

CTC Outreach Specialists Meeting

11.7.19

1. Introductions / College Updates

- a. Shoreline – Jenna now OG Coordinator, no longer attending outreach meeting. Hiring community outreach staff.
- b. Kristan – RR ramping up (av. 4 per week). Working with John Glenn at WS, potential changes to RR (data and follow up needs)
- c. Lake Washington – Hiring OG Coordinator.
- d. Bellevue – Ben Johnson no longer at Bellevue
- e. Highline – Re-organization at the college. Workforce back to student services. Leadership changes.

2. Successes and Challenges

- a. Successes
 - Fall job fair broke attendance record at LWTech (VPI assisted in communicating with faculty).
- b. Challenges
 - Lag time in services on campus (disability support),

3. Data Gathering for Reporting - questions

- a. What are we using now?
 - i. LWTech – has Radius CRM and Starfish student management systems.
 - ii. Mail Chimp forms (similar to google forms or Microsoft forms) to gather data at outreach
 - iii. “pink sheet” or half sheet used in classes and internally to assess student eligibility
 - iv. Keeping internal spreadsheets with data collected
- b. What data are you collecting or using right now
 - i. Existing data in SMS (i.e. names, cities of residence, veteran status, 80 coding, program and intent coding, etc.)
- c. What data do we want to collect? (depends on the person doing the outreach)
 - i. Student Name
 - ii. Contact information
 - iii. Place of contact (event, place, etc.)
 - iv. Program of interest
- d. Shoreline outreach coordinator tracking efforts – metrics?
 - i. Date of contact
 - ii. Interested program
 - iii. Where did you do outreach (where did you meet the person)?
 - iv. How many people visited the table?
 - v. How many long/valuable conversations?
 - vi. How many community partners connected with?
 - vii. Where did you drop off flyers?

4. Tools for Data Collection

- a. Google Docs – Issues with FERPA and information security.
- b. Qualtrix – Forms and surveys
- c. SharePoint (on the cloud) – I.T. department can create a form and data will be uploaded to the cloud for data reporting
- d. Mailchimp (application can be used offline)
- e. Power BI – create data visualizations (on Microsoft office)

5. IDEAS

- a. Start Next Quarter Data
 - i. Insert additional question about how folks got directed to SNQ

- ii. Ask for backend data from SNQ about student data who are completing SNQ surveys (ask who your college point of contact is who has the access to SNQ)
- iii. Ask to add vulnerable worker questions to SNQ survey
- b. Mailing flyers to locations as opposed to dropping them off in-person

6. Voting for Group Leadership moving forward

- a. Chair: (host can chair temporarily)
- b. Co-chair:
- c. Note-taker:
- d. Time Keeper:

7. Dates and topics for future meetings

Winter	North Seattle	Topic: Resource Navigator/send offs
Spring	South Seattle or Highline?	Topic: