



California Community Colleges



Reimagine Apply Task Force Kick-Off Wrap-up PPT

Feb 14th

Executive Summary

The California Community Colleges and Accenture kicked off the first Reimagine Apply Task Force in Sacramento to discuss and align on the target state vision for CCCApply.

The session began by grounding attendees in the purpose and work that has been completed to date. We then dove into the target state, showcasing the target state designs and key improvements made. This was followed by an overview of the target state journeys, identifying the friction points and proposed processes for the Student Experience and the Stakeholder CCCApply Setup and Post-Submission.

The day ended by aligning on a draft vision and ways in which we will reach this vision. By the end of the session, several opportunities and next steps were identified.

Key Takeaways:

- 1) There is a **desire to make the application student-centered** by improving internal college processes and supporting the holistic student journey
- 2) **Establishing a governance model is necessary** to ensure maintenance of target state application and accountability
- 3) The key tension is **finding the balance between simplifying the application and collecting necessary data**, ensuring we are not creating unnecessary entry barriers
- 4) It is important to **articulate and show the value of our work** to secure funding
- 5) Balancing fraud prevention while **maintaining the promise of being an open access institution** and decreasing barriers for vulnerable students is crucial



12
Statewide Task
Force Members

1
Unified Vision

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
Valerie Lundy-Wagner	Chancellor's Office	Vice Chancellor for Digital Innovation and Infrastructure	Chancellor's Office
Lynn Neault	Chief Executive Officers	Grossmont-Cuyamaca Community College District Chancellor	Grossmont-Cuyamaca Community College District
Devin Crosby	Chief Information System Officers	Chief Technology Officer at Yuba Community College District	Yuba College
Elaine Kuo	Institutional Researchers	Supervisor, Institutional Research Planning College Researcher	Foothill College
Rena Martinez Stluka	Admissions & Records	Director of Admissions and Records	Fullerton 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
Josh Morgan	Public Information Officer	PIO, Director Of Marketing & Community Relations	Sierra College
Jennifer Achan	Financial Aid	Executive Director of Financial Aid	Bakersfield College
Annie Koruga	Student Senate	Region IV Legislative Affairs Director	Ohlone College
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
Jennifer Coleman	Tech Center	Dean, Workforce & Economic Development Division	Tech Center

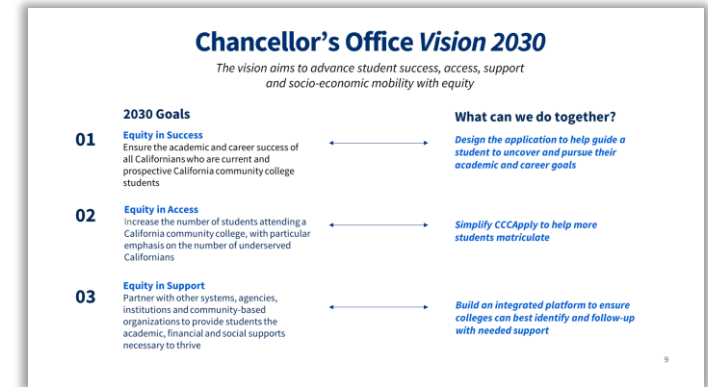
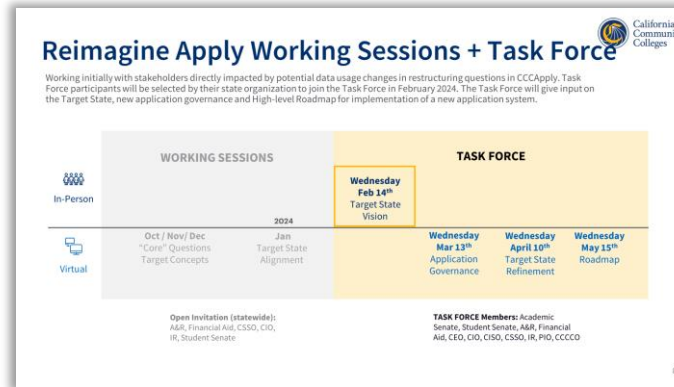
Task Force Agenda

Time	Activity
10:00 AM	Welcome, Intros & Connection
	Purpose & Guiding Principles
11:30 AM	Break
	How We Got Here
	Current State/ Target State
	Target State Journeys (Student)
12:30 PM	Lunch
	Target State Journeys (Stakeholders)
	Future Casting Headlines of the Future
2:35 PM	Break
	What Will it Take to Get There?
3:45 PM	Wrap-Up & Next Steps

Purpose & Guiding Principles

Discussion Points:

- This effort is in alignment with the Chancellor’s Vision 2030 and the Governor’s Roadmap
- Governance is needed to ensure the proper maintenance of the target state application
- The Task Force is going to co-create how to manage this governance process going forward and present proposed structure to the Chancellor’s Office
- Students do not enroll in a system, but rather a college, so removing “in the system” from the “Student-centered” guiding principle would be more representative; This shows how CCC prioritizes the needs of the students regardless of where they enroll.
- There is a need to clarify the student path from when they first show initiative



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

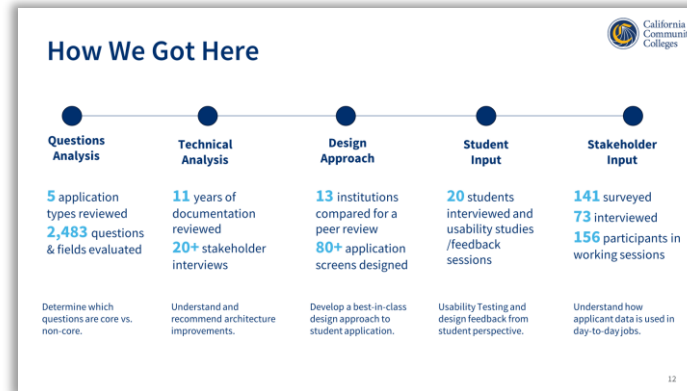
Task Force – Guiding Principles

- 1. Project-oriented:** Contributes to the reimagining of the student application and support systems with clearly defined recommendations to achieve measurable outcomes.
- 2. Transparent:** consistent, efficient and effective communication within the group and with stakeholders.
- 3. Temporary:** Is a temporary collection of stakeholders that operate to support the transformation, but not beyond.
- 4. Agile:** Is comprised of the stakeholders considered necessary to achieve the defined outcomes. The membership is proactive, responsive and operates nimbly with focus and purpose.
- 5. Student-centered:** prioritizing the needs of the student, regardless of where they enroll.
- 6. Innovative:** willing to challenge assumptions and think beyond the status quo.

How We Got Here

Discussion Points:

- Excited about shifting towards a student-centered application that asks for and collects data intentionally
- Received positive feedback on past Technical Analysis outputs and Working Session outcomes
- Acknowledged the need to tackle fraud issues even with different colleges' varying IT maturity levels
- There is a desire to minimize duplication and avoid creating new systems
- Some schools want fully integrated applications, but others are worried that access to these will be a challenge due to the limited implementation capabilities
- Students will have an unequal experience based on where they live due to unequal distribution of resources, necessitating a change to ensure equal experiences across all CCC



Engagement Across the State for Reimagine Apply

62 Colleges
45 Districts

Colleges	Districts
Baker College Bay Area Community College Butte College Calicut College Central College Central Coast Community College Chico State City College of San Francisco Cleveland Community College College of San Mateo College of the Siskiyous College of the Sequoias Contra Costa College Cuyamaca College Eastern College Empire State College Evergreen Valley College Golden Gate University Humboldt State University Imperial Valley College Jerrisa College Klamath Community College Modesto Junior College North State College Orange Coast College Oregon State University Palomar College Pacific Lutheran University Portland Community College San Diego State University Santa Ana College Santa Clara University Santa Rosa Junior College Stanislaus State Sonoma State Sonoma State University Southern Oregon University Southern University Stanislaus State Utah State Utah State University Utah Valley University Weber State University Western Michigan University Western State University Western Washington University Western Wyoming University Worcester State University York College	Lake Tahoe Community College Los Positos College Los Angeles Harbor College Los Angeles Valley College Mission College Northern Piedmont College Moorpark College MSU Sacramento North Orange Coast Community College Orange Coast College Oxnard College Palmdale College Riverside Community College Riverside City College San Bernardino Valley College San Diego City College San Jose State University San Diego State University Santa Clara University Santa Rosa Junior College Stanislaus State Sonoma State Sonoma State University Southern Oregon University Southern University Stanislaus State Utah State Utah State University Utah Valley University Weber State University Western Michigan University Western State University Western Washington University Western Wyoming University Worcester State University York College

Technical Analysis

WHAT WE DID	WHAT WE FOUND	WHAT WE RECOMMEND
Evaluated 11 years of CCCApply documentation (30+ stakeholder interviews) Conducted architectural/technical reviews Recommended system architecture and data flow improvements	Utilization of the AWS infrastructure and AWS managed services a strong decision OpenCCC user a modern and mature IAM solution CCCApply and MyPath are built on an antiquated framework CCCApply and MyPath management tools can be complex and challenging Superpath is a homegrown bespoke solution that is labor-intensive to manage	Explore commercial cloud hosted fully-managed alternatives to open source and other self-managed applications Explore a professionally managed commercial fraud prevention strategy Evaluate the usage of MyPath and external data management Explore a data management solution that enables a reimagined CCCApply to integrate with IP parity and dissects systems with bi-directional data flow

Student Input

WHAT WE DID	WHAT WE FOUND	WHAT WE RECOMMEND
Conducted moderated usability testing with current students to test prototypes of an updated design of the CCCApply standard application 11 sessions with 11 students using a Figma prototype 20 Student Usability Testing Sessions	We talked to a range of students from varying backgrounds and colleges including first gen, under 18, returning students over 25 More than 50% interviewed were POCs More than 90% successful task completion rate	Mobile-first design is essential Questions need to be rewritten for greater clarity Ed Goal explanations needed More disclaimers need to be added to sensitive questions

Questions Analysis

WHAT WE DID	WHAT WE FOUND	WHAT WE RECOMMEND
Peer comparison of CCCApply to other applications Evaluated the 5 CCCApply application types and their College Adoption Rates Evaluated 2,483 questions and fields Identified places to optimize and reduce student confusion	Standard (100% adopted): 85 questions and 113 fields Supplemental (30% adopted): 165 questions with 1,087 fields; 1 to 23 supplemental questions used by each college Private Green (42% adopted): 36 questions and 57 fields Non-Credit (10% adopted): 76 questions and 24 fields International (20% adopted): 91 questions and 147 fields	Streamline applications by utilizing sequential data and removing redundant questions where possible Leverage branching logic to create a single application for applicants Clarify application language to reduce applicant confusion

Stakeholder Input

WHAT WE DID	WHAT WE FOUND	WHAT WE RECOMMEND
141 survey respondents and interviewed 73 stakeholders from 47 districts and 59 colleges to understand usage of CCCApply data Engaged 156 stakeholders in 6 working sessions to get input and feedback on the new application design, unique student challenges and overall process.	84% of respondents' colleges use additional methods to collect student data Identified areas for optimization that would improve the student experience and meet unique data collection needs	Simplify Ed Goal and Education History Revise wording and groupings for Programs & Services Explore residency criteria and algorithms to improve applicant experience Design for the unique needs of student populations such as dual enrollment

