



California Community Colleges

Welcome!

Reimagine Apply
Working Session 3

Jan 11th & 17th

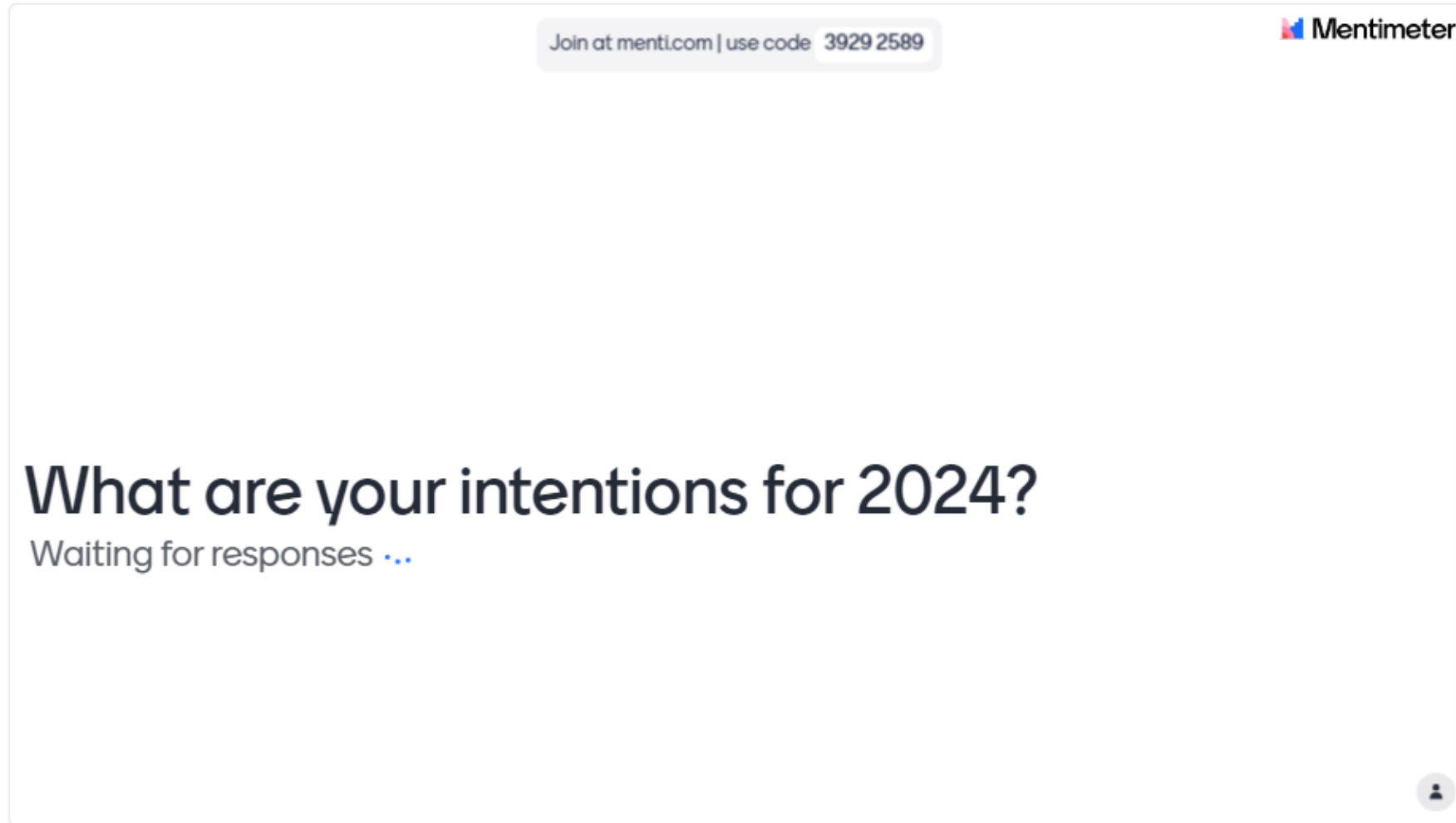
Happy New Year!

Join at menti.com | use code 3929 2589

Mentimeter

What are your intentions for 2024?

Waiting for responses ...

A screenshot of a Mentimeter poll interface. At the top, there is a grey rounded rectangle containing the text "Join at menti.com | use code 3929 2589". In the top right corner, the Mentimeter logo is visible. The main area of the poll is white and contains the question "What are your intentions for 2024?" in a large, bold, black font. Below the question, it says "Waiting for responses ..." in a smaller, grey font. In the bottom right corner, there is a small, dark grey circular icon with a white person silhouette.

Your Facilitators & Support Team



Erica Harrold
Delivery Lead



Nicole Martinez Whang
Functional Lead



Sami Packard
Change Management Lead



Gia Ariola
Senior Analyst



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Senior Analyst

College / District Representation Across All Sessions

156

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



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

Working Session #2 Recap



Student Experiences

Explored the **unique needs** and **common problems** of different student populations



Revised Applications

Collected input on **revised wording** for Ed Goal and Programs & Services



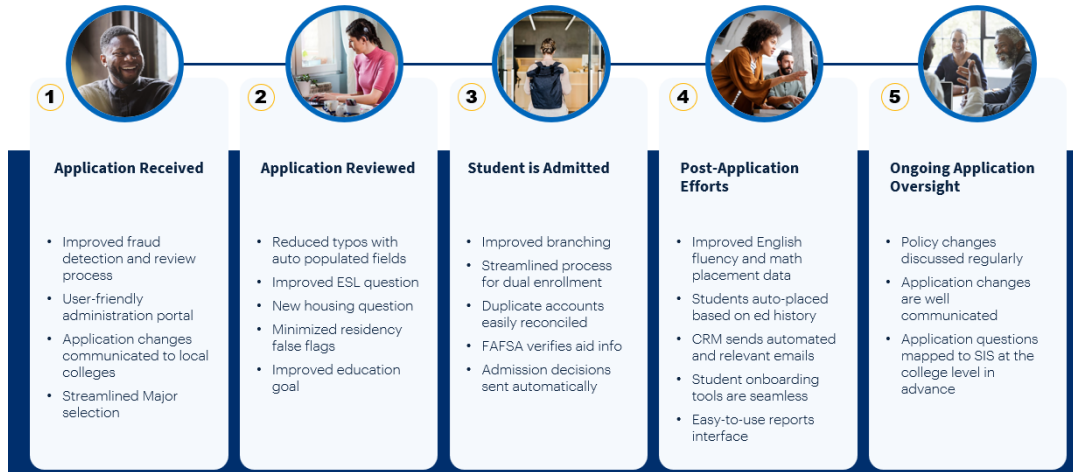
Design Previews

Showcased the target state design system

Discussed what could be **simplified** and **improved**

Today's Focus

What we Heard- Ideal Data Journey



Residency Explorations

Homeless Applicants

Homeless applicants must **demonstrate their intent to make California their home** to qualify as residents. This involves providing documentation on activities like registering to vote or paying income taxes, which can be a **barrier to entry**.

Foster Youth

Foster youth are often flagged as **possible non-residents**. This creates **additional paperwork** for applicants who already have many barriers to attending college.

Elementary & Middle School Students

Elementary and middle school students are often mis-identified as **possible non-residents**. 8th grade and lower applicants should not be deemed as non-residents, especially in cases where they have **lived in California their entire lives**.

Rising Scholar (Justice Involved) & Dual Enrollment Students

Tuition for Rising Scholars and dual enrollment applicants is **fully funded by the state of California**. Although these students are funded, they still complete residency questions, adding a barrier to enrollment.

