



Community Listening Sessions  
Results and Analysis

*Continuing to enhance student success*

November 2014

Northeast Lakeview College Public Relations



ALAMO COLLEGES  
NORTHEAST LAKEVIEW COLLEGE

## TABLE OF CONTENTS

<b>SECTION 1: OVERVIEW .....</b>	<b>1</b>
COMMUNITY LISTENING SESSION .....	1
SESSIONS HELD .....	1
HOW INFORMATION WAS GATHERED .....	1
REPORT DESCRIPTION.....	2
<b>KEY FINDINGS.....</b>	<b>3</b>
QUESTION 1 – WHAT VALUE DOES NLC OFFER THE COMMUNITY.....	3
QUESTION 2 – HOW CAN NLC IMPROVE ITS PROGRAMS AND SERVICES.....	3
QUESTION 3 – WHAT CAN NLC DO TO INCREASE AWARENESS OF ITS PROGRAMS .....	4
QUESTION 4 – WHAT CAN NLC DO TO MEET THE FUTURE NEEDS OF THE COMMUNITY.....	4
ADDITIONAL RECOMMENDATIONS AND QUESTIONS.....	5
<b>APPENDICES.....</b>	<b>6</b>

### MISSION STATEMENT

Northeast Lakeview College is a public community college within the system of Alamo Colleges, established in partnership with its communities, that is focused on student success through the offering of Associate degrees and continuing education, promoting engagement in civic activities and organizations, and encouraging participation in cultural and enrichment programs.

# COMMUNITY LISTENING SESSION

NORTHEAST LAKEVIEW COLLEGE

## SECTION I: OVERVIEW

### Community Listening Session

As part of our core mission, community colleges exist to be responsive to the community's need for education and workforce training. Therefore, the President's Office at Northeast Lakeview College developed and hosted Community Listening Sessions (CLS) to allow stakeholders in the service area(s) who benefit from its services to participate in a facilitated session. Participants were asked to share ideas on current and anticipated educational and workforce needs. Ultimately, these sessions contribute to continuous improvement as it relates to our overall goal of enhancing student success.

The sessions were held in each part of the college's service, in partnership with the local chambers. Invitees and attendees included a cross-section of business partners, elected officials, educational institutions, and other stakeholders.

### Sessions Held

- Community Listening Session I – June 26, 2014 - in partnership with the Schertz Chamber
- Community Listening Session II – September 11, 2014 - in partnership with the North San Antonio Chamber
- Community Listening Session III – October 2, 2014 - in partnership with the Northeast Partnership for Economic Development (NEP) and the TriCounty Chamber



### How Information was Gathered

Participants seated at tables in groups between 3-6 attendees, were asked a series of questions\* (facilitated by NLC employees). Each group then reported out on 1-2 salient points from each question.

Additionally, attendees received an overview of the college and highlights from each administrative unit during the session.

*\*Questions begin on pg3. of this document*

*THE REPORT IS DIVIDED INTO THREE SECTIONS*

1. **KEY FINDINGS** (Broken down by questions) – that highlight the key points from every group at each one of the sessions. The question is in bold lettering and the responses are bulleted below

2. **ACTION STEPS** -For the purpose of this summary, actions and recommendations are divided into time periods

*WHAT NLC IS ALREADY DOING OR CAN BE DONE NOW (IMMEDIATE ACTION) – symbolized with “I” (0-3 months)*

*WHAT IS IN THE WORKS (EMERGING) – Symbolized with “E” (6 months – 1 year)*

*WHAT MIGHT TAKE LONGER TO ESTABLISH (LONG-TERM GOALS) – Symbolized with “L” (2-5 years)*

“Learned some things about the college that I didn't know – Good info!”  
- Schertz Session

3. **APPENDIX** – includes detailed explanation on some of the items that discuss  
 a. What Northeast Lakeview College is currently doing,  
 b. What challenges might prohibit certain things from being accomplished,  
 c. And provide clarification



## KEY FINDINGS

### What VALUE DOES NORTHEAST LAKEVIEW COLLEGE OFFER THE COMMUNITY? (QUESTION 1)

Educational Access, affordability, and convenience

- Engagement opportunities for local community (I)
- Training and education for local workforce (technical training)/career enhancement) (I)
- Provides students/future employees the groundwork and foundation for transferability.

“Bring in more people (business executives) to ask what they need exactly and when they need them.”

- North Chamber Session

### IN ORDER TO BETTER SERVE THE COMMUNITY, HOW CAN NLC IMPROVE ITS PROGRAMS AND SERVICES? (QUESTION 2)

- Make progress on/finalize candidacy and accreditation (E)
- Work with VIA to improve access to campus (L)
- Provide additional certification opportunities and degree options, (E)
- Teach soft skills and most needed qualities (Problem solving techniques i.e. social media, computer and financial literacy) (E)
- Advertise programs and services (promote) (I)
- Offer more scholarships, (I)
- More information on TSI certifications

#### ENHANCE CAREER SERVICES

Robust career center/corporation and business partnership, Employers in classroom for real life discussions, Employer panels, Focus career guidance on high demand occupations for our region, (E)

- Develop programs that tie to workforce, (E)

#### CIVIC INVOLVEMENT

College should be active with chambers and specific organizations in the community, Enhance relationship with cities (I, E)

- Instill community volunteerism (I, E)
- Partner with local high schools (I)
- Continue Community listening session (do them periodically to continue to assess the needs of the community in which the college serves) (E)



“Excellent opportunity to learn about NLC and community needs.”

