Spring 2020 Phone Banking

A LOOK AT OUR COLLEGE'S COLLECTIVE EFFORTS

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Acknowledging the Time & Effort

This was not a easy lift.
It is the genuine attempt,
the act of authentic care for our students,
that matters.

- **The Effort**
  - Week of March 23rd through Late-April

- **The People**
  - ~ 60 CCC Personnel

- **The Students**
  - Sharing their experience

Context is important!

- **Humanize the data. Make it real and relevant.**

- **When making meaning of the data:**
  - *"what are the numbers?"*
  - But also,
    - *"what does this mean for our daily practice?"*
    - *"what does this mean for our students?"*

About the Phone Banking Call Log

spreadsheet was created by Marketing, completed by CCC Personnel callers; given to Research for analysis

N = 7,117 students

4 Contact Info fields:

LAST NAME	FIRST NAME	CHOSEN NAME	PERSONAL PHONE NUMBER

2 "Call Status" fields:

LEFT VM	SPOKE W/STUDENT

Marked "1" or left blank

7 "Category" fields:

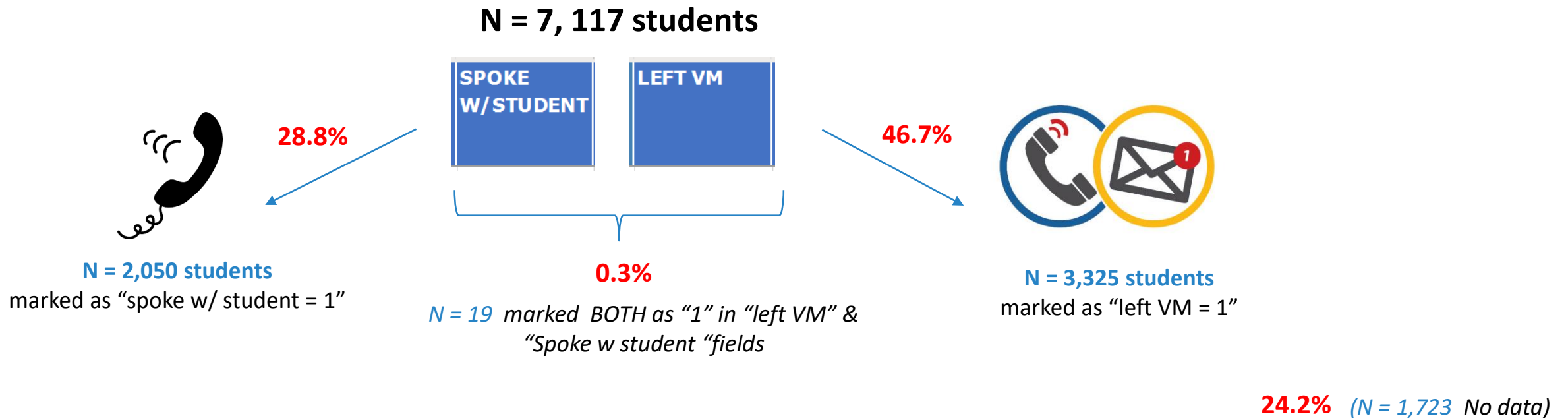| TECH ISSUES	LACKS EQUIPMENT (SPECIFY)	LACKS INTERNET ACCESS	UNCOMFORTABLE W/ ONLINE CLASSES	LEARNING ENVIRONMENT	FACULTY SUPPORT	ALL GOOD

1 "Other" field:

NOTES

Text description

Call Status fields - Responses

✓ Made contact with 3 in 4 (75.8%) of the students on the call log (N = 5,394)

N = 7, 117 students

SPOKE W/STUDENT	LEFT VM

28.8%

46.7%

0.3%

N = 2,050 students
marked as "spoke w/ student = 1"

N = 19 marked BOTH as "1" in "left VM" & "Spoke w student "fields

N = 3,325 students
marked as "left VM = 1"

