



Item	Description
Date	5/4/2022
Time	3:00 pm
Location	Blackboard Zoom

**Attendees**

Role	Name
Chair	Deborah McGraw
MinuteTaker	Lori Saucedo
Attendees	Shirley Bonewald, Megan Bubela, Rhonda Clayton, Kelly Crosson, Gloria Diaz, Veronica Garcia, Linda Hines, Terry Hinze, Vicki Hudson, Sarah Kresta, Deborah McGraw, Jasmine Montalvo, Kimberly Mrnustik, Lori Saucedo, Meghan Stade, Stephanie Witzkowski, , Monica Maldonado, Kimberly Lewis, Ramona Petrosky, Carol Riley, Lindsey Reeves, Julia Weakley, Wendy Tamayo, Lori Baumgarten, Jill Hudgins, Theresa Krobot, Patricia Chandler, Marla Martinez, Robert Falco, Lindsey Reeves, Kerrie Cunningham, Leilani Flores, Mike Billingsley, Lacey Barbre, Aryel Montalvo, Amanda Schulze, Theresa Spillers, George Pratt, Christina Vela, Marcela Quinones

**Approval of Committee Meeting Minutes (April 6, 2022)**

	Description
Motion by:	Vicki Hudson
Seconded by:	Patricia Chandler
Vote:	

**Information Items**

	Description
1.	Extended Cabinet Meeting: April 2022 <ul style="list-style-type: none"> <li>No April Meeting</li> <li>Unaware of plans for future meetings</li> </ul>
2.	Board of Trustees Meeting: April 19, 2022 <ul style="list-style-type: none"> <li>Two Guests from the community asked about the reopening of the gym.</li> <li>Zina Carter presented a marketing presentation</li> <li>During additional comments, a Board Member brought up half-day Fridays, no discussion because it was not on the Agenda. It is possible that Half-day Fridays will be on the agenda for the next meeting</li> <li>Next Board Meeting May 17, 2022 @ 6:30 p.m.</li> </ul>

	<ul style="list-style-type: none"> <li>• Link can be found on WCJC Homepage, About Us, BOT, Board Meeting, Board book.</li> </ul>
3.	<p>Old Business – Topics for discussion</p> <ul style="list-style-type: none"> <li>• Reached out to Human Resources and Information Technology neither were available this month.</li> <li>• Security Department could offer in-house training over the summer for Stop the Bleed, CPR, and Active Shooter</li> <li>• Will email SSO for feedback to determine headcount for each topic listed above.</li> <li>• Currently waiting on Human Resources for the announcement of the Support Staff winners</li> <li>• T-shirt orders delayed waiting on new logo design - SSC will continue to take t-shirt orders</li> <li>• Did contact marketing concerning Support Staff logo - they are working on it</li> <li>• Survey results went out on May 3, 2022. Great feedback and information will be useful. The survey will be attached to the minutes and included in the board packet, possibly this month if not it will go into the June 2022 packet</li> <li>• President denied Summer Flex for 2022; SSC was informed not enough time to push forward with anything.</li> <li>• Any concerns please report to the Support Staff Council or Representatives</li> </ul>
4.	<p>New Business –</p> <ul style="list-style-type: none"> <li>• Discussed hand on type of training First Aid, CPR adult, and infant training, active shooter, fire drill, and severe weather.</li> <li>• Longevity bonuses we will address that to the president at the next meeting. We will find out what we can.</li> <li>• Thoughts on June and July SSO Meetings.</li> <li>• Any concerns please report to the Support Staff Council or Representatives</li> </ul>
5.	<p>Meeting with President McCrohan with SSO Officers-</p> <ul style="list-style-type: none"> <li>• April 13, 2022 meeting with President McCrohan will be meeting with her on a regular basis, Faculty and Support Staff Council.</li> <li>• Possible increase reimbursement of tuition for employees.</li> <li>• Increasing employee numbers for Employee of the Year nominees.</li> <li>• Concerning the Employee Banquet – nothing has been decided for next year.</li> <li>• WCJC Picnic timing is a concern for the year 2022</li> <li>• President did like the WCJC Movie night idea</li> <li>• Any concerns please report to the Support Staff Council or Representative</li> </ul>
6.	<p>Announcements:</p> <ul style="list-style-type: none"> <li>• Hopefully everyone received their surprise from an anonymous donor. Will send out a THANK YOU card to them.</li> <li>• SSO will have a June and July 2022 meetings</li> <li>• Next meeting: <ul style="list-style-type: none"> <li>○ June 1, 2022</li> </ul> </li> <li>• Door Prize: <ul style="list-style-type: none"> <li>○ Donated By: Kimberly</li> <li>○ Winner: Marla Martinez</li> <li>○ Door Prize for June 2022 donated by Deborah McGraw</li> </ul> </li> </ul>
7.	Misc:

	<ul style="list-style-type: none"> <li>• Questions: <ul style="list-style-type: none"> <li>○ So the half-day Friday will be on the agenda?</li> <li>○ Can we see if we can also get a crash course on the Bright Space- D2L-(New Blackboard)</li> <li>○ Will there be AED Machines in each building, and a manual wheelchair lift for stairways when there are power outages?</li> <li>○ Anything further on the Faculty Council vote?</li> <li>○ Are there any more employee banquets in the future?</li> <li>○ Any updates to having a company picnic?</li> <li>○ How about recognizing an employee at each campus to make it fair?</li> <li>○ What was mentioned about the longevity bonus?</li> <li>○ Are they doing away with Extended Cabinet meetings?</li> </ul> </li> </ul>
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**Adjournment**

