

# CCCApply Steering Minutes 1/25/17

NOTE: These Minutes were taken by Mitch Leahy, Secretary. Additional notes, links, graphs, and attachments are available on the CCCApply Public Documentation space: [CCCApply Steering Meeting Minutes 01.26.17](#)

## Roll Call – [Approval of Minutes](#) from December 6, 2016 Meeting

1:30PM Mike Day approved the minutes

Murguia /  
Pena

Henry from CSM -2nd

### **BOG DACA Resolution**

1:40PM Tim presented the BOG DACA Resolution which outlines how the State of California will not comply with the federal government when it comes to DACA students.

Donohue /  
Calhoon

### **CCCApply News, Stats and Status**

Patty presented application stats for Open CCC Apply. Due to improved account recovery, support calls have been greatly reduced to 2%. This has helped with cost and student satisfaction.

There hasn't been any changes on adoption of the application. There are six colleges currently implementing CCCApply.

The Tech Center will not be able to do the Amazon conversion during February. The conversion has to be completed by the end of June. The Tech Center will announce a target date in the near future.

1:45PM The RFP for CCCApply 3.0 will be published on Feb 14<sup>th</sup>. Intent to award will be March 15h.

Donohue

Patty will be doing a CCCApply presentation/update at the CISOA conference on March 25<sup>th</sup>.

CACCRAO Conference will be on April 23-27 2017. Mike Q and Natalie Wagner will help present at the general session.

Mike Q is meeting with lawyers and attorneys and vice chancellors next Friday 2/3/17 concerning the subject of a non-credit application.

1:55PM **Marketing Update**

Donohue

California Focus is a new marketing team for CCC. They work with Interact Media and the Foundation). They have a lot of new ideas, branding, focus groups, etc. They also have ideas on how to develop a theme and workshop sessions for this year's workshop.

Academic whitepaper on CCCApply still need to be completed. The whitepaper needs to have a section on non-credit. Tim suggested including an executive summary.

Patie presented an infographic developed by the marketing team. The word "Hablamos" needs to be corrected. The wording on the 24/7 helpdesk needs to be revised.

"Accessible and Secure" needs to be added.

Student focus groups are being put together in February. Tim Calhoon would like a clear description of purpose as to why a focus group is being developed.

Bill stated that marketing team should only focus on marketing- not user experience.

The group agreed that the marketing group should focus on selling and promoting CCCApply to potential students.

#### Development & Roadmap Review

- |        |  |         |
|--------|--|---------|
| 2:15PM | <ul style="list-style-type: none"><li>• March Release (6.0) Update<ul style="list-style-type: none"><li>○ Pilot release is March 1, 2017- March 31, 2017. A prerecorded video will explain the release and will be posted on the support site.</li></ul></li><li>• CCCApply RF</li><li>• Administrator 2.0 Update</li><li>• Roadmap - Next 18 months</li></ul> | Donohue |
|--------|--|---------|

#### 2017 Workshop Discussion

- |        |  |                          |
|--------|--|--------------------------|
| 2:30PM | <ul style="list-style-type: none"><li>• Update on venue and date changes (Sac City College, April 12 &amp; 13)</li><li>• Review Communication Campaign and Deadlines</li><li>• <u>Confirm</u> theme and promotions (raffles?)</li><li>• <u>Confirm</u> Vendors/Sponsors</li><li>• Identify &amp; confirm Tracks &amp; Sessions / Presenters / Speakers</li><li>• Website, meeting notes, calendar, action items,</li></ul> | Murgia / Leahy / Donohue |
| 3:00PM | New Change Requests<br>Wrap Up and set follow up action items (Confirm meeting dates for next nine months)   | Donohue                  |
| 3:20PM |  | Murgia                   |

Close Meeting

3:30PM

Murgia