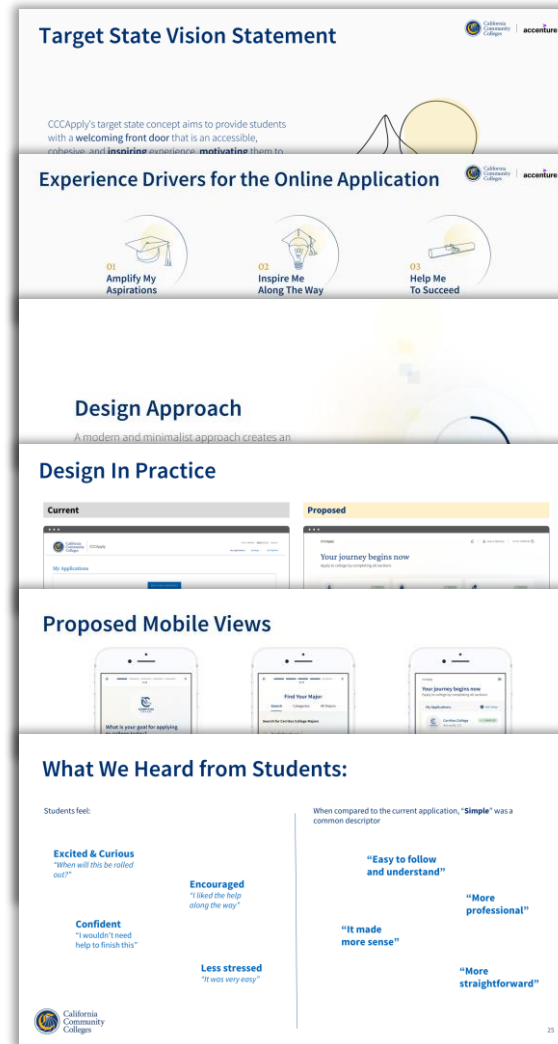
Design Approach

WHAT WE DID	WHAT WE FOUND	WHAT WE RECOMMEND
Leveraged discovery insights to propose a reimagined experience Developed a design system to ensure consistency with CCC's brand Delivered a working prototype and 80+ individual screens	Significant opportunity to improve usability as only 42% of flows satisfied Nielsen's usability heuristics Students need improved contextual help and signifiers to reduce confusion and minimize errors User research validated direction and aligned with students' mental models for applying	Minimalist design and single task construction reduces cognitive load Provide students with a variety of self-service options such as an AI-powered virtual assistant, FAQ pages, or tooltips Tailor application with strategic question branching

Target State Design & Student Experience

Discussion Points:

- Collecting student drop-off data is a requirement, not a wish
- Need demographics data; however, is a sensitive subject because of how people identify is different in different geographies
- In the progress tracking, it would be helpful to add which questions are required
- The key tension is finding the balance between simplifying the application and collecting necessary data, ensuring we are not creating unnecessary entry barriers
- Moving the data collection to before enrollment may not be very helpful, as students take the time to fill out the application, whereas during enrollment the completion rate is lower



Target State Vision Statement

CCCApply's target state concept aims to provide students with a **welcoming front door** that is an accessible, **intuitive** and **inspiring** experience that **motivates** them to

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

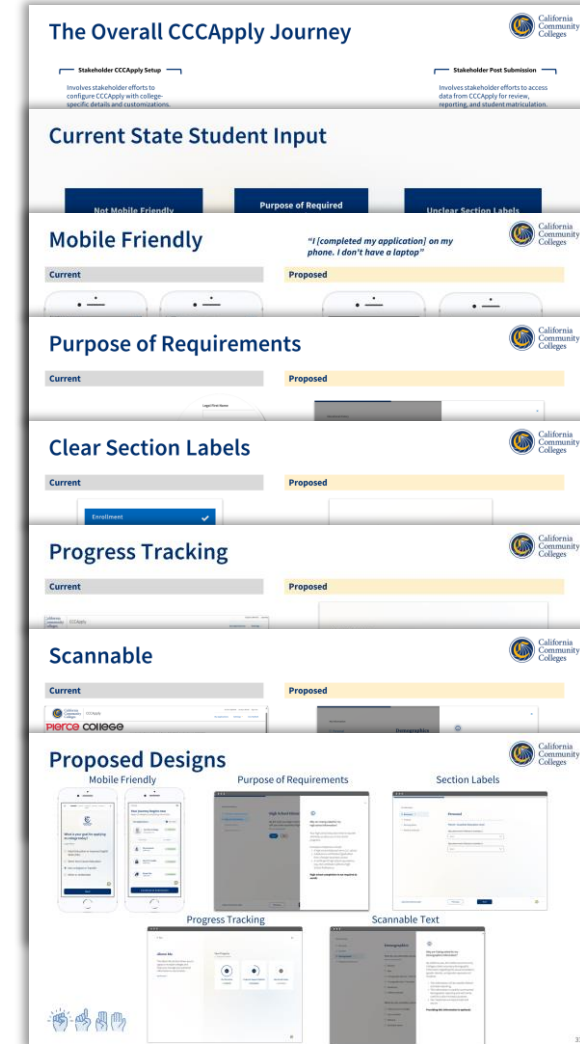
What We Heard from Students:

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 motivation.

Current State Student Input

Not Mobile Friendly Purpose of Required Unclear 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

Value Streams

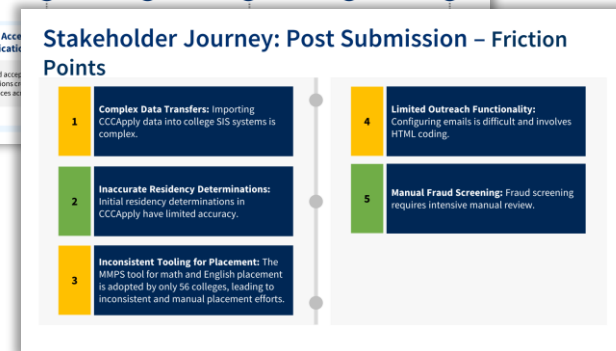
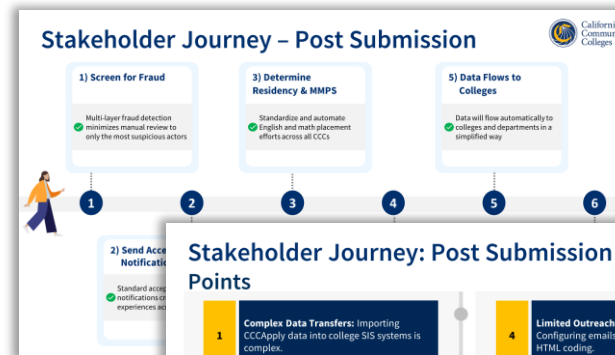
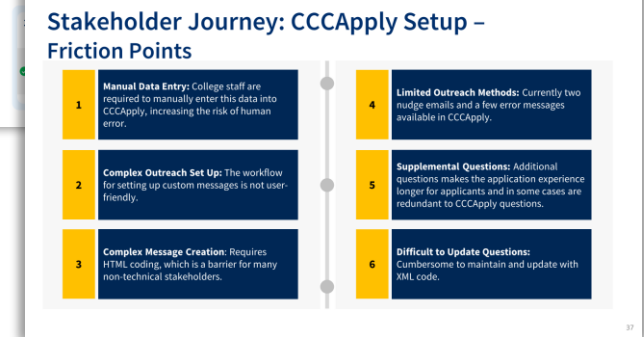
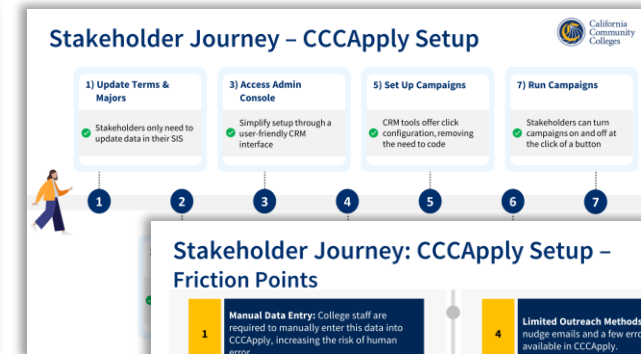
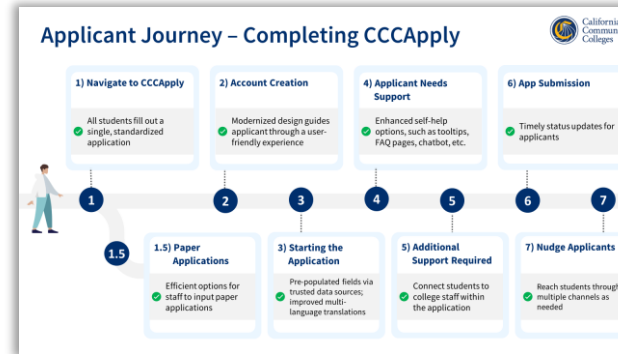
Discussion Points:

Stakeholder Journey – CCCApply Setup

- Mapping will have to be done in the SIS to ensure differences between the SIS and CCCApply are reconciled
- Configurability is needed for the colleges and the programs that they offer
- It is important to not always look to the UCs or CSUs for guidance as they don't have to serve the whole population like CCC does

Stakeholder Journey – Post Submission

- A core tension with making ID.Me mandatory, which may deter many applicants
- Tools that detect fraud do not properly represent minorities (e.g., undocumented students)
- We are spending inordinate resources on fraud that could have been spent on real students and their classes



Vision

We co-created the following vision statement to be refined by our gracious members
Josh Morgan and Michael Odu to incorporate the Task Force's feedback:

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



Vision Statement Feedback

- *“CCCApply is not the admissions process, it's just a tool. Maybe add the words ‘application process’ after where ‘CCCApply’ is now?”*
- *“CCCApply is a bigger journey than just the front door. The old CCCApply was a front door, and I feel like this is more”*
- The "front door" feels wrong. We want to focus more on the notion of inclusion and community after a student walks through the front door.
- Desire to emphasize the aspect of community

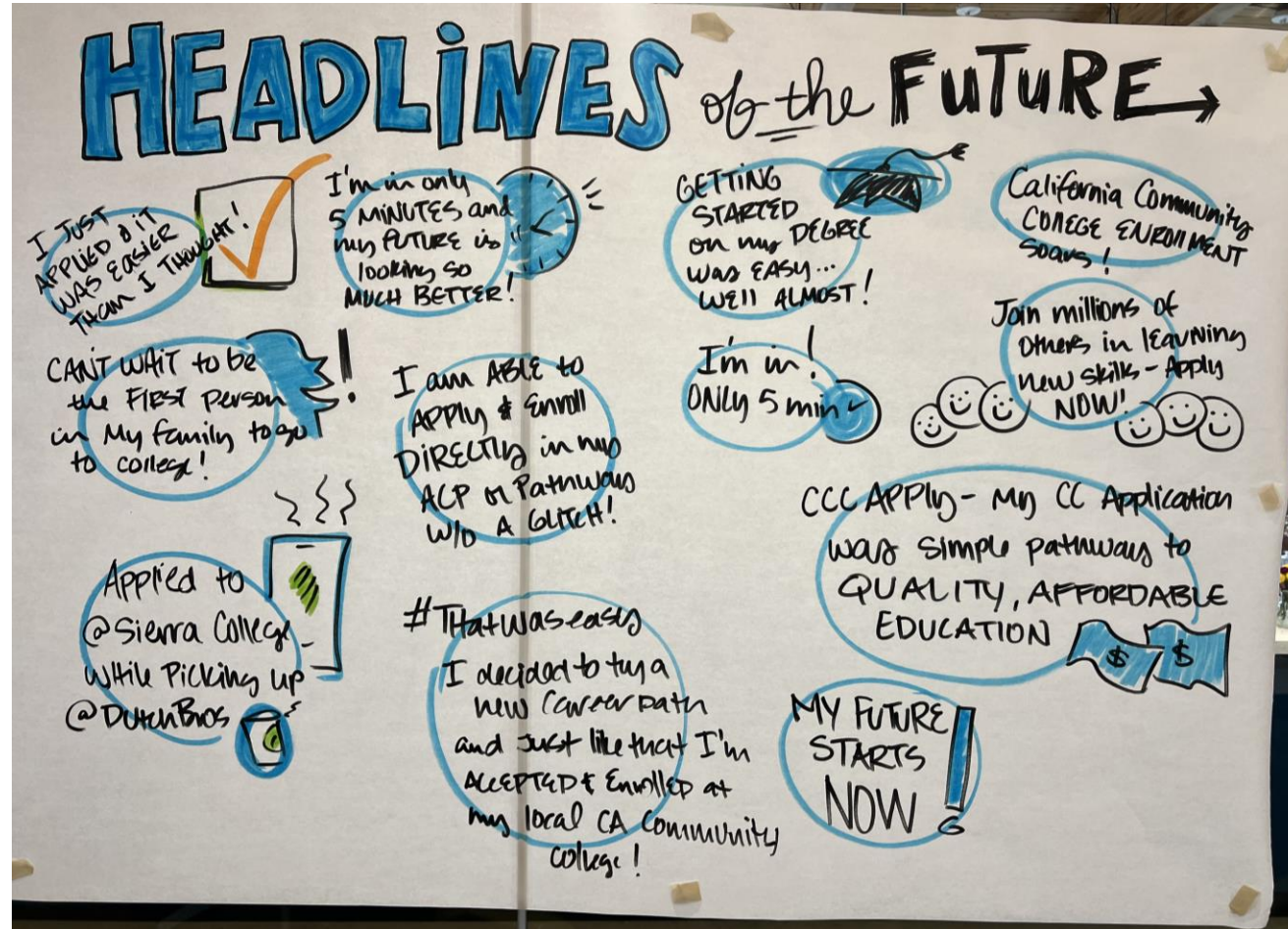


‘Headlines of the Future’ Themes as Inspiration

- **Quick** – application can be completed in short period of time.
- **Easy/Painless** – application is easy to fill out and can be done while multitasking (e.g., in line for coffee).
- **Impactful** – application will open doors for a bright future.
- **Seamless** – application didn't have any glitches and was straightforward to complete.
- **Mobile friendly** – application can be completed on phone.

