FERPA & ADA compliant real-time student services platform.
Cranium Cafe is pleased to offer the only engagement technology solution designed specifically for student services, we have a deep understanding of the technical requirements.

Cranium Cafe’s entire mission is to democratize student services by empowering students who can’t get to campus to have access to the same level of academic support and counseling that is available to “traditional” full-time, residential students.

Cranium Cafe’s founders and executive team are first generation college students who started at community college and then ultimately transferred to four-year institutions. Because of this personal experience, Cranium Cafe is uniquely empathetic to the needs of community college students, and is proud of the impact that its technology has had assisting community college students to enroll, complete their courses, and stay in school.

While it’s highly unlikely that any platform is going to conform exactly to every line item in this RFP, We are confident that we offer the platform that best meets your needs. That confidence comes from our experience working with dozens of colleges and universities and thousands of online students. We are big admirers of the Foundation for California Community Colleges, and look forward to a lengthy partnership. We want to be selected for this work, and sincerely appreciate your consideration.

**Executive Summary:**

Cranium Cafe is the only meeting and collaboration platform designed specifically for student services. We have re-created the on campus, in-office experience for students who can’t get to campus. With Cranium Cafe, a student can “knock on the door” of the members of her academic support team and receive the same quality of support that is available to on campus students.

Cranium Cafe has spent thousands of hours with college and university advising and support teams to create a product tuned to the needs of students. Cranium Cafe’s FERPA and ADA compliant, web-based synchronous video platform supports both scheduled and drop in connections between students and their support team.

**Key Features:**
- Safe meeting environment with promotes relationship building and the human connection without physical contact
- Cafe Card web page integration
- Cafe Card Canvas LTI integration
- Single sign-on / Open Auth
- Student facing / initiated meetings
- Cafe Cards specific to each faculty and staff member
• Calendar/Scheduler integration
• Student self scheduling
• FERPA compliant
• ADA compliant (15 points higher than Adobe Connect)
• Nothing to download or install
• HTML5 / WebRTC Platform (Non-Flash & Non-Java)
• Private institutional platform with LMS type department levels and admin access
• Real-time data & analytics
• Usage and login report generation and download
• Archives of all meetings and chat histories
• Upload & markup documents
• Collaborative whiteboard
• Share screens and applications

Department Specific Benefits:

Recruitment / Enrollment / Orientation / Academic Advising
Prospective students can click one button and “knock” on the door of a recruiter, enrollment officer, orientation staff member, and an academic advisor without a special student ID or login. This allows out-of-state and off-campus to connect face-to-face and receive in-office support from any location.

Current student also have the ability to connect with these faculty/staff members by using their school’s single-sign-on / authorization system.

Tutoring / Mentoring / Coaching / Instructors
Advising and counseling sessions are sensitive, intimate conversations that need to be conducted in a safe, comfortable atmosphere; the kind of conversations for which Cranium Cafe is specifically designed. A virtual classroom or corporate training technology simply won’t fit.

Cranium Cafe is integrated into learning management systems allowing current students to connect instantly or schedule a meeting with their school specific tutors, assigned mentors, coaches, and their instructors. Students can meet and share complex information through the whiteboard and share screen and have an in-office experience from any location.

Mental Health / Title IX
Cranium Cafe is a safe environment that promotes the human connection without any physical contact. Students can get help when they need it most without travel and staying anonymous — not seen going into the mental health counselor’s office.

Help Desk / IT Support
Faculty, staff, and students can contact their school’s IT and Help Desk with one click and meet virtually. IT support is more efficient and effective when students can share their screens and show the specific technical issues they are experiencing.

**Cranium Cafe’s In-depth Platform Functions & Features:**

1. **Communication and Collaboration**

Communication and collaboration encompasses all of the tools within the meeting space that help participants share ideas with one another. This is one of the most important categories because it contains many of the features that are vital to running a successful online counseling session. Therefore when selecting the eventual platform the following communication features are highly desirable:

1.1 *Group Chat* - A chat box is built in to the online meeting room. Chat box is built into the online meeting room. Chat is recorded and archived.

1.2 *Polls* – The ability to poll meeting attendees to encourage participation and collaboration. Allows host to poll attendees through text chat questions and responses. Chat questions can be proposed and responses are recorded and logged in the Chat history of the meeting archives and can be accessed for later review.

1.3 *Private Chat* – The ability to have private conversation with another meeting participant. Meeting participants can have a private chat.

1.4 *Remote Control* – The ability to control another counselor's computer remotely. Cranium Cafe supports web based remote desktop through the meeting room browser.

1.5 *Screen Sharing* – The ability to show a participant’s computer desktop to others in the meeting. All participants can share their screens simultaneously. Users have the ability to click on any of the screens being shared to zoom in on that particular shared screen.

1.6 *Shared Notes* - The ability to create a document for notes that other participants can edit as well. The ability to track edits/changes by user, and the ability to lock and unlock notes. Participants can create or upload documents that can be simultaneously edited by all users. Edits can be tracked by user, locked and unlocked. Documents and all of their edits and notes will be archived, and, documents can be saved to participants' local hard drives.
1.7 *Share Multimedia* – The ability to share pictures, video, and audio files. Pictures, video, and audio files can all be shared through the Cranium Cafe whiteboard by embedding the code or image, also screen sharing can be used to show images and stream video to other participants.

1.8 *Audio Service* – Include two-way VoIP, Integrated Internet Telephony (no third party solutions), the ability to join teleconference before host. The Cranium Cafe platform is built in WebRTC, which provides the ability to send voice (and video) over an IP network. It does that using known transport standards (RTP and RTCP, SRTP for security) – the same set of transport standards used by VoIP standards such as SIP, XMPP or H.323.