Domestic Students Attending School Outside of California

If applicants have been **out of state, only for educational purposes**, during the residency determination period, they are classified as **possible non-residents** if they are attending an out of state college, even if they are only taking online courses.

Students Completing Online Classes while Living in California

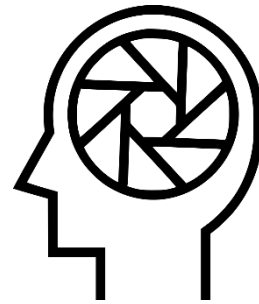
If applicants indicate they **participated in online educational programs**, during the residency determination period, they are often classified as **possible non-residents**.

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

Breakout Discussion:

In groups of four, we invite you to take 3-mins each to introduce yourself and share:

What would be your ideal experience around accessing and using student applicant responses to inform your job?

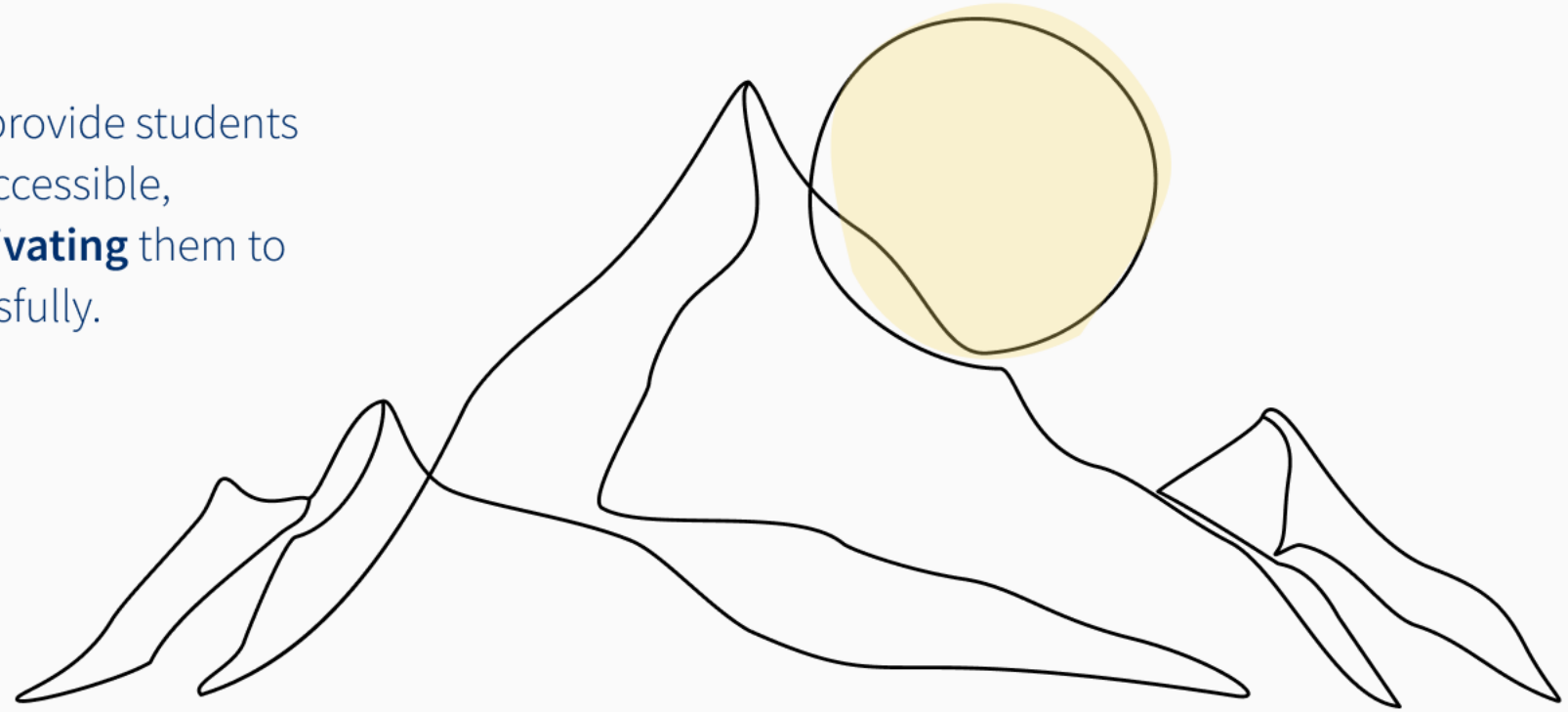
Welcome Back

Any highlights or insights you'd like to share?

Please put it in the chat or come off mute

Design Approach

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 for the online application



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

Design Approach

A modern and minimalist approach creates an elevated experience focusing on content and wayfinding, and helps students accomplish goals.



title



Design in Practice

Current

The current interface features a header with the California Community Colleges logo and 'CCCApply' text. A user profile section shows 'CCCID: CQ440K' and 'Sign Out'. Below the header is a 'My Applications' section with a 'Start a New Application' button. The main content area is divided into 'In-Progress Applications' and 'Account Information'. The 'In-Progress Applications' table lists two applications for California College. The 'Account Information' section includes a warning about accuracy and fields for legal name, address, phone, email, and birthdate, with an 'Edit My Account' button.