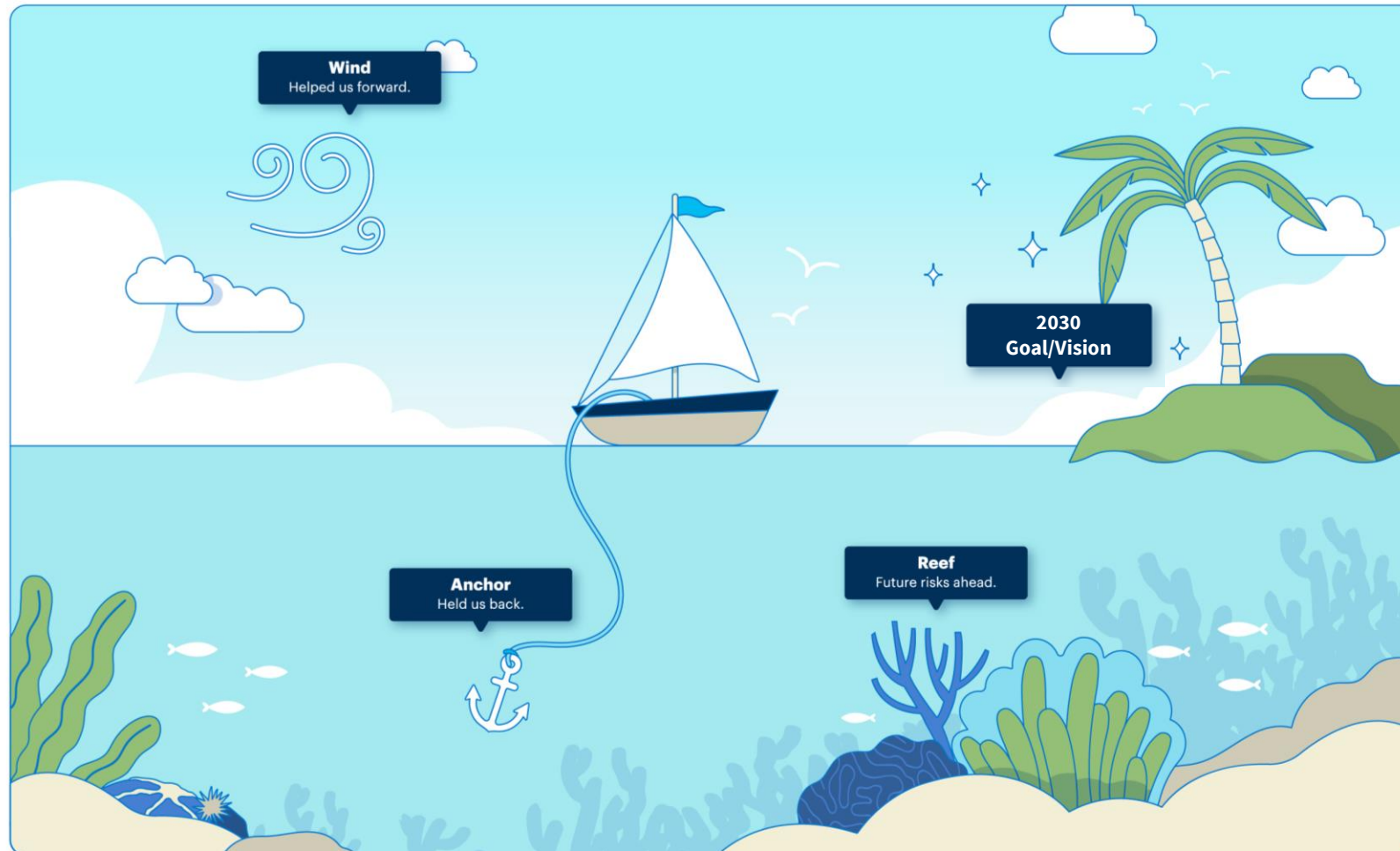
Headlines of the Future

A group exercise to begin envisioning the outcome of a Reimagined CCCApply process



Sailboat Exercise

A generative group exercise to start the conversation about what it would take to achieve the Reimagine Apply Target State



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Wind In Our Sails

Input from the group about what it would take to achieve the Reimagine Apply Target State



Wind in Your Sails Discussion Points

Anchors

What is Holding Us Back?

- Residency legislation
- Required elements and time and effort to change that list
- Fear of change or unknown
- Regulatory burden
- Need to have vs. Nice to have
We ask for data we want but don't need
- Lack of technical resources, limited or inadequate funding
- Institutional stamina / conflicting priorities: "boiling the ocean" to serve everyone
- Being system first vs. college first

Wind

What Will Push Us Forward?

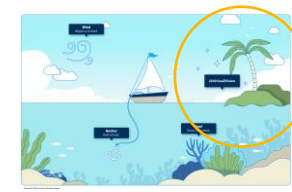
- Focus on students and our passion/desire to serve them and improve their lives
- Shared values of collaboration and accepting others' ideas
- Innovative leaders
- Advanced technology
- Diversity of students and serving their changing needs
- Increasing accountability and reporting
- The status quo/current processes are not sustainable
- Consensus that we need to improve this
- Need for change coupled with commitment to do so
- Institutional support

Reef

What are our Future Risks?

- Legislation and policy uncertainty
- "When we don't speak collectively is when we have trouble"
- Updating system in real time will cause us to have delays
- Unwillingness to compromise / inability to resolve tensions
- Working in siloes
- Impossible to build a perfect system
- Feasibility and value
- Funding
- Building ongoing change process
- Frustration over slow change

Wind in Your Sails: Compass Opportunities



Barriers:	Opportunities:
 Legislative Requirements	<p>All associations unite and advocate for legislative change</p> <ul style="list-style-type: none"> Mobilize students on behalf of needed changes for students Calendar of systematic changes <ul style="list-style-type: none"> “Coalition of the Caring”
 Unwilling to Compromise	<p>Slow down, and communicate early and often</p> <ul style="list-style-type: none"> Increase communication to avoid “fighting mode” when we don’t understand the other person <ul style="list-style-type: none"> Share guidelines to show that the TF has done their due diligence
 Resources / Funding	<p>Articulate and show the value of our work</p> <ul style="list-style-type: none"> Highlight how ease of use + how processes can contribute directly to student-centered funding pieces <ul style="list-style-type: none"> Tell our story well
 SIS Integration	<p>Emphasize data integration while prioritizing other aspects of application functionality</p> <ul style="list-style-type: none"> Implementation as system, not local Align resources to vision Desire to minimize duplication and avoid creating <ul style="list-style-type: none"> new systems Currently only looking to create APIs/linkages to set the stage for a longer-term conversation
 Skill Gap	<p>Train people properly for their positions</p> <ul style="list-style-type: none"> Investment in the people that do this work to enable better service to students <ul style="list-style-type: none"> People should be equipped with the skills to do their jobs properly
 System vs. Student First	<p>Keep a student-centered lens while discussing application updates and changes</p> <ul style="list-style-type: none"> Only ask for data we need, not just that we want Ask for more standardization coming from the system <ul style="list-style-type: none"> Establish a shared understanding of what's needed
 Change Fatigue	<p>Align and embody the vision</p> <ul style="list-style-type: none"> Share the message in a language that our constituents can hear Call out the mission and work to bring it to reality <ul style="list-style-type: none"> Vetting the vision throughout the process to minimize resistance Slow down, and listen with curiosity

Residency Working Team

This group will identify Residency SMEs and conduct the following efforts:



Compile a view of which **populations in your college are most negatively impacted** by Residency questions and determination, including insights into challenges



Aggregate insights into **any existing efforts** leveraged by college staff to address these challenges



Provide relevant **documentation** or statistics around these residency topics

Fraud Working Team

This group will connect with experts in this area and conduct the following efforts:



Collect an understanding of the **existing business process and/or technology efforts** conducted by your local college to mitigate fraud



Gather insights on **tools and best practices used by your campus**, and understand examples of rework/manual work for the local college staff with regards to fraud



Understand the **student experiences** related to this topic



Understand the most **prevalent fraud-related challenges** that your college / district is experiencing and gather the relevant documentation

Reimagine Apply Task Force Success

“United in our purpose to Reimagine CCCApply”

“The future is now and it’s looking good”

“We can improve the student journey”

“We’re in this together”

“We are the system and can redesign it to meet today’s diverse students”

“The tech exists to affect positive change for students”

“We make a difference”

“Coalition of the caring”

“We genuinely care about our students”





California Community Colleges

Thank you!

Contact Info:

[Reimagine Apply Website](#)

ReimagineApply@Accenture.com

www.cccco.edu

CCCApply Talking Points

- In alignment with the Governor’s Roadmap and Vision 2030 to improve systems and provide equitable access.
- The purpose is to reimagine a new student-centered application process and supporting system architecture for prospective and returning students that would be experienced as a ‘welcoming front door.’
- Active participation from across the state to support the effort:
 - a statewide survey to understand the use of applicant data was completed by 141 respondents from 50% of the colleges statewide, representing small, medium, large student populations in the urban, suburban, and rural areas.
 - 153 participants attended six remote working sessions to review the proposed designs, address unique student population needs and ideate on potential solutions.
- Completed a comprehensive review of the questions on the standard, international, non-credit and Promise Grant applications with a detailed mapping of policies and legislation to determine which were required for local, state and federal reporting.
- Working in coordination with the Student Centered Design Lab, there were 20 student interviews and additional usability tests to identify pain points in the process and validate design choices for the Target State prototype.
- Design for the new application was met with excitement and praise by students from several demographic categories including first generation students, older students, and non-English speakers.
- The technical analysis found that the non-standard, non-commercial CCCApply system is challenging to maintain and not easy for stakeholders to complete critical application-related administrative actions
- Statewide Task Force launched in February and reviewed the proposed new designs and target state profile for the application.