24.2% *(N = 1,723 No data)*

Category Fields - Responses

N =1,439 students
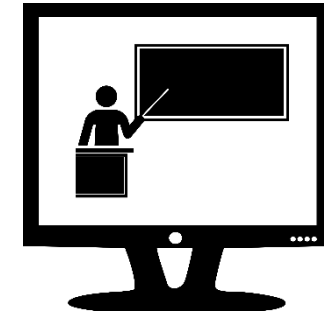*marked as "all good= 1"*

ALL GOOD	

Student Status

N = 49
marked as "tech issues= 1"

N = 31
marked as "lack equipment = 1"

N = 13
Marked as "lack internet = 1"

TECH ISSUES	LACKS EQUIPMENT (SPECIFY)	LACKS INTERNET ACCESS

Tech Support

N = 49
Marked as "uncomfortable online = 1"

N = 82
Marked as "learning environment = 1"

N = 122
Marked as "faculty support = 1"

UNCOMFORTABLE W/ ONLINE CLASSES	LEARNING ENVIRONMENT	FACULTY SUPPORT

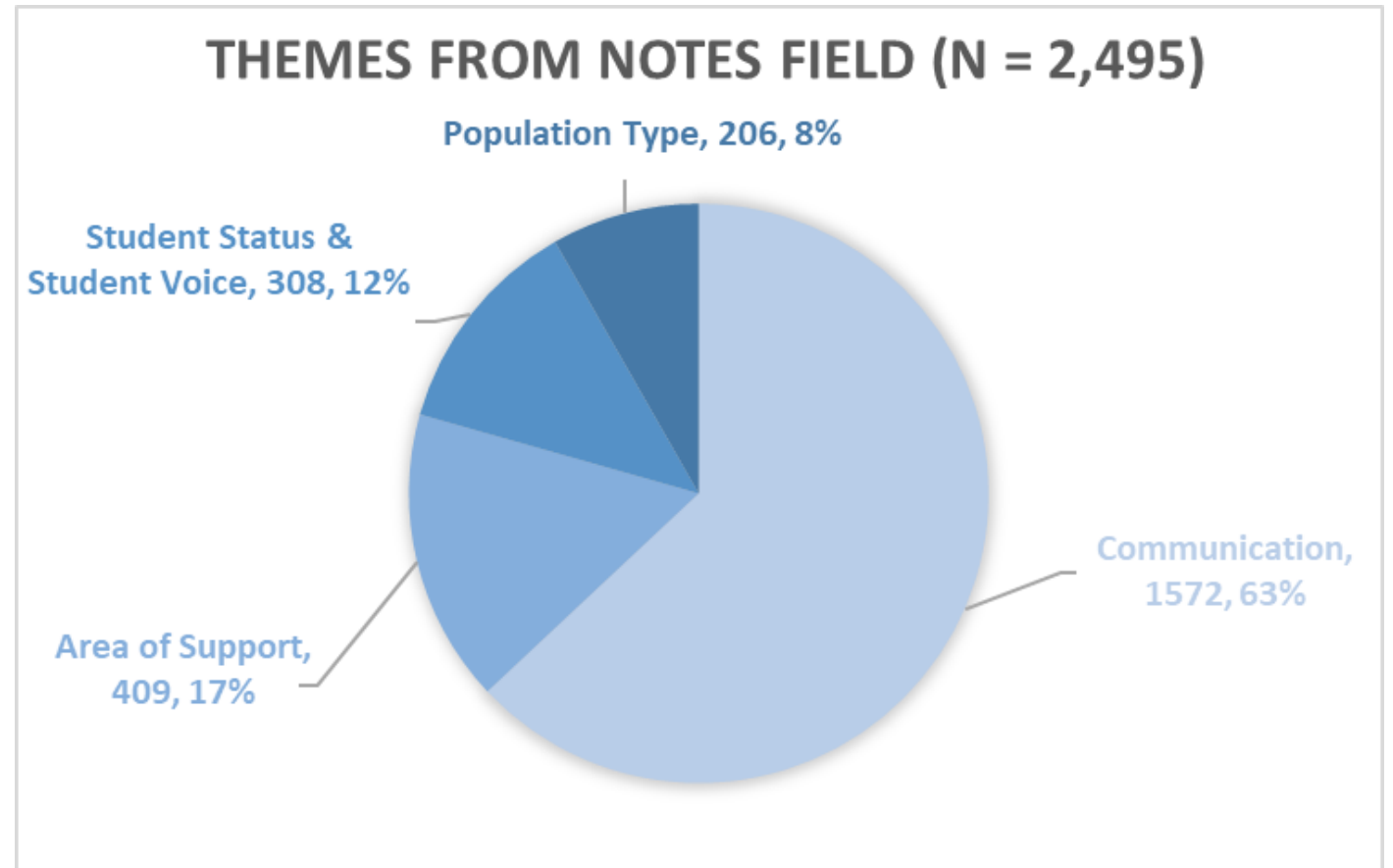**Transition to Online**

NOTES Field - Completed Responses
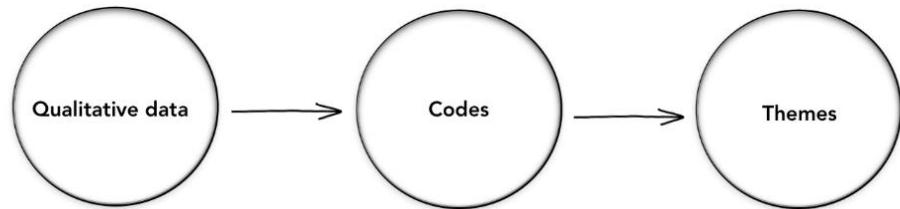
✓ More than 1 in 3 (35%) of the students on the call log had an individualized note made by CCC Personnel (N = 2, 495)