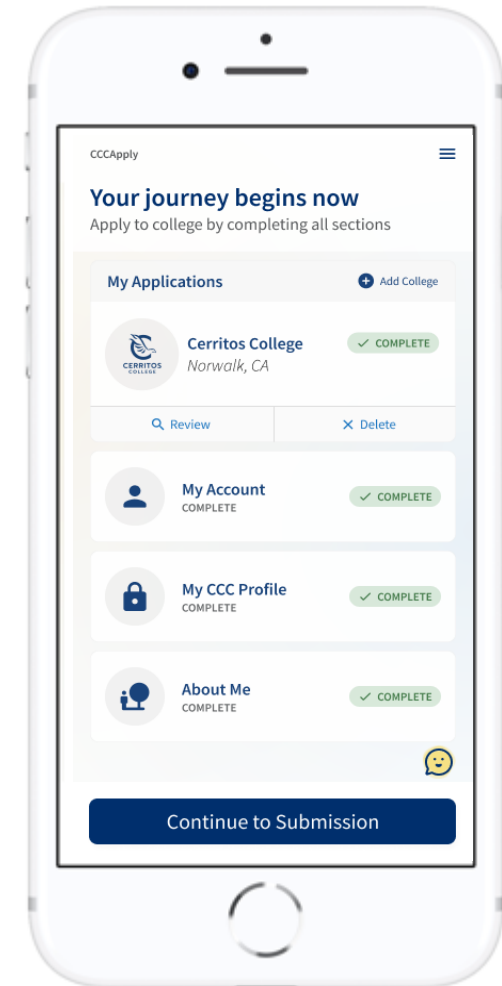
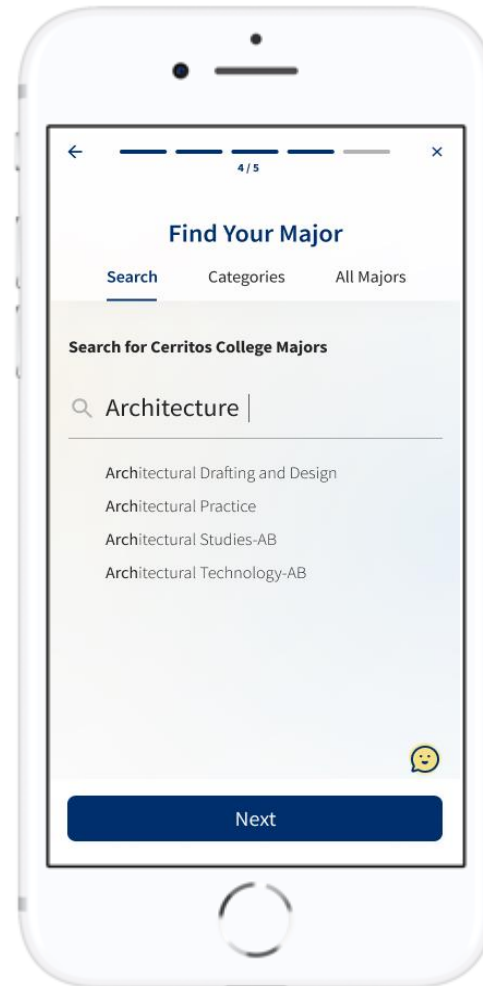
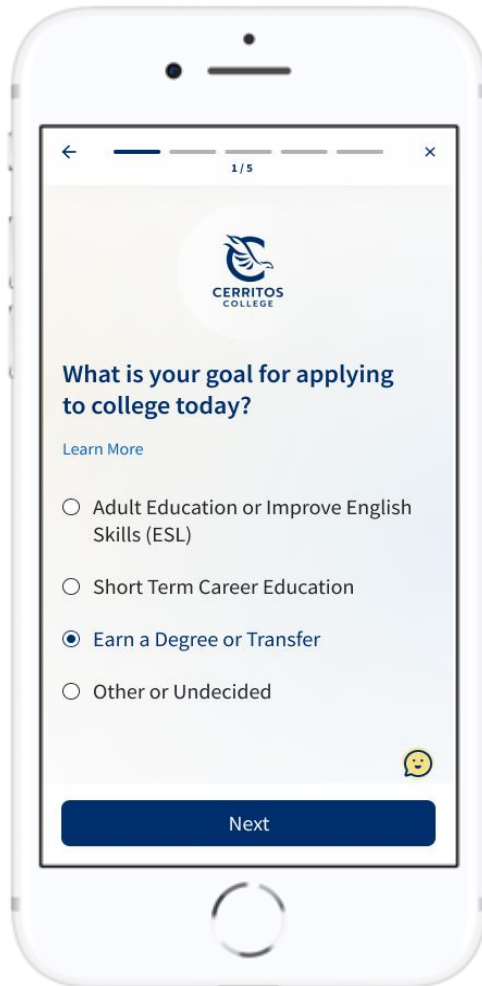
App ID	College	Type	Started	Paused	Last Page	Resume	Trash
27993809	California College	Standard	September 21, 2023	October 05, 2023	Submission		
27916194	California College	Standard	September 12, 2023	October 05, 2023	Enrollment		

Proposed

The proposed interface has a clean, modern design. The header includes 'CCCApply', a notification bell, the user name 'Jose A. Ramirez', and the CCCID 'CNY3741'. The main heading is 'Your journey begins now' with the subtext 'Apply to college by completing all sections'. Below this are three progress cards for 'My Account', 'My CCC Profile', and 'About Me', all marked as 'COMPLETE'. The 'My Applications' section features an 'Add College' button and a table with one application for Cerritos College, Norwalk, CA, which is also 'COMPLETE'. The table includes 'Review' and 'Delete' actions. At the bottom, a progress indicator shows '4 / 4 sections complete' and a 'Continue to Submission' button.

COLLEGE	STATUS	TYPE	APP ID	ACTIONS
Cerritos College Norwalk, CA	COMPLETE	Standard	53485673	Review Delete

Proposed Mobile Views



What We Heard from Students:

Students feel:

Excited & Curious

“When will this be rolled out?”

Confident

“I wouldn’t need help to finish this”

Encouraged

“I liked the help along the way”

Less stressed

“It was very easy”

When compared to the current application, “**Simple**” was a common descriptor

“Easy to follow and understand”

“More professional”

“It made more sense”

“More straightforward”

What We Heard

Ideal Data Journey

What We Heard - Ideal Data Journey

Ideas for the future state stakeholder experience

1



Application Received

- Improved fraud detection and review process
- User-friendly administration portal
- Application changes communicated to local colleges
- Streamlined Major selection

2



Application Reviewed

- Reduced typos with auto populated fields
- Improved ESL question
- New housing question
- Minimized residency false flags
- Improved education goal

3



Student is Admitted

- Improved branching
- Streamlined process for dual enrollment
- Duplicate accounts easily reconciled
- FAFSA verifies aid info
- Admission decisions sent automatically

4



Post-Application Efforts

- Improved English fluency and math placement data
- Students auto-placed based on ed history
- CRM sends automated and relevant emails
- Student onboarding tools are seamless
- Easy-to-use reports interface

5



Ongoing Application Oversight

- Policy changes discussed regularly
- Application changes are well communicated
- Application questions mapped to SIS at the college level in advance

