# Public Information Commission: Fall 2024 PIC Meeting Minutes

## Day 1 | Oct. 28, 2024 | 10 a.m. – 4:45 p.m. Location: Yakima Valley College & Zoom | 32 in Attendance (20 in person, 12 zooming)

**10:05 a.m. – Call to Order, Kickoff & Introductions (with Jenn Adrien, Clover Park Technical College and PIC president, and Yakima Valley College President Teresa Rich)**

* Welcome and call to order
* Welcome from Yakima Valley College
* Introductions
  + What do you hope to get out of this gathering?
  + What’s something delightful about you?

**10:51 a.m. – AI and Communications (with Jenn Adrien, Clover Park Technical College)**

* Networking and professional developing opportunity: King County PIO listserv (you don’t have to live or work in King Co. to join)
* General Limitations of AI
  + Lacks genuine understanding
  + Limited reasoning ability
  + Creativity doesn’t exist (remixes and reinterpretations, concerns around copyright)
  + Biases
  + Data dependency (garbage in, garbage out)
* Emerging Tools and Techniques
  + Writing (jumping off points to streamline brainstorming or writers block)
    - Example: Other ways to say “Out of abundance of caution”
    - Drafting email responses or social media
    - Summarizing notes
    - Generating ideas
    - Finding errors in code
  + Image Creation / Adjustments
    - Generative Fill ([example video from @jasonkpargin](https://www.tiktok.com/@jasonkpargin/video/7426420187491994911))
    - Concerns: bias and replicating stereotypes
    - Background noise reduction (<https://krisp.ai/>)
  + Translations
    - Chatbot responds in the language of the question submitted
  + Chatbots
    - CPTC transitioning from <https://ocelot.ai/> to AI chatbot with their new CRM <https://element451.com/>
      * Ocelot required a lot of hands-on work to build knowledgebase
      * Q&A (for logged in users) fed into CRM notes
    - Had more success creating individual chatbots based on topics without additional “distractions”
    - Has “alert” functions to notify about threats, concerns communications, ideations of self-harm...etc.
  + Policy Considerations
    - Are search queries subject to public records requests?
    - Transparency about use of AI
    - Consider and address AI bias
    - When in doubt, opt out
      * Deselect “Improve the model for everyone” setting under “Data controls” of ChatGPT
    - CPTC Policy --> Focused very much of academic impacts

**11:17 a.m. – Legislative update (Arlen Harris, legislative director, and Sam Herriot, government relations liaison, SBCTC)**

* Capital budget request
  + Minor works prioritized: $68M total
    - Requesting an increase of minor works from $2M to $5M to align with inflation
* Operation Budgets Requests (nonprioritized list
  + Competitive compensation
  + Increase general purpose funding
  + Expand capacity of job skills programs
* Policy bills in development
  + Dual credit
    - OSPI and other stakeholders looking to fund books and fees for Running Start students
    - Fix College in the Highschool reimbursement rate from $3500 to $5000 (same a 4-year unis)
  + Expansion of FinAid navigator pilot
  + Tribal affiliation work
    - Automatic qualifications for all ATNI students for the WA COllege Grant
    - Lower age from 60 to 55 to align with tribal elder
  + Basic Education for Adults
    - Expand College Bound scholarships
    - Remove age restrictions for eligibility waivers
    - Add “person enrolled in HS” to ctcLink definitions
  + Expansion of Mental Health Counselor pilot
    - Statewide expansion of SB 5194
* State Economics
  + Revue forecasts slowing down
  + Ballot initiatives could carve holes in the state operating budget
    - Capital Gains repeal
    - Climate Commitment Act repeal
  + Legislators should double down on the solutions, continue to make investments in CTCs
* Important dates
  + Nov. 5: General election (turnover in legislator, ballot initiative outcomes)
  + Dec 10-13: Legislative Assembly Days
  + Week of Dec. 16: Gov’s budget released
  + Jan. 13: First day of 2025 legislative session (LONG session)
    - Jan 28 (not confirmed): Regents and trustees' day
    - Jan 30 (confirmed): WEA/AFT hill climb and WACTCSA day
      * Ask: All presidents and at least one trustee in attendance
    - Feb. 6-7: [PIC Winter meeting](https://www.sbctc.edu/calendar?trumbaEmbed=filterview%3DPIC%26eventid%3D174918288%26seotitle%3DPublic-Information-Commission-PIC-Winter-Meeting%26view%3Devent%26-childview%3D) at SPSCC
    - ASK: Colleges to make two visits to Olympia during session, hoping to have one CTC rep on the hill each day during session