NOTES

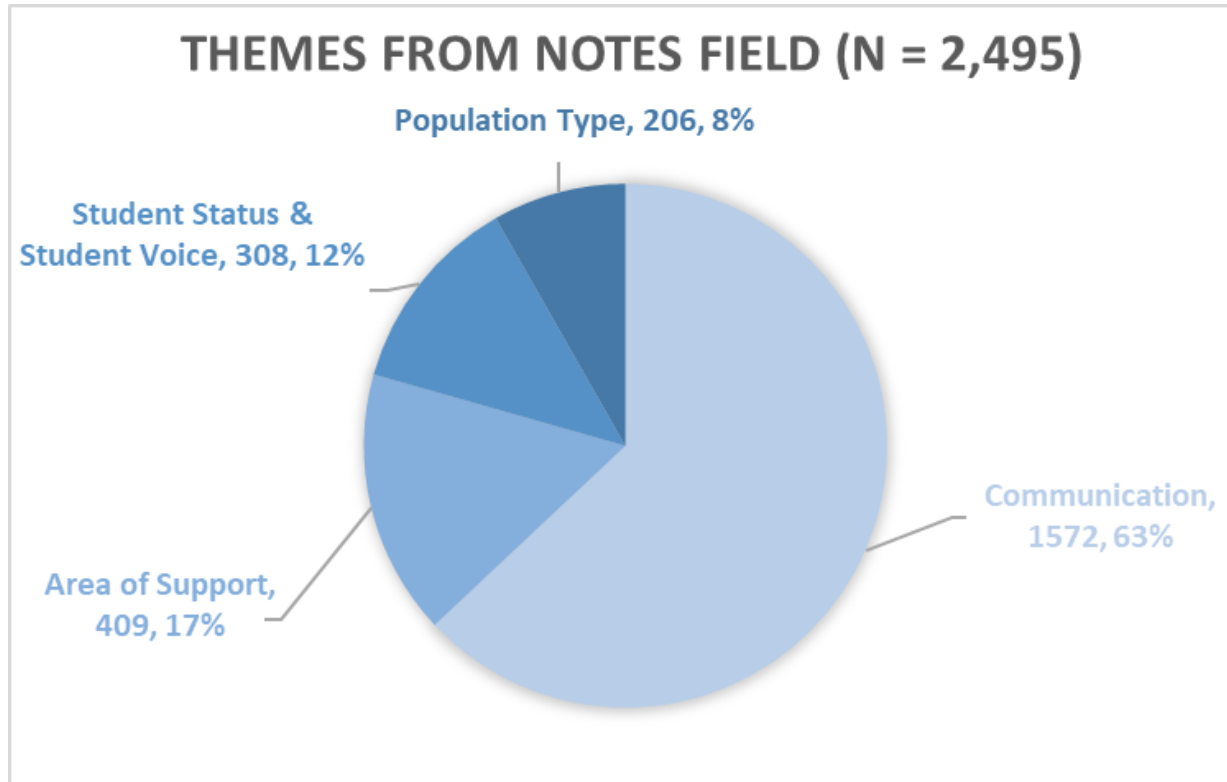*Text description*

NOTES Fields – Text Analysis Results

Qualitative data → Codes → Themes

THEMES FROM NOTES FIELD (N = 2,495)

- Population Type, 206, 8%
- Student Status & Student Voice, 308, 12%
- Communication, 1572, 63%
- Area of Support, 409, 17%

NOTES Fields – Text Analysis Results

THEMES FROM NOTES FIELD (N = 2,495)

Population Type, 206, 8%
Student Status & Student Voice, 308, 12%
Area of Support, 409, 17%
Communication, 1572, 63%

Theme	#	Code
Communication	1	Not Reached due to Contact info/VM issues
	2	Partial Contact
	3	Language Barrier/Translation
	4	Already Called
Population Type	5	Not Enrolled at time of call/dropped course(s)
	6	Student Type N/A