<b>Time:</b>	3:22 pm
<b>Motion by:</b>	Kimberly Mrnustik
<b>Seconded by:</b>	Trish Chandler
<b>Next Meeting:</b>	June 1, 2022 3:00 VIA ZOOM

## New Employee

- Clemencia Callejas, Custodian, Wharton Campus, Maintenance, extension 6358, email callejasc@wcjc.edu, effective 04/18/2022.
- Linda Vacek, Title V HSI Student Success Assistant, Wharton Campus, L-106, extension will be assigned at a later date, email vacekl@wcjc.edu, effective 04/18/22.
- Jennifer Rychlik, Transcript Analyst, Wharton Campus, A-106, extension 6454, email rychlikj@wcjc.edu, effective 05/16/22.
- Han Lee, Part-Time Instructor of Physics-Sugar Land Campus, email leeh@wcjc.edu, effective 06/06/22
- Han Lee, Instructor of Physics, Sugar Land campus, SGL-130, phone extension TBD, email leeh@wcjc.edu, effective 08/22/22.

## Change in Title/Assignment

- Patricia Guillory, Temp Instructor of Developmental Math, Wharton Campus, S-213, extension 6385, email guilloryp@wcjc.edu, **changing to** Instructor of Developmental Math, everything else stays the same, effective 08/22/22.

## Separation of Employment

- Jane Booker, Senior Citizens Head Site Manager, Colorado County, extension 5606, email janeb@wcjc.edu, effective 03/21/22
- Linda "Susie" Beair, Instructor of Voc Nursing, Wharton Campus, J-138, extension 6593, email beairl@wcjc.edu, effective 04/15/22.

## WCJC Support Staff Organization's April 2022 Survey Results

1. As many of you know, our current Sugar Land building is leased from UH and our land lease is up in 8 years. With that in mind, which of the following scenarios would best serve the STUDENTS and the faculty of WCJC.

- Renew our current lease on the building
- Secure land on the current UH/WCJC campus and build our own building
- Use the land and existing infrastructure at Richmond and build a new building
- Find a new campus location with the idea of combining the Sugar Land and Richmond facilities
- Other - please specify in question 2

### 45 Responses

ID ↑	Name	Responses
1	anonymous	Secure land on the current UH/WCJC campus and build our own building
2	anonymous	Other - please specify in question 2
3	anonymous	Find a new campus location with the idea of combining the Sugar Land and Richmond facilities
4	anonymous	Use the land and existing infrastructure at Richmond and build a new building
5	anonymous	Secure land on the current UH/WCJC campus and build our own building
6	anonymous	Use the land and existing infrastructure at Richmond and build a new building
7	anonymous	Other - please specify in question 2
8	anonymous	Use the land and existing infrastructure at Richmond and build a new building
9	anonymous	Use the land and existing infrastructure at Richmond and build a new building

Question 1. Responses Cont.

10	anonymous	Secure land on the current UH/WCJC campus and build our own building
11	anonymous	Renew our current lease on the building
12	anonymous	Other - please specify in question 2
13	anonymous	Use the land and existing infrastructure at Richmond and build a new building
14	anonymous	Other - please specify in question 2
15	anonymous	Secure land on the current UH/WCJC campus and build our own building
16	anonymous	Find a new campus location with the idea of combining the Sugar Land and Richmond facilities
17	anonymous	Secure land on the current UH/WCJC campus and build our own building
18	anonymous	Secure land on the current UH/WCJC campus and build our own building

19	anonymous	Use the land and existing infrastructure at Richmond and build a new building
20	anonymous	Renew our current lease on the building
21	anonymous	Other - please specify in question 2
22	anonymous	Use the land and existing infrastructure at Richmond and build a new building
23	anonymous	Use the land and existing infrastructure at Richmond and build a new building
24	anonymous	Find a new campus location with the idea of combining the Sugar Land and Richmond facilities

Question 1. Responses Cont.

25	anonymous	Secure land on the current UH/WCJC campus and build our own building
26	anonymous	Use the land and existing infrastructure at Richmond and build a new building
27	anonymous	Other - please specify in question 2
28	anonymous	Secure land on the current UH/WCJC campus and build our own building
29	anonymous	Use the land and existing infrastructure at Richmond and build a new building
30	anonymous	Renew our current lease on the building
31	anonymous	Use the land and existing infrastructure at Richmond and build a new building
32	anonymous	Renew our current lease on the building
33	anonymous	Secure land on the current UH/WCJC campus and build our own building
34	anonymous	Use the land and existing infrastructure at Richmond and build a new building
35	anonymous	Other - please specify in question 2

36	anonymous	Find a new campus location with the idea of combining the Sugar Land and Richmond facilities
37	anonymous	Find a new campus location with the idea of combining the Sugar Land and Richmond facilities
38	anonymous	Renew our current lease on the building
39	anonymous	Use the land and existing infrastructure at Richmond and build a new building

Question 1. Responses Cont.

