# Innovation, Data, and Technology to Guide Students Along Their Educational Journeys

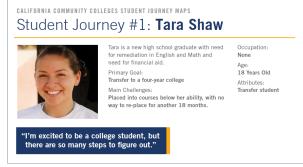
Dr. Omid Pourzanjani, Visiting Sr. Executive California Community Colleges, Chancellor's Office



## **Student Journey Mapping**

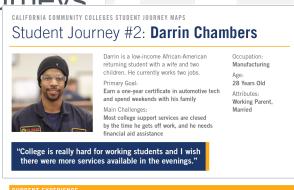
- A way to create a vision for what the ideal student journey could be
- Using the vision to guide the planning, designing, and enhancing of technology solutions

Personas reflect common student journevs



CURRENT EXPERIENCE

Tara was introduced to her local community college in high school. The college provided assessment testing for her college for senior students at no cost. Tara's family did not have the means to send her directly to a university, so she participated in this assessment. Although Tara had taken pre-calculus and English Literature at her high



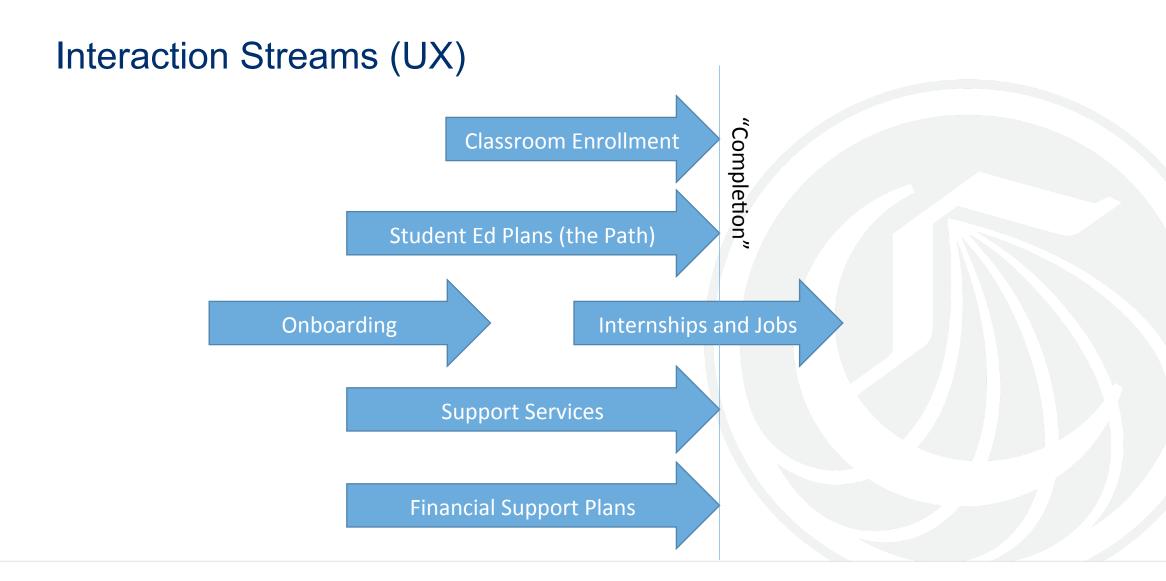
#### CURRENT EXPERIENC

Darrin had heard of community colleges, but he always thought that college was for the privileged. He couldn't imagine how with two kids, a wife, and two iohs he could possibly complete college, until one of his coworkers in

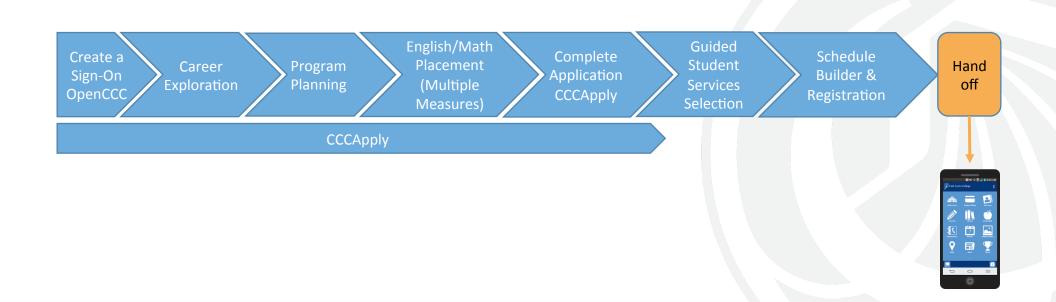


# Student Support Technologies Are Fragmented (Partial List)

Canvas cccApply CaCareerCafe EduNav Orientation College-Scheduler iCanAffordCollege Career Coach Starfish Banner CampusLogic DegreeWorks Here2Career Registration EduNav Program Planner eLumen CRM **EAB Navigate** Registration



# Onboarding Stream (Integrated and Personalized)

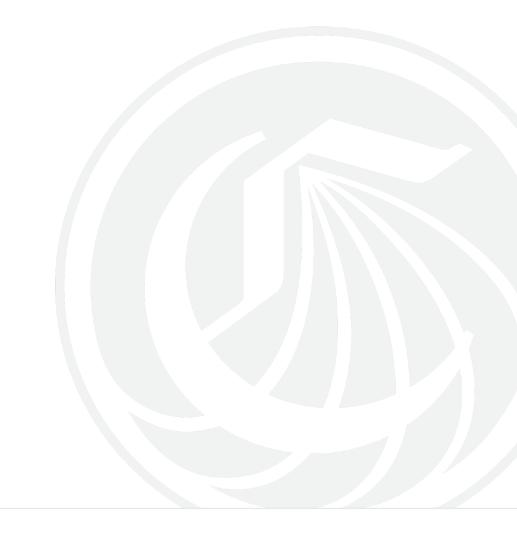


# Attrition from Application to Enrollment

College	Applicants	First-time Enr	% Lost
ALL	2,133,531	604,449	71.7
Highest	22,905	2,376	89.6
Lowest	20,496	18,787	8.3
Average	19,978	5,412	69.7



