

# Starfish

PROJECT IMPLEMENTATION PLAN

Presentation to College Council

September 15<sup>th</sup>, 2017

ADMISSIONS & ENROLLMENT	STUDENT SUCCESS & INSTRUCTION	ADVANCEMENT
<p><b>Lead Aggregators</b>                      admittedly                      ACT                      CollegeBoard                      PETERSON'S                      noodle                      COLLEGE Navigator                      abroad                      Copper.com                      zinch                      AnyCOLLEGE.com                      CollegeBoard Live                      Scholarships.com                      NICHE                      fastweb                      StudyAbroad.com                      Brand &amp; Creative Agencies                      Hologie                      kor                      ART &amp; SCIENCE                      chery-company                      NCSDE</p> <p><b>Campaign/Inquiry Management</b>                      quantroom                      Velocity                      International Recruiting &amp; Pathways                      iGraduate                      AIRC                      NACAC                      Financial Aid Advising &amp; Modeling Solutions                      SCANNELL &amp; KURZ                      herc                      HARDWICK                      NAAGRE ASSOCIATES                      Social Recruitment &amp; Engagement                      ORACLE                      JENZABAR                      Uiversity</p> <p><b>Integrated Recruiting &amp; Enrollment Management Services</b>                      royal &amp; company                      RuffaloCODDY                      HOBSON'S                      Higher Ed Growth                      helix EDUCATION                      Deltak                      Education Dynamics                      LEARNERHOUSE                      Blackboard                      Financial Aid Processing Solutions                      EdInspire Global                      FAS                      International Recruiting Tour Management                      ISA                      LINDEN                      Application Hosting                      HOBSON'S                      UNIVERSAL                      THE COMMON APPLICATION                      JENZABAR                      Uiversity</p> <p><b>Marketing, Communication &amp; Digital Services</b>                      LAWLOR                      ELLIANCE                      mStoner                      FATHOM                      STAMATS                      LPO                      HX INTEGRATED                      mogo                      BARKLEYREI                      QUIN STREET                      PlattForm                      Fire Engine RED                      visionpoint                      HOBSON'S                      CARNEGIE                      FIM                      KINE TEAM HABITINE                      COLLEGS</p>	<p><b>Online Program Managers</b>                      COLLOQUY                      PEARSON                      LEARNERHOUSE                      Bishop Education                      helix EDUCATION                      HotChalk                      EDUCATION ISLANDS                      Deltak                      SYNCRIS</p> <p><b>Competency-based Platforms &amp; Advisory Services</b>                      Desire2Learn                      Blackboard                      CAEL                      LoudCloud                      helix EDUCATION                      echo                      CENGAGE Learning                      PANOPTO                      ektron                      HANNON HILL                      ACQUIO                      campus</p> <p><b>Education Learning Platforms</b>                      iQuali Sakai                      canvas                      ACILIX                      Blackboard                      JENZABAR                      moodle                      PEARSON</p> <p><b>Adaptive Learning Platforms</b>                      2U                      canvas                      LoudCloud                      KNEWTON                      adaptivemeasure                      aNewSpring                      realize</p> <p><b>Adaptive Content Publishers</b>                      PEARSON                      PROCTOR                      SMART MARKER                      TOOLWIRE                      acrobatis                      CENGAGE Learning</p> <p><b>Online Assessment &amp; Security Management</b>                      ProctorU                      Software Secure                      Respondus                      KRYPTERION                      @Virtual Inc.                      examity</p> <p><b>E-Learning Content Authoring</b>                      Articulate                      Blackboard                      Blackboard                      PEARSON                      SoftChalk</p> <p><b>Social Learning Mgmt Platforms</b>                      Chalkup                      Blackboard                      PEARSON</p> <p><b>Mobile LMS Platforms</b>                      Blackboard                      JENZABAR                      sube                      Jenzabar                      @school</p> <p><b>Lecture Capture Solutions</b>                      echo                      CENGAGE Learning                      PANOPTO                      JENZABAR                      moodle                      PEARSON</p> <p><b>Content Management Systems</b>                      dotcms                      Blackboard                      HANNON HILL                      ACQUIO                      campus                      ingeniuX                      elucian                      percussion                      DSPACE                      @availability</p> <p><b>Textbooks, Digital Course Materials, &amp; Courseware Solutions</b>                      DIRECT                      Me Grow Hill                      macmillan                      SAGE                      WILEY                      Chegg                      study.net                      BOUNDLESS                      CourseSmart</p> <p><b>Career Assessment &amp; Certification</b>                      