1.9 *Audio and Chat Language conversion* - The ability to convert audio and chat from English to another language and from another language to English during online meetings. Cranium Cafe’s Translator.js is a JavaScript library built on Google Speech-Recognition & Translation API to transcript and translate voice and text. It supports many locales and brings globalization in Cranium Cafe. It allows spoken and written translation conversion to written, audio, or both.

1.10 *Video Service* - video conferencing service to include: high-resolution video with multiple participant viewing, full-screen video view with high-definition video, active-speaker switched video. The capability to host synchronous video meetings between counselors and students High-definition video, Self-view when sending video, Video viewing of presenters and Multi viewing. Cranium Cafe’s video engagement high-definition video is 1280×720 full resolution scans of every 4:3 and 16:9 resolution combination between 2160 vertical pixels and 1.

The video stream can be zoomed into full-screen mode. Cranium Cafe has a self-view while sending video feed to the other participants during real-time meetings. The video feed and camera can be changed at any time, eliminated the video stream completely, or changing the stream by accessing and selecting a different web camera.

1.11 *A Whiteboard compliant with WCGA 2.0 AA accessibility standards* - The ability to use a whiteboard for collaborating in real time. Cranium Cafe’s whiteboard, and all of their user interfaces are WCGA 2.0 AA compliant. Please see WCAG 2.0 Checklist.

1.12 *Document Sharing and application sharing* – The ability to show a single application and documents to other participants in the meeting. Cranium Cafe screen share allows users to share their entire screen, or only the application or document on which the user wants feedback. A significant benefit of sharing only that document or application is that the user won’t inadvertently share private information from other opened applications like email or student records.
Attendee Feedback (Raise Your Hand) - Attendees provide feedback by raising their virtual hands. Attendees can provide feedback and notify the moderator by sending a private message. Attendees can also raise their hand by posting responses, feedback, and questions to the entire group for help and guidance.

Share Files - The ability to upload, store, and download pdf, Word and other files used in meetings. Users can upload, store, and download PDF, Word, Excel, Powerpoint, text files, and image files.

Speaker Identification - The service informs you of who is speaking at all times. Service informs you of who is speaking at all times.

Provide a mechanism to record participant email addresses, phone numbers, and preferences regarding communications methodology, and utilize this information to email, text, or phone participants with reminder and follow-up notifications. Users are able to customize how they wish to be reminded or notified. The can opt for email and/or text notifications. When scheduling a meeting all participants will get their preferred notification and a direct iCal link to add to their calendars for future notifications. Half-hour prior to all meetings an additional notification is sent to all participants.

Captioning and transcription service for all communications technologies. Cranium Cafe close caption and transition services is programed to convert CodePen into a Node/Express/Socket.IO app that can broadcast subtitles instantly within a Cranium Cafe meeting or from a video/audio archived file. [http://daverupert.com/2013/11/caption-everything/](http://daverupert.com/2013/11/caption-everything/)

Compatibility with assistive technology that ensures equivalent ease of use for students with disabilities as compared to students without disabilities. Cranium Cafe Scheduler: works with screen readers such as JAWS or VoiceOver. Cranium Cafe Whiteboard: all tool buttons are readable by screen readers. Some tools cannot be used with screen readers (highlighter, ellipse and rectangle cannot be read). Cranium Cafe does not interfere with any operating system or browser shortcuts. Accessibility features such as sticky keys, magnifiers, screen readers, cursor sizes and virtual keyboards are not disabled or disrupted by Cranium Cafe. Cranium Cafe whiteboard is available to assistive technologies via the MSAA interface. To assist with navigation, Cranium Cafe uses semantic HTML5 elements such as <nav>, <aside> and <footer>, as well as ARIA landmark roles such as “navigation”, “complementary”, “main” and “content info” to cue Assistive Technology.

Communications Accessibility Act of 2010, commonly known as the CVAA. As required by the CVAA, Cranium Cafe is registered with the FCC as a Provider of Electronic Messaging Service and a Provider of Interoperable Video Conferencing Service.

2. Virtual Meeting Lobby – Allows multiple participants to wait in an external online lobby while the online counselor/s meet privately with other participants. The host has the option to make meetings private or public. When a meeting is private, a user wishing to enter the meeting can “knock on the door” of the host, sending a request to the host and initiating a chat. The host can “open” her door and let the requesting user in, and/or chat with the user while she waits in the lobby.

2.1. The host will have the ability to make lobby private.

2.2. The host can see and keep track of all users waiting in the lobby.

2.3. The Lobby also include alerts with queue functions, available as text messages and email to students waiting. While in the lobby students can chat with each other. The host can chat with students.

2.4. The lobby also be offered with the recurring meeting functionality. The lobby functions for all meetings whether ad-hoc, one-time, or recurring.

2.5 Participants waiting in the lobby can chat with each other.

2.6 The host or other college staff have the ability to remove a student from the lobby at any time.

3. Calendar

The online appointment scheduler is a calendar that allows counselors and student to schedule online appointments both in the moment and well as later date scheduling. The calendar allows for recurring meeting functionality, with reminder alerts. Cranium Cafe’s unique, intuitive user interface, the Cafe Card, allows students to “knock on the door” of their counselors and advisors who are online for a drop in meeting, or schedule an appointment for a later date if the counselor or advisor is not available. The Cranium Cafe scheduler allows for recurring meeting functionality and allows users to customize the manner in which they will receive alerts: email, text message, or both. Cranium Cafe’s scheduler seamlessly integrates with Outlook and Google calendar.

3.1. Provide iCal attachments to post appointments on Calendar applications external to the proposed solution. Cranium Cafe has an iCal feed that can be integrated into other calendars.
3.2. Interface with multiple calendars such as Outlook, Google calendar etc. Cranium Cafe’s scheduler easily integrates with Outlook and Google calendars. Calendar integration is extremely simple, and can be accomplished by a user in minutes. The following link walks a user how to integrate the Cranium Cafe scheduler with her calendar: https://help.craniumcafe.com/calendar-integration/

3.3. Automatically email and/or text missed or cancelled online appointment messages to students and/or counselors. Cranium Cafe automatically texts and/or emails users of cancelled or missed appointments.

3.4. Live feed scheduling calendar with unique URL for students to access to schedule a meeting with an online counselor. Students can schedule a meeting with an online counselor by clicking on the “Schedule Meeting” button on the counselor’s “Cafe Card”. Cranium Cafe’s unique user interface, the Cafe Card is self hosted, having a unique URL. The Cafe Card can also be added to any web-page or LMS.

4. Meeting Setup and Hosting

Meeting Setup is also a high priority and important category particularly since it details the types of meetings a participant can set up and the tools available to help them prepare for it. The meeting setup includes the capability to enable users to start meetings right away or schedule one for a later date. Additionally email and calendar invites to invitees is a key component of the meeting set up feature. As such, these tools as well as the following are very important because they're critical to getting a meeting up and running, so this is a category that's definitely worth paying close attention to. Because Cranium Cafe was built specifically for student support such as advising and counseling, great care has been taken in meeting setup. Cranium Cafe recreates the on-campus, in-office experience for student who can't get to campus. Through Cranium Cafe’s intuitive user interface, off-campus students can “knock on the door” of their advisor or counselor for a drop-in meeting, or schedule an appointment for a later time. When scheduling an appointment, students can also upload documents that they would like to review during their appointment. In that case, when the scheduled appointment begins, the document will already be loaded into the whiteboard, eliminating any wasted time emailing or loading documents.

4.1. Email Invitations - The web conferencing service sends out email invitations to the selected individuals. Once a meeting is schedule through Cranium Cafe the system sends out an email confirmation to all attendees with an iCAL attachment. Cranium Cafe’s system will also send out an email reminder meeting reminder 30 minutes prior to the start time of the scheduled meeting.

4.2. On-Demand Meetings – The ability to set up a meeting to begin immediately. Cranium Cafe’s unique user interface, the Cafe card allows users to see who is online and available. Any user who is online and available will
have a green indicator button active as well as a “Knock on Door” button
activated. Any user who wants an immediate, “walk-in” appointment can simply
click on the “Knock on Door” button that will initiate a chat with the advisor. The
advisor can then “open their door” and allow the student into their “Cafe” where
they can connect face-to-face and collaborate.

4.3. **Reminder Emails** - The web conferencing service sends out emails and/or
text messages reminding participants that a meeting is coming up. Cranium
Cafe’s scheduler sends out email and/or text message reminders based on the
preferences set up by each user.

4.4. **Scheduled Meetings** – The ability for college personnel and students to
schedule meetings for a later date. Cranium Cafe’s scheduler allows for college
personnel and students to schedule meetings for a later date, and for those
meetings to be synched with Outlook, Google, etc.

4.5. Quick Start tab (for inviting and reminding participants) Cranium Cafe has
several “Quick Start” options. The first of which is the “Knock on Door” button
which can initiate an instant “walk-in” appointment. Additionally, the host can
send an “Enter Cafe” button via chat to meeting participants.

4.6. Customized information tab which allows colleges to customize the
messaging sent out to students as well as the ability to customize the look of the
meeting room. Cranium Cafe tightly integrates with each college and university
by allowing customization of the look and feel of the user interface and
messages.

5. **Mobile Functionality**

Mobility explains the different devices a customer can use to join online
meetings. Perhaps the most important feature in this category is the ability to join
a meeting without downloading any software, which makes it faster and easier to
participate in a web conference.

5.1. **Mobile Devices** – Students as users can attend and host online meetings
using standard industry mobile devices. Users can attend and host online
meetings using standard industry mobile devices. Cranium Café can be
accessed on all mobile devices using primary mobile operating systems such as:
Android, iOS, and Windows 8.

5.2. **No Software Download** - You can join an online meeting directly from your
Internet browser, without downloading any software. Cranium Cafe is completely
browser based, no software download is necessary.
6.0 Host Controls

Host Controls discusses the methods in which a presenter or host is able to control the abilities of the other participants during a meeting. If one participant is being noisy, the host has the option to mute that particular line so no one else can hear them. Hosts also have the ability to add or remove participants while the meeting is in progress, mute individual participants, override remote access sharing etc. This category is another worth paying attention to because these controls are useful for keeping a meeting running smoothly. Cranium Cafe is intimately familiar with the demands of the advising and counseling resources at community colleges and has made every effort to make sure that meetings run smoothly.

6.1. Change Presenters - The host can change presenters mid-meeting. The host can change presenters at any time during the meeting.

6.2. Listen-Only Mode - The host can mute all participants except for the presenter. The host has complete control over the interaction of the other participants and can mute all others at any time.

6.3. Mute/Unmute - The host can control which participants are able to speak and which aren't. The host has complete control over the interaction of the other participants and can mute any individual participant.

6.4. File transfer and document saving (Basic transfer allows you to publish files in a separate window so that attendees can download them. Advanced transfer allows you transfer files or folders to and from another computer.) Cranium Cafe supports basic file transfer.

6.5. PDF file saving: Cranium Cafe enables PDF file saving of any documents created or modified in the whiteboard.

6.6. Presenter-Only Area – The ability to share information with other presenters in a private area of the meeting room. The host can set up private areas in the meeting room, allowing whichever participants the host chooses to be in the private area.

6.7. Share Files - You can upload, store, and download files used in meetings. Users can upload, store, and download PDF, Word, Excel, Powerpoint, text files, and image files.

