



California Community Colleges



Reimagine Apply April Task Force Wrap-up PPT

April 10th

Executive Summary

Reimagine Apply Task Force met virtually on April 10 to discuss and align on the proposed target state student application.

The feedback from recent Residency and Fraud Working Groups was shared with the Task Force. Task Force member Rena Martinez-Stluka offered to work with CCACRAO and legal support from the Chancellor's Office to recommend updates to the residency algorithm.

During the review of the work-to-date, more clarity was needed to better understand the option of a commercial technology solution in place of the homegrown solution that currently powers the new application. The vision for the target state was reviewed, generating valuable group feedback on what was needed to communicate this work to the associations, organizations, and constituencies.



Session Attendees

Name	Stakeholder Group	Role	College/Organization
John Hetts, Chair	Chancellor's Office	Task Force Co-Chair / Executive Vice Chancellor for the Office of Innovation, Data, Evidence and Analytics Office	Chancellor's Office
Michelle Smith	Chancellor's Office	Visiting Assistant Vice Chancellor	Chancellor's Office
Becky McCall	CISO	Associate Vice President of Information Services & Technology	Shasta College
Lynn Neault	Chief Executive Officers	Grossmont-Cuyamaca Community College District Chancellor	Grossmont-Cuyamaca Community College District
Elaine Kuo	Institutional Researchers	Supervisor, Institutional Research Planning College Researcher	Foothill College
Patrick Walton	Chief Student Services Officers	Vice President of Student Services	College of the Siskiyous
LaTonya Parker	Academic Senate	Professor, Counseling Services	Moreno Valley College
Emily Ekenstam	Foundation for California Community Colleges	Executive Director, Technology Solutions	Foundation for California Community Colleges
Michael Odu	Chief Instructional Officer	Vice President of Instruction	San Diego Miramar College
Jane Linder	Tech Center	Director of User Experience, Student Centered Design Lab	Tech Center
Rena Martinez Stluka	Admissions & Records	Director, Admissions and Records	Fullerton College

Agenda

Agenda
Welcome
Session Objectives
Spotlight: Working Groups
Where We've Been
Target State Recap
Break
Target State & Breakouts
Finalize Vision
Next Steps & Wrap-Up
END

Working Groups Spotlights

Discussion Points:

Residency

- Acknowledged that much of residency is impacted by the legislature and changing laws
- Next Step:** Rena Martinez-Stluka and the Chancellor's Office are going to work together on the Residency algorithm

Fraud

- Important to share data and information across colleges
- Valuable to share not only Fraud outcomes but the “why” that led to determining if an applicant was or wasn't deemed fraudulent
- Staff support is desired at local and statewide levels, there is a feeling that no matter what the fraudsters are always “one step ahead”

March 2024 Residency Working Session



 **7** Working Group Attendees

 **5** Districts Represented

Ideation Boards:



Attendees:

- Ashley Dunn, Director – Los Angeles Valley College
- Veronica Fisher, Director – State Center Community College District
- Sonya Horn, Manager of Enterprise Applications, Yuba College
- Michael Kellogg, Residency Specialist – College of the Siskiyous
- Jennifer Mallar, District Registrar – Yuba College

March 2024 Residency Working Group Insights

In our ideation session, the Residency working group shared the key insights they've heard on their campuses, friction points they're facing and proposed next steps

Key Insights & Friction Points

Applicants Struggle with the User Experience

- Applicants struggle to understand the “why” around residency questions and would benefit from clarity on the residency objectives
- Applicants don't find the questions to be user-friendly and have a hard time understanding what is being asked

Algorithm Complexities and Nuances

- The application doesn't automatically validate addresses which leads to “flags”, manual interventions, confusion, and unnecessary delays for applicants
- The algorithm automatically flags certain populations (e.g., foster youth as unable to qualify as status 1 residents)
- The many nuances in the algorithm code require students to enter a lot of information

Current Residency Rules & Processes

- The residency rules are not generally understood, the group consensus was that it is highly complex
- Significant amount of money and time spent reconciling residency flags

Legislative Complications

- The nature of the legislature and its constant changes makes it difficult to keep up
- Some laws have never been evaluated, but they determine how much we can alter the application

