



Dallas County Community College District

Office of the Chancellor

TO: DCCCD Board Members

FROM: Dr. Wright L. Lassiter, Jr.

DATE: October 16, 2009

RE: Weekend Memo #164

BUSINESS AS USUAL NO LONGER WORKS

Price Pritchett and Ron Pound are two prolific writers of business handbooks and training keynotes. During my tenure at El Centro we purchased several of their handbooks for training purposes. I recently thumbed through their Handbook for Managing and Supervising Organizational Change and thought that a short abstract might be useful for broad consideration and study in the DCCCD.

The monograph lists twenty-seven guidelines for addressing the reality of change. Ponder these quotes from the monograph and they will be followed by the guidelines.

"Change is stressful. Times like these can get on your nerves. But it's during tough times that you have a chance to really grow, and to prove yourself. Here's an opportunity for you to become a corporate hero."

"The company really needs you now. And you will find that times of transition and change provide an opening for you to do some remarkable things with your part of the organization. Usually change is under managed. People up and down the chain of command are frequently too resistive, too reactive, and too closely tied to their old management habits."

The authors suggest that if their guidelines are followed, one will not fall into the old tried and true traps. They say, "Here's how to manage change, instead of letting it manage you."

- *Be a change agent.*
- *Don't give away your power.*
- *Keep a positive attitude.*

- *Give your troops clear-cut marching orders.*
- *Focus on short-range objectives.*
- *Establish clear priorities.*
- *Nail down each person's job.*
- *Promise change – and sell it (carefully).*
- *Get resistance to change out in the open.*
- *Raise the bar.*
- *Motivate to the hilt.*
- *Encourage risk-taking and initiative.*
- *Don't try to cover all the bases yourself.*
- *Create a supportive work environment.*
- *"Ride close herd" on transition and change.*
- *Rebuild morale.*
- *Provide additional job know-how.*
- *Pass out more "psychological paychecks."*
- *"Beef up" communication efforts.*
- *Go looking for bad news.*
- *Protect quality and customer service.*
- *Re-recruit your good people.*
- *Take care of the "me" issues in a hurry.*
- *Play the role of managerial therapist.*
- *Reduce the level of job stress.*
- *Be supportive of higher management.*
- *Be more than a manager or a supervisor . . . be a LEADER.*

At each of the colleges and service installations, change is underway at multiple levels. I found this monograph helpful because it is not directed just to leaders, but to all organizational members. As you have noted in my columns – leadership takes place at all levels within this large organization.

For those wishing to obtain copies of the monograph, orders can be placed by phone: 800/992-5922 or online: www.pritchett.net.

It is a most useful tool that I highly recommend.

District Administrative Offices

October is National Cyber Security Awareness Month and the DCCCD began the month with Chancellor Lassiter issuing a Proclamation encouraging all of us to take time this month to learn how to be more conscientious in our technology pursuits. Sandi Newton, chief information privacy and security officer (IPSO), and the location IPSO contacts have offered programs and daily cyber tips to spread the word. The District Service Center (DSC) has had brown bag lunch sessions on securing network, e-mail and thumb drive security. A special October Halloween treat has been "Tales from the Cyber Crypt" contributed by DSC staff.

Mountain View College

The campus community and general public can currently view a thought-provoking on-campus exhibit at Mountain View College entitled “The Art of Chemistry.” The goal of the exhibit, which was conceived and constructed by the college chemistry students, is to take resources viewed as trash and find new uses for them. The exhibit stresses sustainability: the capability of something or a process being continued with minimal long-term effects to the environment. Through their efforts, the students hope to contribute to the sustainability of our planet in a small way. The students created the exhibit under the direction of Jesse Fox, instructor, with assistance from David Kirkland, art gallery coordinator. The exhibit is available for public viewing through October 20th and is located on the upper bridge of the Science and Allied Health building.

Dr. José Angel Gutiérrez, a professor at the University of Texas at Arlington and co-founder of La Raza Unida political party, delivered a stirring lecture at Mountain View College on Monday, October 12th. Dr. Gutiérrez was a leading Chicano activist and political leader in Texas in the 1960s and 1970s, and today he continues to play a vital role in raising public consciousness about Chicano civil rights issues and educational attainment for all. During his presentation, he shared historical perspectives regarding the Día de la Raza while also inspiring students to embrace culture and heritage by learning history.