6.8. Archiving sessions unlimited with administrative control to assure preservation of an accurate historical record and allow review by specified managers. Archiving is unlimited and the system administrator can establish the privileges of groups of users and/or individual users to restrict or permit access.
based on the administrator’s discretion. While a copy of the archive could be downloaded and edited, the original will be maintained.

6.9. **Printing** – Allows host to provide access for participants to print documents generated in the online meeting session. Users can print documents generated or uploaded/modified during the meeting.

6.10. Screen share capabilities: Cranium Cafe supports up to 10 simultaneous users. All users can share their screens. Only the user sharing her screen is able to make changes. The other participants can observe those changes being made. Users are able to click on any of the screens being shared to enlarge the view.

6.11. **Add/Remove Participants** - The host can quickly add or remove someone from the conversation mid-meeting. The host has complete control over the meeting and can add or remove someone from the meeting at any time.

6.12. **Electronic signature** – Allows both the online counselor and the student to electronically sign documents generated during an online counseling session. Cranium Cafe allows both the counselor and student to electronically sign documents generated or uploaded during an online counseling session. The act of signing will also be recorded and archived.

7.0. **Third-Party Integration**

Third-Party Integration describes the different types of software which may integrate with the online meeting and collaboration platform. Having the capability to integrate the software with other services already in use by students and the college makes another desirable category. Third-Party Integration - Cranium Cafe has a 32bit and 64bit Outlook Connector for MS Outlook 2010 and 2013. The Outlook Connector syncs schedules and office hours which are exposed as blocks of time that are free or busy on our web scheduling UI. - Cranium Cafe integrates via a Learning Tool Integration (LTI) with Canvas, Desire2Learn, Blackboard, Sakai and Moodle. - Cranium Cafe also integrates as a Single Sign On (SSO) with the Shibboleth/ SAML2 and Central Authentication Systems (CAS)

7.1 **API** - An application-programming interface (API) is be available. Cranium Cafe allows secure access to data normally available through our admin panel via a REST API using a signed URL (similar to the AWS REST API [http://docs.aws.amazon.com/general/latest/gr/sigv4_signing.html](http://docs.aws.amazon.com/general/latest/gr/sigv4_signing.html)). We also expose a core API to create, monitor, playback and join Cafe meetings.

7.2 **Google Apps** - The service integrates with Google Calendar and other Google Apps. Cranium Cafe integrates with Google Calendar and Google+. Integration with Google Docs is on our road map.
7.3 Social Media - The service integrates with popular social media platforms. Cranium Cafe uses the Open Authentication 2.0 (OAuth2.0) protocol to verify a user via LinkedIn, Facebook and/or Google+. While posting to social networks after a user authentications is certainly possible, at the moment, Cranium Cafe only uses OAuth2.0 to validate a user for a quick and easy Single Sign On (SSO).

8.0. Meeting Follow-Up

Meeting Follow-Up contains the tools the web conferencing service provides for staying connected to participants after the meeting is over. Reports offer data about recent meeting sessions and a document library lets online counselor access shared files after the meeting concludes. Some teleconferencing services also give hosts the chance to send out follow-up emails to their participants, thanking them for their attendance or providing additional information.

8.1 Document Library - You can access documents and files shared during the meeting, even after the meeting is over. Documents created or uploaded during a meeting are stored in a document repository that can be accessed by meeting participants. Documents are easily searchable by going to the meeting archives.

8.2 Follow-Up Email - You can send out follow-up messages to participants after the meeting. The host can send follow-up messages to participants after the meeting. Additionally, participants have the opportunity to fill out a survey at the conclusion of each meeting.

8.3 Reports - You can generate reports about recent meeting sessions or specific users. These reports shall include individual employee, overall college, district, and system-wide usage reports. Configuration options allow restriction of detail visible or reportable at the system-wide level.

Cranium Cafe has the following reporting, data, and analytics within the secure and private institutional platform.

Note: Administration Reports - multi levels of access for different levels of administration can be granted, similar to LMS and SIS platforms.

Visual Dashboard - split up the chart into a colorful UI will make our reporting information more robust.

Generated reports include: chat histories, chat times/length of chats, number of walk-in Cafe meetings, number of scheduled meetings, login/logout times of individuals (how long they were logged into their Cranium Cafe account),
Generate Reports on can be run in many different combinations or participants with the information listed above:

By Individual Faculty/Staff
- Report on all student meetings with specific faculty/staff member
  - search by date range
  - search by individual names
  - export cvs file
- Report on a specific faculty/staff member between an individual student
  - search by date range
  - search by individual names
  - export cvs file

By Department/Team
- Select team
- Select individuals to make up the team
  - search by date range
  - export cvs file

By Individual Student
- search by date range
- export cvs file

8.4 Meeting materials will be enhanced for accessibility according to WCAG 2.0 AA guidelines. Please see WCAG 2.0 AA exhibit.

9.0. Security

Security lists the tools the meeting and collaboration software offers for keeping meetings secure and private. The most common of these tools is SSL encryption, which helps prevent hackers from accessing the information shared during the meeting.

9.1. **Password Protection** – platform administrator can require participants to enter a password in order to enter the meeting room.

- Cranium Cafe also integrates as a Single Sign On (SSO) with the Shibboleth/SAML2 and Central Authentication Systems (CAS)
- Cranium Cafe uses the Open Authentication 2.0 (OAuth2.0) protocol to verify a user via LinkedIn, Facebook and/or Google+.
- Cranium Cafe also allows users to create their own account not linked to any SSO. Passwords are stored as salted sha256 hashes. No user role type is allowed to change another user's password. Passwords can only be changed via a verified email reset link.

