



WACTC PROMISING PRACTICES WEBINAR:

Communication Tools with Current & Prospective Students

Columbia Basin College, South Puget Sound Community College, & South Seattle College
May 20, 2021

LAND ACKNOWLEDGEMENT

I would like to begin with a land acknowledgement. Since we are all in different areas please feel to personally acknowledge the land you occupy. Since the State Board located in Olympia is hosting our webinar, we would like to acknowledge the traditional territories of the Coast Salish people, specifically the Nisqually and Squaxin Island peoples past and present. Olympia and the South Puget Sound region are covered by the Treaty of Medicine Creek, signed under duress in 1854. Acknowledging the land we occupy, along with building authentic relationships, can help bring about meaningful action towards our efforts in reconciliation and decolonization for the people indigenous to our lands.

LABOR ACKNOWLEDGEMENT

We would also like to take this moment to acknowledge that our nation (and our institutions) have benefited and profited from the free enslaved labor of Black people. We recognize the entangled and interconnected histories of Indigenous peoples who were forcibly removed from their land and the plight of the Black people were forcibly brought to it. We acknowledge the enduring impacts of the African diaspora and lift up the contributions, talents, and dreams of our Black communities.

We would also acknowledge the immigrant labor that has contributed to the building of this country within our labor force, including voluntary, involuntary, trafficked, forced, and undocumented peoples. We recognize and honor their important contributions.

HOUSE KEEPING & GROUND RULES

- Please leave your video **off**
- Please stay muted at all times unless speaking
- Chat will be monitored for questions, so please feel free to use it.
- We're here for constructive dialogue and exchange. Please be open-minded and courteous.

Slides and presentation will be posted on the SBCTC website soon.
Please watch your email for the link once it is available.

*This meeting is being recorded

WACTC PROMISING PRACTICES WEBINAR: COMMUNICATION TOOLS WITH CURRENT AND PROSPECTIVE STUDENTS

- **Columbia Basin College** will describe its virtual based programming using the “Blue Apron” model, providing learning tools to participants. They have also adapted pre-pandemic events to continue to serve their students effectively
- **South Puget Sound Community College** will discuss an integrated media and marketing plan that – connected to their enrollment tracking CRM – enables them to determine the impact of marketing on enrollment
- **South Seattle College** will share their journey of process improvement through reflection and the application of the Live Chat and Power Automate tech tools

Columbia Basin College

Best Practices Exchange May 20, 2021

Melanie Casciato

Director for Student Recruitment



Pandemic Recruitment

- Student Recruitment Spring 2020 to present
 - Social distancing requirements,
 - Safety concerns,
 - Cancellation of events,
 - Technology limitations,
 - Technology overwhelmed
- How can we...
 - Share information,
 - Meet people, "where they are at",
 - In a meaningful way,
 - Virtually?



“Hello Fresh” event style

Hello Fresh- meal delivery

1. Pick a plan
2. Get a delivery
3. Cook, eat, enjoy

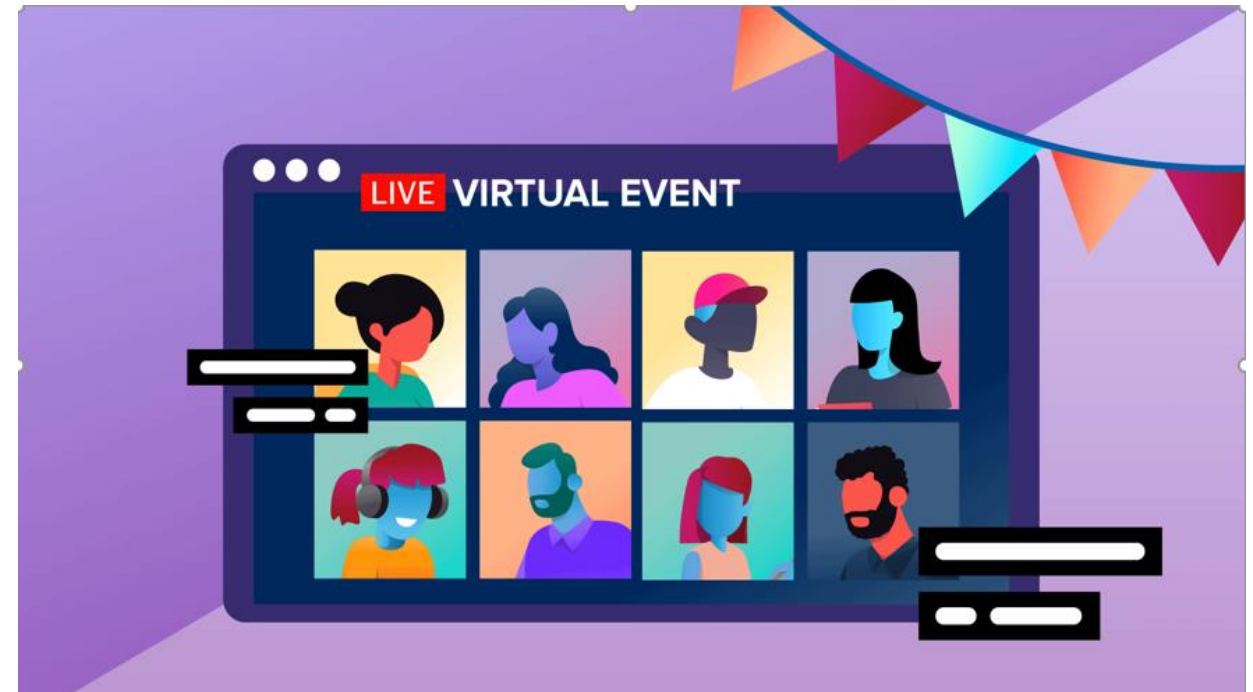
Characteristics:

Simple
Flexible
Stress-free



Events Delivered!

- Hello Fresh- model
 1. Create an interactive, virtual event.
 2. Create registration and promote event.
 3. Deliver materials and engaging event!
- Characteristics:
 - Simple
 - Flexible
 - Stress-free



Event Selection



Choose a program or area that is targeted.



Work with program faculty on selecting an activity.



Research “scaling” activity

Supplies
Instructions
Packaging



Determine target market



Develop registration process



Market/promote

Program- Target Market

- Develop list of programs
 - High demand in the marketplace
 - Capacity
 - Innovative program
- Determine your target market
 - Age group
 - Geographic
- Agriculture
 - New program development
 - Awarded grant funds
 - Collaborative faculty
- Target Market
 - Middle/High School
 - Families
 - Females
 - High agriculture demographics for parent employment.

Select Activity



Create agenda for event

Plan your time



Program partners, college advocates

Who in the community will hire your future students? Engage them in your event.



What activity will demonstrate key information?

Something tangible for attendees to reflect on.




Review activity materials for cost and planning distribution.

Registration

- Make it easy!!!
 - Link embedded in messaging.
 - Easy to understand.
 - Estimated time to complete form.
- Provide choices (when available).
 - Builds engagement.
 - Gather demographics to personalize kits.
- Gather helpful details or provide an opportunity for comments.
 - Helpful for delivery to get details.

Registration Form

Questions Responses **26**



Families & Farming Event

Learn about the study and science of agriculture and how it connects to careers in our community. This short evening event features guest speakers, hands-on transplanting, a fun trivia game and dinner for everyone!
Registration gets you:
* Transplanting kit
* Agriculture information
* Take and bake pizza for the family
* Home delivery of all items for the event.

Date: March 2, 2021
Time: 5:30 to 7 pm

Family Registration Information:

Section 1

1. First Name of Registrant *

2. Last Name of Registrant *

3. How many people in your family will be attending? (We will be providing activity kits for each participating family member.) *

1-2

Questions Responses **26**

Toddler/Small Child
 School grades 2-5th
 School grades 6-8th
 High School
 18-25
 26-35
 36-60
 60+

5. Take and bake pizza will be provided for your family with this event. Please indicate your preference for type of pizza. *

Cheese
 Hawaiian (canadian bacon & pineapple)
 Pepperoni

6. Delivery Address: (Your kit and pizza will be delivered the day of the event. We will need an address and any additional directions you need to provide for the successful delivery of your kit.) *

7. City *

8. Phone Number *

Ex: Families & Farming Event

- Encourage families to learn more about study of agriculture.
- CBC degree programs and highlights.
- Provide a hands-on activity to engage attendees.
- Deliver dinner as part of the event.
- Provide resources in high demand languages.



