



ONLINE EDUCATION INITIATIVE - CONSORTIUM MEETING MINUTES

Friday, June 15, 2018, 9:30 AM – 11:30 AM

Virtual Meeting

LIST OF ATTENDEES

Judy Baker, Wendy Bass, Autumn Bell, Lindsey Bertomen, Naomi Caietti, Cheryl Chapman, Meghan Chen, Anita Crawly, Jay Field, Jory Hadsell, Andrea Hanstein, Marilyn Harvey, Carol Hobson, Jessica Hurtado Soto, Perry Jehlicka, Kate Jordahl, Jim Julius, Carrie Monlux, Joe Moreau, Logan Murray, Brett Myhren, Bob Nash, Tim Nguyen, Trena O'Connor, Karen Oeh, Bonnie Peters, Michelle Pilati, Justin Schultz, Jodie Steeley, Treva Thomas, Francine Van Meter, Suzanne Wakim, Brian Weston

I. APPROVAL OF AGENDA

The Meeting agenda was approved by consensus; no revisions.

II. APPROVAL OF MINUTES

The Minutes from the May 11, 2018 meeting were approved by consensus; none opposed and no revisions.

III. ONLINE EDUCATION INITIATIVE UPDATE (*Jory Hadsell*)

STATE BUDGET

The OEI is tracking the state budget. Some updates were provided earlier this week on listserves including funding for the fully online college and ongoing funding for the CVC OEI project and an additional one-time augmentation of \$35 million. We are waiting on some of the details of what will actually be in the final trailer bill language and the analysis of that. We understand that it is to help some of the existing 114 colleges build capacity, and that may include linking some of the work that the online college does with competency based learning, etc. We will share more information when we have it, now waiting for the Governor to sign the final budget review. We are excited to see the additional augmentation for OEI and will be working with the Chancellor's Office, getting input from all of the Consortium Colleges and stakeholders.

Bret Myhren asked in chat about details of the budget, and Jory replied that when the OEI has the details, they will be shared. In a week or two there will be more concrete information. We will be setting up a meeting with the Chancellor's Office for the academic side and technology side to brainstorm ideas for the work plan and what the colleges find valuable.

Bob Nash asked a question in chat about the existing funding, and Jory replied that it continues plus the one-time funding augmentation.

STATUS OF THE RFA FOR CVC OEI

The notice of intent to award was posted on Monday, June 11, 2018 for FHDA to continue as the fiscal agent for the grant. We are in a period prior to the actual award where other applicants have the ability to challenge. The Board of Governor's meeting is on July 16, and the award will go to Foothill-DeAnza to continue the work with the Consortium and to move forward supporting online education.

Jim Julius asked in chat to speak on the OEI Award and SIP Award. Jory replied that they are separate awards, and the Chancellor's Office website has details on the SIP Award which ranges across the technology landscape, such as the CCC-ID, Online Teaching Conference, and @ONE, etc. There will be more information to share in relationship to @ONE, and it will be addressed in Basecamp.

Jodie Steeley shared the background of the SIP grant. Colleges were told that they could apply for part of the grant. When CCCDECO asked questions to the Chancellor's Office, there was a delay to answer and the question period had expired. The topics in the SIP grant are concerning yet believes colleges will continue to be supported. It is only a year grant and assumes it will be led by the Chancellor's Office. Fresno City College wanted to apply for the HighTech Training Unit. She is counting on the services to continue.

Jory remarked that the FHDA team is honored to be able to continue this leadership role and to do this work with all of you. Committed to continuing the work. Thank you for the support.

Jodie Steeley replied to Jim Julius's comment in chat that CCCDECO had a responsibility to their constituents to check in on the grant, especially as we are getting ready to be at OTC. Relying on the accessibility part and @ONE, in doing some research with other people, and looking at the current @ONE grant, which was just assigned last year, does not believe it overrides from last year, someone would just take over the management of the grant held by that college. Speaking from a college that received part of that grant, Jodie is assuming information. Main goal is to focus on the students.

Jory followed up that all of the grants, even the ones that just got awarded, were repackaged by the Chancellor's Office. Part of it was triggered by movement within the budget from previous line items that were primarily TTIP to a new line item called Integrated Technology Portfolio. The Chancellor's Office repackaged the way some grants were named. The OEI – CVC OEI was up for renewal anyway so it wasn't part of that because it had a separate budget line item. Most of the other grants are in a single line item so that is why they are going back out even after they went out last year.