# CCCApply Redesign

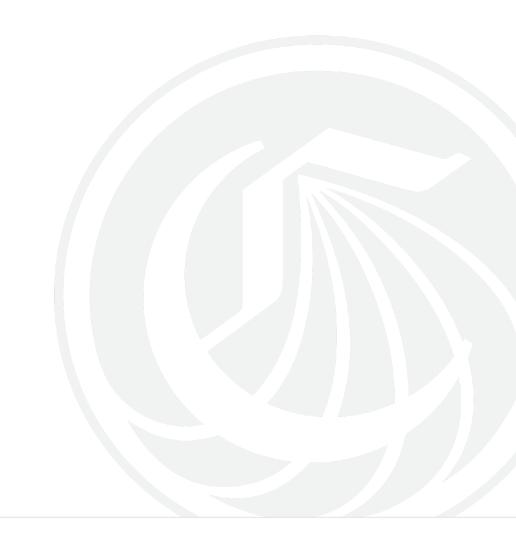


## **CCCApply Desired New Features**

- The application process needs to be integrated with the Multiple Measures implementation
- The application should work affectively for both credit and noncredit students
- The user interface needs to be simplified and updated
- The application/process should be integrated with the rest of the onboarding process

# MyPath Redesign

(Onboarding Stream)



## **Customizing Onboarding Sequences**



Enter search terms

MESSAGES 0

ACCOUNT 🌣

HELP

Q



#### **CCC Demonstration College**



#### COLLEGE ORIENTATION

Get the information you need to get oriented at the Demo College

Welcome New Students!

#### **EXPLORE CAREERS**

Find a career that motivates you.

Explore Careers

#### **MAJOR SELECTION**

CCC RECOMMENDS ▼ 0

Select a major and begin mapping your course to success.

Select a course of study

#### **PLACEMENT**

View Your Placement Results

- Your Placement Results
- Select Courses



# Degree Planning

(Onboarding Stream)



# Major/Interest-Cluster Exploration



Enter search terms

CCC RECOMMENDS ▼ 0

M

MESSAGES 0

ACCOUNT **☆** 

HELP

Q



#### **CCC** Demonstration College



#### COLLEGE ORIENTATION

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Select a major and begin mapping your course to success.

• Select a course of study

#### **PLACEMENT**

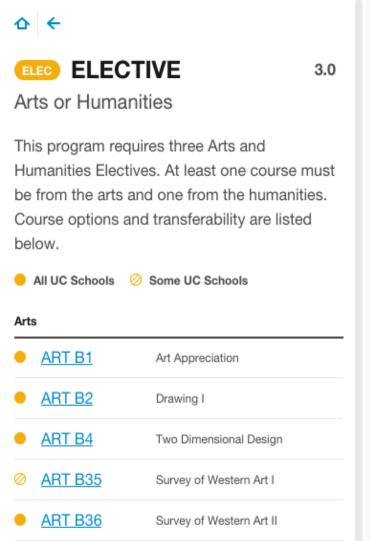
View Your Placement Results

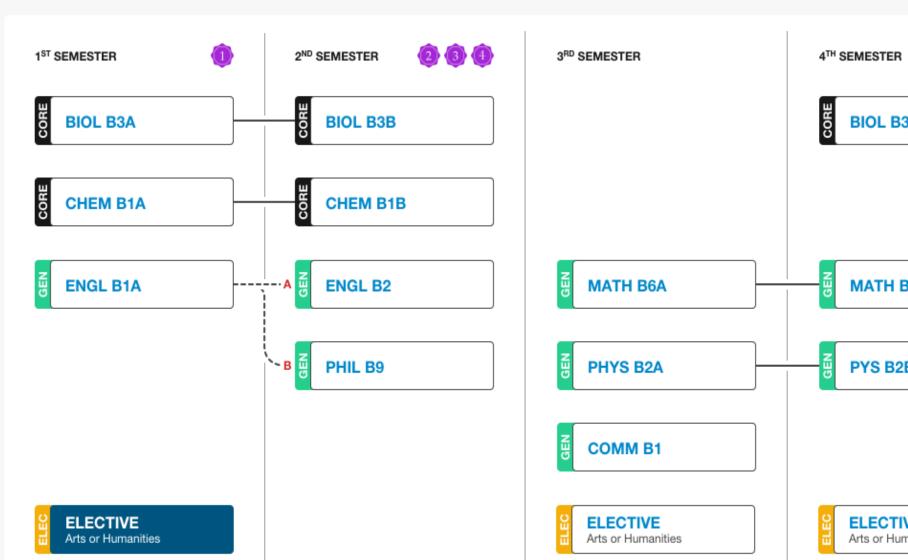
- Your Placement Results
- Select Courses



### **Technology Enabling Guided Pathways**

#### Course Map





# Multiple Measures

(Onboarding Stream)



# Consideration for Placement (AB-705)



Enter search terms

CCC RECOMMENDS ▼ 0

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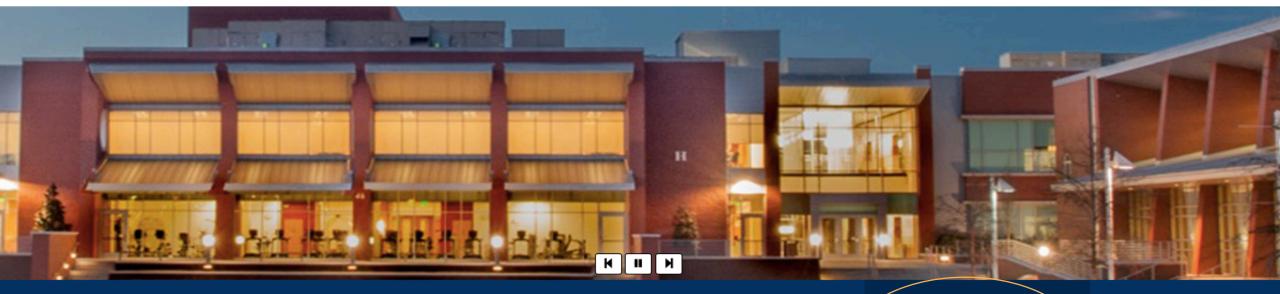
ACCOUNT \*

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#### **CCC Demonstration College**



#### COLLEGE **ORIENTATION**

Get the information you need to get oriented at the Demo College

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Select a major and begin mapping your course to success.

