

CALIFORNIA COMMUNITY COLLEGES
ONLINE EDUCATION
INITIATIVE



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CALIFORNIA VIRTUAL CAMPUS - ONLINE EDUCATION INITIATIVE
ADVISORY MEETING MINUTES

Friday, August 10, 2018, 9:30 AM – 11:30 AM
Virtual Meeting

LIST OF ATTENDEES

Cheryl Aschenbach, Lisa Beach, Naomi Caietti, Phillip Cerda, Antia Crawley, Jay Field, Thomas Greene, Jory Hadsell, Andrea Hanstein, Kate Jordahl, Erin Larson, Adriana Martinez, Bob Nash, Bonnie Peters, Justin Schultz, Jodie Steeley, Jennifer Strobel, Vivian Varela, Tabitha Villalba, LeBaron Woodyard

I. WELCOME (*Jodie Steeley/Cheryl Aschenbach*)

II. INTRODUCTIONS

Two new student representatives, Cameron and Gabriel. Included link to Charter in the agenda, and it is posted in Basecamp. Charter will be reviewed at the face to face meeting in September to go over policies and procedures as needed and confirm the membership moving forward. For any issues with the new Basecamp, contact Kate Jordahl.

III. APPROVAL OF MINUTES (*Cheryl Aschenbach/Jodie Steeley*)

No quorum

IV. MANAGEMENT TEAM UPDATES (*Jory Hadsell & Executive Team*)

CVC-OEI Grant Award Overview/Executive Director Update (*Jory Hadsell*)

On July 16, 2018, Foothill – De Anza Community College District was awarded the CVC-OEI grant. Previously, the grant was a partnership between FHDA and CCC Technology Center at Butte College. The new grant is a re-cast of OEI into CVC-OEI, merging the California Virtual Campus and the Online Education Initiative to create a highly visible online student hub, as well as, continue the work with infrastructure, professional development, course quality, and online services. The new grant is with the Foothill – De Anza Community College District.

The new grant combines OEI into CVC-OEI and @ONE. @ONE is part of the CVC-OEI family. The new grant gives three identities (OEI, California Virtual Campus, and @ONE). The leadership is currently engaged with CCCO and the Foundation for California Community Colleges as part of branding research

and analysis phase around how to present either the three brands or unify those into a single brand. Official re-brand and launch planned for later this fall.

In addition to the grant, additional one-time funding of \$35 million was provided in the 2018-19 state budget. This portion of the funding has not yet been awarded by the CCC Board of Governors. A work plan, is under construction, since this was a last minute add to the state budget, and that will go to the Board of Governors probably in September to be awarded. Then, the CVC-OEI can proceed with grants under that authority.

The purpose of the one-time funding is to provide grants to community college districts in the state for industry value certificates, credentials, or programs. Also, help students transition from programs offered by the new online college towards career pathways.

The high-level summary of the CVC-OEI 5-year Roadmap is broken into five major strands:

1. Consortium: Growth, barriers of expansion and implementation, governance structure.
2. Growth: The Chancellor's Office provided very clear targets for growth, especially around online ADTs, certificates of achievement, and other metrics.
3. Ecosystem: Work with Canvas and all the services and tools that are integrated into Canvas for the student experience, including tutoring, proctoring, readiness, counseling, other services, and the course exchange. There are three strands within the ecosystem: the exchange, CVC.edu website, and Canvas.
4. Students: Increase student awareness and success is a priority. Increase visibility and marketing plans. Outreach to equity populations.
5. Faculty: Course quality and providing instructor and staff support.

In the previous grant cycle, the OEI worked with the Technology Center to develop custom software called Course Exchange that was intended to provide students with the ability to find a course they could not get at their home college. In the process, a decision was made in March/April 2018 to discontinue production of that software and to look back at the commercial marketplace to serve the cross-enrollment need. The CVC-OEI conducted a commercial market analysis and discovered the marketplace had evolved in five years, since the beginning of the grant cycle. A change in thinking evolved into a couple of dimensions.

- Course Finder, including Quottly (Finish Faster Online) Summer/Fall 2018. Ability to test the course search technology where students can find the class, filter it, and then identify the school and course section. The need is for students to do a quick search for online courses.
- Automated Cross-Enrollment through n2n Services, Fall 2018/Spring 2019 Proof of Concept. Integration of individual college SIS and being able to transfer data to another college SIS. N2n Services has an existing library of APIs that will allow for data transfer between Peoplesoft, Banner, and Colleague. The lift is significantly less for the colleges and can be integrated into the course finder.
- Fully Online ADTs, Certificates, Programs through Concentric Sky/Program Pathways Mapper, Spring 2019. Help colleges expose fully online ADTs and other fully online degrees, certificates, or programs. Looking at software to do this and create an integrated experience for students. Offer an a la carte service for students to find classes and programs.