40	anonymous	Secure land on the current UH/WCJC campus and build our own building
41	anonymous	Find a new campus location with the idea of combining the Sugar Land and Richmond facilities
42	anonymous	Use the land and existing infrastructure at Richmond and build a new building
43	anonymous	Use the land and existing infrastructure at Richmond and build a new building
44	anonymous	Use the land and existing infrastructure at Richmond and build a new building
45	anonymous	Use the land and existing infrastructure at Richmond and build a new building



## 2. Please specify for question 1.

35 Responses

ID ↑	Name	Responses
1	anonymous	So that students do not have to pay for parking.
2	anonymous	Find a new campus solution to continue to specifically serve Sugar Land, and also continue to serve Richmond students separately. Many students complain about the distance from Sugar Land and Richmond campuses. I think there would be backlash of combining them making one or the other (or potentially both) populations travel to one of our campuses.
3	anonymous	Build our own building. A lot of students love that we have a campus in Sugarland. I wouldn't take it away.
4	anonymous	Richmond campus has the land for it
5	anonymous	Secure land and build our own WCJC campus in Sugarland.
6	anonymous	It would be nice if the Richmond campus was utilized better
7	anonymous	The distance between the Sugar Land and Richmond campus is only 8.2 miles (15 minute drive) between the 2 campuses. By eliminating the Sugar Land location we would cut out the cost of lease and parking fees along with the congested campus. Renovation and new buildings are a possibility on the Richmond campus. Also with the growth in the Richmond/ Rosenberg the Richmond campus enrollment will soon increase.
8	anonymous	We get a lot of requests for the Sugar Land Stafford area. I think moving to far toward Richmond would be a hinderance for those on that side and too far that way the same for the Richmond/Rosenberg area. By spreading out somewhat is reaching out more. Maybe?
9	anonymous	With enrollment declining, I am sure money is not available to buy and build so a leasing contract may still be ok until we get from the red margin to the green.

10	anonymous	We need our own building or to work out some type of agreement so that students won't be charged for parking in Sugar Land Many of our students are low income . Having yet another financial obligation to meet is frustrating for them and may act as a barrier to attending college
11	anonymous	We already own the land. Need to secure some donations and add on to existing building. Should have already started the process years ago.
12	anonymous	If there is no money for pay raises, how can there be money for new buildings? Renew our current lease.
13	anonymous	As this area is experiencing a rapidly growing population (and industrial expansion), looking towards the future my recommendation is to secure land adjacent to I-69 (US 59) to the west of Rosenberg. This would give us a competitive advantage over other institutions by placing ourselves in a position to service the new population and industrial centers. End our association with the UH Sugarland campus at the end of the lease and reestablish our association with UH Victoria, or better establish new relationships with the UT or A&M systems as we cultivate and expand our influence in this region.
14	anonymous	I feel that something should have been done years ago to prepare for the future. No signage for WCJC.....that should have been addressed when the lease was signed in the beginning. Better communication with UH on what WCJC was asking for.
15	anonymous	we would have already had it built the amount of rent we are paying monthly by now.
16	anonymous	With the new exit for Brazos Town Center and that area, advertising and more classes offered there will be beneficial for WCJC. The Richmond campus is in a prime area. WCJC should take advantage of that.

Question 2. Responses Cont.

17	anonymous	I am sure money is a factor, so I would consider the money WCJC has for this project and plan accordingly.
18	anonymous	Purchase land near or at he future intersection of Fort Bend Parkway Toll Rd and Grand Parkway. A new community will be breaking ground for 14,000 homes in 2022. The expected growth is expected and this could be an area that Needville ISD may be able to add to their service. This area is slated for a large increase of homes.
19	anonymous	The college should have already started on this. It is way overdue.
20	anonymous	If there is room to expand at the Richmond Campus, that would be an option. Another option is look into land purchasing options or leasing of office space for Sugar Land area classrooms. It seems that UH Sugar Land is doing everything in their power to get us to break the lease.
21	anonymous	There are upcoming properties in the Fort Bend areas that would be closer to major highway thoroughfares...we should be seen. We have so much to offer our communities. Unfortunately, I have heard comments from area residents who did not even know this Richmond Campus existed and we have been here for 20 years. Our current facilities need major upgrading and more offices to house staff. We need to brought up to current aesthetic design in carpets, painting, furniture and curb appeal.
22	anonymous	WCJC needs to have a presence in Sugar Land.
23	anonymous	Having our own campus would safe money
24	anonymous	It would depend on our financial capabilities. Ideally owning and operating our own campus would be best where we have full control over signage, usage, parking, etc. but given skyrocketing property values and declining enrollment, that may not be possible. Given the significant income from SL classes, at least renew the lease for now and re-evaluate the financial capability in 8 years if it's not currently feasible. Our we could always terminate the lease and build sooner if that works out.

Question 2. Responses Cont.

25	anonymous	I believe that we should have built a building years ago
26	anonymous	Whatever does not affect us getting our yearly raises. This is why I chose to renew lease. There is no sense in going into debt and the college not paying the employees their due.
27	anonymous	I think the issue is signage. Renew the lease and put up a visible WCJC sign .
28	anonymous	It would make sense to expand and invest in our own facilities.
29	anonymous	Buy land in Sugar Land away from UH.
30	anonymous	Since we do not have several million dollars to build our own building yet, renewing the lease would be the best option. The Sugarland location right off of Hwy 59 is a gold mine for WCJC. The Pre-covid Sugarland enrollment numbers proved it, when the Sugarland campus had more enrollment than the other 3 campuses combined. Even during registration when there were over 30 students in line to register at Sugarland and it was announced they could go to the Richmond campus to register because there was no waiting there. Almost none of the students left because the response was, it was to far, or to hard to get to. So instead of traveling the 8 miles to Richmond (which would seem logical) the students chose to wait in line.
31	anonymous	I like this idea the most because we already have established relations with UHSL. It would be the least disruptive to our current student populations (they would still be driving to the same campus, etc.) Plus, with our own building, it would be easier to solve issues such as the bookstore, and possibly parking(?), while still maintaining all the wonderful opportunities the partnership has for our students. This would allow them to transfer easier. Plus, we might still maintain student populations that need a few freshman/sophomore classes for their bachelor's degree.
32	anonymous	We have the land already, why not build.