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#### **PLACEMENT**

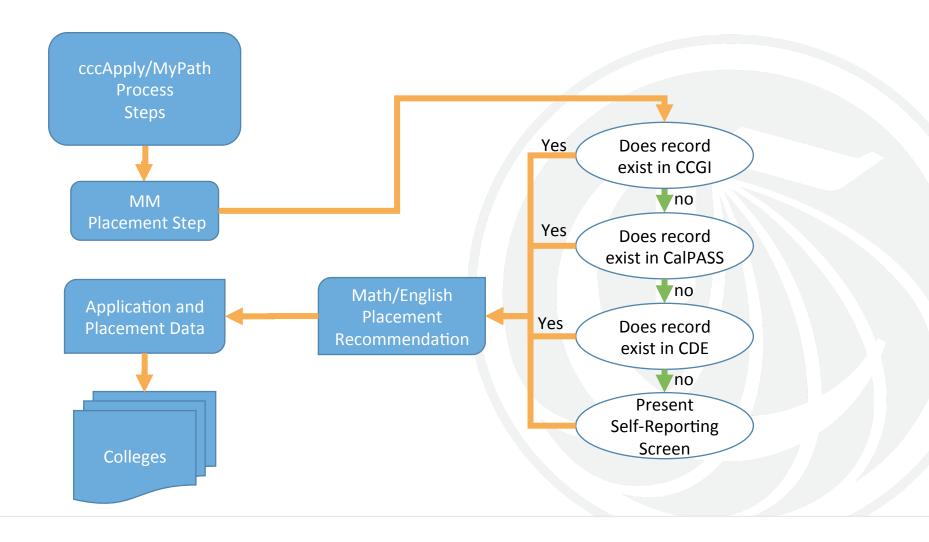
View Your Placement Results

- · Your Placement Results
- Select Courses





## Proposed Multilevel Placement Logic



# Integration with Financial Support

(Onboarding Stream)



### Integration with Financial Support



Enter search terms

CCC RECOMMENDS → 0

MESSAGES 14

AC

**ACCOUNT ☼** 

HELP

Q



#### **CCC Demonstration College**



#### **EXPLORE CAREERS**

Find a career that motivates you.

Explore Careers

#### **MAJOR SELECTION**

Select a major and begin mapping your course to success.

Select a course of study

#### **PLACEMENT**

View Your Placement Results

- Your Placement Results
- Select Courses

#### FINANCIAL ASSISTANCE

Get help paying for college.

• FAFSA and the Bog Fee Waiver





## Possible Auto-Population of Forms

(Example: California College Promise Grant Application)

Welcome Test Test | CCCID: AWR2844 | Sign Out | My Applications | Help **Account and Mailing Information** Cambiar A Español Introduction **Review OpenCCC Account Information** Application Year The following account information will be submitted with your application to college. Please carefully review this information and change any outdated information by Account/Mailing clicking the "Edit Account" button below. Information Dependency **Current Full Name** Test Test Test **Edit Account** Status Permanent Address 531 Pistachio Pl Special Windsor, CA 95492 Eligibilities **Previous or Alternate** Name Eligibility Methods **Preferred Name** Certification Main Phone (707) 318-1881 Authorized for text messages Review Second Phone Application mcaruso@ccctechcenter.org Email Submission Social Security SSN Not Provided Number It is important to provide your Social Security Number. Please edit your account. Date of Birth 07/05/1985

# **Integrated Student Support Links**



#### **PLACEMENT**

View Your Placement Results

- Your Placement Results
- Select Courses

# FINANCIAL ASSISTANCE

Get help paying for college.

FAFSA and the Bog Fee Waiver

#### CHILD CARE

Learn about Child Care services available at CCC Demonstration College.

Learn About Child Care Services

# SERVICES FOR DISABLED STUDENTS

Learn about services available to disabled students, and how to apply for them.

On Campus DSPS Information





# Integrating Funding Streams

(Onboarding Stream)



Funds

 $\checkmark$ 

 $\checkmark$ 

**AEBG** V

10 Coast

Consortia

Allocations

**CFAD** 

**Plan Summary** 

Member Agencies

ADULT EDUCATION BLOCK GRANT

10 Coast Adult Education Consortium (2017-18)

#### Consortium Documents & Contacts

#### **Consortium Information**

CONSORTIUM NAME: 10 Coast Adult Education Consortium

CONSORTIUM SHORT NAME:

10 Coast

ADDRESS:

1370 Adams Ave. | Costa Mesa, CA | 92626

WEBSITE:

http://www.cccd.edu/aboutus/edservices/grants/Pages/Adult-

Education-Block-Grant.aspx

FUNDING CHANNEL: Direct

Funding

**AEBG FUNDS 2017-18:** 

\$7,073,559

**AEBG FUNDS 2016-17:** 

\$7,073,559

AEBG FUNDS 2015-16:

\$7,380,128



#### **Documents**

DOCUMENT TITLE	FUND YEAR	UPLOADED		
Annual Plan	Original	2017-18	-	
Consortium Fiscal Administration Declaration	Original	2017-18	-	