9.2. **SSL Encryption** - The web conferencing service uses SSL encryption to keep meetings and shared documents private. Our meeting archive data
(videos, audio and chat text) are stored as encrypted files on Amazon’s S3 servers using 256-bit Advanced Encryption Standard (AES-256). All meeting archive data is created and transferred to the S3 servers using SSL within a secure Virtual Private Cloud within the Amazon cloud. User data is stored on Amazon's RDS (Relational Database Service). Connections to the RDS from our web app are over SSL and are on a private subnet. Remote connections to the DB outside of the VPC are impossible without access to our bastion server via SSL and a private key. Only Cranium Cafe’s CTO (Michael Gorham) has access to said private key which is rotated on a monthly basis. Our bastion server is firewalled with only TCP port 22 open and is normally turned off as we hardly ever have to connect directly to the DB.

9.3. User Privileges – The meeting host can control the privileges of individual attendees. The meeting host has complete control over the meeting and virtual lobby. The host can mute, unmute, allow entry to the meeting, remove a participant from a meeting, allow entry to the virtual lobby, remove a participant from the virtual lobby. Host can also block participants from participating.

9.4 Secure data storage: All of Cranium Cafe's products are hosted and provided via the Amazon Web Services platform. No data hosted within the United States ever crosses international borders. At no time are international and national data co-mingled.

Our meeting archive data (videos, audio and chat text) are stored as encrypted files on Amazon’s S3 servers using 256-bit Advanced Encryption Standard (AES-256). All meeting archive data is created and transferred to the S3 servers using SSL within a secure Virtual Private Cloud within the Amazon cloud. All web services, REST APIs and database applications are hosted via HTTPS. Our SSL configuration has an A rating from Qualy SSL Labs: https://www.ssllabs.com/ssltest/analyze.html?d=api.craniumcafe.com

User data is stored on Amazon's RDS (Relational Database Service). Connections to the RDS from our web app are over SSL and are on a private subnet. Remote connections to the DB outside of the VPC are impossible without access to our bastion server via SSL and a private key. Only Cranium Cafe’s CTO (Michael Gorham) has access to said private key which is rotated on a monthly basis. Our bastion server is firewalled with only TCP port 22 open which is normally turned off as we hardly ever have to connect directly to the DB.

9.5 Authentication – see section 15 see section 15

10. Support

Support refers to the different ways colleges can contact the web conferencing provider should questions or problems arise. This category is relatively important
because if an issue arises with the service, particularly during an online meeting, it's crucial to get the problem solved as quickly as possible.

10.1. Email - The vendor has an email or ticket system dedicated to support. Cranium Cafe’s ticketing system is located on every page of our Help Website located here: https://help.craniumcafe.com/. Average response time within 1 hour and no longer than 24 hours.

10.2. Live Chat - The vendor offers live chat support. Cranium Cafe uses our own software to help with any issue. We can be reached via our Cafe Card and an instant chat can be initiated by a student or faculty member. We prefer this method since we can offer better assistance through meeting in real-time and sharing screens to troubleshoot issue instantly.

10.3. Phone – A college can contact the company by phone, email, and on the web to get support. Provide a description of the support mechanisms and response times provided for the product and solution. Cranium Cafe provides direct phone numbers and cell numbers of our support staff.

11.0. Customization

Customization lists the options available for customizing the online meeting space to align with a college’s branding and theme. Cranium Cafe is designed to exist within the ecosystem of each respective college or university. Cranium Cafe seamlessly and easily integrates into any webpage and LMS. The “Cafe card” user interface can be customized to have the same colors and fonts as the institution’s website. Students don’t have to go to a third-party website to connect with their counselors and advisors. They can continue to go to the colleges’ websites with which they are familiar to get access to their advisors and counselors through Cranium Cafe.

11.1. Custom Colors – The ability to change the colors or design of the online meeting space to match the college’s branding and theme. Including a portal page that can be customized to individual college’s branding guidelines. Cranium Cafe is completely customizable. The colors, fonts, and themes can seamlessly blend into each institution’s website and LMS.

11.2. Custom Layouts – The ability to organize the meeting space in whatever way preferred by the meeting host. Cranium Cafe’s meeting space is customizable to the host as well as each participant’s individual view.

11.3. Custom Logo – The ability to upload the college’s logo to the web conferencing account. Because Cranium Cafe is integrated within each institution’s website and LMS, the college’s logo is already there.
11.4. **Custom URLs** – The ability to set up a unique web address for individual college’s meeting space. Cranium Cafe can easily be integrated into any web page. If a college would like to have a separate web address for their online advising and counseling, it can very easily be set up.

12.0. Learning and Training Materials

The vendor shall provide initial and on-going training support and learning material for counselors, students, online counseling department staff, and administrators. Training support entails training counselors, staff, and students on how to access and use the platform for the purposes of providing online counseling and advising sessions, to include synchronous one on one meetings, workshop sessions and group presentations. Learning materials encompasses the online resources provided by the vendor to assist customers in understanding how to use the platform. These resources come in many different forms including FAQs, video tutorials, knowledge bases, webinars and detailed user guides. Training to end-users shall be provided and recorded at least twice a year online. A limited license for reuse by the school of vendor training materials will allow the the school to modify and integrate vendor training materials into college or system developed training courses and events. Training and support materials will be accessible for individuals with disabilities according to WCAG 2.0 AA guidelines. Cranium Café Response: One of Cranium Café’s defining characteristics is our commitment to training and support. Our mission is democratizing student support regardless of ability or location. Fundamental to fulfilling our mission is ongoing training and support. Cranium Café training and support includes the following:

a) 30 minute one-on-one training for all faculty and staff done via Cranium Café’s technology. A Cranium Café team member will make sure that the faculty or staff member has a full understanding of how to use the technology, as well as determine if there are any IT issues that need to be addressed (e.g. making sure browser is up to date, identifying any issues with webcam or microphone). Just like all Cranium Café meetings, these trainings are archived and can be reviewed throughout the California Community College system.