Question 2. Responses Cont.

33	anonymous	To have all our students on ours campus
34	anonymous	To improve our enrollment.
35	anonymous	it makes more sense

3. WCJC is experiencing declining enrollment, what would you as a staff member be willing to do to help increase enrollment? Listed below are some suggestions but please feel free to add more.

43 Responses

ID ↑	Name	Responses
1	anonymous	All of the above
2	anonymous	Work with campus recruiters on various events
3	anonymous	Help staff a booth at a local fair or festival
4	anonymous	All of the above
5	anonymous	All of the above
6	anonymous	All of the above
7	anonymous	Work with campus recruiters on various events

8	anonymous	All of the above
9	anonymous	All of the above
10	anonymous	All of the above
11	anonymous	Work with campus recruiters on various events
12	anonymous	All of the above

### Question 3. Responses Cont.

13	anonymous	All of the above
14	anonymous	All of the above
15	anonymous	All of the above
16	anonymous	All of the above
17	anonymous	All of the above
18	anonymous	All of the above
19	anonymous	All of the above
20	anonymous	All of the above
21	anonymous	All of the above
22	anonymous	All of the above
23	anonymous	Help staff a booth at a local fair or festival
24	anonymous	Work with campus recruiters on various events
25	anonymous	Help staff a booth at a local fair or festival
26	anonymous	All of the above

### 4. Specify additional suggestion for question 3.

29 Responses

ID ↑	Name	Responses
1	anonymous	Help set up at campus events
2	anonymous	We all need to help to recruit students
3	anonymous	I would do option 1 and 3. We need more media sources like radio commercials, talk radio segments, things like that. I am sure the college has some heavyweight alumni to give or say a clip to promote WCJC.

Question 4. Responses Cont.

4	anonymous	Wcjc needs to be more involved with the community
5	anonymous	Currently do all 3 suggested areas.
6	anonymous	I do not know just get out there show all that WCJC has to offer. It really is has a lot and the cost is low compared to other institutions. I see much financial aide available as well. Amazing people are not taking advantage of the opportunities.
7	anonymous	For prior to peek time get more High School and Junior High Students for recruiting. Have Parent Council help. Especially for the parents that need explaining and help, not just target, dual credit, Roar, gifted students. Pack students into auditoriums and have guest speakers that may encourage students to start at a community college first. May options available at a junior college level. Launch a career package day to where promoters can gear for a new beginning to becoming a Pioneer student. Bring back that Pioneer Dan. Offer Basketball in the Gene Bahnsen gym. So many kids used to play basket ball in the court in front of the Pioneer student Center. Some kids thought it was a treat to play on the court there, knowing they may never attend the college. Tennis, even a culinary class. I always remember speaking to legend professors that always said you have to poor out your heart and soul to teach, but you have to make it fun so they can understand what's ahead of them. The Community fitness center, bring it back the way Rebecca Ramirez or who can get it up and running full-time day and night the way they had it for the community and the employees.
8	anonymous	Perhaps we can periodically set up booths in the public library as well as the worksource office if we get permission to do so. Many people are in those places seeking employment but they also would be open to taking some classes toward certificates or AAS degrees. They may just have questions about enrollment or financial aid and we could have a staff member there to help answer these questions.
9	anonymous	Administration needs to be clear on what is allowed. Mixed signals have been sent in the past. In a past ext cab meeting the President said don't go out on your own.

Question 4. Responses Cont.

10	anonymous	We need better marketing within and social media. Young adults do not use facebook. Also go to events that WCJC is invited to.
11	anonymous	establish educational relationships with Guard and Reserve organizations in our region. These organizations have many young people who benefit from state and federal scholarship and tuition assistance. Also, within these organizations college credits equal promotion points giving them further incentive to continue their education with WCJC.
12	anonymous	we need to advertise on TV commercials!
13	anonymous	Host a Wharton County Senior Day; meaning include all the seniors from the county and have food, games, friendly school competitions , open house tours, prizes, music....just a fun day. Host it in May after finals here are finished.
14	anonymous	I think you would get more volunteers for projects like this especially if you gave comp time for the time we are promoting WCJC.
15	anonymous	If we had a marketing department that would market the college and all the programs the college then maybe enrollment would come up. The question has been asked what does marketing do? The college could save money if we saved on printing posters out for sports and if they came out before the season started besides halfway through the season.
16	anonymous	We can only do so much. When people are paid to sit on their rear ends at home and do nothing, college enrollment will not go up. It's a sad part of today's society that some individuals would rather get a welfare check and not attend school or work. I believe it's only going to get worse in the next few years.



Question 4. Responses Cont.

17	anonymous	<p>None of the above. I feel like WCJC is not marketed enough. Ads, Flyers mailed to the community, commercials on local TV, etc. There is only so much support staff and faculty can do to help increase enrollment. Administration relies on the employees to market as a way to keep marketing cost down. If we end up doing the marketing, what do we need a marketing department for? There is low faculty and support staff moral. There haven't been raises in 3 years, longevity stipends were implemented for a year and then taken away. It is difficult to want to go above and beyond when WCJC does not go above and beyond for its faculty / support staff. There wasn't even an Employee Banquet this year. COVID restrictions have been lifted and everything is return back to normal.</p>
18	anonymous	<p>That would bring people out and getting to know the staff at WCJC</p>
19	anonymous	<p>We as employees need to have a sense of urgency about our declining enrollment. We each need to be ambassadors for WCJC and realize prospective students and their families see us as a connection point to the school (they feel they have a special connection with WCJC because they know us - they "have a friend on the inside who can help me" kind of thing). We need to leverage that, and have talking points and an effective sales funnel to guide students into committing to WCJC.</p>
20	anonymous	<p>The Marketing department should be doing more.</p>
21	anonymous	<p>The idea to set up booth at fair is a great idea, a lot of the young high school teens still go the fair.</p>
22	anonymous	<p>I already promote this college on a daily basis encouraging students to enroll here.</p>
23	anonymous	<p>But also I think instead of sending out beautiful cards, invitations, and flyers for banquets, luncheons, to staff and faculty. Why not use that money to send flyers to the public in their mailboxes and let them know what we're offering. Also, the public wants to see a printed schedule of classes. Not all parents and grandparents are computer savvy, or some may not even have computers at home.</p>

Question 4. Responses Cont.

