

Date of Board Meeting: March 26, 2024

Subject: Motimatic Student Engagement Platform

Recommendation: Approve the use of the Motimatic Platform for recruitment and reengagement.

Background and Rationale:

In an effort to bolster engagement with new and returning students, the WCJC Office of Enrollment Management will leverage the Motimatic engagement platform to drive a more deliberate, targeted digital engagement using multiple social media outlets. Motimatic services focus on providing a personalized social media content experience which seamlessly engage students and encourage matriculation, registration, awareness of campus resources and support, and other support guideposts. Motimatic is part of the E&I state cooperative purchasing contract. As authorized in the Texas Government Code, Title 7, Chapter 791, and again under section 271.102 of the Local Government Code, Districts may utilize the contracts from purchasing cooperatives in order to provide the best value to the taxpayers of the District. Use of these cooperative contracts satisfies State bid law requirements.

This proposal focuses on outreach to two specific student populations:

Title V student engagement to retain any first time in college (FTIC) and/or Hispanic student that enrolled in the Fall 2023 term or Spring 2024 for retention in Summer 2024 and/or Fall 2024.

Stop-out student engagement for those students who were previously enrolled at the College but have not graduated or returned.

Cost and Budgetary Support: \$50,000 (\$20,000 - current FY 2024 operating budget and \$30,000 - Title V funds)

Strategic Priority Alignment:

☒ Student Success

☒ Community Impact

☐ Resource Optimization

☐ Institutional Excellence


Resource Person(s): Amanda Allen, Ed.D.; Vice President of Strategy, Enrollment Mgmt, and Technology

Signatures:


Cabinet-Level Supervisor

03/20/24
Date

President's Approval:


President

3-20-24
Date