



California Community Colleges

Welcome!

Reimagine Apply
Working Session 1

Oct 30 & Nov 6

Your Facilitators & Support Team



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College / District Representation Across All Sessions

153

Unique Attendees

62

Colleges

45

Districts

Colleges

Bakersfield College
Barstow Community College
Butte College
Cañada College
Cerritos College
Cerro Coso Community College
Citrus College
City College Of San Francisco
Coastline Community College
College Of San Mateo
College Of The Canyons
College of the Redwoods
Columbia College
Compton College
Contra Costa College
Crafton Hills College
Cuesta College
Cuyamaca College
Cypress College
Diablo Valley College
East Los Angeles College
El Camino College
Evergreen Valley College
Foothill College
Fresno City College
Fullerton College
Glendale Community College
Golden West College
Grossmont College
Hartnell College
Irvine Valley College

Lake Tahoe Community College
Las Positas College
Los Angeles Harbor College
Los Angeles Valley College
Merced College
Mission College
Monterey Peninsula College
Moorpark College
Mt. San Antonio College
North Orange Continuing Education
Orange Coast College
Oxnard College
Palomar College
Reedley College
Riverside City College
Saddleback College
San Bernardino Valley College
San Diego City College
San Joaquin Delta College
San Jose City College
Santa Rosa Junior College
Shasta College
Sierra College
Skyline College
Solano Community College
Southwestern College
Taft College
Ventura College
Victor Valley College
West Hills College Coalinga
Yuba College

Acknowledgements



Graduation Insights

10-40%

Of students accepted to college don't matriculate, a phenomenon known as **summer melt**.*

72%

Of students at 2-year community colleges don't graduate.**

41%

Of students at 4-year institutions don't graduate.**

Sources

* <https://www.ideas42.org/project/simplifying-applications-and-matriculation-at-community-colleges-in-california/>

** <https://www.ideas42.org/education/>

✦ *These gaps are even larger for first-generation students and students of color, deepening historical inequality. ***

Chancellor's Office 2030 Vision

The vision aims to advance student success, access, support and socio-economic mobility with equity

2030 Goals

What can we do together?

01

Equity in Success

Ensure the academic and career success of all Californians who are current and prospective California community college students



Design the application to help guide a student to uncover and pursue their academic and career goals

02

Equity in Access

Increase the number of students attending a California community college, with particular emphasis on the number of underserved Californians



Simplify CCCApply to help more students matriculate

03

Equity in Support

Partner with other systems, agencies, institutions and community-based organizations to provide students the academic, financial and social supports necessary to thrive



Build an integrated platform to ensure colleges can best identify and follow-up with needed support

**We are here to co-create the Student Application with
you so that we can:**

- improve the user experience
- make the application process easier for students
- improve data accuracy
- better support equitable access
- protect against and mitigate fraud

Agenda

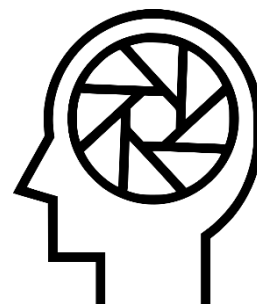
Duration	Activity
30 mins	Welcome & Breakout Intros
5 mins	Design Goals for Target State
10 mins	Your Voice
65 mins	Working Sessions
10 mins	Wrap-up and Next Steps

Guidelines for Our Time Together



Present & Inclusive

Allow for all voices to be heard



Co-Creation

Be curious and open to
new ways of thinking



Take Care of Your Needs

Target State Design Direction

The expectations and attitudes of students are changing dramatically

Personalization matters.

Relevance is the key to our students' application experiences. We can achieve this by:

- Continuously gathering real-time data to improve the student experience
- Creating a unified, 360-degree view of the student
- Designing for a familiar and friendly online experience (e.g., *Amazon checkout process*)



