# Public Information Commission: Spring PIC Meeting Minutes

## Day 1 | May 9, 2024 | 10 a.m. – 4:45 p.m. Location: Columbia Basin College | 31 in Attendance (15 in-person, 16 online)

**10:05 a.m. – Call to Order, Kickoff & Introductions (Sara Gómez Taylor)**

* Welcome and call to order
* Introductions: What are you looking forward to?
* Impromptu Modern Campus migration round table

**10:45 a.m. – Welcome from Columbia Basin College (Rebekah Woods, Columbia Basin College president)**

**11 a.m.** – **Student Storytellers: Launching an Influencer Program (Abby Humbel, Hagerstown Community College)**

* Presentation from NCMPR National Conference and was asked to come to PIC
* Why Influencers?
  + Social posts weren’t getting engagement they wanted, felt scripted
  + Were looking for more authenticity, credibility, relatability, build branding, and event converge
  + 2 students each semester, renewal available
    - First post from each is a “day in the life” to introduce influencer to channel audience
    - Students either shoot video and send footage to Abby to edit and post, or they coordinate timing so Abby can film them herself
* Types of content
  + Content ideas and calendar created and assigned by Abby
  + Programs of study
  + Day in the life
  + Event promotion
  + Fundraising campaigns
  + Clubs
  + Student service info
  + Upcoming deadlines
  + Relatable topics (Finals, stigma about community college)
  + Holidays
  + Behind the scenes
* Content Rules of thumb
  + Use trending audio/music/sound (platform dependent, customize it per platform)
  + Execute trends quickly
  + Tie content back to information
    - Balance between trendy and professional
  + Get inspiration from other schools (follow as many as you can!)
  + Make sure text is customize per flatform (not cut off)
  + No watermarks (e.g. instagram will push your posts down if it has TikTok watermark)
  + Edit outside of social media apps (inshot, capcut, etc)
* Results: Influencer video were the top posts for HCC across all platforms
* Recruitment & incentives:
  + https://www.hagerstowncc.edu/influencer
  + Independant contractor form and W9
  + $500 per semester stipend
  + Review personal social media accounts
  + Must be in good financial, academic and behavioral standing
  + Diverse group from gender, age, races, programs, clubs...etc
  + Students use their own devices
* Fav / Examples schools
  + Cape Fear Community College
  + Grand Rapids Community College

**12 p.m.** – **Lunch: Discord discussion**

* [CBC has new e-sports offerings,](https://cbchawks.com/sports/e-sports) which is what brought Discord and Twitch to CBC
* Discord = Instand messaging and social platform. Can be private/direct or community “servers” based on similar topics
  + Think Slack or Teams
* Limited in scope/use to Gaming Club and e-sport related topics
* Concerns and questions in room revolve around FERPA compliance, content moderation (i.e. curb hate speech, avoid cheating), privacy concerns
* Twitch used mainly to share and relay live stream events
* Sponsorship opportunities for esports teams available on Twitch
* Provides specific space for students to connect (with other students, as well as families who livestream esport matches)