The poster features a central title 'Families & Farming EVENT' in large blue font. Above the title is a 'VIRTUAL' banner. Surrounding the title are various agricultural icons: a piggy bank, a drone, a pig, a plant growing in a pot, a cow, a hand holding a money bag, three beakers with plants, a computer monitor with a graph, and gears. The CBC Columbia Basin College logo is in the top right corner of the poster area.

Join the CBC Agriculture program for a fun-filled, family-friendly event!
Learn about the study and science of agriculture and how it connects to careers in our community. This short evening event features guest speakers, hands-on transplanting, a fun trivia game and dinner for everyone!

Register and receive:

- Transplanting kit - Dirty hands, happy hearts.
- Agriculture information - Take down trivia opponents!
- Take and bake pizza - Yummy pizza for the whole family!
- Home delivery - We follow all COVID-19 safety precautions.

Event sponsored by Northwest Farm Credit Services - Rural Community Grant Program.

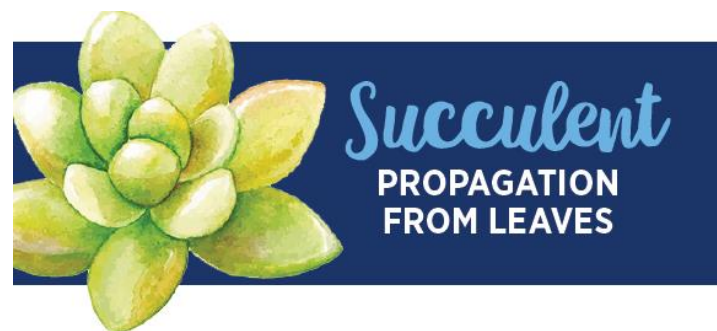


Learn more about agriculture from the comfort of your own home during this engaging virtual event!

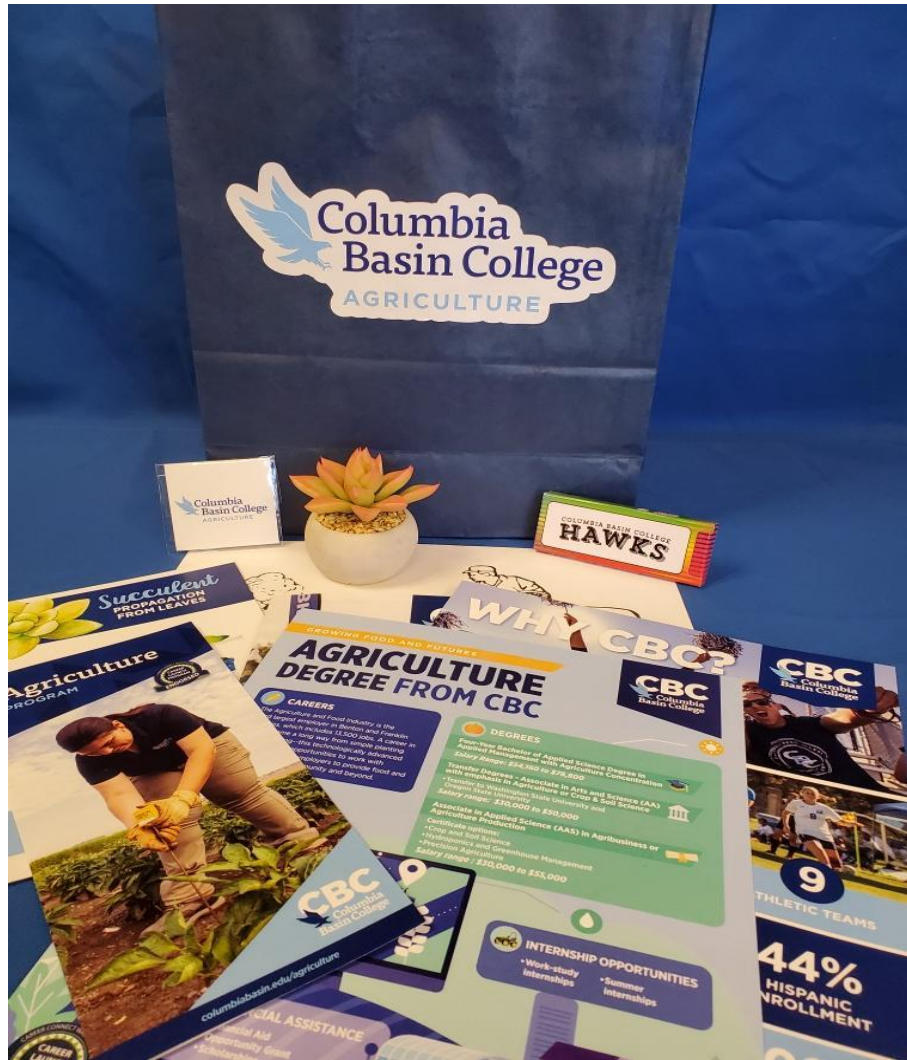
Date: March 2, 2021
Time: 5:30 to 7 pm
Where: Zoom
Register: columbiabasin.edu/familiesandfarming
Contact: Email cbcoutreach@columbiabasin.edu or call 509-543-1452

Activity: Succulent Transplant

- Engage all age groups
 - Coloring sheets/crayons.
 - Activity that is flexible.
 - Branded materials
- Provide all supplies necessary:
 - Succulent leaf
 - Potting soil
 - Transplant pot
 - Instructions



- 1 Take a leaf that has fallen from your succulent. Put the leaf on a paper towel until the cut end dries out.
- 2 Place the leaf on top of a small container of potting soil.
- 3 Place in filtered sunlight, and mist it with water.
- 4 When the baby plant reaches about 0.5" tall, gently remove the original leaf.



What is your cutoff date?

- Registration

Delivery details

- Packaging
- Travel authorization/expense
- Delivery timeline

Communication to registrants throughout the process.

- Provide them the details so they know what to expect.

Engaging your collaborators to set the tone for the event.

- Positive messaging
- Recruitment opportunity!

Strategic Enrollment Management

- Targeted recruitment efforts.
- Collaborative campus effort.
 - Student Recruitment, Academic Programs, Marketing & Communications
- Intentional & Engaging
 - Knowing our program (target market and assumptions).
 - Knowing our market (bi-lingual capabilities for sharing messaging).
 - Event timing (dinner, expectation of time commitment, engage everyone in the family).

SEM Work at CBC 2020-2021



• **Consultant Partnership**

- Ruffalo Noel Levitz (RNL) Consultant.
- Created annual plan for marketing & recruitment.
- Assessed current work
- Created goals (looking at pre- and mid-pandemic planning).
- Strategized and planned work focusing on enrollment.

• **CRM Implementation**

- Reviewed, selected, purchased Customer Relationship Management system.
- Implemented (in process) CRM
- Created communication flows targeted by student type.
- Increase engagement with prospective and applicant students.
- Event and communication management.

Thank you



We All Soar Together



South Puget Sound
COMMUNITY COLLEGE

Integrated Media & Marketing Plan

SBCTC Promising Practices
Exchange

**SUCCESS —
—AMPLIFIED**

The Old Model (Pre- 2018)

- Short “enrollment marketing” period
May – August (ish)
- Not goal- or result- driven
- One-off messaging and creative
- Disjointed budget and purchasing procedures



The Rebrand - 2018 (And the Extras)