Personalized



Frictionless



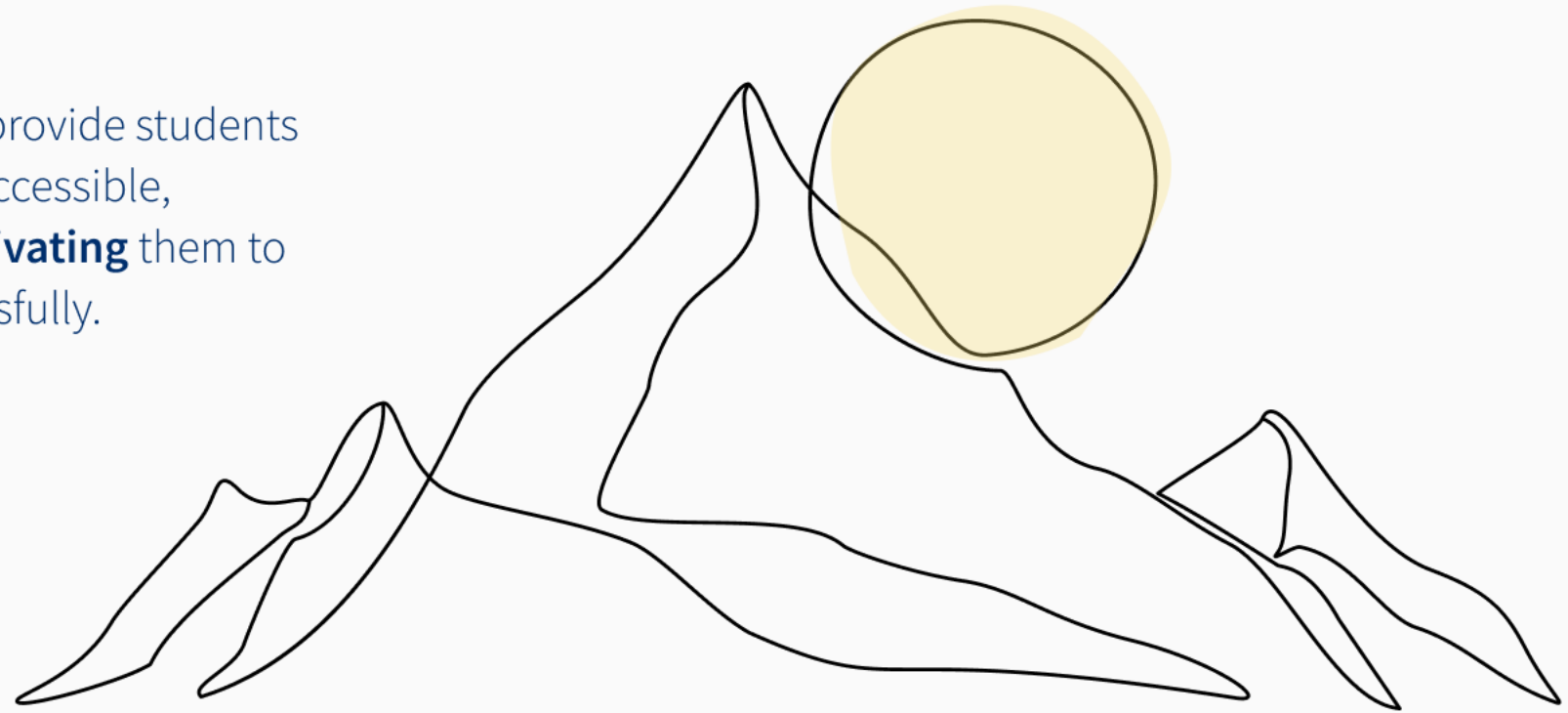
Consistent



Relevant

Target State Vision Statement

CCCApply's target state concept aims to provide students with a **welcoming front door** that is an accessible, cohesive, and **inspiring** experience, **motivating** them to complete the application process successfully.