24	anonymous	Somehow improve out reach to surrounding fort bend county towns, like Needville, Guy, Missouri City, Stafford, Katy, Wallis, Orchard, Fulshear.
25	anonymous	Go to High schools and set up a booth (2 times during the school year)
26	anonymous	I am interested in both paid and volunteer opportunities. If strictly volunteering, I would be willing to dedicate a full day's worth at least twice a semester.
27	anonymous	all good ideas
28	anonymous	To get to know the community.
29	anonymous	All are good ideas to help.

5. What do you think would be the most effective way to market the WCJC brand.

42 Responses

ID ↑	Name	Responses
1	anonymous	Have Student Ambassadors, virtual tours, leverage social media platforms.
2	anonymous	Social Media! We desperately need a designated Social Media coordinator that understands that Snapchat is dead, Facebook is for millennials and older, Instagram is still very popular with teenagers and young adults, and Tik Tok is the number 1 social media age amongst are target audience. This person would also need to understand analytics and be a creative content creator. We need more engagement and interaction and not simply just posting events.
3	anonymous	Create a commercial that can be put on Youtube, website, local tv stations, etc.
4	anonymous	Radio and TV would be good come out to games

Question 5. Responses Cont.

5	anonymous	GET UPDATED!!!!!! Technology!
6	anonymous	Social media such as Facebook, Twitter, Instagram, and tiktok.. having a better website, maybe having one main page, but have to where the student can click in the campus they are attending, send it takes them to that campuses page where it shows the campus and highlight that campus with a tour or something that only pertains to that campus
7	anonymous	Digital and Social Media, Billboards, News cast, Market days
8	anonymous	Same as above.
9	anonymous	emails, texts, Facebook, newspaper, recruiting at high schools. Maybe even start at Junior High School level.
10	anonymous	Utilize social media! Generation Z has grown up with social media and we need to brainstorm ways to most effectively use this tool to reach the potential students.
11	anonymous	First of all have a marketing dept. that actually markets the college and doesn't just do wasteful events. Improve the morale of employees and then they might go out in the community and help market as volunteers. Quit spending money marketing in newspapers and radio especially the China Times and KULP.
12	anonymous	More on social media.
13	anonymous	Go to the different High schools in our area, also go to any events that we get invited to.
14	anonymous	Public Engagement, socials, well publicized on campus community events, invite Houston TV news to events, advertise in regional realm (KTRP, KHOU, Houston Chronicle)
15	anonymous	If the moral within the college was better, I think the staff and faculty would feel proud to recommend WCJC for enrollment and employment. WCJC is not only losing students, it is also losing good faculty and staff. It's embarrassing to see the job postings looking for positions offered at WCJC. Some say it's because they are retiring but I know for a fact that a lot are leaving because they are not happy here and are being offered better paying jobs at other community colleges. The same goes for the staff.

Question 5. Responses Cont.

16	anonymous	out of the wharton county area we need to venture out of the county.
17	anonymous	Market! Any kind of marketing is better than none!
18	anonymous	Think big and offer on line courses even for students out of state.
19	anonymous	I would like them to explore putting advertising on Nextdoor. This app is use by numerous neighborhoods in the area and can be tailored to our operating area.
20	anonymous	Get information out to the newspapers and social media besides Facebook. Run ads on the TV you see San Jac and HCC ads all the time on the TV.
21	anonymous	Through area schools. Have a recruiter attend area high schools and possibly middle schools to advertise and promote our college campuses. Perhaps we should also offer more CE classes for our graduates of the Radiology, Dental Hygiene, and Nursing programs. These students MUST have CE hours to keep their licenses. We could be making money in this area, but I haven't see anything to do this. As far as radio advertising, not many people listen to the radio any more. They have their Pandora or playlists on their smart phones. Perhaps more Facebook and Twitter advertising since social media is now the "in thing."
22	anonymous	Social Media - Instagram/Tik Tok (advertising can be done without silly dances!) Needs to be interactive for all campuses. I am suggesting pages for each campus with posts being done three to four days a week. Media - Commercials at prime time on television Local community events (not just in Wharton) - get involved in Fort Bend and surrounding counties
23	anonymous	Ads, Flyers mailed to the community, commercials on local TV, etc., T-shirts available at local Walmart's. It's a shame when I can walk into the Wharton Wal-Mart and see t-shirts for UofH.
24	anonymous	Advertise on commercial and on bill boards.

Question 5. Responses Cont.

