Proposal 7 from Subgroup IIB/IIC

Proposal Title: Ask the Giant/Intelliresponse

Proposed Outcome: To provide a web solution that would engage and empower current and prospective students regardless of mode of instruction

State the problem or issue and connect it to the Standard and/or Recommendation

- **Problem:** COS needs to identify ways to provide equitable services to all students of the District regardless of the delivery mode of instruction
- **Standard II B.3.A.**
- **2012 Self Study:** Recommendation 4 and Recommendation 5

Gather data on the problem/issue. What did you gather? What did you find through the process of your evaluation?

- **Data Gathered:** Review of various Accreditation Self Studies from California Community Colleges, identified web solutions, and the District’s Webpages
- **Finding:** There are currently over 75 Frequently Asked Question (FAQ) Sites that can be accessed within the district website search tool. Within each of these FAQ sites, there are a minimum of 10 questions.

Several colleges have used IntelliResponse which is a program that engages and empowers current and prospective students by having them ask (type) questions. By initiating an automated conversation, it gives the student a response and directs them to related questions which may lead to additional user information. Lastly, a user can rate the response, thereby providing data feedback loop for enhancing questions and answers.

For more information visit: [http://www.intelliresponse.com/industries/higher-education/](http://www.intelliresponse.com/industries/higher-education/)

Compared to FAQs and search tools which are difficult to navigate, IntelliResponse provides an automated conversation, and proposes the next question which would be helpful to the user. In addition, it provides the most frequently asked questions and provides related questions for more detailed response. In other words, this artificial intelligence system can empower students (and prospective students) as it provides additional questions which may be of interest.

We believe it would provide:

- A 24/7 service delivery to all students and community members (regardless of place or time)
- A more friendly website and provide a “one-stop shop” for students and prospective students, thereby improving a better online experience with us.
- Better enrollment management which is not based on time or staffing availability at any District location.
- A screening tool to allow staff resources to be utilized to address personalized student needs versus frequently asked (or generalized) questions. For example:
  - A counselor’s time is better used answering “how many units do I need to transfer” vs. “How many units does it take to transfer?”
o A librarian’s time could better be used answering individual research questions versus a question if the Library is open in the evening?
o A classified member working in any department is better used answering individualized questions versus where is the gym located?

Higher Education examples include
2. Foothill: [http://www.foothill.edu/index.php](http://www.foothill.edu/index.php) (Bottom of the webpage)

Describe the proposed resolution (4Ws and How?) How does the resolution address the problem/Issue?

- **Who:** RTF IIBC Subgroup, Student Services and Computer Services
- **What:** Purchase IntelliResponse and implement for 24/7 service delivery to students and prospective students, regardless of district location or delivery method. To provide, streamline, and enhance District information to our constituencies in a cost-effective and efficient manner.
- **Where:** IntelliResponse called Ask the Giant located on the District website.
- **Why:** To meet the standards and provide equitable services, this tool will not only address counseling and library recommendations, but will also meet the needs of all our constituencies and enhance online resources across the district.
- **How:** Approximate costs are: Initial year is $37,000 and $27,000 for each subsequent year. For the first year, we believe this is an appropriate request through the Essential Learning Initiative (which is due 4/8/13) and potentially partially funded through Title V. For the long-term, we believe this would be a good expenditure (and good advertising) for the COS Foundation – Ask the Giant (Powered by the COS Foundation)

**How does the resolution address the problem/issue:** Availability of information will provide all students (no matter of delivery of instruction mode) the information which they need.

Discuss evaluation/assessment process (connected to standard)

- **How will you assess implementation:** We will use the information provided (most frequently asked questions, hits, ratings) to continuously enhance our system.
- **What is your timeline for assessment:** At the end of the first semester of implementation, and annually, thereafter.