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 journeys

**Student Journey #1: Tara Shaw**

- Tara is a new high school graduate with need for remediation in English and Math and need for financial aid.
- Primary goal: Transfer to a four-year college
- Main Challenges: Placed into courses below her ability, with no way to re-place for another 18 months.

> “I’m excited to be a college student, but there are so many steps to figure out.”

**Student Journey #2: Darrin Chambers**

- Darrin is a low income African American returning student with a wife and two children. He currently works two jobs.
- Primary Goal: Earn a two-year certificate in automation tech and spend evenings with his family
- Main Challenges: Most college support services are closed during night hours and he needs financial assistance

> “College is really hard for working students and I wish there were more services available in the evenings.”
Student Support Technologies Are Fragmented
(Partial List)

- cccApply
- Canvas Orientation
- CaCareerCafe
- EduNav
- College-Scheduler
- iCanAffordCollege
- Career Coach
- Starfish
- Banner Registration
- CampusLogic
- Here2Career
- DegreeWorks
- EduNav Registration
- eLumen CRM
- EAB Navigate
- Program Planner
Interaction Streams (UX)

1. Classroom Enrollment
2. Student Ed Plans (the Path)
3. Onboarding
4. Support Services
5. Financial Support Plans
6. Internships and Jobs

"Completion"
Onboarding Stream (Integrated and Personalized)

- Create a Sign-On
- Career Exploration
- Program Planning
- English/Math Placement (Multiple Measures)
- Complete Application CCCApply
- Guided Student Services Selection
- Schedule Builder & Registration

Hand off
### Attrition from Application to Enrollment

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<th>Applicants</th>
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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 non-credit 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)
Degree Planning
(Onboarding Stream)
Technology Enabling Guided Pathways

Course Map

**ELECTIVE**
Arts or Humanities

This program requires three Arts and Humanities Electives. At least one course must be from the arts and one from the humanities. Course options and transferability are listed below.

- All UC Schools
- Some UC Schools

**Arts**
- **ART B1**
  Art Appreciation
- **ART B2**
  Drawing I
- **ART B4**
  Two Dimensional Design
- **ART B35**
  Survey of Western Art I
- **ART B36**
  Survey of Western Art II
Multiple Measures

(Onboarding Stream)
Proposed Multilevel Placement Logic

- cccApply/MyPath Process Steps
  - MM Placement Step
    - Application and Placement Data
      - Math/English Placement Recommendation
        - Does record exist in CalPASS
          - No
        - Does record exist in CDE
          - No
        - Does record exist in CCGI
          - No
          - Present Self-Reporting Screen
        - Yes
          - Present Self-Reporting Screen
        - Yes
          - Colleges
          - Yes
          - Math/English Placement Recommendation
          - Yes
          - Colleges
Integration with Financial Support
(Onboarding Stream)
Integration with Financial Support
Possible Auto-Population of Forms
(Example: California College Promise Grant Application)

Account and Mailing Information

Review OpenCCC Account Information

The following account information will be submitted with your application to college. Please carefully review this information and change any outdated information by clicking the "Edit Account" button below.

Current Full Name: Test Test Test

Permanent Address: 531 Pistachio Pl
                  Windsor, CA 95492

Previous or Alternate Name

Preferred Name

Main Phone: (707) 318-1881

Authorized for text messages

Second Phone

Email: mcaruso@ccctechcenter.org

Social Security Number: SSN Not Provided

It is important to provide your Social Security Number. Please edit your account.

Date of Birth: 07/05/1985
Integrating Funding Streams
(Onboarding Stream)
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

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<tr>
<th>DOCUMENT TITLE</th>
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<td>Original</td>
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<tr>
<td>Consortium Fiscal Administration Declaration</td>
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Statewide Perspective on Allocations

Strong Workforce Program Uses of 2016-2017 Regional Share

Instructions
Expand the FILTERS pane above and enter values to filter results for the entire dashboard.
To download any of the data on this dashboard, hover over a dashboard element, and click on the gear cog that appears in the top right corner.