As part of the Mountain View College Concert Series 2009-2010, the music department sponsored a performance by the “Latinum Duet,” composed of Victor Soto (piano) and Isaac Casal (cello), longtime college music instructors. The program included various styles of classical repertoire with an emphasis on compositions by Spanish and South American composers. The duet was founded in 2005 by Casal and Soto to promote classical music through education and entertainment.

Results from the super recycling day at Mountain View College on Saturday, August 29th, have been tabulated, and the numbers are impressive. A total of 45,016 pounds of recyclables were delivered to campus by more than 300 contributors. Officials from the City of Dallas sanitation services stated that the event was a “spectacular success” and that super recycling day at the college will likely become an annual event. The event was held in collaboration with the City of Dallas to kick-off the college’s “Go Green Campaign” for the 2009-2010 academic year. A team of more than 40 volunteers, composed of staff and faculty from the college, Early College High School students, Student Government Association members, and Phi Theta Kappa members from throughout the District, donated their time and efforts to ensure the event’s success.

North Lake College

Our employees, our community – Dr. Herlinda Glasscock, North Lake College president, was invited to be the guest speaker for the Latinos Stand Up Parent Organization, which is affiliated with Nimitz High School in Irving. Dr. Glasscock shared her story as a daughter of immigrants, talked about the benefits and challenges of being bilingual, and gave advice about helping our children succeed in school. She emphasized the importance of a college education. She was joined by other key college staff as part of the presentation. Marissa Kirk provided information about the dual credit program. Lesly Castillo informed the audience about services available at the Go Center located at Nimitz. She was joined by Diana de Alva, one of our G-Force students, who spoke about her work at Nimitz. Maria Delgado imparted information about the TRiO Student Support Services and Rising Star programs. Dean Lynda Edwards and Guy Melton, Upward Bound director, were there to give their support.

Our students – The North Lake College chapter of Psi Beta, the psychology honor society, inducted 25 new members on Saturday, October 10th during a ceremony for students, family, staff, and community members. Dr. Enrique Otero, psychology faculty and advisor for the college chapter, hosted the event. Dr. Otero shared some very special insights on authenticity from a personal vantage point as he recalled some of the important lessons his father taught him. One of those lessons was to excel and to give yourself completely to those things that matter most.

Our community – As part of its Government Leadership Seminar series, North Lake College was host to Jeff Bindford, regional director for Wyndham Worldwide, on Friday, October 9th. Bindford spoke about his life experiences in the hotel industry, and how being involved in the community he serves has helped him to be a better manager. Dr. Gabriel Bach, government faculty, serves as faculty advisor and host for the lecture series.

Our students – On October 14th, the North Lake College Office of Student Life sponsored a “Donut Social” for students. The event provided an opportunity for students to snack, socialize and obtain information about student clubs and organizations.

Richland College

Sustainable Community Building – “Social equity and justice” – In celebration of Hispanic Heritage Month, Richland College hosted three prominent Latina legal scholars on October 13th to comment on the historic appointment of Justice Sonia Sotomayor to the U.S. Supreme Court. Judge Lena Levario, presiding judge of the 204th Criminal District Court of Dallas County; Judge Dennise Garcia, presiding judge of the 303rd State District (Family) Court in Dallas County; and Rosa Orenstein, bankruptcy attorney, member of the Bar Association of the Fifth Federal Circuit and Precinct Chair and Election Judge in her voting precinct, participated in the discussion with students and faculty.

Student Success – Congratulations to Terry Linwood, Richland College graduate and former employee of the Richland Skills Training Center, who is currently the reigning champion on “Jeopardy,” the television quiz show, where in three days he amassed winnings of almost \$50,000. Terry is currently an employee at the Half-Price Bookstore in Plano.

Employee Success – Congratulations to Noeli Biggs, Richland College international programs coordinator, who was recently inducted into the DFW International Hall of Fame, which is designed to recognize prominent North Texas individuals and organizations who have significantly impacted our communities and have demonstrated dedication to empowering New Americans and minorities, courageous thinking, hard work, innovation, and motivating leadership. Her passion is to promote international social development by cultural understanding with a strong commitment to peace, human rights, women’s empowerment, and global sustainability. She also works with the Dallas Saratov Sister Cities project and won the 2008 Earl Eames Award in 2008.