**11:42 a.m. – Break with some continuation in the room re: AI conversation (All)**

**12:15 p.m. – Lunch SWAG show and tell (All)**

**1 p.m. – Campus tour (All)**

**2:10 p.m. – ADA Title II and Web Accessibility (with Monica Olsson, policy associate / accessibility coordinator, SBCTC)**

* Timelines: Two years from rule publication: **April 24, 2026**
* Good web accessibility helps EVERYONE, but in particular:
  + Blind or low vision (may need screen reader or assistive technology)
  + Color blind
  + Deaf or hard of hearing (caption needs)
  + Learning disabilities
  + Development disabilities
  + Physical disabilities
  + Mental health
* SYSTEM DATA GOES HERE
* ADA Title II applies to public entities, including institutes of higher education
  + Ensure equal access and full participation in programs and services offered by colleges
  + Includes web content, electronic documents, and web/mobile applications
    - Covers websites, web content, electronic docs, third-party web/mobile apps, digital course content (canvas) and textbooks
      * Emails, Word, PowerPoint, PDF, Excel...etc.
      * Even if we didn’t build the tool, if we’re paying for it and expect students, faculty, or staff to use it, it needs to be accessible.
        + Examples throughout the system: ctcLink, Okta, Canvas, Canvas Credentials, LibGuides, Zoom, Microsoft Teams, lab simulators, virtual proctoring, CRMs...etc.
  + Provides guidance, but still gray areas
    - Standards: [WCAG 2.1 AA](https://www.w3.org/TR/WCAG21/)
      * Web content must be perceivable
      * Web content must be Operable
      * Web content must be Understandable
      * Web content must be robust
      * Aligns with Washington State’s existing [Policy 188](https://watech.wa.gov/policies/accessibility-policy)
    - Helpful resources / tools (**note: not a replacement of WCAG guidelines**)
      * [ADA Factsheet](https://www.ada.gov/resources/2024-03-08-web-rule/)
      * [UW IT Accessibility Checklist for webpages](https://www.washington.edu/accesstech/checklist/)
      * [WebAIM](https://webaim.org/)
      * [Equidox PDF Accessibility Solutions](https://equidox.co/) (not on state contract...yet, desired)
      * [SiteImprove](https://www.siteimprove.com/) (also has a [Google Chrome web extension](https://chromewebstore.google.com/detail/siteimprove-accessibility/djcglbmbegflehmbfleechkjhmedcopn?pli=1) to test pages you’re on)
      * [WAVE Web Accessibility Evaluation Tools](https://wave.webaim.org/)
      * [PAC (PDF Accessibility Checker) 2024](https://support.axes4.com/hc/en-us/articles/7371921627794-PDF-Accessibility-Checker-PAC-2024)
      * [GrackleDocs Document and Web Accessibility Solutions](https://www.grackledocs.com/en/)
      * Qualitics > Microsoft Forms > Google Forms > Survey Monkey in terms accessibility for survey
  + Some key Areas of Accessible Design
    - Skip to Main Content
    - Heading structure on pages is logical (not based by design)
    - Lists (designed and coded with <li> tags)
    - Web pages regions identified correctly and consistently
    - Color contrast
    - Alt text
    - Labeled form fields
    - Tables used and formatted correctly (not for design, include column and row headers for screen readers to understand)
* Action Items
  + Identify Accessible IT Coordinator and prepare for Taskforce
  + Statement acknowledging the new ruling and college’s plan for compliance (Here is an [example Title II page from Highline College](https://accessibility.highline.edu/title-ii-rule-on-digital-accessibility/preparing-for-the-title-ii-rule/).)
  + Notice on how an individual can request alternate means of communication or reasonable modification. (Here is an [example assistance request from Highline College](https://accessibility.highline.edu/).)
  + Notice on how an individual can report a web or digital accessibility barrier to the college. (Here is an [example accessibility statement from Highline College](https://accessibility.highline.edu/home/website-accessibility-statement/).)
* What is needed to do the work?
  + Commitment from our leaders
    - Set the expectation that this is an institutional-wide responsibility with common messaging.
  + Identify system-wide tools for website audits and document remediation to support efforts across colleges.
    - [Tools used by the CA Community Colleges](https://cccaccessibility.org/tools-training/tools) include Equidox, SensusAccess, and Pope Tech scanning tool.
  + Accessibility Training
    - Establish minimum requirements for faculty and staff.
    - Track completion rates using a central tool (e.g., ctcLink training tracker.)
* Cost Considerations
  + Video captioning for pre-recorded (e.g., classroom) and live (e.g., events) content
    - State contract with 3Play Media
  + Document remediation
    - Focus should be on current and future work vs. remediating all the old stuff
    - Can be contract or done in house
  + Third-party web and mobile software review and testing
  + Website reviews and updates (scanning tools)
  + Negotiations with vendors regarding accessibility at the start of purchase
* Existing resources
  + [SBCTC Accessibility Micro Courses](https://www.sbctc.edu/colleges-staff/programs-services/educational-technology-open-education/training-registration)
  + [Ally tool inside Canvas](https://drive.google.com/drive/folders/1tmEAg1avfAqZHAIQg0kbCiNX1bnirNRu?usp=drive_link)
  + [ctcLink Accessibility open forums](https://www.sbctc.edu/colleges-staff/it-support/erp-support/forum-past-meetings)
  + SBCTC and PMO office developing support for system's Accessible IT Coordinators.
* Q&A

