



California Community Colleges

Welcome!

Reimagine Apply
Working Session 2

Dec 6th & 12th

Your Facilitators & Support Team



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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



California
Community
Colleges

Technology Center



FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES

Student Centered
Design Lab

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

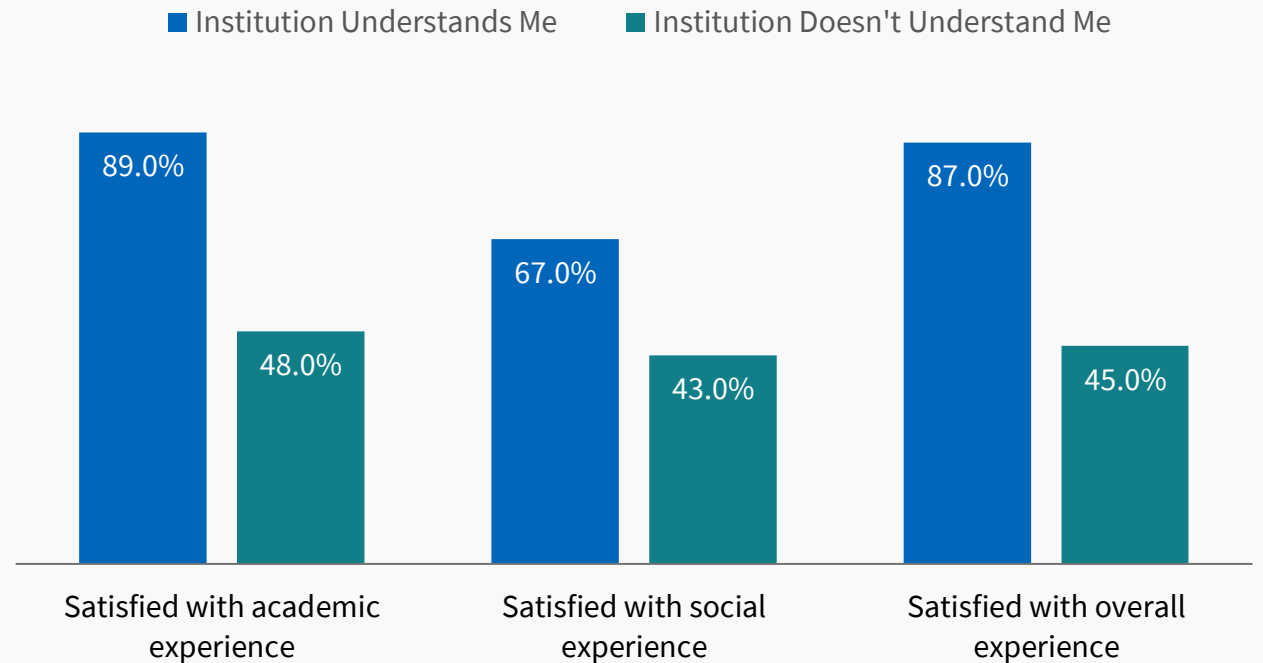
Equity in Support

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

Student satisfaction and experience are correlated to feeling understood



**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 #1 Recap



Education Goal

Voted on **preferred grouping** and **language** to use.



Programs & Services

Explored collecting Programs & Services interests **outside of CCCApply**.

Discussed idea of **grouping options** within CCCApply.



Education History

Discussed what could be **simplified** and **specific use-cases** such as dual enrollment and international students.

Today's Focus

Student Experiences (Breakout Discussions)



Revised Applications (Ed Goal, Programs & Services)

Programs & Services

How can we best support you during your college experience? Select all that apply.

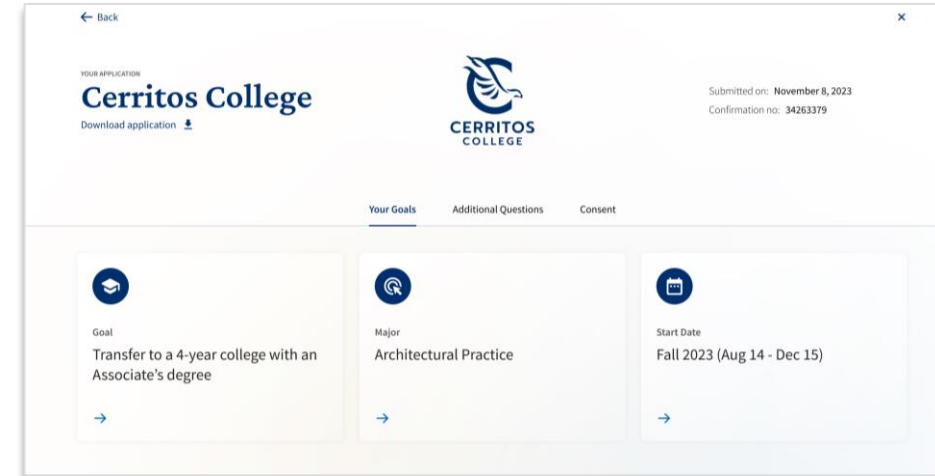
- Academic Support
- Career & Employment Services
- Student Support Services

What is your goal for applying to college today?

[Learn More](#)

- Adult Education or Improve English Skills (ESL)
- Short Term Career Education
- Earn a Degree or Transfer
- Other or Undecided

Design Previews

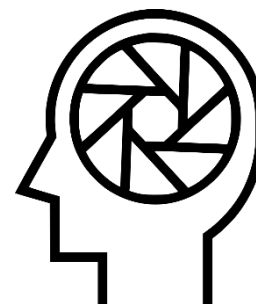


Guidelines for Our Time Together



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:

How was your college or education experience similar or different to today's community college students?

