

CALIFORNIA COMMUNITY COLLEGES  
**ONLINE EDUCATION**  
INITIATIVE



ACCESS | QUALITY | COMPLETION

## **ONLINE EDUCATION INITIATIVE - CONSORTIUM MEETING MINUTES**

Thursday, August 9, 2018, 9:30 AM – 11:30 AM

Virtual Meeting

### **LIST OF ATTENDEES**

Omar A., Marina Aminy, Dan Barnett, Wendy Bass, Autumn Bell, Patrick Bettencourt, Gregory Beyrer, Tracie Bosket, Tim Botengan, Julie Brown, Naomi Caietti, Cheryl Chapman, Meghan Chen, Melissa Colon, Anita Crawley, April Cabbage, Alice Dieli, Jay Field, Marilyn Flores, Brandon Gainer, Gary Ginther, Nancy Golz, Angelica Guzman, Jory Hadsell, Dan Hall, Eric Hanson, Andrea Hanstein, Sue Harlan, Marilyn Harvey, Del Helms, Carol Hobson, Peter Howell, Jessica Hurtado, Gwendolyn Lewis Huddleston, Kate Jordahl, Jim Julius, Jennifer Kalfsbeek-Goetz, Michael Kilivris, Anne Kingsley, Anne-Marie Kuhlemann, Dan Kumpf, Kandace Knudson, Cherylee Kushida, Laney Magni, Matt M., Joanna Miller, Rebecca Montes, Matt Moore, Brett Myhren, Bob Nash, Kenley Neufield, Karen Oeh, Micah Orloff, Sharon Oxford, Rebecca Pang, Bonnie Peters, Sarah Phinney, Michelle Pilati, Patty Quach, Nasreen Rahim, Marsha Reske, Pam Rivers, Sharlan, Justin Schultz, Michael Smedshammer, John Steffens, John Stocker, John Taylor, Xochitl Tirado, Treva Thomas, Francine Van Meter, Vivian Verela, Scott Vigallon, Aaron Voelcker, Suzanne Wakim, Kay Weiss, Brian Weston, LeBaron Woodyard, Aeron Zentner

### **I. WELCOME AND INTRODUCTIONS**

Welcome to the Original Colleges and new Online Equity Cohort representatives.

### **II. APPROVAL OF AGENDA**

The Meeting agenda was approved by consensus; no revisions.

### **III. APPROVAL OF MINUTES**

The Minutes from the June 15, 2018 meeting were approved by consensus; none opposed and one revision.

### **IV. CVC – OEI UPDATE (*Jory Hadsell & Executive Team*)**

CVC-OEI Basecamp (Kate Jordahl)

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 It has been archived, and if you need any material, please contact Kate.

#### Executive Director Update, August 2018 (Jory Hadsell)

Historically, this consortium group has been really effective at sharing with one another, and it's important to get to know your colleagues for support and learning, especially the new colleges. In September at the face-to-face meeting, it will be easier to meet each other. Thirty-three colleges have joined us, and it is exciting to have the new schools join the consortium. There was a pause while waiting for the grant award, but the pace will pick up on activities. The online meetings are scheduled for two hours with updates from the team and a couple of agenda items to work through. The face-to-face meetings share more detailed topics, and these meetings are quarterly.

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 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 rebrand 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.

There are 23 returning colleges to the consortium, and 33 2018 Online Equity Cohort colleges joining.

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

1. Consortium: Identify criteria and agreements for teaching colleges.
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.
5. Faculty: Course quality and providing instructor and staff support.

Information will be shared about the specific objectives related to these categories, and they will be organized into projects. There will be ten major projects across that initiative that will be cross-functional and impact all these different areas.

In the previous grant cycle, the OEI was working 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. Students enroll in that course and bundle their financial aid in a streamlined process. 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.
- Automated Cross-Enrollment through n2n Services, Fall 2019/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. Working on a Proof of Concept for Fall 2018 with 3 college districts.
- Fully Online ADTs, Certificates, Programs through Concentric Sky/Program Pathways Mapper, Spring 2019. Help colleges expose full online ADTs and other fully online degrees, certificates, or programs. Looking at software to do this and create an integrated experience for students.

