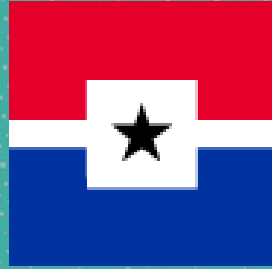


CELEBRATING 50 YEARS

# PAST IS PROLOGUE

BUILDING A BRIDGE TO THE FUTURE



Dallas County  
Community College District

## 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

ACCT  
LEADERSHIP  
CONGRESS

#ACCT2019





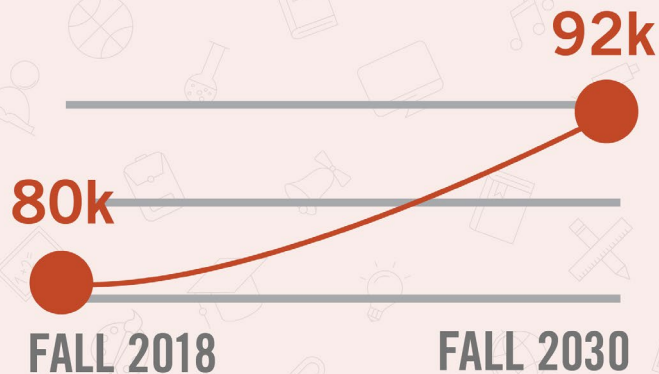
# Dallas County Community Colleges

- 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.



# DCCCCD Snapshot

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!

- 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



# 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!



2nd lowest tuition among Texas' 50 community colleges

DCCCD provides...



\$19 million a year in free tuition scholarships

## DCCCD Insights



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

Source: CareerOneStop

# Addressing Workforce Needs

## DCCCD Insights



**Early Childhood Education** workforce is expected to grow up to 24% by 2021.

Source: CareerOneStop

## DCCCD Insights



**Allied Health** professionals constitute 60-65% of the healthcare workforce.

Source: Texas Society of Allied Health Professions

## DCCCD Insights



**Business Development** workforce is expected to grow 8.28% by 2021.

Source: DCCCD Data Depot

## DCCCD Insights



**Culinary Arts** workforce is expected to grow 12.45% by 2021.

Source: DCCCD Data Depot

## DCCCD Insights



**Construction Trade** companies in Dallas are short 20,000 workers.

Source: Phil Crone, Dallas Builders Association

## DCCCD Insights



**Logistics** makes up the 2nd largest sector in the DFW area employing 409,524 residents as of 2018.

Source: Dallas Economic Development Guide, 2017



# 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.



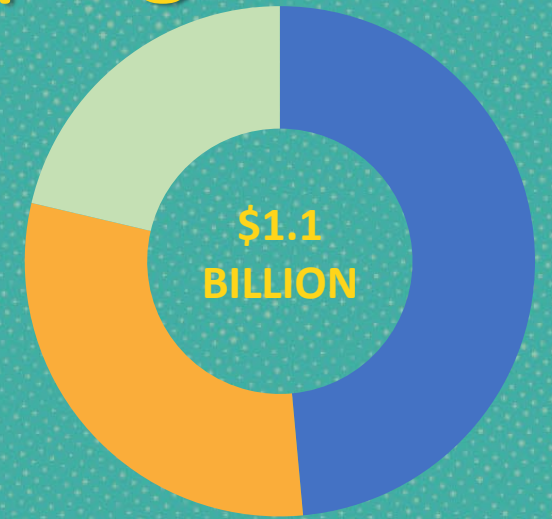
Industry-aligned workforce projects and programs



Student-related instruction and success programs



Dallas Education and Innovation Hub





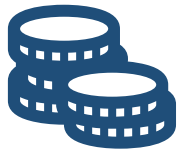
# Impact on Taxpayers



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



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.



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

## DCCCD Bond Election Facts



**\$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

## Marketing Campaign

- Tell your WHY Stories
- Share the FACTS
- Use MULTIPLE Channels of Communication

## Stakeholders

- Trustees
- Community Partners
  - Dallas Regional Chamber
  - Dallas Citizen's Council

DCCCD serves...



...more than 80,000 credits  
and 20,000 continuing education  
students each semester and that  
number is continuing to grow!

[www.dcccd.edu/bond](http://www.dcccd.edu/bond)

Education  
That Works.



# 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.

Median Hourly Wage for Select DCCCD Programs

**\$43/hr**  
Computer Systems  
Analysts\*

**\$42.61/hr**  
Construction  
Managers\*\*

**\$36.33/hr**  
Dental  
Hygienists\*

**\$35.80/hr**  
Logisticians\*

**\$34.97/hr**  
Web Developers\*

\*requires an associate degree  
\*\*may require a bachelor's degree



Dallas County  
Community College District

[dcccd.edu/start](http://dcccd.edu/start)

Education  
That Works.