**≡** LaunchBoard

 College or Region
 Program or Sector
 Credit Status
 Academic Year

 Statewide
 ▼
 All Programs
 ▼
 All
 ▼
 2016-2017
 ▼
 View

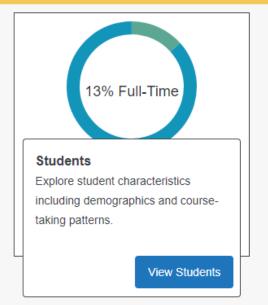
 © DETAILED DATA COMPARISON
 ▼
 Export

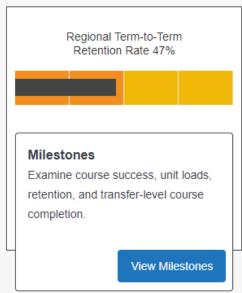
2,196,927
Students in this Region

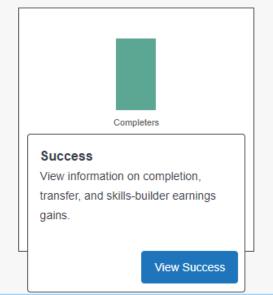
Offerings

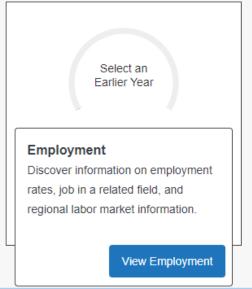
Learn about the number of sections, enrollments, and headcount.

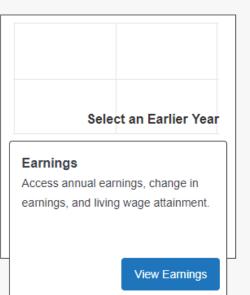
View Offerings











# Statewide Perspective on Allocations



# Metrics Simplification



# Managing the Investments

			Momentum Points / Metrics												
		Projects Across All Categories	K-12		Remediation		Onboarding	Abbreviated SEP	First Semester Completion	Comprehensive	12 units	18 units	30 units	45 units	Internship or WBL
<b>Funding Source</b>															
SWP	Funded														
	Allocated														
	Spent														
AEBG	Funded														
	Allocated														
	Spent														
Integrated Plan	Funded														
	Allocated														
	Spent														
	Funded														
Guided Pathway	Allocated														
	Spent														
Perkins I-B	Funded														
	Allocated														
	Spent														
SB858 (SB1070)	Funded														
	Allocated														
	Spent														
EWD (1402)	Funded														
	Allocated														
	Spent														
	Funded														

## **Guiding Principles**

- 1) The focus will be strictly on students and their educational journeys from recruitment to completion, not on functional divisions, grants, funding sources, etc.
- 2) The outcome will be ONE set of metrics drillable for details. This set of metrics will displace all other student-specific metrics (except for Federal metrics such as Perkins).
- 3) Equity will not be viewed as a separate activity. Instead, it will be observed across all metrics. Therefore, each metric will be drillable by gender, age, ethnicity, first gen, SES, etc.
- 4) Metrics will be broken into three categories: access (input), practices (process), and student outcomes (output).
- 5) Number of recommended metrics will be limited to ensure that we focus only on critical measures.
- 6) Each metric will be closely reviewed to ensure it is valid, viable, drillable, measurable, and critical.
- 7) An implementation/transition plan will be created for when each metric in the set can be put into production and which ones need legislative work. Extensive analysis and modeling of data will be performed before the presentation of the implementation/transition plan.



# Implementation Timeline



#### Next Steps

- Continue to meet with the Simplified Metrics Workgroup to collect detailed input from practitioners.
- Continue to hold webinars as another means for collecting input.
- Continue to review feedback on this work submitted by the field to research@cccco.edu
- Continue to explore potential for policy changes and reporting requirements with Scorecard and IEPI metrics.

#### Phase 1: October 15, 2018

- Four student types—adult ed/ESL, short term career education, degree/ transfer, undecided/other
- College level
- Academic years 2014-15, 2015-16, 2016-17
- Snapshot of annual data
- Top-level metrics only, no disaggregations
- All 19 top-level metrics for learning progress, momentum, success, employment, earnings

#### Phase 1: October 15, 2018

- Testing for this build includes:
  - August 27: initial build of first release metrics complete
  - First two weeks of September: validation testing by pilot colleges and initial interface development
  - Second two weeks of September: integrate any necessary changes to data and interface
  - First two weeks of October: Final testing
  - October 15 release

### Phase 2: December 3, 2018

- District level added
- Successful enrollment metric added
- Four types of drill down added:
  - Gender
  - Race/ethnicity
  - Age group
  - Financial aid status (College Promise & Pell grants for degree/transfer students, Perkins definition for all other student types)

# Phase 3: February 4, 2019

- All student types
- Macro-regions and statewide levels added
- Six types of drill down added:
  - First Generation
  - Foster Youth
  - Disabled Students
  - Veteran
  - LGBTQ
  - Homeless

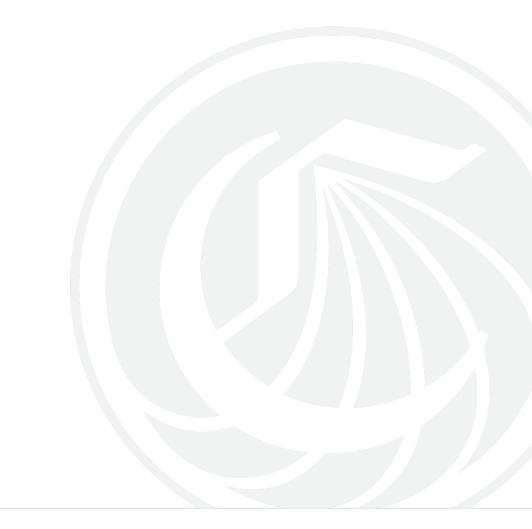


# Phase 4: May 6, 2019

- Micro-regions level added
- Academic year 2007-2018 added
- Cohort view added
- Six types of drill-downs added:
  - Transfer English vs math (two drill-downs)
  - Retention at another college
  - Type of completion
  - Transfer with or without award
  - Transfer location



# Metrics Details



# **Student Journey-Based Metrics**

Student progress and outcomes should be measured based on their informed educational goals:

- Adult education/ESL
- Short-term career education
- Degree/transfer
- Undecided/other

# Student Types Based on Goals

#### Adult Education/ ESL

- Improve basic skills in English, reading or math
- Complete credits for high school diploma or GED
- Move from noncredit coursework to credit coursework

# Short-term Career Education

- 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 (e.g. Nursing, Real Estate)
- Earn a career technical certificate without transfer

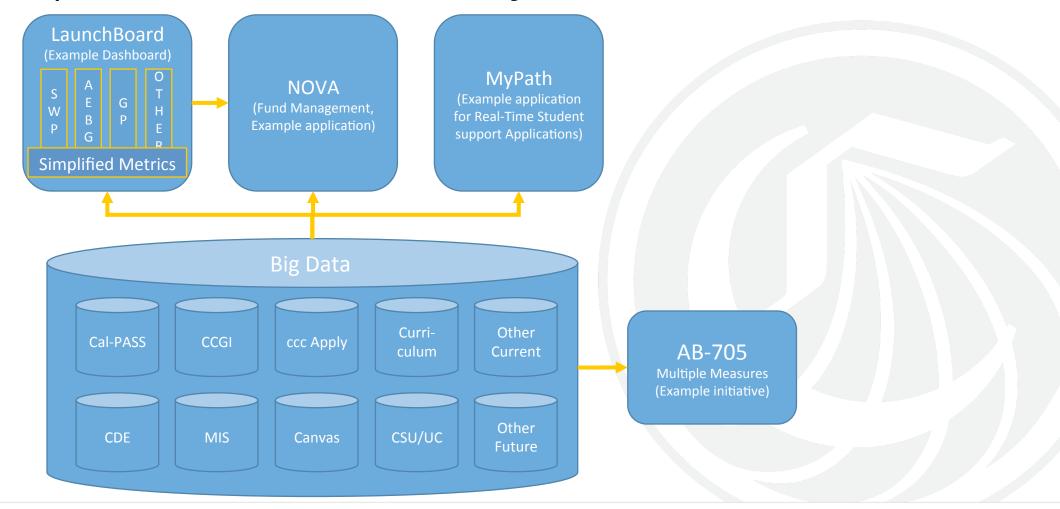
#### **Degree/Transfer**

- Obtain an associate degree and transfer to a baccalaureate granting institution
- Transfer to a baccalaureate granting institution without an associate degree
- Obtain a two-year associate degree without transfer

#### **Undecided/Other**

- Undecided on goal
- Pursue educational development (intellectual, cultural)
- University / 4-year college student taking courses to meet university / 4-year college requirements

# Expansion of Data Projects



#### CCCCO Data Roadmap



establish Web Services/APIs

Prepare CA Standards for Storage and Access for Program Plans and Student Ed Plans

**Ed Planning** 

Prepare Data storage and Work with Ed Planning Partners to storage all program plans and ed plans in central

storage in CCC Data Lake

### **DATA PORTAL**

**Simplified Metrics Dashboard** 

Goal-Setting Reports
(pulled from NOVA)

**Program Planning Tools** 

(e.g., K14 Pipeline, Adult Education Pipeline)

**Data Query Builder** (expanded Data Mart)

**Data on Demand** 

**Federal Reports** 

**Perkins** 

**WIOA Title II** 

**Fiscal Reports** 

**For Students** 

**Salary Surfer** 

**Student Right to Know** 

Links:

My Path, CCC Apply, Explore Careers, College Info, Financial Aid

**Submission/Tracking** 

NOVA

COCI

Fiscal Reporting

Facilities Reporting (FUSION)

# ERP Proof of Concept



## Seamless Student Experience

Internship/Apprenticeship/Job Placement

Canvas
Learning Management System

Financial Support Services (PowerFAIDS, Campus Logic, SIS)

Onboarding (MyPath, Banner CRM, SalesForce)

SIS/ERP
Student Information System
(Banner, Colleague, PeopleSoft, custom)

Student Support and Engagement (NetTutor, CraniumCafe, IntelliResponse, ...)

Program Planning/Guidance (Program Mapper, DegreeWorks, Hobsons, EduNav)

High School Engagement (CCGI) (Here 2 Career,

Major Selectio n

CCC Apply Registration (CollegeScheduler, SIS, EduNav)

