



*College of the Mainland Plan to Advance Student Success*

***2018 COM Bond Advisory Committee  
Meeting #2***

Tuesday, May 8

6:00 – 7:30 PM

United Way Galveston County Mainland



- |   |                    |
|---|--------------------|
| 1. Greetings & Opening Statements   | Dr. Warren Nichols |
| 2. Overview – COM Academic Master Plan  | Dr. James Templer  |
| 3. Snapshot – COM Programs  |                    |
| <ul style="list-style-type: none"><li>• Amanda Ordonez – Nursing</li><li>• Cindy Lewis – Industrial Careers</li><li>• Herman Trivilino – Science/Technology/Engineering/Math</li><li>• Christina Bergvall – Allied Health</li></ul> |                    |
| 4. Campaign Timing + Strategies   | Ryan Gregory       |
| 5. Questions & Answers  |                    |

# *Overview Academic Master Plan*

***Dr. James Templar***

# **Snapshot Programs**

***Amanda Ordonez – Nursing***

***Cindy Lewis – Industrial Careers***

***Herman Trivilino – Engineering/Science/Technology***

***Christina Bergvall – Allied Health***

# *Snapshot Nursing Program*

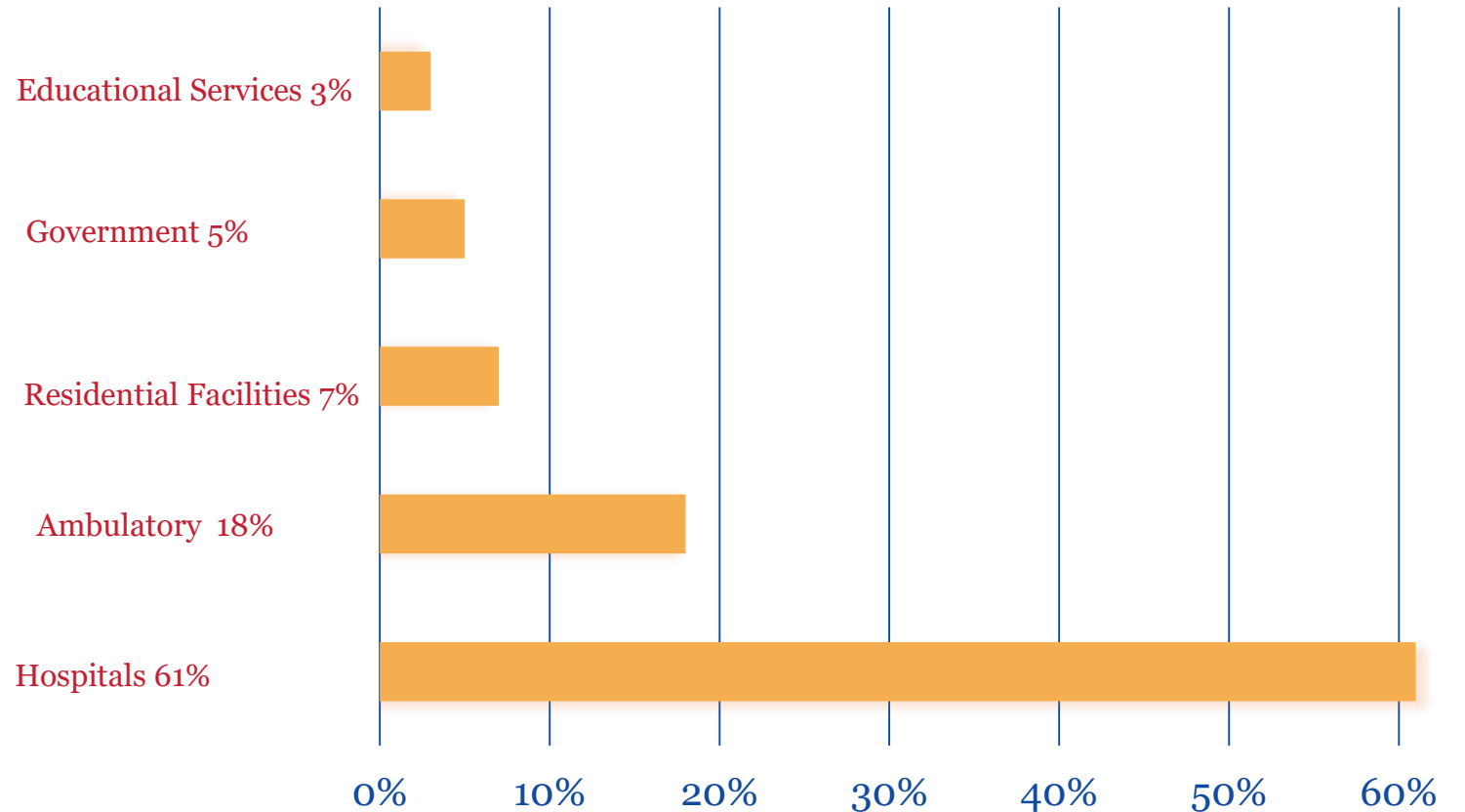
*Amanda Ordonez*

# NURSING

## REGISTERED NURSES (Bls.gov, 2018)

- **Work Environment:**

- **Expected Growth:**  
15% from 2016 to 2026
- **2017 Median Pay:**  
\$70,000 per year



