



INLAND EMPIRE DESERT STUDENT VOICES 2020

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California
Community
Colleges



Inland Empire Student Voices 2020

Background

Region IX (San Bernardino-Riverside counties) Student Senate identified a need to explore Guided Pathways through the student perspective. Student Senators wanted to move past presenting their stories at roundtables to actionable findings and recommendations they could present to their colleges. Chancellor's Office Regional Coordinator, Angelica Ibarra, took up their call for action by reaching out to several institutional researchers to develop a study. All but one, Dr. Yvonne Olivares, said there was not enough information for them to move forward.

Dr. Olivares, researcher at Crafton Hills, through her work with private sector clients (media, finance, health, CPG, and energy) recommended a qualitative method she developed specifically for clients who are (1) uncertain what their problems are, much less the solutions and (2) those clients who want to stay ahead by looking for opportunities for improvement. This method combines cognitive interviewing (memory associations), journaling (emotion clarification and problem solving), focus group (group dynamics) and survey (focused Q&A) methodology.

This method has been successfully used with private clients for the past decade and Dr. Olivares is regularly asked by clients to train their research departments in this method because it garners actionable insights, quickly, from representative samples.

Chancellor's office recommended Crafton connect with Growing Inland Empire since this project's purpose, supporting and improving the Inland Empire student experience, was in accord with GIA's mission.

Study Overview

The study will begin with the qualitative phase using Qualboard as the data collection instrument because this instrument allows participants to participate anytime, anywhere, from any device eliminating constraints of traditional studies (traditional methods limit the types of participants). Qualboard was also chosen for its flexibility in allowing participants to communicate in the format best suited to their communication needs (written, verbal, image uploads). As well as the ability for the researcher to design (i.e. modify the study) based on live learnings.

QUALITATIVE QUALBOARD STUDY

The qualitative study will use Region IX Student Senate ideation to develop a pilot conducted with Crafton Hills College students. This study will be used as the development phase for the Inland Empire Study. The Inland Empire Study will recruit students from all thirteen Region IX colleges. Eighty students (pilot & region) will be recruited to participate in a three-day study with approximately one hour per day's activities. Students will be able to complete activities when convenient for them, be it in one sitting or broken down into modules to complete as their schedule allows.

QUANTITATIVE SURVEY

Findings from the qualitative study will be used to develop a follow-up survey using Qualtrics. This survey will go out to all Region IX colleges. The survey will be used to confirm regional qualitative study findings. In addition, each participating college will be allowed to include up to three college-specific questions for their students. To encourage all region college participation, GIA will serve as college liaison and Dr. Olivares will develop recruitment/communications plan for the colleges. At the end of the study each participating college will be supplied regional de-identified data as well as their own student data for further analysis.

High-level Requirements

Study will explore student experience topics, as identified by the Region IX Student Senate, including guided pathways, barriers to education, and transfers.

Qualitative study participants must be currently enrolled at one or more of the following Region IX colleges:

- Barstow College
- Chaffey College
- College of the Desert
- Copper Mountain College
- Crafton Hills College
- Mt. San Jacinto College
- Moreno Valley College
- Norco College
- San Palo Verde College
- Riverside City College
- San Bernardino Valley College
- Victor Valley College

Quantitative study will include all the above plus Antelope Valley College.

Students will be grouped for exploration of unique experiences, needs and opportunities. Groups may be given the same questions with or without different follow-ups and or different questions altogether.

- Group 1 Strong Workforce: Vocational students and those working towards terminal certificates such as public service, fire academy, rad tech, computer information systems, etc.
- Group 2 General Education: Students working towards associates degrees.
- Group 3 Student Senate: Student senators are unique due to their roles making them more integrated into college systems than other students.

Study participants may not have participated in another study in the past six months.

Deliverables

The final deliverable will be formatted appropriate for college decision makers, including a brief executive summary and white paper. GIA will have rights to post full and excerpted content on their website. In the case the findings are used to develop infographics GIA will agree to allow Dr. Olivares to preview before posting to confirm any reinterpretation of findings reflect the data.

In addition to the report, raw de-identified data will be provided to GIA and all participating colleges. Colleges will also receive their student's data (see Exclusions section for more details).

High-level Timeline

- February* 2020: Tool Development, Programming, Testing, and Recruitment
- March 2020: Pilot & Region IX Study
- April 2020: Present Preliminary Findings
- Fall 2020: Deploy survey (start date depends on coordination with colleges)
 - 6 weeks of data collection
 - 6 weeks of analysis & report writing

*Timeline dependent on date of contract execution.

Budget

Crafton Hills College and GIA will share the costs. Crafton Hills College will be responsible for qual/quant resource costs, primarily Dr. Olivares' time. GIA will share costs of Dr. Olivares' time in Qualitative phase as well as be responsible for data collection instrument (Qualitative) and student incentives (Qualitative and Quantitative).

Qualitative	
Recruitment including Social Media	\$11,070
Incentives (All 80 students will receive \$150)	\$12,000
Data Collection Instrument (Qualboard)	\$6,300
Activity Development, Testing, Moderation	\$7,000
Analysis, Report	\$20,000
Quantitative	
Recruitment Communication Plan, Project Management	\$7,200
Incentives (Raffle 50 students receive \$50)	\$2,500
Survey Development, Data Collection Monitoring	\$5,200
Analysis, Report	\$10,000
Crafton Hills College subtotal	\$41,900
GIA subtotal	\$39,370
Total	\$81,270

Assumptions

GIA, with support from the Chancellor's office, will serve as liaison between Crafton Hills and the Region IX colleges. One-to-two representatives from each college needs to be identified and contacted. Ideally representatives will be chosen based on their roles with student outreach and/or research.

GIA will pay Qualboard directly for invoiced costs (\$29,370 includes qualitative incentives). These costs can be split (pilot and region) or a single invoice. Dr. Olivares will coordinate with 2020 Research (Qualboard) and serve as project point person in all communications with Qualboard.

GIA will pay S4DDS, Dr. Olivares' consultancy, directly for invoiced costs (total \$7,500). Assumption is 25% due 30 days upon contract execution with the remainder invoiced monthly unless otherwise indicated.

GIA will pay Quantitative phase incentives separately in the fall (\$2,500).

Exclusions

Qualitative study will focus on regional insights representative of the Inland Empire student population, not college specific insights. College-specific insights will be available during the quantitative phase, if sample size allows.

There are no limits on the total number of students who can participate in the regional-wide survey.

In order to qualify for incentives students must provide their college assigned email address to confirm enrollment in quantitative survey. Student emails and any other personally identifiable information will be stripped from shared data. Student's email may be attached and shared with student's own college with express permission from the student (opt-in will be included in the survey.)

Project Kick-Off – Pending To-Do

GIA will send written confirmation (email okay) to Gio Sosa confirming their agreement to partner on this project so Crafton Hills can allocate resources.