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Regions by Sectors ($ Certified):
- North/Far North
- Los Angeles/Orange County
- Bay Area
- Inland Empire/Desert
Metrics
Simplification
## Managing the Investments

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<th>Funding Source</th>
<th>Projects Across All Categories</th>
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Digital Futures
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:
  o August 27: initial build of first release metrics complete
  o First two weeks of September: validation testing by pilot colleges and initial interface development
  o Second two weeks of September: integrate any necessary changes to data and interface
  o First two weeks of October: Final testing
  o 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:
  o Transfer English vs math (two drill-downs)
  o Retention at another college
  o Type of completion
  o Transfer with or without award
  o 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

LaunchBoard (Example Dashboard)

NOVA (Fund Management, Example application)

MyPath (Example application for Real-Time Student support Applications)

Simplified Metrics

Big Data

- Cal-PASS
- CCGI
- ccc Apply
- Curriculm
- Other Current

- CDE
- MIS
- Canvas
- CSU/UC
- Other Future

AB-705
Multiple Measures (Example initiative)
### CCCCO Data Roadmap

#### 6/21/2018

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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)
- Federal Reports
  - Perkins
  - WIOA Title II
- Fiscal Reports
- Submission/Tracking
  - NOVA
  - COCI
  - Fiscal Reporting
  - Facilities Reporting (FUSION)

For Students
- Salary Surfer
- Student Right to Know

Links:
- My Path, CCC Apply, Explore Careers, College Info, Financial Aid
ERP
Proof of Concept
Enrollment Management Redefined
Simplified Metrics

Recruitment → Vision for Success → SCFF → Guided Pathways → SEM → Completion

Digital Futures
Additional Slides
OpenCCC
Create Account

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

Middle Name

Last Name

Suffix

Do you have a previous name (such as a maiden name)?

Do you have a preferred name that is different than your legal and/or previous name?

Date of Birth

Due to laws regarding childrens 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.

Date of Birth

Month

Day

Year

Confirm Date of Birth

Month

Day

Year

Social Security Number

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

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

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 1099-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/TIM), and enrollment status, as well as the amount of tuition paid or billed, and scholarships received. (31 C.F.R. 1.6050-1(b)(2)(iv))

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. 1.6050-1(a)(4)).

In addition, California Education Code sections 66541 and 72091(b) authorize 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.

Furthermore, information acquired by the CCCCO is subject to the limitations set forth in the Information Practices Act of 1977 (Title 8, commencing with Section 1710 of Part 4 of Division 8 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.
Find Your Account

Step One
Enter your date of birth and legal name:

**Date of Birth**

- **Month**
- **Day**
- **Year**

**Required:**
- First Name
  - [ ] I have no first name
- Middle Name
  - [ ] I have no middle name
- Last Name

Step Two
Enter at least one of the following:

**Social Security Number**

Usually, this is the best way to find your account.

**Email Address**

**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)

<table>
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<th>Analysis Variable: Total_hour_Sameday_Submitted</th>
<th>N</th>
<th>Mean</th>
<th>Std Dev</th>
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Current Stats

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

Colleges with top 10 abandonment rate

Abandonment Rate
Current Stats

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

Colleges with top 10 Abandonment Rate on Personal Information page

Abandonment Rate

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

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.

<table>
<thead>
<tr>
<th>College</th>
<th>Term &amp; Year</th>
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<th>Action</th>
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<tr>
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<td>GWC Winter Intersession / Spring 2018</td>
<td>7173183</td>
<td>09/25/2017 12:27 PM</td>
<td>View Application, View Links &amp; Opps</td>
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Introduction
Welcome to the Application for Admission to College.
Please take a moment to review the information below before starting your 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
  - Save your page data (no verification)
- Continue
  - 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
View Links & Options - View special links and opportunities

Enrollment Information for Golden West College

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

Educational Goal
-- Select --

Intended Major or Program of Study
-- Select --

Save
Continue
Enrollment Information for Golden West College

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

Educational Goal
-- Select --

Intended Major or Program of Study
-- Select --
-- Select --
Auto Tech: Chassis Drive Train - Associate in Arts
Auto Tech: Engine Perform Emls - Associate in Arts
Business Administration - Associate in Arts
Cosmetology - Associate in Arts
Digital Arts - Associate in Arts
Drafting Tech-Computer Aided - Associate in Arts
Esthetician - Associate in Arts
Floral Design & Shop Mgmt - Associate in Arts
Management - Associate in Arts
Cert Prof Secretary - Associate in Arts
Retail Mgmt/Entrep - Associate in Arts
Staff Accountant - Certificate of Achievement
Auto Tech: Chassis Drive Train - Certificate of Achievement
Auto Tech: Engine Perform Emls - Certificate of Achievement

Continue
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

1. Obtain unique identifying information from student
2. Collect high school records on students
3. Use Rules Table to determine placement recommendation
4. Notify student of placement recommendation
5. Send placement information to college
6. Process and recommendation of actual courses at the college
7. Create comparison / outcome reports
8. Collect course completion info from college
9. Outcome reports (LaunchBoard)
Investing in Change
Develop standard IT service-delivery practices across the technology portfolio to improve consistency, transparency, and quality.

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<td>Core Applications ($12M)</td>
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From Silos to Integration