Starfish Early Alert, Civitas Continuous Engagement

Data Services - Personalization - Engagement

Web Portals

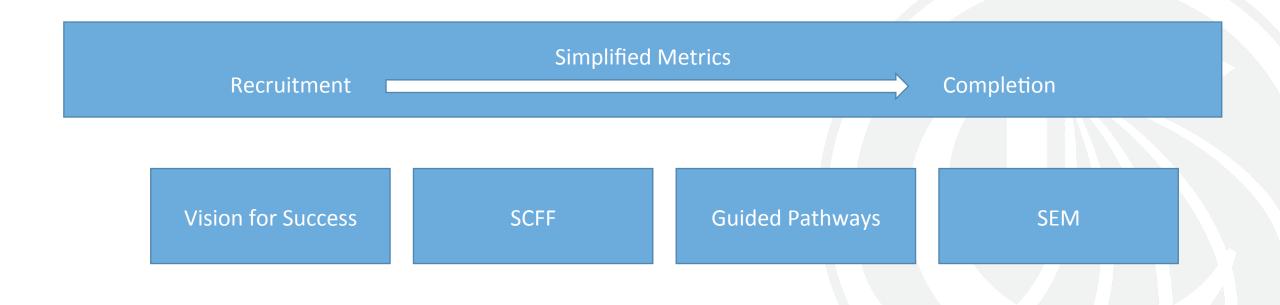


DubLabs, Grad Guru



# Enrollment Management Redefined

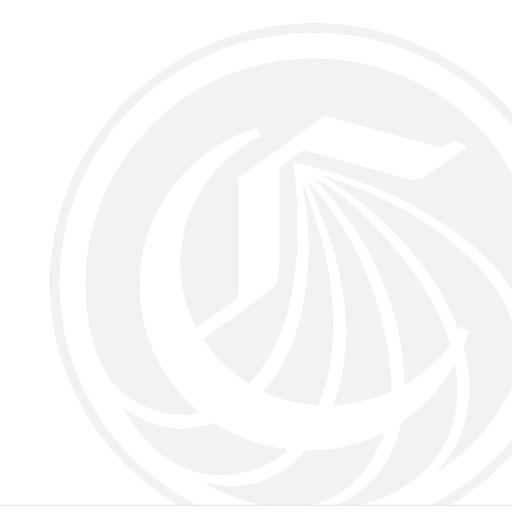




# Additional Slides



# OpenCCC





Create Account

Cambiar a español

Personal Information - Page 1 of 3

Legal Name	
Enter your legal name	as it appears on official documents such as your government issued ID.
First Name	
	Check this box if you do not have a first name
Middle Name	
	Check this box if you do not have a middle name
Last Name	
Suffix	None ▼
○ Yes ○ No	Do you have a previous name (such as a maiden name)?
<sup>©</sup> Yes <sup>©</sup> No	Do you have a preferred name that is different than your legal and/or previous name?

#### Date of Birth

Due to laws regarding children's online privacy, this system will not allow accounts to be created by persons under the age of 13. For more information, please refer to the Privacy Policy.

This information is used for protection of minors in online transaction environments, as well as to differentiate between persons having the same name. It is also used to comply with state and federal law pertaining to residency, guardianship, and admission of minors to college. This information will not be used in making admissions decisions except as permitted by law.

	Month	Day	Year
Date of Birth	Select	▼ Select ▼	
	Month	Day	Year
Confirm Date of Birth	Select	▼ Select ▼	

#### Social Security Number

The Social Security number is used as a means of identifying student records and to facilitate financial aid

COMMITM Date of BILLI

I plan to apply for admission to college or financial aid.

The Social Security Number is required to claim tax credits for higher education costs known as the American Opportunity Tax Credit in accordance with the Taxpayer Relief Act of 1997.

Federal law requires the California Community Colleges to provide specific information to the Internal Revenue Service (IRS) for the purpose of filing an information return (IRS Form 1098-T "Tuition Statement") for each student in attendance, with a few exceptions,

The information required by the IRS includes the student's name, address, Social Security Number (SSN) or Taxpayer Identification Number (TIN/iTIN), and enrollment status, as well as the amount of tuition paid or billed, and scholarships received. (26 C.F.R. 1-60505-1(b)(2)(ii).)

Failure to provide a correct Social Security Number or TIN while claiming tax credits for specified education expenses may result in a penalty levied against the student by the IRS in the amount of \$100, per year, until the missing or incorrect information is provided (26 C.F.R. 1-60505-1(e) (4)).

In addition, California Education Code sections 68041 and 70901(b)(7) authorizes the California Community Colleges Chancellor's Office (CCCCO) to collect information you submit through the OpenCCC Online Student Account and CCCApply Online Application for Admission for the purposes of completing and submitting California College admission applications and financial aid on your behalf.

Further, information acquired by the CCCCO is subject to the limitations set forth in the Information Practices Act of 1977 (Title 1.8 (commencing with Section 1798) of Part 4 of Division 3 of the Civil Code). Compliance with these laws is identified in the Privacy Policy.

Please indicate the type of number:

Social Security Number
 Taxpayer Identification Number

By providing my Social Security Number (or Taxpayer Identification Number) below, or indicating that I do not have a Social Security Number or decline to provide one at this time, I confirm that I have read and understand the federal regulations provided above, and the state regulations provided in the Privacy Policy.

Your Social Security Number must be accurate to ensure the integrity of your permanent record and to avoid potential penalties imposed by the IRS for providing an incorrect number.

Social Security Number or Taxpayer Identification Number

Repeat Social Security Number or Taxpayer Identification Number

Check this box if you do not have a Social Security Number or Taxpayer Identification Number, or decline to provide one at this time.

International students, nonresident aliens, and other exceptions, may not have a Social Security Number (or Taxpayer Identification Number) and should check this box.

Continue or Cancel

Help



Create Account

Recover Account



Find Your Account	t	Cambiar a español
Step One		
Enter your date of birth and le	egal name:	
Date of Birth		
Date of Birth	Month Day Year  Select ▼ Select ▼	
First Name		
required  Middle Name	I have no first name	
required	□ I have no middle name	
Last Name required		
Step Two		
Enter at least one of the follow	wing:	
Social Security Number		
Email Address	Usually, this is the best way to find your account.	
Phone Number		
ZIP Code		

Find My Account or Cancel

# OpenCCC

#### Pros:

Ensures uniqueness of the account created for each individual

#### Cons:

- No abandonment data collected
  - Adult Ed and Non-Credit programs are concerned that many students abandon the process when asked about their SSN
- Repetition of questions
  - Date of birth and Social Security Number requested twice