APPENDIX

Your Facilitators & Support Team



Erica Harrold
Delivery Lead



Nicole Martinez Whang
Functional Lead



Sami Packard
Change Management Lead



Garrick Yau
Delivery Lead



Gia Ariola
Senior Analyst



Ariela Hekmat
Consultant



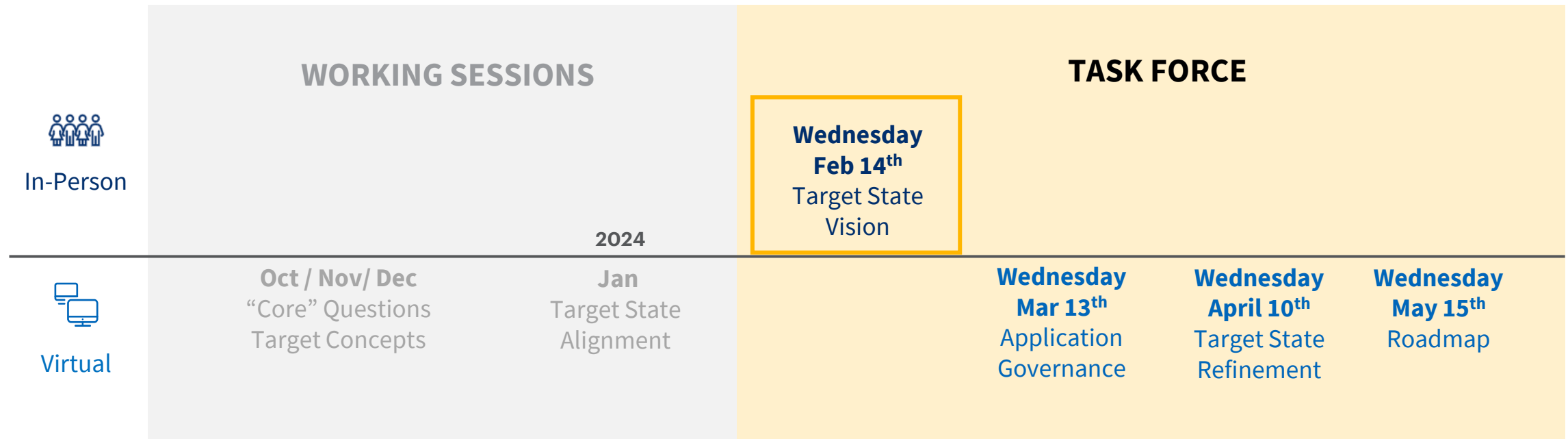
Sara Moore
Executive Sponsor



Hojoon Lee
Managing Director

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.



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

Chancellor's Office *Vision 2030*

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

Task Force – Guiding Principles

1. **Project-oriented:** Contributes to the reimagining of the student application and support systems with clearly defined recommendations to achieve measurable outcomes.

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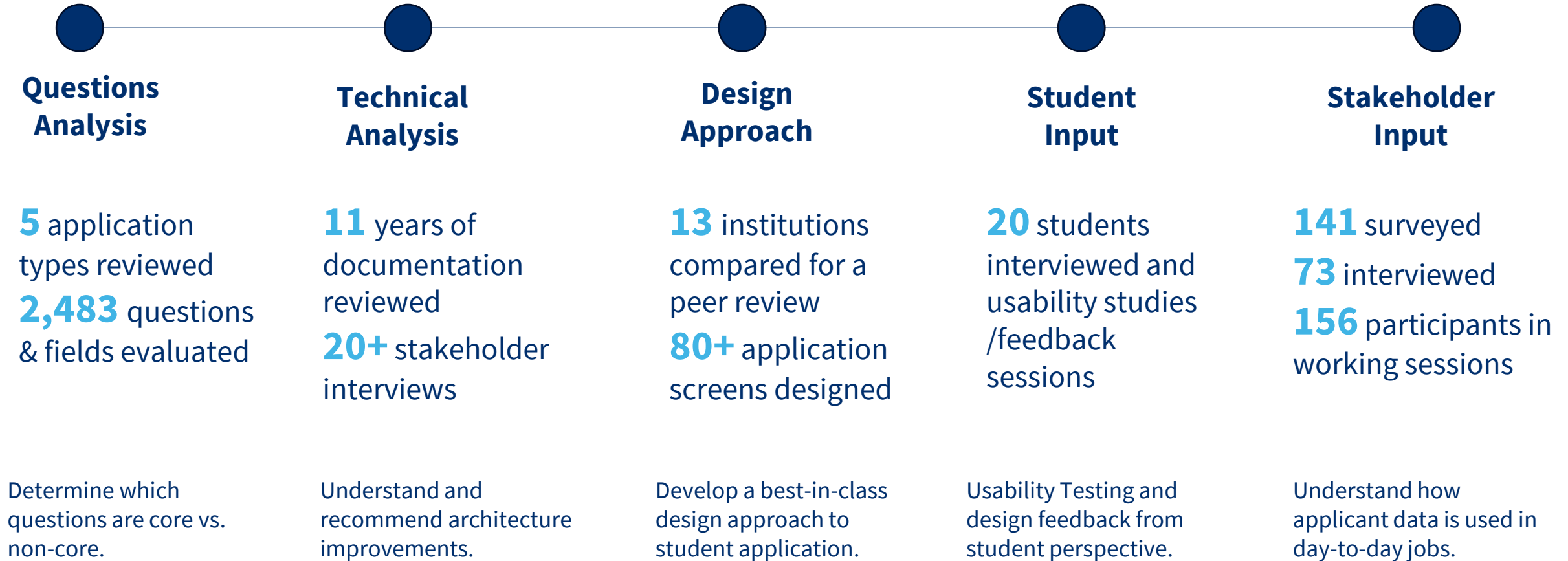
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5. **Student-centered:** prioritizing the needs of the student, regardless of where they enroll.

6. **Innovative:** willing to challenge assumptions and think beyond the status quo.



How We Got Here



Colleges

Engagement Across the State for Reimagine Apply

62

Colleges

45

Districts

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

Questions Analysis



WHAT WE DID

Peer comparison of CCCApply
to other applications

Evaluated the 5 CCCApply
applications types and their
College Adoption Rates

Evaluated **2,483 questions** and
fields

Identified places to **optimize** and
reduce student confusion



WHAT WE FOUND

Standard (100% adopted)
60 questions and 113 fields

Supplemental (80% adopted)
865 questions with 1087 fields
1 to 23 supplemental questions
used by each college

Promise Grant (42% adopted)
38 questions and 19 fields

Non-Credit (32% adopted)
35 questions and 84 fields

International (28% adopted)
35 questions and 147 fields



WHAT WE RECOMMEND

Streamline applications by
validating essential data and
removing redundant
questions where possible

Leverage branching logic to
create a **single application**
for applicants

Clarify application language
to reduce applicant confusion

Technical Analysis



WHAT WE DID

Evaluated 11 years of CCCApply documentation
20+ stakeholder interviews

Conducted **architecture/technical** reviews

Recommended **system architecture** and **data flow improvements**



WHAT WE FOUND

Utilization of the **AWS infrastructure** and **AWS managed services** a strong decision

OpenCCC uses a **modern and mature IAM solution**

CCCApply and MyPath are built on an **antiquated framework**

CCCApply and MyPath management tools can be **complex and challenging**

Superglue is a homegrown bespoke solution that is **labor-intensive to manage**



WHAT WE RECOMMEND

Explore **commercial cloud hosted fully-managed alternatives** to open-source and other self-managed applications

Explore a **professionally managed commercial** fraud prevention strategy

Evaluate the usage of **MyPath** and consider decommissioning

Explore a **data management solution** that enables a Reimagined CCCApply to **integrate with 3rd party and districts systems** with **bi-directional data flow**

Stakeholder Input



WHAT WE DID

141 survey respondents and interviewed 73 stakeholders from 47 districts and 59 colleges to understand usage of CCCApply data.

Engaged 156 stakeholders in 6 working sessions to get **input and feedback** on the new application design, unique student challenges and overall process.



WHAT WE FOUND

84% of respondents' colleges use additional methods to collect student data

Identified areas for optimization that would improve the student experience and not impede data collection needs



WHAT WE RECOMMEND

Simplify **Ed Goal and Education History**

Revise wording and **groupings for Programs & Services**

Explore **residency criteria and algorithm** to improve applicant experience

Design for the **unique needs** of student populations such as dual enrollment

Student Input



WHAT WE DID

Conducted **moderated usability testing** with current students to test prototypes of **an updated design** of the CCCApply standard application

1:1 sessions with 11 students using a Figma prototype

20 Student Usability Testing Sessions



WHAT WE FOUND

We talked to a **range of students** from varying backgrounds and colleges including: first gen, under 18, returning students over 25

More than 50% interviewed were POCs

More than 90% successful task completion rate



WHAT WE RECOMMEND

Mobile-first design is essential

Questions need to **be rewritten for greater clarity**

Ed Goal explanations needed

More disclaimers need to be added to sensitive questions

Design Approach



WHAT WE DID

Leveraged discovery insights to propose a reimagined experience

Developed a design system to ensure consistency with CCC's brand

Delivered a **working prototype** and **80+ individual screens**



WHAT WE FOUND

Significant opportunity to improve usability as only **42% of flows satisfied** Nielsen's usability heuristics

Students need improved contextual help and signifiers to **reduce confusion and minimize errors**

User research validated direction and aligned with students' mental models for applying



WHAT WE RECOMMEND

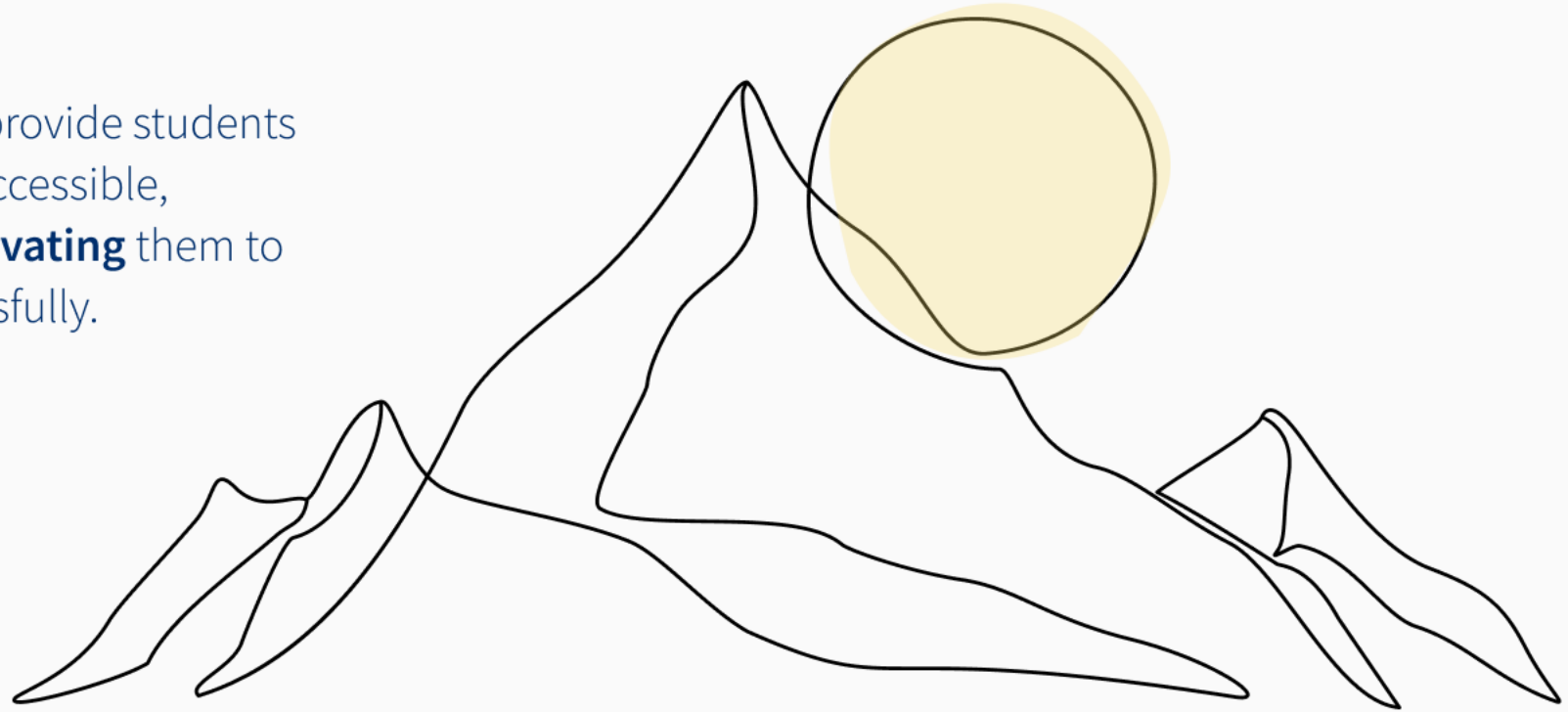
Minimalist design and single task construction **reduces cognitive load**