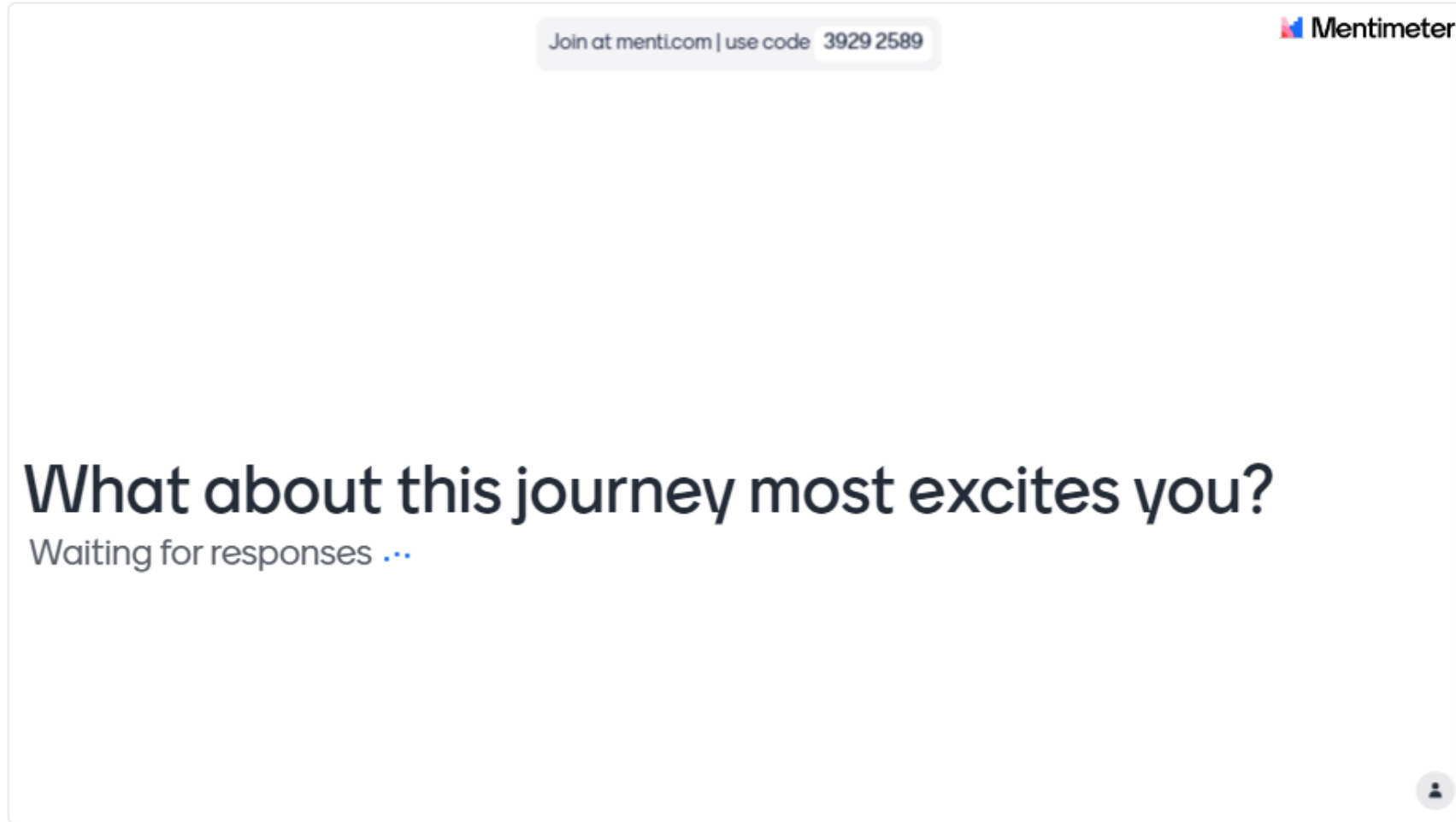
Menti: Ideal Data Journey Likes

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What about this journey most excites you?

Waiting for responses ...



Menti: Changes to Ideal Data Journey

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Mentimeter

What would you most want to change about this journey?

Waiting for responses ...



Residency Challenges

Residency Determination – Impacted Groups

We have heard initial residency determinations create rework and frustration for applicants, especially for groups who have existing barriers to entry into the education system.

Homeless Applicants

Homeless applicants must **demonstrate their intent to make California their home** to qualify as residents. This involves providing documentation on activities, such as leased property in CA, registering to vote, or paying income taxes, which can be a barrier to residency.

Foster Youth

Foster youth are often flagged as **possible non-residents**. This creates **additional paperwork** for applicants who already have many barriers to attending college.

Elementary & Middle School Students

Elementary and middle school students are often mis-identified as **possible non-residents**. 8th and lower grade applicants should not be deemed as non-residents, especially in cases where they have **lived in California their entire lives**.

Rising Scholar (Justice Involved) & Dual Enrollment Students

Tuition for Rising Scholars and dual enrollment applicants is **fully funded by the state of California**. Although these students are funded, they still complete residency questions in CCCApply.

CA Residents Attending School Outside of California

If applicants have been **out of state, only for educational purposes** during the residency determination period, they are classified as **possible non-residents** if they are attending an out of state college.

Students Completing Online Classes while Living in California

If applicants indicate they **participated in online educational programs** during the residency determination period, they are often classified as **possible non-residents**.

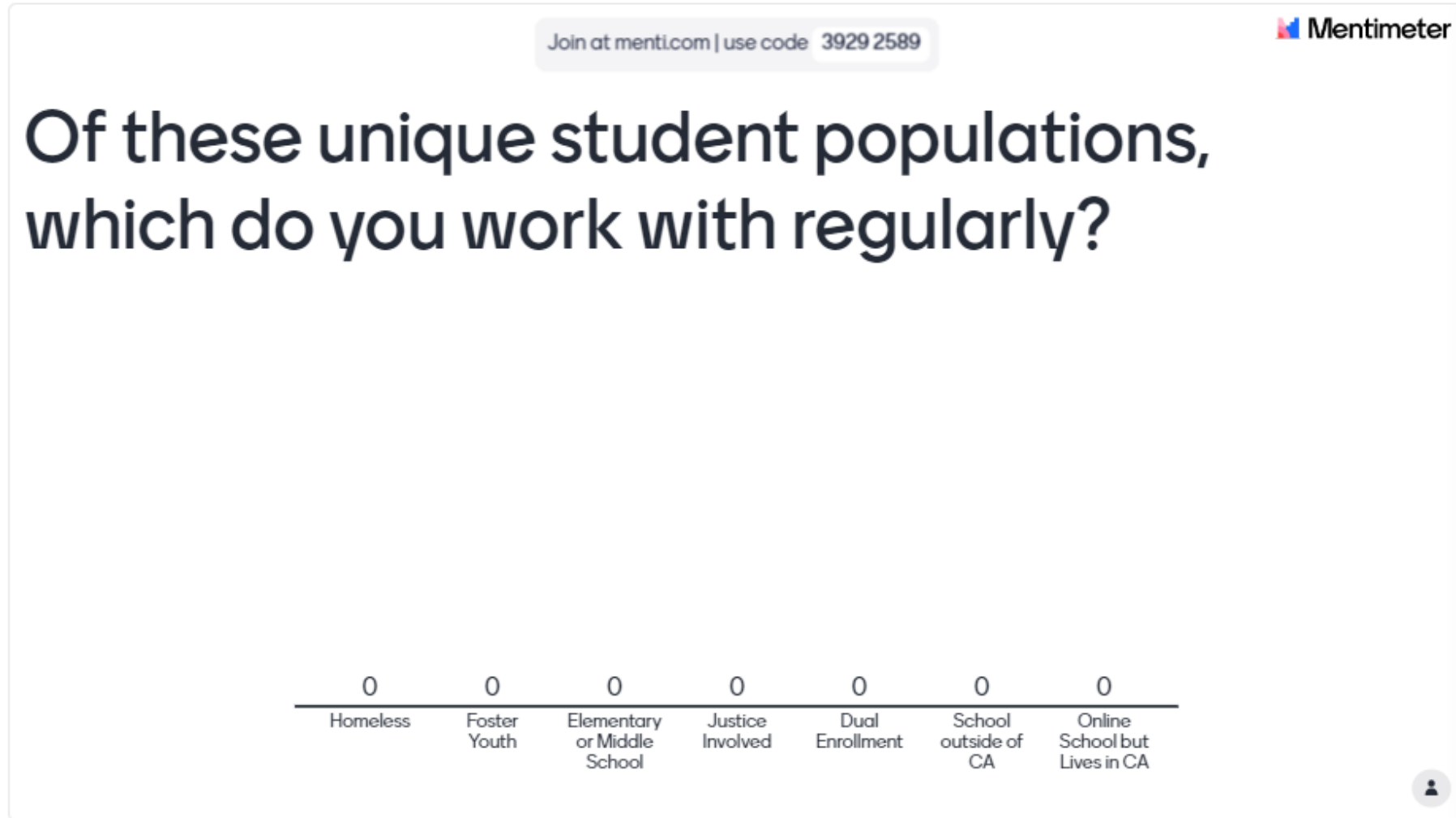
Residency: Student Types

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Mentimeter

Of these unique student populations, which do you work with regularly?

0	0	0	0	0	0	0
Homeless	Foster Youth	Elementary or Middle School	Justice Involved	Dual Enrollment	School outside of CA	Online School but Lives in CA



Residency Challenges – Homeless Applicants

We aim to get a fuller picture of the experiences and pain points applicants in this situation face.

A Homeless Applicants

Recurring Challenges

- Homeless applicants living in CA between one and two years are often classified as **status 2** and must prove intent to make CA their home.
- Possible proof includes registering to vote, paying income taxes, or continuous occupancy or leased property in CA, which can make it difficult for homeless applicants to show proof.

Status breakdown:

Status 1 – Resident


Status 2 – Possible Resident

Status 3 – Nonresident

In your experience, how do residency questions impact Homeless applicants?


- In addition to what's written, what other challenges might applicants be facing?
- What causes these residency challenges?
- When residency challenges occur, are students able to get the help they need to resolve the issue?
- How could CCCApply provide more guidance or support to homeless applicants around residency?

Menti – Homeless Applicants

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In your experience, how do residency questions impact Homeless applicants?

