CSCC Project Charter

**Project Title:** Early Alert System (Starfish) Pilot Implementation

**Sponsor(s):** Jack Cooley

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**I. Scope**

**Project Purpose and Background**

The purpose of this project will be the pilot implementation of an Early Alert System at CSCC that will work to increase student success and to achieve greater rates of retention. As per the Title III grant proposal (awarded October 1, 2009), the Early Alert System will be funded (deliverable 2011/12 academic year) and implemented through the Title III Part A: Strengthening Institutions grant. The Title III grant includes key deliverables (including an Early Alert System). The goal of the grant is to increase student retention for key terms and academic calendar dates, as well as increasing student success in defined academic courses and course sequences. These measurable objectives are available in the Title III Grant goals and objectives document.

**Project Objectives**

The pilot implementation of the Starfish Early Alert System will provide a mechanism to predict and identify students who may be at risk of failure in specific courses and to provide early intervention/preventative actions to increase student awareness of tutoring and support services that are available at CSCC.

The Starfish system will predict at risk students at enrollment and target messages notifying them of services available to support them in their college experiences, in addition the system will notify students when they are at-risk academically because they have not completed specific tasks or have been unsuccessful in meeting certain criteria, and will drive them to the appropriate interventions as identified by the implementation team and those involved in the pilot. All predictors, flags, messages, and interventions will be identified by the Early Alert Implementation team with the support of Starfish.

**Deliverables**

- Definition of pilot group and specific participants from a faculty, advisor and system administration standpoint.
- Definition of predictors that might make a student at risk of failure—customized messages to students notifying them of available support services during first week of quarter.
- Definition of system 'flags' to be raised to alert students and appropriate CSCC faculty/advisor/staff (base on implementation team recommendations) of concerns/risks to their academic success these are the default flags and are system generated based on pre-defined criteria (as determined by the Early Alert Implementation Team).
- Definition of user ‘flags’ to be raised by CSCC resources (faculty/advisors). These are manual flags that can be raised by faculty members or advisors based on student performance or concerns that arise in class.
- Implementation work plan for technical system (Starfish Early Alert/Connect) that will manage the student alerts (flags); outputs (notifications & actions – emails,
<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>CSCC Students</th>
<th>CSCC Faculty</th>
<th>CSCC Advisors</th>
<th>Title III Grants Office</th>
<th>Information Technology</th>
<th>Distance Learning Program</th>
</tr>
</thead>
</table>

**Project Scope Statement**

The scope of this project is the implementation of the Starfish Connect/Early Alert system and the development of triggers/flags that will be used to manage student interventions and assistance that will increase their likelihood of success.

An Early Alert team will continue its work in defining the initial predictors of student success (for targeted notification of services available) and the academic conditions which require an alert (flag) to be raised for an at-risk student. This will primarily be concerned with decisions on the required data and will be balanced with currently collected and available data at the College. These decisions will be made by the Early Alert Team and will be documented.

The technical implementation will include the setup/configuration of the hosted Starfish system and its connection and placement within the Blackboard learning management system. Additional connections to be worked through would include user/group identity management (LDAP), Email & Calendaring and data imports from various backend CSCC systems (Colleague, etc.) which will be needed to provide ‘flag’/alert information. System will also permit online scheduling of appointments with Advisors should the team deem they want to use this feature. Starfish Professional Services will assist development, testing and training on administration of the system.

The initial pilot group to use the early alert system will be a mix of volunteers and specifically selected faculty/staff members. This group will assist in generating best practices, documenting changes to existing processes and time estimates for generating/managing alert flags. It is assumed that there will be some changes and standardization on how students and class performance is managed and the data that will need to be logged. (Example: Faculty using quiz performance would need to keep this information in Blackboard Grade book in order to generate a flag in the Early Alert System.)

