



# Dallas County Community College District

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## Office of the Chancellor

TO: DCCCD Board Members

FROM: Dr. Wright L. Lassiter, Jr.

DATE: July 31, 2009

RE: Weekend Memo #153

### HOSTMANSHIP

*Last week I provided some pointers on customer service. In doing research for my presentation to the Visions of Excellence participants next month, I came across a review of the book – Hostmanship – A Leadership Ethic of Personal Responsibility. It is a remarkable little book by two Swedish authors, Jan Gunnarsson and Olle Blohm. I realize that this is a rather lengthy commentary, but I solicit your careful reading of it as it serves as another perspective on the imperative of effective service.*

*The book provides a fresh look at customer service. What is distinctive about this book, as compared to most books on the subject of service, is that this is not primarily about strategies and tactics. It is about the attitude that we bring. This attitude is captured in a quote from the Danish philosopher Soren Kierkegaard.*

*If we wish to succeed in helping someone reach a particular goal we must first find out where he is now and start from there.*

*If we cannot do this, merely delude ourselves into believing that we can help others.*

*Before we can help someone, we must know more than he does, but most of all, we must understand what he understands.*

*If we cannot do that, our knowing more will not help.*

*If we nonetheless wish to show how much we know, it is only because we are vain and arrogant, and our true goal is to be admired, not to help others.*

*All genuine helpfulness starts with humility before we wish to help, so we must understand that helping is not a wish to dominate but a wish to serve.*

*If we cannot do this, neither can we help anyone.*

*Hostmanship is about the source of loyal customers. It is a relationship that is established between an organization and the people who benefit from that organization*

*- in our case a higher education institution. It is about making people feel welcome. The authors recommend stopping using the term customer and instead call them guests. They assert that customers buy things, guests come and should be made to feel welcome.*

*They use the example of a restaurant and cite those things that make them feel welcome. Information - design - cleanliness - safety - greeting - attention - friendliness - listening - speed - price. In this section they make the point that all those things affect them before they have eaten anything. Could not the same be said of those who come to study and work in the DCCCD?*

*The difference that is created with Hostmanship is that the heart of a business is an attitude about you. It starts with the leader and the employees, and then that attitude gets translated to the "guests."*

*Hostmanship is about giving. It's about sharing a part of yourself and your knowledge. Never forgetting that people who have contacted you are an extension of yourself. It's about understanding that, at that moment, you are an important part of the life of that individual. Not only because you have the answer to their questions, you are also the person that individual has chosen to turn to.*

*Hostmanship is an art. The host is an artist. When a guest appears at the door (or desk or counter), that person stands before you with his/her entire history in tow. What you see is not just a person, but also a life's worth of experience. Each meeting is different.*

*Because it is different, it means that we must look at each interaction as not the same as the one before it. But as the one that is taking place right now. When we treat people as guests, they cease to be customers, market segments, or bottom-line fulfillment opportunities. They are not the next appointment, the next interruption, the next distraction. They are people. They are not abstract objects that we just deal with. They are people who have real lives and real needs, and they've come to us to have at least one of those needs met.*

*In the little book they address these elements of the service equation: The big picture; dialogue; responsibility; criticism; consideration and knowledge.*

*A line or two about responsibility may be instructive for us. Responsibility is the initiative we take to meet the needs of our guests. It is not simply doing what is required by the job description, but being responsible for the organization's care of the "guest."*

*Assuming responsibility means seeing your work with the guest's eyes. What's expected of you? What does your guest need? How can you help ensure that the guest benefits from what you do? In short, are you taking responsibility for the success of your guest?*

*Lying behind responsibility is a commitment, or as the authors put it a promise. The*

*promise can be anything, but it is what you say you will provide to your guest.*

*Hostmanship is born in caring and kindness towards others. It is not a weak or passive approach to leadership. Rather it is the most difficult type of leadership there is. It is the attitude and the character that precedes servant leadership. It is the leadership of personal responsibility. It is my taking responsibility for my actions in relation to my guest and the environment that my guest finds them in when they come to me for service. It is the leadership of the whole person realized through their function, in their organization, for their destination and nation.*

*I am suggesting that you may wish to acquire a copy of this little book. As we face a significant surge in enrollment for the fall semester, and perhaps for the foreseeable future, the utilization of these principles will make not only a business difference, but also a personal one that will bring great satisfaction and happiness. Just search under the name of the book or the authors.*

### **North Lake College**

*Our community* – North Lake College participated in a college fair hosted by Girls Incorporated of Metropolitan Dallas. During the inaugural event, Lesly Castillo of the college educational partnerships visited with prospective students about college prep strategies and provided information about program options at the college. More than 240 girls attended.