**1 p.m.** – **Human-Centered Design (Camy Naasz and Nikki Gagliardo, Anthro-Tech)**

* Who is Antro-Tech?
  + Consultancy agency focused on non-profit, government agencies with social-impact focused missions
  + Clients: HBO, META, King County, SPSCC
  + Services: User research, user interface and interaction design, training and mentoring, digital accessibility, strategy and change management, info and architected design / strategy
* Human center designed (aka User Centered Design) = designing products, systems, services that prioritize the needs, behaviors and experience s of the people using them
  + Goal: Aim to make solutions more usable
    - Audience can: quickly understand what they can and want to do and successfully complete their task in the time and effort the except
    - Usable solutions can prove server benefits
      * Improve productivity
      * Enhance user wellbeing, avoid stress
      * Increases accessibility, reduce risk of harm
  + 5 dimensions of a usable website
    - Effective
    - Efficient
    - Engaging
    - Error tolerant
    - Easy to learn
* Who are the players?
  + Users: Interacting through the system, those who are experience the problem you’re working to solve (front end or back end)
  + Designers: Planning, creating, or altering the experience (product and project teams, business owners and partners)
  + Stakeholders: Have the power to affect or are affect by the design (supporting but may not be involved in the design)
* The process
  + Research & discover > Synthesize & ideate > conceptualize & prototype > test & iterate > implement & refine > Research & discover... (process loops incorporating feedback)
* Principles
  + Understand end user
  + Consider entire experience
  + Engage with users throughout
  + Test and revise solutions
  + Iterate frequently
  + Collaborate across disciplines
* Why do it (besides that it’s the right thing to do)?
  + Saves money, saves time
    - Less rework during development
    - Improved productivity
    - Fewer phone calls
    - Less training and documentation
* How can you be more user centered?
  + Use existing data, surveys, and conversation to get to know your users and their needs/goals on your website
    - What are their needs and goals?
    - How do they think and talk about the information on your website?
    - How are user groups different?
      * Students, faculty and staff, prospective students, parents, community member... etc
    - What are the analytics telling you about the most visited pages or top search terms?
    - Has your college done surveyed your user groups?
    - What types/topics of phone calls, emails, social media messages do you reserve, are there themes?
    - Triangulate date to validate observations
  + ASK YOUR USERS
    - Not just what they want, focus on problems and challenges they face
  + Prototype but don’t over think it
    - Use simplified, incomplete models of the design
    - Explore more ideas
    - Elaborate requirements, refine specifications
    - Test test test
  + Start with quick wins
    - Look for low effort, high impact changes to solve demonstrated issues
    - Identify how you’ll measure impact (pre defined KPIs)
    - Observe and monitor
      * What worked, what didn’t, are the issues still present, are there new unforeseen issues?
    - Revisit and revise
* Resources
  + Luma Institute
  + Neilsen Norman Group
  + W3.org
  + 18F
  + Interaction Design Foundation
  + Figital.gov/usability
  + Tools
    - [Eight shapes color contract checker](https://contrast-grid.eightshapes.com/?version=1.1.0&background-colors=&foreground-colors=%23FFFFFF%2C%20White%0D%0A%23F2F2F2%0D%0A%23DDDDDD%0D%0A%23CCCCCC%0D%0A%23888888%0D%0A%23404040%2C%20Charcoal%0D%0A%23000000%2C%20Black%0D%0A%232F78C5%2C%20Effective%20on%20Extremes%0D%0A%230F60B6%2C%20Effective%20on%20Lights%0D%0A%23398EEA%2C%20Ineffective%0D%0A&es-color-form__tile-size=compact&es-color-form__show-contrast=aaa&es-color-form__show-contrast=aa&es-color-form__show-contrast=aa18&es-color-form__show-contrast=dnp)
    - [Hemingway editor to check readability](https://hemingwayapp.com/)
    - Google Analytics to monitor trend
    - BrowserStack to see how it looks on different devices and browsers
    - Color blind simulator
* 5 Common (perceived) barriers to a usable workplace
  + Too complex, too many unique audiences with their own needs
    - UCD will help tame complexity
    - Evolves solutions through interactive cycles of design, test, and improve
    - Reduce risk
  + We don’t have the resources
    - Start small, gain buy-in
    - Use what you have (google, social engagement posts, contact form submissions, help desk phone calls or emails)
    - Show how using real data can improve the quality of products and efficiency of decision making
    - Describe your user so everyone has a shared understanding (put a face to the impact)
  + VIP wants their content on homepage, but so does EVERYONE!
    - What user need does this solver? What task will it help them complete?
    - If the homepage tries to meet EVERYONE’s needs, it will not meet anyone's
  + Our website is not compliant/accessibility
    - Title II of the American with Disability Act was updated April 24, 2024
    - New standard is WCAG 2.1 Level AA
    - Have 2 years to comply / rectify