Welcome Back

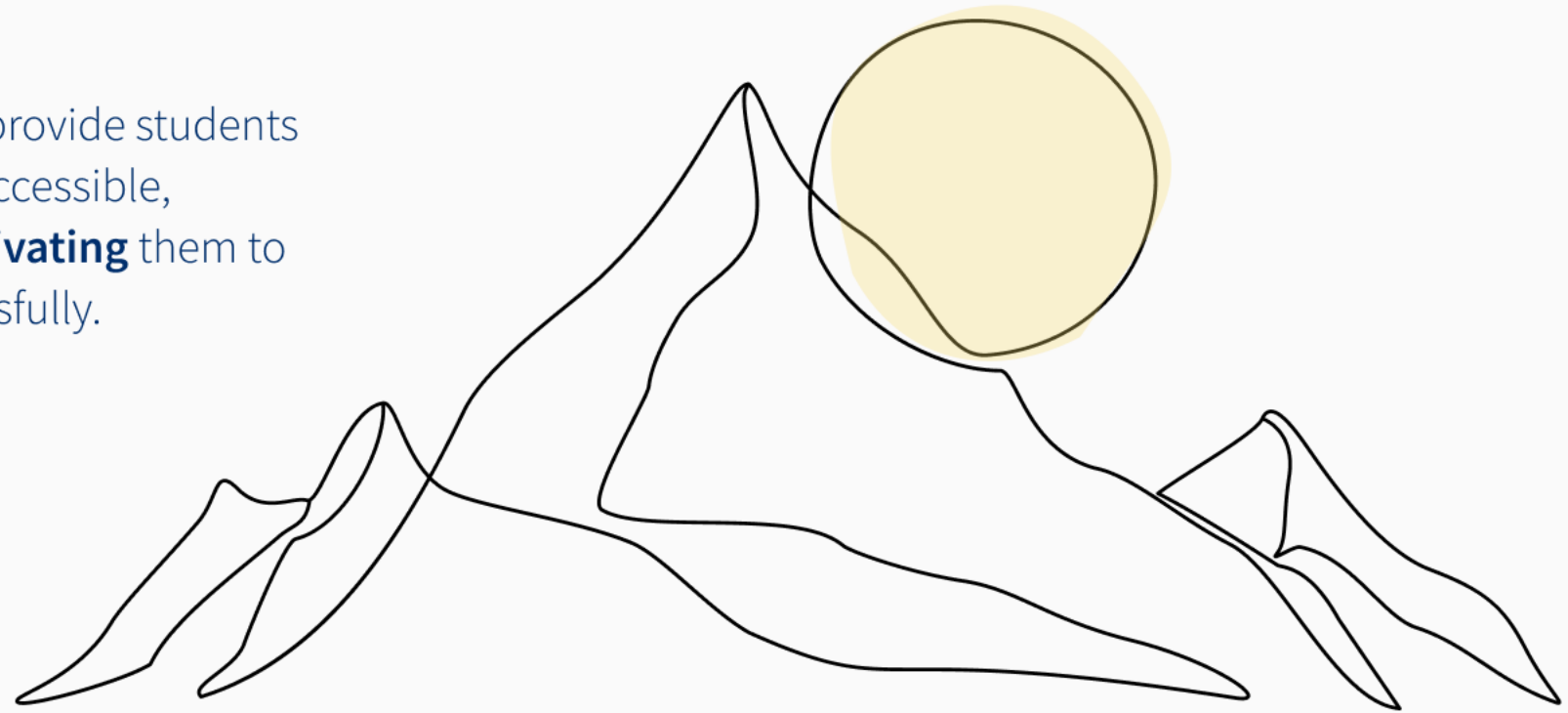
Any highlights or insights you'd like to share?

Please put it in the chat or come off mute

Design Approach

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 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

CCCApplly Target State Concept Design System

/ About

The Target State concept design system is a set of centralized guidelines, principles, and components created **to ensure consistency and cohesiveness** in design and development.

Design System Values

01 Human

We are human-centric in all we create. The components and patterns we design enhance usability, accessibility, and overall user experience.

02 Simple

We balance complexity and simplicity to create the right experience that fosters flow, increasing the likelihood of a user completing a goal.

03 Mobile First

We design with touch interactions in mind and implement responsive design techniques to ensure design optimization across all devices.

04 Scalable

We create systems and frameworks that accommodate CCCApply's growth while maintaining the end-to-end user experience and satisfaction.

Design Approach

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



Design in Practice

Current

The current interface shows a header with the California Community Colleges logo and 'CCCApply' text. On the right, there is a user profile section with 'Name' and 'Sign Out' links, and navigation links for 'My Applications', 'Settings', and 'CCC MyPath'. The main content area is titled 'My Applications' and features a 'Start a New Application' button. Below this is an 'In-Progress Applications' section with a table of active applications and an 'Account Information' section with a warning message and a form for updating details.

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 features a clean, modern design. The header includes the 'CCCApply' logo, 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'. A progress bar shows 'My Account', 'My CCC Profile', and 'About Me' as 'COMPLETE'. The 'My Applications' section includes an 'Add College' button and a table of applications.

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

4 / 4 sections complete Continue to Submission

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”

Student Experiences

Menti: Student Populations

Go to slide

Join at menti.com | use code 6407 2441

 Mentimeter

What student populations do you most frequently interact with and what are their unique needs when applying?

Dual Enrollment, First Generation, International, Justice-involved, homeschooled, Veterans etc



Breakout Discussion:

Share your Menti answers with each other and explore what student needs are shared amongst your group.

Please nominate someone to share common themes when you come back.

Menti: Common Themes

Go to slide

Join at menti.com | use code 6407 2441

 Mentimeter

What were common themes from your breakout discussion?

Waiting for responses ...



Breakout Discussions

Open Discussion

**Updated Content
based on Your Feedback**

Educational Goal Feedback

Lead In Text

27 Votes

What is your goal for attending college?

30 Votes

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

Grouping Options

16 Votes

Continuing Education

Earn a Certificate

Associate Degrees

Transfer to a 4-Year

Other or Undecided

52 Votes

Adult Education or ESL

Short Term Career Education

Earn a Degree or Transfer

Other or Undecided

Next Steps

- Revise lead-in text
- Determine Page two Text
- Prototype Page two layout
- Add a bachelor's degree Ed Goal

Proposed Look and Feel – Educational Goal

Current

Term Applying For [?](#)

Winter and Spring 2024 (Combined) (January 01, 2024 to February 04, 2024) ▼

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

Proposed


← Back 1/5 ×

What is your goal for applying to college today?


[Learn More](#)

- Adult Education or Improve English Skills (ESL)
- Short Term Career Education
- Earn a Degree or Transfer
- Other or Undecided

[Next](#)



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



Page Two of Ed Goal Design


← Back 1/5 X

What is your goal for applying to college today?

[Learn More](#)


- Adult Education or Improve English Skills (ESL)
- Short Term Career Education
- Earn a Degree or Transfer
- Other or Undecided

Next



CERRITOS COLLEGE

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




← Back 2/5 X

Which option best describes why you are applying?


- Obtain an associate's degree and transfer to a four-year institution
- Transfer to a 4-year institution without an associate's degree
- Obtain a 2-year associate's degree without transfer
- Obtain a bachelor's degree