# CCCApply



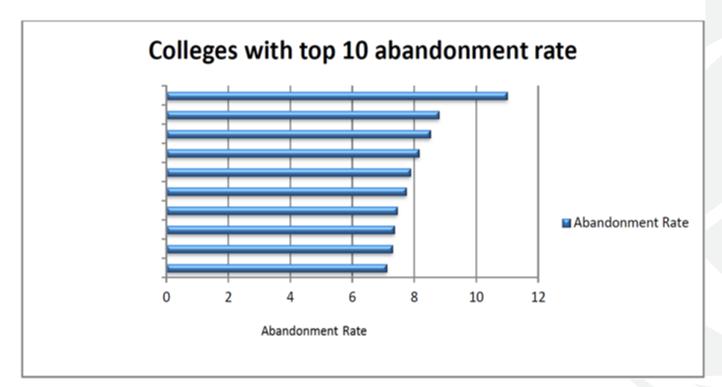
## **Current Stats**

Time Spent On Application Completion (Start to Finish)

Analysis Variable: Total_hour_Sameday_Submitted					
N	Mean	Std Dev	Minimum	Maximum	
110	1.0939394	0.4029689	0.2500000	2.3500000	

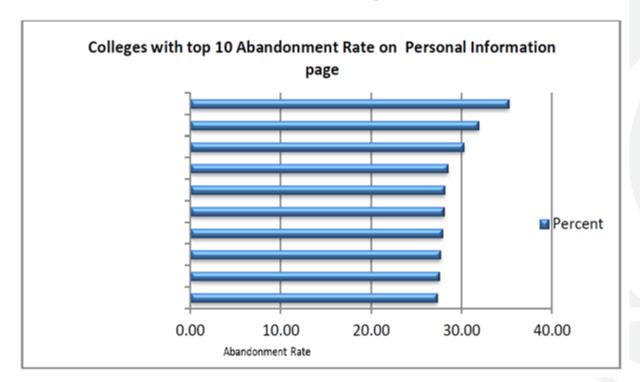
## **Current Stats**

The Top-10 California Community Colleges with the Highest Application Abandonment



### **Current Stats**

The Top-10 California Community Colleges with the Highest Application Abandonment on Personal Information Page



Cambiar A Español

For your security always sign out before leaving.

#### My Applications

Omid Pourzan | Edit My OpenCCC Account

#### Your last application was submitted to Golden West College on 09/25/2017

Yes

No

To save time, would you like to copy this information into your new application?

Note: Fields left blank are to be filled in by you to determine your Residency status.

**Start A New Application** 

#### **Submitted Applications**

You CANNOT modify or resubmit applications you have already submitted. By clicking on View Application, you can review or print your application. By clicking on View Links & Opps, you can return to financial aid and other links related to your application.

College	Term & Year	Confirmation No.	Submitted	Action
Golden West College	GWC Winter Intersession / Spring 2018	7173183	09/25/2017 12:27 PM	View Application View Links & Opps

Welcome Omid Pourzan | CCCID: Sign Out | My Applications | Help

Cambiar A Español

Introduction

Enrollment Information

Account/Mailing Information

> Personal Information

Education

Citizenship/Military

Residency

Needs & Interests

Supplemental Questions

Consent

Review Application Introduction

Welcome to the Application for Admission to College.

Please take a moment to review the information below before starting your application.

**Start Application** 

#### Help Using this Application

#### Tabs

Click on the tabs to navigate between pages. Your data is saved when you leave a page. Some tabs may not be accessible until a previous page is complete.

#### Status Indicators:



Current Page



Incomplete



Verified and Complete

#### Page Buttons



Save your page data (no verification)



Save, verify page, and continue to next page

#### Help

Hover the mouse pointer over fields and links to reveal help if available. Click Help in the upper right corner for support.

#### **Review Application**

When all pages are complete, review your answers then click the confirmation button at the bottom. Click Save as PDF to print or save your application.