Institutional Effectiveness – A visiting team from the Steelcase Corporation Division of Research and Product Development and BKM Total Office of Texas visited Richland College on October 14th to explore a partnership that will include ethnographic study of student engagement and retention in learn labs, as well as student engagement in the science corner, laboratories, and informal study areas in the college’s new science building. The 10-member team met with Dr. Kay Eggleston, acting president; Fonda Vera, executive dean of institutional research; Audra Barrett, interim executive dean of ACCESS/Distance Learning/Learn Labs; and Janet James, executive assistant to the president, to

discuss opportunities for student focus group interaction and benchmarking of national trend data in student engagement and learning outcomes through use of learn lab instructional delivery features.

El Centro College

Sondra Flemming was elected secretary of the Texas Society of Allied Health Professions (TSAHP) at their annual conference in September. The TSAHP is a professional organization dedicated to enhancing and promoting education, research, and clinical practice of allied health professional within the state. TSAHP provides a vital forum in which allied health educators and practitioners can address and act on mutual concerns.

El Centro College was host to the *22nd Annual National Network of Health Career Programs in Two Year Colleges (NN2)* annual meeting. NN2 represents program directors and deans of community and technical colleges that offer healthcare programs. The 4-day event was held at the Fairmont Hotel in downtown Dallas. Sondra Flemming and LaCheeta McPherson were co-chairs of the conference. Numerous people in the health and legal studies division, as well as media and IT from the college supported and planned the event. Dr. Lassiter and Dr. McCarthy both welcomed the attendees who represented over 60 community colleges across the country. The primary keynote speaker of the event was Dr. Marcia Brand, deputy administrator for health resources and services administration. Other speakers included a panel on programmatic accreditation. Commission on the Accreditation of Allied Health Education Programs, National Accrediting Agency for Clinical Laboratory Sciences and the Joint Review Committee on Education in Radiologic Technology were represented. Eighteen medical education vendors/companies displayed their products. The highlights of the evening events included a reception at the City Club, Taste of Texas at the Old Red Museum/Courthouse, and an evening of barbeque at Eddie Dean's Ranch. The last day of the conference featured tours and technology of the Center for Allied Health and Nursing.

On October 10th, President Paul McCarthy attended and provided certificates to the optical training students at Hope in Salvation (H.I.S.) Bridgebuilders. Bridgebuilders is one of El Centro College's most recent partners. H.I.S. BridgeBuilders is a faith-based, non-profit organization that has an extensive history of serving low-income communities in Dallas by providing services that meet practical needs in a way that empowers individuals and families toward self-sufficiency. They seek to accomplish their mission through five integrated program areas: education, employment training, medical care, economic development, and spiritual development.

Tuesday, October 13th, turned out to be a big day at El Centro College. Beginning at 11:00 a.m., the college celebrated Día de la Raza, which means Day of the People. Led by Fela Alfaro, executive dean, Freddy Rodriguez, advisor, a group of enthusiastic faculty, staff and students of the college met in the performance hall for a variety of historical perspectives, flamenco and music of the Andes. Immediately following, the group moved to the student center to enjoy lunch and a blend of African and Latino sounds presented by Carlos Guedes & Company. As Dean Alfaro pointed out, "Our celebration emphasized our indigenous, European and African roots as well as others leading to the birth of the people of the Americas. We are one race, ethnically diverse, but one race!" The day's festivities served to affirm her inspirational description of the college version of Día de la Raza. It was truly a Day of the People.

DCCCD Campus High Schools

More than thirty freshmen, thirty juniors and all sophomores attending the **Early College High School at Mountain View College** participated in a Pre-SAT exam on Wednesday, October 14th. In

addition to gaining valuable exposure to the exam, the students' participation also helps some to qualify for National Merit Scholarship funds in the future.

All **Richland Collegiate High School (RCHS)** juniors will take the PSAT test on Saturday, October 17th. These RCHS students are currently enrolled in PSAT/SAT preparation classes as a required support lab to learn testing strategies and techniques to help them achieve higher test scores.

Middle College High School (MCHS) of El Centro College sophomores and juniors took the PSAT on Wednesday, October 14th; Glenn Borgne, MCHS junior, was elected Historian of the college Chapter of Phi Theta Kappa, the international honor society for two-year colleges, and Eric Markinson, MCHS principal, on September 19th hosted a coffee for parents, students and staff to informally talk about the first two months of school in an open forum.

Bret Bretstein, instructional coach with the Middle College National Consortium, visited the **Middle College High School (MCHS) of El Centro College** to review faculty peer review evaluation programs. Peer review is a key element of the Middle College program of mentoring and supporting staff to improve instruction. MCHS is an organizing member of the Consortium which, with support from the Bill and Melinda Gates Foundation, the Ford Foundation and the W.K. Kellogg Foundation, first developed programs to provide historically underserved students with the opportunity to earn an associates degree or 60 transferable college credits and a high school diploma in a college environment.