Experience Drivers



01
Amplify My Aspirations



02
Inspire Me Along The Way



03
Help Me To Succeed



04
Show Me The Way



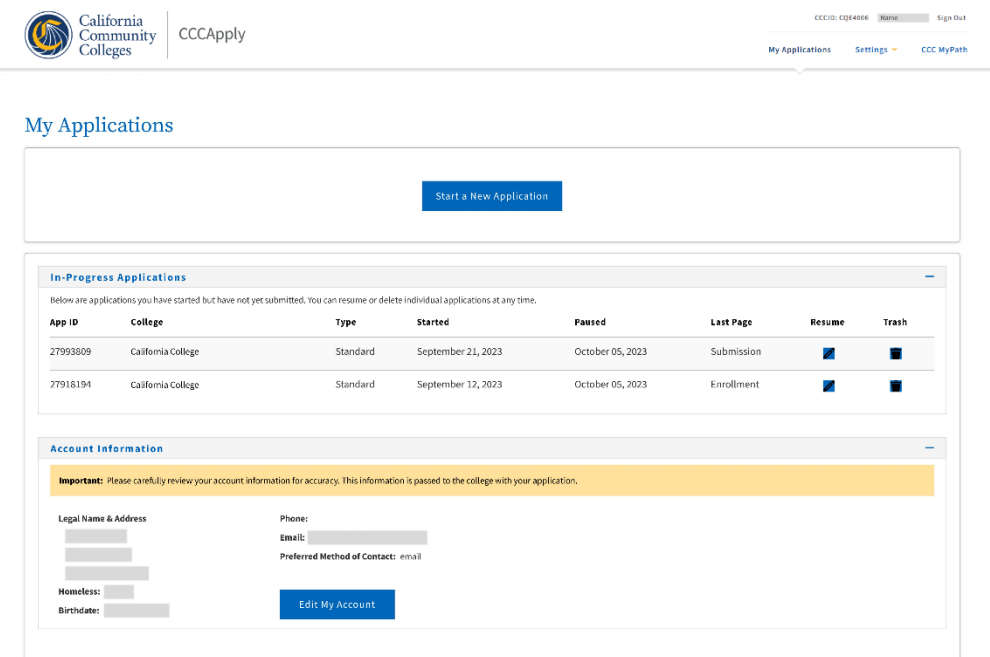
05
Give Me The Whole Story



06
Speak My Language

Application Design Preview

Current



California Community Colleges | CCCApply

My Applications | Settings | CCC MyPath

Start a New Application

In-Progress Applications

Below are applications you have started but have not yet submitted. You can resume or delete individual applications at any time.

App ID	College	Type	Started	Paused	Last Page	Resume	Trash
27993809	California College	Standard	September 21, 2023	October 05, 2023	Submission	<input checked="" type="checkbox"/>	<input type="checkbox"/>
27918104	California College	Standard	September 12, 2023	October 05, 2023	Enrollment	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Account Information

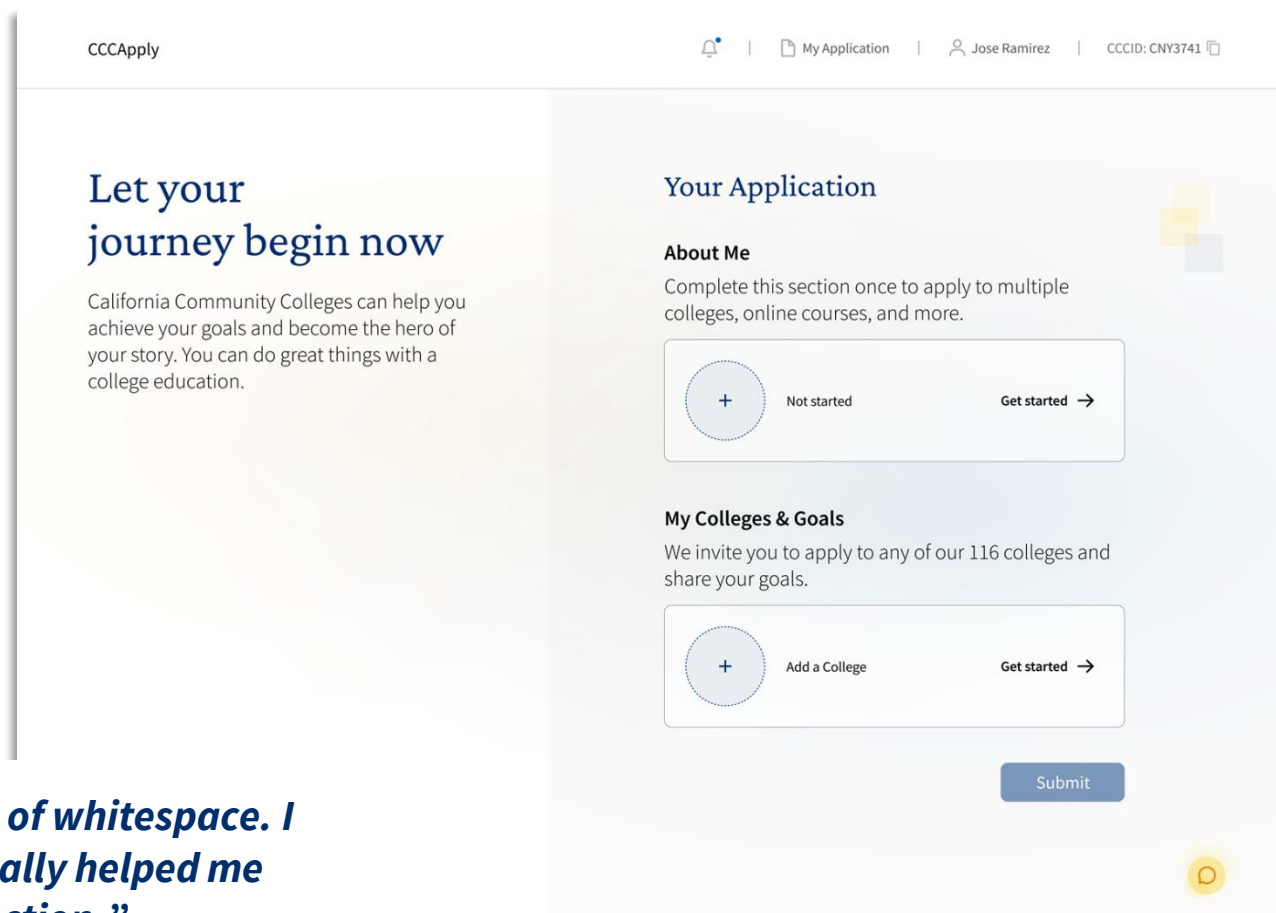
Important: Please carefully review your account information for accuracy. This information is passed to the college with your application.