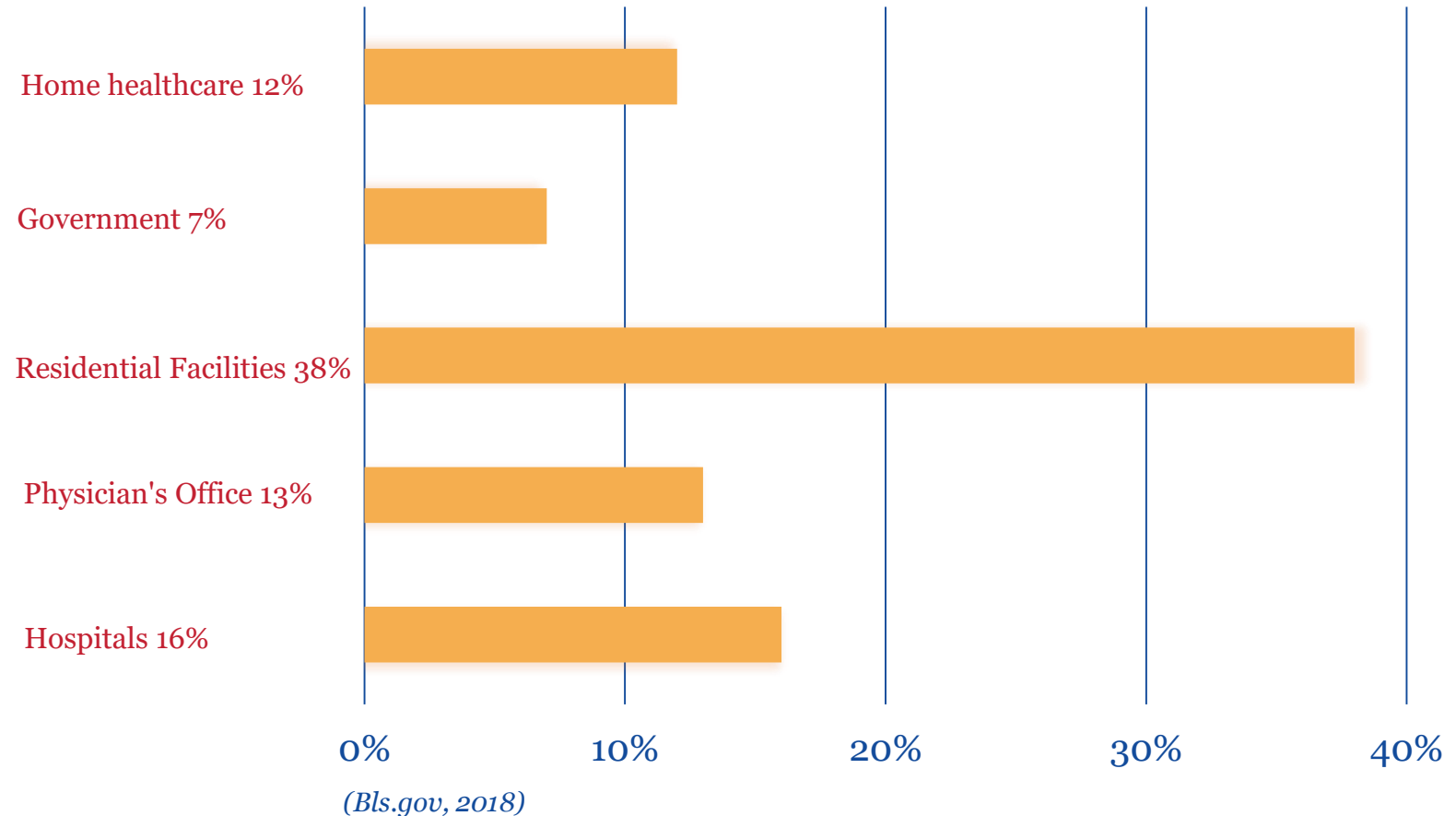
(Bls.gov, 2018)

# NURSING

## LICENSED VOCATIONAL NURSES (Bls.gov, 2018)

- **Work Environment:**

- **Expected Growth:**  
12% from 2016 to 2026
- **2017 Median Pay:**  
\$45,030 per year



# NURSING

## Associate Degree Nursing

- Pre-Licensure Track Full-Time Track
- Pre-Licensure Track Part-Time Track
- LVN to RN Transition Track

## Vocational Nursing Program





## ***PROGRAM SUCCESS***

	<b>NCLEX Pass Rate</b>	<b>Program Completion</b>	<b>Job Placement Within 12 Months</b>
<b>Associate Degree in Nursing</b>	93.18% (2017)	83% (2016)	97% (2015)

	<b>NCLEX-PN Pass Rate</b>	<b>Program Completion</b>	<b>Job Placement Within 6 Months</b>
<b>Vocational Nursing</b>	94.44% (2017)	88.88% (2016)	90% (2016)

## ***APPLICANTS AND ENROLLMENT***

<b>Program Track</b>	<b>Applicants</b>	<b>Admitted</b>	<b>Pre-Nursing Major</b>
Summer 2018 LVN to RN Transition	107	20 + 10 Alternates	Data Pending
Spring 2018 ADN Prelicensure	145	51 + 10 Alternates	379
Spring 2018 ADN Prelicensure Part-Time	54	20 + 10 Alternates	379
Spring 2018 Vocational Nursing	80	30 + 10 Alternates	379

**Current Enrollment: 208 Students**

## ***CRITICAL RESOURCES: SPACE & EQUIPMENT***

The number of admissions are capped due to a lack of adequate space and equipment.

- Classroom Space
- Lab Space
- Clinical Space

A new building equipped with beds and scenarios to simulate the hospital setting with spaces for students to practice skills and study is a critical resource to increase enrollment.