The Princeton Review                      PEARSON                      edmentum                      KAPLAN                      ascend</p> <p><b>Career Readiness Solutions</b>                      Blackboard                      symlicity                      Blackboard</p> <p><b>Learning Analytics</b>                      PEARSON                      expedien                      alwaysprepped                      epsilon                      chalk &amp; wire                      Desire2Learn                      Grockit</p> <p><b>Portfolio Solutions</b>                      foliotek                      chalk &amp; wire                      Desire2Learn                      epsilon                      parchment                      Accredible                      Blackboard                      INGRAM                      EBI MAP-Works                      GRADFLY</p> <p><b>One-Stop Solutions</b>                      Q-nomy                      Blackboard                      Point Across                      Starfish                      symlicity                      EBI MAP-Works                      cloudflow                      ASPIREDU                      prozentation                      FISHLIS EDUCATION                      CORLEY                      PRESTIGION</p> <p><b>eCommerce Solutions</b>                      neline                      blackbaud                      Follett                      DIRECT                      Blackboard                      Higher Line</p> <p><b>Institutional Effectiveness Solutions</b>                      ORACLE                      Weave                      chalk &amp; wire                      Blackboard                      elucian                      taskstream                      Tk20                      campuslabs                      ARMATURE</p> <p><b>Social Listen Platforms</b>                      Oracle                      Oracle                      Oracle</p> <p><b>Social Engagement Apps &amp; Platforms</b>                      OrgSync                      JENZABAR                      campuslabs                      Uiversity</p>	<p><b>Social Alerts: Apps &amp; Networks</b>                      evertrue                      Gradway                      GIVECORPS                      ALUMINATI</p> <p><b>Crowdsourcing Platforms</b>                      USED                      GIVECORPS                      indiegogo                      LAUNCHT                      FirstGiving                      KICKSTARTER</p> <p><b>Donor Management &amp; CRM Solutions</b>                      imodules                      DonorPro                      RuffaloCODDY                      CAMPUS                      elucian                      JENZABAR                      roundCorner                      blackbaud                      abila</p> <p><b>Advancement Analytics</b>                      Reacher                      Rapid Insight                      elucian                      DataDesigine, Inc.                      ADVIZOR SOLUTIONS, INC.</p>
<p><b>Enrollment Analytics</b>                      RuffaloCODDY                      Blackboard                      Higher Ed Growth                      Rapid Insight</p> <p><b>Website Hosting &amp; Analytics</b>                      beacon                      JENZABAR                      Google Analytics                      CAMPUS</p> <p><b>Enrollment Consultant Relationship Management</b>                      ORACLE                      technolutions                      Uiversity                      TargetX                      Fire Engine RED                      Microsoft                      CAMPUS                      elucian                      JENZABAR                      HOBSON'S                      AZORUS                      Enrollment</p>	<p><b>Professional Services</b>                      accenture                      IBM                      Deloitte                      dimension</p> <p><b>Client Virtualization</b>                      vmware                      CITRIX                      imprivata                      CISCO</p> <p><b>Storage &amp; Data Management</b>                      NetApp                      EMC                      ORACLE                      IBM                      amazon web services</p> <p><b>Software-Defined Networking</b>                      ADARA Juniper                      CISCO                      vmware                      ENTERPRISE NETWORK                      hp                      BROCADE</p> <p><b>Enterprise Mobile Platform</b>                      ellucian                      ORACLE                      DUB Labs                      Blackboard                      campusIT                      Verivo</p> <p><b>Big Data Analytics Platforms</b>                      alwaysprepped                      Blackboard                      sas                      idata                      talend                      IBM                      SAP                      EMC</p> <p><b>Enterprise App &amp; Data Integration</b>                      ORACLE                      DELL                      Microsoft                      NetApp                      talend                      EMC                      IBM</p> <p><b>Enterprise Resource Planning</b>                      CAMPUS                      iQuali                      workday                      rSmart                      ellucian                      THREEDIVED SYSTEMS                      UNIT4                      ORACLE                      JENZABAR</p> <p><b>Student Information Systems</b>                      blackbaud                      iQuali                      workday                      ellucian                      CAMPUS                      ORACLE                      JENZABAR                      ComSpee</p> <p><b>Productivity Applications</b>                      Google                      Office 365</p>	<p><b>Advancement Analytics</b>                      Reacher                      Rapid Insight                      elucian                      DataDesigine, Inc.                      ADVIZOR SOLUTIONS, INC.</p>