24	anonymous	Advertise on commercial and on bill boards.
		<p>I thought you'd never ask - LOL. Here's just a few suggestions... 1. Connect with our target audience through much broader usage across all social media platforms. This is also the most low-cost way to market ourselves and catches our key demographic population. Our current polished branding is very good, but the under-30 demographic grew up on slick advertising and instead respond better to less polished branding and more authentic/spontaneous content. Use lots of short video in social media, as part of a balanced social media calendar. Ideally the social media connections feed prospective students into a sales funnel to the more polished branding (good rebuilt website, published materials, in-person recruiters, etc.) and are also key to a positive perspective of the college within the community. 2. Much greater presence in all of our catchment areas. WCJC should be on every Chamber of Commerce, have ads in every high school yearbook and football program, be in every parade, have a presence at area festivals, etc. using a combination of #3 and #4 below. Each of those high schools/communities should see WCJC as "their home town college" with a genuine interest in their town/high school/community. This is key when other community and distance learning colleges are progressively encroaching on our area. 3. Leverage use of a fun mascot. Mascots are cool again; our target demographic loves them! How many people have you seen take selfies with Buccie the Beaver? Pioneer Pete needs a makeover (sorry, but he's not utilized much now and there's just something creepy about the current mascot's face - students call</p>

Question 5. Responses Cont.

25	anonymous	<p>him Pervert Pete). A cooler Pioneer Pete (muscly superhero physique, dark hair and a tan complexion to be racially inclusive, coonskin cap and pioneer motif) could been used extensively in social media, recruiting visits, parades, festivals, etc. Pioneer Pete riding in a convertible or in the back of a truck (or even a WCJC branded maintenance buggy) in every Christmas parade in our catchment area! He takes selfies with the crowd, throws merch, gets tagged in social media posts, etc. Very low cost and high impact! Use Pioneer Pete to showcase upcoming events, like for example WCJC is hosting a big rodeo in April - as promo before that rodeo, film Pioneer Pete riding a bull and TikToc it, share to IG, Snap and FB. That's gold! The beauty of a mascot is you can change out who's in the suit depending on the activity. 4. Merch. Merch. Merch! Free branded merchandise is a very cost effective way to get our name out in the community. It builds pride in the school. It starts conversations. It builds loyalty and connection with students. We should be merch'ing the heck out of our employees, students, high school contacts, people at public events, etc. T-shirts are great (Pioneer Pete should have t-shirt cannon for sure), but also water bottles, arctic tumblers, ear pods, phone chargers, things people carry with them and other people see. Unfortunately even our Bookstore carries very little branded merchandise inventory for purchase. People should know we are college towns (Wharton, Richmond, Sugarland) because they see our presence all around them - WCJC is people, not just a building. 5. Incorporate students and staff in advertising and recruiting efforts (it looks like you're already thinking this by the questions in this survey). Gather a group of creative volunteers</p>
		<p>excited about advertising for a Friday afternoon brain drain a couple times a month (in person, virtual or even by email) to look at items coming up, organize coverage for events, and brainstorm some content to meet those needs. Recruit students in communication or business majors to help, letting them use this as a resume builder. Tap into the talent already abundant within our campuses. (continued)</p>
26	anonymous	<p>If we had more confidence in our leaders and they showed us more appreciation we would be able to say "Come to WCJC. It is a great place to learn and work" but when morale is so low, why would we.</p>

Question 5. Responses Cont.

27	anonymous	WCJC signage at the Sugar Land Campus (large enough to see from the freeway). More effective marketing strategies (very few use Face Book).
28	anonymous	Keep up with the radio ads and you tube ads. Enrollment promotions. Revamp our website. Set up mobile campus tours.
29	anonymous	Radio and TV advertising, being seen in the community promoting WCJC. Billboards
30	anonymous	Create a department for recruitment separate from advising. Hire individuals specific for recruiting. Personalities and attitudes make a big difference. Some departments have individuals going to recruiting events that does not have an attitude of acceptance of all.
31	anonymous	Television and social media.
32	anonymous	I think mailing brochures to people's homes would really help.
33	anonymous	More social media outlets! TikTok is very popular along with Snapchat and Twitter
34	anonymous	Have active participation in neighborhood, county wide events with tshirts and giveaways. see question 6.
35	anonymous	This is an outside the box idea, but is there any way we could market to Ukraine and Poland, There is 2 whole countries where college learning was interrupted by the war. Maybe Ukrainians could finish college at WCJC or high school students could start at WCJC online. Poland is now over crowded, I'm sure there colleges are too. Somehow help Ukrainians get to the states and provide a dorm for them to go to college at WCJC.
36	anonymous	Talk at Rotary club meetings, Lions club, set up info booths, YouTube commercials Etc.

Question 5. Responses Cont.

37	anonymous	<p>WCJC has a very competitive price point that I feel could be an excellent marketing strategy. Just ONE class at university is often equivalent cost to a full semester's worth of tuition WCJC. Clearly, WCJC is the better deal. Plus, if students get involved, through band, choir, student government, PTK, etc., they have the opportunity to earn money for school through fun outlets (scholarships). I would market some of our staff and faculties' talents. I found that the professors here care just as much as university professors, many have backgrounds in their subject that I found interesting, and it excited me to know that they were passionate about their subjects. A bulk of them would take time outside of class to help too. Compared to other schools, I feel this school is "warmer" and more "sensitive" to our students. That is the feedback that I have received over the years, that we offered a friendlier, more personalized touch. That is an area that Support Staff really shines on as students (and parents alike) have complimented our onboarding process in the past. As far as social platforms, Twitter and Facebook are becoming more for the older generations. The younger populations tend to focus more on Instagram or even TikTok. I think a balance of both could be welcome as we have traditional and nontraditional students (and families of students).</p>
38	anonymous	<p>Up-to-date social media platforms - TikTok, Instagram. Daily postings on social media pages. Better quality marketing materials. Fresh ideas by utilizing our students for ideas, market studies, etc.</p>
39	anonymous	<p>showcase ideas</p>
40	anonymous	<p>Advertise on billboards.</p>
41	anonymous	<p>commercial</p>
42	anonymous	<p>more artistic ideas, which include shirts, posters, etc.</p>