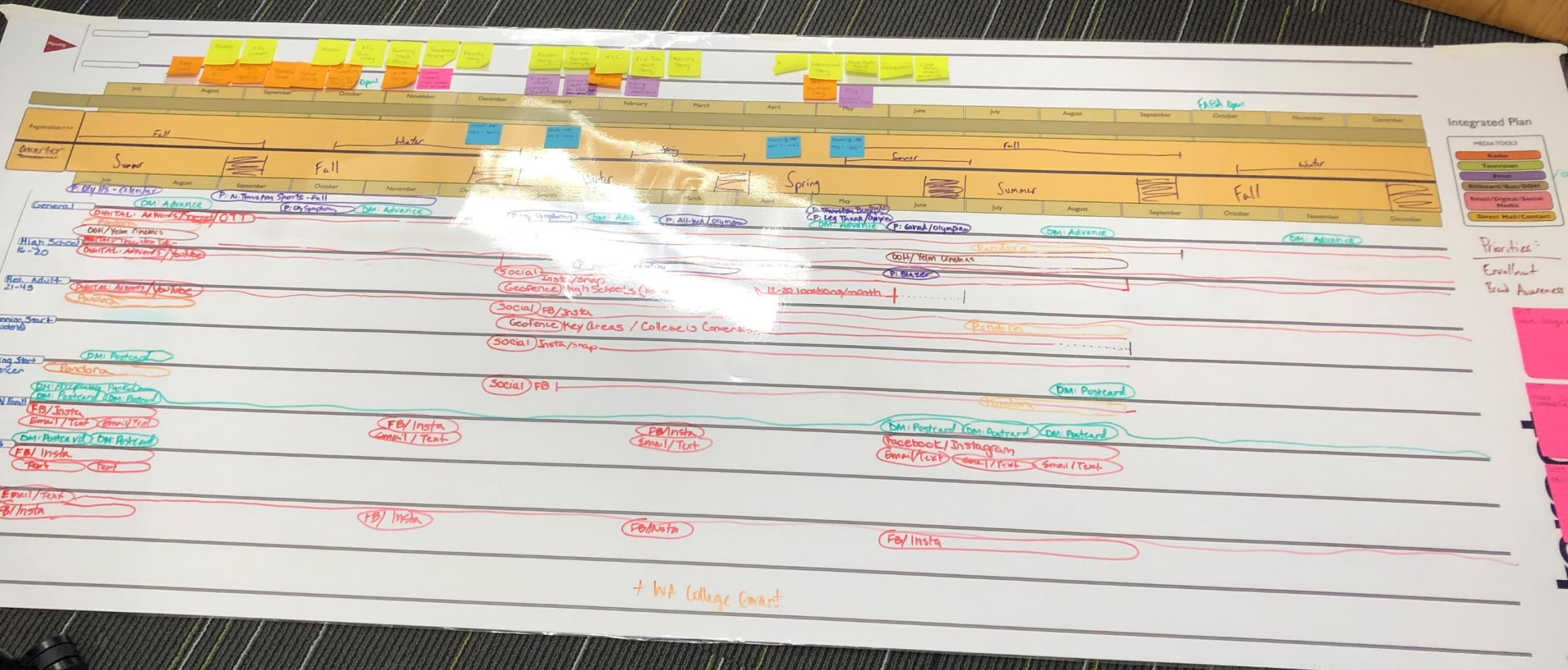
- Extensive research on community perceptions, reputation, and local media preferences
- Optional add-on: create an “integrated media & marketing plan” to roll out new brand
- Our tweak: Train us instead!



The Plan

Planning, Execution & Results

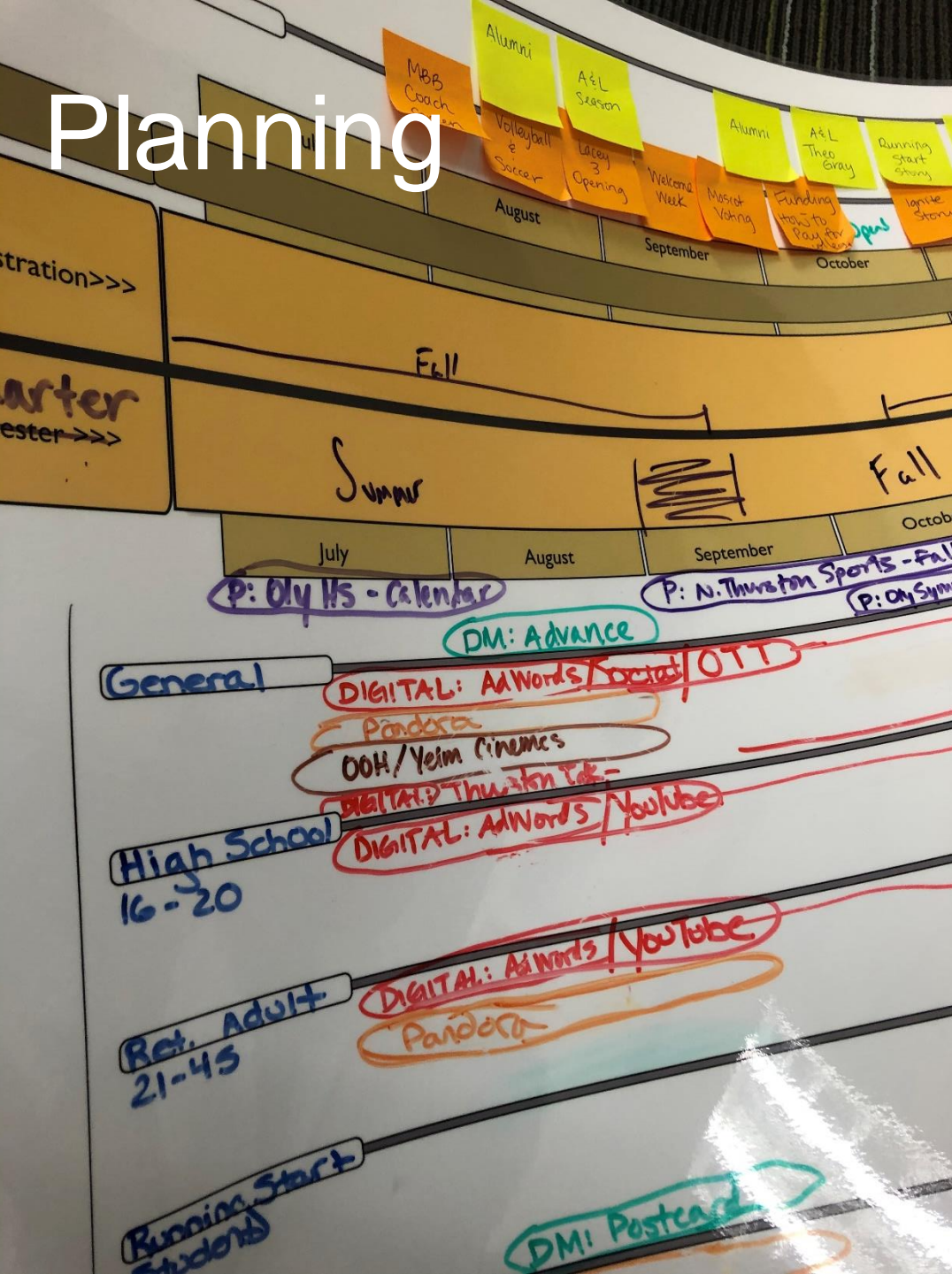
Planning



+ WA College Court

inter

Planning



1. High School
Age 16-20



2. Returning
Adult
Age 21-45



3. Running Start
Influencers



4. Current
Students

Grid View Filter Arial 10 Bold Italic Underline Strikethrough Text Color Background Color Font Color Link Unlink Print Refresh Undo Redo

Audience	July	August	September	October	November	December	January	February	March	April	May	June
Notes				FAFSA Opens								
REGISTRATION	Fall		Early Sept.	Late Oct.	Winter			Late Feb.	Spring		Late May	Summer/Fall
QUARTER	Summer		Late Sept.	Fall		Early Dec.	Winter		Early March	Spring		Early June
GENERAL	Digital / Social: AdWord											
	Digital: ThurstonTalk					+ Sports	+ Sports	+ Sports	+ Sports			
	Radio: Pandora											
	OOH: Yelm Cinema						OOH: Billboards					
		DM: Advance				DM: Soundwaves			DM: Soundwaves		DM: Soundwaves	
			Print: N. Thurston Spor									
				Print: Oly Symphony			Print: Oly Symphony					
			Print: A&L (2) - Olympi			Print: A&L - Olympian		Print: All WA - Olympian	Print: A&L - Olympian	Print: Leg Thanks - Oly	Print: Grad - Olympian	Print: Grad - Olympian
										Print: Thurston Co. Buy		
HIGH SCHOOL	Digital: AdWords, YouT											
16-20							Social: Instagram, Snar					Run though Aug.
							Geofence: High School					
								Print: Blazer - Timberlin				Print: Blazer - Timberlin
RETURNING ADULT	Digital: AdWords, YouT											
21-45	Social: Facebook, Insta						Social: Facebook, Insta					Run through Aug.
	Geofence: Key Areas (Geofence: Key Areas (
	Radio: Pandora											
RUNNING START	Social: Facebook						Social: Facebook					Run through Aug.
Influencer	Radio: Pandora											
		DM: Postcard										
APPLIED NO ENROLL	Social: Facebook, Insta					Social: Facebook, Insta			Social: Facebook, Insta			Social: Facebook, Insta
	Email: CRM	Email: CRM				Email: CRM			Email: CRM			Email: CRM
	Text	Text				Text			Text			Text
	DM: Postcard	DM: Postcard										DM: Postcard
STOP OUTS	Social: Facebook, Insta											
	Text	Text										
	DM: Postcard	DM: Postcard										
REQUEST INFO NOT A	Social: Facebook, Insta					Social: Facebook, Insta			Social: Facebook, Insta			Social: Facebook, Insta
	Email: CRM					Email: CRM			Email: CRM			Email: CRM
	Text					Text			Text			Text

