

**PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of October 11, 2016**

ITEM TITLE: INTERACT COMMUNICATION INDEPENDENT CONTRACT AGREEMENT FOR COLLEGE OF ALAMEDA

SPECIFIC BOARD ACTION REQUESTED:

CONSIDER APPROVAL OF INTERACT COMMUNICATION INDEPENDENT CONTRACT AGREEMENT FOR COLLEGE OF ALAMEDA.

ITEM SUMMARY:

CoA contract 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.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

Grant funded

BACKGROUND/ANALYSIS:

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.

DELIVERABLES AND 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.

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.

ANTICIPATED COMPLETION DATE:

DECEMBER 2017

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ No X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? COLLEGE OF ALAMEDA, INTERIM PRESIDENT, FRAN WHITE

(*****Board contract approval is subject to negotiation and execution by the Chancellor.)

DOCUMENT PREPARED BY:

Prepared by: Tim Karas, Vice President of Instruction Date: 9/28/16

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: *Fran White* Date: 9/28/16
Fran White, Ph. D., College of Alameda Interim President

FINANCE DEPARTMENT REVIEW

Finance review required Finance review *not* required

If Finance review is required, determination is: Approved Not Approved

If not approved, please give reason: _____

Signature: *Ronald Little*
Ronald Little, Vice Chancellor for Finance and Administration

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

Legal review required Legal review *not* required

If Legal review is required, determination is: Approved Not Approved

Signature: _____
Nitasha Sawhney, General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature: *Jowel C. Laguerre*
Dr. Jowel C. Laguerre, Chancellor