**Out Of Scope:**

- Modification of systems at CSCC to gather data that is currently not being collected or tracked.
- Automation & system generation of new groups within Blackboard & Early Alert (Creation of new group assignments outside of Employee or Student.)
<table>
<thead>
<tr>
<th>Subcommittee Owner</th>
<th>Major Milestone</th>
<th>Due end of Month / Year</th>
<th>Status</th>
<th>Status Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Alert Resource Team</td>
<td>Resource Selection</td>
<td>9/1/2011</td>
<td>Complete</td>
<td>Starfish—documents in hand and part of proposal</td>
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<tr>
<td>Sr. VP, Deans, Chairs</td>
<td>Executive Sponsor Identified/sign off on charter</td>
<td>9/30/2011</td>
<td>In Progress</td>
<td>So far—Faculty volunteer on Columbus Campus—plan system with little advising involvement initially. Full pilot on Delaware Campus (subpopulation to be identified) with advising piece incorporated (best practice)</td>
</tr>
<tr>
<td>Sr. VP, Deans, Chairs, T3 Director</td>
<td>Core Team—Pilot group identified</td>
<td>10/5/2011</td>
<td>In Progress</td>
<td></td>
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<tr>
<td>Implementation Team</td>
<td>Implementation kickoff</td>
<td>10/10/2011</td>
<td>In Progress</td>
<td></td>
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<tr>
<td>Implementation Team</td>
<td>Timeline for January kickoff</td>
<td>10/15/2011</td>
<td>In Progress</td>
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<td>Implementation team</td>
<td>Set goals</td>
<td>10/15/2011</td>
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<tr>
<td>Technical Lead</td>
<td>Starfish tenant set-up</td>
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<tr>
<td>Implementation Team</td>
<td>Identify “at-risk” predictors</td>
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<td>Technical Lead</td>
<td>Configure system</td>
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<td>Identify system-raised predictors</td>
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<tr>
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<td>Admin training</td>
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<tr>
<td>Implementation Team</td>
<td>Identify key flags that put student at risk</td>
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<tr>
<td>Implementation Team</td>
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<td>In Progress</td>
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<tr>
<td>Implementation Team</td>
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<td>11/10/2011</td>
<td>In Progress</td>
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<td>Implementation Team</td>
<td>Identify interventions associated with predictors and flags</td>
<td>11/17/2011</td>
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<td>Implementation Team</td>
<td>Define and develop automatic notifications</td>
<td>11/21/2011</td>
<td>In Progress</td>
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## II. Support Elements

### Costs

- Starfish Connect - $13,400 (Pilot approx. 2,000 – 4,000)
- Starfish Early Alert - $13,400 (Pilot approx. 2,000 – 4,000)
- Starfish Professional Services ($2,250 + Travel Costs)

Funds will come from the Title III Grant Office

### Documentation

As attached.

### Assumptions

Projects that are major initiatives for the college may present resource bottlenecks in moving forward with a larger audience than the initial pilot. Widespread Advising participation may be difficult in advance of S2S because of its associated workload.

There will be certain data that may be valuable to generate an alert which may not be currently collected by the college or won’t be ‘importable’ to the system.

### Risks

Faculty Compliance/Availability – Some of the flags (as defined by implementation team) within the system would need to be generated by the course instructor or would be triggered by information that is entered in the Blackboard system. This may be seen as excessive overhead on their existing workload.
Advising Compliance/Availability – Some responses (as defined by implementation team) or ‘clearing of flags’ would recommend some communication/action to be taken by a CSCC Advisor. This may not be feasible because of student to advisor ratios & bandwidth.

Student Compliance/Acknowledgment – Students may either take no action based on the flag/notification or will not receive the information in a timely manner (student does not check communication modality consistently, etc.) to take an action.

Existing CSCC Initiatives – There are several major initiatives that are ongoing at CSCC and their priority could present a risk.

Advisor Schedule Integration – This will require more information to determine the feasibility of scheduling appts. Via the Early Alert system and its integration with the College email/appointment system as well as whether these are going to be up to date.

### III. Assignments

#### Project Team Composition

**SPECIFIC RESOURCES ARE TBD**

**Core Team:**

- Title III Office: Functional Lead
- Technical Lead(s):

**Early Alert Implementation Committee**

**Technical Team**

- Information Technology
- Distance Learning

**Student Success Team**

- Academic Affairs/Instructors, Tutors
- Academic Advising
- Admissions
- Knowledge Resources & Planning

**Supporting Resources**

- Starfish
- Training/DL (Video capture, etc.)
- Institutional Advancement – Marketing

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**CSCC Project Management Office**
Project Manager

Teddi Lewis-Hotopp, Director: Title III

Signatures:
Project Sponsor(s)