		Sophia	Media Tool	Percent...	Spend	% of Total Budget	Total Spend	July	August	September	October	November	December	January	February	March	April	May	June	Column19	Remaining Budget	
1			South Puget Sound Community College	%	Spend	2019-2020																
2						Total Budget:	\$269,000															
3			DIGITAL	37.54%	\$100,984.8																	
4			Facebook/Instagram/Snapchat			13.05%	\$35,104	\$5,415	\$7,489	\$500	\$500	\$1,000	\$1,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$4,200		\$0.00	
5			OTT			2.23%	\$8,000							\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$0.00	
6			YouTube			5.95%	\$18,000	\$1,500	\$2,500					\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000		\$0.00	
7			Custom Display			0.00%	\$0															\$0.00
8			Geofence			2.23%	\$8,000							\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$0.00	
9			GoogleSearch PPC			7.81%	\$21,000	\$3,000	\$8,000					\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000		\$0.00	
10			Admin Fee			6.28%	\$18,881	\$1,983	\$3,198					\$1,950	\$1,950	\$1,950	\$1,950	\$1,950	\$1,950		\$0.00	
11																						
12			Radio	0.00%	\$0.00																	
13			Pandora			0.00%	\$0														\$0.00	
14																						
15			Print	31.53%	\$84,811.00																	
16			Advance Soundwaves			23.78%	\$84,000		\$18,000			\$18,000			\$18,000				\$18,000		\$0.00	
17			Postcards ANR			2.23%	\$8,000	\$1,500	\$1,500			\$1,500								\$1,500	\$0.00	
18			Running Start Postcard			1.12%	\$3,000		\$3,000												\$0.00	
19			N. Thurston Sports			0.52%	\$1,400					\$1,400									\$0.00	
20			The Olympian			2.60%	\$7,000				\$2,000			\$1,000		\$1,000	\$1,000	\$1,000	\$1,000		\$0.00	
21			Olympia Symphony			0.19%	\$500				\$250			\$250							\$0.00	
22			Blazer			0.07%	\$200								\$100					\$100	\$0.00	
23			New Neighbors Guide			0.35%	\$938							\$468						\$468	\$0.00	
24			Thurston Co. Buyers Guide			0.68%	\$1,775												\$1,775		\$0.00	
25																						
26			Out-Of-Home (OOH)	8.98%	\$24,150.00																	
27			Billboards			87.78%	\$21,200	\$2,120	\$2,120	\$2,120	\$2,120			\$2,120	\$2,120	\$2,120	\$2,120	\$2,120	\$2,120		\$0.00	
28			Cinema Yelm			0.15%	\$400								\$100	\$100	\$100		\$100		\$0.00	
29			Carvertise			10.56%	\$2,550							\$2,550							\$0.00	
30																						
31			Other	6.61%	\$17,775.00																	
32			ThurstonTalk			4.39%	\$11,800	\$400	\$400	\$400	\$400	\$400	\$2,150	\$2,150	\$2,150	\$2,150	\$400	\$400	\$400		\$0.00	
33			A&L Other Promo				\$4,000.00				\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500			\$0.00	
34			Tour of Shelton Video Site				\$1,975.00					\$1,975									\$0.00	
35																						
36			TV	0.00%	\$0.00																	
37						0.00%	\$0														\$0.00	
38																						
39			Total Scheduled			171.95%	\$227,721	\$15,918	\$42,207	\$3,020	\$5,770	\$22,775	\$3,650	\$19,988	\$31,920	\$16,820	\$15,070	\$32,745	\$17,838		\$0.00	
40			Remaining			-71.95%	\$41,279															
41			Scheduled + Remaining			100.00%	\$269,000															
42																				Total Scheduled	\$227,720.80	
43																				Unscheduled	\$41,279.20	
44																				Scheduled + Remaining	\$269,000.00	

Media Tool	Perce...	Spend	% of Total Budget	Total Spend	July	August	September	October
South Puget Sound Community College	%	Spend	2019-2020					
			Total Budget:	\$269,000				
DIGITAL	37.54%	\$100,984.80						
Facebook/Instagram/Snapchat			13.05%	\$35,104	\$5,415	\$7,489	\$500	\$500
OTT			2.23%	\$6,000				
YouTube			5.95%	\$16,000	\$1,500	\$2,500		
Custom Display			0.00%	\$0				
Geofence			2.23%	\$6,000				
GoogleSearch PPC			7.81%	\$21,000	\$3,000	\$6,000		
Admin Fee			6.28%	\$16,881	\$1,983	\$3,198		
Radio	0.00%	\$0.00						
Pandora			0.00%	\$0				
Print	31.53%	\$84,811.00						
Advance / Soundwaves			23.79%	\$64,000		\$16,000		

Execution

In-house creative & landing pages;
digital marketing partner

Depending on
who we're talking
to...

Facebook &
Instagram

Google

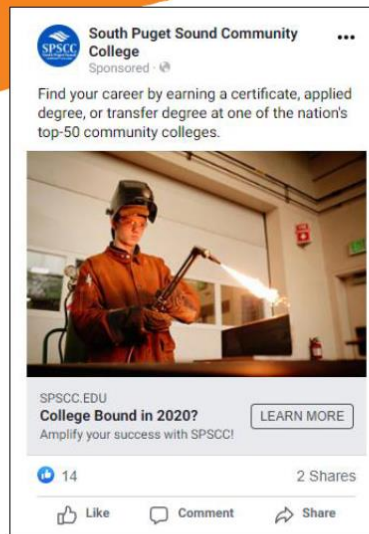
YouTube

Connected TV

Snapchat


Billboards

Direct Mail



South Puget Sound Community College
Sponsored · 100%


Find your career by earning a certificate, applied degree, or transfer degree at one of the nation's top-50 community colleges.



SPSCC.EDU
College Bound in 2020? [LEARN MORE](#)
Amplify your success with SPSCC!

14 2 Shares

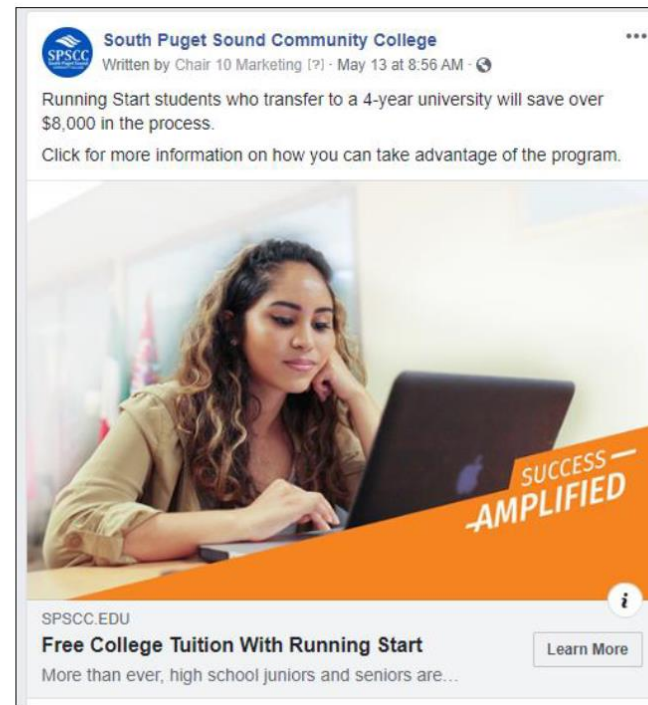
Like Comment Share



Running Start




SPSCC.EDU [LEARN MORE](#)



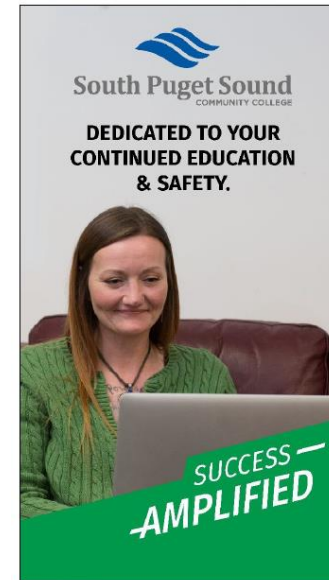
South Puget Sound Community College
Written by Chair 10 Marketing (?) · May 13 at 8:56 AM · 100%

Running Start students who transfer to a 4-year university will save over \$8,000 in the process.
Click for more information on how you can take advantage of the program.




SPSCC.EDU [LEARN MORE](#)

Free College Tuition With Running Start
More than ever, high school juniors and seniors are...