OR Corridor and Scrub Sink

University of Wisconsin. (2012, September 24). UW Health Clinical Simulation Program Tour. [Video File]. Retrieved from <https://youtu.be/wSzEobYfjfg>

## ***EQUIPMENT NEEDED***

- One (1) large simulation lab with at least 10 individual simulation rooms.
- One (1) psychiatric “day room” for simulation.
- Nurse’s station in simulation lab.
- Medication room located in the simulation room with two medication dispensing systems.
- Four (4) conference rooms for simulation debriefing.
- 3-10 bed skills labs with 10 new “Juno” low-to-medium simulators in each skills lab.
- 40 Head Walls; 40 Bedside Tables.
- Computer station by each bed in all labs.
- 10 supply carts.
- Storage room in each skills lab with utility sink and shelving for manikins, simulators, and supplies.

## ***EQUIPMENT NEEDED (CONTINUED)***

- Projector and screen in each skills lab.
- Office space for skills lab personnel in each skills lab.
- Central supply room for instructional supplies.
- Student lounge with microwave and lunch room.
- Three (3) study rooms to accommodate 10 private study spaces, and two (2) open spaces for a groups of eight (8) students for group studying or projects.
- Two (2) auditorium-style classrooms to accommodate up to 100 students.
- Two (2) classrooms to accommodate up to 60 students.
- Two (2) classrooms to accommodate up to 30 students.
- One (1) classroom dedicated for to vocational nursing to accommodate 40 students.

# *Snapshot* *Industrial Careers*

*Cindy Lewis*

# ***INDUSTRIAL CAREERS***

## **Current Programs:**

- Process Technology (PTEC)
- Occupational Safety & Health Technology (OSHT)
- Welding

## **Future Programs:**

- Instrumentation
- Analyzer
- Electrical



*UC Berkley Instrumentation Lab*



## ***CURRENT FACILITIES***



*Glycol Separation Unit at College of the Mainland*



## ***OTHER FACILITIES***



*Brazosport College*



*San Jacinto College*

**Snapshot**  
***Science/Technology/  
Engineering/Math***

***Herman Trivilino***

# *ENGINEERING*

Engineering – all disciplines – is growing in our region. Disciplines include:

- Chemical
- Civil
- Electrical
- Mechanical

COM currently does not have an Engineering Program. **The reason: No facilities.**

COM does offer the math and science courses that are an integral part of an engineering degree, but to support an engineering program additional facilities are needed so those course offerings can be expanded.

## ***NEW CLASSES NEEDED***

In order to offer an associate degree in Engineering, COM needs to offer the following courses:

- Introduction to Engineering I and II
- Engineering Graphics I and II
- Plane Surveying
- Engineering Mechanics – Statics
- Engineering Mechanics – Dynamics
- Programming for Engineers
- Electrical Circuits and Corresponding Laboratory
- Introduction to Digital Systems and Corresponding Laboratory
- Fundamentals of Circuit Analysis and Corresponding Laboratory
- Engineering Economics
- Mechanics of Materials
- Elementary Chemical Engineering
- Chemical Engineering Thermodynamics



## ***CURRENT FACILITIES***



Science Building constructed in early 1970s.

Roof expanded to include atrium skylight in early 1990s.

Air conditioning equipment added in early 2000s.

## ***NEEDED FACILITIES***

Updated Classrooms and labs with technical elements for hands-on experience.



*Credit: Austin Community College*



## ECONOMIC DEVELOPMENT FOR REGION

Occupational Title	Annual Avg. Employ- ment 2012	Annual Avg. Employ- ment 2022	Number Change 2012- 2022	Percent Growth 2012- 2022	Annual Job Open- ings due to Growth	Annual Job Open- ings due to Replaces- ments	Total Annual Avg. Job Open- ings	Hourly Wage 2013	Annual Wage 2013
Aerospace Engineering & Operations Technicians	200	240	40	20.0%	5	5	10	\$32.28	\$67,146
Civil Engineering Technicians	2,390	2,580	190	7.9%	20	50	70	\$23.54	\$48,965
Electrical & Electronics Engineering Technicians	4,140	4,930	790	19.1%	80	85	165	\$30.95	\$64,378
Electro-Mechanical Technicians	610	780	170	27.9%	15	15	30	\$25.16	\$52,334
Environmental Engineering Technicians	420	550	130	31.0%	15	10	25	\$24.05	\$50,032
Industrial Engineering Technicians	1,030	1,260	230	22.3%	25	20	45	\$37.53	\$78,060
Mechanical Engineering Technicians	1,620	2,050	430	26.5%	45	35	80	\$30.29	\$62,994
Engineering Technicians, Ex. Drafters, All Other	3,290	4,090	800	24.3%	80	70	150	\$33.89	\$70,484

Gulf Coast Area Occupational Projections 2020 (XLS)

<http://www.wrksolutions.com/for-employers/understand-the-local-labor-market/gulf-coast-regional-data>

# *Snapshot* *Allied Health Program*

*Christina Bergvall*



# ***ALLIED HEALTH***

## **Current CE (Non-Credit) Programs Offered: 6**

- Certified Nurse Aide
- Dental Assistant
- EKG Technician
- Medical Office/Insurance Specialist
- Phlebotomy Technician
- Physical Therapy Aid

## **Current Credit Programs Offered: 3**

- Health Information Management; Medical Coding
- Medical Assistant
- Pharmacy Technician

## **Future Credit Programs: 5**

- Dental Hygienist
- Imaging Technologist (Radiography)
- Physical Therapy Assistant
- Respiratory Therapist
- Surgical Technologist

## STUDENT SUCCESS

### Health Information Management

All surveyed graduating students reported a 100 percent satisfaction rate with the program.  
(2015)