Next

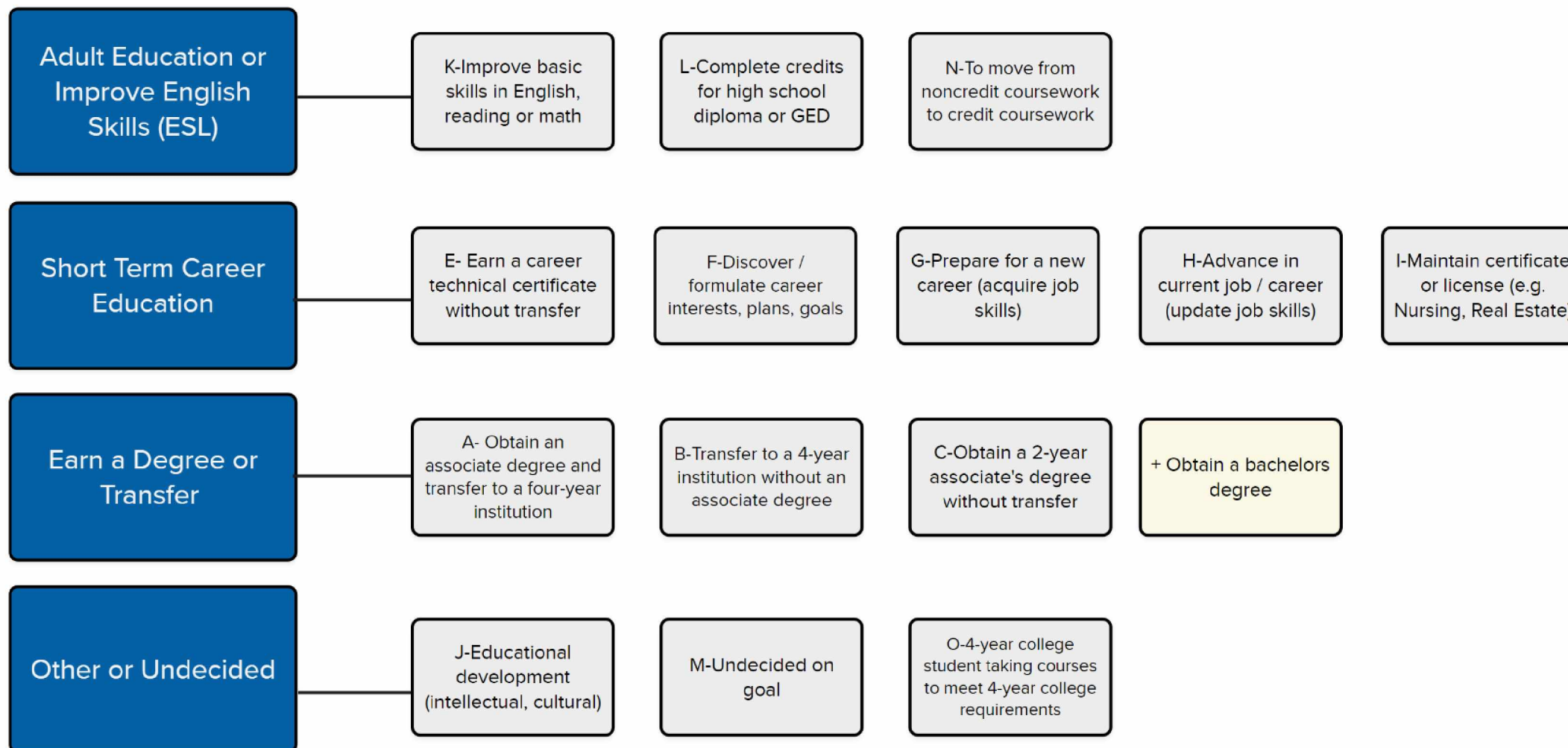


CERRITOS COLLEGE

Cerritos College has a 92% admission rate to UCLA through Scholar's Honors



Educational Goal Groupings



Menti: Ed Goal

Go to slide

What do you like or not like
about the Ed Goal design ?

Click the photo to enlarge

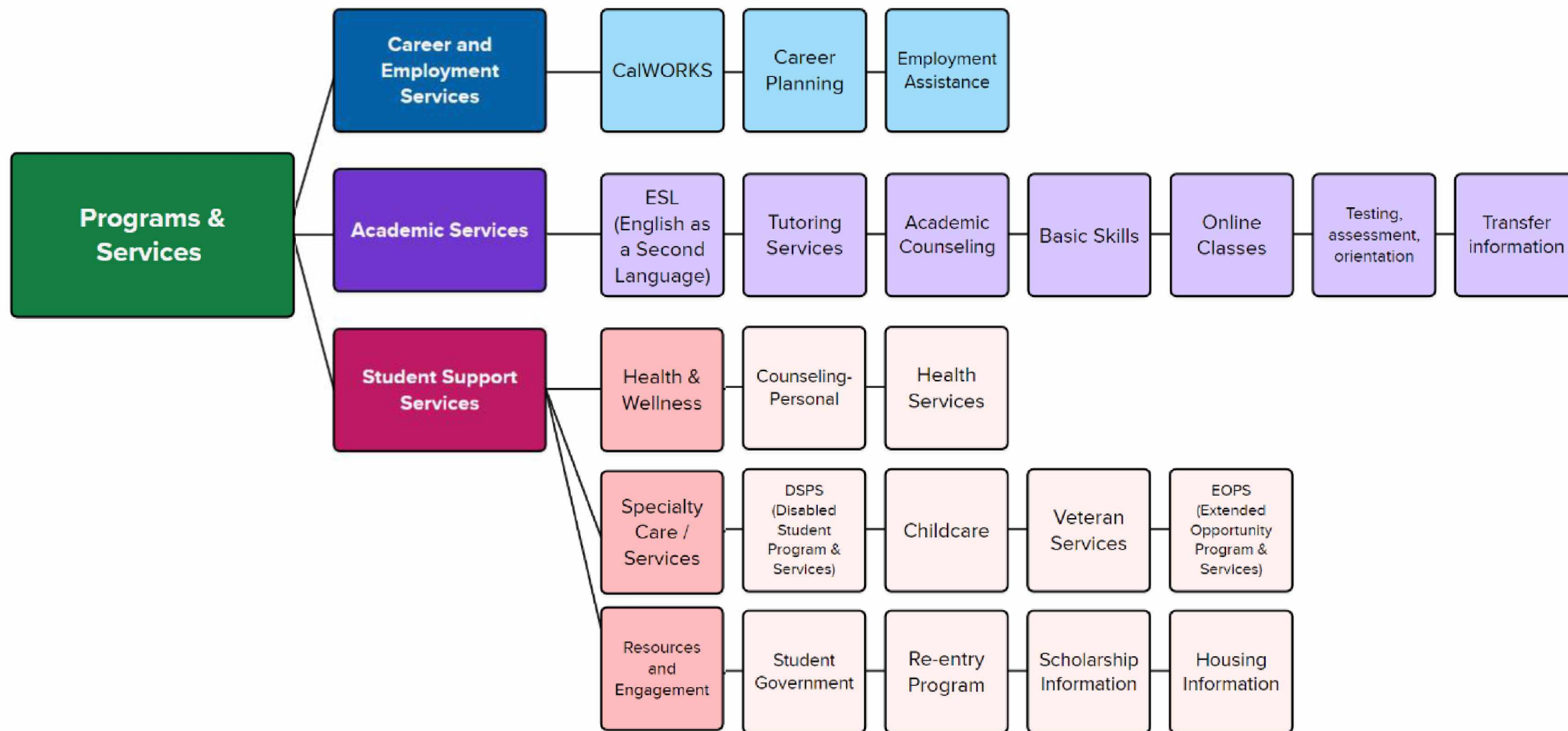


Use these
buttons to
react!

Programs & Services Feedback

Collection Method		Reference Frequency	Next Steps
28 People	27 People	Most	Explore grouping Programs & Services options to create a more guided experience
Collect P&S info OUTSIDE of CCCApply	Collect P&S info WITHIN CCCApply	<ul style="list-style-type: none"> Disable Students P&S Veteran Services Extended Opportunity P&S CalWorks Academic Counseling 	
<p>Many collect information within CCCApply but then follow-up automatically or manually based on a student's response.</p>		Least	
		<ul style="list-style-type: none"> Testing Assessment Re-Entry Program Basic Skills Health Services Student Government 	

P&S Checklist Groupings



Proposed Look and Feel – Programs & Services

Current

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

Proposed

Programs & Services

How can we best support you during your college experience? Select all that apply.

- Academic Support
- Career & Employment Services
- Student Support Services

Student Support Services

Which of the following Student Support Services would you like to receive more information about?

- Health & Wellness
- Specialty Care
- Resources and Engagement

Specialty Care

Which of the following Specialty Care Services would you like to receive more information about?

- Childcare
- Veteran Services
- EOPS (Extended Opportunity Program & Services)
- DSPS (Disabled Student Program & Services)

Menti: Programs & Services

Go to slide

What do you like or not like
about the Programs & Services
design ?

Click the photo to enlarge



Use these
buttons to
react!