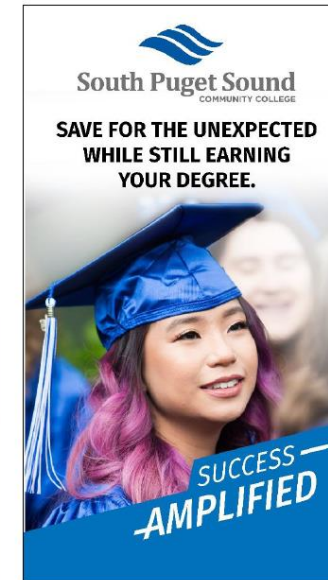


South Puget Sound
COMMUNITY COLLEGE

DEDICATED TO YOUR
CONTINUED EDUCATION
& SAFETY.




SUCCESS —
AMPLIFIED

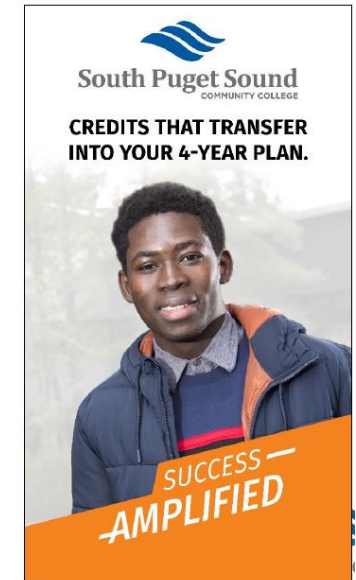


South Puget Sound
COMMUNITY COLLEGE

SAVE FOR THE UNEXPECTED
WHILE STILL EARNING
YOUR DEGREE.

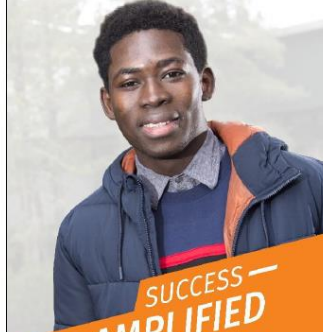


SUCCESS —
AMPLIFIED



South Puget Sound
COMMUNITY COLLEGE

CREDITS THAT TRANSFER
INTO YOUR 4-YEAR PLAN.



SUCCESS —
AMPLIFIED


South Puget Sound
COMMUNITY COLLEGE

SUCCESS —
AMPLIFIED

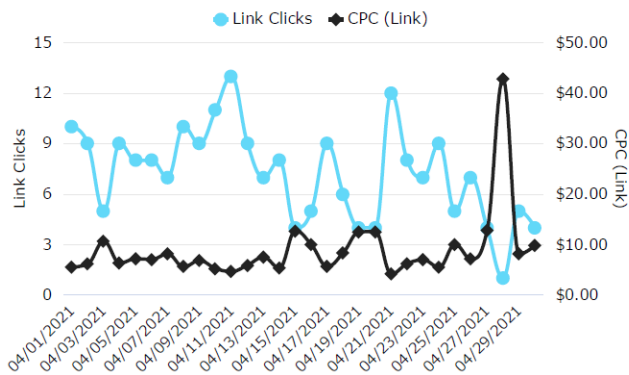
Digital Marketing Partner



Facebook Overview

129,373 Impressions \uparrow 5.45%
868 Clicks \downarrow -6.26%
0.67% CTR \downarrow -11.10%
\$1,943.06 Cost \downarrow -1.09%

\$6.79 Cost per Link Click \uparrow 6.52%
0 Phone Calls \uparrow 0.00%
11 Form Submit Button Click \downarrow -26.67%
11 Total Conversions \downarrow -26.67%



Notes

Overall we saw a decreased number of conversions per conversion month-over-month. In April, we ran a Spring Enroll Push ad group School, 16-20 ad set. It is likely that the drop in cost per conversion is due to launching the H This ad group is Instagram-only which tends to conversion. Instagram is an important platform for engagement from our younger demographic, worthwhile.

Key Definitions

- **Form Submit Button Click:** Clicks on the "page form.
- **Total Conversions:** Form submit button clicks.
- **Cost per Conversion:** Cost divided by total conversions.

*Here a conversion is defined as a Form Submit Button Click or a unique Phone Call.

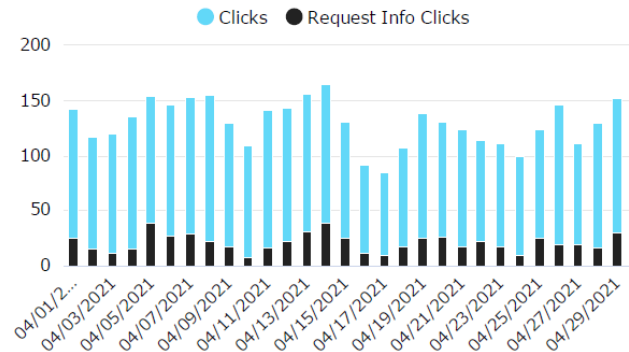


Google Ads Overview

209,282 212,108 Impr. \downarrow -1.33%
3,264 3,121 Clicks \uparrow 4.58%
1.56% 1.47% CTR \uparrow 5.99%
\$1.22 \$1.23 CPC \downarrow -0.65%
\$3,995.34 \$3,845.48 Cost \uparrow 3.90%

< 10% < 10% Search (Absolute Top) IS \uparrow 14.53%
483 624 Web Conv. \downarrow -22.60%
152 135 Phone Calls \uparrow 12.59%
635 759 Total Conv. \downarrow -16.34%
\$6.29 \$5.07 Cost / Conv. \uparrow 24.19%

ACCOUNT PERFORMANCE



Notes

In April, we saw fewer overall conversions and a slight increase in cost per conversion. The decrease in conversions can be attributed to a slowdown in web conversions, and we saw the slowdown across all 4 campaigns. We continue to see an increase in phone call conversions.

Key Definitions

- **Conversions:** form submit button clicks, Apply page views, and Request Info page views.
- **Cost per Conversion:** Cost divided by form submit button clicks, Apply page views, Request Info page views, and phone calls.
- **Conversion Rate:** The average number of conversions per ad interaction(click), shown as a percentage.

*Here a conversion is defined as a Form Submit Button Click or a unique Phone Call.

Results

Goal: 1,200 Request Info Forms



Early Enrollment Trends



Running Start



State

Top Performing Platforms

1. Google – General Admission
2. Facebook – Returning Adult & Running Start Influencers
3. Connected TV – General Admission
4. Snapchat – High School / Running Start age 16-20

Results

2020	Form Completion	Applied	Form / Applied %	Enrolled	Form / Enrolled %
Jan	25	24	96%	11	44%
Feb	103	53	51%	25	24%
March	135	79	59%	54	40%
April	121	71	59%	44	36%
May	168	65	39%	29	17%
June	179	82	46%	45	25%
July	184	69	38%	36	20%
Aug	189	86	46%	52	28%
Sept	137	49	36%	22	16%
Oct	146	43	29%	14	10%
Nov	118	36	31%	14	12%
Dec	105	42	40%	16	15%
	1610	699	47%	362	24%

Bonus super power: Adaptability

- Primary plan captures primary marketing and strategic enrollment goals
- Robust baseline data on major platforms
- Plug-n-play with added comms plans (Washington College Grant, targeted international recruitment, etc)
- Budget can be quickly boosted or scaled back platform-by-platform



Big Picture

Risks & Challenges

- Several formats of the plan for planning, team work, and stakeholder reports
- Team bandwidth and skills, and when to work with an outside partner
- 18 month rolling calendar magically ends really fast, but is also fast to recreate
- Major messaging shifts need some time when working in so many platforms



Critical Success Factor 1: Dedicated Director

- Created original plan (and makes annual updates)
- Monitors outcomes and budget
- Builds relationship with digital vendor
- Manages creative
- Central role that knows how all parts/comm plans are working together
- Quickly spots and addresses technical issues



Critical Success Factor 2: Campus-wide Support

- Developed and managed by PR
- Significant support from:
 - Outreach
 - Advising
 - Enrollment
 - Instructional Deans
 - Faculty
 - Purchasing
 - And on and on...



Photo: Hans Peter Gauster via unsplash.com

Questions?