**3:25 p.m. – Joint marketing efforts: Lessons from Clover Park, Pierce, and Tacoma (with Jenn Adrien, Clover Park Technical College; Kate Frerichs, Pierce College; Hilary Conner, Tacoma Community College)**

* Two technical colleges, two community colleges within Tacoma
* Idea: $20k budget for BAS marketing at Pierce who floated the idea
* Objective:
  + Promote ALL bachelor’s degrees offered locally at the colleges (Bates initially invited but their first BAS program was still in the review/approval process)
  + Pool resources to maximize campaign reach
  + Build on previous collaboration (Outsmart 2020) between county colleges
* Creative agency for messaging and deliverables ([JayRay](https://jayray.com/) for creative, [25th Hour communications](https://www.25comm.com/) for ad placement, Lamar for bus routes)
  + Allowed to work within the direct buy limits while working with agencies
  + Provided an aggressive push without (as many) timeline/bandwidth issues
  + Weekly meetings to coordinate with colleges and vendor
  + Brand neutral (though colors worked together in a nice gradient) for joint pieces
  + Created “Advance Here” template for individual colleges that represented their individual branding
  + Each college provided with native design files
    - Allowed to update imagery once they had original photography
* Tactics
  + Social media advertising (Snapchat, Instagram, Facebook)
  + Geofencing (farmers market, festivals and local events, individual service areas)
  + Central landing page 253bachelordegrees.com
  + Individual “spin off” campaigns
    - Local campus resources and promotions
      * Posters
      * Website
      * Bachelor’s programs landing page redo (<https://www.cptc.edu/programs/bachelor>)
      * On campus flyers / pole banners
* What went well
  + Combining resources maximized reach
  + Playing to strengths
  + Breakdown
    - TCC: Managed design contract
    - Pierce: Managed ad placement
    - CPTC: Managed web, geofencing, bus ads
  + Relationship building between CTCs and local 4-year unis (who were provided heads up as a courtesy)
* What needed improvement
  + Coordinating with vendors
    - Sending emails with instructions does not mean they were understood
    - Don’t hold back on asking clarifying questions
    - More face-to-face meetings and fewer emails may have helped
    - Elevate the problem: when campaign drifted, reached out to vendor leadership for guidance to make sure goals and expectations were met
  + Longer runway: Campaign development and deployment was FAST (10 weeks!!!)
  + Check analytics earlier to make sure things are working
  + Separate buys per platform (individual ad run for Instagram, individual ad run for Facebook despite all being run within Meta Business Suite --> provided more even placement)
* Outcomes: little bumpy but an overall positive experience when it comes to unified messaging. Particularly useful for awareness.
  + CPTCL 23% increase over Fall 2023 (41% over Fall 2022)
  + Pierce: 11% increase over Fall 2023
  + TCC: 8% increase over Fall 2023 (some BAS programs were at capacity)
  + Silver Medallion Award for Successful Recruiting or Marketing Program
  + Great professional development and network building

**4:10 p.m. – Break (All)**

**4:21 p.m. – OCR reviews: Lessons learned (with Shawn Devine, Olympic College; Leslie Cohan Shattuck, Lake Washington Institute of Technology)**