Waiting for responses ...



Residency Challenges – Foster Youth Applicants

We aim to get a fuller picture of the experiences and pain points applicants in this situation face.

B Foster Youth

Recurring Challenges

- Stakeholders have reported foster youth are often flagged as possible non-residents (**status 2 or 3**).
- This leads to additional work for applicants who already have many barriers to attending college.
- There is an exemption law, EC 68085, that allows foster youth and/or former foster youth to be granted residency status until they have been in California long enough to establish residency on their own.

Status breakdown:

Status 1 – Resident

Status 2 – Possible Resident

Status 3 – Nonresident



In your experience, how do residency questions impact Foster Youth applicants?

- In addition to what's written, what other challenges might applicants be facing?
- What causes these residency challenges?
- When residency challenges occur, are students able to get the help they need to resolve the issue?
- How could CCCApply provide more guidance or support to foster youth applicants around residency?

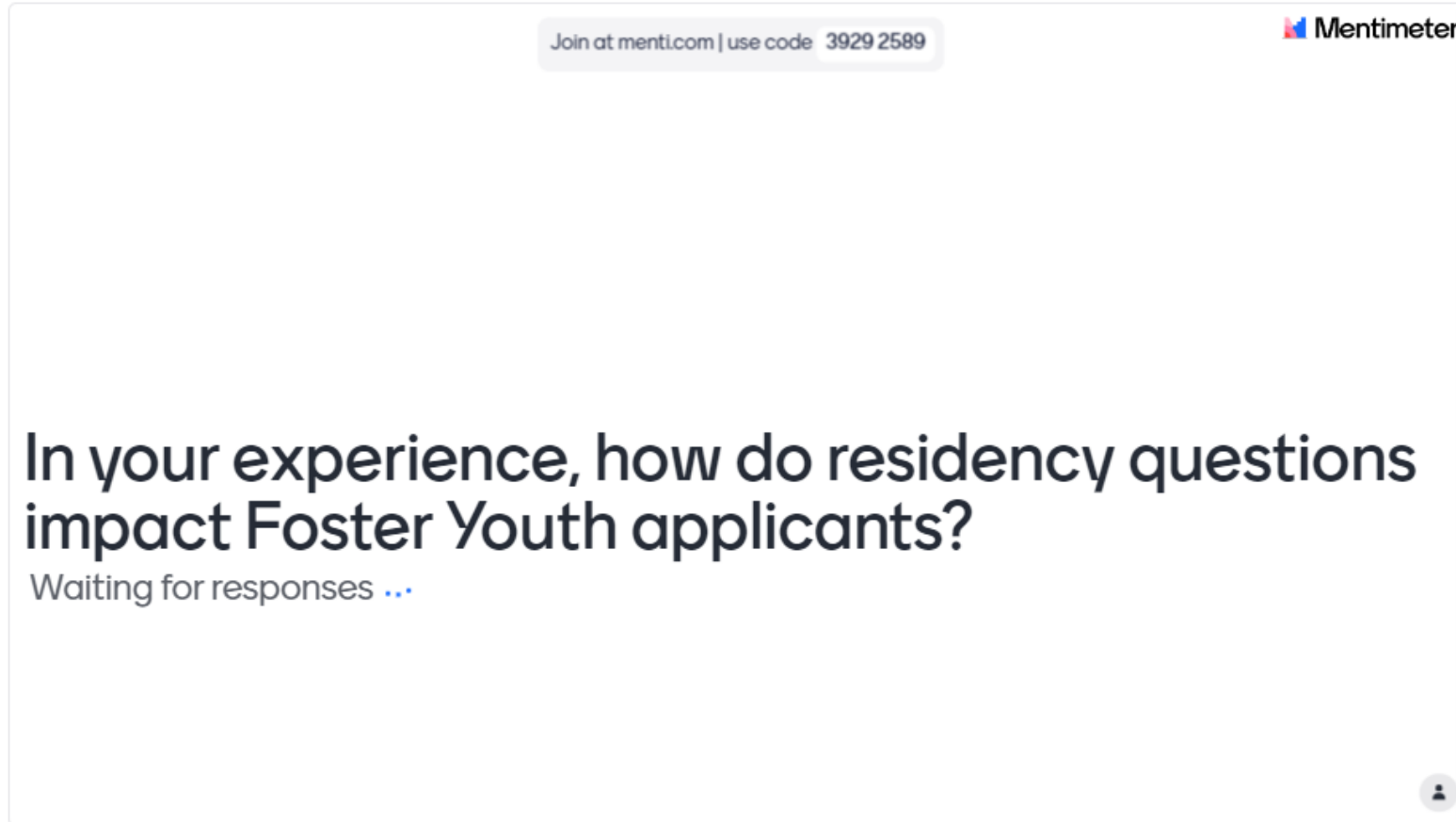
Menti – Foster Youth Applicants

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Mentimeter

In your experience, how do residency questions impact Foster Youth applicants?

Waiting for responses ...



Residency Challenges – Justice Impacted

We aim to get a fuller picture of the experiences and pain points applicants in this situation face.

C Rising Scholar (Justice Involved)

Recurring Challenges

- Tuition for Rising Scholar- justice impacted applicants is fully funded by the state of CA.
- Although these students are funded, they still complete residency questions, adding a barrier to enrollment.

Status breakdown:

Status 1 – Resident

Status 2 – Possible Resident

Status 3 - Nonresident



In your experience, how do residency questions impact Rising Scholar applicants?

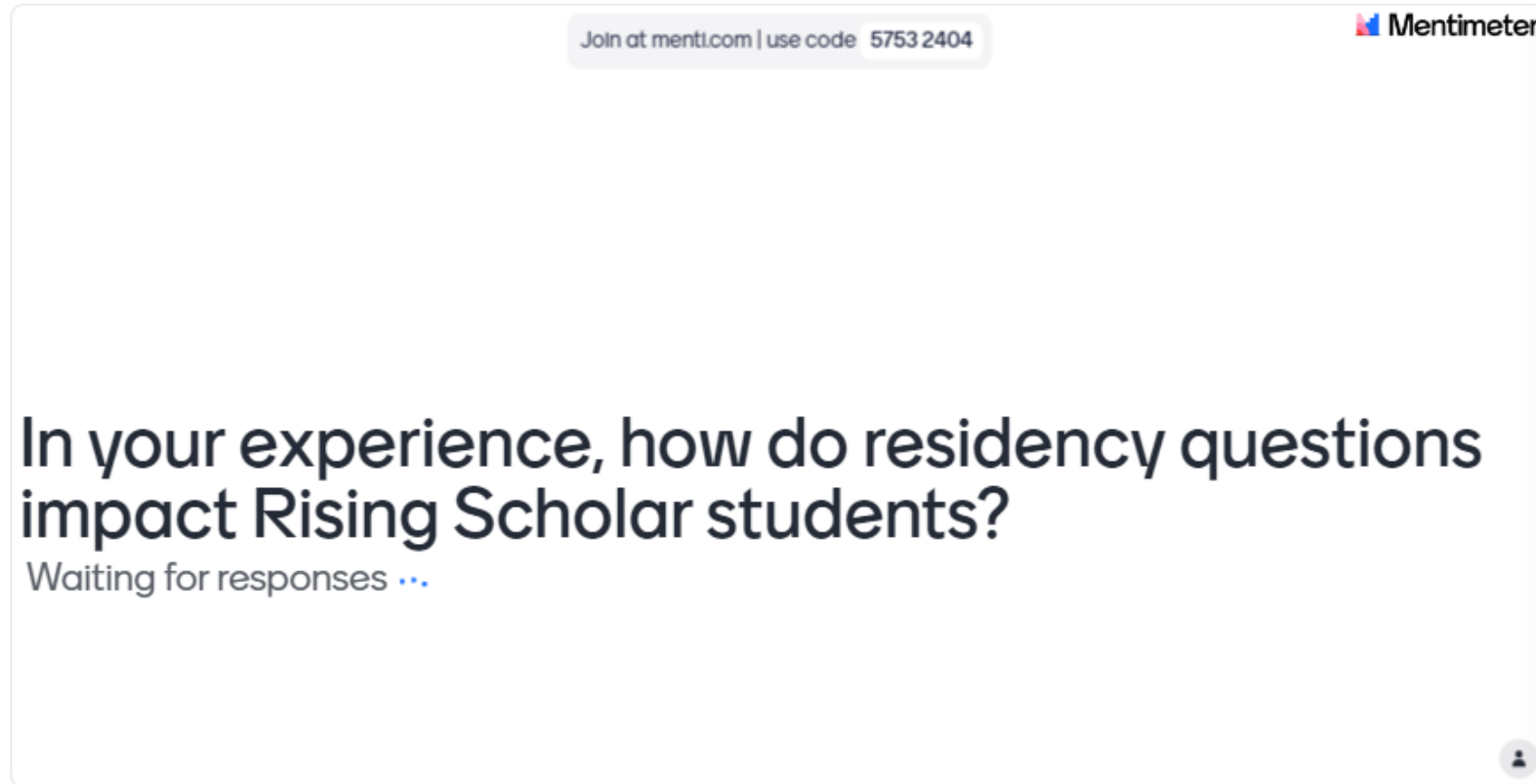
- In addition to what's written, what other challenges might applicants be facing?
- What causes these residency challenges?
- When residency challenges occur, are students able to get the help they need to resolve the issue?
- How could CCCApply provide more guidance or support to Rising Scholar applicants around residency?

