



# Minutes

**Committee Name: SSSP**

**Date: 1/29/2020**

**Time: 12:30PM-2:30PM**

**Location: MB 318 | Zoom**

**Present: Heather Ostash, Julie Cornett, Tanner Barnett, Corey Marvin, John Elder, Emma Gilmartin, Pam Campbell, Laura Vasquez, Chad Houck, Tyson Huffman, Christine Small, Chelsea Coen, Katie Bachman, Dean Bernsten, Ben Beshwate, Vivian Baker, Deanna Campbell, Lisa Stephens, Ryan Khamkongsay, Fabian Meneses**

**Absent: Rebecca Pang**

## 1. Call to Order

Time: 12:30pm by Heather Ostash, Vice President of Student Services

## 2. Approval of Agenda

## 3. Approval of Minutes and Action Items

## 4. Data Coach Project Update

- Julie and Ryan working on Data Coach Project
  - Plan to roll-out (tentatively) this summer
    - Working out incentive, deliverables (special comp)
  - Working with RP Group partners, they have best practices, strategies, and resources for implementation
  - Julie working with Academic Senate to ensure that this goes up that channel, working on getting proposal fleshed-out a bit before presenting it to Senate
    - Concept: Trained faculty members as Data Champions, can be resource for the college, as well as program reviews, etc
    - Idea: Data Team that could meet regularly, similar to Achieving the Dream
      - Heather found the team model helpful previously, allows for data to be viewed in different ways, such as by finding themes/trends within the data
    - Pilot to be put into phases:
      - Phase 1 – Outreach, recruitment, and creating buy-in
        - Should be faculty-led
        - Go through Senate Exec/Academic Senate at large
          - Ben: Should go through IEC/College Council as well
      - Phase 2 – training component
        - Training for faculty in data literacy, etc, particularly for program review and annual unit planning



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- Dean: Data collected from observational studies or from experiments?
  - (Observational) Source of data is existing, much from Banner
  - Emphasis on program review/annual planning
- Important to note that these data champions are not replacing the work of Institutional Research, only to be a faculty support role
  - Michelle mentioned creating a FAQ sheet to show what the champions are and specifically what they're not
- Corey reminds group that the intention is to have all groups with data champions, faculty staff and admin
  - Raise overall institutional data literacy
- Timeframe
  - Julie and Heather will discuss

## 5. CFIT Report-Out (If any)

- Heather: Doodle poll out to schedule new meeting
  - Julie, Heather, Tanner to plan for next meeting(s) moving forward
  - Previously did a deep dive into the website from student perspectives, to determine lack of clarity etc
  - Detailed walkthrough from CCCApply with many students present
- Chad: Pathway Communication
  - Solicited feedback from students, compiled data onto the project management tool, will upload
    - Data guiding how CFIT is discussing the student communications, in terms of when and who
    - Ryan points out that we can always go to IR if we need help forming surveys
    - This data has been presented to Faculty Chairs
      - Good to solicit information from faculty, as we have many faculty members who are already doing work on this, such as Vivian and Valerie
  - Beginning to move towards a phase where more feasible ideas come out
    - Will be brought forward in next Faculty Chairs
    - Ryan offers student researchers for CFIT
    - Next meeting, mid-February
    - Vivian will be bringing this to her department meeting
      - Mentions that her students may want different comms at different times than an Engl major, for instance
      - End goal: more affinity with major
        - Other institutions hold mixers for each major/college etc
        - Deanna has asked for numbers on active students on the first day, looking towards working on welcome email/outreach



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- *Tanner will put the project management website in the committee SharePoint*

## 6. Failure to Return Report (Handout)

- Based on interviews with 60 students
- Media Preferences Survey – will be able to meet and review soon
- Communication Campaign to Students
  - Received “collateral” but need data before it can be made most effective, as communications are tailored to the specific types of students (students not applied to FA, students not following through the application, etc)
    - Are we having them do a “Why go to CCCC?”
      - Yes, they will be producing for us
  - Site-specific branding, Heather and Katie working with Interact to make comms as specific as possible
  - Campaign to begin for priority enrollment period for summer and beyond
- Telephone interviews, not just a survey
  - Questions and individual responses are at the end of the report
- Not returning
  - Number one reason is financial, having to make a choice to work instead of classes
    - Christine: Do we know any nuance such as Financial Aid qualification etc?
      - Yes, every answer is included at the end, with pie charts
    - Much of this data corroborates that which was collected previously in stop-out research
  - Short-term training, faster certificates/job skills
  - Intended audience of the document: starting point for us to review, from a GP standpoint looking at where students are communicating that changes need to be made/problems they may have had
    - Ultimately, many audiences that can take something from the data, all institutional
    - Dean: Perhaps a glossary of terms should be included for clarity of data
      - It is extremely important to point research to those who it will be presented to
  - We are seeing common themes come up, very helpful as it will lead to more focused work
  - Financial Aid awareness, need to get more students applying for FAFSA
  - Personal/Procrastination
    - Much geared towards us being more welcoming/informative with the information we have for students
    - More “just in time” information, not just providing it during orientation
  - Will we reach out to those who only need English and math?
    - Ryan included this into the data provided to Interact
      - Only those who were close to graduating, but still needed either/both English/math



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- Data can be uploaded to Navigate to create watch list
- Could create new mailers with information on services, etc.

## 7. Other?

## 8. Review of Action Items

*Tanner to put project management website in committee SharePoint*

## 9. Future Agenda Items

## 10. Future Meeting Dates

2/19/2020  
3/18/2020  
4/15/2020  
5/6/2020

## 11. Adjournment @ 2:30PM by VP Ostash

Meeting Chair: Heather Ostash, Julie Cornett  
Recorder: Tanner Barnett