Jodie Steeley asked about the 50 unique ADT programs coming from the consortium that are fully online and if there can be collaboration. LeBaron Woodyard followed up and replied that not necessarily collaborated ADTs. Colleges offer approximately 500 degrees/certificates (2016-2017 data). Many are right at the cusp of having a fully online program, but the issue in the past has been around oral communication. Marketing and identification of programs were also issues. Some could be collaborative programs. CVC-OEI looking at all opportunities.

Another question was about the 114 colleges as home colleges and what that means? Required in the RFA that students from 114 colleges participate in finding courses or programs through the exchange. CVC-OEI are working on a plan to figure out agreements and what they might involve. The initial approach is to expose the availability of the courses and programs on a public facing site which allows students from any college to find them. But, there will need to be conversations about whether there's additional details or depth to it. The legislature wrote it into law that the courses would be available to any student from any Community College.

Important updates for the Course Finder are that the Course Finder will include fully online, transferable courses. Quotiently course finder features integration with assist.org data so students can search by IGETC, CSU GE pattern, or equivalent course either at their home college or another college. Initial focus this fall on accuracy, including seat count for consortium colleges. Project Leader and IT Director will be contacted for seat count data to bridge information until cross enrollment automation is in place. Phase 1 is the 23 Original (Pilot) Colleges, and Phase II is the 33 2018 Online Equity Cohort upon signed Master Consortium Agreement.

An important update for Course Finder is the implementation of badging for courses/sections aligned to the OEI Course Design Rubric and using the ecosystem of services provided. Jodie added that word selection and how it's rolled out to faculty are very important.

With the Course Finder, non-consortium colleges and courses will be searchable based on public schedule data. Sort order will rank badged courses (formerly "exchange-ready" courses) highest to highlight important quality and support elements. Present students will see courses that have been reviewed for quality or resourced first on the list in the Course Finder. Students can filter for other variables also, such as distance from their home college, start date, or end date.

CVC Exchange – Cross Enrollment Automation:

- Proof of Concept underway with n2n Services to connect Peoplesoft, Banner, and Colleague.
- Integrate user interface with Course Finder to create interactive, modern, and elegant user experience to leverage AB 637 (cross-enrollment) and real-time enrollment automation from home to teaching SIS.
- Three districts will test implementation and functionality in test environments in Fall 2018 at the direction of the Chancellor's Office: Foothill-De Anza (Banner), Cabrillo (Colleague), and Los Rios (Peoplesoft) districts – American River College, Cosumnes River College, Folsom Lake College, and Sacramento City College.

With cross-enrollment, if proof of concept works as anticipated, and CCCCO approves moving forward, the current goal would be for those seven colleges to move to production in time for Spring 2019 registration and begin implementations with other consortium colleges beginning for Fall 2019. Starting with a more simplified workflow, the registration aspect. The Financial Aid Consortium Agreement would be in place, but focused on registration first to help students find the classes and grow that functionality over time. Non-consortium colleges would not have access to cross-enrollment automation.

CVC Exchange – Program Mapper: Online ADTs, certificates, and programs

The idea is for students to go to CVC website and find the online ADT, certificates, or programs and help colleges promote and expose students directly to the online programs. The Chancellor's Office has focused on ADTs.

- Later this year, students will be able to search for fully online ADT programs, certificates, and other programs via the CVC Exchange. Implement a software solution for students to see discipline clusters. Develop a program pathways mapper similar to what Bakersfield College is using.
- Serves unaffiliated and current students seeking fully online degree options.
- Currently examining a modified version of Program Pathways Mapper to showcase fully online degrees, courses, and incorporate labor market data through Concentric Sky. Concentric Sky to be used as an online degree finder and showcase online degrees from consortium schools. Integrate into Course Finder as well. Guidance from the Chancellor's Office to include online Certificates of Achievement.