*Our employees and community* – On July 15th, the North Lake College South Campus hosted the Greater Irving Las Colinas Chamber of Commerce Economic Development team. The 10 members met to discuss plans for the 2009-2010 year and set project priorities. Keith Murray, director of the business resource center at the South Campus, participated in the half-day planning retreat.

*Our students* – Ten of the top students from the North Lake College TRiO Upward Bound Program have been chosen to attend the *Texas Association of Student Special Services Program Student Leadership Conference* at Texas State University in San Marcos, Texas. The students will stay in the college dorms and meet other TRiO Upward Bound students from Texas. The conference is July 27th-29th.

### **El Centro College**

Sondra Flemming, vice president for health and economic development, attended the Oxford Round Table on “Women in the Academy: Prospects and Promises” at Harris Manchester College, Oxford, England, from July 12th-July 17th, 2009. Thirty individuals were invited to attend. Approximately 20 papers were presented on women’s issues in working in the academy including leadership, tenure and promotion, pay, gender equity and discrimination. Sondra served as a group discussion leader.

Last Friday, July 24th, well over 200 individuals attended the second (of three) El Centro College new-student orientation session in preparation for the fall semester. During the day at the college’s downtown campus, students and parents enjoyed workshops on student services and how to navigate eConnect in the registration process. They also were treated to a free lunch with college faculty, staff and administrators. Breakout sessions followed on a variety of vocational programs plus information about financial aid and other subjects. The college’s third and last fall orientation program is scheduled for August 14th. With each succeeding orientation, the college’s new program to encourage enrollment and retention is catching hold and proving popular for students.

El Centro College sent six members of the college's Honing Outcomes and Learning Assessment Committee (Dr. Micheal Jackson, Dr. Karen Laljiani, Glenda Easter, Allison Shaskan, Linda Baker, and Joe Martinez) to the *SACS-COC Quality Enhancement Institute* in Houston this week. The team was coached in learning outcomes assessment and quality enhancement planning by experts in the field and given guidance by the president and vice-presidents of SACS.

Soccoro Franco, El Centro College student, placed third in the recent "Fashion Group International Garment Competition" in the casual clothing category. Her entry was recognized at the *Dallas Fashion Group International's 41st Annual Career Day*.

### **Brookhaven College**

Three editors for the *Brookhaven Courier* student newspaper - Kristin McKenzie, editor in chief; Shaunte Allen and Will Lawrence, layout editors - along with Larie Engles, student newspaper advisor, attended the *Associated Collegiate Press Summer Workshop* in Minneapolis, Minn., July 22-25th. Each student took short courses on Thursday in newsroom management for editors, print newspaper design and web site management. Friday and Saturday they attended breakout sessions and heard keynote speakers from employees of a daily newspaper in Minneapolis. The workshop took place on the University of Minnesota campus.

"*Choices Leadership Upward Bound*," a college preparatory program for high school students funded by the U.S. Department of Education, recently completed another successful six-week summer enrichment program at Brookhaven College. Richard D. McCrary, interim president, had the opportunity to speak with the students who attended classes in biology, chemistry, English, Spanish, geometry, algebra, leadership training, cultural awareness and career development. Students in the program were from Thomas Jefferson and North Dallas high schools and traveled to Atlanta, Georgia, for college tour.

Carrie Schweitzer, assistant to the president, took part in some professional development that served to refresh her creativity and help under-represented students prepare their college essays. She served as a writing coach, July 16th-19th, at College Summit's summer program for rising high school seniors at Regis University at Denver, Colorado. College Summit is a national nonprofit organization that partners with schools and districts to strengthen college-going culture and increase college enrollment rates so that all students graduate career and college-ready. The programs, held on college campuses throughout the summer, give students a step up on college preparation through college counseling and financial aid sessions and intensive preparation of their application essays.

Sandy Wyche, executive dean, business studies division, attended the *National Conference for Student Recruitment, Marketing and Retention*, sponsored by Noel-Levitz, on July 21st-23rd in San Antonio. The conference focused on strategies, new technologies, and campus programs that attendees can adapt to their own institution. Also from the Business Studies Division, Dr. John Neal, journalism professor, traveled to St. Petersburg, Florida, July 20th-23rd, for a *Multimedia Journalism for College Educators* seminar at the Poynter Institute. The seminar provided hands-on training in the basic tools of multimedia journalism, as well as instruction in the technical resources available and adapting content for different platforms. The training also covered the use of multimedia in the classroom for instruction. Faculty and staff members of the journalism program at the college are hoping to expand the use of video and pod cast in the online version of the *Brookhaven Courier*, the student newspaper.

### **DCCCD Campus High Schools**

Seven students of the **Middle College High School of El Centro College (MCHS)** were named to the college's part-time student honor roll for the spring semester: Michelle Biteng, Kenneth Borgne, Emory Caballero, Cindy Flores, Destiny Jones, D'Oshnie Smith and Heaven Tesfahiwet. MCHS

faculty and Howard Finney, executive dean of the business and public service division, participated in a four-day staff development conference for the MCHS national consortium. The conference focused on strengthening college-high school connections, monitoring student success in college classes and academic mentoring programs.