# Main message:

- Its going to be a great student success platform, but it wont make your breakfast!
- We are still learning about the true capacity of this platform
- We recognize there is some anxiety about what changes it brings







**SUCCESS**

**THE EVOLUTION OF BC'S  
STUDENT CASE MANAGEMENT SYSTEM**

## Starfish EARLY ALERT

- Cohort management tool that guides and manages student engagement and success
- Collects information from faculty, staff, and campus networks
- Guides students by providing tailored interventions (and student progress towards it)

## Starfish CONNECT

- Communications and scheduling platform for students and their advisors, tutors and instructors.
- Includes powerful case management, appointment scheduling, and communication tools to promote engagement and help students stay on track.

## Starfish DEGREE PLANNER

- Help students determine the exact courses and course sequences needed to complete a degree or certificate, thus reducing the time to graduation.
- Create multiple plans, or do “what if” planning to see how a potential change in major might impact the previously-completed credits.

## ANALYTICS:

- Uses benchmarking tools, predictive analytics, risk predictors, student activity and other indicators to identify at-risk students and determine the most helpful interventions.
- Provides reports on benchmarking, student risk, course pathway review and more
- Integrated intervention inventory featuring the student success matrix, which offers a list of student support resources from across the institution and tools for measuring and tracking those interventions so schools can scale up those that are most effective

# Guided Pathways Momentum Points Addressed Through Starfish

	Clarify the Path	Get on the Path	Stay on the Path	Ensure Learning
Goal	Ensure students have a comprehensive student educational plan (CSEP)	Completion of college-level math and English within first-year of enrollment	Institute check-points for program momentum	Systematized student engagement via academic and social integration
Starfish Action	Once matriculated, Starfish can initiate system-based flags for students who do not have a CSEP	Starfish can initiate success plans to ensure that students are receiving the necessary support	Starfish can initiate system-raised flags for students that deviate from their educational plan	Provide training for faculty on flags and kudos that can be raised on students of concern
Goal	Offer the necessary courses to reduce the impact of bottleneck courses	Completion of 15 pathway units per term	Ensure students are completing courses successfully	Completion of college-level math and English within first-year of enrollment
Starfish Action	Starfish can provide course projections through degree planner	Starfish can initiate system-based flags for students that drop below target units	Starfish can send progress surveys to students and based on response refer students to services.	Starfish can initiate success plans to ensure that students are receiving the necessary support
Goal		Ensure students are on track with CSEP	Ensure students are completing courses successfully	
Starfish Action		Starfish can inform if students are off track	Starfish can connect with canvas for faculty who use gradebook and attendance through canvas to automate flags to students who are in danger or failing.	