*“COM did an excellent job preparing me for my current role. Every day I'm dealing with people from all walks of life. It's great knowing I'm able to give people a chance at life by handling their record so they have it whenever it's needed.”*

– Ryan Shuler, Methodist St. John Hospital

## ***STUDENT SATISFACTION RATES***

### **Phlebotomy Tech**

100 percent of surveyed students agreed that they would take the course again with the instructor. (Fall 2016)

### **EKG Tech**

100 percent of students who completed the course gave the instructor and the course the highest rating on the survey. (Spring 2018)

## ***EMPLOYMENT RATES***

### Pharmacy Tech (2016-2017)

- 86 percent to 100 percent of students found jobs compared to a national average of 80 percent\*
- 350 available jobs in the Galveston County (EMSI)

### Dental Assistants (2017)

- 54 available jobs in the Galveston County area (EMSI)
- COM provides a maximum of 18 annually into the workforce

\* <https://nces.ed.gov/fastfacts/display.asp?id=561>

## ***SUCCESS RATES***

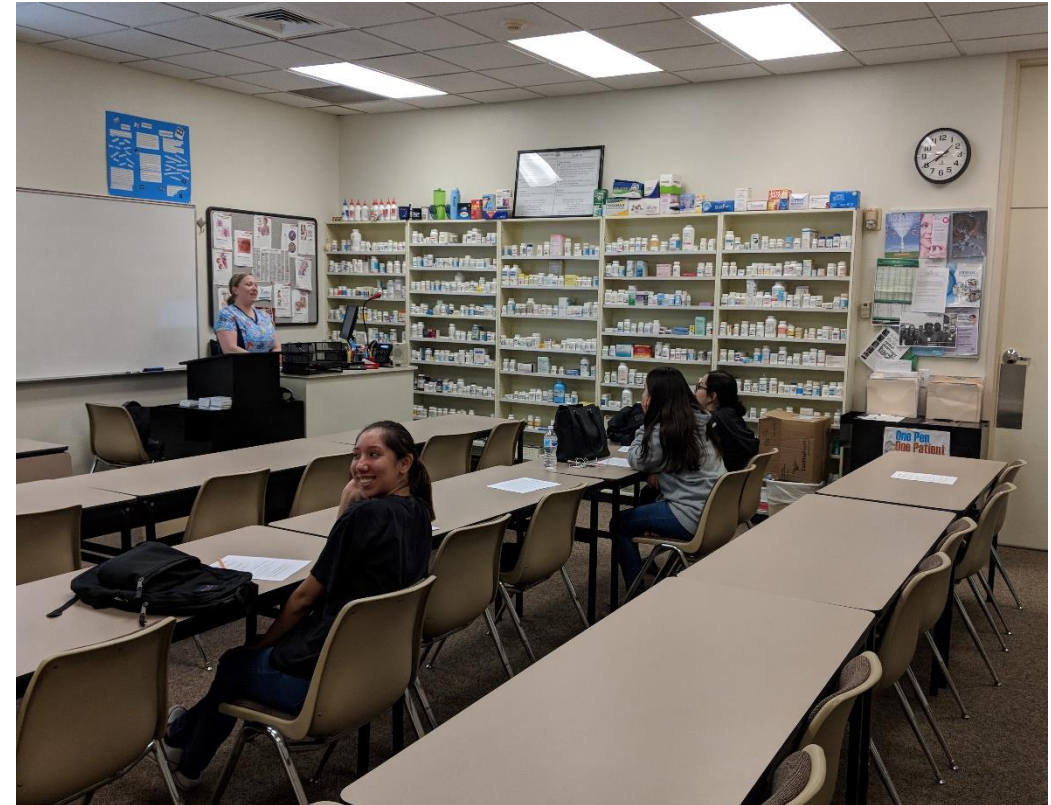
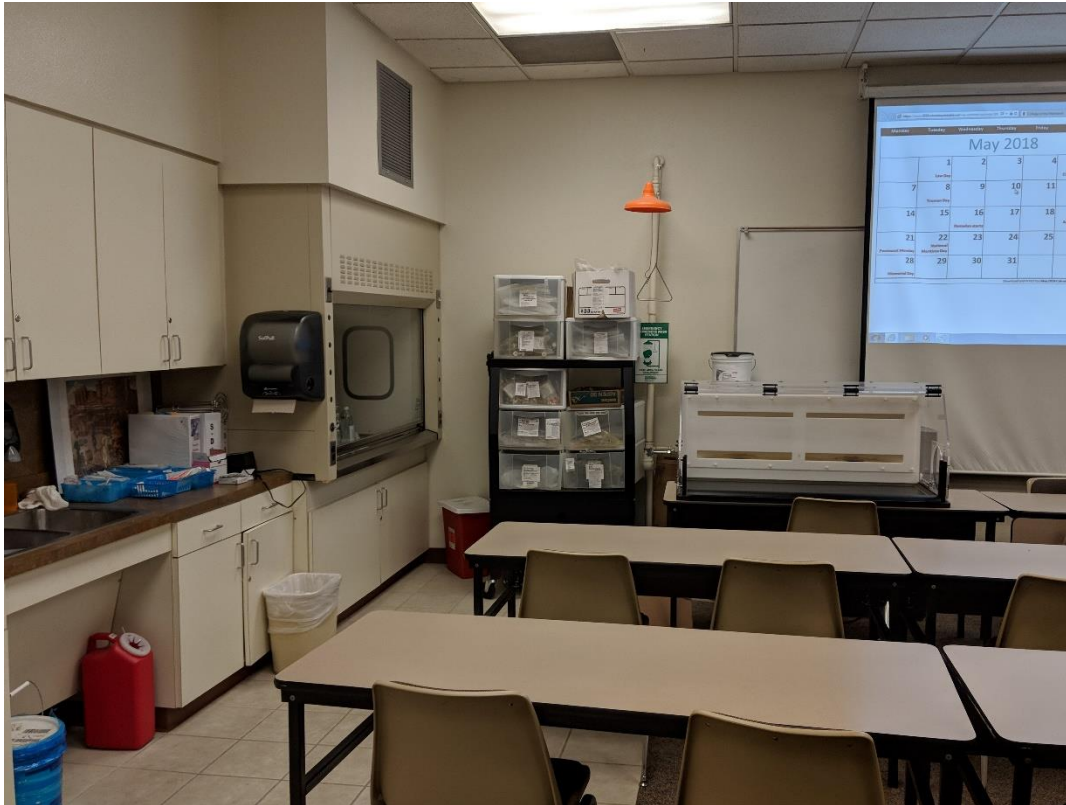
### 2015-2016 Pass Rate

