

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

September 20, 2016

Agenda Item: 5.4

Subject: Approval of Software Agreement with Ellucian for the Banner CRM Advise Module

Background: Chabot-Las Positas Community College District has adopted a comprehensive enrollment management approach to improve student success that not only focuses on outreach for potential new students to increase enrollments, but also on student retention rates, the overall student experience, and time to completion.

Currently, the District's Banner System product suite includes the Ellucian Banner Recruit module that was made available to us at no costs within the last year. The Recruit module addresses enrollment prior to students enrolling at our colleges through outreach to high school students and potential new college applicants. The software tracks and analyzes enrollment trends and successful campaigns for prospective students along with student profiles, and it integrates with our Banner Student module once a student enrolls at the college.

This software agreement is for the Ellucian CRM Advise module which addresses student retention for currently enrolled students. CRM Advise tracks students who are enrolled at our colleges to determine how they are reaching their academic goals and to benchmark the students' progress to help students stay in school and graduate. The software is designed to assign students' risk levels and then detect problems giving early alerts in order to intervene appropriately before the students fall behind in their course completions.

The Banner CRM Advise module interfaces with the current Banner Student and Degree Works modules. The CRM Advise module would provide an automated solution for the colleges' intervention strategies to improve student retention and student success and aligns with the SSSP requirements. For a comprehensive solution to improve student success, the implementation of the new Recruit module will occur first and then will be followed by the implementation of the Banner CRM Advise module.

The total first year costs for the Ellucian CRM Advise module is as follows:

\$101,542	Initial Software Purchase (includes 30% discount)
\$ 20,308	Annual Maintenance for Year 1 (only recurring annual costs)
<u>\$ 99,684</u>	Implementation Services (installation, Banner integration, training)
\$221,534	Total First Year Costs

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Recommended Action: That the Board of Trustees approves the proposed Software Agreement with Ellucian for the Banner CRM Advise module for a total of \$221,534 for the first year of the agreement. It is further recommended that the Board authorize the Vice Chancellor, Business Services, to execute this agreement on behalf of the District.

Submitted: Lorenzo Legaspi/Date

Approved: Jannett N. Jackson /Date

_____ APPROVED

_____ DISAPPROVED

_____ TABLED