b) Cranium Café’s help website: https://help.craniumcafe.com/ provides a repository of instructions, demonstrations, video tutorials, and FAQ’s.

c) Cranium Café will provide the the school best practices for marketing Cranium Café to students, as well as best practices for website placement of Café Cards to optimize student accessibility.

d) Cranium Café will create and facilitate quarterly webinars.

e) Schools can modify, reuse, and integrate any of Cranium Café’s training material with no limitation.
f) Cranium Café will customize its online demonstration tool, Café Bot, for the school. Cranium Café training and support materials comply with WCAG 2.0 AA guidelines. Please see attached WCAG checklist.

12.1. FAQs – The vendor provides a list of answers to frequently asked questions. Cranium Café Response: Cranium Cafe will provide, maintain, and update a list of answers to frequently asked questions.

12.2. Forum - The vendor provides an interactive forum where users can post questions and answers. Cranium Café Response: Cranium Cafe will provide an interactive forum where users can post questions and answers. At the school’s direction, that forum can be private to the school or public.

12.3. Knowledge Base - The vendor provides a knowledge base of detailed help articles. Cranium Café Response: knowledge base is located at: https://help.craniumcafe.com/

12.4 Live Webinars - Live webinars are provided by the vendor Cranium Café Response: In consultation with the school, Cranium Cafe will create and facilitate quarterly live webinars.

12.5 User Guide - User guides or training manuals are provided by the vendor Cranium Café Response: Cranium Cafe will provide the school all user guides and training manuals. the school can customize and integrate those materials with no limitation.

12.6. Video Tutorials - The vendor provides video tutorials Cranium Café Response: Cranium Cafe frequently creates and updates video tutorials which are accessible at https://help.craniumcafe.com

13.0 Recording

Recording describes the resources that are available for recording and sharing meetings with others. The opportunity to record, edit, and share your videos is useful for including participants who weren't able to attend the meeting.

13.1. Record Meetings – A counselor can record and save meetings for later viewing. A counselor can records and save meetings for later viewing. Students also have access to the archived recordings of their meetings.

13.2. Edit Recordings – A counselor can create an edited copy of recorded meetings for training or presentation purposes. A counselor can create an edited copy of the archived recording for training or presentation purposes. A counselor or advisor can also create a solo recording that can be used for training or presentation purposes.
13.3. **Share Recordings** - A counselor can share the recordings of meetings with others. Archived recordings can be made public by simply clicking the make public button for a particular archive. All participants of a meeting must select the make public option before a recording will be publicly available.

13.4. The recording option are easy to use and user friendly. Every meeting records automatically, at the end of each meeting the host is asked if they would like the recording to be saved.

13.5. Archived recordings are available for download. They can be accessed and downloaded from the Archive section of the Cranium Cafe user interface.

13.6. Recordings will include transcriptions, captioning, and audio description when appropriate/necessary. Cranium Cafe close caption and transition services is programed to convert CodePen into a Node/Express/Socket.IO app that can broadcast subtitles instantly within a Cranium Cafe meeting or from a video/audio archived file.

14.0. Reports
The vendor shall provide each college online, on-demand access to: Each college shall have 24/7 access to its reporting suite.

14.1. Usage reports, including but not limited to service and platform utilization, time of day: Usage reports are customizable in several ways including service, platform, meeting and chat histories, utilization, user login/out, and time of day/week/month/year.

14.2. Session reports detailing the activities of each session are available and include the following: date/time, duration, participants, number of documents uploaded, number of notations made to those documents, number of times a screen was shared, etc.

14.3. Student satisfaction reports based on session surveys. Each user is prompted to complete a survey at the conclusion of each meeting.

14.4. Generate pre-formatted and customized reports: Cranium Cafe has several pre-formatted and customized reports. Cranium Cafe will work to create any report that the California Community College’s require.

14.5. Restrict access to reports by group and center/college Multi level of access can be determined and changed at anytime by the school’s Cranium Cafe administrator.

**There are 5 levels of access:**
**Cranium Cafe Administrator:** Open access to all reports, archives, data, and analytics. Can grant, change, and remove access of others.

**Director Level I:** Has access to specific departments determined by the Cranium Cafe Administrator. Has access to reports, archives, data, and analytics specific to the departments they are assigned to. Can grant access to Director Level II within the departments that they have access to.

**Director Level II:** Has limited access to reports, archives, data, and analytics to the departments assigned to them by either the Cranium Cafe Administrator or Director Level I.

**Faculty/Staff Access:** Can run reports and see analytics on their meetings and usage.

**Student Access:** Can search for their archives and chat histories for review and playback.

15.0. Technical Capabilities: The vendor shall have the following technical capabilities no later than January 2016, unless otherwise specified:
By January 30th, 2016, accept redirection (e.g. linking) for students accessing the application from 3rd party Websites / portals / CMS systems including integration with the school’s Technology Center authentication protocols via shibboleth and the eduPerson attribute schema to enable single sign on for student access through the local colleges’ student portal, uPortal and CMS / LMS systems used in California Community Colleges, including:
- Moodle rooms
- Blackboard
- Canvas
- Desire2Learn
- Etudes
- Other course management system used by the school.

Users can log into Cranium Cafe through various means. These include CAS (Central Authentication Service), SAML/Shibboleth (SecurityAssertion Markup Language), OAuth 2.0 (using either Facebook, Google, LinkedIn or Canvas) or by creating and logging in with a Cranium Cafe account. While OAuth 2.0 authentication works out-of-the-box, CAS and SAML integrations take a tiny amount of setup work. This setup work involves discovering end-points and trading credentials and normally takes no longer than a day.

