CALIFORNIA COMMUNITY COLLEGES
AND
CHABOT --- LAS POSITAS
COMMUNITY COLLEGE DISTRICT

#92-0030
### 92-0030 --- FII --- SUMMARY

California Community Colleges  
Curriculum and Instructional Resources Division

<table>
<thead>
<tr>
<th>FISCAL YEAR</th>
<th>ID NUMBER</th>
<th>COLLEGE</th>
<th>DISTRICT</th>
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<tr>
<td>1992-93</td>
<td>92-0030</td>
<td>Chabot</td>
<td>Chabot-Las Positas</td>
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**PROJECT TITLE**

**Electronic Information Kiosk Loan for Broadcasting on Channel 28**

<table>
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<tr>
<th>FUNDING CATEGORY &amp; AWARD</th>
<th>ELIGIBLE PROGRAM</th>
<th>PROJECT CATEGORY</th>
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<td>Loan = $20,558</td>
<td>D --- Ed Services For New Clientele</td>
<td>Pilot Model</td>
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<tr>
<th>PROJECT PRODUCT</th>
<th>PROJECT TOPIC #1</th>
<th>PROJECT TOPIC #2</th>
<th>ACADEMIC SUBJECT</th>
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<td></td>
<td>Computer Technology</td>
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<td>Inter-Disciplinary</td>
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<tr>
<th>PROJECT DIRECTOR</th>
<th>PROJECT SUPERVISOR</th>
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<tr>
<td>David Butler, Associate Dean of Instruction</td>
<td>John Williams, Media Services Manager</td>
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**PROPOSAL DESCRIPTION**

This proposal is a loan request. This proposal is to acquire funds to purchase equipment. The objective of the proposal is to create a very accessible, visible electronic clearinghouse and directory to Chabot College campus information and services. A 24 hour cablecast kiosk would conveniently serve students at their point of need. The project will produce a 'How To' manual on designing and implementing an electronic kiosk for a California Community College.
Electronic Information Kiosk for Broadcasting on Channel 28

Specific Educational Program/Services Proposal Addresses:
- Matriculation
- Student services instruction coordination
- Educational services for new clientele including older, working adults
- Improvement in traditional instructional programs

Specific Problems This Loan Addresses:
- Access to college campus and course information is very difficult for off-campus students.
- Current efforts to distribute campus and course information are too narrow in scope.
- Distribution of printed registration information will soon be greatly curtailed.
- Beginning Fall Quarter, 1992, maintaining general community awareness and usage of college services and programs will be more difficult than ever.

Population Being Served:
The electronic kiosk would impact one of the most diverse and heavily populated areas in the nation (Appendix A).

Project Objective:
This proposal seeks to create a very accessible, visible electronic clearinghouse and directory to Chabot College campus information and services. A 24-hour cablecast kiosk would conveniently serve students at their point of need.

Proposed Activities:
- Purchase equipment
- Provide training
- Set up and test system
- Begin cable casting

Expected Outcome:
- Help recruit students
- Enhance student retention
- Create a dependable, accessible bulletin board
• Create an information "gateway" to electronic campus information sources
• Reduce costs of publicizing courses

Evaluation Plan:
• Annual survey of distant learners
• Gather and evaluate statistics pertaining to number of: students enrolled in distant learning courses, students completing courses due to use of listed support services, calls made to Cindy Chabot, and ticket sales to community events.

Dissemination Plan:
An expanded final report and "how to" manual on designing and implementing an electronic kiosk will be developed and dispensed to learning resource directors at all California Community Colleges.
1. Specific Educational Program Being Addressed

PROPOSAL NARRATIVE
This loan proposal seeks to create a very accessible, visible electronic community clearinghouse and directory to campus information and services. In Fall, 1992, when Chabot College stops mailing class schedules to area homes and businesses, such a kiosk would become a primary link to District's 98,000 cable addresses.

Specific Educational Program/Services Proposal Addresses:

Matriculation. The kiosk would cablecast the following matriculation information (Priority 2C1):
- Admissions - how to apply for admission to Chabot College
- Orientation - dates and times for Chabot orientations sessions once admitted
- Assessment - dates and times assessment is conducted
- Counseling & Registration - counseling services available to assist with registration process
- Career and Transfer Center Information
- Tutorial assistance which is available
- Information on how to receive translation assistance for English-as-a-Second-Language students who wish to enroll at Chabot College.
- Provide text information about enrolling at Chabot for the deaf population
- Community events including college plays, music events, art shows, travel films, professional entertainment events

Student Services Instruction Coordination.