There are related activities taking place with the CVC-OEI:

- Online Degrees: Marilyn Harvey, the Dean of Academic Affairs – Student Experience, and Logan Murray, Project Analyst are identifying an inventory of online ADTs and program elements by colleges. If you were contacted but have not yet responded, please reach out to Logan @ lmurray@cccconlineed.org or Marilyn @ mharvey@cccconlineed.org.
- Migration of CVC.edu: The migration for the domain for CVC.edu is in progress. Updates to content will follow. The re-branding of OEI will include a revamped CVC.edu incorporating Course Finder for the CCC courses only, online student support resources, and fully online programs when that data is ready. Historically, CVC included courses from Cal State, UCs, and private institutions. But, the mandate from the Chancellor's Office is to focus CVC.edu on California Community College courses as an online hub for students to find courses, programs, and support resources.
- Professional Development: The Course Design Academy continues, along with other training opportunities. Visit onlinenetworkofeducations.org for a current list of courses. There is a strong emphasis on building a local peer online course review process. Share this with individuals on your campus who may need access to these professional development opportunities. More training is coming for colleges to maximize the CVC-OEI funded ecosystem tools, such as tutoring, proctoring, counseling, etc. American River College is the first college to implement a local POQR process.
- Project Management Infrastructure being refined and coming into line with new requirements from the Chancellor's Office for all the grants. Justin Schultz has taken on a new role as the Project Management & Operations Supervisor for CVC-OEI. He is building a Project Management Office framework and advancing project management and reporting capabilities.
- College Support Team: The CVC-OEI is ramping up the College Support Team, formerly known as the Implementations Team. The goal is to evaluate CRM solutions, streamlining communication to college staff, and create a single hub for colleges for implementation and technical support. Bob Nash will start on August 22, 2018 from Coastline College as the new Dean of Academic Affairs – College Support. Bob will serve as a mentor for other colleges.

As an upcoming activity, the CVC-OEI has been asked by CCCCCO to examine current advisory and governance structures. There is a study session at the September face-to-face meeting in Sacramento.

Key Questions:

- What do we need now versus five years ago?
- Are there ways to maximize efficacy over the next five years?
- What strategies can we use to further institutionalize CVC-OEI as part of the system?
- Are there ways to better leverage other statewide bodies?

Finish Faster Online/Branding Update (Andrea Hanstein & Jay Field)

Finish Faster Project was officially launched on Monday, May 21, 2018. The search was embedded into the OEI website. This was a project that included both California Community College classes and CSU online classes. CSU was willing to partner during the summer because many CSU students make progress on their degree or retake a class.

Objectives:

- Increase access to high-quality, online, transfer-level courses for California college students.
- Increase and accelerate student completion.
- Increase awareness of online support services.
- Market opportunities for enrollment.
- Benefit California through increased intersegmental collaboration.

There was a Marketing Campaign with ads placed on Facebook, Instagram, Google, and Pandora.

- 43,821 clicks on advertisements
- 15.7 million impressions
- 3.6% conversion rate (Industry average is 2.4%) – number of people who clicked on the ad and actually acted on it and did a search.

From May 21 – July 1, 2018, 7,775 fully-online, CCC summer courses (of which 171 were badged). For unique visitors, 1,596 performed a search using the Quottly interface. 528 completed an application at one of our 114 colleges.

Andrea will be following up with the 56 consortium colleges to give college specific data showing how many students actually applied at each college. As an example. Foothill College had over 100 people complete an application as a result of this campaign.

The project was embedded into the OEI website and traffic exploded on the website. It brought visibility and enrollments.

OEI Website Traffic: May 21 – June 6, 2017

- 4,172 users; 3,809 were first-time
- 11,985 page views

OEI Website Traffic: May 21 – June 6, 2018

- 33,076 users; 32,014 were first-time
- 78,356 page views

Top Three Reasons for Enrollment

- Finish transfer requirements CSU/UC
- Find classes unavailable at home school

- Finish AA/Certification requirements

Most Popular GEs

- Math/Quantitative Reasoning
- English Composition
- Oral Communication

Most Popular Courses

- Math/Quantitative Reasoning
- English Composition
- Oral Communication

The project is continuing in Fall 2018 as Finish Faster ONLINE! The CVC-OEI did look for improvements and used a lot of college feedback. There was a modified tagline. As improvements, Finish Faster Online will provide accuracy of college data and regular reporting of data directly to colleges. From an enrollment management perspective, Quottly can see data on courses that are filled so information can be shared with colleges to possibly add another course to meet the needs of students.

Fall Course Finder Specs

- Course finder will only include CCC courses.
- CSV file upload available to improve accuracy.
 - First priority is 23 original Consortium colleges; will follow with additional 33.
 - File uploaded to website as a web accessible link; Quottly will upload to course finder. Colleges continue to update the same file each term to keep up to date.
 - Process and format explained in email from College Support Team. Email sent to IT Director and Project Leader for each of the 23 original colleges. Jay Field will be following up with IT Directors next week.
 - Upon success of the Proof of Concept, the integration will replace this interim step.

