



This Open Meeting of the Board of Trustees is authorized in accordance with the Texas Government Code, §§551.001 through 551.146. Verification of Notice of Meeting and Agenda are on file in the Office of Board Relations. Per Texas Government Code §551.1282, this meeting is being broadcast over the Internet in the manner prescribed by Texas Government Code, §551.128. In accordance with Texas Government Code §551.127 one or more members of the Board of Trustees may participate in the meeting via videoconference in accordance with the provisions thereof.

NOTICE OF A FINANCE COMMITTEE MEETING OF THE BOARD OF TRUSTEES FOR DALLAS COLLEGE AND RICHLAND COLLEGIATE HIGH SCHOOL

Tuesday, October 3, 2023 | 3:00 PM

Administrative Office

1601 Botham Jean Blvd., Room #036, Dallas, Texas 75215

www.dallascollege.edu/boardmeetingslive

Persons who address the Board are reminded that the Board may not take formal action on matters that are not part of the meeting agenda and may not discuss or deliberate on any topic that is not specifically named in the agenda. For any non-agenda topic introduced during this meeting, there are three (3) permissible responses: 1) to provide a factual answer to a question; 2) to cite specific Board Policy relevant to a topic; or 3) the topic may, at a later date, be placed on a Board Agenda for a subsequent meeting.

Speakers shall direct their presentations to the Board Chair, or the Board, as a whole..

Finance Committee Meeting Agenda

1. Roll Call - Announcement of a Quorum

Committee Members: Cliff Boyd (Committee Chair), Monica Lira Bravo (Member), Catalina E. Garcia (Member)

2. Certification of Notice Posted for the Meeting

3. Citizens Desiring to Address the Board


4. Committee Presentations

- 4.1. Financial Aid for Swift Transfer (FAST)
Presenter: Tiffany Kirksey

5. Overview of a Regular Agenda Item

- 5.1. Finance Item
 - a. Approval of Authorization to Use of Forfeited Funds 4 - 7
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6. Items for Review

- 6.1. Committee Notes
 - a. Finance Committee Notes for September 12, 2023 8 - 12
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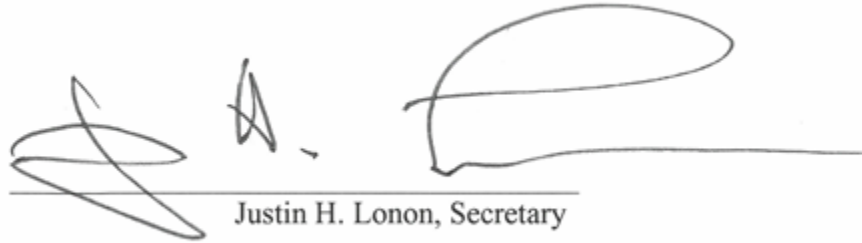
7. Executive Session (if required)

- 7.1. Consultation with Attorney Regarding Legal Matters or Pending and/or Contemplated Litigation or Settlement Offers - Section 551.071
- 7.2. Personnel Matters Relating to Appointment, Employment, Evaluation, Assignments, Duties, Discipline, or Dismissal of Officers or Employees- Section 551.074
- 7.3. Deliberate Regarding Real Property Since Open Deliberation would have a Detrimental Effect Upon Negotiations with a Third Person - Section 551.072
- 7.4. Deliberate Regarding Security Devices or Security Audits Sections 551.076 and 551.089

8. Adjournment

*CERTIFICATION OF NOTICE POSTED FOR THE OCTOBER 3, 2023 FINANCE COMMITTEE MEETING OF
DALLAS COLLEGE AND RICHLAND COLLEGIATE HIGH SCHOOL BOARD OF TRUSTEES*

I, Justin H. Lonon, Secretary of the Board of Trustees of Dallas College, do certify that a copy of the notice for this meeting was posted on the 29th day of September 2023 in compliance with the applicable provisions of the Texas Open Meetings Act.