Proposed Designs based on Student Feedback

Student Input on Current State CCCApply

Not Mobile Friendly

Students rely heavily on their mobile devices

Purpose of Required Questions

Show students the way by clearly signifying required fields and their purpose

Unclear Section Labels

Section labels must align with student expectations

Inconsistent Progress Tracking

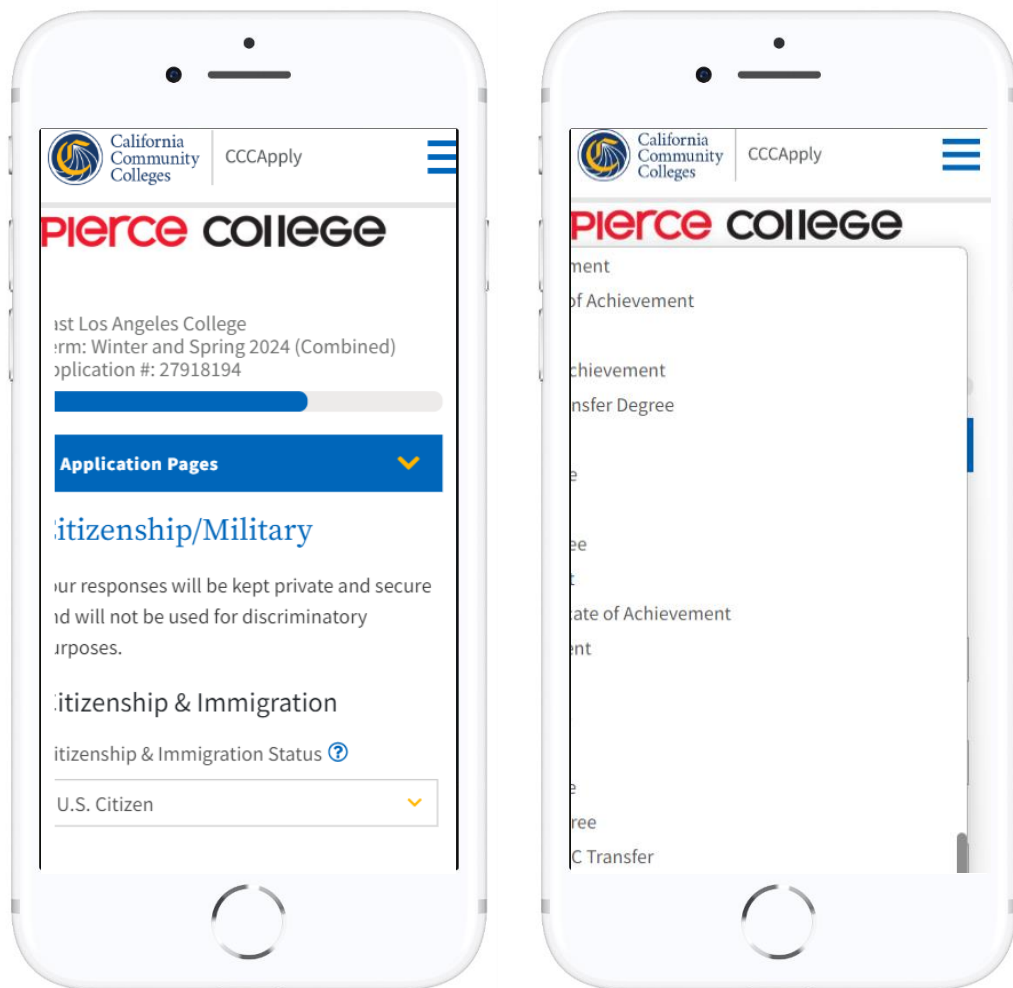
Gamified progress tracking can encourage application completion

Cluttered Pages (Text + Content)