Legal Name & Address: [Redacted]
 Phone: [Redacted]
 Email: [Redacted]
 Preferred Method of Contact: email

Homeless: [Redacted]
 Birthdate: [Redacted]

Edit My Account

Proposed



CCCApply

My Application | Jose Ramirez | CCCID: CNY3741

Let your journey begin now

California Community Colleges can help you achieve your goals and become the hero of your story. You can do great things with a college education.

Your Application

About Me
 Complete this section once to apply to multiple colleges, online courses, and more.

+ Not started [Get started →](#)

My Colleges & Goals
 We invite you to apply to any of our 116 colleges and share your goals.

+ Add a College [Get started →](#)

[Submit](#)

“Thank you for having a lot of whitespace. I think all this white space really helped me stay focused on this little section.”

Your Voice

What We Heard

Based on 141 survey responses and interviews with 73 colleagues across the state, you shared:

Which CCCApply responses:

- *are* essential for you to do your job
- *are not* essential for you to do your job
- could potentially be collected outside of the application
- lead to high user input errors

Key Recommendations:

- Keep it simple
- Make questions clearer
- Use information already provided
- Provide guided experiences

Key Data Collected in CCCApply

High School Graduation Status

Major / Program of Study

Identity validation (Passport details, etc.)

Starting Year and Term

AB540 Eligibility

Other Colleges Attended / Graduated From

Citizenship or Immigration Status

Ethnicity

Name, Date of Birth, Address, Phone

If student has a dependent child under 18

Residency Determination / Housing status

**Enrollment Priority Group
(high school/first-time, dual enrollment, transfer)**

Some of Your Wishes:

Streamline and **simplify** the application to make it easier for students to understand and complete.

Many colleges are already collecting some **Education History** outside of CCCApply. This could be considered a best practice to inform multiple measures.

Auto populate information if applicants have provided it in a previous application.

Educational Goals can be grouped by theme to help students better understand their options and not overwhelm them with a dropdown of 14 choices.

Programs and services may be managed more effectively **at the college level**. CCCApply lacks all the programs available at each college, while the standardized list can create a false expectation that each college has certain programs.

Get more information **post-application** if possible. A long application turns applicants away.

Simplify language in **residency questions** to make them easier for applicants to answer correctly.

Use **guiding questions** to help applicants select the correct answers.

Today's Focus:

Streamline and **simplify** the application to make it easier for students to understand and complete.

Many colleges are already collecting some **Education History** outside of CCCApply. This could be considered a best practice to inform multiple measures.

Auto populate information if applicants have provided it in a previous application.

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Use **guiding questions** to help applicants select the correct answers.

Working Session

Education Goal

Education Goals– Current State

Educational Goal [?](#)

Transfer to a 4-year institution without an associate degree ▼

-- Select --

- Obtain an associate degree and transfer to a 4-year institution
- Transfer to a 4-year institution without an associate degree**
- Obtain a 2-year associate degree without transfer
- Earn a career technical certificate without transfer
- Discover/formulate career interests, plans, goals
- Prepare for a new career (acquire job skills)
- Advance in current job/career (update job skills)
- Maintain certificate or license
- Educational development
- Improve basic skills
- Complete credits for high school diploma or GED
- Move from noncredit coursework to credit coursework
- Currently enrolled 4-year college student taking community college courses to meet 4-year college requirements
- Undecided on goal

"What I fear is that something like educational goal doesn't mean a whole lot to a student who's applying to college."

Key Findings:

- 1 Educational Goal is used for MIS Reporting, financial aid eligibility, understanding student type, and for supporting students through advising and outreach.
- 2 **82%** of stakeholders use Educational Goal responses in their work.
- 3 All 14 Educational goals are **currently required for MIS reporting.**
- 4 There is an opportunity to convey that their **goal selection is one moment in time and not final.**
- 5 There is an opportunity to **group educational goals** to better guide students and reduce confusion.

Proposed Look and Feel - Education Goal

Current

Educational Goal ?

Transfer to a 4-year institution without an associate degree ▼

-- Select --

- Obtain an associate degree and transfer to a 4-year institution
- Transfer to a 4-year institution without an associate degree**
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- Undecided on goal




Proposed

← Back 1/5 ×

What is your goal for attending Cerritos College?

- Associate's Degree
- Transfer to a 4-year College
- Continuing Education
- Earn a Certificate
- Other or Undecided

Next



**CERRITOS
COLLEGE**

First California community college to adopt a student-led Break Free From Plastic resolution.

⊙

“It just seemed more clear, more straightforward.”