Brookhaven College

Students had an opportunity to hear from a broadcast journalist with more than 30 years of experience in Dallas and Houston. Carlos Aguilar spoke to students in the Cultural Studies course, "Mexico: A Cultural Perspective." Aguilar was invited as part of the Hispanic Heritage Club's Heritage Speakers Series. After a career with CBS News and local and regional television news operations in Houston and Dallas, Aguilar has been teaching media literacy and technology to at-risk inner-city high school students in Houston. He shared his personal experience as a Chicano growing up in Texas, especially one who was a native Texan. Aguilar looked at the identity crisis many Hispanics face in deciding how they will identify themselves within our changing communities. Tina Aguilar, humanities and cultural studies professor, teaches the course.

The Texas Skill Standards Board (TSSB) recently recognized two programs at Brookhaven College for industry-standard skills successfully integrated into the curriculum. The Visual Communications Associate of Applied Sciences Degree programs and the Web Design and Development Level 2 Certificate were recognized for the integration of digital media and web development and administration skill standards. The college received \$5,000 and \$1,000 awards. Certificates and degrees from these programs can now include the TSSB seal, documenting that graduates have acquired the skills and knowledge deemed necessary by employers in their field. Lauri Collins, visual communications professor, and Ngoc Truong, instructional designer, ensured completion of all requirements for this recognition.

Virginia Martinez, visiting scholar, has had her first book review published on La Bloga, a web site that focuses on Latino and Chicano literature. She reviewed a novel by Rolando Hinojosa titled "Becky and Her Friends." In addition to teaching English at Brookhaven College, Martinez is a contemporary American writer of Mexican descent, born in Allende, Nuevo Leon, Mexico. She is working on her first novel on the romanticizing of the American Dream from the perspective of Mexican-Americans who have lived in the U.S. for generations and Mexican immigrants who must navigate between the

cultural values of their birthplace and their adopted home. The full review is available online at www.labloga.blogspot.com. (See review attached.)

Brookhaven College welcomed deans from around the district for the first Dean's Summit on October 14th at the Ellison Miles Geotechnology Institute. Sharon Blackman, senior associate vice chancellor of student affairs, coordinated the program. Dozens of deans attended the half-day event which included information about DCCCD initiatives for student retention and Texas Higher Education Coordinating Board programs along with updates regarding career and technical programs, SACS, distance learning and the faculty council. Additional meetings will be held each long semester.

Eastfield College

The Eastfield College Department of Arts, Language, and Literature and the Office of Student Life hosted a series of events in celebration of Hispanic Heritage Week. On Monday, October 6th, Kathy Windrow, professor of art, presented a talk on the history and significance of Dia de los Muertos. On Tuesday, October 7th, the college welcomed students, faculty, and members of the community to a screening of "The Old Gringo," a contemporary film adapted from the Carlos Fuentes novel of the same title. Following the film, Dr. Christopher Conway, professor of Latin American Literature at UTA, delivered the keynote lecture, "Carlos Fuentes and Modern Mexican Identity." Closing the event was a performance by The Mariachi San Luis, who played the film music as well as music from the Mexican Revolution and traditional Mexican ballads.

The National Science Foundation Science Talent Expansion Program (NSF-STEP) at Eastfield College is proud to announce their 2009 scholars: Joshua Bantseev, Rachael Bergman, Stephanie Campos, Tho Do, Jeffin John, Sunita Kharel, Cameron Kramer, Mark Riofta and Aracely Vazquez. The selection of the scholars is based on the students' personal statement, faculty letters of recommendation, grade point average and official transcripts information. NSF-STEP scholars will receive up to \$1,500 dollars in financial support, one-on-one-tutoring, specialized academic advising, and transfer assistance.

Eastfield College's Career Services Office co-sponsored its "Back to School, Back to Work Fall Job Fair" from 10:00 a.m.-2:00 p.m. on October 8th. The event was free and open to students of the college, the Dallas County Community College District, and the general public. Sponsors included the college career services, Volt Workforce Solutions, Annexus Personnel & Business Services, UPS, Federal Aviation Administration Human Resource Management Office, and the Office of State Representative Robert Miklos (District 101). Sponsorship fees paid by employer sponsors will go towards two Career Development Scholarships to be awarded in the spring. There were 38 companies represented by approximately 76 recruiters, and more than 600 job seekers attended.