Refine pages to keep content scannable

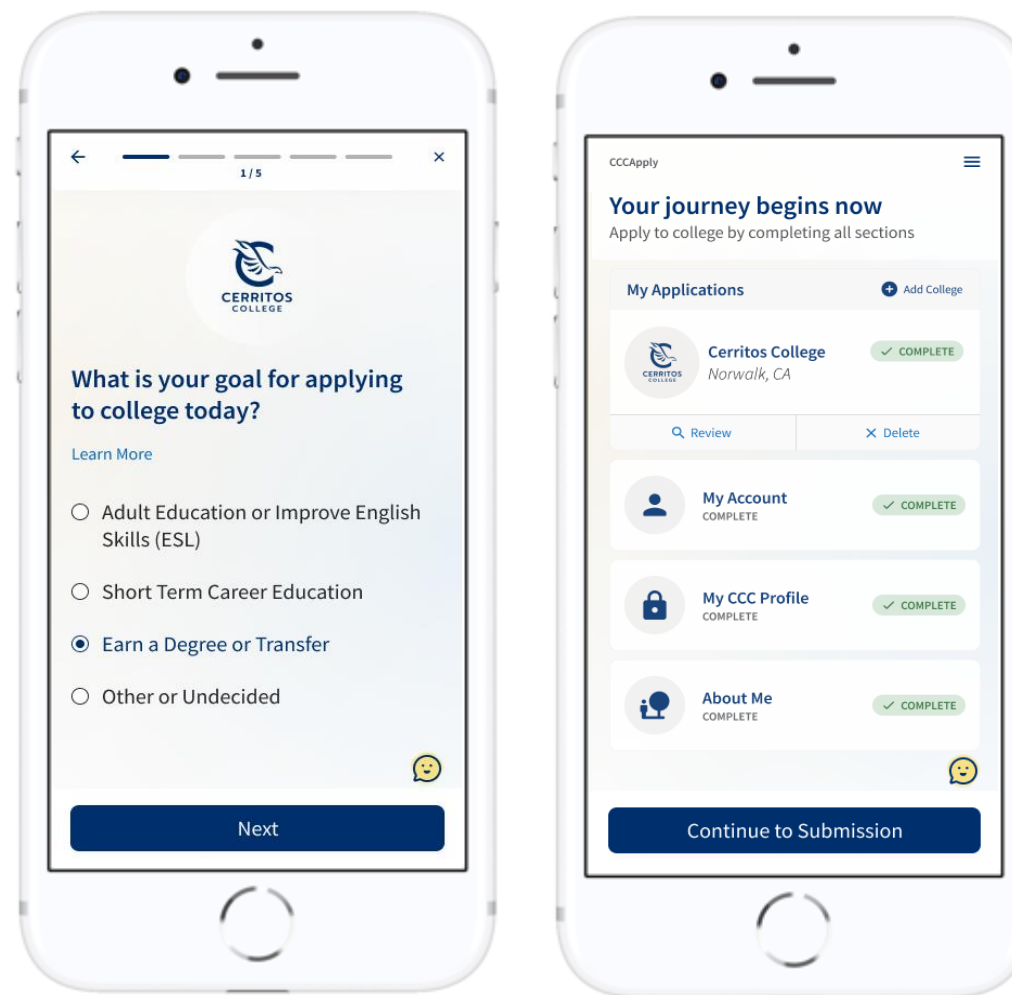
Mobile Friendly

Current



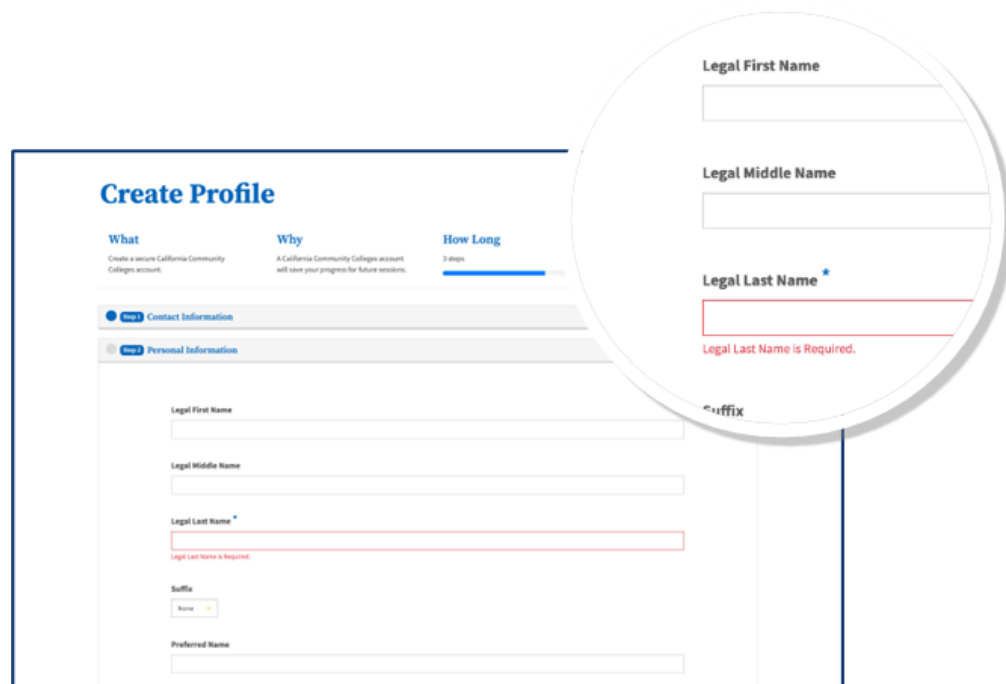
Proposed

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



Purpose of Requirements

Current



Create Profile

What
Create a secure California Community Colleges account.

Why
A California Community Colleges account will save your progress for future sessions.

How Long
3 steps

1/3 Contact Information

2/3 Personal Information

Legal First Name

Legal Middle Name

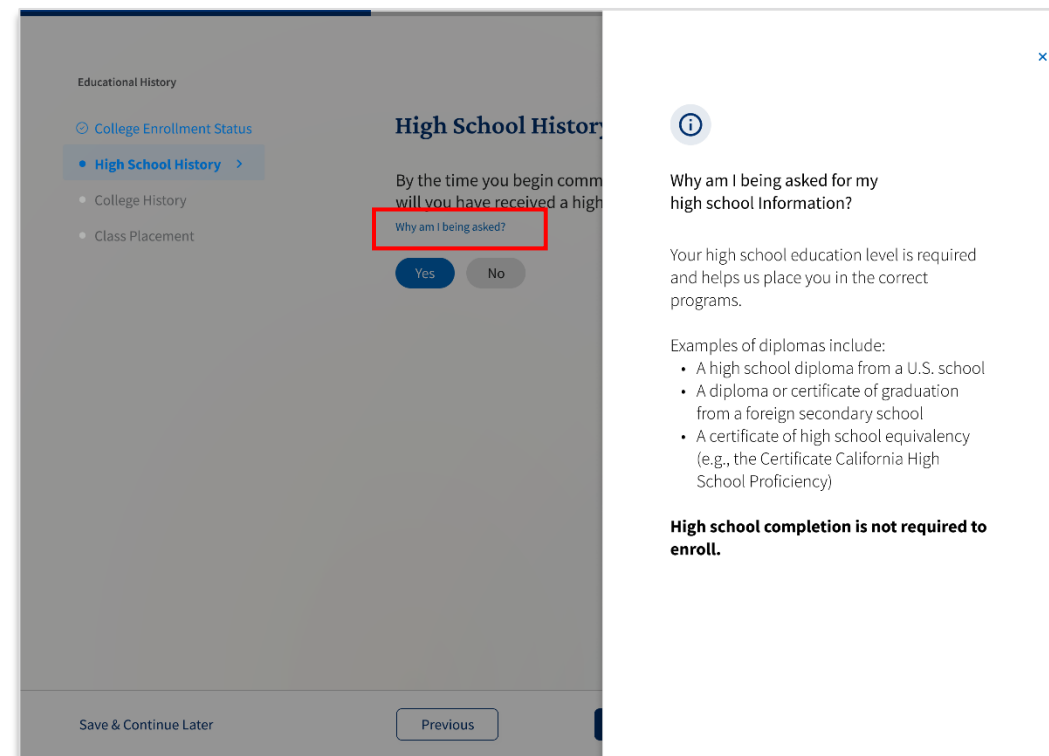
Legal Last Name *

Legal Last Name is Required.

Suffix

Preferred Name

Proposed



Educational History

- College Enrollment Status
- High School History**
- College History
- Class Placement

High School History

By the time you begin comm will you have received a high school diploma or certificate of graduation?

Why am I being asked?

Yes No

Save & Continue Later

Previous

Why am I being asked for my high school information?

Your high school education level is required and helps us place you in the correct programs.

Examples of diplomas include:

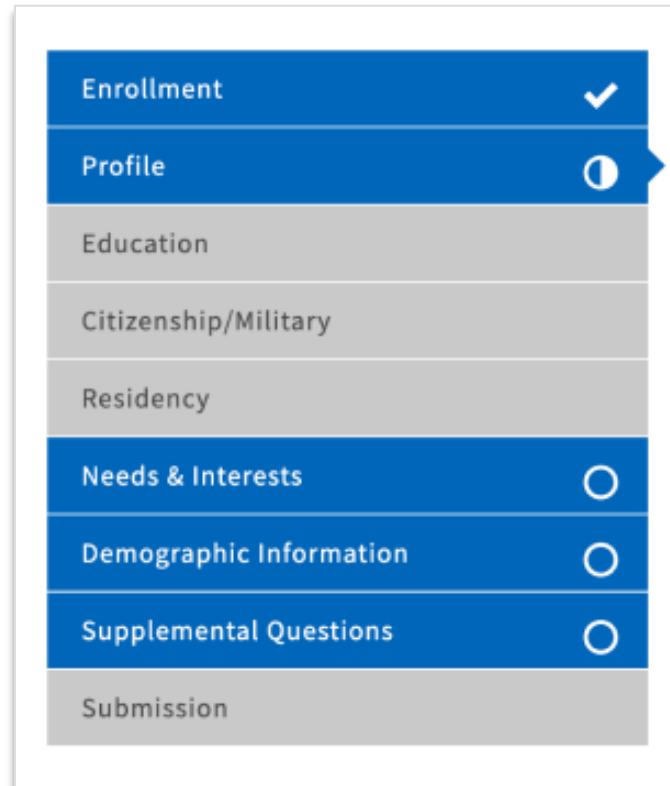
- A high school diploma from a U.S. school
- A diploma or certificate of graduation from a foreign secondary school
- A certificate of high school equivalency (e.g., the Certificate California High School Proficiency)

High school completion is not required to enroll.