* Both Olympic and LWTech selected for random website accessibility audit by the Dept. of Education Office of Civil Rights review on June 8, 2022 (one of MANY state/federal agencies)
  + One factor in determining who was “randomly selected” was based on number of veterans served
  + Olympic was in the process of building a new website, was able to pause a bit so the audit was on the new site
* Process focused on websites, third party websites, in-house built web aps, and social media
  + Example of “third party” sites: Foundation, Library, Athletics
  + Have to self remediate or share a letter of finding with vendors (“we’ve identified this issue, if not addressed by the time our contract is up, we may need to find a more accessible tool”)
  + Has not been as big a focus on LMS tools (Canvas)
* Background and key findings for Olympic
  + 260+ PDFs, tried to convert as many as possible
    - Used [Allyant](https://allyant.com/commonlook-accessibility-suite/) to remediate
    - $20k to remediate (“budget office is finding it”)
    - Must meet minimum PDF accessibility requirements for new PDFs
  + Created / linked new trainings (use of “layout tables” problematic)
  + Need for web governance
  + Accessible templates for basic docs (e.g., PowerPoint and Word) and training on how to covert to PDF
  + Cost of Adobe Acrobat Pro for individuals needing to create content
  + Exemptions available and granted for clear work being done, with deliverable dates
  + 270 days to remediate (!!!) and develop plan
  + Audit & Inventory
    - Massive spreadsheet with shared definitions and rubric
    - Had multiple testers
  + Keep alt text as low as possible, as many screen readers will cut off alt text at 125 characters
* Background and key findings LWTech
  + “Blessing in disguise” --> Spurred allocation of resources for new website that had been desired but not previously possible
  + Content freeze for the website unless “emergent”
    - Regular comms to college with clear dates and deadlines for content windows
  + Overworked team, lost a key member
  + Submitted maintenance plan and signed off on
  + Reviewed design elements of new site with OCR Liaison throughout the build
  + Created templates for department level accessibility plans
  + Creation of final remediation plan
  + Was able to fund portions with CARES funding during COVID
    - Used [Allyant](https://allyant.com/commonlook-accessibility-suite/) to remediate

**5 p.m. – End of Meeting**

# Public Information Commission: Fall 2024 PIC Meeting Minutes

## Day 2 | Oct. 29, 2024| 8:30 a.m. – 12 p.m. (noon) Location: Yakima Valley College & Zoom | 32 in Attendance (20 in person, 12 zooming)

**8 a.m. – Check-in, breakfast available, and remote site sign-on**

**8:33 a.m. – Call to order (with Jenn Adrien, Clover Park Technical College, and PIC president)**

**8:40ish Advertising WAC: Dos, Don’ts (with Phil Denman, Green River College, and Katie Rose, SBCTC)**

* [Current iteration of WAC 131-32-040](https://app.leg.wa.gov/wac/default.aspx?cite=131-32-040) was last updated in 2003
  + Out of date and out of relevancy
* The work group updated WAC 131-32-040 to reflect current and emerging advertising, outreach, and information sharing practices, technologies, and methods. Using Plain Talk principles, work group members also simplified the WAC’s diction and syntax.

**9:18 a.m. – Break**

**9:28 a.m. – 25Live 101 (with Shawn Devine, Olympic College)**

* Olympic uses 25Live for backend room/resource reservation and management
* Concerns around accessibility of 25Live
  + Leslie from LWTech shares report provided in their OCR accessibility audit: Tabbing through site has disconnect between headers, date and content
  + CSS layout of 25Live is clunky, limited and leaves more to be desired
  + Shawn demonstrates an accessibility check of SPSCC’s calendar. Looks for:
    - Keyboard access
    - Skip to main element
    - Logical reading order
    - Visual indicator
    - Hyperlinks vs URLS
    - Alt Text
    - Button control
    - Heading structure magnification reflow
    - Example issue in month view: When tabbing, content moves across days horizontally across the “table” page rather than reading all events on a single day before moving to the next day.
    - Example issue in table: The dates/times are not tabbed (must open event to see details)
    - Example issue when magnified at 200%: Text does not wrap, overlaps cells
    - Andi accessibility tool: <https://www.ssa.gov/accessibility/andi/help/install.html>
      * Checks heading structure, color contrast...etc
* Olympic event calendar is custom
  + Calendar (academic and events) was a top 10 page visited on website seen as a key marketing and retention tool that needed to be student focused and branded
  + Built within Drupal with custom elements (worked with Northern Commerce for development, they have a state contract through UW)
  + Categories used to embed mini calendars on department/office/program pages
  + Disclaimers / call for accommodations is built into event template