Dallas  
Community  
Colleges

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



The colleges of DCCCD work to ensure Dallas County is vibrant, growing and economically viable for future generations.

## 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.

## DALLAS CCCD PROPOSITION A\*

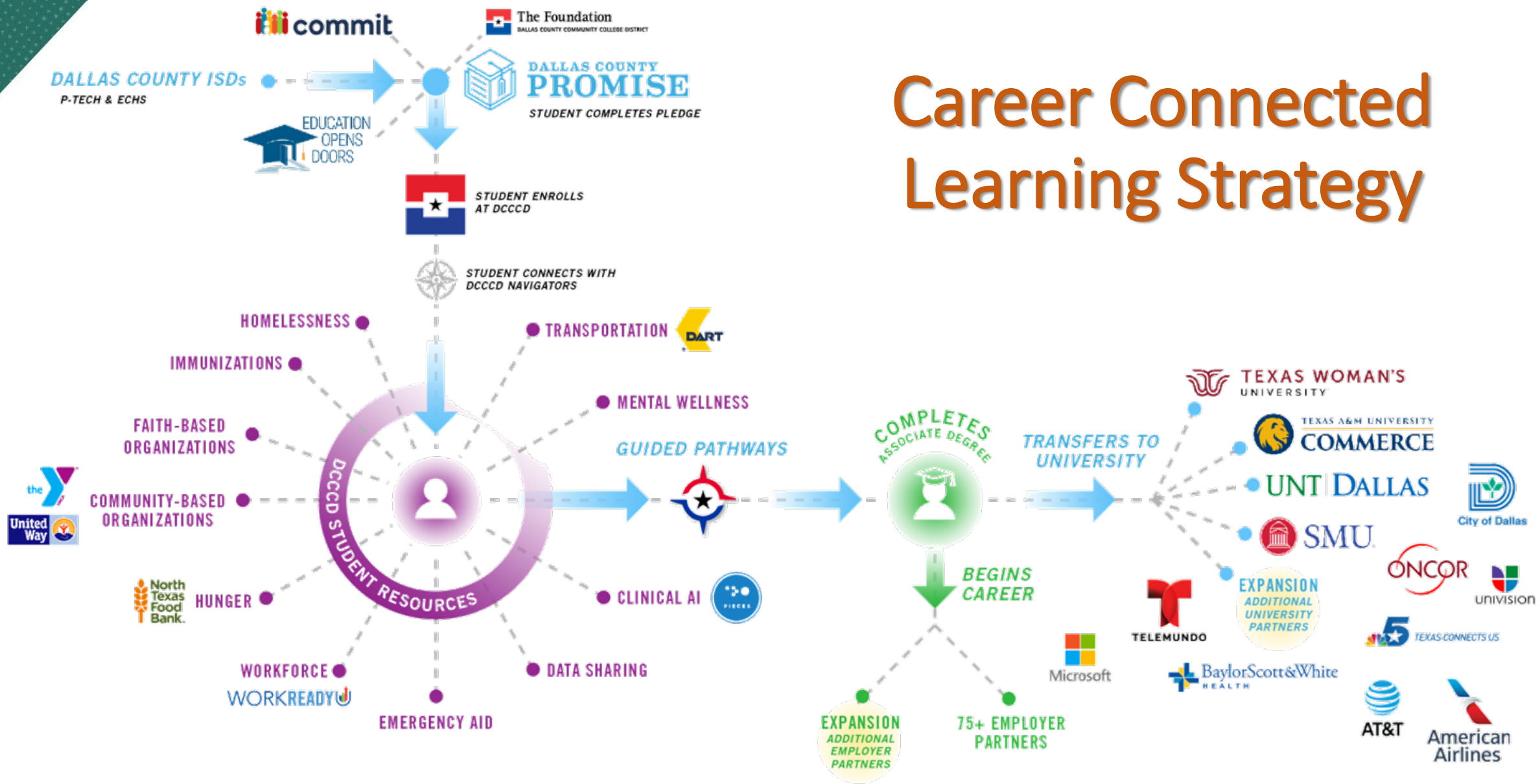
1014 of 1014 Precincts Reporting

Choice	Votes	Percent	
For	88,044	71.46%	<div></div>
Against	35,162	28.54%	<div></div>
Total	123,206		

\* As of 5/6/19



# Career Connected Learning Strategy





# Questions from the Audience



**Education  
That Works.**



**Dallas  
Community  
Colleges**