From the commercial marketplace, n2n Services and Quottly working very closely together on Proof of Concept. Some conversations with Concentric Sky that has built a program pathways mapper.

Important updates for the Course Finder are that the Course Finder will include fully online, transferable courses. Quottly 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. 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. Students can filter for other variables also, such as distance from their home college, start data, 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, Cabrillo, and Los Rios 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. 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.
- 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.

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](mailto:lmurray@cccconlineed.org) or Marilyn @ [mharvey@cccconlineed.org](mailto: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](http://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.
- 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?

In the chat, Greg Beyrer from Cosumnes River College asked about the Proof of Concept for cross registration as his college is in the Los Rios District. He wanted to confirm that spring 2019 is the actual potential enrollment period for students. He also asked about the meaning of fully online classes because some students do not realize that when they sign up for an online class, there may be a required on-campus learning activity. Greg asked with cross registration, will students see information about any on-campus requirements?

Jay Field, Director of Technology, responded that assuming everything works well with the Proof of Concept within the next two months, and there is confirmation from the Chancellor's Office, the goal is to be able to cross enroll in a production environment for spring classes. Then, add more colleges to hit the summer and fall registration cycles which will start May/June, 2019. There will be an onboarding process, and college IT Depts. will have some work to do. There will be mapping and some custom work at each college. The integration allows Quottly to get data from the college's SIS. Quottly has a scraping technology and can grab course information, including course notes.

As a follow-up to chat comments from Jim and Greg about common definitions for what is online/fully online, Jay recommended that course notes from the colleges clearly state if attendance on campus is required in the interim.

Greg asked that once the automatic cross-enrollment is enabled, will a college be able to enroll students who have matriculated into other colleges without the class being an OEI badged course? The rubric aligned courses will float to the top of that list, but is it possible that the consortium colleges with non-rubric aligned courses can go through cross enrollment? Are there any limits on enrollment as an exchange class? What about enrollment priority with academic calendar alignments?

As a response, Jory commented that a college will need to determine the scope of fully online transferable courses. The course finder is going to filter through assist.org. There is clear direction from the Chancellor's Office that they want the course inventory available to students. The CVC-OEI is badging to indicate the courses have gone through alignment and utilizing services, such as online tutoring, proctoring, counseling, etc. But, there would not be a specific restriction at this time for consortium schools that would limit non-badged courses. In the previous course exchange, seats were set aside to keep count of the students enrolling. With n2n integration, it's actually using college's native SIS/APIs, and there is no requirement to set seats aside. There are requirements outlined in the appendix of the Master Consortium Agreement. From the original colleges, there has been a balance between honoring local priority, but also creating access for students with needs.

To clarify from the chat and follow up for the new colleges, the original CVC was a catalog that exposed potential online courses across the state. The goal with the new CVC is to offer sections that a student can cross register seamlessly and tie course sections to student's education plan.

A comment was brought by Jim Julius that clarity surrounding fully online programs and registration is very important for students. If colleges offer students a program, students need to be able to complete a sequence of courses fully online and have the classes available. In addition, to offer fully online programs requires support for students. MiraCosta is on the cusp for trying to find solutions, and having statewide conversations about this subject will help locally. Caution needs to be taken when marketing a fully online program to students without being intentional about it.

In response, Bonnie remarked that Marilyn Harvey and Logan Murray are reviewing fully online programs, and the CVC-OEI will work with colleges to make these programs more intentional with a program mapper. Marilyn and Bob, as two Deans of Academic Affairs will be working closely with colleges to talk about what is possible, and there will be a student services hub for online students.

Jim followed up with a question from Eric Hanson from Glendale Community College asking if there is some type of mapping or connection between CVC-OEI and Guided Pathways? Jim also commented that he would like to explore the idea of having maps that were specific to online, and it has been difficult to find an example. It will be very exciting to work on maps that are fully online through Concentric Sky and with other colleges.

LeBaron Woodyard remarked that the opportunity to provide a guided pathway for fully online classes is a game changer as far as students being able to identify programs. Because of the ADT and CID relationship for courses that make up an ADT, Title 5 regulations state that a student only needs to take 20% of the courses at the home institution to receive an ADT from that institution. From the state perspective, it's about having a more educated, workforce-ready population.