**Richland Collegiate High School (RCHS)** staff and 40 RCHS senior volunteer peer mentors are making final arrangements for RCHS Duck Camp orientation on August 6th-7th. The student peer mentors met each week throughout the summer to assist in planning the orientation and are also enrolled in an August term peer mediation course. RCHS incoming juniors and their parents will participate in sessions to learn about Richland/RCHS divisions, clubs, organizations, student life, and information on how best to provide family support for new RCHS students. Representatives from 14 college programs and divisions will staff tables on August 6th to share information on their programs and services. Audra Barrett, dean of distance learning, and her team will also train parents and students how to use e-Connect, and Richland College associate deans will be present on August 7th to interact with students and parents on college success techniques for their respective divisions. Taylor Dondlinger, RCHS senior and son of Mary Jo Dondlinger, director of institutional effectiveness, and his band will provide music for the event.

Delinda Mata, principal of the **Early College High School at Mountain View College (ECHS)**, recently announced her resignation. Dr. Rina Davis is currently serving as interim principal. Dr. Davis is a Dallas Independent School District retiree and the founding principal of ECHS.

### Cedar Valley College

Student Success – Cedar Valley College in partnership with Dallas Wholesale Builders Supply, Inc. has been tentatively selected as a potential awardee for a Skills Development Fund grant, pending the outcome of successful negotiations. The grant, in the amount of \$259,000 will provide training that includes LEAN distribution, leadership skills, ESOL, logistics and various Microsoft software applications.

Cedar Valley has secured a partnership with the City of Dallas to provide training for 200 adults in the area of Green Jobs. Weatherization, retrofitting and energy audit technician training are a few of the courses to be offered. The college has also established an agreement to provide training for youth enrolled in the Texas CAN! Academy. This partnership will provide training in automotive, logistics and other technical disciplines.

The Residential Building Performance Technology Program has been accepted as part of the Project SAIL Network. These courses are scheduled for national promotion through the SAIL website within 30 days and will be included in SAIL marketing materials. Project SAIL (Specialty Asynchronous Industry Learning) is a national network sponsored by the League for Innovation promoting access, exchange, and dissemination of specialized industry-driven programs anywhere and anytime for community college students. For information about Project SAIL or to view the listing, go to <http://www.league.org/league/projects/sail/courses.asp>. (See article attached.)

Students participating in the Dallas Museum of Nature Discovery Camp visited the veterinary technology program at Cedar Valley College to experience hands on activities. In addition to demonstrating various animal examination techniques, Dr. Alleice Summers detailed the variety of careers that are available in animal sciences including pet food production, lab work, food animal medicine, large and small vet practices, and specialty medicine. Students were also given information regarding the types of classes they would need in high school to pursue a degree in the field of veterinary medicine.

### **Eastfield College**

Congratulations to Eastfield College's athletics recipients of five out of six *Academic All Americans (AAA)* awards. Jocelyn Wey was named Distinguished AAA and AAA, both in women's soccer. Or Barnea and James Foster were both named AAA in men's tennis, and Clarissa Wilburn was named AAA in women's volleyball. AAA have to maintain a GPA over 3.6 for three or more full-time semesters while participating in college athletics. These awards were awarded by the National Junior College Athletic Association, based in Colorado Springs, Colorado.

The Eastfield College Pleasant Grove Campus' grand opening was featured in an article in the *Dallas Business Journal* on July 28th. Joyce Tsai, staff writer, quoted Dr. Jean Conway, president, as saying the campus is the new center of Pleasant Grove and that both the Southeast Dallas Chamber and the Southeast Dallas Hispanic Chamber want to be part of the center and will have offices in the new building. The article can be viewed at <http://dallas.bizjournals.com/dallas/stories/2009/07/27/daily15.html>. (See article attached.)

Brandon Hernandez, director of access & equity at Eastfield College, recently attended the *33rd annual Summer Institute for Intercultural Communication (SIIC)*, which offers professional development opportunities for people working in education, training, and business and consulting in both international and domestic intercultural contexts. SIIC is one of the premier gatherings of professionals in the field of intercultural communication. The summer institute was held at Reed College in Portland, Oregon. Topics covered included: Understanding Racial and Cultural Identity in America, Understanding and Developing Global Leadership, and Linking Social Justice and Intercultural Communication in the Global Context. Attendees came from across the world from Paris, Senegal, Amsterdam, Australia, Kazakhstan, Switzerland and China, as well as from colleges and universities from across the United States.