A handwritten signature in black ink, consisting of a stylized 'J' followed by 'H. Lonon' and a long horizontal line extending to the right.

Justin H. Lonon, Secretary

OVERVIEW OF REGULAR AGENDA ITEM NO. 5.1.a.

Approval of Authorization to Use of Forfeited Funds

The Chancellor recommends authorization to use funds forfeited after seizure in connection with criminal proceedings and returned to the Dallas College Police pursuant to a local agreement with the District Attorney's office, in an amount not to exceed \$3,150, in accordance with State guidelines.

Background

The Dallas College Police Department seized funds related to a criminal case, which has been fully adjudicated. Pursuant to State law and a local agreement entered into with the District Attorney's office, the College is now authorized to use these funds as specified by state law. The Texas Code of Criminal Procedure (TCCP), entitled *Forfeiture of Contraband*, provides for the forfeiture to the State of Texas of property determined to be contraband. The law also authorizes local agreements between the attorney representing the state and law enforcement agencies to dispose of forfeited assets and/or funds and designates what they can be used for. The Dallas College Police Department intends to use the forfeited funds to defray the cost of training officers which represents an authorized use of the funds.

Resource Contact

Robert Wendland, General Counsel

**A RESOLUTION OF THE BOARD OF TRUSTEES OF DALLAS COLLEGE
APPROVING A BUDGET FOR USE OF FORFEITED FUNDS UNDER
CODE OF CRIMINAL PROCEDURE CHAPTER 59**

WHEREAS, Chapter 59 of the Texas Code of Criminal Procedure (TCCP), entitled Forfeiture of Contraband, provides for the forfeiture to the State of Texas of property determined to be contraband as defined therein; and

WHEREAS, Article 59.06 of Chapter 59 of the TCCP authorizes local agreements between the attorney representing the state and law enforcement agencies to effect the disposition of forfeited contraband; and

WHEREAS, the District Attorney represents the State of Texas in forfeiture proceedings involving contraband seized pursuant to Chapter 59 of the TCCP; and

WHEREAS, the Dallas College Department of Public Safety has entered into a local agreement regarding the disposition of contraband seized and forfeited under Chapter 59 of the TCCP; and

WHEREAS, forfeited funds returned to the law enforcement agency under Chapter 59 of the TCCP may be used for any purpose authorized by that Chapter, provided that the authorized use is approved by the governing body and includes an approved budget therefor; and

WHEREAS, the Dallas College Department of Public Safety has received forfeited funds in the amount of \$3,047.55 from a criminal case which has been fully adjudicated, and the monies forfeited under the procedures set forth in Chapter 59 of the TCCP; and

WHEREAS, the Dallas College Department of Public Safety intends to use the forfeited funds to defray the cost of training officers which represents an authorized use of forfeited funds under Section 59.06(d)(3) of the TCCP:

**NOW THEREFORE BE IT RESOLVED, BY THE BOARD OF TRUSTEES
OF DALLAS COLLEGE:**

Section 1. The foregoing recital clauses are ratified and confirmed as being true and correct and are incorporated in this Resolution.

Section 2. That this Resolution is effective upon adoption by the Board of Trustees.

Section 3. That it authorizes the expenditure of forfeited funds under Chapter 59 of the Texas Code of Criminal Procedure to provide funding for law enforcement training as authorized by Section 59.06(d)(3) of the Texas Code of Criminal Procedure in an amount not to exceed \$3,047.55.

Section 4. That these Amendments to the FY 2023-2024 Operating Budget for the Fiscal Year beginning September 1, 2023, and set forth in detail in Exhibit 1, are adopted and authorized as Amendments to the Operating Budget of the Law Enforcement Forfeiture Fund of Dallas College, for Fiscal Year 2023-2024.

BE IT SO ORDERED.

Adopted on this ____ day of _____, 2023.

