# 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