Shasta College

Student Services Council Meeting
Wednesday, April 1, 2020
9:00 am • Zoom
Minutes

Committee Members Present					
x	Nancy Berkey	x	John Yu	x	Buffy Tanner
x	Sharon Brisolara	x	Sandra Hamilton-Slane	x	Jennifer McCandless
x	Tina Duenas	x	Sue Huizinga		
x	Nadia Elwood	x	Tim Johnston		

District / Division Goals

Goal 1: Increase First-Year Persistence by 2%
Goal 2: Increase Completion Rate by 2%
Goal 3: Increase completion efficiency by 1%
Goal 4: Increase course success by 1%
Goal 5: Improved through-put

Focus Areas: To increase the number of credentials awarded and the number of students transferring to UC/CSU and decrease the number of accumulated units:

- **Improve access from application to registration**
- **Implement Automated Student Education Planning**
- **Expand Shasta Summit early alert**
- **Increase number of ADTs, BA, Certificates, transfer**
- **Promote transfer pathways with K-12 partners**
- **Improve access to existing on-line student support through SARS Zoom and the online orientation.**

1. **Approval of Minutes**
   a) March 4, 2020: Sharon Brisolara moved Tina Duenas seconded to approve the minutes. All approved, Jennifer McCandless, Nancy Berkey and Sue Huizinga abstained.

2. **Discussion Agenda**
   a) COVID 19 / EOC and the provision of services
      a. End-of-year events:
         i. Few events are still being reviewed for postponement and/or cancellation.
         ii. Currently, we are waiting for more guidance on EducationUSA site visit in July.
      b. EOC expressing that staff, faculty and students are expressing struggles with the transition to fewer social interaction due to remote work.
         i. Encouragement is to look into what can be one to provide social interaction for staff, faculty and students.
         ii. Potential ideas include weekly Zoom meetings, or asking if staff and/or faculty are interested in hosting Zoom meetings that cover non-work related topics (e.g. Zoom PE discussions, etc.).
   b) Ocelot Chatbot

a. List of College's contracted with Ocelot: Butte College, College of the Redwoods, College of the Desert, Riverside City College, Porterville College, and Point University in Georgia
b. Ocelot Chatbot has a high usage of around 1.5 Million people while operating within forty-seven (47) States.
c. Chatbot helps provide: repetition and consistency, a resource for under-resourced colleges, promotes student engagement, eliminates an over-abundance of email, students can communicate 24/7/365, and provides support in emergency communications.
d. Language additions:
    i. Ocelot provides additional languages in a package instead of charging per each additional language.
    ii. Ocelot provides Spanish and Simplified Chinese and plans to add Vietnamese and Arabic in 2020.
    iii. Closed Captioning is provided on any imbedded videos.
e. Emergency Situations and Student Interaction:
    i. Welcoming messages can be customized to provide alerts or notices.
f. Analytics, tracking and data retrieval:
    i. Administration login is provided giving access to view how many users are utilizing the Chatbot, as well as the topic questions being asked and the answers being provided and how often.
        1. Included are the Top Click coming from the student when an answer is provided.
    ii. Administration login also provides individual chat transcripts.
    iii. A student can be tracked if a question is asked that implies any type of safety concerns (e.g. bomb threats, etc.).
g. Extra features that are included:
    i. Prepackaged content that can be modified.
        1. Ocelot has a close relationship with the CCCCO to ensure State and Federal updates are being pushed out on time.
        2. Many College's are willing to share customized wording, if requested.
    ii. Adding imbedded videos, some are pre-packaged.
    iii. Chatbot may provide alternative questions depending on the clarity of the question the student provides.
    iv. Chatbot can separate out campus in a multi-campus district.
    v. Chatbot allows a lot of customization.
    vi. Content updates are quick anywhere from twenty-four hours to an hour depending on the need.
        1. Ocelot will provide a Success Manager to work with Shasta College.
    vii. Students can reach out via the Chatbot and the appropriate office may receive an email with the student and Chatbot transcript.
h. IT requirements:
    i. A JavaScript app will be provided to IT and requires a copy/paste of the code into the page(s) that will handle the Chatbot.
i. Costs and proposal:
    i. Please see attachment.
j. Committee Discussion:
    i. Funding:
        1. Due to budget concerns the funding may need to come from different funds.
        2. Rural Technology Grant and certain IT funds may be available; however, the charges are reoccurring and require support from non-one-time funds.

