

Collin County Community College District Board of Trustees

2022-05-3

May 24, 2022

Resource: Kim Davison
Chief of Staff

AGENDA ITEM: Consideration of Approval for the District President to Negotiate an Amendment to the Contract with IN2 Architecture for Master Planning Services

DISCUSSION: In recognition of the fact that the region's demographics and workforce composition are changing rapidly and with the pandemic impacting major sectors of the economy, there is a need to update data to inform and guide progress on the current 2020-2025 Master and Strategic Plans and to prepare for the development of the next Master and Strategic Plans. The proposed components listed below will update key segments of the 2019 Economic Impact Study and the 2020 Master Plan study. Additions to the current agreement with IN2 Architecture for Master Planning Services are proposed to include the listed components at a cost not to exceed \$150,000.

1. **Economic Impact Study (\$34,000)** that analyzes and quantifies the key benefits to the local economy because of Collin College, including:
 - a. the amount of income the college adds to the region;
 - b. how past students' increased productivity and income affect the region;
 - c. understand how the region is impacted by student spending;
 - d. indicates the college's influence on social savings due to highly educated workers;
 - e. convey to students the higher earnings they will receive across their careers as a result of studying at Collin College;
 - f. illustrate to taxpayers the return they can expect to receive in the form of added tax revenues and public sector savings for their investment in the college.
2. **Regional Demographic Study (\$57,800)** to include age, race, income, education, in-migration, out-migration, etc. for Collin and surrounding counties;

Changing Traffic and Commute Patterns to help identify campus impacts including a drive time map overlaid with student residences and catchment areas where 80% of students attending a particular campus reside.

Enrollment Projections by Campus and Center to develop multiple projection scenarios for enrollment growth (or decline) for each campus and center:

- a. separate traditional, online, and dual credit enrollments;
 - b. compare with projections made in the 2020 master plan
 - c. identify zip codes that appear by 2030 that will be underserved by Collin College and might be candidates for future campuses.
3. **Key Industry Labor Market Analysis (\$47,500)** to identify gaps in labor force educational attainment and to identify key and emerging drivers of jobs and income in the area;

Talent Demand Analysis by Occupation, including skillsets, wages, and educational level;

Talent Development Study regarding the region's talent supply pipeline;

4. **Environmental Scan (\$3,000)** that provides key information on the economic and social structure of the college's region, such as:
- a. top industries in the region for current and projected jobs, earnings, etc.;
 - b. occupations within key industry subsectors;
 - c. regional workforce commuting patterns overall (and by occupation sector);
 - d. population data;
 - e. median household income,
 - f. poverty rate, and
 - g. unemployment within the region.

**DISTRICT PRESIDENT'S
RECOMMENDATION:**

The District President recommends authorization to negotiate for and to execute an amendment to the contract with IN2 Architecture for master planning services to include an economic impact study, a regional demographic study, labor market analysis, and an environmental scan in an amount not to exceed \$150,000.

SUGGESTED MOTION:

"Mr. Chairman, I make a motion that the Board of Trustees of Collin County Community College District authorizes the District President to negotiate for and to execute an amendment to the contract with IN2 Architecture for master planning services to include an economic impact study, a regional demographic study, labor market analysis, and an environmental scan in an amount not to exceed \$150,000."