Menti – Justice Impacted

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In your experience, how do residency questions impact Rising Scholar students?

Waiting for responses ...



Residency Challenges – Dual Enrollment

We aim to get a fuller picture of the experiences and pain points applicants in this situation face.

D Dual Enrollment students

Recurring Challenges

- Tuition for Dual Enrollment applicants is fully funded by the state of CA.
- Although these students are funded, they still complete residency questions, adding a barrier to enrollment.

Status breakdown:

Status 1 – Resident

Status 2 – Possible Resident

Status 3 – Nonresident

In your experience, how do residency questions impact Dual Enrollment applicants?

- In addition to what's written, what other challenges might applicants be facing?
- What causes these residency challenges?
- When residency challenges occur, are students able to get the help they need to resolve the issue?
- How could CCCApply provide more guidance or support to Dual Enrollment applicants around residency?

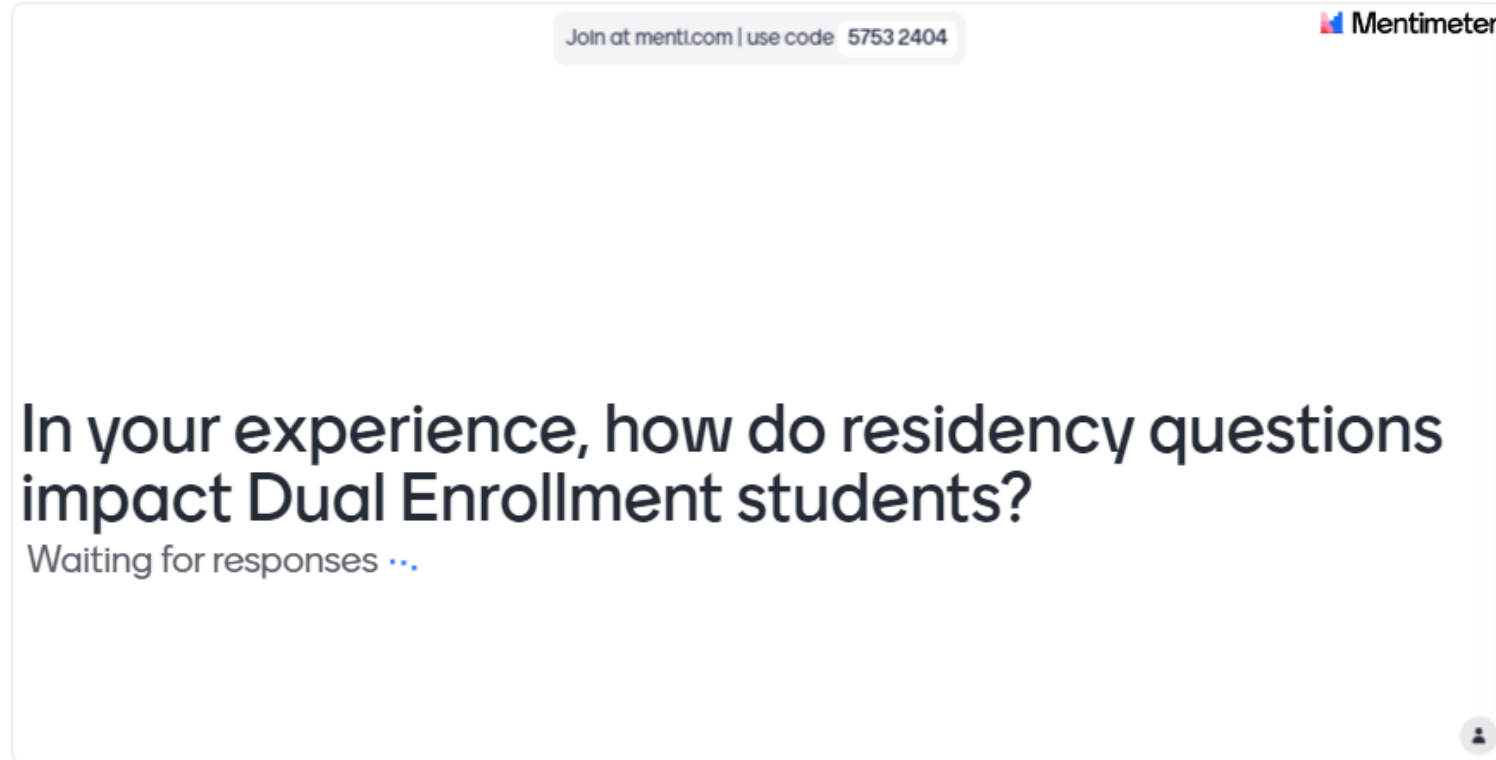
Menti – Dual Enrollment

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Mentimeter

In your experience, how do residency questions impact Dual Enrollment students?

Waiting for responses ...



Residency Challenges – Education Outside California

We aim to get a fuller picture of the experiences and pain points applicants in this situation face.

E

Students living outside of CA for educational purposes

Recurring Challenges

- If applicants have been out of state, only for educational purposes, during the residency determination period (1 year) the algorithm categorizes them as possible non-residents (**status 2**).
- A temporary absence for education does not have to result in loss of residence if the applicant intended to return and had no behavior inconsistent with this intent, as stated in law § 54022b.

Status breakdown:

Status 1 – Resident

Status 2 – Possible Resident

Status 3 – Nonresident

In your experience, how do residency questions impact applicants educated outside of California?

