

GP Proposal to CCC to Recommend Foothill College's Purchase, Implementation, and Maintenance of Program Pathways Mapper

Proposal:

The Guided Pathways Leadership Team proposes that the College Curriculum Committee vote to: recommend the purchase, implementation, and maintenance of the marketing software, Program Pathways Mapper (PPM), by Foothill College.

Product:

Developed and first implemented by Craig Hayward, Dean of Institutional Effectiveness at Bakersfield Community College, during the 2016-2017 academic year, PPM is at the forefront of program-mapping marketing software. Due to significant gains in student success correlated to clear visualization of pathways to degree and completion transfer, PPM has earned the endorsement of the Chancellor's Office as well as contracts with more California Community Colleges than any other software of its kind to date. In addition to PPM's partnership with California Community Colleges, the software has also been adopted by 2 California State Universities, and is in negotiation with the University of California System.

PPM provides program-specific visual representations of required and recommended courses. It displays groupings of aligned programs of study (meta majors); customized program learning outcomes; national, state, and (coming soon) regional career and labor market information; as well as term-by-term program maps, created by individual colleges, for prospective and current students. This information is found on three landing pages.

- The first landing page displays meta major groupings using icons and terminology that are easy for students to understand. Each meta major is linked to a second landing page.
- The second landing page has the option of including videos and text that introduce students to concepts and skills developed in the chosen meta major, some career fields that are associated with this grouping of programs, as well as a clear listing of programs that are linked to a third landing page.
- The third landing page is devoted to individual programs of study. These have the option of including additional videos explaining the program, as well as editable text for SLOs/PLOs, career and labor market information, and program maps.

**Note: PPM does not create an individualized educational plan for students, populate students' schedules, or register students for classes. All PPM maps are created by the colleges that purchase and maintain this marketing software.*

Initial Cost & Funding:

The one-time cost of PPM is \$50,000.00, which includes logistical support for the duration of implementation and ongoing access to office hours. Guided Pathways funding has been budgeted to cover the cost of purchasing PPM. The initial cost and annual maintenance associated with verifying and transferring course data from the PDF program maps to the mapping templates, the editing and uploading of individual program descriptions, potentially altering meta major descriptions and career and labor market information, and creating promotional videos to include on landing pages are not included in the one-time \$50,000.00 cost of PPM.

**Note: The GP Program Mapping and Meta Major Team has researched models of implementation and maintenance that include a variety of staffing options to be reviewed further.*

GP Recommendation:

Foothill’s Guided Pathways Leadership Team recommends that Foothill College purchase and maintain PPM with the express purposes of advancing equity, accessibility, and student success by facilitating transparency regarding program expectations and outcomes. This recommendation is a result of careful consideration of qualitative and quantitative research presented to the GP Program Mapping and Meta Majors Team and colleagues, GP Program Mapping and Meta Majors Team presentation feedback and polling, and GP Program Mapping and Meta Majors Team interviews with GP college representatives throughout California.

- The GP Program Mapping and Meta Majors Team has reviewed or attended the following presentations: Craig Hayward’s presentation of PPM to the RP Group, conducted in Fall of 2020; presentations to GP Team Leads and members of the Steering Committee by PPM partner, Steve Middleton of Concentric Sky, conducted over the Fall and Winter of 2020-2021; and presentations and dialogue with Craig Hayward in the Winter and Spring of 2021.
- The GP Program Mapping and Meta Majors Team has presented PPM at the Academic Senate, CCC, CNSL and BSS Division Meetings during the 2020-2021 academic year. In the Spring of 2021, the GP Program Mapping and Meta Majors Team presented PPM to the Meta Majors Work Team and GP Steering Committee along with other mapping software. On these occasions, PPM was voted the best option for displaying program maps.
- During the Summer of 2021, the GP Program Mapping and Meta Majors Team interviewed 11 California Community Colleges that have implemented PPM and found that 90% were satisfied with the product. While the colleges interviewed have not conducted formal research on the gains to student success and equity correlated to PPM’s implementation, many commented on positive student engagement with the platform.