Area of Support	7	Tech Support/Access to Equipment (computer/internet)
	8	Instruction (Academic Affairs) / Transition to Online
	9	Instructional Student Services
	10	Student Services (Student Affairs)
Student Status & Student Voice	11	Student Experience/Context
	12	DoingWell/All Good

NOTES Fields – Text Analysis Take Away
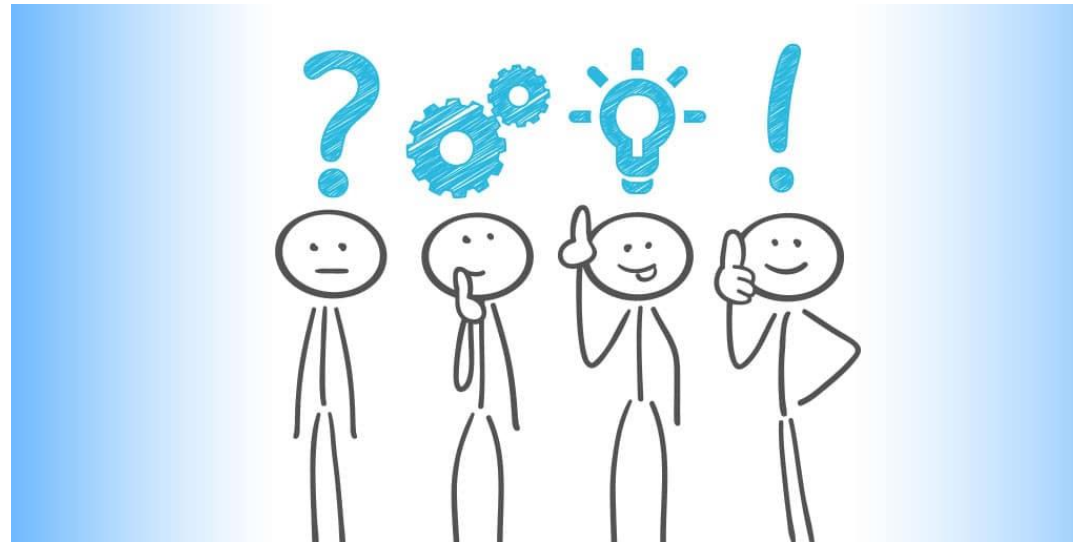
Theme
population type
communication
Area of Support
Student Status & Student Voice

✓ Are we reaching the intended/target population?

    * Roughly 1 in 12

✓ Are we able to effectively connect to and communicate with these students?

    * Nearly, 2/3 of notes field   * 1/4 No Data

✓ What kinds of supports do they need and can we provide them?