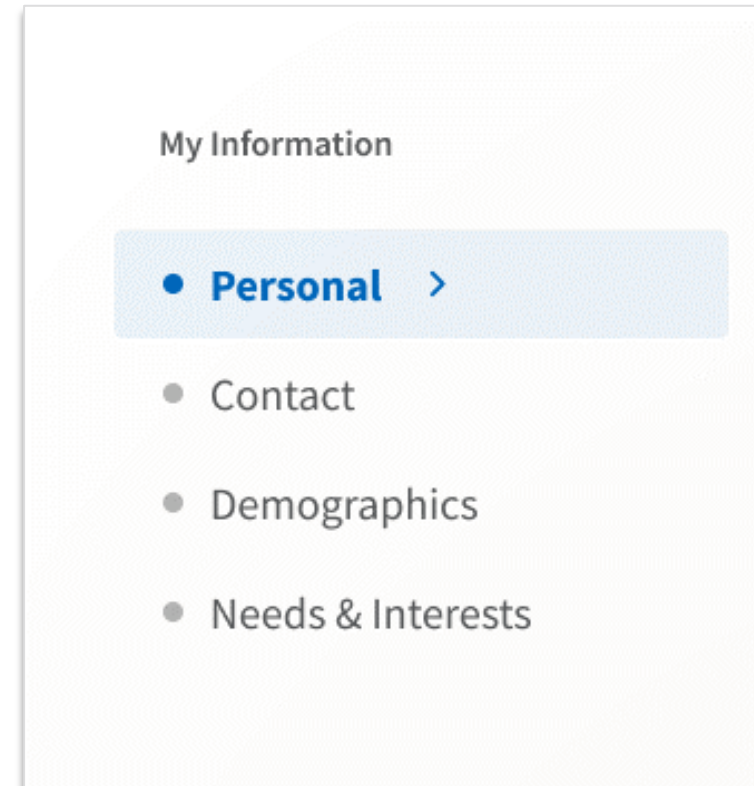
“I'm a non-credit student. I don't think I need to fill this section out”

Clear Section Labels

Current

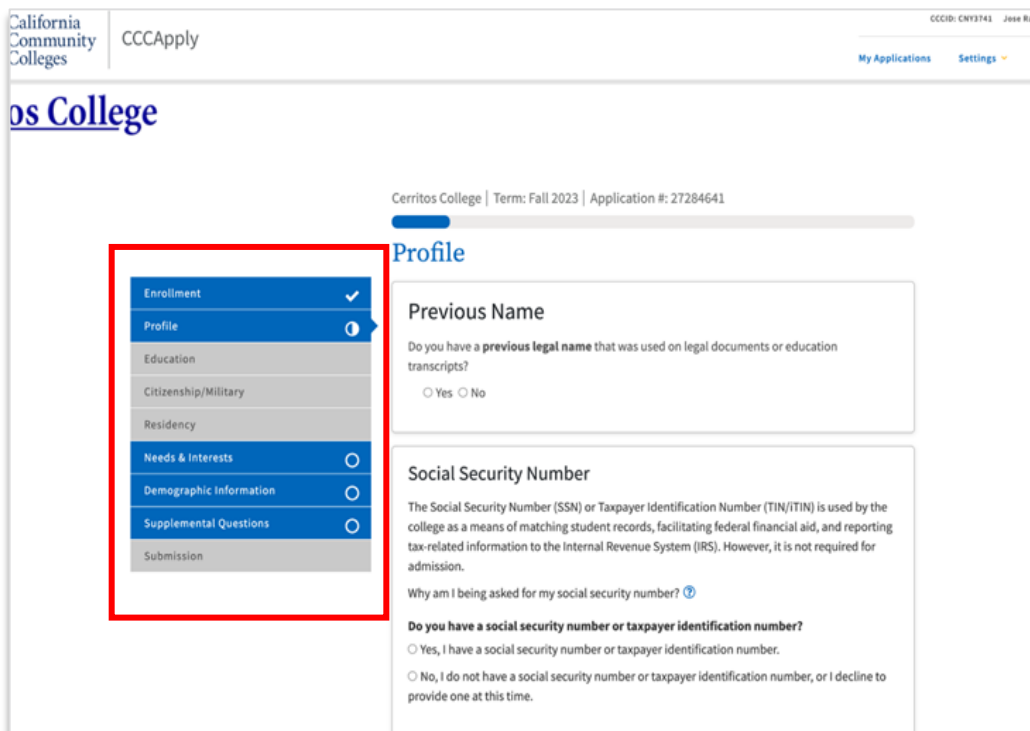


Proposed



Progress Tracking

Current



California Community Colleges | CCCApply | CCCID: CNY3743 | Jose Ra

My Applications Settings

os College

Cerritos College | Term: Fall 2023 | Application #: 27284641

Profile

- Enrollment ✓
- Profile** ○
- Education
- Citizenship/Military
- Residency
- Needs & Interests ○
- Demographic Information ○
- Supplemental Questions ○
- Submission

Previous Name

Do you have a **previous legal name** that was used on legal documents or education transcripts?

Yes No

Social Security Number

The Social Security Number (SSN) or Taxpayer Identification Number (TIN/ITIN) is used by the college as a means of matching student records, facilitating federal financial aid, and reporting tax-related information to the Internal Revenue System (IRS). However, it is not required for admission.

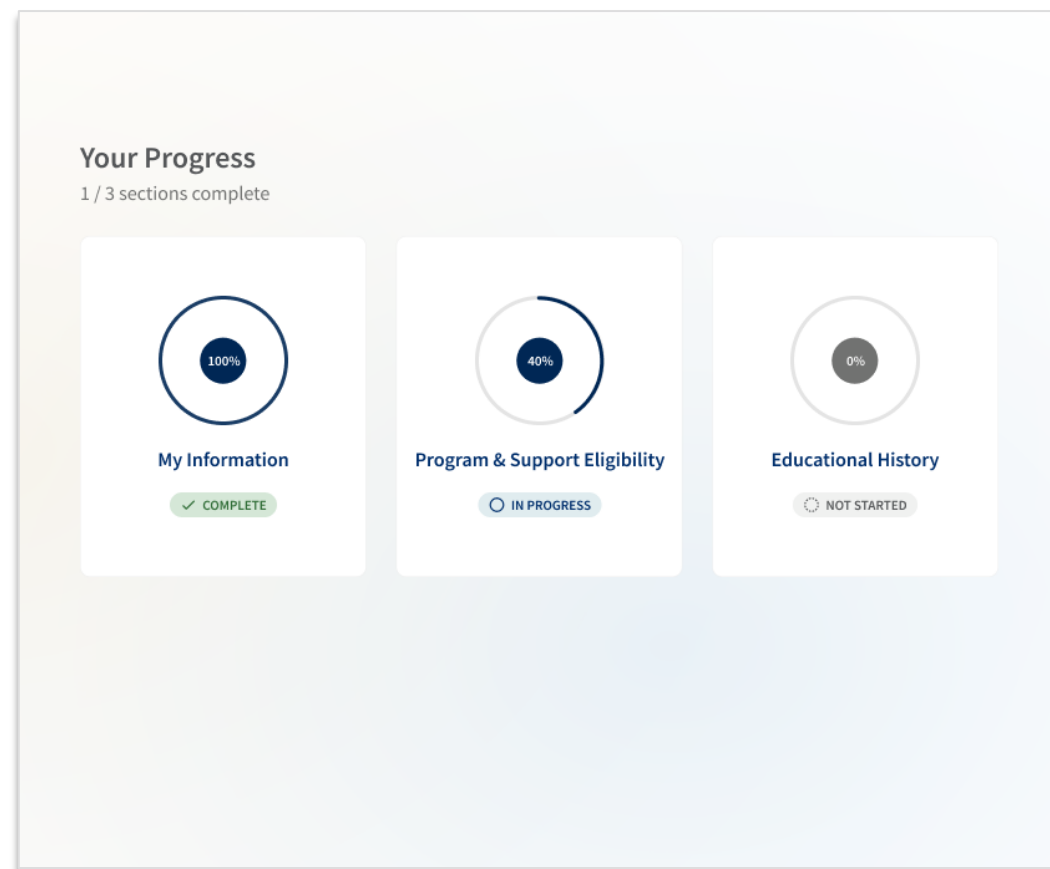
Why am I being asked for my social security number? ⓘ

Do you have a social security number or taxpayer identification number?

