



California Community Colleges



# Reimagine Apply September Task Force Wrap-up PPT

September 18<sup>th</sup>, 2024

# Executive Summary

The Reimagine Apply Task Force met in person on September 18th in Sacramento. The meeting began with a review of progress to date, a reaffirmation of the Target State design for question structure, followed by discussions on supplemental application questions, governance, updates to the RFP timeline and the Extended Committee, vendor demonstration scenarios, and aligned on what we will need to support the early adopters of the new application system (Wave 1) in early 2026.

The group reviewed the current state supplemental questions analysis and agreed on the need to standardize redundant questions, establish governance, and ensure the solution effectively supports college processes in addition to streamlining the experience for students.

The Task Force then reviewed the updated RFP timeline and collaborated on the Extended Committee approach. Key feedback included leveraging representative stakeholder groups with specific expertise (i.e., admissions, security, etc.) Additionally, the Task Force provided valuable use cases and input for vendor demonstration scenarios.

To conclude the day, the group engaged in an activity focused on laying the foundation for Wave 1. They identified what will be needed to ensure its success, the current and future barriers, and potential solutions to address the challenges.

With these insights, the Task Force aligned on the next steps: proposed governance for supplemental questions, sharing the RFP draft for feedback, finalizing the RFP Review Committee, and continuing to further the RFP process during the October Task Force meeting.

# Session Attendees (1/2)

| Name                 | Stakeholder Group         | Role                                                              | College/Organization      |
|----------------------|---------------------------|-------------------------------------------------------------------|---------------------------|
| Jennifer Coleman     | CCC Tech Center           | Executive Director                                                | CCC Tech Center           |
| Devin Crosby         | CISO                      | Chief Technology Officer at Yuba Community College District       | Yuba College              |
| Annie Koruga         | Student Senate            | SSCCC Vice President of Legislative Affairs                       | Ohlone College            |
| Jane Linder          | CCC Tech Center           | Statewide Programs Director, Student Success Suite                | Tech Center               |
| Valerie Lundy Wagner | Chancellor's Office       | Vice Chancellor of Digital Innovation and Infrastructure          | Chancellor's Office       |
| Becky McCall         | CISO                      | Associate Vice President of Information Services & Technology     | Shasta College            |
| Michael Odu          | CIO                       | Vice President of Instruction                                     | San Diego Miramar College |
| LaTonya Parker       | Academic Senate           | Professor, Counseling Services                                    | Moreno Valley College     |
| Michelle Smith       | Chancellor's Office       | Visiting Assistant Vice Chancellor                                | Chancellor's Office       |
| Ernest Shih          | Chancellor's Office       | Vice Chancellor, Innovation, Data, Evidence, and Analytics (IDEA) | Chancellor's Office       |
| Sean Whaley          | Institutional Researchers | Director of Institutional Research & Planning                     | Feather River College     |



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Colleges



= In attendance\*

= Not in attendance \*\*

# Session Attendees (2/2)

| Name                        | Stakeholder Group           | Role                                                                                                              | College/Organization   |
|-----------------------------|-----------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------|
| <b>Gina Browne</b>          | CCCCO / ESSR*               | Asst. Vice Chancellor, Office of Equitable Student Learning, Experience & Impact                                  | CCCCO                  |
| <b>Erik Cooper</b>          | CCCCO/ IR                   | Strategic Advisor, California Community Colleges Chancellor's Office                                              | CCCCO                  |
| <b>Emily Ekenstam</b>       | Student Centered Design Lab | Executive Director, Technology Solutions                                                                          | Foundation for CCC     |
| <b>John Hetts</b>           | Chancellor's Office         | Task Force Co-Chair / Executive Vice Chancellor for the Office of Innovation, Data, Evidence and Analytics Office | Chancellor's Office    |
| <b>Elaine Kuo</b>           | Institutional Researchers   | Supervisor, Institutional Research Planning<br>College Researcher                                                 | Foothill College       |
| <b>Lisa Mandy</b>           | Financial Aid               | Director of Financial Aid & Scholarship                                                                           | De Anza College        |
| <b>Rena Martinez Stluka</b> | Admissions & Records        | Director, Admissions and Records                                                                                  | Fullerton College      |
| <b>Lynn Neault</b>          | CEOCCC                      | Grossmont-Cuyamaca Community College District Chancellor                                                          | Grossmont-Cuyamaca CCD |
| <b>Patrick Walton</b>       | CSSO                        | Vice President of Student Services                                                                                | San Mateo County CCD   |