# Subgroups

- **Functional team**
- **Technical team**
- **Communications, marketing & training**
- **Core**

# Implementation Team

- **BC:** Paul Beckworth, Lesley Bonds; Grace Commiso; Todd Coston; Zav Dadabhoy, Janet Fulks; Stig Jantz; Keri Kennedy; Mark Osea; Michelle Pena; Bill Moseley; Andrea Thorson; Steve Waller; Maria Wright
- **DISTRICT:** Dave Barnett; John Means; Gary Moser
- **PROJECT MANAGERS:**
  - **BC Consultants:** Becky Weaver; Susan Johnson;
  - **KCCD Consultants:** Julia Araguay
- **STARFISH:** Emily Hoffman; Kelly Kilby
- **CCCTC:** Barbara Fountain; Warren Whitmore; Michael Rajkumar



# PROCESS

1. Functional and Technical teams meet with Starfish Implementation Coordinators to learn about each functionality and configuration option, making decisions along the way
2. BC Project manager (consultants) work to develop requirements and develop files, and send to KCCD ITS Project Manager
3. KCCD ITS Project Manager (another consultant) reviews files and uploads to KCCD Banner integration portal
4. BC Project manager (consultants) test, review (and repeat if necessary)
5. Functional and Technical teams review, and ensure configuration

# Implementation Process

- **Discovery & Selection:**
- **Contract:**
- **Learning & Discovery:**
- **Configuration:**
- **Testing:**
- **Training & Marketing:**
- **Deployment & Refinement**

# STARFISH Implementation Steps

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Discovery	■					
Planning	■	■	■	■	■	■
Configuration			■	■		
Testing				■	■	■
Training					■	■
Deployment						■

- 3-6 month implementation
- Progressive deployment process: First working with a small, logical cohort of students for learning and streamlining of the process prior to a general deployment.
- Critical to identify, recruit, develop, and support roles in-house

# Original Schedule

- “GO” Date: April 13th
- Kickoff Meeting: April 21<sup>st</sup>
- Weekly Technical & Weekly Functional Team meetings (starting April 27<sup>th</sup>)
- Project Phase 1: “Early Alert” and “Connect” live for Fall 2017

## May

	S	M	T	W	T	F	S
18	30	1	2	3	4	5	6
19	7	8	9	10	11	12	13
20	14	15	16	17	18	19	20
21	21	22	23	24	25	26	27
22	28	29	30	31	1	2	3
23	4	5	6	7	8	9	10

## June

	S	M	T	W	T	F	S
22	28	29	30	31	1	2	3
23	4	5	6	7	8	9	10
24	11	12	13	14	15	16	17
25	18	19	20	21	22	23	24
26	25	26	27	28	29	30	1
27	2	3	4	5	6	7	8

## July

	S	M	T	W	T	F	S
26	25	26	27	28	29	30	1
27	2	3	4	5	6	7	8
28	9	10	11	12	13	14	15
29	16	17	18	19	20	21	22
30	23	24	25	26	27	28	29
31	30	31	1	2	3	4	5

## August

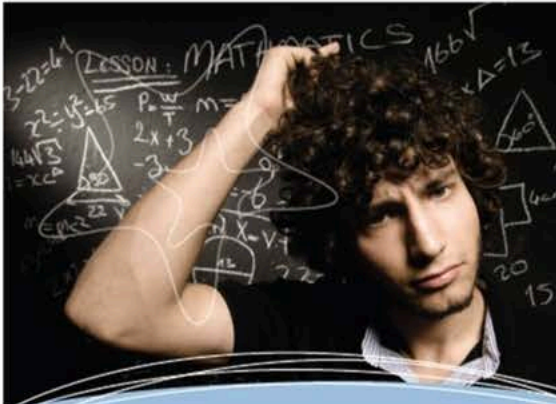
	S	M	T	W	T	F	S
31	30	31	1	2	3	4	5
32	6	7	8	9	10	11	12
33	13	14	15	16	17	18	19
34	20	21	22	23	24	25	26
35	27	28	29	30	31	1	2
36	3	4	5	6	7	8	9



Project Phase 2:  
“Degree Planner”  
and “Analytics”

Live for Spring 2018







**Free. Help. Now.**  
 If you are having trouble in a course, you aren't alone. Peer Assistants are here for you!


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3. Get ready to relax

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2. Get help in a wide range of subjects
3. Say "flip the switch"

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**Waiting for Your "Aha" Moment?**  
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1. Make an appointment online
2. Get help in a wide range of subjects
3. Breathe a sign of relief

**Schedule time today.**  
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