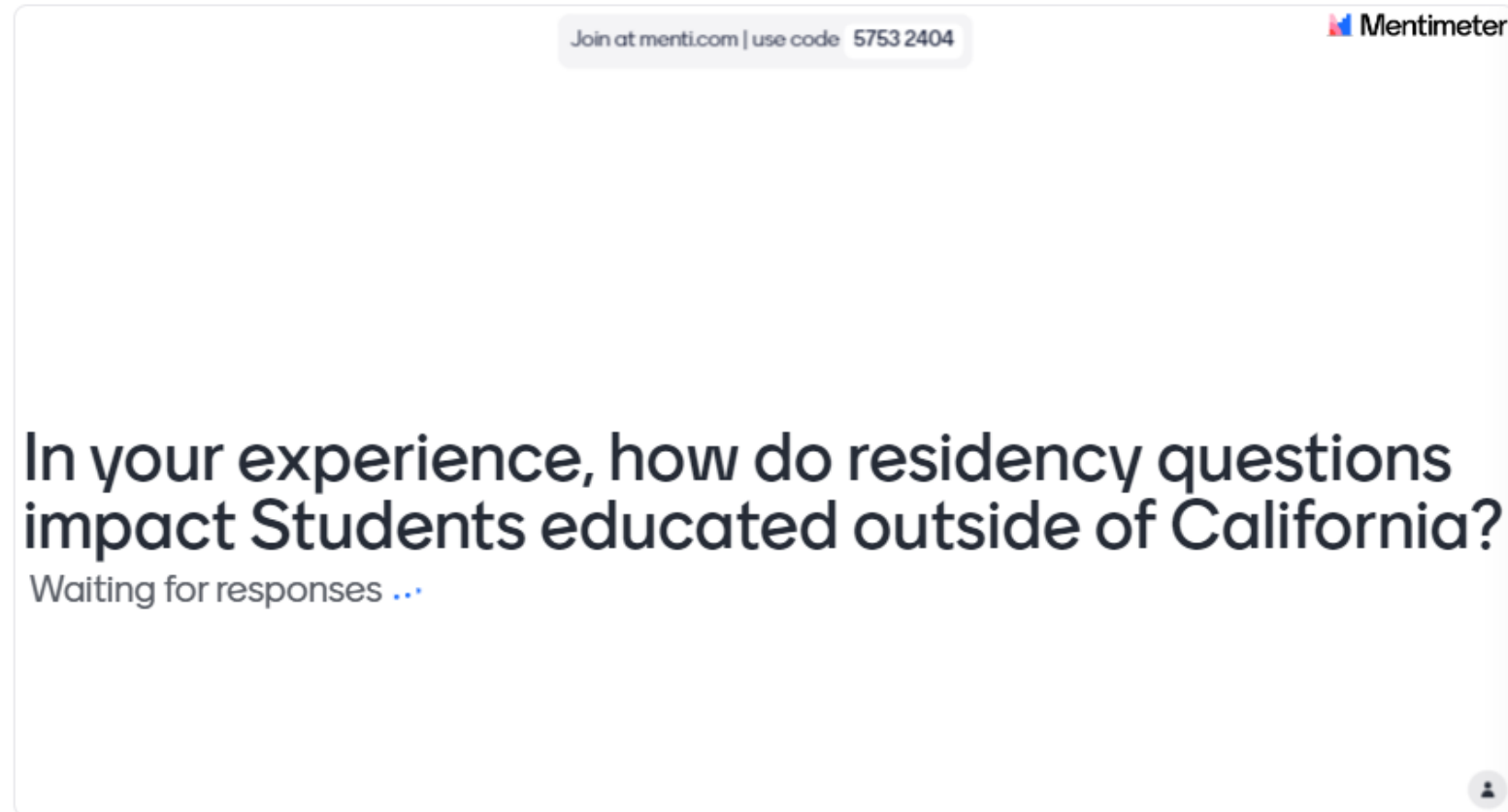
- In addition to what's written, what other challenges might applicants be facing?
- What causes these residency challenges?
- When residency challenges occur, are students able to get the help they need to resolve the issue?
- How could CCCApply provide more guidance or support to applicants educated outside of California around residency?

Residency Challenges – Applicants Educated Outside of California

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In your experience, how do residency questions impact Students educated outside of California?

Waiting for responses ...



Residency Challenges – Online Educational Programs

We aim to get a fuller picture of the experiences and pain points applicants in this situation face.

F

Students completing online classes while living in California

Recurring Challenges

- If applicants indicate they participated in online educational programs, during the residency determination period (1 year) the algorithm often categorizes them as possible non-residents (**status 2**).
- It's likely these students have physical presence in California and intend to make California a home, which would enable them to be eligible for resident status by law § 54020.

Status breakdown:

Status 1 – Resident

Status 2 – Possible Resident

Status 3 – Nonresident

In your experience, how do residency questions impact applicants in online educational programs?

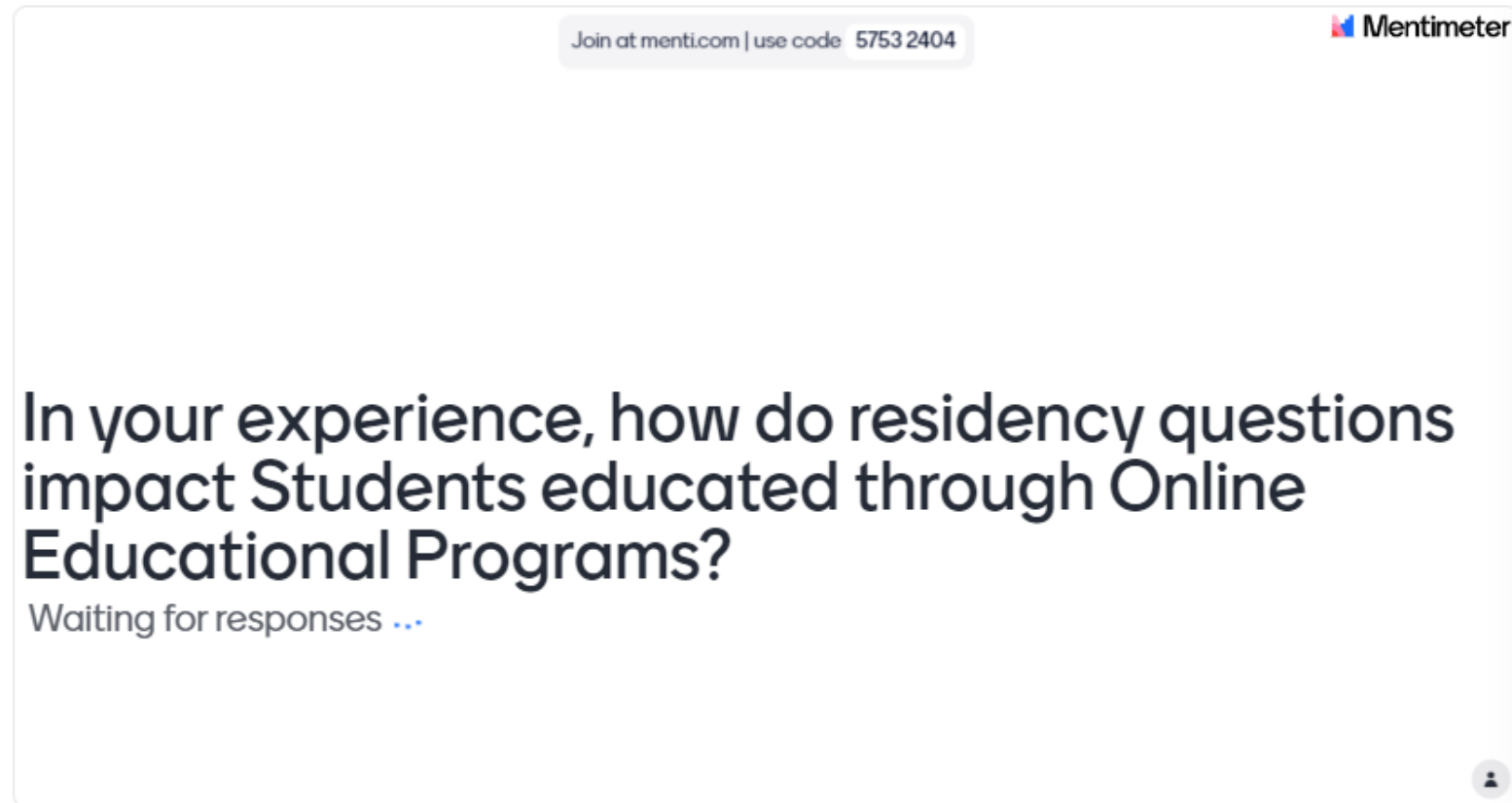
- In addition to what's written, what other challenges might applicants be facing?
- What causes these residency challenges?
- When residency challenges occur, are students able to get the help they need to resolve the issue?
- How could CCCApply provide more guidance or support to applicants in online educational programs around residency?