Eastfield College hosted the Mesquite Chamber's July Business Round-Up meetings on July 15th and July 29th. Over 100 business owners and community leaders participated in the monthly networking activity at the new learning center. The following college staff hosted the meetings: Patsy Caropresi, career services; Beth Sather, Janet Loper and Mary Ann Fitzsimmons, continuing education, and Amy McDonald and Sharon Cook, college communications and community outreach.

### **Mountain View College**

The Upward Bound (UB) Program at Mountain View College hosted an awards banquet at CityPlace Conference Center in Dallas. Approximately 140 students and guests attended the event. Felix A. Zamora, president, addressed those in attendance, praising the efforts and accomplishments of UB administrators, teachers, and students. The program at the college is under the direction of Dr. Robert B. Lee. Upward Bound is a national academic success program which provides assistance and services to low-income and first-generation students.

Organizations from across Texas and from as far away as California are assembled at Mountain View College for the *"Folklorico Leadership Institute Summer Workshop."* The event began on Wednesday, July 27th, and will conclude on Saturday, August 1st. Just a few of the community groups and higher education institutions represented at the event include the University of Texas Permian Basin Ballet Folklorico; Texas A&M University Ballet Folklorico Celestial; California State University Fullerton; and Texas Woman's University. Some of the special guest instructors for the event include Miguel Angel Salazar Valdez from the Universidad Autonoma de Choahuila in Mexico; Sam Cortez, director of the Mexican Dance Ensemble of Chicago; Isidro Salas, director of Compania Alegria Mexicana of Houston; and Silvia Lozano of the Ballet Folklorico Nacional de Mexico. The public is invited to the

closing student recital on August 1st at 7:00 p.m. in the college's performance hall. The mission of The Folklorico Leadership Institute is to enhance the development of Hispanic youth through the power of dance, culture, and community.

Peter Agbafé, a part-time librarian at Mountain View College who works full-time for the Dallas Public Library, was recently recognized by the City of Dallas for his commitment to customer service. Agbafé, who has worked at the college for more than nine years, was invited to a special ceremony at Dallas City Hall where his name was placed on the Dallas City Wall of Honor.

The Mountain View College Professional Support Staff Association Staff Development Committee held an information session regarding "Better Understanding Business Office Processes and Procedures" on Thursday, July 27th. The session provided assistance to all employees regarding where to find web-based information pertaining to business office guidelines and procedures, as well as a general overview of check requests, blanket purchase orders, petty cash, contracts and professional leave for travel, and much more.

### **Richland College**

*Sustainable Community Building* – Richland College is finalizing plans for its 2009 Fall Convocation, *LEEDING the Way to Our \*GREEN\*Richland Commons for Sustainable Community Building -- \*Greening Richland through the Equity-Economy-Environment Nexus\**, on August 18th. Convocation is a special opportunity for the college faculty and staff to gather and renew shared commitment to student learning success and the college's vision *to be the best place we can be to learn, teach, and build sustainable local and world community* and to celebrate employee success in teaching and service excellence. Topics of emphasis this year will be: Student Learning Success; \*GREEN\*Richland Commons for Sustainable Local and World Community Building; AASHE STARS Measurement and Tracking System; and Bond Project Construction Updates.

*Student Success* – Richland College has a "Thunderduck" in the White House! Keome Rowe, former student, is serving in the White House Office of Public Liaison and Intergovernmental Affairs. During his studies as a first-generation college student at the college from 2004 to 2008 and a LeCroy Scholar, Keome had a history of success as he was inducted into Phi Theta Kappa (PTK) in April 2005 and served as PTK Texas District II Vice President in 2007-2008. He transferred to TCU on full scholarship, and has also served as an intern for U.S. Senator Kay Bailey Hutchinson.

*Employee Success* – Congratulations to Anson Ngo, HVAC technician, on being named Richland College Facilities Services "Employee of the Quarter" for June-August 2009. Selected by his colleagues, Anson has demonstrated outstanding ability in supporting major maintenance equipment on campus and is responsible for the early morning shift, which includes starting up cooling and heating equipment and campus-wide lighting. Anson has worked at the college since 1999 and is responsible for responding to campus-wide HVAC emergency maintenance calls. He is a native of China, was raised in Vietnam, and has a niece who attends the college.

*Institutional Effectiveness* – Richland College Office of Planning and Research for Institutional Effectiveness (OPRIE) staff are currently working with college councils to gather input for the college's 2009-2010 Strategic Planning Retreat, August 13th-14th. Various councils are providing input for the college's institutional measurement system and are participating in an electronic SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. Next year OPRIE will extend the SWOT analysis to include college-wide participation.

### **LeCroy Center**

The DFW Metroplex Technology Business Council has just announced that the Military Program of the Dallas TeleCollege is a finalist in the Tech Titan of the Future award category for the 2009 Tech Titans Awards. Winners will be announced August 28th at the awards gala in Richardson.