3. The Committee is interested to know the cost savings being provided by the Chatbot and interested if Ocelot or other schools can provide this information.

ii. The Committee liked the target messaging that is provided as well as the consistency in answers. The Chatbot can also be a resource for staff that need a quick answer without having to get in touch with another staff member.

iii. Tim Johnston requested that everyone provide further input via email for further discussion at another meeting.

3. Action Agenda

a) Board Policies / Administrative Procedures – Second Reading – (Postponed due to time limit)

1) AP 5015 Residence Determination
2) AP 5045 Student Records – Challenging Content and Access Log (no BP)
3) AP 5031 Instructional Materials Fee
4) BP 5031 Instructional Materials Fee
5) BP 5030 Fees

b) Board Policies / Administrative Procedures – First Reading

4. Information Items / Other

a) Program Evaluation: Extended Education

1) The evaluation can be seen as needs assessment so as to help inform Center status for the Tehama campus.
2) The evaluation is to encourage further influence of Extended Education with the Annual Area Plan processes.
3) Extended Education has seen success and improvements with:
    1. Payroll workflow and limiting the need to physically go to the Redding Main campus.
    2. Zoom meetings with other campuses to promote professional and on-the-job training.
    3. Expansion of community outreach with local leaders and cohort groups throughout the Tehama county.
    4. Increase in support and student interaction with TRIO, EOPS and STEP-UP.
4) Extended Education has a few areas for improvement, with:
    1. Transportation continuously needs improvement to promote access.
    2. Data and tracking continue to be tricky due to students enrolling within multiples locations. Definition of an Extended Education student can be better defined.
    3. The expansion of support services means that there is going be a higher need for staff support. Potentially moving away from part-time staff and adding more full-time staff; especially for the front line.
        a. Continue to promote discussions about staffing efficiencies.
        b. Currently the Veterans Services in Tehama is staff by a VA Work Study student that will be graduating. Once the new building is built there may be a need to provide more dedicated staff support and services.
    4. High School outreach can be expanded as well as continued messaging.
        a. Positive outcomes are being seen with the New Applicant Outreach program.
        b. More and better data will help with understanding what is being sent out to students. A Survey that looks at issues, accessibility, etc. will be very helpful.
5) Committee discussion:

1. Tim Johnston requested that the Council consider the direction we are moving towards Center status for the Tehama campus.
    a. Should the approach towards Tehama Center status be along the lines of a stand-alone operation or a more integrated approach with the Redding Main campus?
    b. Potential to create and promote separate budget line items for the Tehama campus to help support the transition.
2. The Council agreed to continue the Tehama Center status transition conversation at a later date.

b) Counseling Assignments
    1) Discussion postponed.

c) Instructional Council
    1) No updates provided.

d) Area Updates / Announcements
    1) No updates provided.

e) Other?
    1) Appreciation for staff during this time of high-outreach with students.
    2) Ensure and encourage that staff reach out with any needs.
    3) Budget is a continuously important discussion during this time. Chances are that the budget that was just submitted will not need to be resubmitted.
    4) The Council requested to setup a Microsoft Teams page to direct files so as to limit the amount of emails being sent and received. Tina Duenas stated that one was created and she will update the members and send invites.
    5) The Council agreed to move future meeting times to start at 10:30 am so as to accommodate other meetings.

5. **Meeting adjourned at 12:00pm.**

NEXT MEETING:

The next meeting is scheduled for Wednesday, April 15th from 10:30am – 12:30pm via Zoom

Minutes recorded by: James Konopitski, Enrollment Services.