Provide students with a variety of **self-service options** such as an AI-powered virtual assistant, FAQ pages, or tooltips

Tailor application with **strategic question branching**

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

Design Approach

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

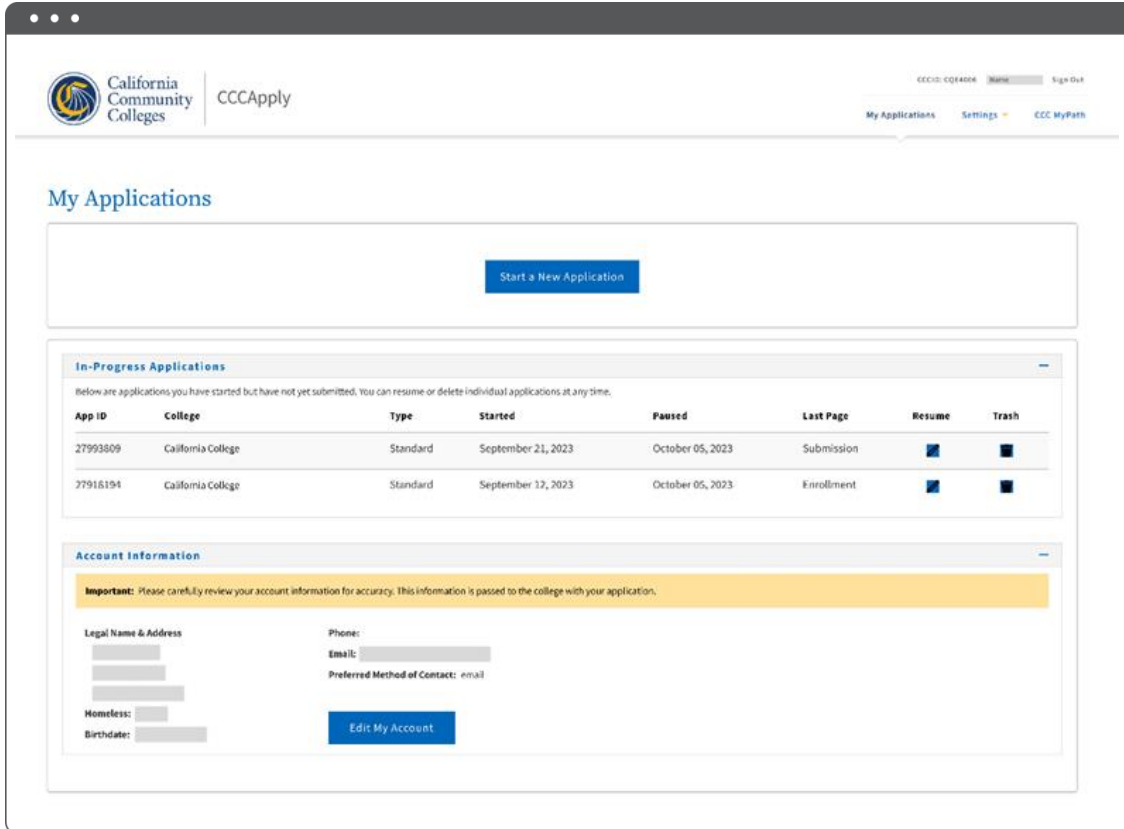


title



Design In Practice

Current



The current interface shows a header with the California Community Colleges logo and 'CCCApply'. A navigation bar includes '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. At the bottom is an 'Account Information' section with a warning message and a form for user 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		

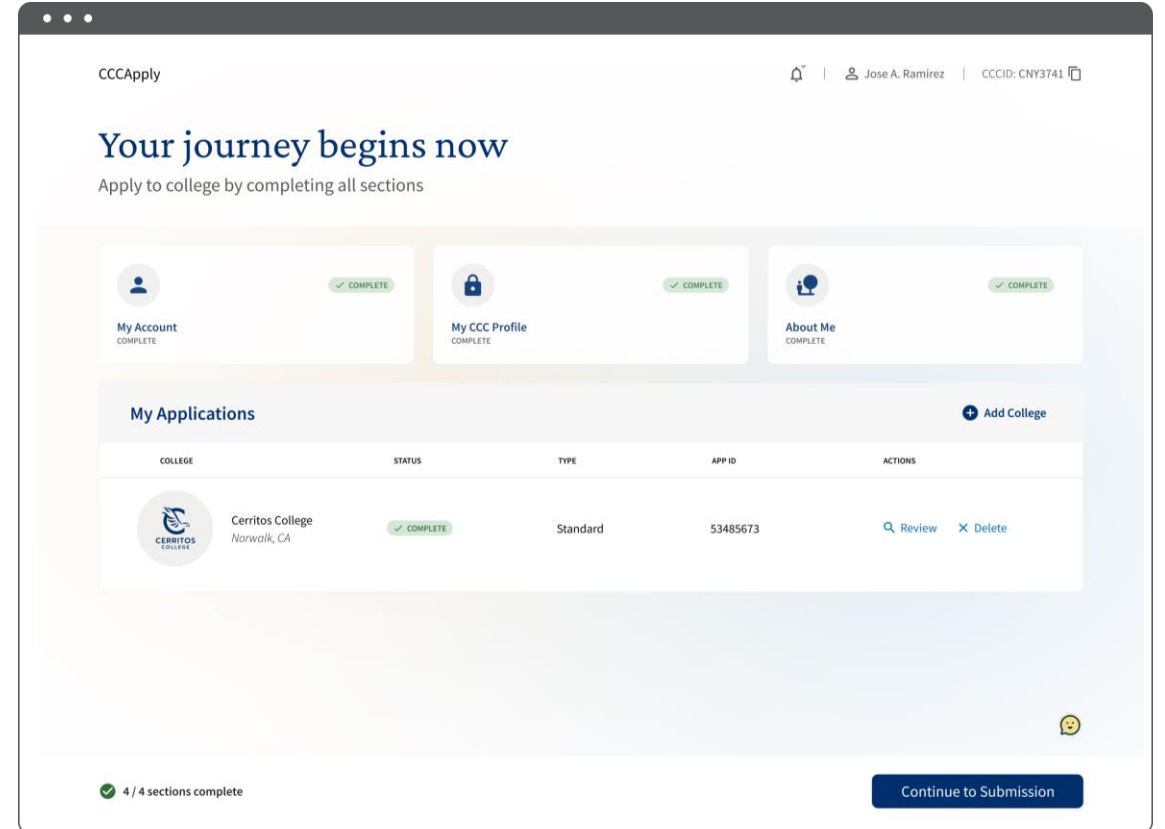
Account Information

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



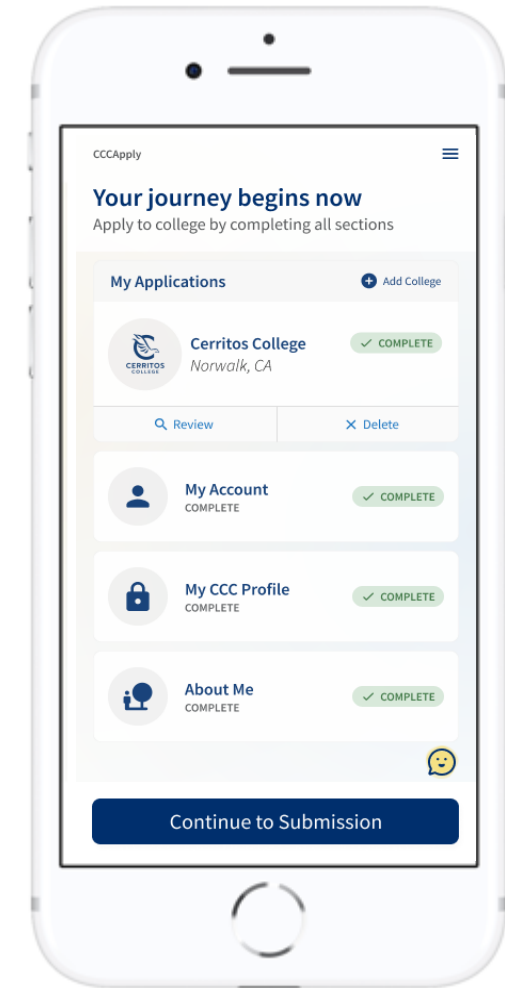
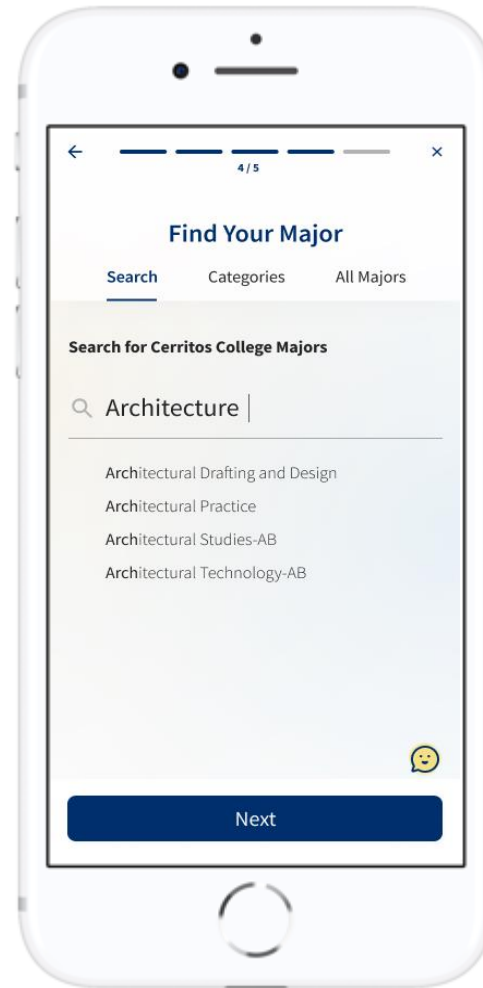
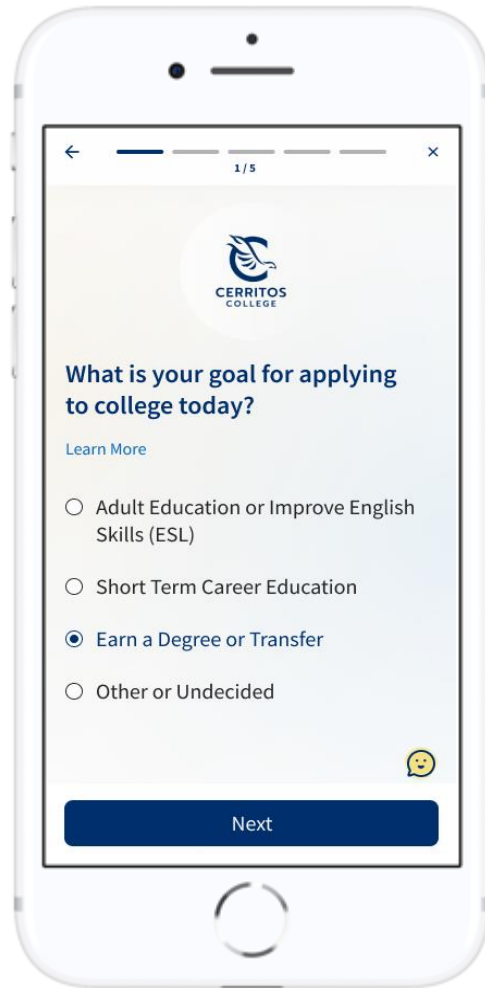
The proposed interface features a clean, modern design. The header includes the 'CCCApply' logo, a notification bell, the user name 'Jose A. Ramirez', and the account ID 'CCCID: CNY3741'. The main heading is 'Your journey begins now' with the subtext 'Apply to college by completing all sections'. Below this are three progress cards for 'My Account', 'My CCC Profile', and 'About Me', all marked as 'COMPLETE'. The 'My Applications' section includes an 'Add College' button and a table of applications. 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

4 / 4 sections complete

[Continue to Submission](#)

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”

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.