FINISH FASTER CAMPAIGN *(Andrea Hanstein)*

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.

The campaign officially launched on Monday, May 21. Jay Field worked with Quotly to get the search function embedded into the OEI website. Ads on Facebook, Google, and Instagram. From May 21 through June 14, 2018 just under 23,000 visits to the OEI landing page as a result of those ads. On Thursday, June 14, 2018, 238 people clicked on start for classes button. Top searches are CSU Pomona, CSU Fullerton, CSU San Diego as biggest referrals. We are also doing a Pandora campaign that has about 670,000 impressions, and from that campaign 745 people have clicked on the website. The OEI website statistics for comparison in 2017 from May 21 – June 13 just under 2,500 visits to the OEI website, of those people 2,163 were first time visitors, just

over 3,000 page views. From May 21 – June 13, 2018, 18,904 visitor to the OEI website and of those 8,129 were first time visitors, 27,000 page views from that. Definitely driving traffic to our website. Quotly is able to pull some top searches: top reason students are searching the site 1) to finish transfer requirements for UC/CSU, 2) find classes unavailable at home college, 3) finish AA/Certificate requirements. The most popular GEs are 1) Math, 2) English, and 3) Oral Communication.

Great media coverage from campus technology and Ed Search, a lot of sharing on social media Pull from organic (not paid) referrals to our website and the top three were Coastline, Fresno, and Shasta.

Jim Julius asked in chat if anyone else noticed incorrect GE requirement fulfillment attached to some of their college's classes. Another college has some issues, and it is causing quite a bit of consternation among counselors. Jay Field is working with Quotly to get statistics, and he will be happy to share them.

Jory commented that we will be working with Quotly to get actual conversions to understand who was sent to a college, who registered, what their intent was. We'll have some survey data, and also crosswalk with CSU to see what their experience is because we have two portals. We are still working on some of the data issues. In reply to Jim's question, as we find issues or questions come up, please forward them to Jay Field. Jay and Bonnie are leading that component with Quotly and there is some data clean up that is occurring. We are working on that quickly.

Bonnie added that we've been in touch with the larger body of articulation officers and working with Bob Quinn, Transfer and Articulation Specialist at the Chancellor's Office. Most of the data is coming through Assist, and Assist is being updated so some of the information is not there. We recognized that early on, and we've been working with individual articulation officers to share what is missing. In working with Bob Quinn, we will get updates from Assist as they are working on it. In the interim, if your articulations office can send us the updated list of GE patterns then we can plug in what is missing. Individually send the info to Jay or Bonnie. Within the next two weeks expect to get the updated information from Assist.

Jodie and Wendy asked Quotly will be used in Fall. Jory answered that a meeting is coming up to finalize a work plan with the Chancellor's office for the coming year. For Fall, we are extending the functionality of the course finder. We put together a proposal for a proof of concept that would add SIS integration to that, and it might be multi-phased. First step is to get seat counts into it to ensure that student looking at it see that seats are open. Where it is a live SIS integration or a first step is the way that enrollment is currently updated through a batch file. Jay is working diligently on it. Our proof of concept is working with a vendor who has built IPs and done this work in a rapid deployment scenario. We will be working with three Districts: Banner, Colleague, and Peoplesoft to build up that proof of concept. We are just waiting for final approval on our project plan from the Chancellor's Office and pending that we will start to do this work in the next couple of weeks. SIS integration will include expansion into cross-enrollment without application. We want to ensure that the technology lift is something your IT Dept. can handle.

Jodie commented that Quotly gave 1,400 free enrollments for students for the summer when it costs \$34 per student which is expensive. Jory replied that Quotly's model and the way they are working with the CSU is a concierge based model. We have some concerns about scaling that and putting an individual between the student and the institution. We agreed that Quotly can offer that concierge service to a community college student if s/he could not get a class and reached out for help by completing the survey or submitting a help text. It is a self-service model unless they reach out. Our goal moving forward with the proof of concept is that without the application step (what was approved in AB 637) a student can register in a class once s/he finds it

at that point in time. Will not see a need for the concierge service once students do not need to apply.