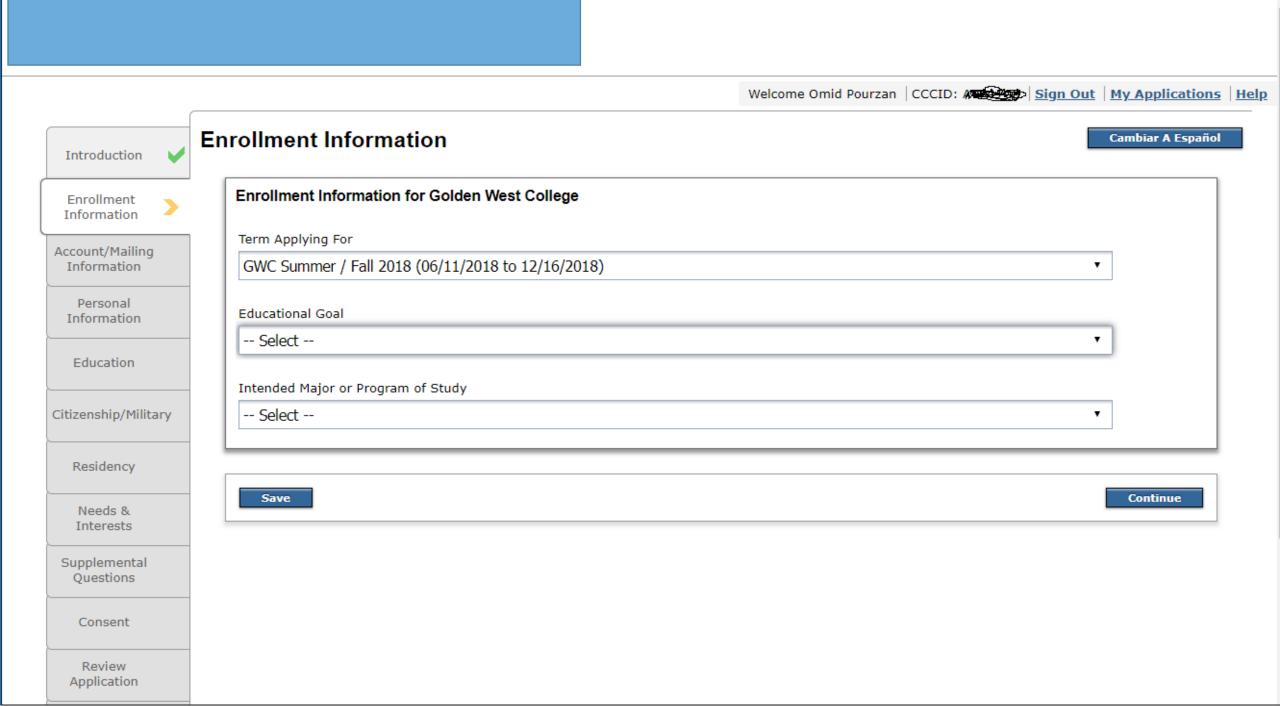
#### **Submit Application**

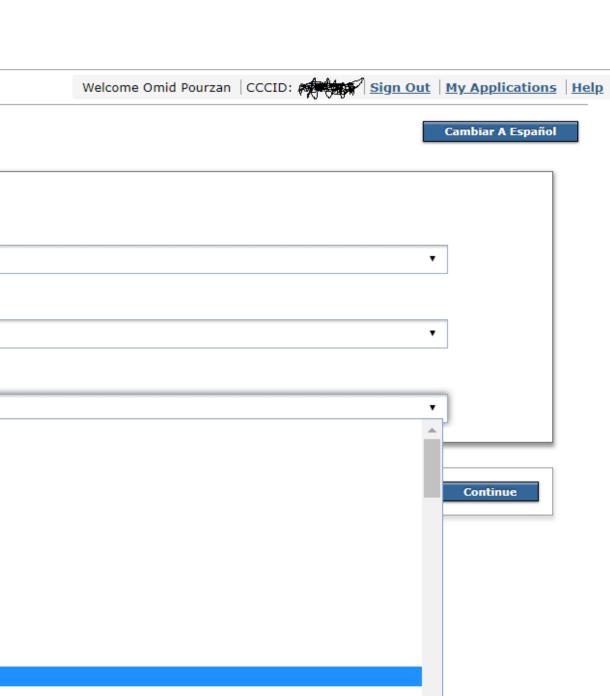
You cannot make changes to your application once it is submitted. Contact admissions at the college if you need to make a change.

#### My Applications

Lists your In Progress and Submitted Applications.

View Application - View, print, or save your application on your personal computer Minus Links 9, Onne - Minus annelal links and anneatonities





**Enrollment Information for Golden West College** 

GWC Summer / Fall 2018 (06/11/2018 to 12/16/2018)

Auto Tech: Chassis Drive Train - Associate in Arts

Drafting Tech-Computer Aided - Associate in Arts

Floral Design & Shop Mgmt - Associate in Arts

Staff Accountant - Certificate of Achievement

Auto Tech: Chassis Drive Train - Certificate of Achievement

Auto Tech: Engine Perform Emis - Certificate of Achievement

Business Administration - Associate in Arts

Auto Tech: Engine Perform Emis - Associate in Arts

Term Applying For

Educational Goal

Intended Major or Program of Study

Cosmetology - Associate in Arts

Digital Arts - Associate in Arts

Esthetician - Associate in Arts

Management - Associate in Arts

Cert Prof Secretary - Associate in Arts Retail Mgmt/Entrep - Associate in Arts

-- Select --

-- Select ---- Select --

Enrollment Information

Account/Mailing Information

Personal Information

Education

Citizenship/Military

Residency

Needs & Interests

Supplemental Questions

Consent

Review Application

# **CCCApply**

#### Pros:

 Complies with all legislations and policies designed to collect information about students

#### Cons:

- Application has 112 questions
  - The number of questions continues to increase
  - Takes approximately 20-45 minutes to complete
  - Approximately 75% of questions are related to residency
- The complexity of the application affects some colleges more than others
- Abandonment rate ranging from 4% to 11%

# AB 705 Data Pipes

Dr. Omid Pourzanjani
Visiting Vice Chancellor
Digital Futures Lab



### Goals

- Use the most accurate/current data available
- Use Rules Table approved by the Chancellor's Office
- Provide placement information to student and to college
- Collect course completion information to provide AB-705 outcome reports
- Recommend implementation option regarding co-requisite courses/hours
- Pass as much information to the college as possible to inform placement decision

### **Data Flow**

Obtain unique identifying information from student

Collect high school records on students

Use Rules Table to determine placement recommendation

Notify student of placement information to college

Processing and recommendation of actual courses at the college

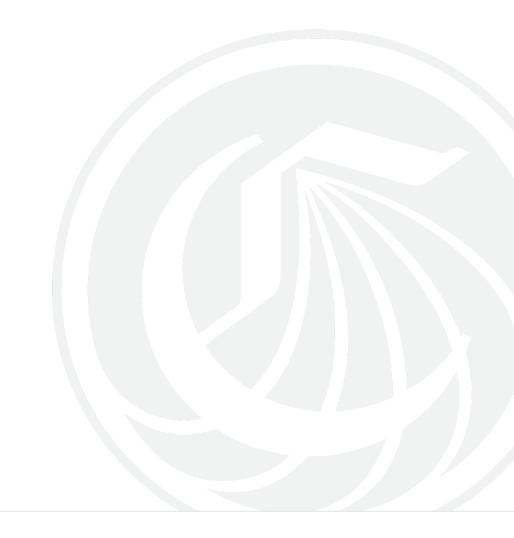
Create comparison / outcome reports

Collect course completion info from college



Outcome reports (LaunchBoard)

# Investing in Change



## From Silos to Integration

Develop standard IT service-delivery practices across the technology portfolio to improve consistency, transparency, and quality