Menti: Ed Goal

The presenter has changed slide.

Cancel

Go to slide

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 Mentimeter

Which Ed Goal text do you prefer?

0

What is your goal
for attending
college?

0

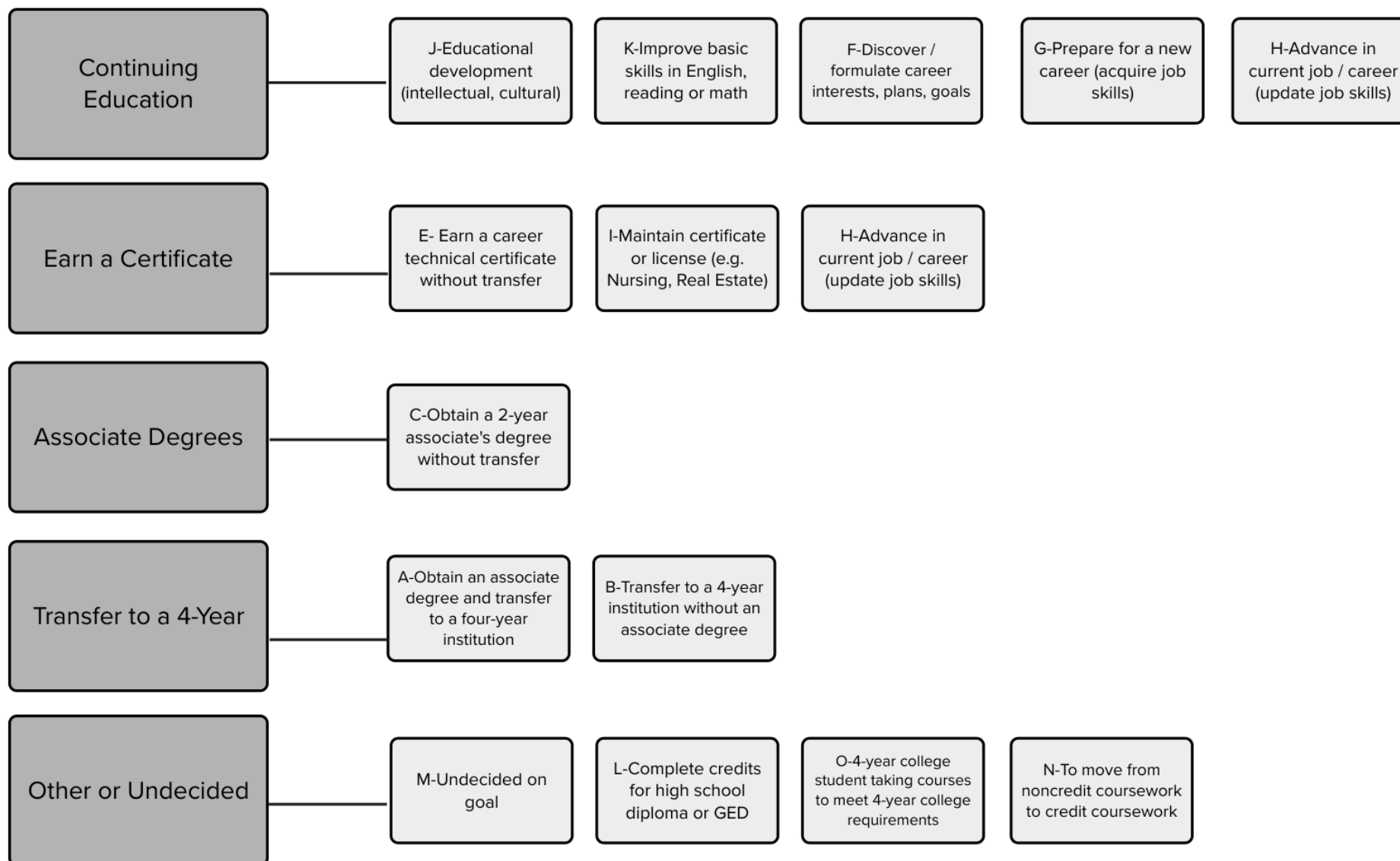
Select the option
that best describes
why you are
applying for college
today.