15.1. Easily interface with Ellucian and other student information systems (SIS) such other as Banner, Datatel, PeopleSoft, etc. with the ability to import data from these systems and download data to these systems. Describe the integration capabilities of the proposed solutions. Provide a description of the
data that the solution can upload from and download to College student
information systems, and a description of the mechanism(s) used to provide this
integration. Cranium Cafe offers several options for data import/export. First, we
offer a basic comma separated value (CSV) export for each of our data tables
(scheduled meetings, meeting history, meeting notes, chat history, user info, cafe
card statistics (including page views, online presence history of users), office
hours, calendar events. This flat data can be pulled on an as needed basis over
a secure HTTP(S) URL using a private/public key. We can batch import users
matched by Partner Entity ID (an id unique to each school), email, student ID,
Linkedin ID, Google ID or Facebook ID. Fields are defined upon the first import
and can be subsequently synced (Inserted/Updated/Deleted) over a secure
HTTP(S) using a private/public key once a day, or more, depending on need.
Finally, we have a secure REST API for on the fly updates that we will be happy
to customize for each SIS if any of the above solutions do not suffice.

15.1.1. Cranium Cafe has applied to become an Ellucian Partner. Cranium Cafe
is a strong candidate for partnership as it meets all of the membership criteria: a)
Have a strong education focus b) Have at least 10 mutual customers with
Ellucian c) Have at least three higher education customers’ references or have
been referred to Ellucian by a customer d) Demonstrate financial stability e) Have
sufficient implementation and support services to meet customer needs f) Offer
solutions that are complementary with Ellucian offerings g) Offer services that
extend or enhance Ellucian solutions.

15.1.2. What are your plans for supporting:
a) The Ellucian Higher Education Data Model
b) The Ellucian Data Integration Hub Once Cranium Cafe is accepted as an
Ellucian partner, we are excited to support the Ellucian Higher Education Data
Model and the Ellucian Data Integration Hub.

15.2. Record, store, and retrieve data on all system users at an individual person
level regarding usage of services, as indicated in Item 13.0. Cranium Cafe can
record, store, and retrieve data on all system users at an individual level
regarding usage of services. That data can also easily be integrated with any
major SIS system.

15.3. Provide college and system with current information on utilization. Each
college or consortium of colleges has 24/7 access to current information on
utilization.

15.4. Meet all applicable ADA compliance regulations, as outlined in Item 16.0
Cranium Cafe Conforms to section 508 of the Rehabilitation Act and conforms
with WCAG 2.0 Level AA. Please refer to Accessibility Exhibit.

15.5 Maintain confidentiality of students’ personal information including
information protected FERPA, by the counseling profession ethical and legal
guidelines, and applicable California regulations. Cranium Cafe takes student information protection very seriously. No one will have access to, nor will we disclose any information from, a student educational record without the written consent of the student. The only exceptions: “school official with legitimate educational interests,” to authorized representatives of the federal and state governments for audit and evaluation of federal and state supported programs, or other provisions outlined by the FERPA document <http://www2.ed.gov/policy/gen/reg/ferpa/index.html>.

Cranium Cafe encrypts and secures all files hosted on Amazon Web Services' (AWS) S3 Service. All Cranium Cafe server certificates are signed by a recognized Certificate authority (DigiCert) and we use 256-bit SSL encryption for all web communication. All communication amongst the database, application, and authentication servers is also conducted via secure connections.

15.6.1 In the event of evidence of a breach or leak that exposes the school data, inform the affected colleges within 24 hours of becoming aware of the evidence, and coordinate with the affected colleges with respect to investigation and response to the possible breach or leak and any required notification and mitigation of impact and identity theft risks due to the breach or leak. In the event of a breach or leak of the school data, Cranium Cafe will inform the affected colleges within 24 hours. Within 24 hours of becoming aware of a report or incident, all initial contacts will be treated with the maximum possible privacy; specific information on any leak of identity theft risks will be reported to the California Community College. Cranium Cafe obligation to redress violations, every effort will be made to maintain the privacy of those initiating a report of a breach or leak of data.

15.6.2 Provide a description of the procedures, processes and methods used to protect against breaches or leaks of the school data. All of Cranium Cafe’s products are hosted and provided via the Amazon Web Services platform. No data hosted within the United States ever crosses international borders. At no time are international and national data co-mingled. Our meeting archive data (videos, audio and chat text) are stored as encrypted files on Amazon's S3 servers using 256-bit Advanced Encryption Standard (AES-256). All meeting archive data is created and transferred to the S3 servers using SSL within a secure Virtual Private Cloud within the Amazon cloud. All web services, REST APIs and database applications are hosted via HTTPS. Our SSL configuration has an A rating from Qualy SSL Labs: https://www.ssllabs.com/ssltest/analyze.html?d=api.craniumcafe.com

User data is stored on Amazon's RDS (Relational Database Service). Connections to the RDS from our web app are over SSL and are on a private subnet. Remote connections to the DB outside of the VPC are impossible without access to our bastion server via SSL and a private key. Only Cranium Cafe’s CTO (Michael Gorham) has access to said private key which is rotated on
a monthly basis. Our bastion server is firewalled with only TCP port 22 open which is normally turned off as we hardly ever have to connect directly to the DB.

15.7 Please describe how you intend to support a 24x7x365 operational model. Our meeting and database applications were built to scale. The system can auto detect heavy load and scale up without human interaction. To date we have had nearly 100% uptime. Our servers are monitored using pingdom. Our public pingdom report for the Cranium Cafe meeting service / load balancer is located here … http://stats.pingdom.com/xy8reqfzfexu. Additionally, Cranium Cafe has IT support personnel on call 24/7 in the event of an issue.