- CNA: 87 percent
- EKG: 100 percent

### 2016-2017 Pass Rate

- Pharmacy Tech: 88 percent

## PHARMACY TECH



[https://www.youtube.com/watch?v=l1\\_UUGJuKdg](https://www.youtube.com/watch?v=l1_UUGJuKdg) 1:02

## ***DENTAL ASSISTANT***



<https://vimeo.com/255102640> 1:20



## ***PROGRAM NEEDS***

### **Facilities**

CNA could increase the rate of those who take the exam

- Converting a classroom into a dedicated lab and testing site

EKG could increase the rate of employment

- Adding additional equipment which requires more space (telemetry monitoring)





## ***STUDENT VIEW (Students want to be in our programs)***



## ***LINK BETWEEN FACILITY NEEDS AND THE AMP***

### Student Success

- Need additional space to increase skills or testing sites

### Community Enrichment

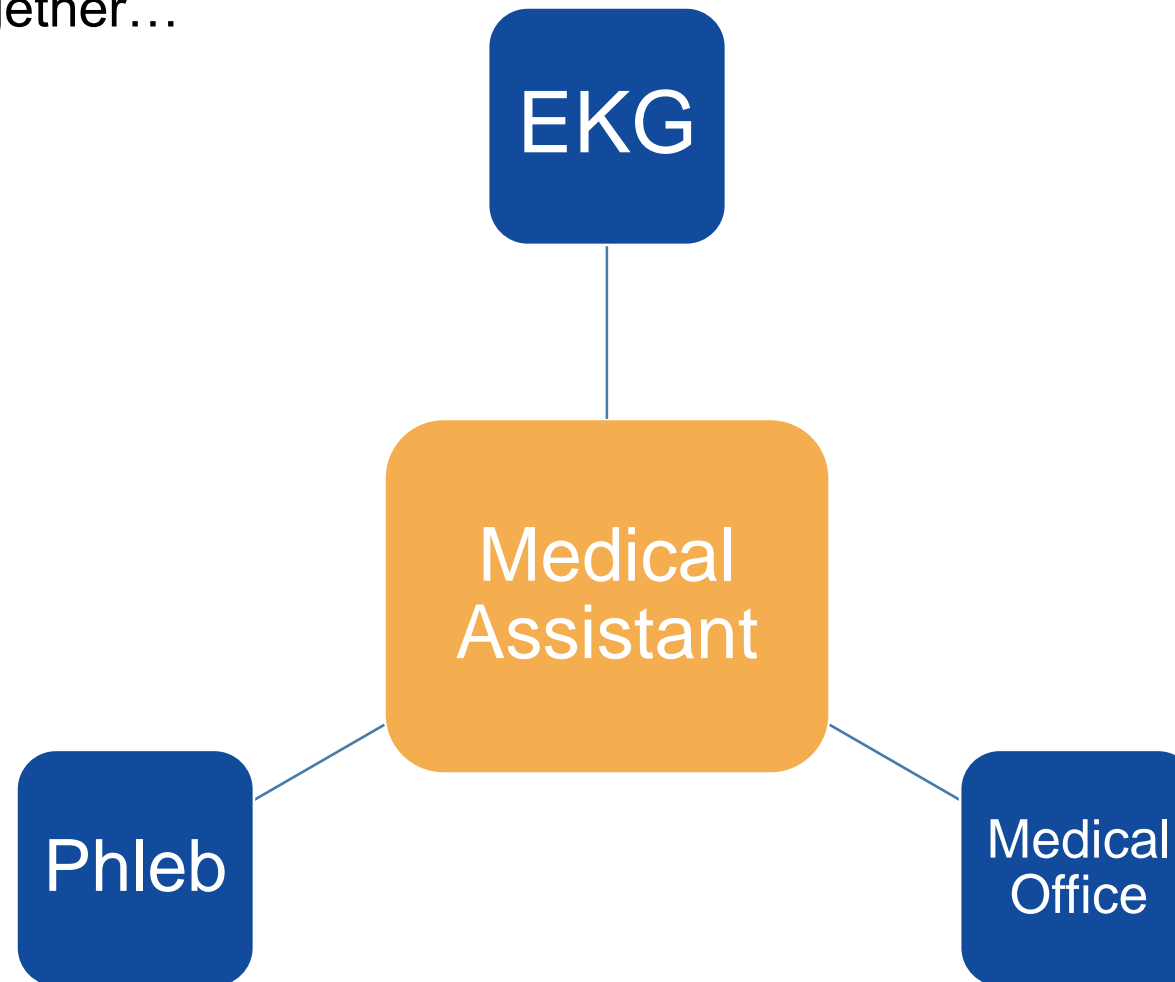
- Need additional programs to fulfill job demand and prepare for future growth, currently at capacity
  - Dental Hygienist
  - Imaging Technologist (Radiography)
  - Physical Therapy Assistant
  - Respiratory Therapist
  - Surgical Technologist

### Quality of Instruction and Facilities

- Need lab space and facility improvements to enhance instruction and compete in the market

## ***CURRENT CE AND CREDIT EQUIPMENT UTILIZATION***

Pulling Resources Together...