**10:20 a.m. – Controversial issues roundtable (All)**

* How and when *should* an institution comment on public events that impact regional, national, and sometimes global communities
  + Proximity, public sentiment, impact to students or strategic priorities
  + What—if any—programing, resources or space does a campus offer related to the topic being messaged --> Can messaging focus around that?
  + Role of Bias Intervention Teams in response
  + Anti-violence stance vs. “neutrality”
* WSU enacting practice of neutrality on controversial political topics [https://news.wsu.edu/news/2024/09/09/wsu-enacting-practice-of-neutrality-on-controversial-political-topics/](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnews.wsu.edu%2Fnews%2F2024%2F09%2F09%2Fwsu-enacting-practice-of-neutrality-on-controversial-political-topics%2F&data=05%7C02%7Cpdenman%40greenriver.edu%7C2c420303bd8648946b3b08dcf21c9795%7Cfa40663e972749789bce776cf824bca5%7C0%7C0%7C638651451832894647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=DEKbkEVwtBv5uElRpdshO5K9Bm1vS8eO8OS9fdm%2FbX0%3D&reserved=0)
* In a time of fraught polarization, some companies are trying to stay out of politics [https://www.marketplace.org/2024/10/09/polarization-some-companies-are-trying-to-stay-out-of-politics/](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.marketplace.org%2F2024%2F10%2F09%2Fpolarization-some-companies-are-trying-to-stay-out-of-politics%2F&data=05%7C02%7Cpdenman%40greenriver.edu%7C2c420303bd8648946b3b08dcf21c9795%7Cfa40663e972749789bce776cf824bca5%7C0%7C0%7C638651451832915657%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=7%2F5tzw%2FZyMPQHXAT30g%2FsIC29dDbZeKIuFXJuWWc2cE%3D&reserved=0)

**11:03 a.m. – Break**

**11 a.m. – Website migration lessons learned (with Toni Nicolas, Skagit Valley College and Marisa Pierce, Skagit Valley College)**

* Why we switch CMS platforms
  + Site complexity (previously using Wordpress as CMS)
    - 497 pages, 10k binary files
  + Editing bottlenecks
    - Centralized editing (95% of edits made by one person)
    - High demand for local access
  + Security concerns
    - Locally hosted, vulnerable to downtime
    - Lots of outages
    - Required VPN or being on campus to edit
  + Slow and clunky (30-60 second load times)
  + Not scalable
  + Lack of approval workflow
  + No version control or archive
* Migrations are common
  + 48% of businesses perform some kind of website migration every 1-2 years
  + 60% of businesses expect to undergo a migration within the next two years due to evolving needs
  + 13.3% annual growth rate is expected in global CMS marketing between 2020-2025
* SVC’s migration journey
  + Choosing the platform
    - Evaluated multiple options, focused on functionality, scalability, and user needs
    - Needed to balance short-term and long-term growth
    - Modern Campus Omni CMS offered best balance and had a state contract
  + Leadership Buy-In
    - Accessibility, security, and usability used to leverage need
  + Stuck point: Key web developer role was vacant while second position was on parental leave --> new hire was onboarded; momentum began to return but also required a lot of learning before being able to jump right in.
  + Stuck point: Misalignment with migration map.
    - Several key pages and data points were not included in the initial migration.
    - Missing ~200 pages/links
  + Required an immediate reaudit of ALL content, causing significant delays
  + Full content audit using [Screaming Frog](https://www.screamingfrog.co.uk/)
    - Organized content into smaller, more digestible chunks
    - Divided by content type, urgency, and complexity
    - Assigned ownership and deadlines
    - Focused on student enrollment driven pages being top priority
      * Had “page coming soon” for content and pages not brought over
  + Testing window was compressed due to delays and deadline of launching before faculty left for the summer
    - Resulted in rushed testing, increasing risk of issues slipping unnoticed
  + Communication communication communication
    - Speak their language --> spend time planning messages that are tailored to each audience and sharing relevant information
    - Play-by-play for leadership during cabinet
    - Engaged faculty and staff through a workshop that broke down the migration process and what they could expect (e.g. website walkthroughs)
    - Biweekly email updates providing clear guidance, timelines, and info to get help
* Challenges
  + 25,000 media files
  + Pages set to no crawl (didn’t show up in migration map provided modern campus due to pages being set to not show in navigation or hidden from google crawl)
  + WordPress didn’t play nice, had to make many small migrations
  + Project manager from vendor --> you can get a new one assigned if needed!
* Wins
  + Converted migration map into audit sheet for detailed tracking and clear communication
  + Final sign off with full review
  + Focusing on enrollment related content
  + Create a duplicate or snapshot of old site to reference
  + Working backwards from launch and hitting deadline
* What now?
  + 60% complete, still work ahead to fully optimize
  + Future focus: fine tuning the design, improving accessibility, and implementing additional features across all devices
  + Ongoing optimization of mobile responsiveness

**12:05 p.m. – End of Meeting**