Quottly is working on improvements with their scraping technology, two parallel tracks taking place. Quottly will improve their own technology, and CVC-OEI has a method to make up for any gaps.

Print collateral sent to 56 Consortium colleges with electronic collateral distributed system-wide and a digital ad campaign. Material (postcards and posters) will be sent to Marketing Directors or Chief Marketing Officer. Electronic collateral will include web banners, social media through the state, and paid digital marketing. Andrea will follow up with student demographics on the 528 students who enrolled, such as age, race, ethnicity, FT-PT students, first generation, etc.

Cheryl asked a question about how the Finish Faster Online project using Quottly differs from the CVC listing? Will they both continue to exist separately or will this replace the old CVC listing moving forward? Jory replied that the CVC now is a static catalog of potential classes that could be offered online. As the next generation, the CVC will be actual, currently available course sections. The CVC-OEI is in transition with Butte on taking over CVC domain and existing site and incorporating Finish Faster Online into that. With the new grant, it will be an integrated experience for students.

Implementation Update (Kate Jordahl)

Executive Management Team List. The full list of staff is in Basecamp.

- Jory Hadsell, Executive Director

- Bonnie Peters, Chief Student Services Officer
- Autumn Bell, Chief Professional Development Officer
- Kate Jordahl, Director of Strategic Planning & Operations
- Jay Field, Director of Technology
- Andrea Hanstein, Director of Communications & Strategic Partnerships
- Marilyn Harvey, Dean of Academic Affairs
- Justin Schultz, Project Management & Operations Supervisor

For future communication, agendas, minutes, staff list, calendar, and support resources, CVC-OEI Advisory Committee has been set up in Basecamp. If you are not receiving messages from Basecamp, please mail Kate Jordahl to be added (kjordahl@ccconlineed.org). The old Basecamp will be retired after this meeting. It has been archived, and if you need any material, please contact Kate.

Welcome to the new, CVC-OEI 2018 Online Equity Cohort. On April 25 – 26, 2018, the CVC-OEI welcomed 33 colleges to the Consortium. There are 56 consortium colleges spread throughout California, from College of the Siskiyous to Imperial Valley College.

Next Steps:

- Colleges received Welcome emails
 - Identify their OEI Local Team
 - Invitation to Course Design Academy
 - Congratulations to College Presidents from OEI Executive Director
- Introductory and Readiness/Quest Webinar
- Consortium Agreement sent to College Presidents
- Invitation to CVC-OEI Consortium Basecamp
- NetTutor Webinar scheduled for August 13, 2018 @ 11am
- Implementation work to continue through Fall 2018

Yesterday was first consortium meeting with over 70 people present with enthusiasm over the process.

Professional Development (CanInnovate, Course Review) (Kate Jordahl)

CanInnovate

- Save the date for Friday, October 26, 2018 (all day fully online, free)
- Call for Proposals closed Monday, August 13, 2018
- Keynote and showcase speakers confirmed:
 - Natalie Miller, former student at College of the Canyons
 - Laura Gibbs, online instructor, University of Oklahoma
 - Mindy Hintz, Director of Strategic Consulting, Instructure
 - (<https://onlinenetworkofeducators.org/caninnovate18-speakers/>)
- Invitations sent to 5 consortium colleges (American River College, De Anza College, Clovis College, Mt. San Antonio College, Palomar College) to serve as regional hubs (for face-to-face interactions and viewing of the session). If not responded yet, follow up with Michelle Pacansky-Brock about invite (mpacanskybrock@ccconlineed.org).
- Upcoming announcements will be released later this month: Regional hubs and full program of sessions.

Course Review as of Tuesday, August 7, 2018

- Aligned courses: 136
- Pending courses:

- 18 courses currently in the Lead Review process
- 40 courses with Instructional Design team
- 10 courses pending review
- Course Design Academy Faculty Info meeting call schedule
 - Thursday, August 16, 2018: 1:00pm – 2:00pm
 - Tuesday, August 28, 2018: 10:00am – 11:00am
 - Wednesday, September 12, 2018: 10:00am – 11:00am
 - Friday, September 28, 2018: 3:00pm – 4:00pm

Quottly (Jay Field)

If there are questions, contact Jay Field, CVC-OEI Director of Technology at jfield@ccconlineed.org.

