

Proposed Agenda Item Board of Trustees Meeting

Date of Board Meeting: 11-21-17

Date of This Proposal: 11-10-17

SUBJECT (item as it will appear on agenda):

EAB Software

RECOMMENDATION: Approve Acquisition of EAB Software to Support Student Success, Dependent upon Attorney's Opinion on Sole Source

BACKGROUND/RATIONALE: Guided Pathways to Success (GPS) partners are developing a seamless academic pathway between participating community colleges and universities so more students graduate on time and with minimal excess credit hours. Key goals of this initiative include degree planning, proactive advising supported by predictive analytics and program evaluation (to evaluate the impact of program activities on improving student completion). Appropriate technology is essential to achieving these goals. WCJC does not have an automated system to monitor or support student degree planning and tracking of progress. The current software, College Scheduler, only helps students schedule classes. More proactive advising, degree planning, and tracking students to completion are essential steps to support student success.

Currently, only one vendor, EAB, can support all of GPS goals/activities. EAB provides a dedicated support team throughout the life of the contract to ensure the technology and programmatic activities it supports are effectively implemented. EAB also provides research and analytics support on best practices that are essential to making GPS successful. Both the Student Success Council and Advising Task Force recommended this product to support the college's work with Pathways and Proactive Advising.

EAB technology and support team provides individual student education plans, major and career guidance, advising and tutoring appointment scheduling, personalized checklist to enrollment, success marker tracking, real-time student data, automated campaigns, multi-modal student communications, advisor and tutor dashboards, comprehensive student activity reporting, utilization reporting, centralized interaction records, campus-wide case management, unified student history feed, predictive risk scoring, historical institution reports, 360-degree student profiles, flexible student categorization, streamlined onboarding checklist, triggered nudges, integrated message center, smart course suggestions, automated real-time credit estimation, and administrative dashboard.

While University of Houston (UH) has a legal opinion verifying that this product is sole source and does not require WCJC to solicit bids, we have asked our attorney for a legal opinion verifying the sole source determination. We will not proceed with the selection if our attorney does not find agreement with the UH attorney opinion.

Estimated Cost and Budgetary Support: \$91,400 (\$30,000 initial setup fee; \$61,400 annual service fee year one; transferred from plant fund)

RESOURCE PERSON(S) [name(s) and title(s)]: Tracy Emmons, Director of Instructional Assessment & QEP; Leigh Ann Collins, Vice President of Instruction; Bryce Kocian, Vice President of Administrative Services

SIGNATURES:

Originator Berty a. Mc Crashe 11-13-17 Date

Reg 113 6-21-95, 12-16-99