Next Steps

Quick Wins

- Implement automatic USPS Database Address Validation Tool
- Provide context to students as to why they are asked the Residency questions

Long-term Success

- If legally feasible, require Residency re-visit only for those who are out of district or out of state (i.e., you don't have to apply again unless your address changes to out of district)
- Establish team and resources (including legal) to focus on Residency laws and algorithm maintenance
- Enable an “upload document” feature in the application

March 2024 Fraud Working Session



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 **6** Districts & Organizations Represented

Ideation Boards:



Attendees:

- Anthony Cervantes, Dean of Enrollment Services - Foothill College
- Devin Crosby, Chief Technology Officer - Yuba College
- Anne Koppig, Student Senate
- Elaine Luo, College Researcher - Foothill College
- Jackie Lau, Assistant Director of Admissions & Records - Bakersfield College
- Jana Mende, Director of Enrollment Aid & Scholarships, De Anza College

March 2024 Fraud Working Group Insights

In our ideation session, the Fraud Working Group shared existing efforts and best practices on their campuses to mitigate fraud, current friction points, and proposed next steps

Key Takeaways

- Fraudsters' patterns and technology are constantly evolving**, rendering traditional measures and technology of limited effectiveness
- Strengthening fraud defense by centralizing and sharing data is key**, as it counters fraud migration to vulnerable points and enables automation that keeps pace with evolving patterns
- College-wide efforts are needed to **educate all faculty and staff about the updates in fraudulent enrollment**
- Measure to mitigate fraud can **unintentionally create hurdles for genuine applicants** (e.g., requiring additional FAFSA tax information)
- Additional clarity about data handling in ID.me could improve ID.me participation rates** by clarifying the data's destination and use
- OpenCCC Spam filter and how colleges interact with it** have led to more manual labor and undetected fraudsters at the campuses

Next Steps

Local Level

- Engage a third-party vendor for thorough vetting of documents and identity verification to enhance security
- Create cross-departmental discussions with Admissions & Records and Financial Aid (possibly facilitated by organizations like CACCRAO) to share insights on fraud trends, mutual training, and pattern recognition
- Develop a system to avoid mistakenly flagging returning students
- Enable data lake support to provide local colleges applicant historical view and chosen majors across campuses

State Level

- Establish a centralized database to share information on fraudulent activities across campuses for better detection and prevention
- Implement Customer Relationship Management (CRM) software for immediate fraud pattern analysis and student identity validation
- Deploy automation tools / dedicated help desk for tasks like address validation and ID.me confirmations
- Establish a comprehensive institutional strategy to educate all faculty and staff on fraud detection and prevention across departments and campuses

Target State Recap

Discussion Points:

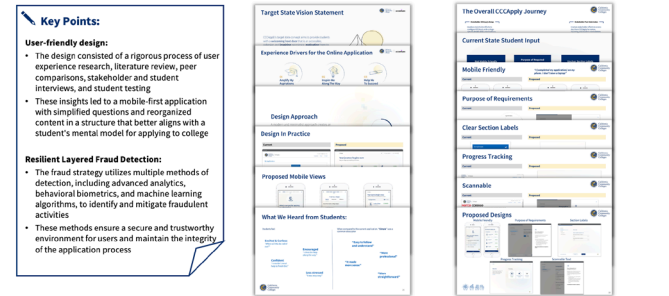
Target State Recap

- Acknowledged and aligned on the target state work that has been done in the design/ student experience, proposed technology upgrades, and target state governance communications

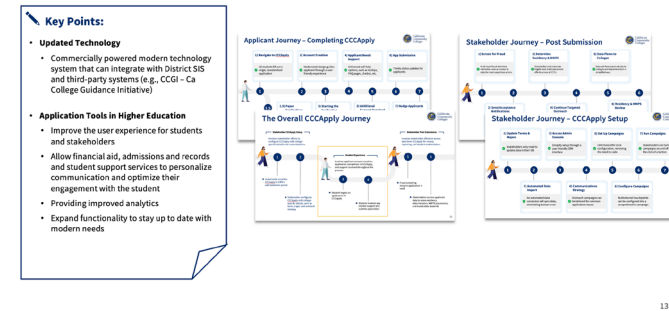
Application Tools

- Would like to see the options for application tools based on the suite of needs identified by the colleges
- It will be key to define a phased approach to the application tool with clear communication