## ***CURRENT CE AND NEW CREDIT EQUIPMENT UTILIZATION & CAREER ADVANCEMENT***

Targeting Programs Enhance Pathways



**Dental  
Assistant**

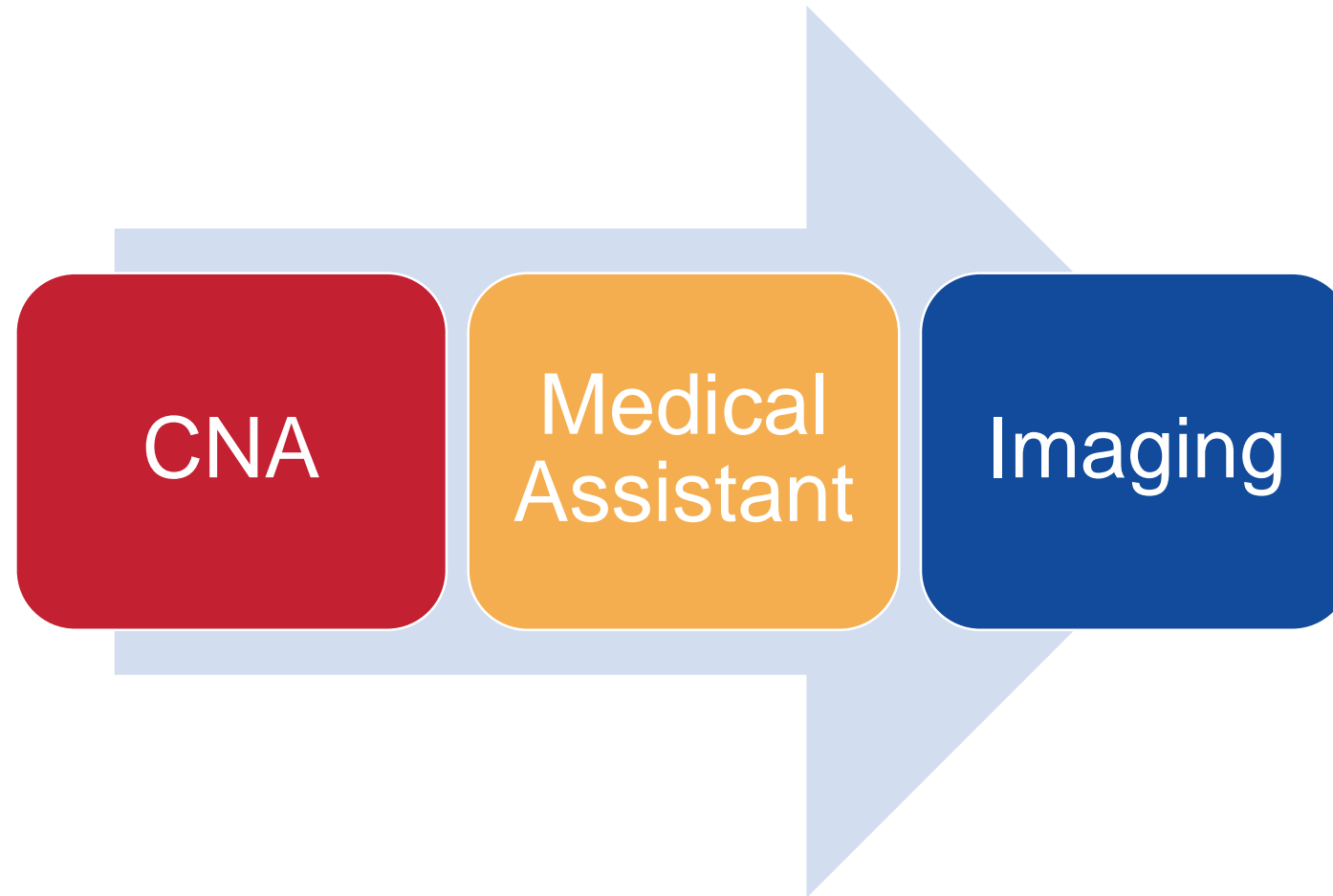


**Dental  
Hygiene**

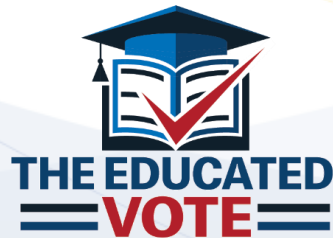


## ***PATHWAYS: CE TO CURRENT CREDIT TO NEW CREDIT***

Targeting Programs To Develop Emerging Pathways



# *Campaign Timing + Strategies*




***Ryan Gregory***



# BOND CAMPAIGN SCHEDULE

ELECTION DATE: TUESDAY, NOVEMBER 6, 2018

WORK ITEM	2018												2019			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB		
<b>BOND PLANNING</b>																
PRE-PLANNING / MOBILIZATION			●	●	STRATEGIC PLANNING SESSION – MARCH 22											
DATA GATHERING / DOCUMENTATION			STRATEGIC PLANNING SESSION – MARCH 1													
FACILITIES CONDITION ASSESSMENT				SPRING BREAK												
ASSESSMENT REVIEW / REFINEMENT																
CITIZENS ADVISORY COMMITTEE MEETINGS				● ● ● ● ● ●												
CAC RECOMMENDATION TO BOARD							●	CAC RECOMMENDATION AT REG. BOARD MEETING (JUNE 25)								
BOARD CALLS ELECTION								●	BOARD CALLS ELECTION AT REG. MEETING (JULY 23)							
<b>IMPORTANT DATES</b>																
LAST DAY TO CALL ELECTION								●	AUGUST 20 (78TH DAY BEFORE ELECTION)							
PUBLISH ELECTION ORDER										●	●	OCTOBER 8 (EARLIEST) – OCTOBER 29				
POST NOTICE OF ELECTION										●	OCTOBER 16					
CANVASS THE ELECTION											●	●	NOVEMBER 9 – NOVEMBER 12			
<b>EARLY VOTING</b>										●	OCTOBER 22 – NOVEMBER 2					
<b>ELECTION DAY</b>											★	NOVEMBER 6				
<b>DISTRICT COMMUNICATIONS</b>																
BOND WEBPAGE PUBLISHED																
BOND BROCHURES DISTRIBUTED																
BOND POSTERS AT CAMPUSES																
LETTERS HOME TO PARENTS																
BOND PRESENTATIONS																
<b>COMMUNITY COMMUNICATIONS</b>																
COMMITTEE MEETINGS								● ● ● ● ● ●								
WEBSITE PUBLISHED																
BROCHURES DISTRIBUTED																
POSTCARDS DISTRIBUTED																
ADVERTISEMENT PUBLISHED																
SOCIAL MEDIA CAMPAIGN																



THE EDUCATED  
VOTE  
a page company



# CAMPAIGN STRATEGIES

# PRESENTATIONS

## Collin College 2017 Bond

- assist individuals in achieving their educational and career goals.
- Workforce, economic, & community development initiatives designed to meet local and statewide needs.
- Other purposes as may be directed by the Collin Board of Trustees and/or the laws of the State of Texas.



**OUR COMMUNITY COLLEGE CALLS.**  
VOTE "YES" 2017 COLLIN COLLEGE BOND

" " by the year 2040 " "




colleges in Texas.

GoFundMe.com  
(search "Citizens for Collin College")










[Campus Assessment](#) | [Demographics](#) | [NextGen Learning Environments](#) | [Utilization](#) | [Facility Assessment](#) | [Campus Master Plan](#)