## 6. What do you think can be done by WCJC to improve the community outreach?

38 Responses

ID T	Name	Responses
1	anonymous	Hold special high school events, start mentoring programs, build strong relationships with school guidance counselors. Have WCJC employees go and talk to GED students, such as Fin Aid, Academic Advisors, Welding instructors, Cosmetology and Nursing and so on.
2	anonymous	We have so many events so we are not lacking in outreach necessarily. We provide a wide range of good and FREE events and services, but they are not advertised well. It is the poor marketing of our events that hurts us the most.
3	anonymous	Reach out to games and national night out
4	anonymous	More involvement in the communities! Fairs, Parades, Cultural Festivals, community service!!
5	anonymous	Be more accessible
6	anonymous	have community events at campuses. For example, charitable concerts, Movies on the lawn for community, Open house nights with hands on tables.
7	anonymous	Get past Covid and back to being a community with families! We have to not be afraid to get out and live again not necessarily here at the college as I commend the college moving right into the work force as soon as it was possible but not all the community or communities did or are.
8	anonymous	Monday - Thursday keep using all our resources by email, texts, phone call, Even hiring part-time workers to have a call/help central location. Plus have more registration and advising help. Have a peek time for calls call to screen and transfer calls where they need to go. So many students trying to come to college and others trying to transfer and some just trying to get a better job. With of of these sources target the ones that are trying to come no matter what the age is.

Question 6. Responses Cont.

9	anonymous	<p>Get involved with every community agency that serves families be it through donations, representative from the college volunteering, etc ! oftentimes we think of potential future students as high schoolers and while that is true they aren't our only future students. The Boys and Girls Club, for example, has potential future students there too. Or the kids who attend may have older siblings who may become students or even parents who may seek to return to college. When we get more involved with various communitiy agencies we improve our reputation and visibility in community which can increase enrollment</p>
10	anonymous	<p>You need a President that goes out in the community and actually talks up the college instead of waiting for people to come to her. She has lost touch with the Fort Bend community and important people in the communities.</p>
11	anonymous	<p>See above. Really we need some new "blood" in the office. Change is not always bad but we do need some younger minds mixed in to get the new ideas. Keeping the same things we've done for 50 years is not helping us.</p>
12	anonymous	<p>Hire a real Marketing Team, engage with local industry, help sponsor community events, sponsor little leagues, scouting, etc. Anything that gets our name out to the public and makes us look like anything but a tax burden. Replace the President with someone who is dynamic, outgoing and can relate with the changing social and economic dynamics of our local communities, region and state.</p>
13	anonymous	<p>Build the faculty and staff's moral up. I think this is hurting WCJC. It's hard not to express the frustration when out in public. It's hard to ask the community to support WCJC when we don't support how we are being treated. Faculty have their master's degrees and should be paid accordingly. Staff is expected to do their jobs to ensure the college is there for our students. Our salaries are low and the work load increases.</p>
14	anonymous	<p>provide to people who may not otherwise have access to those services. Example the maintenance. They do not know they can go to the library. They are scared to lose their job if they go to the support staff meetings.</p>

Question 6. Responses Cont.

15	anonymous	We have the Wharton County Fair coming up, is there a booth there reaching out to the community? Our Rodeo, Welding and Art programs would do great there for outreach as well as all of our programs.
16	anonymous	Promote more of WCJC to school age children. We already do summer kids college but what if we did activities for children all through the year.
17	anonymous	Reach out to the George Foundation and rekindle the good working relationship we had from prior years, before we wore out our welcome.
18	anonymous	Upper management to be present at events in the communities where we have campuses. Amanda Allen for President. Improve the moral by giving employees a pay increase.

Question 6. Responses Cont.

19	anonymous	<p>I haven't seen any marketing done for WCJC lately. I'm curious what the marketing department does since a lot of their work is outsourced now. Have events at area high schools, especially close to high school graduation. Take information there that they can take home with them instead of telling them "you can go online." Telling them you can go online is a LAZY way out. Also the employees, especially the department secretaries, need to be a little more customer friendly over the phone. Potential students call the college looking for information on a certain program, and one particular department secretary is really rude. She doesn't address them in a welcoming way and encourage them to apply for our programs. Employees have to want to help the students and go the extra mile to answer potential students' questions. Some of the employees don't try at all and act as if they're being bothered. You don't do that if you're trying to increase enrollment. I try my hardest to give the current and potential students the information they need so that they will choose our institution. Some of our employees need to care more. Also reach out to the high school level students more. Look into starting up more programs (areas of study) to offer.</p>
20	anonymous	<p>Reach out to church youth groups &amp; community organizations in all counties we are looking to serve. Begin to make arrangements with business' to offer training incentives for students and their employees Partner with local business &amp; charities to impact our communities. We need to serve our students and communities so that they would miss us if we were ever gone!</p>
21	anonymous	<p>Getting out in the community and getting feed back about about how they feel about WCJC</p>

Question 6. Responses Cont.