    * Roughly 1 in 6

✓ Students are humans first. Who are they? How are they doing? what do they have to say?

    * Nearly 1 in 8

Let's Talk About It

NOTES Field – Text Analysis Description

Theme	#	Code	Description
communication	1	Not Reached due to Contact info/VM issues	Wrong #; line busy; # disconnect; missing #; VM not setup or full;
	2	Partial Contact	text info; sent email;left message on voicemail; left message with relative; spoke briefly; need to call back; hung up
	3	Language Barrier/Translation	upont initial contact; f/u by speaker of needed lanaguage
	4	Already Called	already spoke with someone previously/ had been called before
population type	5	Not Enrolled at time of call/dropped course(s)	not enrolled current term; already dropped courses for SP2020
	6	Student Type N/A	METAS (not enrolled in college courses), DVC/LMC student, HS School(not enrolled); former student (not enrolled) employee; alumni; Student at another CCC
Area of Support	7	Tech Support/Access to Equipment (computer/internet)	
	8	Instruction (Academic Affairs) / Transition to Online	
	9	Instructional Student Services	Tutoring; Library; Success Coaching
	10	Student Services (Student Affairs)	FinAid; A&R; Registration;Counseling;considering dropping; Graduation; fees/refunds; Food/housing/mental health;parking refunds; questions about summer/fall registration
Student Status & Student Voice	11	Student Experience/Context	reaction to call;more context about student/current situation; shared feelings about current experience; expressing concerns/ barriers/challenges/appreciation
	12	DoingWell/All Good	

NOTES Fields – Text Analysis Process

CODING of Notes Content	Student Count
Not Reached due to Contact info/VM issues	1180
Partial Contact	328
DoingWell/All Good	241
Not Enrolled at time of call/dropped course(s)	182
Student Services (Student Affairs)	179
Instruction (Academic Affairs) / Transition to Online	141
Student Experience/Context	67
Tech Support/Access to Equipment (computer/internet)	61
Language Barrier/Translation	53
Instructional Student Services	28
Student Type N/A	24
Already Called	11
Total NOTES	**2495**

Theme	N	%
Communication	1572	63.0%
Area of Support	409	16.4%
Student Status & Student Voice	308	12.3%
Population Type	206	8.3%
Total	**2495**	**100%**

Theme
communication
population type
Area of Support
Student Status & Student Voice

Call Log – Completion Process

- **Tech Issues:** Put a 1 in this field if the student indicated they had encountered technical difficulties other than lack of an internet connection or usable device. If you can use the guides at contracosta.edu/help to walk them through the solution, great. If you can't, ask them to email helpdesk@**4cd**.edu or email them on the student's behalf.

- **Lacks equipment:** Please enter a 1 in this field, then use the notes field to specify what they don't have. Is it a laptop, smartphone, microphone for Zoom…? If it is lack of a device to reach Canvas, please refer the student to the *waitlist* for our Chromebook loan program by filling out this form, or emailing Erica at ewatson@contracosta.edu if the form is closed.

- **Lacks internet access:** Put a 1 here if they don't have internet access. Also, refer them to the two programs listed on the website. If they for some reason cannot sign up for those, please refer them to Mia for emergency wrap-around funding by emailing mhendersonbonilla@contracosta.edu

- **Uncomfortable w/ online classes:** If a student is uncomfortable with online classes, please enter a 1 here and refer them to the STEM success coach team: https://www.cccstem.com/success-coaching-covid19

- **Learning environment**: If a student expresses that they have had challenges relating to their home environment, please enter a 1 here and let them know that you empathize. "That must be difficult. We really wish that we could help with that. Do you have any suggestions we might be able to use to inform future programs?" Please explain their situation in the notes field.

- **Faculty support**: If a student expresses that they have not received the help or guidance they need from faculty, please enter a 1 in this box. Also, please take down the instructor and course information in notes, and email Jason Berner the details at JBerner@contracosta.edu.

- **Notes:** Please elaborate on the situation, where appropriate, here. If you couldn't speak to the student or leave a message, please explain why in this field. "Disconnected," for example, is just fine.