“Helpful, insightful, challenging”

- Schertz Session

**What can NLC do to increase awareness of its programs to reach currently underserved individuals and entities of the community? (QUESTION 3)**

A recurring theme in this question was to ensure that all parties have a clear understanding of what is meant by underserved (Clearly define underserved population and identify, outreach to rural areas)

**ADVERTISING/MARKETING/PROMOTION**

- More media (social media, Newspaper, Mall) (I, E)
- Use students and alumni to tell NLC story (student testimonials) (E)
- Emphasize NLC strengths (affordability, story) (E)

**COMMUNITY ENGAGEMENT**

- More community events (I, E)
- Regional sports team, (L)
- Open house for community, (E)
- Explore the needs of military dependents and spouses (L)
- Early engagement (7th/8th grade), /informed decisions (I, E)
- Outreach to public schools/charter (I, E)
- Outreach to social services (E)
- Establish focus groups, (E)
- Additional resources (L)
- Flexible and convenient course schedules (Night/weekend/online classes) (I, E)

**EMPLOYERS/ LOCAL PARTNERS**

- Maximize the partnerships with government and community agencies, (I, E)
- Outreach partnering with different degree plans
- Make sure we understand what employers are looking for (I, E)
- Career exploration (E)
- Structured program between HR and possible industries/companies who locate to San Antonio area (L)



"I look forward to attending the next one."

- NEP and TriCounty Chamber Session

"I was excited to learn more about NLC, the value NLC can bring to our community through outreach"

- Schertz Session

**What can NLC do to meet the future needs of the community's emerging industries and occupational areas over the five years? (QUESTION 4)**

It was clear from this discussion that attendees value the need for Northeast Lakeview College to stay abreast on emerging trends in order to meet the demands of the local workforce. At this time, the most common themes included:



## RENEWABLE ENERGY (L)

- Renewable energy (CPS/SAWS)

## INFORMATION TECHNOLOGIES (I, E)

- Digital security, Structured program between Economic Development Council (EDC) and program developers
- IT certifications/knowledge
- Embedding IT and soft skills

## SCIENCE TECHNOLOGY ENGINEERING AND MATH (STEM) (I, E, L)

- More research opportunities for STEM students,
- Healthcare/robotics
- Work with industry leaders to identify areas of need e.g. biotech
- Expanding science degrees/certifications to keep up with growth
- Health programs continue to reach out to community to gain knowledge,

## ACCREDITATION (L)

Northeast Lakeview College is limited in program offerings while it completes the accreditation process. However the community does see a need for

## CERTIFICATE PROGRAMS

- Welding –automotive
- Advanced manufacturing
- Skilled labor trades
- Emphasize cross-curricular skills, e.g. Reading/writing/math across the curriculum.

Additionally, Northeast Lakeview College needs to “do its homework” and continue to research what the next emerging trends will be

- Forecast and stay ahead to keep up with market demands (L)
- Go Green - awareness, (L)
- What is emerging today might not be emerging tomorrow. (L)
- Use this data to be careful with investments (L)

**ACCREDITATION is key here. Northeast Lakeview College is continuing along the accreditation journey and for most of this process is limited on the degrees that it can offer.**

**What additional recommendations do you have that will enable NLC to respond to the future needs of the community? (Only asked at first sessions with Schertz Chamber attendees)**

- Engage in more Community events (this is addressed in detail on question #2)
- Advisory Board (this has been established)/several attendees have indicated their interest
- Scholarships (this is also addressed on question #2)

## APPENDICES

### WHAT VALUE DOES NORTHEAST LAKEVIEW COLLEGE OFFER THE COMMUNITY

The college was built in partnership with its communities after years of appeals from the citizens of the area to have options for the students and access to higher education in this part of town. With the community and through

the passage of the 2005 bond, this became a reality and now we are trying to offer degrees and programs to help students in this area get a college degree and be successful in the workforce.

### IN ORDER TO BETTER SERVE THE COMMUNITY, HOW CAN NLC IMPROVE ITS PROGRAMS AND SERVICES?

We will continue to have listening sessions (3 sessions scheduled for 2015) for community to have input and host student forums (one each Fall and Spring semesters) to hear concerns/address issues of students.

Getting candidacy will be the first priority and then offering all the classes the students want to complete their degree.

Our ultimate goal is to have all students graduate with the general education competencies and be hired with vast knowledge in their specialties.

### What can NLC do to increase awareness of its programs to reach currently underserved individuals and entities of the community?

While NLC currently does have a small community presence, NLC will continue to enhance its visibility in the community by participating in more community events.

NLC currently markets to its service area through print ads, high school news outlets/sporting programs, social media, local community papers and more. We will continue

our marketing efforts and develop new advertising campaigns.

Our Career Services/Job Placement Office will work with local businesses to create partnerships with all the business in the community and have internship created so that NLC can go into the workforce.

### What can NLC do to meet the future needs of the community's emerging industries and occupational areas over the five years?

We will create new programs and degrees that the community feels are needed in the community. The addition of new or duplicated workforce education programs

requires a documented approval process in the Alamo Colleges and submission to the Texas Higher Education Coordinating Board for approval. The process is designed to ensure all

of the Alamo Colleges meet the demands of the communities they serve and needs of their students. The process of adding new or

duplicated workforce programs is approximately 6 months

**What additional recommendations do you have that will enable NLC to respond to the future needs of the community? (Only asked at first sessions with Schertz Chamber attendees)**

Have more community involvement is the way to respond the needs of community. We must work together and stride and help our

students succeed. Without everyone working together, the goal will never be attainable.



If interested in becoming part of the President's Friends of Nighthawks group, please contact Michelle Weldin in the NLC President's Office at 210.486.5484 or mweldin1@alamo.edu