Student Experience

Involves applicant account creation, application completion in CCCApply, and support received throughout the process.

1

- Stakeholder modifies CCCApply in CRM's administration portal

2

- Stakeholder configures CCCApply with college-specific details, such as term, major, and outreach strategy

3

- Student begins an application in CCCApply

4

- Student receives any needed support and submits application

5

- Fraud screening ensures application is valid

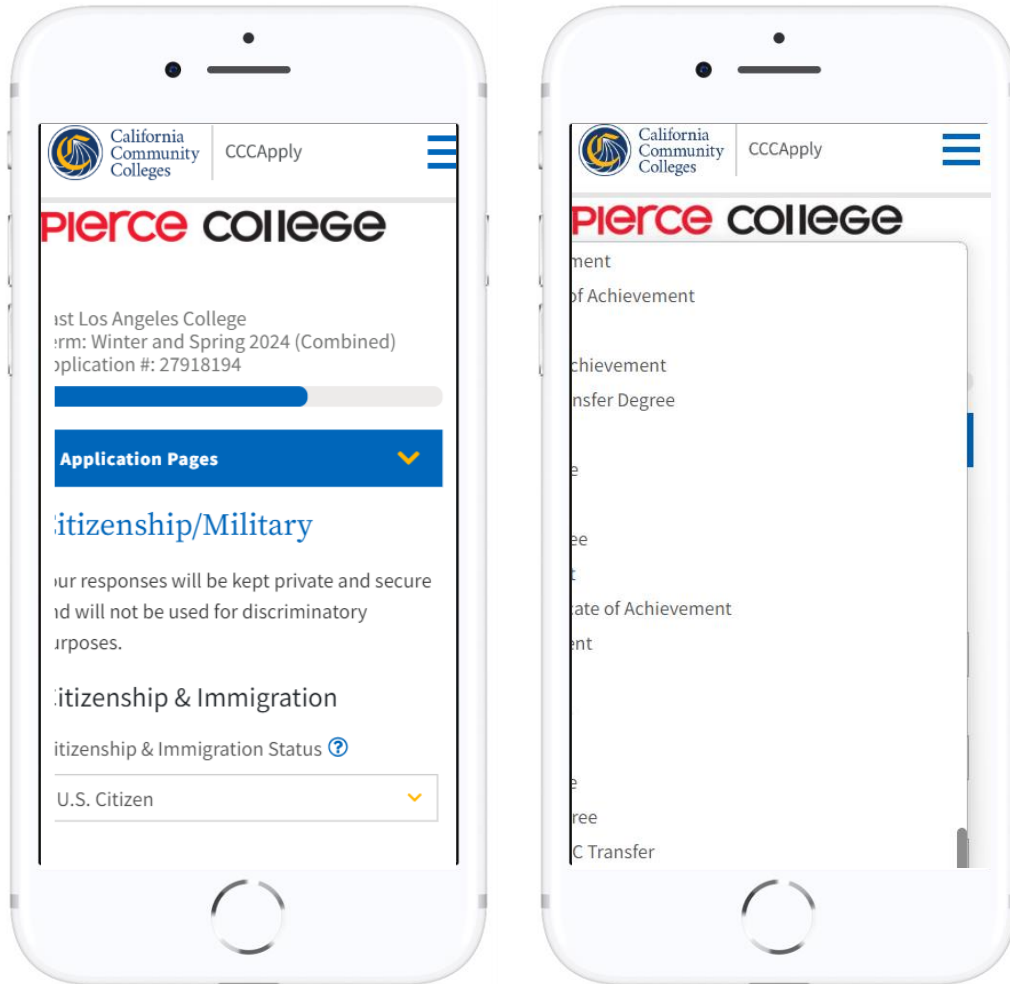
6

- Stakeholders receive applicant data to make residency determination, MMPS placements, and matriculate students

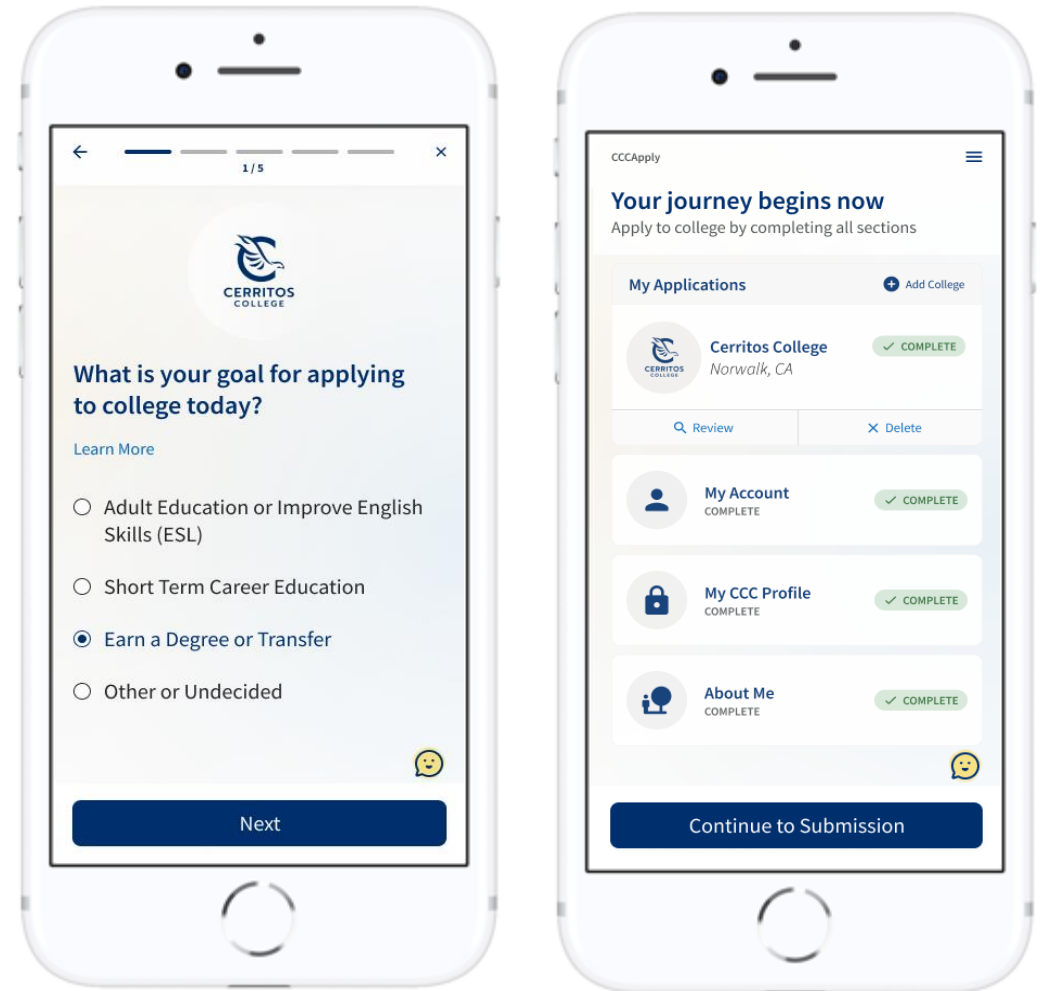
Mobile Friendly

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

Current

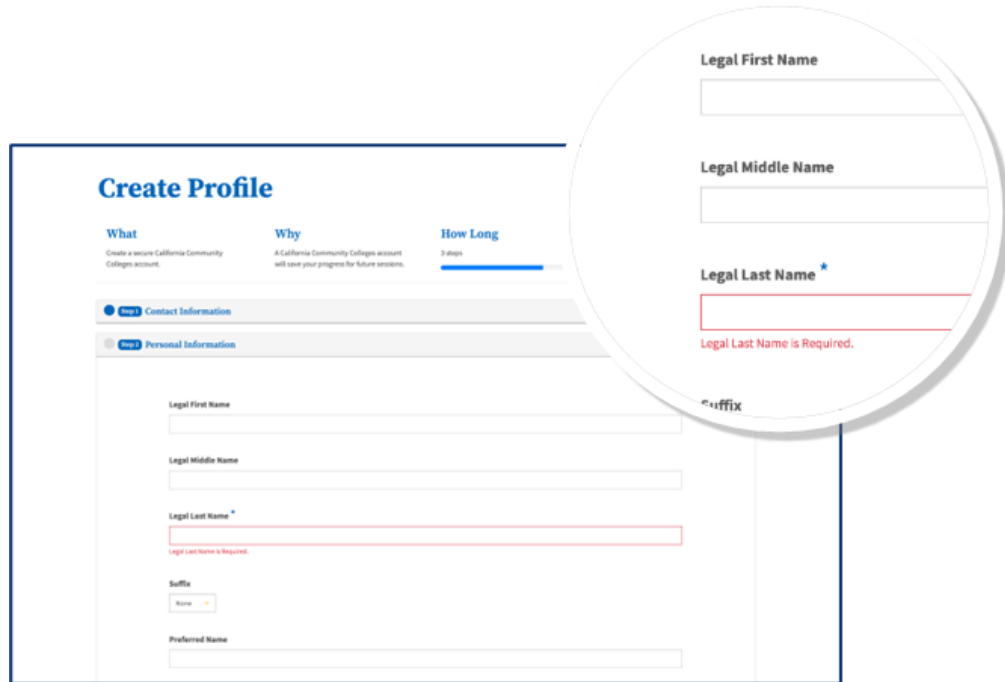


Proposed



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 Contact Information

2 Personal Information

Legal First Name

Legal Middle Name

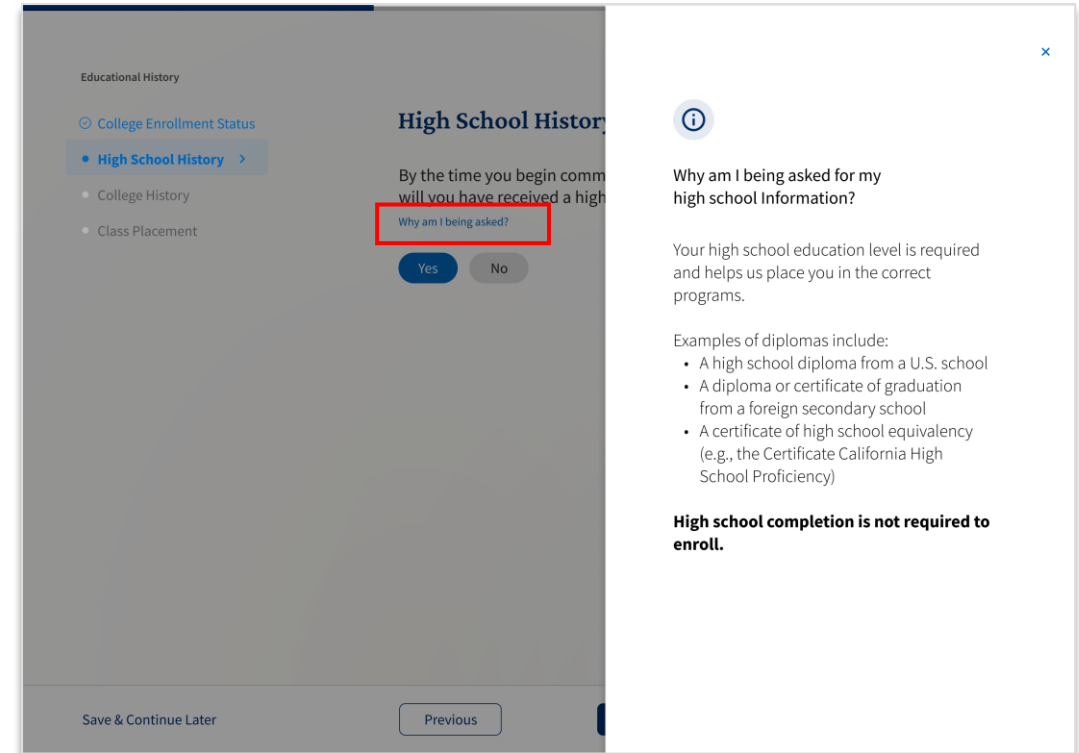
Legal Last Name *

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

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.