0

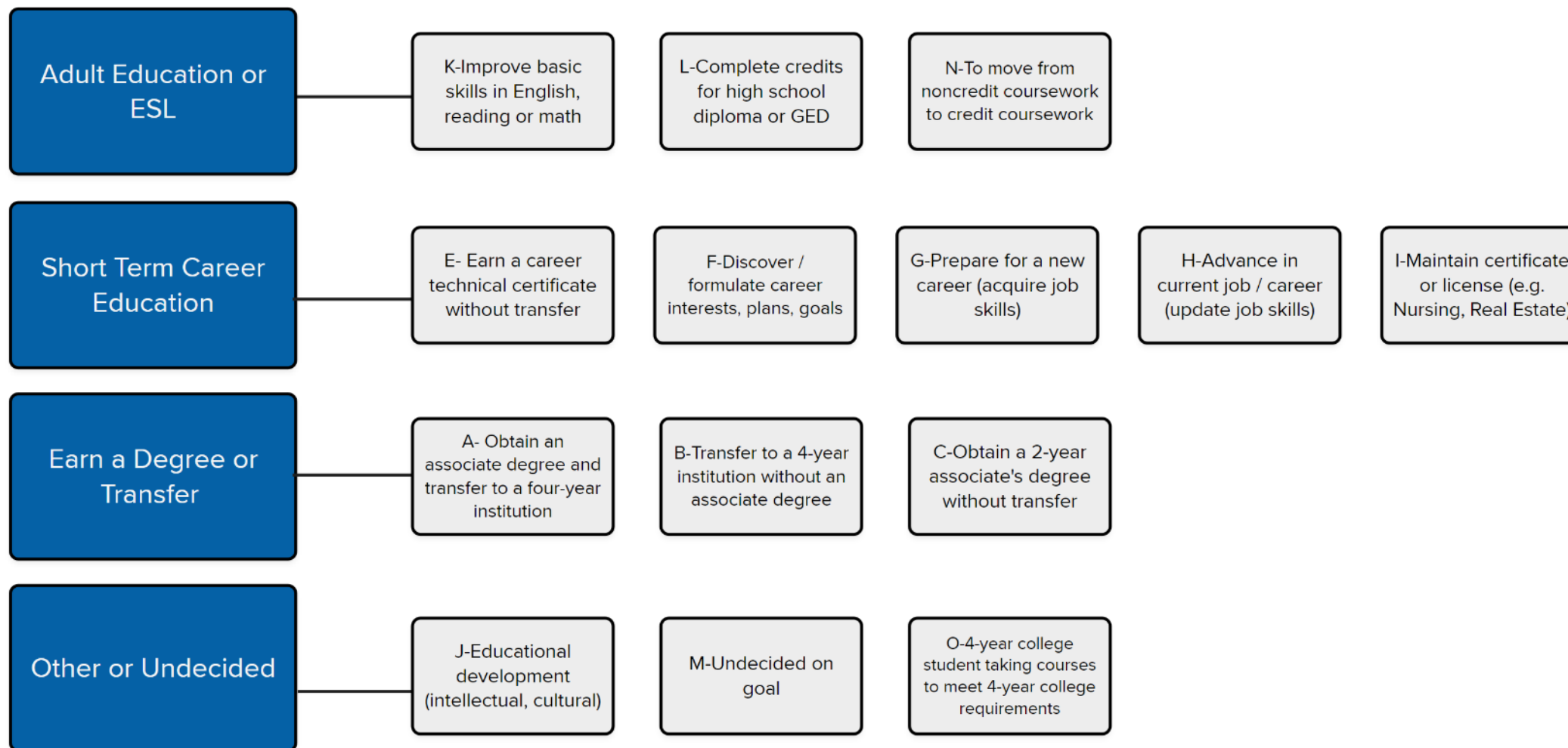
What are you
hoping to achieve
by attending
community
college?



Educational Goal: Grouping Option 1



Educational Goal: Grouping Option 2



Menti Vote

Option 1

Continuing
Education

Earn a Certificate

Associate Degrees

Transfer to a 4-Year

Other or Undecided

Option 2

Adult Education or
ESL

Short Term Career
Education

Earn a Degree or
Transfer

Other or Undecided

Menti: Ed Goal

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Mentimeter

Which Ed Goal grouping do you prefer?



Menti: Ed Goal

The presenter has changed slide.

Cancel

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 Mentimeter

Anything else we should consider regarding Ed Goal?

Waiting for responses ...



Programs & Services

Programs & Services – Current State

Programs & Services

Check the programs and services in which you are interested. (Not all college campuses offer every program and service listed.)

- Academic counseling/advising
- Basic skills (reading, writing, math)
- CalWorks
- Career planning
- Child care
- Counseling - personal
- DSPS - Disabled Student Programs and Services
- EOPS - Extended Opportunity Programs and Services
- ESL - English as a Second Language
- Health services
- Housing information
- Employment assistance
- Online classes
- Re-entry program (after 5 years out)
- Scholarship information
- Student government
- Testing, assessment, orientation
- Transfer information
- Tutoring services
- Veterans services

Key Findings:

- 1 Programs and services interest is collected in a **standardized checklist in CCCApply** and is used by Admissions and Records, Curriculum and Instruction, and Student Services for student outreach and planning efforts around resources and services.
- 2 This **approach does not include college-specific customization** and does **not allow for collecting additional details** or educating students about resources available to them.
- 3 Through stakeholder interviews we learned that many colleges' Student Services groups **send out a detailed, college-specific** "Needs and Interests survey" to recent CCCApply applicants.
- 4 There may be an opportunity to **collect program and service needs outside of CCCApply** to ensure students receive information about relevant services on their campus and to help college staff conduct timely outreach efforts.