The following student service information would also be made available. (Priority 2C2):
- Advertise the various student services including: job placement assistance and financial aide activities
- Club events
• Student government events
• Flea market announcements

Educational services for new clientele including older, working adults.
• Televise bulletin boards for enrolled students
• Listings of Distant Learning courses available

Improvement in traditional instructional programs.
• Increase awareness and use of instructional support services
• Increase awareness and use of enrichment activities
2. Specific Problems Being Addressed

Specific Problems This Loan Addresses:

Access to College campus and course information is very difficult for off-campus students. There is currently no one place to access registration, course, service information about the College. The College switchboard serves this function largely by default. This means students routinely must call 4 or 5 offices before getting their needs met.

Current Efforts to distribute campus and course information are too narrow in scope. Chabot College relies much too heavily on printed media, primarily its course catalog. Copies are available for sale in the bookstore and sixty thousand copies are sent to community homes and offices. It is difficult for people who are off campus or who are not on the mailing list to access or even know about Chabot's courses and services. The traditionally very low usage of the phone-in Cindy Chabot audiotape service is a good case in point.

Distribution of printed registration information will soon be greatly curtailed. Even though the class catalog is Chabot College's primary course information tool, off-campus mailings of this critical publication will cease Fall Quarter, 1992, due to high mailing costs and to State budget cuts.

Beginning Fall Quarter, 1992, maintaining general community awareness and usage of College services and programs will be more difficult than ever. Usage of existing services could go down. Successful introduction of proposed new voice mail and 800 and 900 phone services will become almost impossible unless phone numbers are known by the largest number of people possible.
3. Population To Be Served

Population Being Served:

Alameda County was rated as the fifth most diverse county in the United States (Appendix A). Hayward has been included among a list of 14 most ethnically diverse cities in America (Appendix A). The proposed kiosk would reach 98,000 families in Hayward, San Lorenzo, and portions of Castro Valley and San Leandro.
4. Objectives

Project Objective:

- By September 30, 1992, to research proven screen design guidelines for distant learning instructional and informational programming and to compile these into a "how to" manual for designing television and CRT screens.

- By December 31, 1992, to design and create at least 100 highly graphic, easy-to-read electronic bulletin board and message formats.

- To purchase and install a text/graphic generating computer by January 15, 1993.

- By January 15, 1993, to begin cablecasting text and graphics through Channel 28, to the Hayward, San Lorenzo, and portions of San Leandro communities.
5. Workplan Narrative

Proposed Activities:

- Submit Purchase Order
- Schedule Training
- Research proven design guidelines
- Create television screens
- Receive technical manuals
- Trial runs - testing
- Begin cablecasting
6. Expected Outcomes

Expected Outcome:

- Help recruit students from Southern Alameda County’s extremely populous and diverse population (Appendix A) into 1) traditional transfer and general educational courses and 2) into almost 40 existing telecourses and independent study courses now available from the College Independent Study Center (Priorities 1A&D).

- Enhance student retention by increasing student awareness and use of student services, instructor office hours, as well as prerecorded and existing prerecorded audio information tape and voice mail services. The kiosk would be a critical building block for the eventual introduction and marketing of 800 and 900 phone information services (Priority 1E).

- Create a dependable, very accessible, bulletin board for campus information, available 24-hours a day to the off- and on-campus student.

- Create an information "gateway" to existing and planned (Appendix B, C) electronic campus information sources (Cindy Chabot audiotapes, Independent Study Center voice-mail boxes) and to live campus information sources.

- Create the first step in establishing a one-stop electronic bulletin board and clearing house using computer connectivity, 800 and 900 phone numbers, voice mail services (Appendix B, C).

- Costs for creating and delivering these services would be significantly less than current college costs for mailing course schedules (Appendix D).
Evaluation Plan:

Questions concerning how students heard about telecourses and about their satisfaction with electronic kiosk services will be included in the annual survey of distant learners done by the independent Study Center. If the kiosk is successful, then increases are expected in:

- the number of students enrolled in distant learning courses
- the number of students completing a course (due to use of listed support services)
- the number of calls made to Cindy Chabot audiotapes
- ticket sales to community events
8. Dissemination Plan

Dissemination Plan:

An expanded final report and an electronic kiosk "how to" manual will be developed and dispensed to learning resource directors at all California Community Colleges.
9. Budget Narrative

[NO “BUDGET NARRATIVE” ACCOMPANIES THIS DOCUMENT.]