Save & Continue Later Previous

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

Clear Section Labels

Current

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

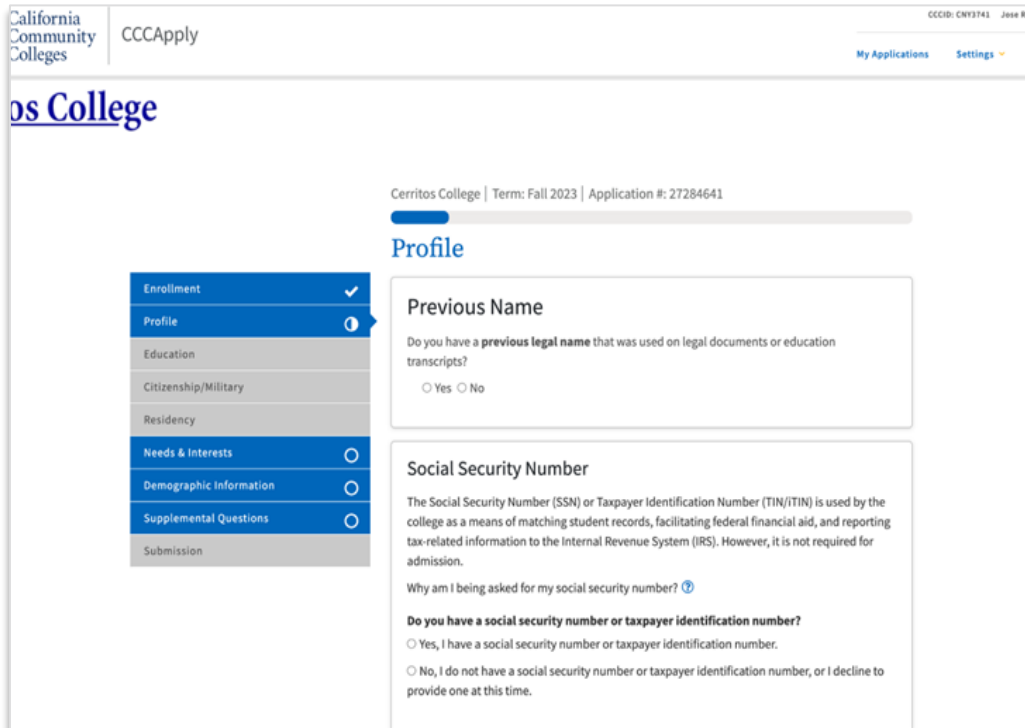
Proposed

My Information

- **Personal** >
- Contact
- Demographics
- Needs & Interests

Progress Tracking

Current



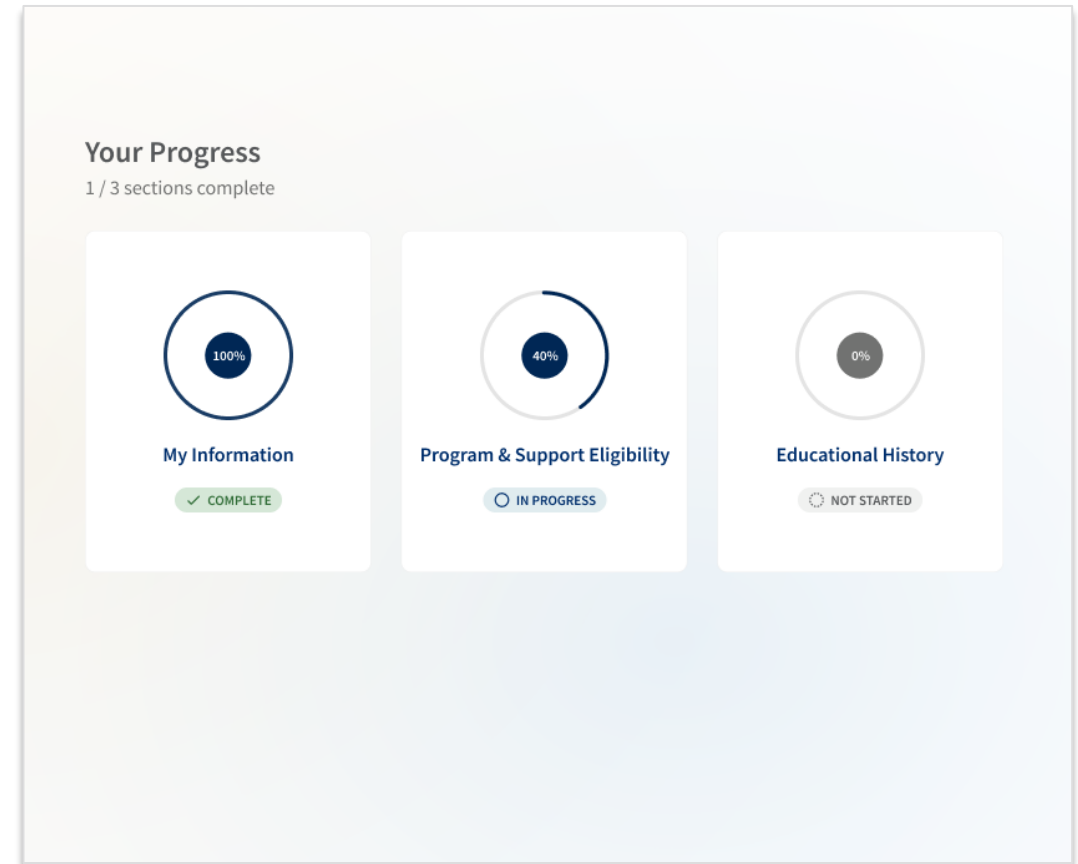
California Community Colleges | CCCApply | Cerritos College | Term: Fall 2023 | Application #: 27284641

Profile

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/TIN) 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



Your Progress
1 / 3 sections complete

My Information
100% COMPLETE

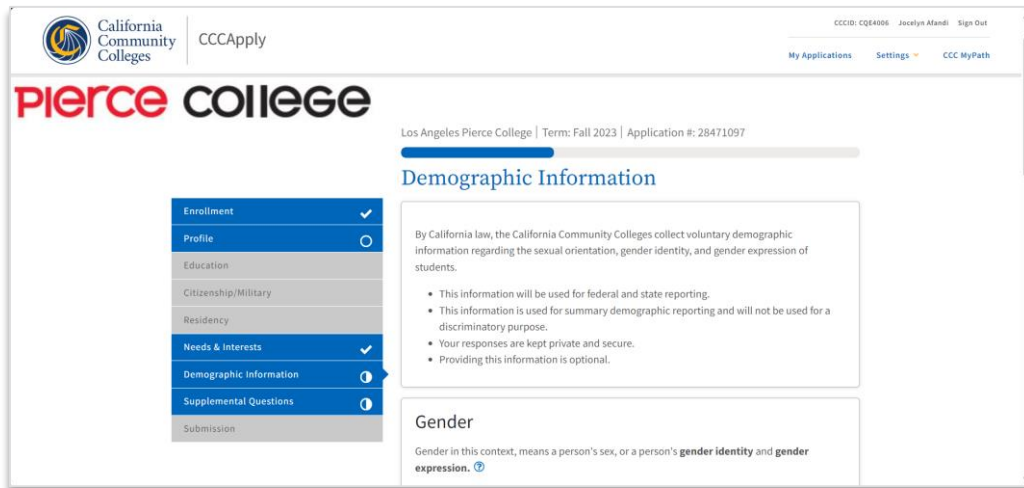
Program & Support Eligibility
40% IN PROGRESS

Educational History
0% NOT STARTED

“[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.

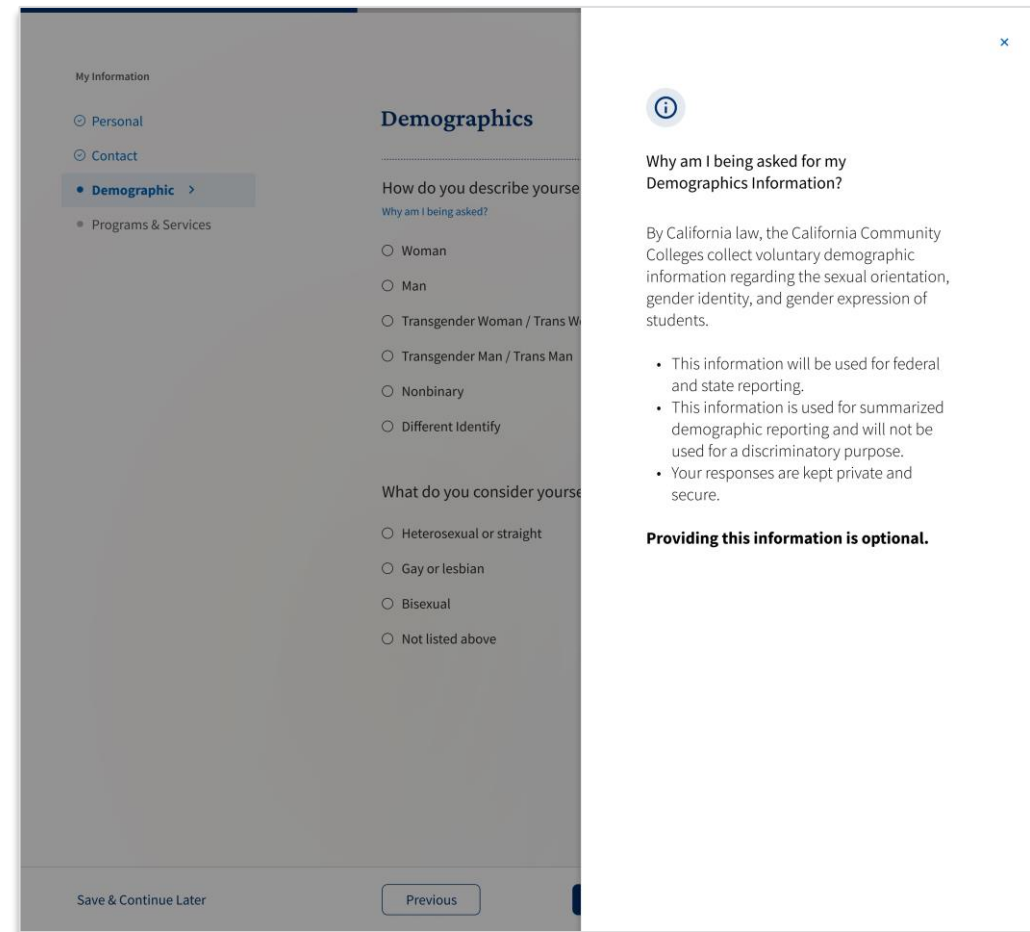
- This information will be used for federal and state reporting.
- This information is used for summary demographic reporting and will not be used for a discriminatory purpose.
- Your responses are kept private and secure.
- Providing this information is optional.

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 W
- 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?