**2 p.m. – Campus tour**

**3:15 p.m. – *The College Tour* (Shawn Devine, Olympic College)**

* Watch intro / outro of Olympic College’s episode of *The College Tour*, which will be streaming on Amazon Prime on May 28
* $116k to produce
  + While sticker shock is larger, still cheaper than hiring the full-time staff required to produce in house.
* Creating corresponding blog posts and social media posts for each student segment, linking to CRM to track ROI
  + 38 students enrolled pays for it
* Olympic College retains rights to ALL a-roll and b-roll and can reuse/recut
* Olympic College wrote the scripts and content
  + Had students rewrite their segments to be in their voice

**4 p.m. – Break**

**4:15 p.m. – End Your Day in a Chill Kind of Way (Columbia Basin College Student Life Team)**

* Guided mindful meditation with [Joe Streetman](https://www.columbiabasin.edu/directory/jstreetman.html)
* Wellness tips and coloring activity with [Ann Wright](https://www.columbiabasin.edu/directory/awright.html)

**5 p.m.** – **Adjourn All**

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## Day 2 | May 10, 2024 | 8:30 a.m. – 12 p.m. | 27 in Attendance (16 in-person, 11 online)

**8 a.m. – Check-in, breakfast available, and remote site sign-on**

**8:30 a.m. – PIC business meeting**

* 2024-25 treasurer’s report
  + Prospal to raise fees
    - Both days: from $75 to $125
    - One day: from $60 to $100
    - Friday: from $25 to $60
    - Remote: from $15 to $50
* 2024-25 PIC budget
  + Budget proposed and adopted
* 2024-25 officer nominations & election
  + Executive committee proposed and adopted
* 2024-25 liaison nominations & election
  + Liaisons proposed and adopted
* 2024-25 meeting planning
  + Fall: Oct 28-29
    - Location: YVC
    - Backup: Clover Park
  + Winter: Feb. 6-7
    - Location: SPSCC
  + Spring: May 8-9
    - Location: Tacoma

9 a.m. **–** Break

9:10 a.m. **–** Get ready: VIPs are visiting (Phil Denman, Green River College)

10:10 a.m. **–** Marketing the Marketing (Carolyn Casey, Community Colleges of Spokane)

* Making faculty criticism of MARCOM into Lemonade
  + If you don’t tell your story, someone else will
  + If it’s not seen or understood it must not be working (/s)
* Presentation to review fall enrollment and marketing efforts to faculty senate and trustees
  + Shared current marketing practices
    - District marketing creat share marketing funded through a district marking fund for
      * AA Transfer
      * Running Start
      * General Career Tech
    - College and District Offices pay for additional marketing for specific programs
    - Most campaign include a cmapaigh web landing page and crm inquiry form
    - Peer trustee-aoorived procedure, all paid marketing is done through the district MarCom office
    - Were unfamiliar with tech/tools like geofencing, CRM, landing pages
  + Shared where the money comes from. Faculty were unaware of how time and work was processed for graphic design, videography, writing...etc
  + Shared the non-marketing ways of recruiting students and who to talk to (Recruitment & Outreach)
  + Shared how marketing campaigns are setup and who is targeted
    - General recruitment vs. Under-represented students
      * Social ads
      * Geofencing high schools for running start and all major events in Spokane
      * Interviews with running start students
      * Spokane radio public spots
      * Community newspapers
        + Spanish speaking and tribal
    - Transfer student campaign
    - Google Drip campaign
    - Shared data re: engagement
      * Provide context for industry average
      * Provides credibility
    - Welcome package mailed to students who apply
    - Shared info about the CRM (including who programs can talk to)
  + Shared public relations 101 and approaching things from a story perspective
    - Emphasis trying to find how to share stories in multiple over multiple platforms
    - Provided ways for faculty to share story ideas
* Outcome?
  + Friendlier faculty management
  + Many new story ideas that are interesting
  + Better understanding and respect of our work

10:50 a.m. - FAFSA Roundtable

* June 10 = ctcLink configuration timeline
* Multiple Colleges’ FinAid offices are closing to the public multiple times a week to deal with and process the problem
  + Comm needs to relay info to students about office hours
* Concerns around non-school related costs, particularly housing
  + Spokane trying to provide all students a $1500 advance in FinAid
  + Spokane is working with local utilities providers and landlords to try and buy time during the two weeks they may not have funding