The Eastfield College library presents "Lone Star and Eagle: German Immigration to Texas," a Humanities Texas exhibit, October 12th-November 9th. During the 1840s, immigrants left their homeland of Germany and their familiar cities of Hesse-Darmstadt, Kurfiessen, Munsterland, Brunswick, Overlausitz, Mecklenbury-Strelitz, Waldeck, Anhalt, and the Wetzlar-Braunfels area to settle in the Lone Star State. After the failed German uprisings of the 1830s and the revolution of 1848, people seeking a better way of life filled with hope and freedom gravitated to the Republic of Texas. Posters promising free passage and land in exchange for assisting with the fight for Texas independence lured many idealistic German immigrants. One such man was John Dunst, the "Paul Revere of Texas," who rode twelve and a half days to warn of Santa Anna's invasion. This thoroughly entertaining exhibit brings to life the journey of the immigrants from their arrival in Indianola, now a ghost town, to their new settlements such as Fredericksburg, New Braunfels, and Sisterdale. Others chose to concentrate in

established towns such as San Antonio, Houston, and Galveston. The German immigrants made profound contributions to the arts and influenced among other things, architecture, music, dance, drama, and religion. The project was made possible in part with a grant from Humanities Texas, the state affiliate of the National Endowment for the Humanities, and the college Student Life Resources.

Cedar Valley College

Student Success – Cedar Valley College along with the Dallas County Community College District will host a series of events with Dr. Eric Gravenberg, who is currently vice president of Merritt College, Oakland, CA, and serves as consultant and national coordinator of the African American Male Initiative for the President’s Roundtable, a national network of African American Community College presidents and CEOs. One of the focuses of Dr. Gravenberg’s research is in the area of the Young Entrepreneurs Academy. Dr. Gravenberg will address students, faculty/staff, parents and community members at the campus on October 22nd-23rd. He will spend time with students discussing “Courageous Leadership” Friday morning and conducting a webinar Friday afternoon. For additional information regarding these events, contact Sonya Spencer at 972.860.8142. (See flyer attached.)

LeCroy Center

Dallas TeleLearning (DTL) National Marketing staff traveled to Detroit this week for the League for Innovation’s annual *Conference on Information Technology (CIT)*. During the event, Valerie Cavazos presented one of our latest projects, The Digital Resource Repository, while Alishia Nelson exhibited our products and held product demonstrations. Attendees also got a chance to see sample DTL products “up close and personal” in the Internet lab, as part of a sponsorship package, and signature mouse pads were provided at each computer station.

David McCoy and Michael Coleman, LeCroy Center Production, spent last week in the Northeast shooting video interviews for the online U.S. Government course. The team started in Cambridge, MA with four interviews at Harvard University, then traveled to Marist College in Poughkeepsie, NY, Columbia University in New York City, and finished the week with two interviews at Ramapo College in New Jersey. Most of the interviews will be incorporated into the thirty mini-documentaries being produced for U.S. and Texas Government, while some are part of the “virtual roundtable” online feature of political science experts.

Kathy McFatter and Kimberly Coleman, STARLINK Marketing, attended the *National College Learning Center Association Conference* in Denver, CO, September 30th-October 2nd. The two presented STARLINK’s new programming schedule to teaching and learning centers nationwide. There was a large group of attendees, and STARLINK received lots of exposure. Kathy and Kimberly also presented at the *Texas Community College Instructional Leadership Conference* in Dallas this week.

Check out the latest article in the *Dallas Observer* by Nic Hernandez, Dallas TeleCollege web writer. Nic writes blogs and articles for several local and national websites and publications. In this piece, “Meet Chucky Sly, Your Favorite Local Rapper’s Favorite Local Rapper,” Nic talks about the latest rappers to hit the Dallas area. The article can be viewed at <http://www.dallasobserver.com/2009-10-02/music/mett-chucky-sly-your-favorite-local-rapper-s-favorite-local-rapper/>. (See article attached.)

Robin Bartoletti, Dallas TeleCollege FAST Team director, was recently published in the *Nurse Educator* (September/October 2009, Volume 34, Issue 5). She co-wrote “Wikis and Blogs: Tools for Online Interaction” with Dr. Jane S. Grassley, RN. Online education requires nursing faculty to learn teaching strategies that encourage students’ interaction with the course content, their peers, the faculty, and the

technology. The Web 2.0 technologies of wikis and blogs can help faculty direct online learning activities that encourage peer support, collaboration, and dialogue.