Kelly Green – kgreen@spscc.edu

Kati Sagawa – ksagawa@spscc.edu



PROCESS IMPROVEMENT INSIGHTS WITH TECH AUTOMATION SOLUTIONS





VANESSA CALONZO

**DIRECTOR OF NEW STUDENT SERVICES
SOUTH SEATTLE COLLEGE**

THE FLOW

THE
CHALLENGE

OUR GOALS

TECH TOOLS

NEW STUDENT SERVICES

Outreach and
Recruitment

Enrollment
Support

Resource
Connections

Orientation

Information
Desk

Student Feedback

2020 Survey of Students on Enrollment Support

1. Students wanted more 1:1 Support
2. Students wanted less bouncing around between departments



THE CHALLENGE

- We served new AND current students
- Limited staffing (3 FTE; 4 Hourly)
- Scope of Enrollment Triage is large. Info gathering took time.
- Limited communication modes for issue resolution.



How do we balance administrative work, training, projects, but give students more direct time?

REFINED GOALS

New Students

- Needed to focus on New Students

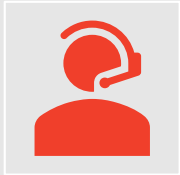
1-on-1 Support

- Needed to automate admin processes to free up time

Low-Barrier
Customer Service

- Needed tools that were more accessible and responsive

LiveChat



Student Experience

Live access to staff members

Text-like experience



Integration

Seamless transfer between multiple departments

Instant online / offline toggle



Customization

Each department creates their own pre-surveys, snippets, and data collection



Data Collection

All messages are archived, filtered search capabilities

Chat tags allows each department, or college, to identify FAQ's or volume of chats regarding issues

Pop-Ups on Website

The screenshot displays the South Seattle College website. At the top is a blue navigation bar with the college logo and the text "SOUTH SEATTLE COLLEGE". To the right of the logo are links for "Students", "International", "Employees", "Community", and "Donors", followed by a search icon. Below this is an orange navigation bar with menu items: "About", "Programs", "Enrollment & Funding", "Student Services", and "Campus Life", along with an "Apply Now!" button. A light pink banner below the navigation bar contains text about registration and COVID-19 procedures. The main content area features a large green banner with the text "EMERGENCY FUNDS NOW AVAILABLE" and a right-pointing arrow. A white chat pop-up with a red border is overlaid on the banner, containing a speech bubble icon, a "Need Help?" heading, and the text "Click here and start chatting with us!". Below the banner is an orange "Apply Today" button. The bottom of the page shows a browser taskbar with the time "9:34 PM".

SOUTH SEATTLE COLLEGE

Students International Employees Community Donors

About - Programs - Enrollment & Funding - Student Services - Campus Life - Apply Now!

Summer and Fall registration is now open for current students! Need ctcLink help? [Explore resources](#) and [contact the IT Helpdesk](#).
SSC is operating primarily remotely in response to **COVID-19** with limited [campus entry procedures](#). [Virtual Assistance](#) and [Emergency Funds](#) are available.

EMERGENCY FUNDS NOW AVAILABLE

Need Help?
Click here and start chatting with us!

Apply Today

9:34 PM

Pre & Post Surveys

Preview

••• Welcome to SSC —

Welcome to South Seattle College! Please fill in the form below to start the chat.

First Name: *

Last Name:

E-mail: *

Select Your Student Status


Prospective or New


Current or Returning

Former

None of the Above

Start the chat

Powered by  LiveChat



Customer Info

Archives

Search in archives...

+ Add filter

18,719 chats

CHAT STARTED

- about 3 hours ago
Agent: IT Chat Help
IC: Hello this is James, my apologies for t... 3
support James
- about 4 hours ago
Unassigned chat 0
- about 5 hours ago
Agent: Seirra
SB: Hi Abel! We have a running start prog... 11
- about 5 hours ago
Agent: Seirra 1
- about 5 hours ago
Agent: IT Chat Help
IC: Are you having an issue logging onto y... 17

[Redacted] and IT Chat Help

Today

SS Pre-chat survey

Name: [Redacted]

E-mail: [Redacted]

What questions do you have for IT today?
I'm trying to pay for my course for the pse jatc and I don't know my sid number

IT Chat Help

Hello [Redacted] how can we help you today?

Hello this is James, my apologies for the delay. :)

Do you have your CTCLink ID?

06:56:23 pm
Chat is idle due to 3 minutes of inactivity

+ Add tag X support X James

join me zendesk

Details

General info

SS [Redacted]@gmail.com

09:51 pm local time

Kent, Washington, United States

View all chats

Chat info

Chat ID: QT7AI4Z2VL

Queued for: 24 min 30 s

Started on: <https://direct.lc.chat/11900901/3...>

Groups: IT

Pre-chat survey

Name: [Redacted]

E-mail: steven.sweering17@gmail.com

Agents and Groups

Team + Add

Agents (44) Chatbots (4) **Groups (29)** 🔍

STATUS	NAME	MEMBERS
	TEST (2) No one is accepting chats	
	General (48) No one is accepting chats	+43 more
	Info - Central (3) No one is accepting chats	
	Internal Campus Communications (16) No one is accepting chats	+11 more
	IT (2) No one is accepting chats	
	Seattle Promise (3) No one is accepting chats	
	South - General (2) No one is accepting chats	

Chats
Traffic
Archives
Tickets
Agents
Reports
Marketplace
Billing
Settings
?

Canned Responses- #yayforlivefeedback

The screenshot displays a user interface with a left-hand navigation menu and a main content area. The navigation menu includes options like Chats, Traffic, Archives, Tickets, Agents, Reports, Marketplace, Billing, and Settings. The 'Settings' menu is expanded, showing 'Canned responses' highlighted with a red box. The main content area is titled 'Canned responses' and shows a list of responses for the group 'South - General'. Each response includes a description, a shortcut tag, and the user who added or modified it.

Setup for group	South - General
SouthSeattleVouchers@Seattlecolleges.edu and CC our Cashier's Office at SSCCCashier@SeattleColleges.edu.	added this response on 21 September 2020
SHORTCUTS #voucher	
You can learn more about, and complete your online orientation, here: https://southseattle.edu/steps-enroll/new-student-orientation .	Nick Albritton added this response on 21 September 2020
SHORTCUTS #NSOonline	
You can reach them at AdvisorSouth@Seattlecolleges.edu, or utilize one of their virtual drop-in sessions through their website here: https://southseattle.edu/advising	Nick Albritton added this response on 21 September 2020
SHORTCUTS #advisingreferral	
The student ctclink portal can be found here: https://ptprd.ctclink.us/psp/ptprd/?cmd=login	Nick Albritton modified this response on 2 March 2021
SHORTCUTS #ctclinkportal	

Pull Running Data

Chats

Traffic

Archives

Tickets

Agents

Reports

Marketplace

Billing

Settings

Help

Chats

Reports

- Summary >
- Chats >
 - Total chats**
 - Chat engagement
 - Missed chats
 - Greetings conversion
 - Tags usage
 - Chat satisfaction
 - Chat availability
 - Chat surveys
- Agents >
- Customers >
- Tickets >

Total chats

14,498

Show benchmark data Education, United States, 100-499 employees, B2C ⓘ

Month	Total chats
Jun'20	890
Jul'20	1,008
Aug'20	698
Sep'20	1,620
Oct'20	1,190
Nov'20	1,325
Dec'20	1,206
Jan'21	1,264
Feb'21	698
Mar'21	3,170
Apr'21	1,428

Total chats breakdown [Export CSV](#)

Series	Jun'20	Jul'20	Aug'20	Sep'20	Oct'20	Nov'20	Dec'20	Jan'21	Feb'21
Total chats	890	1,008	698	1,620	1,190	1,325	1,206	1,264	698

LiveChat Data



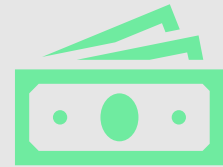
Timeline

Pilot in May 2020 with training
Fully implemented by June 2020
Scheduled 2x per week