Breakout Discussion

Programs & Services

Check the programs and services in which you are interested. (Not all college campuses offer every program and service listed.)

- Academic counseling/advising
- Basic skills (reading, writing, math)
- CalWorks
- Career planning
- Child care
- Counseling - personal
- DSPS - Disabled Student Programs and Services
- EOPS - Extended Opportunity Programs and Services
- ESL - English as a Second Language
- Health services
- Housing information
- Employment assistance
- Online classes
- Re-entry program (after 5 years out)
- Scholarship information
- Student government
- Testing, assessment, orientation
- Transfer information
- Tutoring services
- Veterans services

We will discuss what from the Programs and Services checklist is being **collected outside of CCCApply** and explore additional collection methods to ensure students receive relevant and timely information.

Items to remain unchanged:

- Data required for matriculation, financial aid, and MIS reporting.
- Other needs and interest topics covered in CCCApply for regulatory purposes:
 - Interest in receiving information about money for college
 - If applicant receives Government Financial Assistance
 - Athletic Interest

Welcome Back

Any insights from your breakout activity that you'd like to share?

What stood out for you?

Please put it in the chat or come off mute

Education History

Education History – Current State

High School Education

High school education level as of August 20, 2023 [?](#)

Received high school diploma from U.S. school [v](#)

High school completion date [?](#)

Month

Day

Year

-- Select -- [v](#)

-- Select -- [v](#)

Did you receive your diploma, GED, or certificate in **California**? [?](#)

Yes No

Have you attended high school in California for three or more years? [?](#)

Yes No

College Education

College education level as of January 01, 2024 [?](#)

Received an associate degree [v](#)

College degree date [?](#)

Month

Day

Year

-- Select -- [v](#)

-- Select -- [v](#)

If unsure of the exact day, please estimate.

Key Findings:

- 1 **Accounting for 23% of the total application**, education history is the CCCApply section with the most questions and fields.
- 2 Education history is needed for assessing the **AB540 non-resident tuition exemption** eligibility. AB540 eligibility requires students to complete multiple education requirements, including 1) Time and Coursework Requirement and 2) Graduation and/or Transfer Requirement.
- 3 During stakeholder interviews, several Admissions and Records and Financial Aid stakeholders validated **that complete education history is not required at the point of application**. A high-level view of applicant degree status and high school and college education levels would suffice.

High School Education History: Current <=> Proposed

Current

High school education level as of August 20, 2023 [?](#)

-- Select enrollment status --

- Received high school diploma from U.S. school
- Passed a high school equivalency test and received a certificate of high school equivalency
- Received a Certificate of California High School Proficiency
- Received a diploma/certificate of graduation from a Foreign secondary school
- Will be enrolled in adult school and authorized to enroll in college at the same time
- Will be enrolled in high school (or lower grade) and college at the same time
- Currently enrolled in adult school
- Not a graduate of, and no longer enrolled in high school

Proposed

What is your High School education level?

- I have a high school diploma
- I have a GED equivalent
- I have neither a high school diploma or GED equivalent
- Currently enrolled in adult school

Simplified education level

State [?](#)

California

Enter the name or city of the last school or homeschool you attended. Then make a selection from the list. [?](#)

Fresno

Displaying 8 of 181 matches. Keep typing to narrow down search results.

My school is not in the list

Fresno High Fresno

Name of high school where you graduated

Enter high school name

Streamlined the design of the searchable high school list

High school completion date [?](#)

Month Day Year

-- Select -- -- Select --

High school completion date

Month Year

Simplified high school graduation date (year and month only)

Menti: Ed History

The presenter has changed slide.

Cancel

Go to slide

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 Mentimeter

**What do you like or not like about this HS Ed
History approach?**

Any concerns?



College Education History: Current <=> Proposed

Current

As of January 01, 2024, I will have the following college enrollment status: [?](#)

First time at this college; have attended another college

-- Select enrollment status --

First-time student in college (after leaving high school)

First time at this college; have attended another college

Returning student to this college after absent for a main term

Adult school student in a high school diploma or equivalency program

Enrolling in high school (or lower grade) and college at the same time

Proposed

What is your college enrollment status?

First time student in college (after leaving high school)

Transfer student from another college (first time at this college)

Returning student to this college after an absence of one or more terms

Adult school student in a high school diploma or equivalency program

Enrolling in high school or a lower grade and college at the same time

Simplified college enrollment status

Colleges/Universities Attended

Specify the number of colleges you have attended including those you are currently attending.