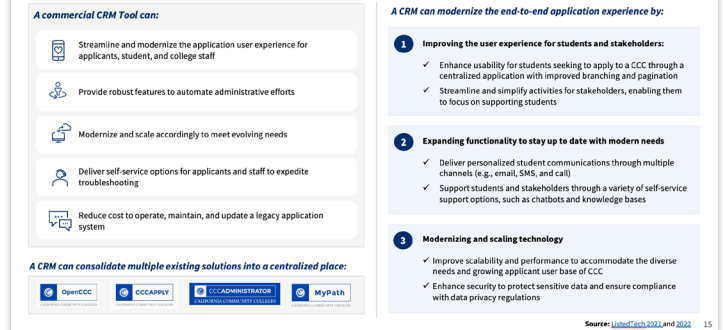
Target State: Design & Student Experience



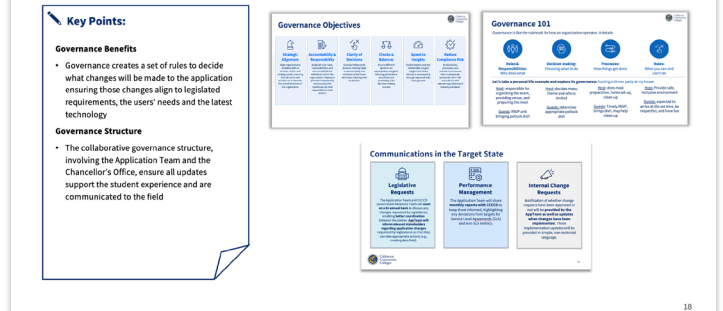
Target State: Updated Technology & App Tools



Art of the Possible: Initial Insights into Application Tools



Target State: Governance



Art of the Possible: Insights into Application Tools

A commercial solution can:



Streamline and modernize the application user experience for applicants, student, and college staff



Provide robust features to automate administrative efforts



Modernize and scale accordingly to meet evolving needs



Deliver self-service options for applicants and staff to expedite troubleshooting



Reduce cost to operate, maintain, and update a legacy application system

A commercial solution can consolidate existing technology into a centralized place:



Potential commercial solutions can do the following:

1

Improving the user experience for students and stakeholders:

- ✓ Enhance usability for students seeking to apply to a CCC through a centralized application with improved branching and pagination
- ✓ Streamline and simplify activities for stakeholders, enabling them to focus on supporting students

2

Expanding functionality to stay up to date with modern needs

- ✓ Deliver personalized student communications through multiple channels (e.g., email, SMS, and call)
- ✓ Support students and stakeholders through a variety of self-service support options, such as chatbots and knowledge bases

3

Modernizing and scaling technology

- ✓ Improve scalability and performance to accommodate the diverse needs and growing applicant user base of CCC
- ✓ Enhance security to protect sensitive data and ensure compliance with data privacy regulations

Breakouts: Communicating the Target State

Discussion Points:

Roadshow Material Feedback

- Aligned that the student is the most important focus and how these changes are positively impacting applicants
- Would be helpful to summarize the roadshow deck into a one-pager covering the goals, progress, and next steps of Reimagine CCCApply



Revised Vision Statement

V1

The **CCCApply Transformation** is a **reimagining** of the student admission process that **creates a welcoming 'front door'** to all

V2

The CCCApply Transformation is creating a **student-centric process** to help more Californians **realize their potential** through higher education and career advancement by **removing unnecessary barriers and making it as seamless as possible** to succeed in college

V3

The reimagination of CCCApply aims to make the application process **quick and easy** to ensure **accessibility and equity** in higher education, ultimately opening doors to a **brighter future and career advancement** for all students

V4

The reimagination of the student application aims to make the process **quick and easy**, ensuring **accessibility and equity** when applying to California Community Colleges, ultimately opening doors for **career advancement and a brighter future** for all students

Reimagine Apply Task Force Mtg Feedback

“This is the right way to go”

*“I appreciate learning more about the big picture
of the project”*

***“I feel more prepared to go to my groups to
discuss”***

*“The conversation helped me think about
how to get feedback from
my constituency group”*

***“I appreciate you listening to us and working
through our concerns”***



California Community Colleges

Thank you!