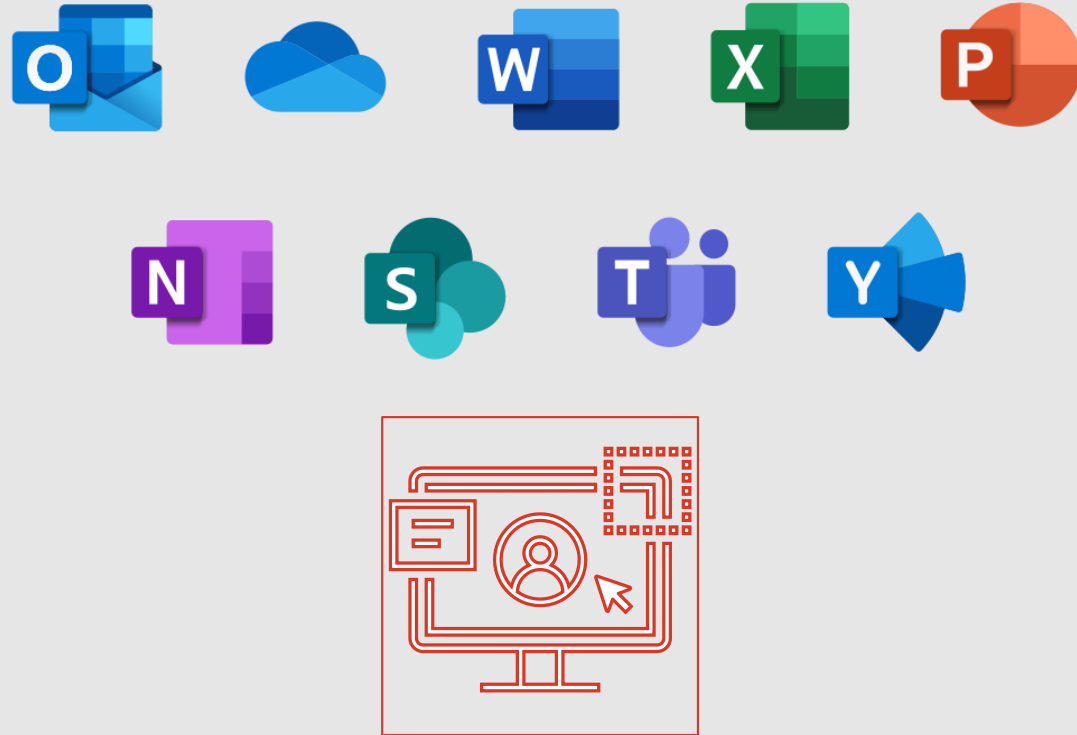
Data May 2020-Apr 2021

NSS 1,058 chats
South 3,187 chats
District 14,834 chats
Satisfaction Rate @ 93%



Cost

\$50 per agent per month



PowerAutomate

Automating and interconnecting
various Microsoft Office 365 tools

How do we coach students through enrollment efficiently?

- Admissions
 - Funding
- Placement
- Transcripts
- Advising
- Registration
 - Oh My!



Intake Survey

Welcome Center Intake Survey

This survey will take an estimated 5 minutes to complete. This survey is for interested and enrolling students, who want to complete a certificate or degree, that are seeking additional support enrolling.

With the answers you provide in this survey New Student Services and the TRIO Educational Opportunity Center at South Seattle College will be able to help you understand your enrollment process. The information we ask for in this survey helps us outline your:

- Steps to apply
- Determine your degree or program of study
- Outline likely funding opportunities for education
- Confirm placement options to register for classes

Please note: if you have earned a past Bachelors degree and are *not* looking to complete a Certificate or Degree at South, you do not need to complete this Intake Survey. Instead, please follow the instructions on this page: <https://southseattle.edu/steps-enroll/visiting-student>.

The information you provide in this survey is protected under the The Family Educational Rights and Privacy Act. <https://southseattle.edu/registration/ferpa>

After completing the survey, you will receive an automatic email to schedule an Enrollment Coaching appointment with us.

* Required

Personal & Demographic Information

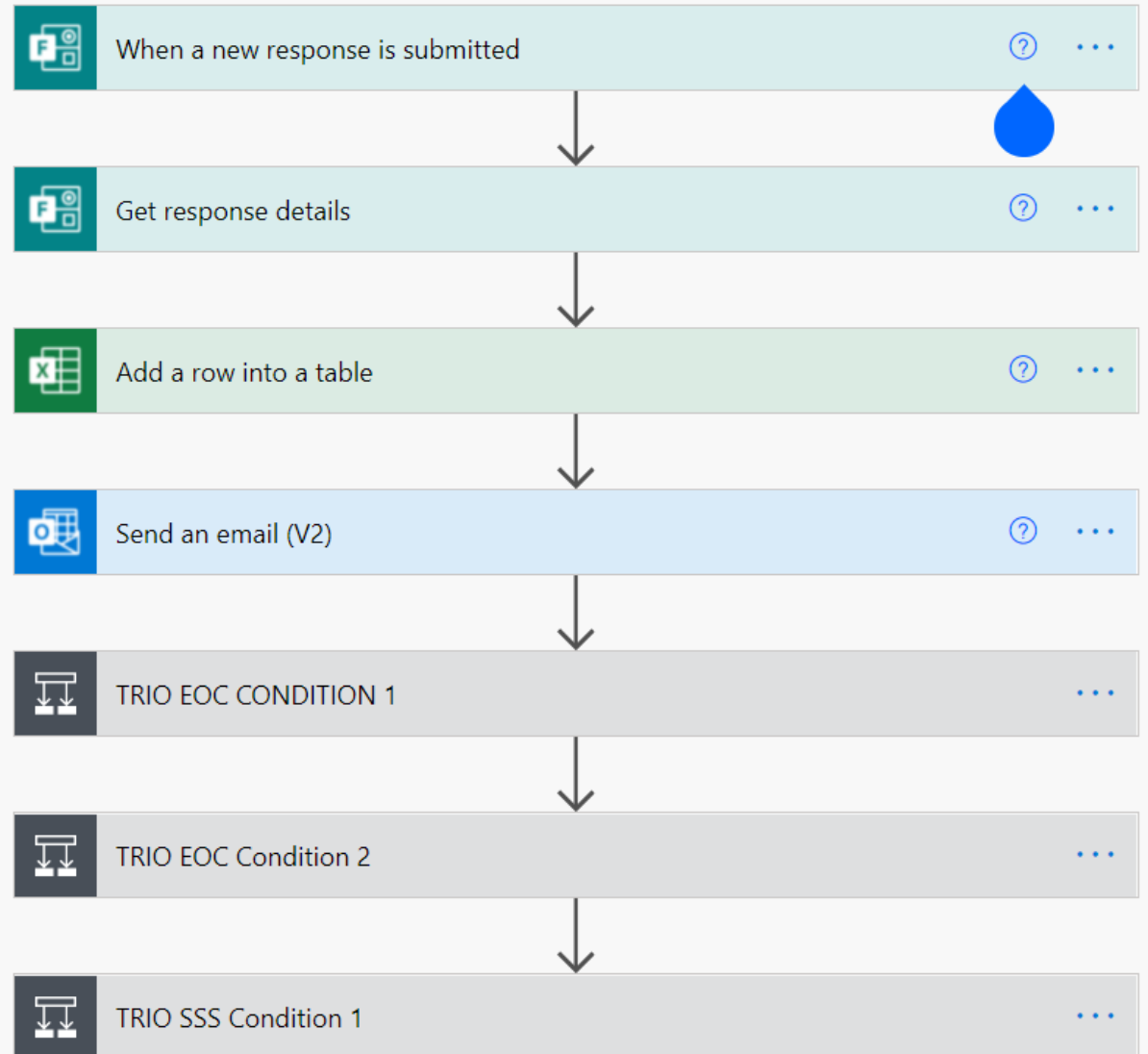
Answers in this section will help us learn more about you and determine likely funding eligibility. Our college is open access. Answers provided here will not screen you out of or prevent you from becoming a student.

This information is confidential.

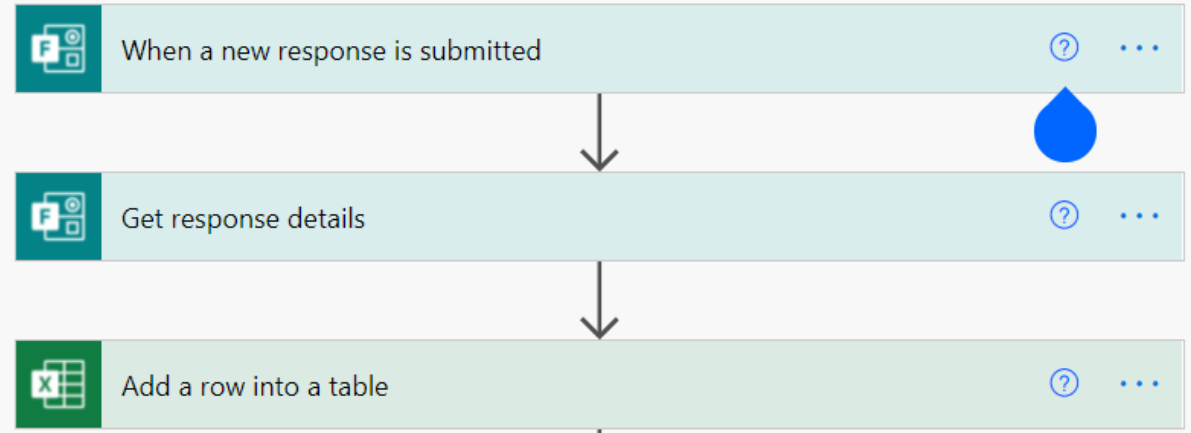
1. ctcLink ID (EMPLID)