DALLAS COLLEGE

By: _____
Monica Lira Bravo, Chair of the Board of Trustees

Attest:

By: _____
Justin H. Lonon, Secretary to the Board of Trustees

**EXHIBIT 1: BUDGET AMENDMENT
LAW ENFORCEMENT FORFEITURE FUND**

This item recognizes and appropriates Forfeiture Funds received under Chapter 59 of the Texas Code of Criminal Procedure and allocates it to training for law enforcement personnel as authorized by Section 59.06(d)(3) of the Texas Code of Criminal Procedure.

Revenue:

Description	Amount
Net Assets	\$3,047.55
Subtotal	<u>\$3,047.55</u>

Expenses:

Description	Amount
Law enforcement training	\$3,047.55
Subtotal	<u>\$3,047.55</u>

ITEMS FOR REVIEW NO. 6.1.a.

Finance Committee Notes for September 12, 2023

The Finance Committee Meeting of the Board of Trustees of Dallas College was held Tuesday, September 12, 2023, beginning at 10:05 a.m. at the administrative office in room 036 and was broadcasted via the streaming link www.dallascollege.edu/boardmeetingslive. This meeting was convened by Committee Chair Cliff Boyd.

Board Members and Officers Present

- * Mr. Cliff Boyd (committee chair)
- * Mrs. Monica Lira Bravo
Ms. Charletta Rogers Compton
Ms. Diana Flores
- * Dr. Catalina E. Garcia
Dr. Justin H. Lonon (secretary and chancellor)
Mr. Paul Mayer
Mr. Philip J. Ritter

* *Denotes a committee member*

Members Absent

None.

1. **Roll Call - Announcement of a Quorum** confirmed by Committee Chair Boyd.
2. **Certification of Notice Posted for the Meeting** confirmed by Chancellor Lonon.
3. **Citizens Desiring to Address the Board**
There were no citizens desiring to address the Board.
4. **Committee Presentations**
 - 4.1. Dallas College Discussion of Reserve Drawdowns and Credit Ratings
Presenters: John Robertson, Tiska Thomas, Jason Hughes (Hilltop Securities), Donna Scott (Estrada Hinojosa)

John Robertson, along with Jason Hughes of Hilltop Securities and Donna Scott of Estrada Hinojosa, presented the Discussion of Reserve Drawdowns and Credit Ratings.

Dallas College currently has a AAA credit rating, which is the highest credit rating with all three major rating agencies (Moody's, S&P, and Fitch). A credit rating demonstrates a company's credit worthiness and the ability to repay debt. A credit rating is not a recommendation to buy, sell, or hold a security. The rating agencies do not provide guidance, but rather a measure of a company's credit rating.

Jason Hughes gave an example of S&P's scorecard for the finance portion, which reviews economy, finance, debt and pensions, and management/policies. Using the scorecard, a drawdown from cash reserves may produce a different rating in a specific metric that is weak. In general, multiple negative metrics would lead to a credit rating downgrade.

Regarding outstanding debt and maturities, Dallas College has short-term debt, which is considered favorable. Board policy states that average maturities cannot exceed 25 years. Debt incurred by the college currently averages 15–20-years. The college has early calls (1, 3, and 5 years) in place which allows the college to repay debt at an earlier rate – ultimately reducing the burden on taxpayers.

The management portion is an important part of the rating agencies' reviews. They look for written policies and that the policies are reviewed on an annual basis. The financial advisors recommended that the college develop a long-term capital improvement program, formalizing a plan with a 5-year outlook including funding sources and potential impact.

Trustee Ritter voiced concerns with the college's level of borrowing.

Trustee Ritter asked about interest rates and what the college is paying. Jason Hughes will provide that information to the board.

Committee Chair Boyd raised concerns with delays in future planning that creates an additional cost of time.

Trustee Garcia asked about the board involvement with the bonds. John Robertson stated that the board is involved in the decision making on the issuance of bonds.

Trustee Ritter spoke in support of the recommendation for the capital improvement plan. He also requested more guidance on when the college should borrow versus pay as we go.

Committee Chair Boyd spoke about the need for the development of an academic plan to validate the board's funding decisions.