[HISTORY](#)



[ABOUT](#) | [VOLUNTEER](#) | [GEAR](#) | [ENDORSE](#) | [Q&A](#)

## VOTE "YES!" FOR THE COLLIN COLLEGE BOND

**EARLY VOTING BEGINS APRIL 24th.**

**LOCATE COLLIN COUNTY PROP NO. 1 ON THE BALLOT AND CHOOSE "FOR"**

**Proposition No. 1**  
**Proposición N° 1**


"The issuance of \$600,000,000.00 bonds for the purpose of constructing, improving, renovating and equipping school buildings in the district and acquiring real property therefor, and the levying of a debt tax in payment thereof not to exceed twelve cents (\$0.12) on each one hundred dollars (\$100.00) of assessed valuation of taxable property."

"La emisión de bonos por \$600,000,000.00 con el propósito de construir, mejorar, renovar y equipar edificios de escuelas en el distrito y adquirir bienes inmuebles para los mismos, y el cobro de un impuesto por deuda fiscal para el pago de dichos gastos que no exceda doce centavos (\$0.12) por cada cien dólares (\$100.00) del avalúo de la propiedad imponible."

☒ For (A Favor)

☐ Against (En Contra)

**VOTING TIMES + LOCATIONS**



[Q&A w/ DR. MATKIN](#)



# CAMPAIGN STRATEGIES

# SOCIAL MEDIA

- Targeted advertising
- Aggressive alignment with COM.edu, Chambers of Commerce, municipal websites/social media, etc.
- Plenty of video (testimonials)

The screenshot shows the Facebook page for 'Citizens For Collin College'. The page header includes the Facebook logo, the name 'Citizens For Collin College', a search bar, and navigation links for Home, Friends, Messages, and a menu icon. The cover photo is a collage of three people saying 'YES!' with the text 'I SAID YES! PROPOSITION 1 COLLIN COLLEGE' overlaid. Below the cover photo, the page name 'Citizens For Collin College' and the handle '@ccbond17' are displayed. A navigation menu on the left includes links for Home, About, Reviews, Posts, Events, Photos, and Community, along with a 'Create a Page' button. The main content area features a post titled 'Thank you for saying YES!' with the following statistics: 33,558 votes FOR (56%) and 25,911 votes AGAINST (44%). The website 'CCbond17.com' is also mentioned. Below this, a section titled 'PROP 1 - COLLIN COLLEGE BOND' shows a 4.0 star rating from 12 reviews. Two reviews are visible: one from Bob Collins dated April 28, 2017, and another from Jamee Jolly dated April 26, 2017. The right sidebar shows the page is a 'Political Organization in Plano, Texas' with a 4.0 star rating, and a 'Community' section with links to invite friends and view likes/follows. The 'About' section at the bottom right provides the address '777 E. 15th St. (377.55 mi) Plano, Texas 75074' and the website 'www.ccbond17.com'.