Yes, I have a social security number or taxpayer identification number.

No, I do not have a social security number or taxpayer identification number, or I decline to provide one at this time.

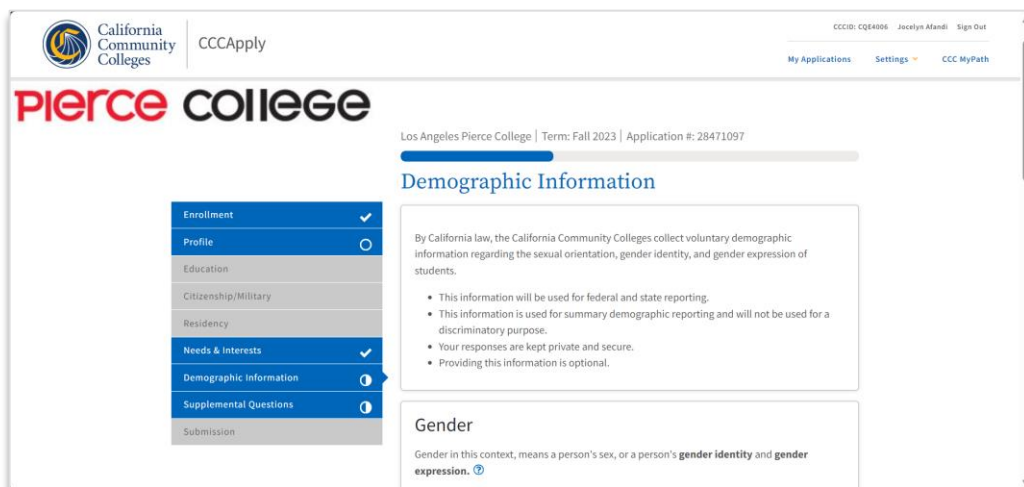
Proposed



“[This screen tells me] my information is done, and I have to work on the second one. I'm kind of curious to do the rest to hit 100%”

Scannable

Current



California Community Colleges CCCApply

Los Angeles Pierce College | Term: Fall 2023 | Application #: 28471097

Demographic Information

By California law, the California Community Colleges collect voluntary demographic information regarding the sexual orientation, gender identity, and gender expression of students.

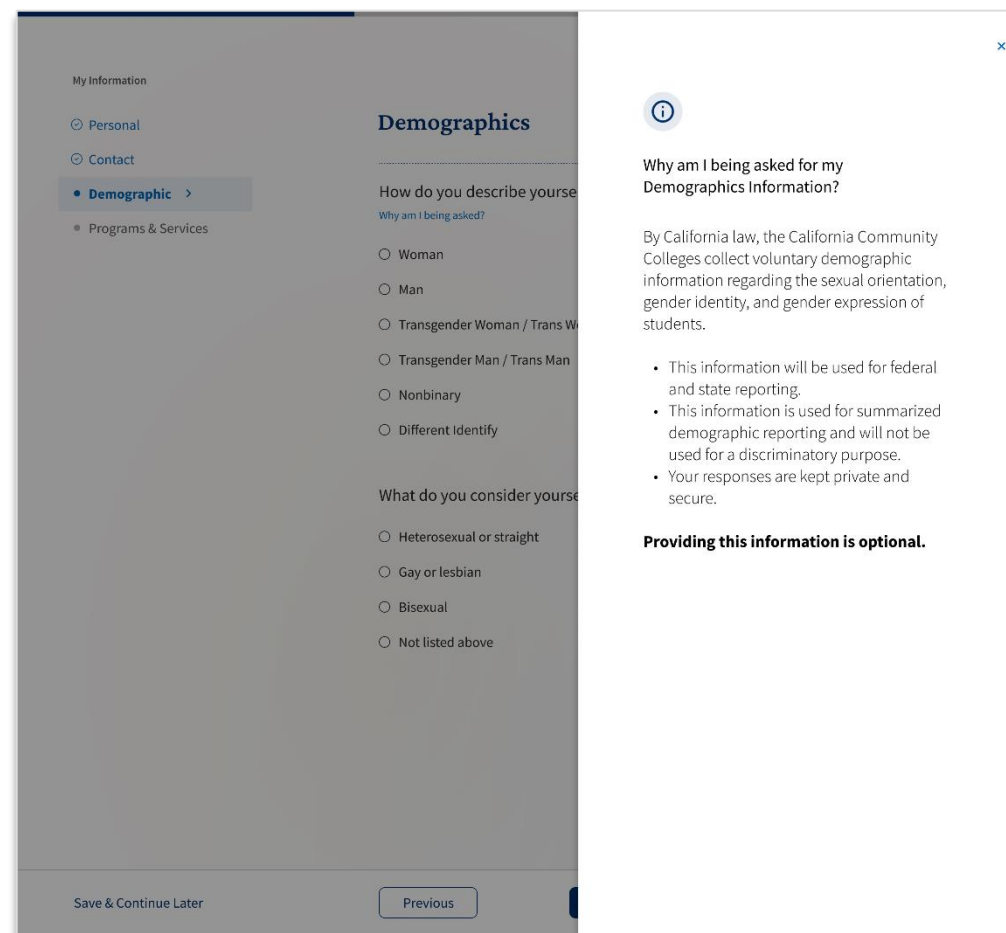
- This information will be used for federal and state reporting.
- This information is used for summary demographic reporting and will not be used for a discriminatory purpose.
- Your responses are kept private and secure.
- Providing this information is optional.

Gender

Gender in this context, means a person's sex, or a person's **gender identity** and **gender expression**.

“I’ll be honest, I would not read all of this...I’d probably look at the large text [at the top] but for the most part, I’m probably going to skip all of this and just go straight to it.”

Proposed



My Information

- Personal
- Contact
- Demographic**
- Programs & Services

Demographics

How do you describe yourself?
Why am I being asked?

- Woman
- Man
- Transgender Woman / Trans Woman
- Transgender Man / Trans Man
- Nonbinary
- Different identify

What do you consider yourself?

- Heterosexual or straight
- Gay or lesbian
- Bisexual
- Not listed above

Why am I being asked for my Demographics Information?

By California law, the California Community Colleges collect voluntary demographic information regarding the sexual orientation, gender identity, and gender expression of students.