Contact Info:

[Reimagine Apply Website](#)

ReimagineApply@Accenture.com



California Community Colleges

Welcome!

Reimagine Apply
Task Force
Session 3

April 10th, 2024

Your Facilitators & Support Team



Janet Kung
Account Lead



Erica Harrold
Delivery Lead



Garrick Yau
Delivery Lead



Nicole Martinez Whang
Functional Lead



Nicole Allport
Consultant



Gia Ariola
Senior Analyst

Reimagine Apply Working Sessions + Task Force

Working initially with stakeholders directly impacted by potential data usage changes in restructuring questions in CCCApply. Task Force participants will be selected by their state organization to join the Task Force in February 2024. The Task Force will give input on the Target State, new application governance and High-level Roadmap for implementation of a new application system.

 In-Person	WORKING SESSIONS	TASK FORCE				
	2024	Wednesday Feb 14 th Target State Vision				Wednesday September 18 th
 Virtual	Oct / Nov/ Dec / Jan “Core” Questions Target Concepts + Target State Alignment	Wednesday Mar 13 th Application Governance	Wednesday April 10 th Target State Refinement	Wednesday May 15 th Roadmap	Wednesday June 26 th	Thursday August 8 th

Open Invitation (statewide):
A&R, Financial Aid, CSSO, CIO,
IR, Student Senate

TASK FORCE Members: Academic
Senate, Student Senate, A&R, Financial
Aid, CEO, CIO, CISO, CSSO, IR, PIO, CCCCCO

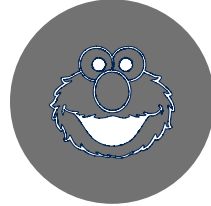
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Agreements



Timeboxed



GELMO
“Good Enough
Let’s Move On”



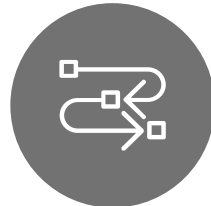
**Assume
Positive
Intent**



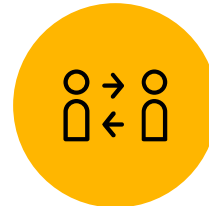
**Be present and
inclusive**
(everyone is heard)



Parking Lot



Trust the process



Give Grace



**Be curious and
solution-
oriented**

April Task Force Objectives



Reflect on
where we've
been



Align on the
Target State
vision



Collaborate on
the direction we
are headed



Identify unanswered
questions and new
paths forward

March 2024 Residency Working Session



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March 2024 Fraud Working Session



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Organizations
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Ideation Boards:

Tell us more about the existing efforts to mitigate Fraud on your campus:

	Financial Aid	Admissions & Records	Other
Elaine Kuo			
Lisa Mandy			
Patricia Mendoza			
Annie Koruga			
Anthony Cervantes			
Ruthie Welborn			
Chien Shih			
Jackie Lau			
Devin Crosby			
Michelle Smith			

Tell us more about the related Fraud tools & best practices on your campus:

	Financial Aid	Admissions & Records	Other
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Lisa Mandy			
Patricia Mendoza			
Annie Koruga			
Anthony Cervantes			
Ruthie Welborn			
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- Lisa Mandy, Director of Financial Aid & Scholarship, De Anza College
- Patricia Mendoza, Director of Financial Aid, Foothill College
- Chien Shih, Associate Vice Chancellor – Foothill De Anza CCD
- Michelle Smith, Visiting Assistant Vice Chancellor – Chancellor's Office
- Ruthie Welborn, Assistant Director of Financial Aid – Bakersfield College

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Where We've Been & Where We're Going

