Focusing on the “WHY” to Win a Bond Election

Presenters:
DCCCD Board of Trustees
Vice Chair Wesley Jameson & Trustee Monica Lira Bravo
Executive Vice Chancellor Justin Lonon
Dallas County Community Colleges

• We have 7 campuses with class offerings at more than 16 unique locations around the metroplex.

• Students can attend multiples campuses, in fact, 21% of our students go to more than one college.
DCCCD Snapshot

- Credit Students: **82,952** (Fall 2019)
- Non-Credit: **11,049** (Fall 2019)
- 43 Early College High Schools with ?? ISDs.
- 78% of Dual Credit Enrollment Growth between 2012 and 2018
- 13.1% growth in Fall Enrollment between 2013 and 2018
- 47 Guided Pathways to streamline career paths

By 2030, enrollment is projected to increase to approximately 92K credit students districtwide.

That growth is, in effect, equivalent to the size of a large college!
Assessing the Needs – Why did we Need a Bond?

- Student Needs
- Employee Needs
- Workforce Needs
- Community Needs

Strategic Educational Plan vs Master Plan
Addressing Student Needs

DCCCD students have access to...

...community partner resources such as free DART passes, the North Texas Food Bank and many more!

DCCCD provides...

2nd lowest tuition among Texas’ 50 community colleges

$19 million a year in free tuition scholarships
Addressing Workforce Needs

**Advanced Manufacturing**
workforce is expected to grow up to 18%.
- Source: CareerOneStop

**Early Childhood Education**
workforce is expected to grow up to 24% by 2021.
- Source: CareerOneStop

**Allied Health** professionals constitute 60-65% of the healthcare workforce.
- Source: Texas Society of Allied Health Professionals

**Business Development**
workforce is expected to grow 8.28% by 2021.
- Source: DCCCD Data Depot

**Culinary Arts**
workforce is expected to grow 12.45% by 2021.
- Source: DCCCD Data Depot

**Construction Trade**
companies in Dallas are short 20,000 workers.
- Source: PMI Crane, Dallas Builders Association

**Logistics** makes up the 2nd largest sector in the DFW area employing 409,524 residents as of 2018.
Create a Plan that Aligns with the Mission & Strategic Priorities of DCCCD

**Mission:** To transform lives and communities through higher education and achieving 60x30TX

**Strategic Priorities:**
- Impact Income Disparity
- Integrated Higher Ed Network
- Streamline Navigation
- Primary Provider of Talent Supply Chain
- Create a Diverse & Inclusive High Performing Environment

**Thematic Priorities:**
- Student Success
- Employee Success
- Community Engagement
- Institutional Effectiveness
Determining Our Priorities by Developing an Intentional Bond Strategy.

- Industry-aligned workforce projects and programs
- Student-related instruction and success programs
- Dallas Education and Innovation Hub

$1.1 BILLION
Dallas County Community College adopted a 2018 tax rate equal to the effective tax rate of $0.116414 per $100 of value, the tax rate did not increase.

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Dallas continues to have the 37th lowest tax rate among the 50 community college systems in Texas.

Impact on Taxpayers

DCCCD has the 2nd lowest tuition rate among Texas' 50 community colleges.

$0 increase in taxes!
Build a Foundation of Support

### Stakeholders
- Board of Trustees
- Community Leaders
- Citizen Advocacy Groups
- Employees
- Students

### Incentives & Benefits
- Visibility
- Address Student Barriers
- Increase Workforce Skills
- Engage Community
- Develop Partnerships

Largest Provider of Undergraduate Education with over 180,000 credit and continuing education students attending annually.

Contribute $204.1M to Local Dallas County Economy through payroll and operations spending.
Organize and Plan – Sharing the WHY

<table>
<thead>
<tr>
<th>Marketing Campaign</th>
<th>Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Tell your WHY Stories</td>
<td>• Trustees</td>
</tr>
<tr>
<td>• Share the FACTS</td>
<td>• Community Partners</td>
</tr>
<tr>
<td>• Use MULTIPLE Channels of Communication</td>
<td>• Dallas Regional Chamber</td>
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<td></td>
<td>• Dallas Citizen’s Council</td>
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www.dcccd.edu/bond

DCCCD serves...

...more than 80,000 credits and 20,000 continuing education students each semester and that number is continuing to grow!
Developing a Marketing Campaign Alongside the Bond Election

TREAT YOURSELF TO HIGHER WAGES

DCCCD's seven award-winning colleges are close to home and offer the lowest college tuition in Dallas County.

$43/hr Computer Systems Analysts*

$36.33/hr Dental Hygienists*

$34.97/hr Web Developers*

$42.61/hr Construction Managers**

$35.80/hr Logisticians*

Education That Works.

DCCCD Insights

Advanced Manufacturing workforce is expected to grow up to 18%.

Source: CareerOneStop
Coalition of Support

Dallas Regional Chamber
• Fact Finding
• Polling
• Community’s Position

Dallas Citizens’ Council
• Strong Brand Equity
• High Confidence of Favorability
• Raised Less Money

Concerns
• Voter Fatigue
• 2004 Bonds – 15 Years ago
• Organized Opposition
Winning the Bond Election by Telling Our Story

Our story resonated with the Dallas community and the $1.1 Billion Bond Election passed with over 70% of our community voting for it.

<table>
<thead>
<tr>
<th>Choice</th>
<th>Votes</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>For</td>
<td>88,044</td>
<td>71.46%</td>
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<tr>
<td>Against</td>
<td>35,162</td>
<td>28.54%</td>
</tr>
<tr>
<td>Total</td>
<td>123,206</td>
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* As of 5/6/19
Career Connected Learning Strategy
Questions from the Audience

Education That Works.

Dallas Community Colleges

#ACCT2019