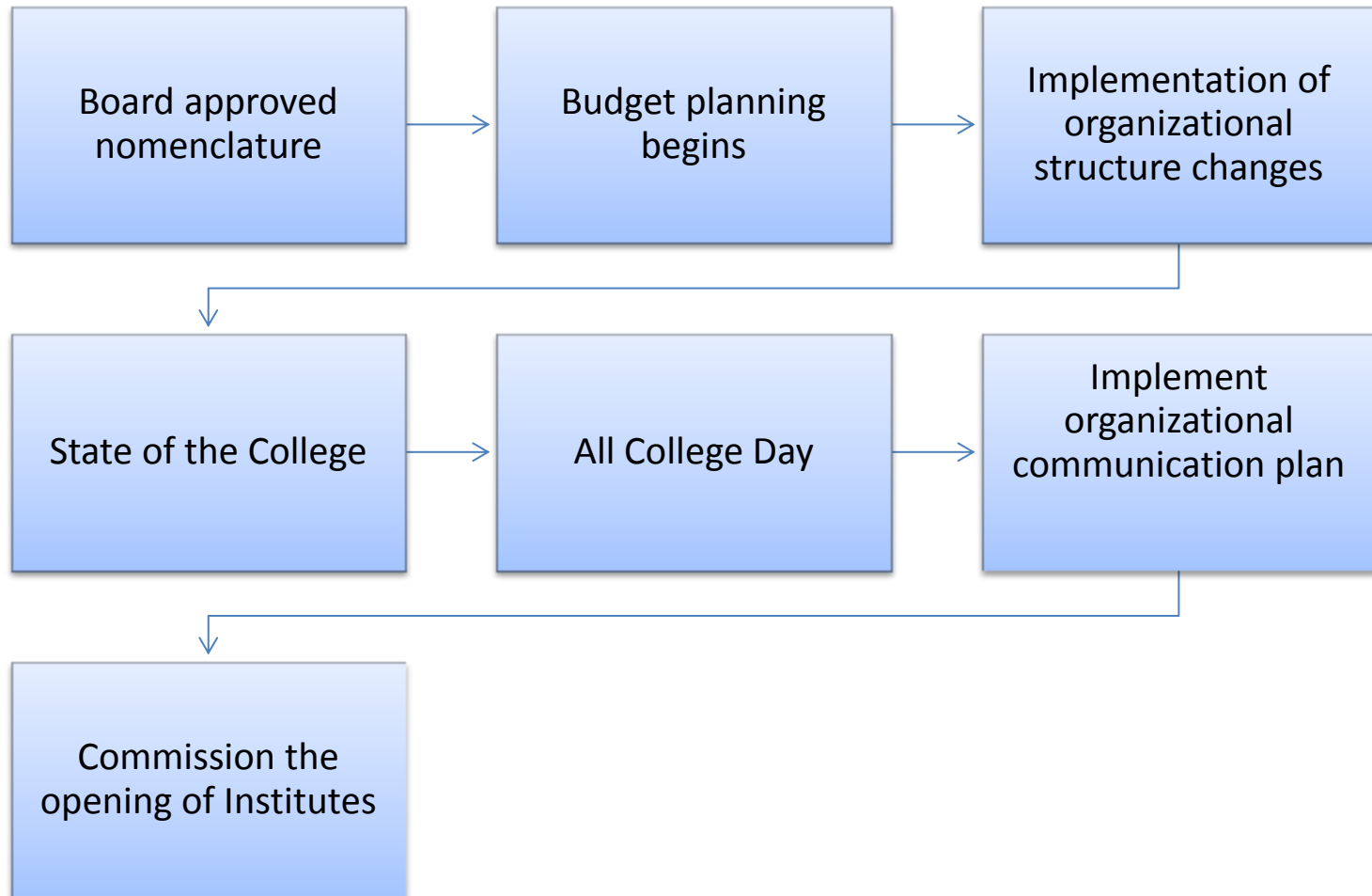
COMMUNICATING THE VISION



We will implement a coordinated, comprehensive plan of engagement on a magnitude not seen before at HCC for our various constituency groups to ensure awareness, understanding and engagement.

1. Board of Trustees
2. Leadership Teams
3. Faculty and Staff
4. All College Day
5. “State of the College”
6. Students
7. Local Community and Partner Engagement
8. Industry Engagement
9. Organizational Communication Strategy
10. External Communication Strategy

IMPLEMENTATION PROCESS



COMMUNITY ENGAGEMENT STRATEGY



- State of the College Strategy
 - First to Know
 - Presentation at SOC
 - Presentation on Website
 - Thank You Notes and Personal Calls
- Media Engagement
 - Media Outreach
- Bus Tour
 - Tour colleges and meet with leaders, faculty and students
- Campaign
 - New brand campaign to drive awareness, understanding, engagement, and action (outdoor, television, print, direct and online)
- Communications Plan
 - Launch new website
 - Editorial Board Presentation and meet with Media Leaders
 - Key Leaders Presentations
 - Letter to the community from Presidents
 - Excellence E-Blast from system
 - Launch brand campaign
 - HCC TV Centering Excellence

TRUSTEE ENGAGEMENT STRATEGY



- State of the College Strategy
 - Pre SOC E-mail and Contacts
 - Video Message
 - Post SOC E-mail with Video Link
 - Trustee Ad – “We Stand United”
 - Postcard Mailer
- Trustee Toolkit
 - Message Guide
 - FAQ and Answers
 - PowerPoint Presentation
 - Talking points/Speech
 - Community Engagement Training
- Trustee Engagement Tactics
 - Newsletter
 - Full Page Ad
 - Editorial – Collective Board
 - Editorial – with Industry
 - Video message – Web and E-mail
 - Ask the Trustee – Column Ads
 - Excellence E-Blast
 - HCC TV Industry Programming
 - Community TV Program Interviews
- Trustee Engagement Tactics
 - Community Events
 - Industry Functions (roundtables)
 - College Open House
 - Trustee Brown Bag – Lunch & Learn

TRUSTEE ENGAGEMENT SAMPLES



We stand united in vision and spirit.

[Faint, illegible text representing a letter or announcement]

FULL PAGE AD

Our college is changing for you.

ZEPH CAPO
TRUSTEE | CHAIR

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Join us with questions and lunch is on us.

Atibust, sit erovit, cus eturamo imoles estemque modis es endeliquam valorios si aliquia que nonsequis mi, sandeli quidestunt volor am ipsunt.

Day, Month XX, 2015
XX:XX am
Location

LUNCH BAGS

Your answers are in the bag.

Join Trustee Zeph Capo for lunch.
Day, Month XX, 2015
XX:XX am
Location