In Fall, we also want to start working with all of you to identify online degree programs. We have a mission to support fully online ADTs/degrees, Marilyn and her team will reach out to you soon to have a conversation about your online programs. We will likely reach out for at least one fully online degree that we can help promote through your institution. We are also working on technology end of that to find out about the student experience. When a student comes to the new CVC OEI, how will they find programs and a la cart programs.

AB 705 SUPPORT AROUND ONLINE STATISTICS (Marilyn Harvey)

The OEI has started a conversation/relationship with Statway Carnegie. Currently Statway is an in-person college level course designed for developmental math learners. Approached us to develop a fully online Statway math course to go into our pathways/exchange for the students. Just started this conversation and mapping out a timeline with a launch in Fall 2019. Some of you already participate in a face to face Statway program, and Marilyn will be reaching out to the colleges asking for participation in this project. Those courses will have all of the touches that make students successful: professional development, equity, and research to determine how it's working, gaps, etc.

Jory added that we got involved in this opportunity at the request of the Chancellor's Office. They are expecting many more students to be placed into college level Math and English courses. We were asked from an online perspective if there is something that can be done to support online statistics in a single semester. Working on this with Carnegie and West Ed. to develop the course using the OEI Rubric as the basis for it and the resources that we have. We will need input from colleges that have used it and are interested in using it.

READINESS WORK AND DATA GATHERING – QUEST (Bonnie Peters)

Quest program working with Intellify to get data about student engagement. We did a pilot last year, complete end of June with Ventura and Cabrillo. Notified by intellify that the project will end because they are focused on working with K-12. There will be data from Ventura and Cabrillo that will be shared. It has been a great partnership, and because we have a service agreement with them, we own the data. Intellify has agreed to work with the new group we choose and show them what we've been doing with student engagement data. We will continue to find another partner. The data fits in with overall student success and expand it to tutoring to see how effective the service has been. Seek out different ways to make that happen.

Focus going forward with new and original cohort is about equity in everything we do. Strengthen our interaction more with students, really bring in the voice of the student into some of the things we're doing. Incorporate their voice and point of view, a few projects coming up. Intending to build out an existing bank of students who can serve as a focus group, demographic equity group identified based on Title V. More research efforts on our part to share with you on what can be effective with students. Expanding equity at the institution, special programs and yourselves in terms of leadership, how to share with you what the needs are. Strategies to provide to you and program leaders to expand more into the institution.

EXPANSION COLLEGES (Kate Jordahl)

Continue to work with the new colleges, the OEI Implementation team hosted webinars on Wednesday, May 23 and Thursday, May 24, 2018, and a copy of the video and PowerPoint are available. Moving forward with the colleges for them to put courses into the Course Design Academy, and they have been very enthusiastic. The next step is a Student Services email where we will get them started with Quest (SmarterMeasure). We will work with them step by step to join the Consortium. It is likely that many of them will attend the August meeting and then be invited to join the face to face meeting in September. As another next step is give the Project

Leaders a mentor connection and have some of your colleges be mentor colleges. Kate would like to gather a few of you to think about what that might be and then we can go back out to the larger group via email to make a plan for the Fall. Contact Kate if you or your college is interested in being a mentor. Justin, Karen, and Kate will be presenting at OTC "Collaboration of Colleagues." Please join us on Tuesday at 11am to share experiences.

Jory added to please stop by the OEI and @ONE booths at OTC. We also have a small gift for your faculty who have aligned their courses to the Rubric. Please have them stop by the @ONE booth.

IV. VOTE ON UPDATED OEI CONSORTIUM BY-LAWS

The updated By-Laws were approved by consensus; no revisions.

UPCOMING MEETING SCHEDULE

- Friday, August 9, 2018 – Online Meeting - 9:30AM-11:30AM
- 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 – F2F Meeting (Sacramento) – 10:00AM-3:30PM
- Friday, December 14, 2018 – Online Meeting – 9:30AM-11:30AM
- Friday, January 18, 2018 – Online Meeting – 9:30AM-11:30AM
- 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

FOR THE GOOD OF THE ORDER

Conversation for effective way to communicate, if Basecamp or an alternative for what people want to use.

Jody invited colleges to Cyber Security discussion at OTC. Four colleges are collaborating to share students – Cyber Security, running a certificate program in 34 weeks to be employed in Cyber Security. Using OER, Quest, OEI Rubric, @ONE training model, and cross enrollment. Each college will provide 10 students that will launch in spring. Target Veterans and students with a BA. Testing of guided pathways and vision for success between four colleges.