15.7.1 Please list out any system outages (maintenance or unexpected) your service has had in the last 12 months including length of outage. Cranium Cafe has not had any outages in the last 12 months.

15.8 All software must support mobile devices via either a responsive design web model or a mobile app. Please describe your support model for mobile devices. Cranium Cafe has an Android app and Apple iOS app. The Android app is available for free download on Google Play. The iOS app is available for free download from Apple's App Store.

15.9 Licensing: The vendor provides licensing, which includes:
- SaaS (Software as a Service) application hosted by vendor
- 24/7 end-user technical support with 1 hour maximum call back time for issues affecting system operation
- All product upgrades and enhancements during license period
- Unlimited archive storage on host servers for student advisement sessions
- Access to all associated online resources, training materials and user guides

Cranium Cafe’s licensing will include everything cited in 15.9

15.10 Archival Functions: The vendor archives all meetings and advising sessions and materials used in these sessions.
- Counselors and college-approved personnel shall be provided online, on-demand access to archives of all recorded online interaction and sessions.
- The college and college district shall have access to all archived meetings and associated materials of college employees and college students.
- Counselors and college-approved personnel shall be provided online, on-demand access to asynchronous and synchronous counseling and advising records. The college shall also have access to asynchronous counseling records.

All synchronous and asynchronous meeting records are archived and available 24/7. The school and individual colleges can set up permissions and access however they see fit.
15.11 Provide a description of the technical infrastructure for this service that includes at minimum the provisions that provide disaster preparedness, disaster recovery, including Recovery Time Objective (Maximum time to recover services in the event of an equipment failure or disaster) and Recovery Point Objective (Maximum loss of data in the event of an equipment failure or disaster.) The Cranium Cafe infrastructure is solely hosted on Amazon Web Services (AWS). Machine image snapshots are created daily with a seven-day history. In the event of failure a new instance of a snapshot can be spun up in a matter of minutes. In the event of a catastrophic failure in one Amazon region, we can spin up a new instance of a snapshot in another region in less than an hour.

Our meeting and database applications were built to scale. The system can auto detect heavy load and scale up without human interaction. To date we have had nearly 99.99% uptime. Our servers are monitored using pingdom. Our public pingdom report for the Cranium Cafe meeting service / load balancer is located here … http://stats.pingdom.com/xy8reqzfексu

Database backups are taken nightly and securely stored within Amazon’s RDS service. Meeting data is recorded real-time and published to AWS S3 the moment a meeting ends.

Recovery Time Objective is three hours for user data and recorded meeting data. Recovery Point Objective is one day of data loss for user data and two hours of data loss for recorded meeting data.
Amazon EC2 SLA: https://aws.amazon.com/ec2/sla/
Amazon S3 SLA: https://aws.amazon.com/s3/sla/

16.0 Accessibility for Users with Disabilities

The vendor provides a product or service that meets OER Accessibility and Usability requirements, and maintain documentation describing the conformance to specified standards on a public website. The vendor will assume financial responsibility for any accommodation expenses incurred due to a failure of the product/service to meet accessibility requirements. With respect to accessibility requirements, the vendor shall:

a. Conform to section 508 of the Rehabilitation Act (http://www.section508.gov/section-508-standards-guide) and WCAG 2.0 Level AA (http://www.w3.org/TR/WCAG20/) specifications. Cranium Cafe conforms to section 508 of the Rehabilitation Act and complies with WCAG 2.0 Level AA. Please refer to Accessibility Exhibit.

b. Provide documentation regarding the level of accessibility conformance in the form of a Voluntary Product Accessibility Template (VPAT) and documentation as to how the product will meet WCAG 2.0, Level AA. Vendors may utilize a third-
party accessibility evaluation service of their choice to provide such
documentation. Cranium Cafe’s VPAT and WCAG 2.0, Level AA documentation
are provided. Please refer to Accessibility Exhibit.

c. Comply with all applicable FCC regulations regarding advanced
communications services, including support for multi-modal advanced
communications services to facilitate communications between individuals using
digital text, audio, and video (http://www.fcc.gov/encyclopedia/advanced-
communications-services-acs). Cranium Cafe complies with all applicable FCC
regulations regarding advanced communication systems. As required by the
CVAA, Cranium Cafe is registered with the FCC and submits annual
recordkeeping certifications to the FCC.

d. Respond to any accessibility issues discovered or reported by users within one
(1) business day and communicate in writing a timeframe specific to resolving the
reported issue(s). Resolution of reported accessibility issue(s) should be
addressed as the highest priority within the next immediate development cycle or
otherwise mutually agreed upon timeline. Accessibility is one of Cranium Cafe’s
core values and highest priorities. Cranium Cafe will respond to issues
discovered or reported by users within one business day and communicate with
a written action plan and timeframe to resolve the reported issue(s). Resolution
of reported accessibility issues will be addressed as the highest development
priority.

e. Include considerations for accessibility and universal design in product
development, testing, and updates by ensuring to the greatest extent possible
equivalent ease of use for individuals with disabilities as compared to non-
disabled individuals. Accessibility is one of Cranium Cafe’s core values and
highest priorities. Accessibility and universal design are tightly integrated into our
research and development, testing and updates.

f. Identify a designated accessibility representative to address issues or
questions pertaining to the accessibility of the product or service. Cranium Cafe
has a designated accessibility representative to address issues or questions
pertaining to the accessibility of the product or service. As required by the CVAA,
Cranium Cafe is registered with the FCC and as part of that registration has
designated a company representative, Michael Bills: mike@craniumcafe.com
801-935-4042.