# CAMPAIGN STRATEGIES

# VOTER TARGETING

- Micro-target voters in the COM taxing district, including:
  - COM Staff & Students
  - “Active” Voters
  - ISD Parents (ages 25-45) w/ students (ages 5-14)
  - Voters 65+





# CAMPAIGN STRATEGIES

# DIRECT MAIL

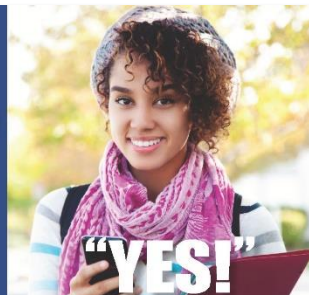
- Absentee Mailer
- Comprehensive 4-Page Brochure
- Targeted Postcards

YOUR COUNTY.  
YOUR COLLEGE.

**SAY "YES!"**

2017 COLLIN COLLEGE BOND  
**CCbond17.com**

**VOTE EARLY** APR. 24 - MAY 2  
ELECTION DAY MAY 6



- NO PROJECTED TAX INCREASE
- ADVANCED WORKFORCE TRAINING
- GENERATES \$52+ MIL IN REGIONAL REVENUE
- AFFORDABLE, BEST-IN-CLASS EDUCATION

LOCATIONS FOR COLLIN COLLEGE | 777 E. 15TH ST. | PLANO, TX 75074

**VOTE EARLY FOR THE COLLIN COLLEGE BOND ONE OF THESE LOCATIONS**

EARLY VOTING & ELECTION DAY LOCATIONS & TIMES CAN BE FOUND @CCBOND17.COM

DATE	TIME	LOCATION	CITY
APR 24	7am - 5pm	Electronics Office	McKinney
APR 25	7am - 5pm	General Park Campus	McKinney
APR 26	7am - 5pm	Higher Education Center	McKinney
APR 27	7am - 5pm	Spring Creek Campus	Plano
APR 28	7am - 5pm	Administration Building	Plano
APR 29	7am - 5pm	Prescott Ridge Campus	Plano
APR 30	7am - 5pm	Middle Schools - Hunt & Main	Plano
MAY 1	7am - 5pm	County Courthouse	Allen
MAY 2	7am - 5pm	Administration Building	Allen
MAY 3	7am - 5pm	Administration Building	Blue Ridge
MAY 4	7am - 5pm	Administration Building	Colleyville
MAY 5	7am - 5pm	City Hall	Farmersville
MAY 6	7am - 5pm	City Hall	Wylie

FOR DETAILED VOTING INFORMATION PLEASE VISIT  
**CCbond17.com**  
FOR POLLING CITIZENS FOR COLLIN COLLEGE

**The future is Collin.**

**Vote YES for our future.**

SAY "YES!" & CAST YOUR VOTE  
**FOR ECONOMY & VALUE**  
The most economical community college in Texas...

- No projected tax rate increase
- 2nd lowest tax rate of all Texas community colleges
- Lowest community college tuition in Texas
- Annual creation of \$528 Million in regional revenue

**PROPERTY TAXES WILL NOT BE AFFECTED FOR CITIZENS 65 YEARS OR OLDER WITH A HOMESTEAD EXEMPTION**



**VOTE YES FOR 2017 COLLIN COLLEGE BOND**

SAY "YES!" & MAKE AN INVESTMENT  
**FOR EXPANSION & INNOVATION**

**IMPROVED ACCESSIBILITY TO A VERY AFFORDABLE, BEST-IN-CLASS EDUCATION**

- County population to triple by 2040
- Regional demand at an all-time high
- Award-winning college faculty

SAY "YES!" & MAKE AN INVESTMENT  
**FOR COLLIN'S FUTURE**

- Only higher education institution exclusively dedicated to Collin County
- Alumni enjoy a career ROI of \$1.2 Billion (average annual return of 15+%)
- Workforce and Corporate College programs directly benefit local labor market

**PROPOSITION NO. 1**  
"THE ISSUANCE OF \$600,000,000 BONDS FOR THE PURPOSE OF CONSTRUCTING, IMPROVING, RENOVATING AND EQUIPPING SCHOOL BUILDINGS IN THE DISTRICT AND ACQUIRING REAL PROPERTY THEREFOR, AND THE LEVYING OF A DEBT TAX IN PAYMENT THEREOF NOT TO EXCEED TWELVE CENTS (\$0.12) ON EACH ONE HUNDRED DOLLARS (\$100.00) OF ASSESSED VALUATION OF TAXABLE PROPERTY."

SAY "YES!" & VOICE YOUR SUPPORT  
**FOR WORKFORCE EDUCATION**



- New Campus in Wylie
- New Education Centers in Celina & Farmersville
- Expanded workforce training facilities

**NEW STATE-OF-THE-ART FIRE SAFETY TRAINING FACILITY WILL GREATLY REINFORCE COLLIN'S PUBLIC SAFETY LABOR POOL**

FOR COLLIN COLLEGE  
777 E. 15TH ST.  
PLANO, TX 75074

AVOID LENGTHY LINES ON ELECTION DAY & VOTE EARLY  
**VOTE EARLY APR 24 - MAY 2 | ELECTION DAY MAY 6**  
**EARLY VOTING TIMES & LOCATIONS**  
(ADDITIONAL EARLY VOTING & ELECTION DAY LOCATIONS & TIMES CAN BE FOUND @CCBOND17.COM)

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**CCbond17.com**  
FOR POLLING CITIZENS FOR COLLIN COLLEGE



# COMPASS

*College of the Mainland Plan to Advance Student Success*

***Thank You!***