

ENROLLMENT, STUDENT SUCCESS, AND EQUITY

Information Technology

Investment

Presentation by:
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INTRO

- There are many solutions needed to support our students and colleges. Our primary focus is on our enrollment growth, student success, and equity. This goal will be supported by various ideas shared in this presentation.
- Each of the recommendations is focusing on our goal of increasing enrollment at our colleges. There are a mix of innovative options including staffing recommendations, addressing applications that can be implemented, and focusing efforts on priority solutions to consider.
- This is a 2-3 year plan for going forward at a very aggressive pace impacting the entire district.
- This presentation will share a high-level review to implement them going forward.

PROBLEM SOLVING

MANNY MOURTZANOS

- Implementing technological improvements with emphases on:
 - SCFF: Growing enrollments, capturing every FTES and supplemental apportionment (AB540, Pell, CCPG, and Special Admits)
 - Improving Data Accuracy
 - Technological Systems Interfacing (software talking to software)
 - Organizational Systems Integration (people talking to people)
 - Technological Automation → reduction of manual entry → increase face-to-face student services (Heather Ostash)
 - Benefits the work of our Enrollment Services and financial Aid teams (Bill Bloom at Cerro Coso , Erin Wingfield and Tiffany Haynes at Porterville, and Michelle Pena and Jennifer Achan at BC).

DUAL ENROLL

BY MANNY MOURTZANOS

- Problem: Historically had difficulty with management of registering dual enrollment students, as well as high school interfacing with dual enrollment courses. Requires labor-intensive manual entry or requiring students to complete a full college application and complete the regular course registration process. Time consuming and oftentimes confusing process requiring wet signatures from students, parents, and high school staff.
- DualEnroll.com streamlines and automates the enrollment of high school students in college courses.
- DualEnroll.com provides a process management solution with paperless registration and parent permissions streamlining access to dual enrollment courses.
- Enhanced relationships with high schools → Enhanced opportunities and access for students (increased enrollment of Special Admit populations for the colleges, contributing to the SCFF)
- SIS integration
- Steve Watkin and Kylie Campbell

DUAL ENROLL

BY GARY MOSER

- Current systems didn't support the needs of dual/concurrent programs and need a platform to fill this gap.
- It's cloud-based platform combines an intuitive user interface with a highly configurable workflow engine that seamlessly exchanges data with student systems as necessary.
- This allows colleges to create an efficient and intuitive user experience for students, high school partners and internal staff while maintaining the integrity of the student system as the system of record.
- streamlines and automates the enrollment of high school students in college courses, ensures college standards are met for courses in the high school.

CRM RECRUIT- RETHINKING HOW WE FISH

BY MANNY MOURTZANOS

- A stem-to-stern case-management approach to recruitment (following students all the way from point of interest, through to application, all the way to enrollment)
- An interaction management tool with prospective students (similar to client contact solutions for businesses)
- A tech solution to engage and recruit incoming students on a variety of media, providing a comprehensive student application management process
- Custom-branded messaging through send bulk email, texting and chat communications with personalized delivery (and tracks student engagement with messaging)
- Monitors staff workflows and allows for task management of employees
- Data integration with Banner
- Increase yield of prospective students to actual students. It is the difference between casting a line because we think that's where the fish are, to using sonar technology to tell us exactly where the fish are, and how far down. Not just where to drop the line, but the right tackle to use.
- Steve Watkins, Ashlea Ward, Katie Bachman (CCCC),
- Project Team

CRM RECRUIT

GARY MOSER

- CRM Recruit application – Automate marketing, personalize student, refine pool, tracking enrollment and retention trends and goals, highly integrated into current system, and increasing engagement.
- Highly Integrated with our Banner ERP system
- Personalized communications
 - Bulk email, texting, and chat
 - Dynamic or automated communication plans and nudges based on specific criteria
 - Track engagements across multiple channels
- Dynamic applications and decision making
 - Create and manage multiple applications with no additional fees
 - Conditional logic based on level, program, or other core criteria
 - Automate decisions assignments based on rules or scoring criteria
- Efficient staff workflows
 - Recruiter territory and task management
 - Real-time reporting and role-based dashboard views

TOUCHNET

BY ARLITHA HARMON

- SailPoint is not updating their technology and will not be adding new features and functionality.
- Need several key functions to help students to include integrated student payments, parent pay (authorized users), stored payment profiles, access to real-time account balances, scheduled payments, and real-time posting of payments to Banner.
- Need to ensure we have integration into Banner as our system of record

TOUCHNET

BY GARY MOSER

- Key features: cashiering, Payment center, student account advising, Automate and manage student payments, and management dashboard.
- Secure solution to protect information
- Highly integrated with our Banner ERP system
- Student Account Advisor provides one-stop access to the student's financial footprint on campus.
 - Payment history
 - Statements
 - Scheduled payments
 - Saved and preferred payment methods
 - Refund profile

OKTA - SSO \ ID M

BY GARY MOSER

Challenges of current systems:

- Current system has not been stable
- Limited functionality
- Requires additional products for a complete solution
- Staff time to manage a variety of platforms

Benefits of Okta:

- Provide onboarding of our students in a streamlined approach to registration.
- This allows for real time provisioning based on roles, etc.
- Designed to support multiple campuses
- Time savings in using a single platform and management console

IT TIGER TEAM

- Formation of an IT special projects team to target specific projects\solutions.
- This would allow particular team members to focus on priority objectives supporting new district goals – in this case enrollment.
- To be effective this would include stakeholders from the colleges to participate and work together to ensure success of the projects proposed by the district.

COMMENTS? QUESTIONS?