Residency Challenges – Applicants Educated through Online Educational Programs

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In your experience, how do residency questions impact Students educated through Online Educational Programs?

Waiting for responses ...

A screenshot of a Mentimeter poll interface. At the top, it says "Join at menti.com | use code 5753 2404" and the Mentimeter logo. The main question is "In your experience, how do residency questions impact Students educated through Online Educational Programs?". Below the question, it says "Waiting for responses ...". There is a small person icon in the bottom right corner of the poll area.

Residency Challenges – Elementary & Middle Schoolers

We aim to get a fuller picture of the experiences and pain points applicants in this situation face.

G

Elementary & Middle School Students

Recurring Challenges

- Stakeholders have reported elementary/middle school students are often mis-identified as possible non-residents (either **status 2 or 3**).
- Dual enrollment only accounts for 9th to 12th grade and adult school applicants as defined on the CCC website eligibility criteria. Though 8th grade and lower applicants are not funded, they should not be deemed as non-residents if they've lived in CA their entire lives.

Status breakdown:

Status 1 – Resident


Status 2 – Possible Resident

Status 3 – Nonresident

In your experience, how do residency questions impact Elementary & Middle School applicants?


- In addition to what's written, what other challenges might applicants be facing?
- What causes these residency challenges?
- When residency challenges occur, are students able to get the help they need to resolve the issue?
- How could CCCApply provide more guidance or support to Elementary & Middle School applicants around residency?

Menti – Elementary & Middle Schoolers

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In your experience, how do residency questions impact Elementary & Middle Schoolers?

Waiting for responses ...



Residency Challenges – Other Groups?

We aim to get a fuller picture of the experiences and pain points applicants face with residency determination

- Are there any other applicant groups especially impacted by residency?
- If so, what is the group and what types of challenges are they facing?



Session Results Summary

Working Session #3a & #3b Participant Input

Ideal Data Journey Wishes	Residency Challenges for Student Populations	
<p><u>Student Experience:</u></p> <ul style="list-style-type: none">• Tailor the application for different student groups (seniors vs. traditional-aged students)• Modify questions to decrease the amount of follow-up documentation needed• Use clarifiers on relevant questions to ensure users understand the ask• Application available in the student's first language <p><u>Efficiency and Outreach:</u></p> <ul style="list-style-type: none">• Implement a proactive outreach system for students who requested more information on programs and services• Rules and messaging to be filtered before getting to A&R to save time <p><u>Algorithm and Security:</u></p> <ul style="list-style-type: none">• Evaluate the algorithm for students attending online schools out of state• Implement validation checks to filter out fraudulent actors	<p><u>Homeless Applicants:</u></p> <ul style="list-style-type: none">• With increased fraud, address is one of the things used for verifications - this leads to homeless applicants being flagged because they are not providing an address <p><u>Foster Youth:</u></p> <ul style="list-style-type: none">• Would be ideal to have a third party verification system that does not require the student to provide documentation <p><u>Justice Impacted Applicants:</u></p> <ul style="list-style-type: none">• Lack of access to documents, computers, internet, etc. limits ability to get proof of residency• One college is able to get documents from the prison and use prison submitted documents as proof	<p><u>Dual Enrollment:</u></p> <ul style="list-style-type: none">• Questions are very complex and confusing especially from a parent perspective - specifically around the secondary dual enrollment form• Important to consider parents as well as students as parents need to confirm and approve forms <p><u>Educated outside of CA:</u></p> <ul style="list-style-type: none">• Typically a problem in the summer when out of state students come back home• Majority of students who took online classes out of state are flagged as possible residents• Sometimes colleges are able to correct statuses if the school is fully online <p><u>Middle and Elementary School Applicants:</u></p> <ul style="list-style-type: none">• Some colleges use SB150 to waive non-resident fees for for K-12 students who are classified as non-residents

Working Sessions #3 Engagement and Feedback

4.4 out of 5

Good use of time

218

Menti Responses

97

Chats

71

Participants

Thank you for giving us a voice in this process!

Thank you for hosting and being clear regarding what can and cannot be updated

Awesome session!

Time always goes too fast - that's a good sign. Great use of two hours.

Great session. Thank you for allowing us to provide feedback. Looking forward to the new application.

This was such a long overdue opportunity! I am so thrilled to have had the chance to center student experiences and use it to IMPROVE this process!

THANK YOU for Your Engagement in Sessions 1 & 2!

4.6 out of 5

Good use of time (average)

737

Menti Responses

276

Chat comments

153

Participants

I LOVE this work. Thank you so much.

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.

Loving all of these improvements! We feel heard!

I found the information very helpful, and the new direction is student friendly, simple and clear.

Stay Up to Date

www.cccco.edu/About-Us/Chancellors-Office/Divisions/Digital-Innovation-and-Infrastructure/reimagine-apply

Reimagine Apply

The California Community Colleges Chancellor's Office (CCCCO), in partnership with Accenture, has initiated the reimagining and development of a new student-centered application process and supporting system architecture for our prospective and returning students, to:

- Improve the user experience
- Reduce the pressure of the application process on students
- Better support equitable access
- Increase data accuracy
- Protect against and mitigate fraud

The new CCCApply application will consider industry best practices while also exploring innovations in technology, user experience, and data collection, given the unique challenges and opportunities that the California Community College system must consider. The goal is for the resulting CCCApply Application to be one that is intuitive, inclusive, and secure, providing a best-in-class first impression to current and future students. The Chancellor's Office is committed to gaining a thorough understanding of the needs, challenges, opportunities, and perspectives of important stakeholders in the system's application process.

Participatory Engagement to Date

- Statewide Working Group sessions in 2022.
- 44 interviewees related to CCCApply current state and feedback in 2022.
- 141 survey respondents related to CCCApply data usage in August 2023
- 73 interviewees from 47 districts and 59 colleges related to CCCApply data usage in September 2023
- Additional student interviews and usability testing on lo-fi prototypes in October 2023.

Register to Attend Upcoming Working Sessions

Building on the success of the surveys and interviews, we will be offering co-creation Working Sessions from October through January to help evolve our student application system focused on the content of the application, the design, and the technical requirements. Those who interact with CCCApply data as part of their job are highly encouraged to attend.

[LEARN MORE](#)

Updates and Resources

[Task Force Vision, Purpose and Guiding Principles \(PDF\)](#)

[Reimagine Apply Working Session #1 \(PDF\)](#)

Next Steps

- Task Force Launch - February 2024
- For Question or Comments, please contact ReimagineApply@accenture.com

THANK YOU!