9 digit long number assigned to you after applying. Please skip if you do not have a ctcLink ID (EMPLID)

Enter your answer



Collect Key Data in Excel



so, ple	Please select all credential and degrees you have earned	Have you attended a college or university before	Please select the option that best applies to your situation	Have either of your parent(s) earned
	["HS Diploma", "Certificate"]	Yes	I have taken and passed both college-level English & Math cl	No
	["HS Diploma"]	No		No
	["Certificate"]	Yes	I am unsure if I have taken and passed college-level English & Math cl	No
	["Bachelor degree or Above"]	Yes	I have taken and passed both college-level English & Math cl	No
	["HS Diploma"]	Yes	I have taken and passed both college-level English & Math cl	No
	["HS Diploma"]	Yes	I have taken and passed a college-level English class.	Yes
	["HS Diploma"]	Yes	I have taken and passed both college-level English & Math cl	Yes
	["HS Diploma"]	Yes	I have taken and passed a college-level English class.	Yes
	["HS Diploma", "Bachelor degree or Above", "Certificate"]	Yes	I am unsure if I have taken and passed college-level English & Math cl	Yes
	["HS Diploma"]	No		No
	["GED"]	No		No
	["GED"]	No		No
	["Bachelor degree or Above"]	Yes	I have taken and passed both college-level English & Math cl	No
	["GED"]	No		No
	["Bachelor degree or Above"]	Yes	I have taken and passed both college-level English & Math cl	No
	["GED"]	Yes	I have taken and passed a college-level Math class.	Yes

TRIO SSS Condition 1

Automate Email

Send an email (V2)

*To: Email x

*Subject: Enrollment Coaching at South Seattle College

*Body

Font 12 **B** *I* U [Rich Text Editor Icons]

Hello [First Name x],

Thank you for completing our Intake Survey for Enrollment Coaching at South Seattle College.

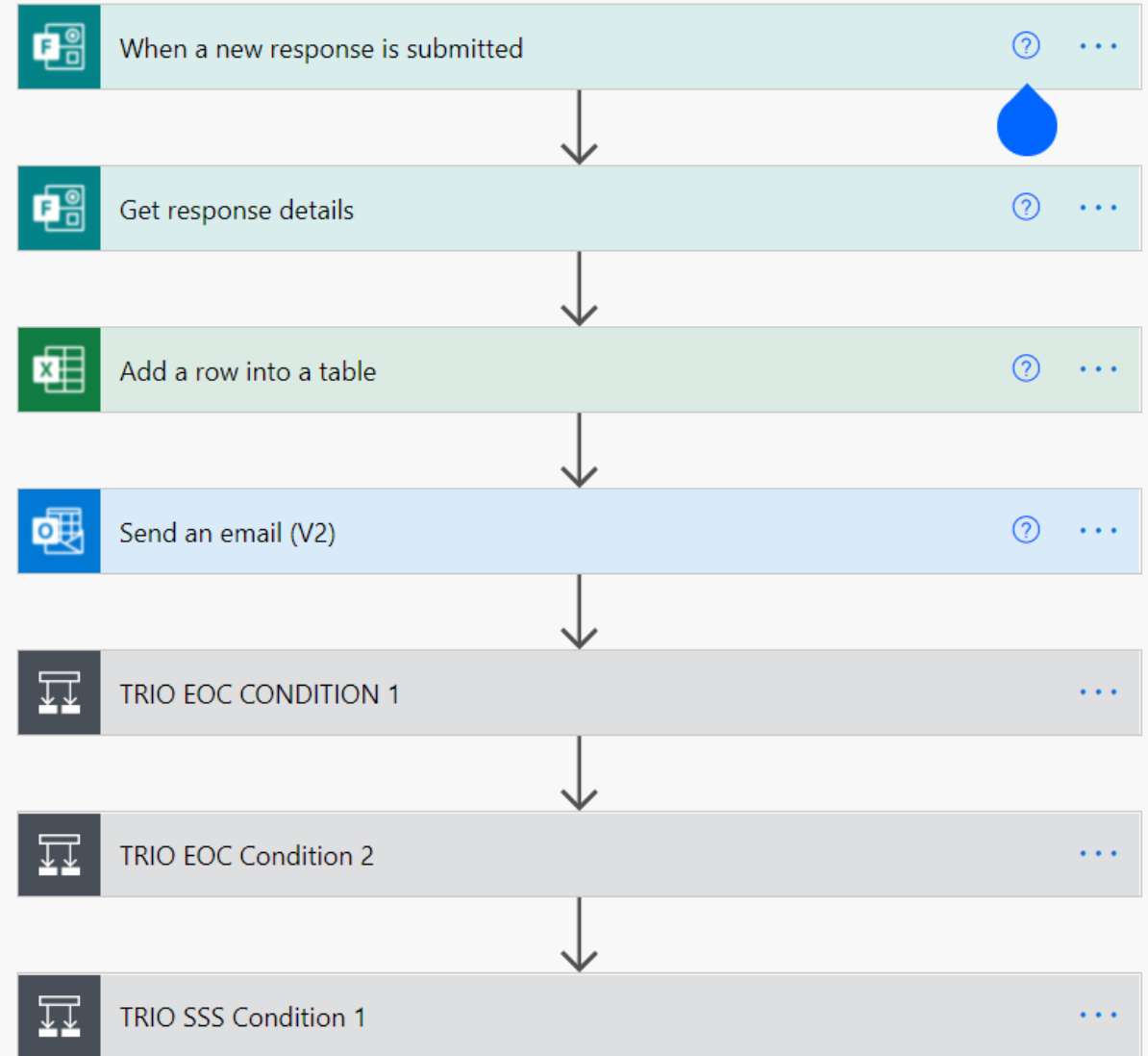
To schedule your appointment, please visit our calendar here: [Welcome Center Calendar](#).

If you have any questions about scheduling your appointment, please respond to this email directly and we will assist you.

We look forward to meeting you!

TRiO EOC & Peer Navigator Team
Welcome Center | South Seattle College

Show advanced options



Personalized Enrollment Coaching Experience in 30 minutes!



Templates Galore!

Power Automate

Search for helpful resources

Environments
Seattle Colleges (default)

- Home
- Action items
- My flows
- Create
- Templates**
- Connectors
- Data
- Monitor
- AI Builder
- Process advisor (preview)
- Solutions
- Learn

By Microsoft	By Microsoft Power Automate Community	Automated	Automated
Automated	Automated	Automated	Automated
3454	42193	120278	16034

Automate CSV files upload to your School Data Sync profile	Create an Azure DevOps work item when email arrives with 'Bug' in subject	Send form responses for approval	Notify a team when a new Forms response is submitted
By Microsoft	By Microsoft	By Microsoft	By Microsoft
Scheduled	Automated	Automated	Automated
2700	1598	138451	27914

Track Microsoft Forms response in Excel and notify through Teams and email	Notify a team when a new item is created in a SharePoint List	When the status of a task in Planner changes to complete, notify a channel	Notify a team when a file is added to SharePoint
By Microsoft Power Automate Community	By Microsoft	By Microsoft	By Microsoft
Automated	Automated	Automated	Automated
17656	15299	11829	6680

Start an approval in Teams when a form response is submitted	Save new email attachments in SharePoint and add a row to Excel	Refresh SharePoint list items from SQL Server on a recurring basis	Insert row in Excel (Business) when a new email arrives in a shared mailbox
By Microsoft Power Automate Community	By Microsoft Power Automate Community	By Microsoft Power Automate Community	

Key Take-Aways

LiveChat

- Best for transactional questions
- Helps to have escalation plans
- FAQs are so much easier to monitor
- Requires tech comfortable staffing
- Best if other transactional departments are included.

Power Automate

- Set-up is time consuming, but worth the automation
- Best to process map as foundation
- Requires tech comfortable staff
- Great ways to share key data within organization

QUESTIONS



WACTC/SBCTC PROMISING PRACTICES EXCHANGE

- Do you have a promising practice at your college that is—
 - Advancing racial equity, closing equity gaps?
 - Increasing enrollment, student success, graduation?
 - Re-engaging adult students?
- Please share it! Go to:
<https://www.sbctc.edu/about/task-forces-work-groups/strategic-enrollment/promising-practices.aspx>

PRESENTER CONTACT INFORMATION

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