22	anonymous	<p>(continued from question above, as the topics are interlaced) 6. Consider a fresh slogan and campaign built around that slogan for social media. Something like "I Am A Pioneer" #iamapioneer. Interview successful alumni from wide variety of backgrounds for quick 10-15 second video clips showcasing various programs or positive elements from WCJC. Examples: (young 20's age) "I make six figures a year debt free with my process tech degree from WCJC while my friends are still in college with six figure student debt. I. Am. A. Pioneer." "I am the first in my family to go to college. I. Am. A. Pioneer." "The Army prepared me for life. WCJC prepared me for a great career. I used my GI Bill at Wharton. I. Am. A. Pioneer." "I'm a business owner with a degree from Texas A&amp;M. But I started at WCJC. I'm a proud Aggie, but also I. Am. A. Pioneer." There are endless ways to spin this with different examples. It would be a great way to showcase successful alumni as well. 7. Work on better integrating the college into the fabric of our communities (Wharton/Richmond/Sugarland) by leveraging the resources already in place. We have wonderful buildings and grounds, many of which are only used a few hours per week. Re-open the Wharton campus gym to the public. Let the gym space be used for community yoga or exercise classes. Create walking trails on the Wharton campus for the community to use (our landscaping here is beautiful!). Showcase the dining options that are open to the public. Consider low cost rentals of classrooms or venue spaces around campus for community use. Host community meetings (Rotary, Lions, etc.) and programs on campus. Put on matinee performances of theater and music productions for local schools, daycares, and senior groups. Share each of these on</p>
		<p>social media so the community sees it. The more time members of the community spend in our buildings and feel connected to our campus, the more they see WCJC as a community resource and the gem it truly is.</p>
23	anonymous	<p>We need to have our priorities readjusted and start spending money on the things that will are really important to make WCJC great again.</p>

Question 6. Responses Cont.

24	anonymous	To have the WCJC "Part-Time" (at best) President have a presence in the college as well as in-person appearances at public functions and events within our community and service area. Marketing needs to provide aggressive advertising to promote student activities (drama, music, sports events) so the community is better informed. Inform and convince the BOT that the current WCJC President needs to retire or be removed due to lack of leadership in Ft. Bend county and for providing no action plan and/or options per BOT requests to identify priorities for WCJC during BOT retreats in 2019 and 2021.
25	anonymous	Have an event for the community on college main campus. Provide music, games, and prizes. An outdoor music festival out in the parking lot, where we can set up booths.
26	anonymous	Helping at fundraisers for the community, Participating in community programs and/or activities.
27	anonymous	Make sure our events are included on social media and community forums or outreach sources.
28	anonymous	Print the classes being offered for one.
29	anonymous	Helping/volunteering more in the community
30	anonymous	Be more active in community events. Volunteer at local churches, shelters, partner with the police departments. Sell merchandise at events. Team up with HEB for food drives, pharmacy events, etc. Bake sales, etc.
31	anonymous	Same answer as number 5
32	anonymous	Cant think of anything right now, maybe a brain storming group

Question 6. Responses Cont.

33	anonymous	We need to be seen out and about in our communities: job fairs, county fairs, local events and celebrations, trade shows, and conventions. Our attitude needs to be more open, flexible, and fun but professional. What we do here is really amazing to me. I am proud of our students, our employees, our communities, and our heritage. I want to celebrate it. Things that I hope we start doing/continue doing: science fairs and exhibitions, key speakers on a topic open to the community, Open Mic night/Talent Show, faculty/staff appreciation days, professional development events, awards banquets for students and faculty and staff.
34	anonymous	More activities in the community, attending and networking at luncheons/events, Doing more small events. Utilize employees, not just the same few over and over.
35	anonymous	just promote more
36	anonymous	Have a community festival.
37	anonymous	Fair
38	anonymous	interact more with staff and students.

## 7. If a summer condensed work week schedule was considered which would work best for you.

45 Responses

ID ↑	Name	Responses
1	anonymous	College closed on Fridays
2	anonymous	College closed on Fridays
3	anonymous	College closed on Fridays
4	anonymous	College closed on Fridays
5	anonymous	College closed on Fridays
6	anonymous	College closed on Fridays
7	anonymous	Other options
8	anonymous	College closed on Fridays
9	anonymous	College closed on Fridays
10	anonymous	College closed on Fridays
11	anonymous	College closed on Fridays
12	anonymous	College closed on Fridays
13	anonymous	College closed on Fridays
14	anonymous	College closed on Fridays
15	anonymous	College closed on Fridays
16	anonymous	Other options
17	anonymous	College closed on Fridays
18	anonymous	College closed on Fridays
19	anonymous	College closed on Fridays



Question 7. Responses Cont.

20	anonymous	College closed on Fridays
21	anonymous	College closed on Fridays
22	anonymous	College closed on Fridays
23	anonymous	Other options
24	anonymous	College closed on Fridays
25	anonymous	College closed on Fridays
26	anonymous	College closed on Fridays
27	anonymous	College closed on Fridays
28	anonymous	College closed on Fridays
29	anonymous	College closed on Fridays
30	anonymous	Other options
31	anonymous	College closed on Fridays
32	anonymous	College closed on Fridays
33	anonymous	College closed on Fridays
34	anonymous	College closed on Fridays
35	anonymous	College closed on Fridays
36	anonymous	College closed on Fridays
37	anonymous	College closed on Fridays
38	anonymous	College closed on Fridays
39	anonymous	College closed on Fridays

Question 7. Responses Cont.

35	anonymous	College closed on Fridays
36	anonymous	College closed on Fridays
37	anonymous	College closed on Fridays
38	anonymous	College closed on Fridays
39	anonymous	College closed on Fridays
40	anonymous	Other options
41	anonymous	College closed on Fridays
42	anonymous	College closed on Fridays
43	anonymous	College closed on Fridays
44	anonymous	College closed on Fridays
45	anonymous	College closed on Fridays