Trustee Compton stressed the importance of due diligence on who the college partners with on P3s. John Robertson responded that Legal and Finance will work together with our financial advisors to review the companies that we may partner with.

4.2. Marketing & Communication - Building Capability for Future Growth

Presenter: Dorothy Jones

Dorothy Jones, along with Brad Williams, presented an overview of Marketing and Communication.

Marketing is comprised of 70 team members with six different functions: communication, brand and media, marketing activation, digital experience, creative services, and special events/outreach. All functions are aligned with the strategic priorities and focus on collaboration collegewide.

Communication produces speeches, board presentations, and press releases. Brand & Media handles social media with over 200,000 followers. Marketing Activation works closely with student success, academics, and workforce and advancement. Digital Experience is a hybrid team of digital experts, project managers, and writers, who bring projects to life. Creative Services produces flyers, artwork, and promotional items. Special Events/Outreach produces Conference Day, Graduation, and other events collegewide and in the community.

In the past year, Marketing has developed a unified Dallas College advertising campaign, cohesive branding, process improvements, and advertising testing to ensure that messaging is relevant. Marketing has focused on promoting academic programs, supporting workforce, enrollment growth, and driving brand awareness.

Marketing is aligning their resources with House Bill 8 to focus on

outcomes, adult learners, and economically disadvantaged students. Messaging will support our academic programs, moving toward high-demand content. Marketing is also focusing on programs that address the labor market shortage in nursing, manufacturing opportunities, and mechatronics. Marketing is working towards driving enrollment by getting the word out about online programming.

Marketing has partnered with college presidents on the sector development program, providing support when they meet with industry leaders and posting on social media. Marketing has engaged alumni through events, social media, and by providing ways for them to tell their stories. Marketing is building awareness and increasing enrollment of the emeritus program. Marketing will also be celebrating the 50th anniversary of the Dallas College Foundation with a kickoff in October.

Marketing will conduct foundational research through studies within the student population and outside the college with community leaders. This research will help identify from a student perspective if Dallas College is “worth it.” The overall goal is to help students enroll, stay, and graduate with Dallas College. Marketing performed a media test pilot of emotional and functional messaging to drive people to the website: to apply, to register, and to learn more.

To support student success, marketing has created targeted email messaging for enrollment outreach for fall and spring registration. Almost 1 million emails went out to registered or prospective students. Promise recruitment has had an 11% increase in enrollment. Students are also receiving messages about student success resources, such as working with success coaches and the student care network.

Marketing is driving brand awareness through employee engagement with events and executive communications, such as 60 Seconds with Chancellor Lonon. Marketing is developing a speaker’s bureau for college leadership to engage the community. Marketing creative execution has developed 5 different ads in television, bus wraps, and billboard ads throughout DFW.

Online engagement has doubled in the past year. Dallas College has a stronger social media presence than other local colleges.

Campaign results have led to 41% more impressions through television and radio. The most effective ads followed students through to employment, showed teams, and highlighted what students can do on campus.

Trustee Compton asked about Marketing goals. Dorothy Jones responded that Marketing has goals for all social media platforms that are based on last year's numbers. She will share with the board the target goals by channel.

Trustee Ritter asked about marketing for pathways. Dorothy Jones spoke about targeted social media and spotlight stories of how students use pathways.

Trustee Flores asked about the use of data analytics or AI. Dorothy Jones responded that marketing does use data analytics. They are working with IT to see how AI could be useful for marketing. Trustee Flores asked for notification on that outcome.

5. Overview of Finance Agenda Items

1. Approval of Dallas County Hospital District dba Parkland Health Ground Lease Agreement with Dallas College

6. Items for Review

1. Committee Notes
 - a. Finance Committee Notes for August 8, 2023
No comments or edits were made.

7. Executive Session was not required.

8. Adjournment was at 11:39 a.m.

Captioned video and transcripts for Dallas College Board Meetings are available at our website, www.dallascollege.edu/boardmeetingslive, under the Archived Videos section.