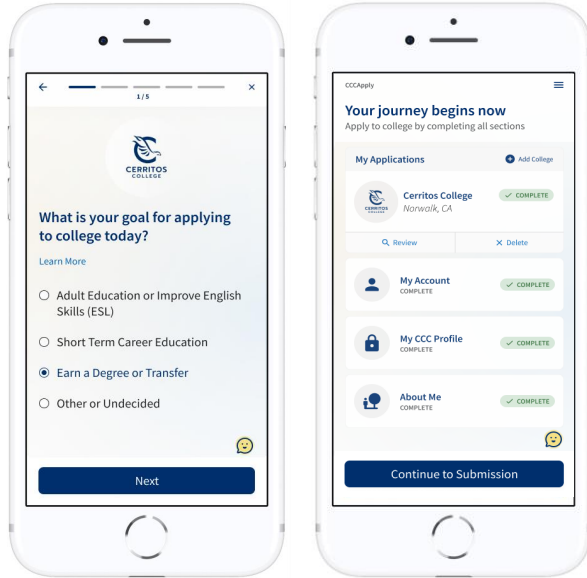
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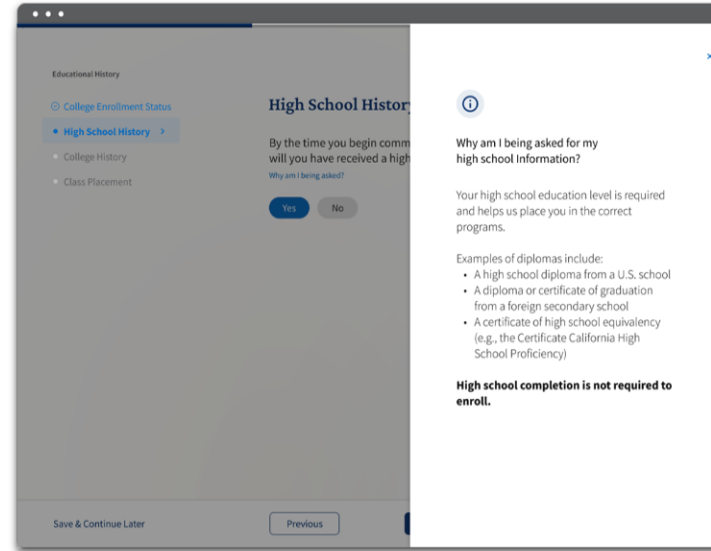
Providing this information is optional.

Proposed Designs

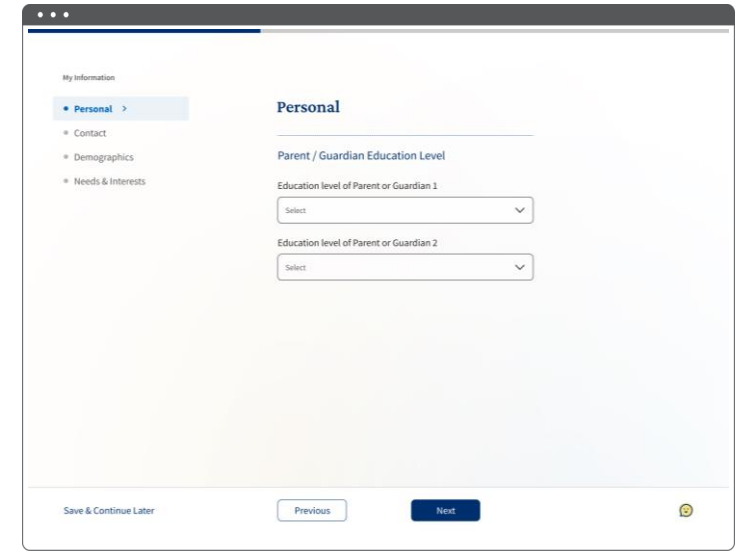
Mobile Friendly



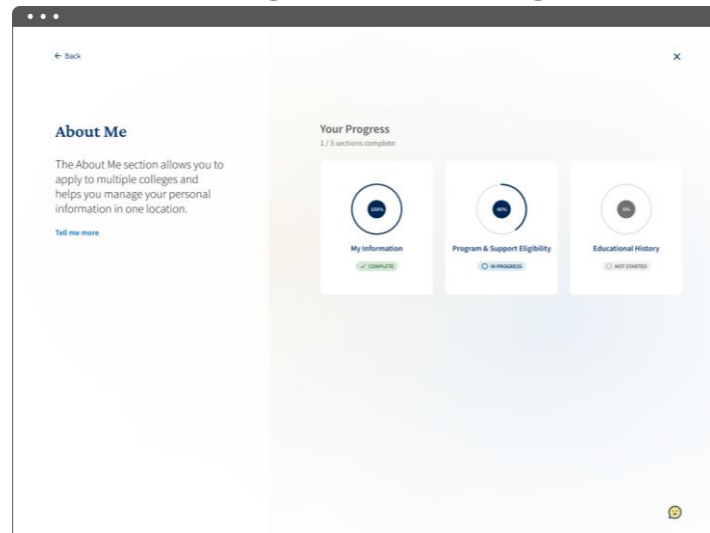
Purpose of Requirements



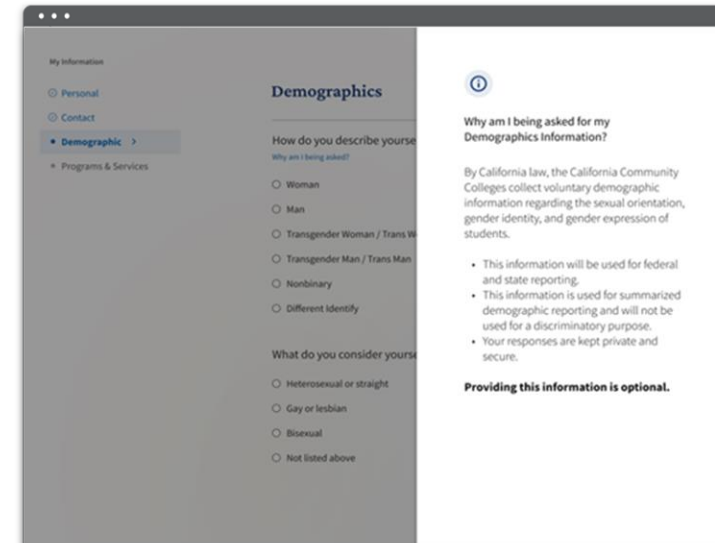
Section Labels



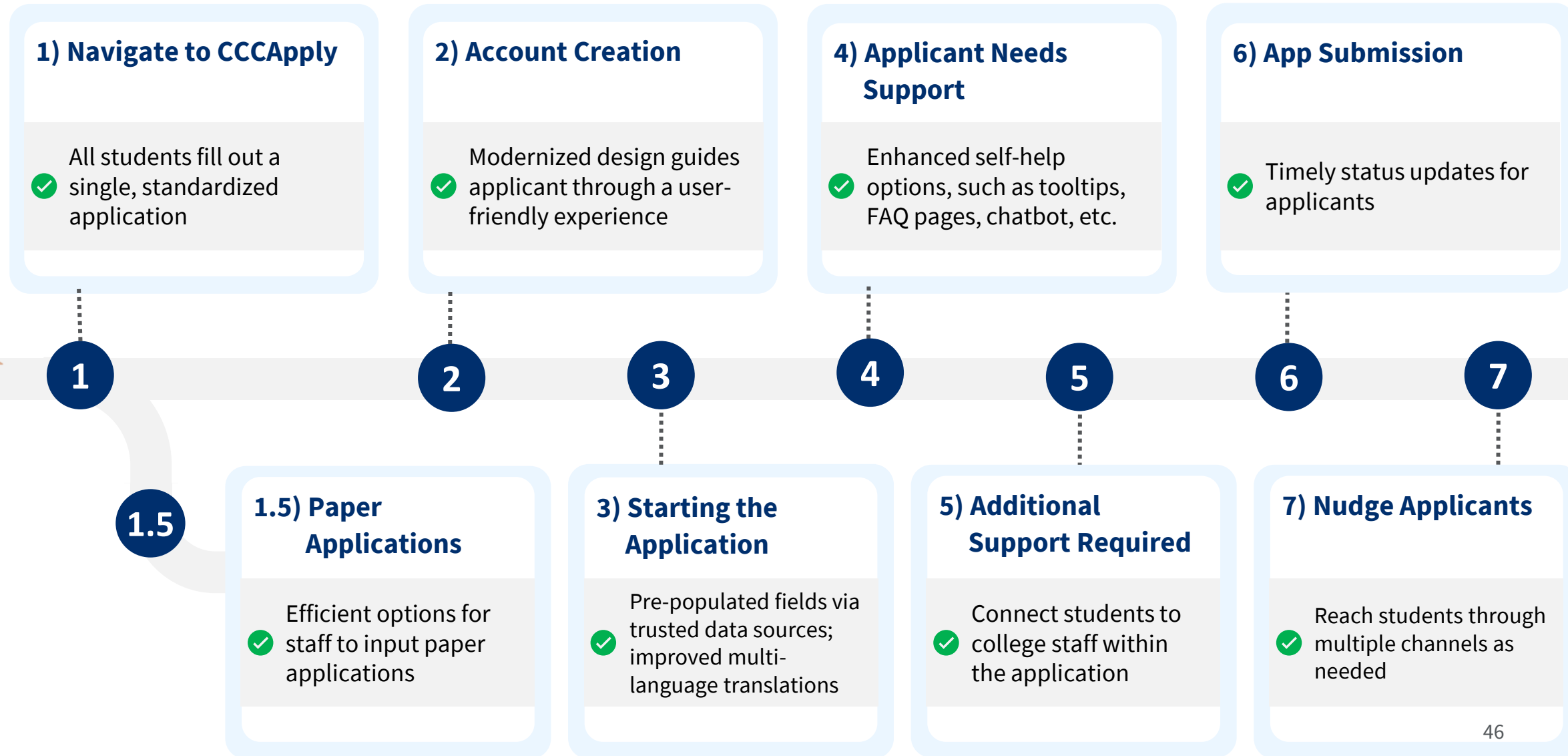
Progress Tracking



Scannable Text



Applicant Journey – Completing CCCApply



Stakeholder Journey – CCCApply Setup

1) Update Terms & Majors

- ✓ Stakeholders only need to update data in their SIS

3) Access Admin Console

- ✓ Simplify setup through a user-friendly CRM interface

5) Set Up Campaigns

- ✓ CRM tools offer click configuration, removing the need to code

7) Run Campaigns

- ✓ Stakeholders can turn campaigns on and off at the click of a button

1

2

3

4

5

6

7

2) Automated Data Import

- ✓ An automated data connector will sync data, minimizing human error

4) Communications Strategy

- ✓ Outreach campaigns can be tailored for common application issues

6) Configure Campaigns

- Multichannel touchpoints can be configured into a comprehensive campaign

Stakeholder Journey: CCCApply Setup – Friction Points

1

Manual Data Entry: College staff are required to manually enter this data into CCCApply, increasing the risk of human error.

2

Complex Outreach Set Up: The workflow for setting up custom messages is not user-friendly.

3

Complex Message Creation: Requires HTML coding, which is a barrier for many non-technical stakeholders.

4

Limited Outreach Methods: Currently two nudge emails and a few error messages available in CCCApply.

5

Supplemental Questions: Additional questions makes the application experience longer for applicants and in some cases are redundant to CCCApply questions.

6

Difficult to Update Questions: Cumbersome to maintain and update with XML code.

Stakeholder Journey – Post Submission

1) Screen for Fraud

- ✓ Multi-layer fraud detection minimizes manual review to only the most suspicious actors

1

3) Determine Residency & MMPS

- ✓ Standardize and automate English and math placement efforts across all CCCs

3

5) Data Flows to Colleges

- ✓ Data will flow automatically to colleges and departments in a simplified way

5

2) Send Acceptance Notifications

- ✓ Standard acceptance notifications create consistent experiences across colleges

2

4) Continue Targeted Outreach

- ✓ A CRM tool will allow for omnichannel communication campaigns where needed

4

6) Residency & MMPS Review

- ✓ Stakeholders review residency and MMPS placement decisions and follow up as needed

6



Stakeholder Journey: Post Submission – Friction Points

1

Complex Data Transfers: Importing CCCApply data into college SIS systems is complex.

2

Inaccurate Residency Determinations: Initial residency determinations in CCCApply have limited accuracy.

3

Inconsistent Tooling for Placement: The MMPS tool for math and English placement is adopted by only 56 colleges, leading to inconsistent and manual placement efforts.

4

Limited Outreach Functionality: Configuring emails is difficult and involves HTML coding.

5

Manual Fraud Screening: Fraud screening requires intensive manual review.