The following additional information was provided regarding the September 22 Board meeting agenda:

Item 3.b, Subscription Agreement for Starfish: Attached is a revised agenda item that reflects changes to the recommendation from a four-year agreement to three years and a revised total cost.

1. Who was a part of the workgroup? The workgroup that developed the recommendation is the Fullerton College Guided Pathways Workgroup #3 – Keeping Students on the Path and is co-chaired by Gary Graves, Business Faculty, Alexandria M. Rosales, EOPS Counseling Faculty and Stephanie Rodriguez, Classified/Student Services Specialist. The makeup of workgroup #3 included more than thirty employees with representation from many faculty disciplines, financial aid, counseling, Associated Students, admissions and records, institutional research, and management including deans. The workgroup hosted two demonstrations with over 50 people in attendance at each meeting. From the demonstration follow-up surveys, it was clear that Starfish was the best software to help Fullerton College meet its goals of improving student completion and success.

2. What other community colleges use this program? Currently, 44 institutions within the California community college system utilize Starfish solutions, including Santa Ana College, Long Beach City College, Pasadena City College, Bakersfield College, El Camino College, and others.

Item 5.a, Proposition 15 Resolution:
1. What is the anticipated deferral for our district? The estimated deferral for the 20-21 year is $47,535,702 and is scheduled to be repaid in July, August, September, October and November of 2021.

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT

TO: BOARD OF TRUSTEES

DATE: September 22, 2020

SUBJECT: Subscription agreement with Hobson for
                Starfish Early Alert and Case
                Management- Fullerton College Pilot

Action ____X____
Resolution _____
Information _____
Enclosure(s) _____

BACKGROUND: To address the on-going issue of student retention and success, Guided Pathways Workgroup #3 at Fullerton College recommends the adoption of a college-wide implementation of the early alert and case management tool, Starfish Enterprise Success Platform from Hobsons. The Connect & Engage package includes prospective student advising, early alert, case management (calendaring/scheduling/kiosk), student intervention inventory and student-level analytics tools (retention score), as well as strategic and professional consulting services.

Starfish promotes communication between faculty, counseling, and classified staff with students, particularly improving communication with at-risk students. Inside the Starfish portal, students will be able to contact faculty and staff by simply "Raising their Hand" to request general assistance, help in a course, assistance with technology, make payments, and more.

The goals of this project are to:
- Assist students in being academically successful
- Help students achieve their educational goals
- Provide individually tailored assistance to students
- Engage students in their academic success

Before selecting Starfish, Guided Pathways workgroup #3 investigated technology tools at other institutions. They invited Hobson's Starfish and EAB to present live demonstrations on campus in Fall 2019 and Spring 2020. A wide variety of faculty, counselors, classified staff and management attend these demo sessions; Starfish was the most recognized platform and will meet the College's needs.

Starfish features appointment scheduling and task management abilities that will provide rich data on student visits to offices for every department on campus. Currently, many departments use non-integrated software and are not using the same platforms. Starfish enhances reporting analytics that are gathered within their Early Alert and other tools to develop improved reports for tracking student outcomes.

This transition to Starfish may eliminate the need for other software packages currently being used for case management, scheduling, data analytics, student discipline tracking and reporting, and student education planning.

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StarFish software is available state-wide via the Community College Foundation at an attractive discount (30%). Because Fullerton College has been working with Hobson since last fall, they are offering additional discounts to Fullerton College if an agreement is signed by September 30. ~~The total yearly fiscal impact for Fullerton College will be an annual fee of $58,991 for year one, $65,185 for year two, $70,329 for year three, and $96,046 for year four. Or, the four-year flat rate payment is $72,638 annually.~~ A three year option is available to Fullerton College, at a rate of $64,835 per year (at a total cost for three years of $194,505). A four year option is available at $64,835 for each of the first three years, and $96,046 for the fourth year (at a total cost for four years of $290,551). Based on this additional information, our recommendation would be to seek approval for the three year option at this time, at a total cost of $194,505. Fullerton College will be paying for all costs associated with implementing Starfish from the Guided Pathways grant.

While Fullerton College is the first out of the gate in piloting the Starfish software suite, both Cypress College and NOCE are interested and are currently engaged in further assessment of the suitability of the software.

This agenda item was submitted by Cherry Li-Bugg, Vice Chancellor, Educational Services and Technology.

How does this relate to the five District Strategic Directions? This item responds to the new District Strategic Direction on Student Experience & Success: NOCCCD will provide comprehensive support, equitable opportunities, co-curricular programming, and clear pathways to ensure that students achieve their educational and career goals.

How does this relate to Board Policy: This item is submitted in accordance with Board Policy 6330, Purchasing/Warehouse, and Board Policy 6340, Contracts.

FUNDING SOURCE AND FINANCIAL IMPACT: Guided Pathways Grant.

RECOMMENDATION: Authorization is request for the Board to approve the implementation, support, and maintenance agreement with Hobsons for Starfish at Fullerton College at an annual rate of ~~$72,368 for four years~~ $64,835 for three years from October 2020 to September ~~2024~~ 2023, for a total cost of $194,505. Authorization is further requested for the Vice Chancellor, Finance & Facilities or District Director, Purchasing, to issue a purchase order on behalf of the District.

Fred Williams		3.b.2
Recommended by	Approved for Submittal	Item No.