Proctoring (Marilyn Harvey)

Full launch this Fall with 19 colleges participating. Colleges should now have their Chromebooks. Looking closely at the usage as it relates to the Proctoring Network. Goal to recruit other colleges to participate and bring on new members after the launch. Cleaning up their Basecamp which will be completed next week.

V. Travel Arrangement Info for September Meeting (*Kate Jordahl*)

Confirm membership via email before the in-person invites go out for September.

The Chancellor's Office collaboration hub has office space that has many advantages. Face to face meeting scheduled for Thursday, September 13, 2018. Agreed to conduct meeting from 10:00 a.m. – 3:30 p.m. with a working lunch. At face to face meeting in September, vote on a formal change to the time. The decision to hold the meeting on a Thursday was voted on in June, 2018.

Once the membership has been confirmed, an email will be sent with travel information and a list of suggested hotels. Individuals will need to make own hotel reservations. In Basecamp will be a reminder to Save the Date and please make your travel arrangements.

VI. Chancellor's Office Update (*LeBaron Woodyard*)

- Distance Education

There is a change in California Code of Regulations for Title 5. The first one is in Distance Education regulations which went to the Board for the first reading in July. They are in the public comment period now, and they will go back to the Board of Governors for a second reading in September. Comments must be responded to by the Chancellor's Office and once that is completed, they move over to the Dept. of Finance and then the Secretary of State. This process takes 30-60 days. It will become law around mid-to-end of November, 2018.

The Distance Education Committee will be working on the guidelines that have been affected. At the end of August, team members update the entire DE guidelines book which was last done in 2006.

- Certificate of Achievement Unit Changes

Certificate of Achievement changes are now going to the Department of Finance and Secretary of State for financial aid purposes to align with financial aid program requirements and when it can be transcribed. Before, there were two levels, an 18-unit Certificate of Achievement and a low unit, 12-unit Certificate of Achievement. These were the only two Certificates of Achievement that could be transcribed. There is a change, and now there are 16-unit and 9-unit certificates that align with Federal

Financial Aid program levels and are in the process of being sunsetted at the Secretary of State's office. They will become fully effective this month.

- Tutoring

Another set of Title 5 regulations that went to the Board for first reading in July was the tutoring regulations which allow a student to self-refer for tutoring if a student feels that s/he is having a problem. A student does not need to take time to find a faculty member or counselor for referral to tutoring. This change will take effect in mid-November.

- Library Annual Report Date

The reporting period was moved up to accommodate faculty before summer starts. The previous due date for the annual report was August 31.

- Distance Education Report:

<http://extranet.cccco.edu/Portals/1/AA/DE/2018/2017-DE-Report-Final-Print.pdf>

- Fully Online College – first Board of Trustees meeting held on Monday.

Link to the Presentation:

<http://www.doingwhatmatters.cccco.edu/Portals/6/docs/OCC/OCC-Presentation.pptx>

Link to Infographic:

<http://doingwhatmatters.cccco.edu/Portals/6/docs/OCC/Infographic-Online-Community-College-Flyer.pdf>

Link to the Agenda for Fully Online College Meetings:

<https://extranet.cccco.edu/SystemOperations/BoardofGovernors/August2018Agenda.aspx>

Link the Meeting video:

<http://www.3cmediasolutions.org/services/CCC-Board-of-Governors/archive/August2018>

- Profession Learning Network (PLN)

Name changed from PLN to the Vision Resource Center to align with the vision for success. Moving from departments as well to Educational Services.

- Cyber Security Program

A collaborative program between four colleges: Fresno City College, LA Pierce College, Cerro Coso College, and Cosumnes River College. Cyber Security is a popular CTE discipline. They will contribute to the delivery of instruction, and students form a cohort. First set of courses to begin in Spring 2019 as eight-week courses in a sequence of two courses at a time. From the 35-week program, students will complete a Certificate of Achievement. The Chancellor's Office has authorized the development of collaborative programs.

- AB 705 Implementation

Another change that moves students through college-ready courses earlier and with better outcomes. Historically students have taken too long to get through the basic skills sequence based on high-stakes assessment tests. Goal is to put students into college-ready courses and then provide wrap around support services.

VII. FOR THE GOOD OF THE ORDER

- No quorum, this meeting was informational.
- Video, PowerPoint, 5-year plan graphic will be posted in Basecamp.

- Requests for future agenda items send to Cheryl or Jodie.
- Charter posted in Basecamp to review before the face to face meeting in September.
- Confirm membership with the constituency groups via email.