2023

2024

February

March

April

October

December

January

February

March

April

May

June

August

STWG Workshop #1

Context Setting

Interview Synthesis & Application Review – What We Heard & What We've Seen

Improvements Timeline

Task Force Purpose

STWG Workshop #2

Vision

Guiding Principles for Task Force

Short-term 'wins' in CCC Apply

Current State Personas for redesign process

STWG Workshop #3

Recruitment, Engagement & Communications plan for Task Force Validated

Key Milestones for Redesign Roadmap

Working Session #1

Educational Goal

Programs & Services

Education History

Working Session #2

Unique Student Needs

Revised Content

Design Preview

Working Session #3

Target State Alignment

Ideal Data Journey

Residency Challenges

Task Force Kick-off

Target State Vision

Task Force #2

Application Governance

Task Force #3

Target State Refinement

Task Force #4

Roadmap

Task Force #5

TBD

Task Force #6

TBD



From our Task Force Kick-off

Target State: Design & Student Experience

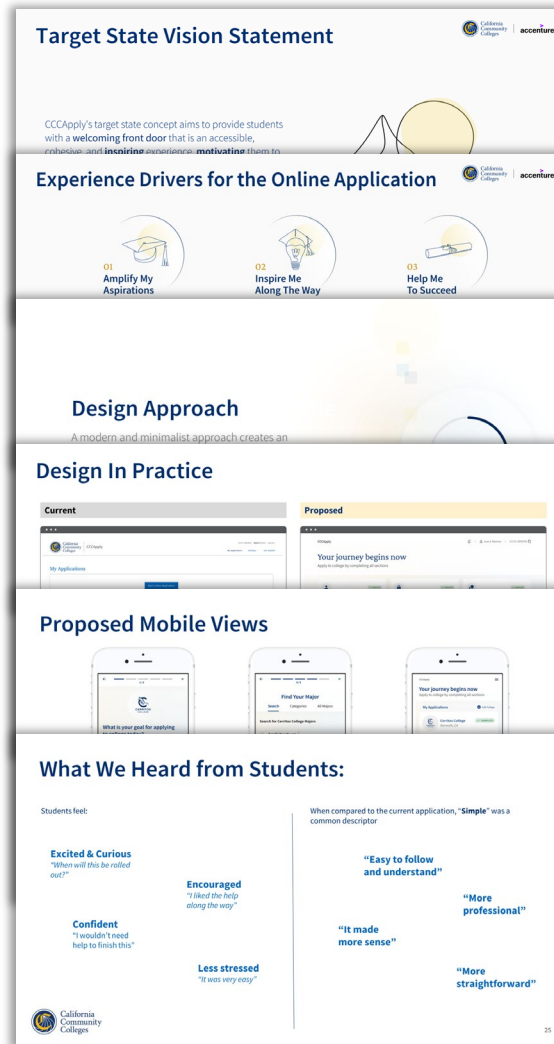
Key Points:

User-friendly design:

- The design consisted of a rigorous process of user experience research, literature review, peer comparisons, stakeholder and student interviews, and student testing
- These insights led to a mobile-first application with simplified questions and reorganized content in a structure that better aligns with a student's mental model for applying to college

Resilient Layered Fraud Detection:

- The fraud strategy utilizes multiple methods of detection, including advanced analytics, behavioral biometrics, and machine learning algorithms, to identify and mitigate fraudulent activities
- These methods ensure a secure and trustworthy environment for users and maintain the integrity of the application process



Target State Vision Statement

CCCApply's target state concept aims to provide students with a welcoming front door that is an accessible, modern, and inspiring experience. *motivation* flows in.

Experience Drivers for the Online Application

- 01 Amplify My Aspirations
- 02 Inspire Me Along The Way
- 03 Help Me To Succeed

Design Approach

A modern and minimalist approach creates an

Design In Practice

Current Proposed

Proposed Mobile Views

What is your goal for applying?