1

Have you attended college and/or university in California for three years or more?

Removed number of colleges

College Education

College education level as of January 01, 2024 [?](#)

Received an associate degree

College degree date [?](#)

Month: -- Select --

Day: -- Select --

Year:

If unsure of the exact day, please estimate.

Have you received an associate's or bachelor's degree? (Select all that apply)

Associate's Degree
Please provide the year you received your degree.

Bachelor's Degree
Please provide the year you received your degree.

None of the above

Simplified degree date (year and month only)

Check here if you were expelled or are in the process of expulsion procedures.

Have you been expelled from college or are you in the process of expulsion procedures?

Clarified expulsion question language

Menti: Ed History

The presenter has changed slide.

Cancel

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 Mentimeter

**What do you like or not like about this College
Ed History approach?**

Any concerns?



Education History

CCCApply's standard application collects information related to GPA and Math/English grades

High School Transcript Information

College staff use this information to provide guidance. Your responses will not affect your admission to college.

- 1 What was the highest grade you completed in high school?
- 2 What was your **unweighted high school GPA** (grade point average)? Please enter a value between 0.00 and 4.00. If you are still in high school, enter your **unweighted high school GPA** as of the end of 11th grade. [?](#)
- 3 What was the highest English course you completed in high school? You may have passed or not passed the course, but you remained enrolled until the end.
- 4 What grade did you receive?
- 5 What was the highest **math course** you completed in high school? You may have passed or not passed the course, but you remained enrolled until the end. [?](#)
- 6 What grade did you receive?

Menti: Ed History

The presenter has changed slide.

Cancel

Go to slide

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 Mentimeter

Do you currently collect placement information outside of CCCApply? If yes, please indicate how.



Menti: Ed History

The presenter has changed slide.

Cancel

Go to slide

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 Mentimeter

If you selected "somewhere else," what are your sources for placement information outside of CCCApply?

Waiting for responses ...

Menti: Ed History

The presenter has changed slide.

Cancel

Go to slide

Join at menti.com use code 2431 1182

 Mentimeter

What advice do you have for the team if this Ed History information is collected outside of CCCApply?

Waiting for responses ...



Session Results Summary

Working Sessions #1 Engagement and Feedback

4.5 out 5

Good use of time

509

Menti Responses

211

Chats

89

Participants

Thanks for facilitating an interactive session!

Very well coordinated. Kept us to the point to get things done.

I appreciated this space so much! I am so excited to see all of these changes!

Thank you, very well organized session. I heard a lot of great ideas and felt there was ample room to participate.

Appreciate how you're balancing considerations. Change is hard but definitely needed.

We do really appreciate that you are working with us and our students.

Working Session #1a & #1b Participant Input

Education Goal	Programs & Services	Education History
<p><u>Preferred Text:</u></p> <ul style="list-style-type: none"> Select the option that best describes why you are applying for college today. =30 votes What is your goal for attending college? =27 votes <p><u>Preferred Groupings:</u></p> <ul style="list-style-type: none"> Option 2= 52 Votes: <ul style="list-style-type: none"> Adult Education or ESL Short Term Career Education Earn a Degree or Transfer Other or Undecided <p><u>Additional Input:</u></p> <ul style="list-style-type: none"> Consider what a dual enrollment student might select Make language as user-friendly as possible Those that want to transfer will need an ADT Education plan. 	<p><u>Types of Collection Methods:</u></p> <ul style="list-style-type: none"> 28 participants collect P&S info OUTSIDE of CCCApply 27 participants collect P&S info WITHIN CCCApply Many do both <p><u>Most Referenced P&S Info:</u></p> <ul style="list-style-type: none"> Veteran Services=20 Academic Counseling=17 EOPS=15 <p><u>Least References P&S Info:</u></p> <ul style="list-style-type: none"> Health Services=0 Student Government = 2 <p><u>Additional Input:</u></p> <ul style="list-style-type: none"> Consider grouping Programs & Services into buckets to make more intuitive for students 	<p><u>High School Ed History:</u></p> <ul style="list-style-type: none"> The simplified education questions will help home school students and domestic students who completed high school outside of the US. Graduation month and year are enough, as the day is not required for most stakeholder efforts. Determine dual enrollment applicant earlier in the application to minimize friction of unnecessary questions. <p><u>College Ed History:</u></p> <ul style="list-style-type: none"> Additional guidance is needed for domestic students who have completed college outside the United States. CCCApply college history is useful to A&R as some students don't meet with counselors. <p><u>Placement Information Collection Method:</u></p> <ul style="list-style-type: none"> High school transcript information is collected for Multiple Measures criteria.

For Question or Comments
please contact
ReimagineApply@accenture.com