#### [Finish Faster Project Update \(Andrea Hanstein\)](#)

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.

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 be able to 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; Quottly will upload to course finder.
  - Process and format explained in email from College Support Team.

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.

To confirm questions in the chat, an email asking for the CVS file/URL was sent to the 23 original consortium colleges (Project Leader and IT Director). As the Master Consortium Agreements are processed from the new Equity Cohort, a follow-up email will be sent.

In addition to contacting different members of the College Implementation Team, articulation officers have also been emailed by CVC-OEI Student Experience to confirm new classes not yet in Assist.org. Asking consortium colleges' articulation officers to send the most updated CSU GE and IGETC list. Once the updated integration is completed by Assist.org, the problem will be resolved. Prompt articulation officers to send the information as many are still on vacation and emails might get lost.

#### OEI Consortium Expansion: 2018 Equity Cohort (Kate Jordahl)

Executive 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

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 Basecamp
- NetTutor Webinar scheduled for August 13, 2018 @ 11am (add to Basecamp)
- Implementation work to continue through Fall 2018
- Join Basecamp

The agreement with the 23 original consortium colleges did not sunset. First, the 33 new Equity Cohort Consortium Colleges will complete the agreement, and then continue with the original colleges.

The courses from consortium colleges need to be resourced, but also honoring the local process. If there is a preference for a different tutoring system, for example, that would be possible.

## **V. SEPTEMBER MEETING IN-PERSON, ADMIN CO-CHAIR ELECTION**

The meeting will be in the Chancellor's Office, hotel information and reimbursement will be sent.



## VI. MEETING CALENDAR FOR THE YEAR

- Friday, September 14, 2018 – F2F Meeting (Sacramento) – 10:00AM-3:30PM
- Friday, October 19, 2018 – Online Meeting – 9:30AM-11:30AM
- Friday, November 9, 2018 – Online Meeting – 9:30AM-11:30AM
- Friday, December 14, 2018 – Online Meeting – 9:30AM-11:30AM
- Friday, January 25, 2018 - F2F Meeting (Sacramento) – 10:00AM-3:30PM
- Friday, February 22, 2018 – Online Meeting – 9:30AM-11:30AM
- Friday, March 8, 2018 – F2F Meeting (Sacramento) – 10:00AM-3:30PM
- Friday, April 19, 2018 – Online Meeting – 9:30AM-11:30AM
- Friday, May 10, 2018 – F2F Meeting (Sacramento) – 10:00AM-3:30PM
- Friday, June 21, 2018 – Online Meeting – 9:30AM-11:30AM

Note: April 19, 2018 is Good Friday, spring holiday for some districts

For the face-to-face meetings, each consortium college will be asked to send one representative that will be reimbursed to attend the Consortium meeting. A second consortium representative can attend if space allows. The room at the Chancellor's Office will hold 80 people.

## VII. FOR THE GOOD OF THE ORDER

Professional Development Update (Autumn Bell)

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@cccconlineed.org](mailto:mpacanskybrock@cccconlineed.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

### Chat Follow-Up

For questions about specific tools related to the CVC-OEI ecosystem, such as tutoring, proctoring, counseling, readiness, etc. please contact Kate Jordahl directly at [kjordahl@cccconlineed.org](mailto:kjordahl@cccconlineed.org). Every situation is different. The same level of service applies to the 23 original colleges. Once the Master Consortium Agreement is signed by the 33 new Equity Cohort, services will go forward.

VeriCite is being absorbed by Turnitin. It will continue to exist as a stand-alone product through at least June 30, 2019. For the original colleges, VeriCite is still in place through June 30. The CVC-OEI will not provide VeriCite as a service after June 30, 2019. The CVC-OEI can help negotiate better pricing for Turnitin or other products a college may want to use for now. It depends on the size of the consortium as it grows and not something CVC-OEI can support directly (fully funding it). As part of the CVC-OEI agreement with VeriCite, colleges own the data in the database. Goal is to capture the data before it is transitioned in case there is a better system-wide solution.