



# Blackboard®



**Mt. San Antonio College**

Blackboard Student Services  
Proposed Statement of Work

October 10, 2018

## STATEMENT OF WORK

### SCOPE

Engagement campaigns are designed to help proactively move students through their enrollment and education experience, improve student engagement, optimize enrollment and/or retention performance, and improve the overall student journey. Blackboard and Mt. San Antonio College will mutually determine the campaign objectives and target populations for proactive outreach to reengage current and inactive students. The campaign(s) will be designed to promote specific calls-to-action for the target student audience on behalf of Mt. San Antonio College and provide valuable feedback back to leadership.

These campaigns are designed to produce quantifiable results. The activities and workstreams included in this statement of work are as follows:

- Blackboard will conduct 1 engagement campaign of 17,500 unique student records for this engagement. To the extent that less than the maximum number of records per campaign is used, the remaining number of records may not be carried over or added to a subsequent campaign.
- Blackboard will work with Mt. San Antonio College to design an appropriate script and FAQ to be used for the outbound calls.
- Blackboard will utilize Blackboard technologies for the outreach campaigns and therefore will not access any CRM, Payment/Financial Portal, or other Mt. San Antonio College system where student data is housed.
- Upon North Orange County Community College District's request, Blackboard shall provide strategic guidance on best practices for targeting the desired population and can also provide guidance on the necessary data needs of the Blackboard advisors to increase the success of the desired call to action.
- Blackboard technologies—including our dialer, interactive voice response system, knowledgebase, agent desktop (SIMS), and trouble ticketing system—will be employed for up to 5 attempts per student.
- Blackboard will provide detailed student-level trend reports back to Mt. San Antonio College listing prospective students who seek direct follow-up from the North Orange County Community College District.
- During the campaign, Blackboard will provide ongoing feedback from prospective students to help improve campaign outcomes.
- At the conclusion of the campaign, Blackboard will provide Mt. San Antonio College an executive summary of results of the campaign along with an analysis of trends and feedback from students contacted.

### Management and Coordination

Blackboard will provide continuous communication throughout the campaign initiative, both to help facilitate outcomes for the project, and to provide continued alignment of project activities. Blackboard will, in consultation with the North Orange County Community College District, refine and document the objectives, scope, performance criteria, project management structures, and overall timeline and phases for the planned campaign(s).

A Blackboard Program Manager will be responsible to lead the overall campaign delivery and oversee the execution of the services proposed herein. The Program Manager will:

- Serve as the primary Blackboard point of contact for the engagement
- Endorse, communicate, and support the overall engagement objectives
- Coordinate scheduling of all project activities with the contact person(s) designated by the Institution
- Coordinate the campaign activities of all Blackboard staff working on the project
- Ensure high quality work products and deliverables

- Support escalations to secure resources and to solve problems
- Host and lead regular status reviews with the Institution
- Compile campaign data and insights and review the executive report with the North Orange County Community College District

## Mt. San Antonio College Responsibilities and Assumptions

- Mt. San Antonio College will assist Blackboard in the development of the call script(s) for the campaign(s)
- Mt. San Antonio College will develop the FAQ information for the outbound advisor knowledgebase
- Mt. San Antonio College will supply Blackboard with the names, telephone numbers, and any required contextual information (e.g., program in which the student expressed interest) for the students to be contacted
- Appropriate escalation points will be defined for follow-up by the North Orange County Community College District
- Mt. San Antonio College will provide Blackboard with data that represents the results from the outbound campaigns

## Estimated Timeline

Blackboard understands the need to implement campaigns as quickly as possible in order to adequately affect results. Our timeline is structured to ensure a high quality campaign that reflects the brand of Mt. San Antonio College and delivers accurate information to students. Our timeline also includes adequate time for Mt. San Antonio College to provide the necessary information and data required to implement the project. Finally, we build in time to conclude our work by providing Mt. San Antonio College with complete information about campaign results, student feedback, advisor insights, and overall trends. The timing of the final analysis is typically customized by client based on academic calendar and specific campaign needs.

### Weeks 1 – 6: Implementation

- Kick-off and Process Discovery
- Confirmation of campaign concept
- Development and approval of campaign call script(s)
- Recruiting and training of advisors
- Receipt of contact data from client
- Configuration and testing of technology systems

### Week 7: Campaign Launch

### Weeks 7 – 10: Campaign Reporting and Management

### Weeks 10 – 12+: Results, Final Analysis, and Presentation (Timing dependent upon campaign specifics)

## Fees

Engagement campaign: Registration...previously enrolled, have not enrolled, applied/not enrolled.

<b>Investment</b>	
<i>Engagement Campaign</i> – One (1) campaign, up to 17,500 student records per campaign (to be used during this campaign only) <ul style="list-style-type: none"> <li>• Campaign Implementation</li> <li>• Outbound Calling Campaign – Up to 5 attempts per student</li> <li>• Reporting</li> </ul>	<b>\$85,000</b>
Project Management	Included
<b>Total Investment</b>	<b>\$85,000</b>

Virtual meetings are planned for this engagement. Should in-person meetings be requested, travel and expenses fees may be assessed.

Pricing quote is only valid until 11/30/18.

## Assumptions

Our approach and timeline for campaign implementation and delivery are based on the below assumptions. Variance from these will be managed through a formal Change Control Process and may affect the project schedule.

- Mt. San Antonio College will provide Blackboard with access to the appropriate physical and technical environments in the timeframes confirmed with the Blackboard Program Manager to the extent required for Blackboard to complete the effort outlined in this document.
- Mt. San Antonio College is responsible for providing subject matter experts to assist in identifying business rules, resolving process discrepancies and answering ad hoc questions. The subject matter expert will be made available as needed during the course of the engagement and will be responsible for soliciting input from additional Mt. San Antonio College personnel as needed.
- Mt. San Antonio College will separately procure proper access for Blackboard to necessary third-party products and services in a timely manner to support Blackboard’s work, if appropriate.
- Once the project begins, Blackboard and Mt. San Antonio College will inform each other of any material changes to the systems and processes affecting this scope of work in a timely manager.

Customer:
Signature
Name (printed)
Title (printed)
Date

Blackboard ("Blackboard")
Signature
Name (printed)
Title (printed)
Date