



College of Alameda

Office of the Vice President of Instruction
555 RALPH APPEZZATO PARKWAY | ALAMEDA, CA 94501
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TO: PCCD Chancellor Laguerre

FROM: Tim Karas

DATE: September 15, 2016

SUBJECT: ICC for Interact Communications

Recommendation

CoA contact with Interact Communications in the amount of \$86,450 to provide critical support to meet the College accreditation recommendations and Innovation and Effectiveness Plan. This contract will be funded through the College's Institutional Effectiveness Program grant.

Background

The College of Alameda (CoA) participated in the State Chancellor Office Institutional Effectiveness Program. In 2015-2016 a Partnership Resource Team (PRT) was assigned to CoA. The PRT meet with the College several times and developed a College Innovation and Effectiveness Plan. The College received \$150,000 grant to support the outcomes identified in the plan. Three of the outcomes are focused on:

- Development of a robust culture of assessment for student learning and service area outcomes.
- Development and implementation of a communication strategy to ensure all internal and external constituents engage in the participatory governance process.
- Establishment of a transparent budget and planning process that includes linkages to program review, assessment and resource allocation.

The PRT will visit CoA in December 2016 to review progress made towards the plan goals and outcomes.

Furthermore, CoA received twenty accreditation ACCJC recommendations in June 2014. The College is in the process of preparing for an ACCJC site visit in October 2016 based on a Follow-up Report. Several of the College recommendation will be supported by the proposed scope of work. The specific impacted recommendations are numbers 4, 5, 7, 8, and 10. Without assistance the College's accreditation status may be at risk.

Scope of Work

Failure to Appear/Return

This research can be done with two groups, using one-on-one phone interviews.

a. Failure to Appear

This group of students applied to College of Alameda, but failed to register, OR they registered but failed to attend. This Failure to Appear research examines why they did not convert from potential students into "actual" students. It consists of one-on-one interviews with 30 to 50 students, looking for the core narratives dominant in their decisions.



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b. Failure to Return

The first group consists of students who attended college and then disappeared, even though they were in good academic standing. Interviews are done with “stop-outs” to discover why they failed to return, and what the College could have done to impact their decision.

Persistence Campaign

This is a consistent messaging effort, from Day One of classes through graduation, that integrates all College messaging so that there is a core narrative that is both encouraging and supportive. Much of this messaging can be created by Interact and implemented by College departments and services. At its core, this campaign focuses on providing coordinated messaging to students so they receive help they need in a timely way, in a core message approach that reinforces their value and capability.

Passive Metrics– Web/Phone/F2F

Interact’s Passive Metrics System does not rely on human measurement and recording of data. Rather, it uses passive meta-analytics to record hourly and daily traffic across the three major contact points: web, phone and on-campus. During non-campaign times, Interact creates a baseline of normal traffic volume and compares that with traffic during campaign times. Then, through an online “dashboard,” real-time inquiries can be tracked, and phone, web and on-campus traffic layered onto the dashboard so that marketing campaigns, staffing and services can be adjusted and optimized to maximize inquiry engagement.