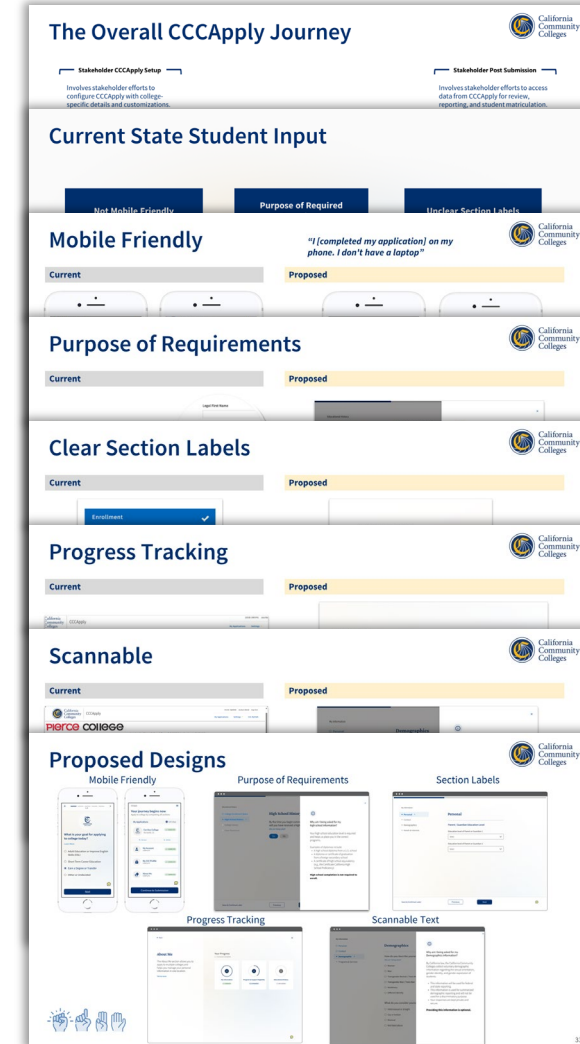
What We Heard from Students:

Students feel:

- Excited & Curious
"When will this be rolled out?"
- Encouraged
"I liked the help along the way"
- Confident
"I wouldn't need help to finish this"
- 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"



The Overall CCCApply Journey

Stakeholder CCCApply Setup
Involves stakeholder efforts to configure CCCApply with college-specific details and customizations.

Stakeholder Post Submission
Involves stakeholder efforts to access data from CCCApply for review, reporting, and student matriculation.

Current State Student Input

Next Mobile Friendly Purpose of Required Upload Section Labels

Mobile Friendly

"I [completed my application] on my phone. I don't have a laptop"

Current Proposed

Purpose of Requirements

Current Proposed

Clear Section Labels

Current Proposed

Progress Tracking

Current Proposed

Scannable

Current Proposed

Proposed Designs

Mobile Friendly Purpose of Requirements Section Labels

Progress Tracking Scannable Text

Target State: Updated Technology & App Tools

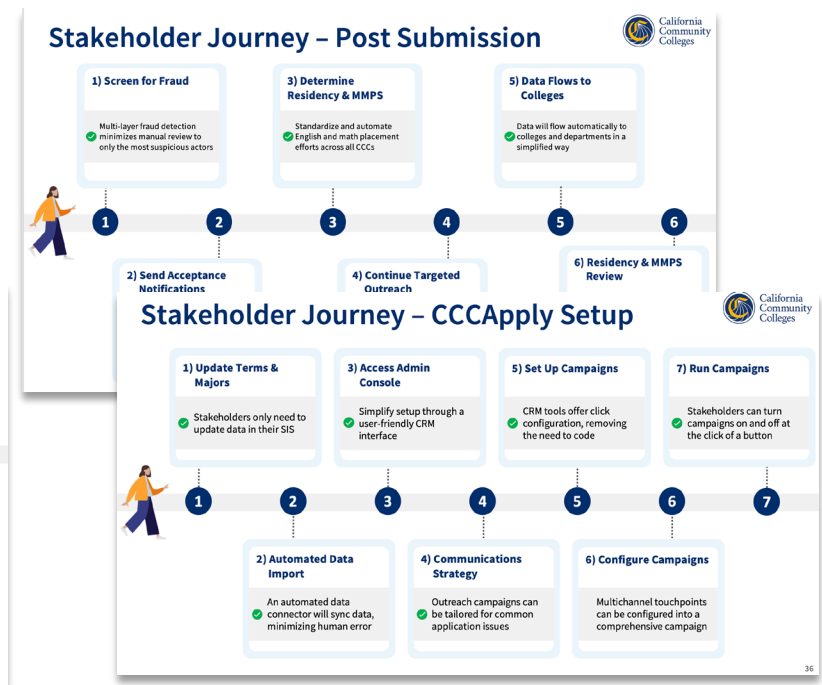
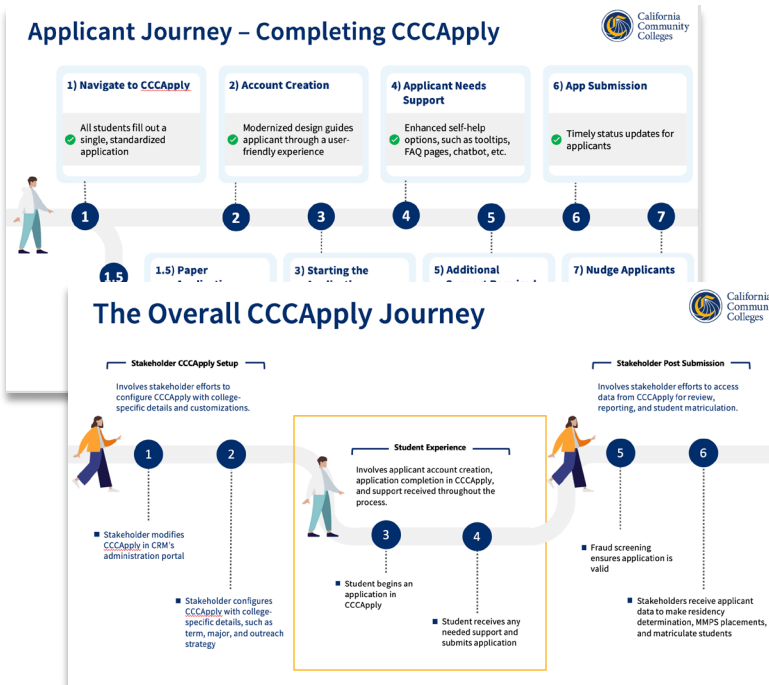
Key Points:

• Updated Technology

- Commercially powered modern technology system that can integrate with District SIS and third-party systems (e.g., CCGI – Ca College Guidance Initiative)

• Application Tools in Higher Education

- Improve the user experience for students and stakeholders
- Allow financial aid, admissions and records and student support services to personalize communication and optimize their engagement with the student
- Providing improved analytics
- Expand functionality to stay up to date with modern needs



Art of the Possible Insights into Application Tools

A commercial solution can:



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Provide robust features to automate administrative efforts



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Modernizing and scaling technology

- ✓ Improve scalability and performance to accommodate the diverse needs and growing applicant user base of CCC
- ✓ Enhance security to protect sensitive data and ensure compliance with data privacy regulations

Target State: Governance

Key Points:

Governance Benefits

- Governance creates a set of rules to decide what changes will be made to the application ensuring those changes align to legislated requirements, the users' needs and the latest technology

Governance Structure

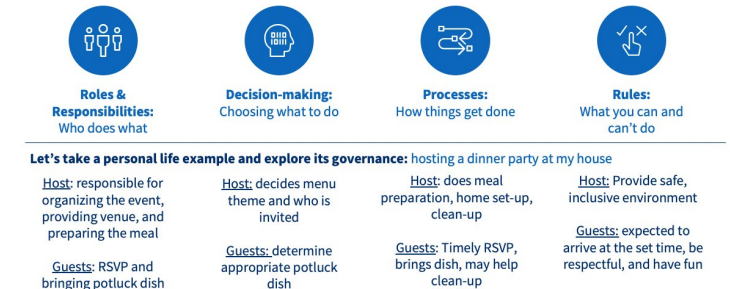
- The collaborative governance structure, involving the Application Team and the Chancellor's Office, ensure all updates support the student experience and are communicated to the field

Governance Objectives



Governance 101

Governance is like the rulebook for how an organization operates. It details:



Communications in the Target State



Breakout

1. What additional information do you need to effectively communicate the Reimagine Apply Target State with your associations, organizations, and constituencies?
2. When are you planning to communicate this content to your associations, organizations, and constituencies?

Revised Vision Statement: Version 3

V1

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V2

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V3

The reimagination of CCCApply aims to make the application process **quick and easy** to ensure **accessibility and equity** in higher education, ultimately opening doors to a **brighter future and career advancement** for all students

Next Steps

Upcoming Task Forces:

