



Student Services Council
 Wednesday, Dec. 15, 2021
 10:30 AM – 12:30 PM

Draft Minutes

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 math/English through-put particularly for disproportionately impacted groups

To increase the number of credentials awarded and the number of students transferring to UC/CSU and decrease the number of accumulated units, by the end of Spring 2022:

- Launch/Expand Basic Needs Center including the implementation of workflows around Student Success Teams.
- Explore options to coordinate database and texting platform.
- Expand implementation of front-end transcript evaluation process.
- Expand high school outreach and support services.
- In cooperation with IT, implement the Multiple Measures Placement Service.
- Evaluate division effectiveness and outcomes.

Committee Members (voting)					
x	Robert Bowman	x	Sue Huizinga	x	Shaunna Rossman
x	Jerry Brown	x	Tim Johnston	x	Buffy Tanner
x	Nadia Elwood	x	Sonja Mendes	x	Natalie Tucker
x	Sandra Hamilton-Slane	x	Amber Perez		
x	Nick Webb	x	Carlos Reyes		
Guests (non-voting)					
x	Billy Miller		Bethany Davis	x	Crystal Mair
	Sheri Wiggins	x	Ryan Loughrey		

1. **Approval of Minutes:** Nadia Elwood motioned and Sandra Hamilton-Slane seconded to approve the minutes; all in favor, Nick Webb abstained.
 - a. Tim welcomed Crystal Mair and Ryan Loughrey to the Council meeting.

2. **Information**
 - a. Guided Pathways Dashboard
 - i. Tim recommended that Council members take time to look through the below information.
 1. Demonstration: <http://bit.ly/LBGP-121021>
 2. Dashboard: <https://www.calpassplus.org/LaunchBoard/Home.aspx>

3. Webinar Recording / LaunchBoard Resources: <https://launchboard-resources.wested.org/>
 4. Metric Definition Dictionary: https://www.calpassplus.org/Launchboard/Guided-Pathways-MDD?metric=GP122FC#_Toc88043375
- b. Annual Area Plan – Timeline & Process: Proposals due in Nuventive Improve by January 26, 2022.
- i. Managers should consider programs they want to fund as either pilot programs or to pursue institutionalizing a program. Anything over \$1,000 would be a good candidate for the AAP process, including staff - except for faculty.
 - ii. The first meeting in February would be the Council presentations of the AAP initiatives for Student Services. The second February meeting will be the Student Services Council ranking discussion of the AAP initiatives.

2. Presentations

- a. Program Evaluation Presentation: CalWORKs
- i. Highlights:
 1. California law has changed to allow the student to identify their goal rather than the County dictating to the student.
 - ii. Discussion/Questions:
 1. Nadia discussed the merging of CalWORKs and EOPS. CalWORKs and EOPS have historically been separated at Shasta College. Looking across California the programs are commonly found under the same manager. The cohort groups are similar because they have income eligibility requirements.
 2. Sandra mentioned that there is a plan to have the CalWORKs staff move to the Redding main campus. The staff are currently located at the Health Science building in downtown Redding. The move will help consolidate the programs by having the staff in the same location as the students' classes.
 3. Nadia stated that once the County can get back to face-to-face orientations, the Shasta College CalWORKs program will be a part of that orientation.
 - a. Sandra asked about online and face-to-face classes? Some students state they are struggling online, and when a face-to-face course is given they state that it does not work with their schedule.
 - b. Amber stated that in CTE, having someone work with students at the beginning to show them how to navigate the course helps the student.
- b. True Dialog Texting demonstration
- i. Highlights:
 1. Ability for confidential accounts in case a program/department was to setup confidential messaging due to the information being shared.
 2. Multiple advisors can be included.
 3. Program allows for various restrictions, including adding students to the databases.
 4. Campaign allows a simplified view to look at the various text campaigns.
 5. Bulk campaign can include one-way, two-way, or a survey type of communication.
 6. The system allows the setup of "tags".
 7. Chat widgets, currently in beta, can be added to the website or social media.

ii. Discussion/Questions:

1. How do the cellphone numbers get added into the system?
 - a. Importing is done through a CSV file.
 - b. If a message is undeliverable, there will be an error response. Students may give a phone number, but some phone numbers are screened in case a wrong number is given by the student.
2. If a campaign, or text, is assigned to a specific person, or area, what happens if that area is getting hit with a ton of text messages? Everything is automated to list the most recent texts at the top of the list, and will be highlighted until responded to. A best practice is for each user to have their own inbox, rather than multiple users working in the same inbox.
3. AI integration and chatbot is currently in beta. The AI assistant will go through the website and look at machine learning. Users can build a chat history, and the AI will determine the response based upon how the user responds.
4. What is the workload requirement for IT, and is there any SIS integration? Platform manager is available only in Ethos for Ellucian.
5. Student opt-out? Most institutions recommend to keep it at the department level. All opt-outs can also be provided via an SFTP server for our College systems. True Dialog keeps a record if a student updates their number and is still on the opt-out list.
6. What kind of staffing would we need if students expect an instant response? Need to think how we will staff it. Sandra stated that the intent of searching for a good texting platform is to look at the 1x1 texting options. Most of the programs are on bulk text campaigns. The plan is to provide 1x1 engagement with students, not necessarily for bulk campaigns. There is the ability to hand off messages to another department.
7. Sandra is also looking at how it will work with our new CRM. But the text messaging intent is to promote the two-way communication style. What does the Council want to see?
 - a. Interest in two-way communication, and wary about another database to track.
 - b. Interest in connecting with the Marketing Department to confirm a messaging protocol.
 - c. Interest in scheduling presentations with other vendors such as Signal Vine, and Ocelot.
 - d. What are the costs? Sandra stated that True Dialog provides 25k texts for \$375. Signal Vine was 15k, but we can get a scaled back version for cheaper – price was not shared.

3. Instructional Deans' Report

- a. Carlos wished everyone a relaxing and wonderful holiday!
- b. Carlos stated that Program Review is moving towards looking at academic clusters for their review process. The positive impact is that it will be less work on faculty and the Program Review Committee. Many program outcomes overlap with two or three other programs and their outcomes are often identical. The cluster approach does align with Guided Pathways, though that is not the main goal.
- c. Four Ethnic Studies courses were approved at the College level and are on the way to the Chancellor's office for approval.
- d. Academic Divisions are not planning to make any cuts in courses this week and next. The Summer schedule is currently being created which anticipates a heavily online offering.

Unsure what fall will look like, but could be closer to spring 2022 with a 50/50 split. Pandemic and construction is affecting many of the details for our future semester schedules. Suggestion to notify students to enroll early.

4. Action Agenda

- a. Board Policies / Administrative Procedures – Second Reading
None

- b. Board Policies / Administrative Procedures – First Reading
None

5. Discussion Agenda: Vision for Success / Student Equity / Guided Pathways

- a. Confirm Spring 2022 Committee Goals – Held over.
- b. Committee By-Laws Review – Held over.
- c. Student Success Teams / Org structure –
 - i. Tim recommended that the members attend the upcoming pre-board meeting because of the independent audit report shown on the agenda. There have been zero findings across all programs for two-years in a row. Tim congratulated the managers and their teams. Tim stated he was appreciative of everyone working with Jill and Sam to support the audit.
 - ii. Tim provided an overview of the current organization chart version. Tim stated that feedback was not incorporated fully into the organization chart, it is changing as we speak.

6. Other

- a. Technology
- b. Budget
- c. Area Updates / Announcements
 - i. Shaunna is stepping away from articulation due to her new role, but Alexa and Rebecca Renfer will be taking over articulation.
 - ii. Late registration reports are available under the Research website.
 - iii. Sue found that the ROP grant for Upward Bound is coming out tomorrow, and that there will be a second Upward Bound program at Corning High School. Right now, Congress is looking at a large TRIO Upward Bound funding increase. Sandra also stated that we are looking at adding Gateway-to-College to a TRIO grant proposal.

7. Meeting adjourned at 12:30pm: Happy Holidays!

NEXT MEETING:

The next meeting is scheduled for Wednesday, January 5th from 10:30 am to 12:30 pm via Zoom. Minutes recorded by James Konopitski.