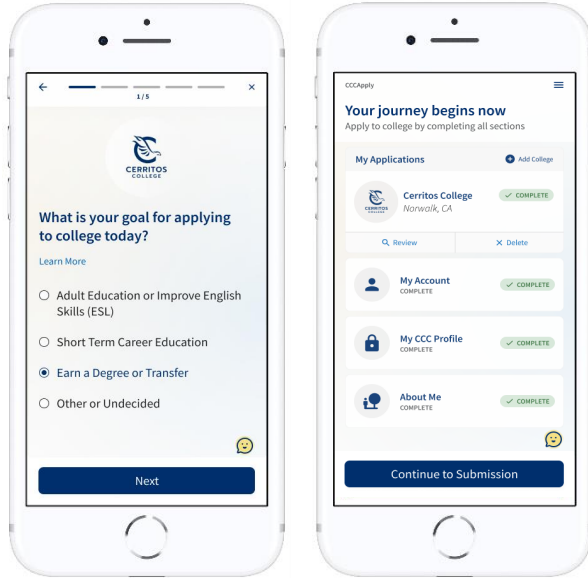
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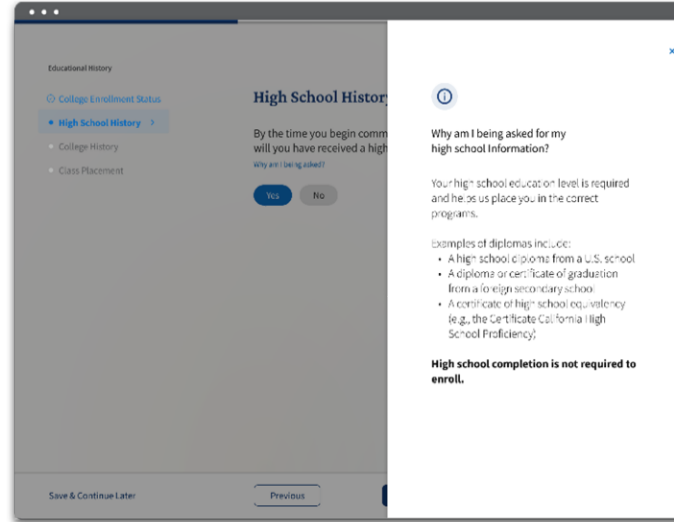
Save & Continue Later Previous

Proposed Designs

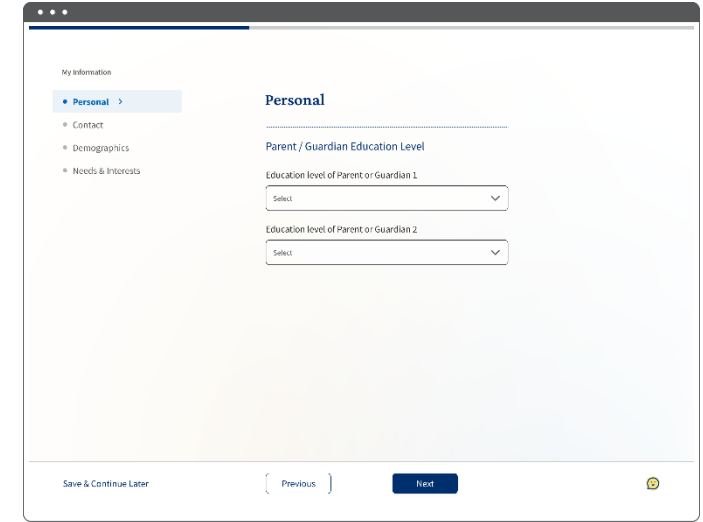
Mobile Friendly



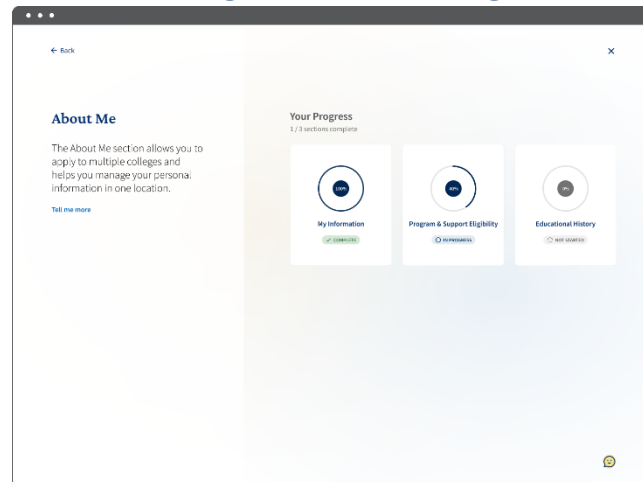
Purpose of Requirements



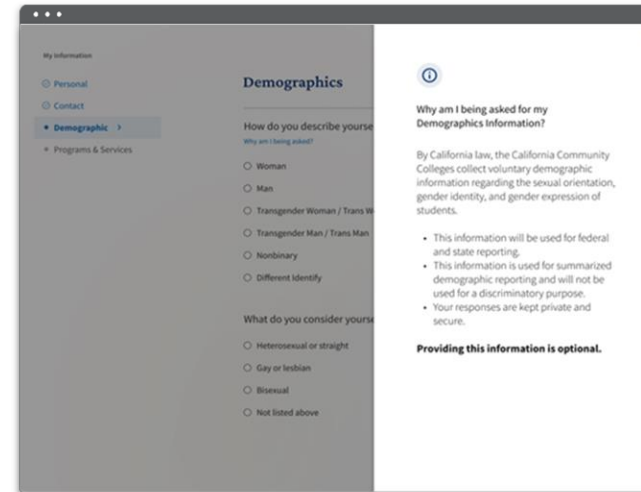
Section Labels



Progress Tracking



Scannable Text



Menti: Design Reactions

Go to slide

What do you like or not like
about the proposed designs?

Click the photo to enlarge



Use these
buttons to
react!

Menti: Design Input

Go to slide

Join at menti.com | use code **6407 2441**

 Mentimeter

What other input do you have for the design team?

Consider frustrating moments from your online experiences



← Use these
buttons to
react!

Session Results Summary

Working Session #2a & #2b Participant Input

Student Populations	Content Requests	Design Input
<p><u>Unique Needs:</u></p> <ul style="list-style-type: none">• First-generation, low-income, adult learners, and ESL students need more explanation of the questions• <i>Dual enrollment</i> students are unsure how they are classified• Older student populations have limited technical skill and struggle with educational history <p><u>Common Challenges:</u></p> <ul style="list-style-type: none">• Limited options for paper applications• Need for outreach to students who have submitted applications but haven't yet registered• Residency and address questions are confusing, especially for out-of-state• Concerns from staff with ID.me and fraud verification• First Name field is sometimes skipped	<p><u>EdGoal:</u></p> <ul style="list-style-type: none">• Better support and guide non-credit students• Support non-traditional students with an <i>Other</i> or <i>Undecided</i> option• Use simpler language <p><u>Programs & Services:</u></p> <ul style="list-style-type: none">• Include explanation of what qualifies someone as applicable for each service• Auto-generate suggestions based on student information/ identification• Add a housing question since FAFSA is removing <p><u>Additional Input:</u></p> <ul style="list-style-type: none">• Positive sentiments supporting the grouping• Desire to reduce the number of clicks/screens on branching pages	<p><u>Design Feedback:</u></p> <ul style="list-style-type: none">• Progress tracking through gamification is a great idea• Transparency in requirements will be helpful for outreach staff who assist student• Look & feel of condensed branching is less overwhelming <p><u>Major Selection/Guidance:</u></p> <ul style="list-style-type: none">• Help establish what program requirements students have already completed <p><u>Additional Input:</u></p> <ul style="list-style-type: none">• Simplify address format• Explain <i>Permanent</i> and <i>Mail</i> address types• Clarify the preferred name field and what it means• Add ability to insert district-specific customized content

Working Sessions #2 Engagement and Feedback

4.7 out 5

Good use of time

228

Menti Responses

65

Chats

64

Participants

Great session - excellent comments and interaction with those present.

Keep it up - I like where this is heading.

Great session. I appreciate being allowed to provide feedback and having a voice.

Facilitators do a good job of sharing information and giving space for feedback.

I LOVE this work. Thank you so much!

Loving all of these improvements! We feel heard!

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

Next Steps

- Jan 11th/17th Align on Target State
- Task Force Launch - February 2024
- For Question or Comments, please contact ReimagineApply@accenture.com