= In attendance\*

= Not in attendance \*\*

# September Task Force Agenda

| Time     | Activity                                                   |
|----------|------------------------------------------------------------|
| 10:00 AM | Welcome   Breakfast and Coffee                             |
| 10:10 AM | Kick-off                                                   |
| 10:45 AM | Overview: Where We've Been                                 |
| 10:50 AM | Application Questions: Analysis, Target State & Governance |
| 12:30 PM | Lunch                                                      |
| 1:15 PM  | RFP Updates & Discussions                                  |
| 2:45 PM  | Break                                                      |
| 3:00 PM  | Activity: What's Needed for Wave 1 Success?                |
| 3:50 PM  | Wrap up & Next Steps                                       |
| 4:00 PM  | END                                                        |

# Application Questions: Post-Submission Questions

## Discussion Points:

- The group confirmed the target state approach of asking all required questions prior to submission, followed by an evocative prompt which would then guide students into post-submission questions.
- The group aligned on the opportunity to increase frequency and personalization for outreach in the future state and discussed whether or not there are solutions to support this through additional data collection/ outreach systems.
- There was discussion on the pros / cons / considerations (full list on following slides) of several proposed scenarios for addressing supplemental questions and aligned that supplemental questions are necessary in the target state.
- Alignment on question standardization, to some degree, will be necessary.
- The group emphasized the importance of staying flexible and open-minded throughout the process, ensuring questions are streamlined for students and processes are supportive of colleges.



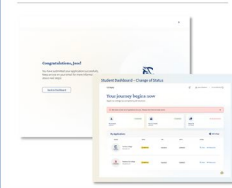
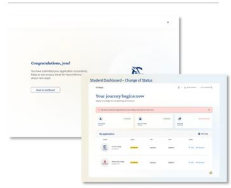
### Application Questions

| Core Questions:                                                                                                                                                                                                     |                                                                                                        |                                                                                                                       |                                                                                                   | + | Post-Submission                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------|
| <i>Through our research and analysis, we identified 60 core questions and 113 fields that fulfill matriculation, financial aid, MIS reporting and legal requirements while optimizing the applicant experience.</i> |                                                                                                        |                                                                                                                       |                                                                                                   |   | <i>In the current state, supplemental questions range from 1-23 questions per college with an average of 6 questions.</i> |
| <b>1. My Information</b><br>Personal<br>Contact<br>Demographics<br>Program & Services                                                                                                                               | <b>2. Program &amp; Support Eligibility</b><br>Social Security<br>Citizenship<br>Military<br>Residency | <b>3. Education History</b><br>College Enrollment Status<br>High School History<br>College History<br>Class Placement | <b>4. College</b><br>College<br>Goals<br>Major Selection Experience<br>Term<br>Athletic Interests |   | Supplemental                                                                                                              |

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### Post-Submission Questions

| Scenario 1:                                                                          | Scenario 2:                                                                          | Scenario 3:                                                                                                                 |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Core questions + unlimited post-submission questions                                 | Core questions + limited and governed post-submission questions                      | No post-submission questions (i.e., colleges and districts locally own the gathering of supplemental question related data) |
|  |  |                                         |

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# Exploring Post-Submission Question Scenarios for the Standard Application

## Pros:

### Scenario 1: Unlimited post-submission questions

- Allows for local college autonomy with unlimited supplemental questions
- Maintains the ability to decide if supplemental questions are required or optional
- Offers the local college the most flexibility
- Gathers the most student data upfront

### Scenario 2: Limited & governed post-submission questions

- Reduces duplicative questions reducing student time and effort

### Scenario 3: No post-submission questions

- N/A

## Cons:

### Scenario 1: Unlimited post-submission questions

- Needs some governance and guidance to avoid redundancy and duplication
- Overwhelms students and creates barriers for applying

### Scenario 2: Limited & governed post-submission questions

- Reduces autonomy
- Reduces college-specific supplemental questions, reducing student touchpoints early on

### Scenario 3: No post-submission questions

- Forces colleges to utilize another system to gather post-submission data which is not affordable for rural colleges that currently use homegrown systems
- Creates confusion for students when forced to navigate another system

# Considerations of Post-Submission Questions in the Standard Application

## Considerations:

### Reducing the Quantity of Supplemental Questions

- Will supplemental questions be required or optional?
- If each college remains autonomous, will there be a way to limit the number of supplemental questions?
- Will someone be monitoring frequently asked supplemental questions to make them required and/or standard questions?
- Is there an option to create a standardized bank of supplemental questions for individual schools to pull from?

### Utilizing a Third-Party System

- Are there any successful models that use a third-party system to collect and integrate supplemental question data?
- Can a future state third-party system send push notifications to students?

### Other

- Is there an option to add an information pop up that adds a description to the question for students to reference?
- Will the system be configurable?

# Future State Post-Submission Governance

## Discussion Points:

- While the Task Force understands the benefits of having standardized post submission questions, they acknowledged the need for a question structure to allow local autonomy and accommodate college-specific questions.
- An individualized analysis of each college's current post-submission questions was recommended, followed by a report that includes a) the current questions in use, and b) recommendations for each question.
- In the new system, centralized reporting for post-submission questions could increase transparency and encourage collaboration and standardized language.
- Compliance would need to be managed centrally to prevent duplicative local efforts.
- Creating clear guiding principles, some governance for redundant questions, and a question approval process to ensure each question ties back to key outcomes while considering the purpose, security, and sensitivity of the data.
- Utilizing previously gathered information (i.e., IPEDS surveys) and restricting the quantity of individualized post-submission questions to reduce the number of questions asked.
- Ensuring it would not be a lengthy or laborious process to allow for quick decisions was also discussed.

## Discussion: Future State Post-Submission Governance



**Discussion:** What guidelines would the Task Force recommend when thinking about governance of post-submission questions across all applications?

- Should there be guidelines? If yes, what are the guidelines we need to set up for campuses if they want to include post-submission questions? (ex: # of questions, frequency of question review, how the colleges choose the questions they ask)
- How should the post-submission question governance be structured?
- Who are the groups that will be involved with managing post-submission question governance?
- What will their process be?
- Are there rules around how a district can manage their questions?

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# RFP Update – Extended Committee

 **Discussion Points:**

- The Task Force aligned that there must be representation from Admissions & Records, Information Security, Educational Support Services, Institutional Research, Financial Aid, Instructional VPs, Students, Accessibility Experts, and Legal and Compliance.
- The Tech Center found success with a blended model that started by (1) identifying pilot colleges and allocating a set number of representatives to each, followed by (2) forming a larger committee with both pilot college representatives and association representatives, allowing for breakout discussions by functional area (e.g., region size, current technology, etc.)
- Recommendation to recruit for the Extended Committee with an interest form to Wave 1 / Pilot schools, association listservs, and VPs in Educational Support Services for further distribution to their teams.
- It was noted that some groups, such as accessibility experts and technical experts, may need separate platforms for specific feedback that may not be appropriate for larger group discussions.
- The importance of maintaining transparency throughout the RFP process was acknowledged, with the Extended Committee serving as a key support channel.



### Extended Committee

In collaboration with the RFP Review Committee, Advisory Committee, Tech Center, and Task Force, the Extended Committee (comprised of students, subject matter experts, and district representatives) will share their input once vendor finalists are selected to **enhance technical expertise and broaden representation** in the RFP process.

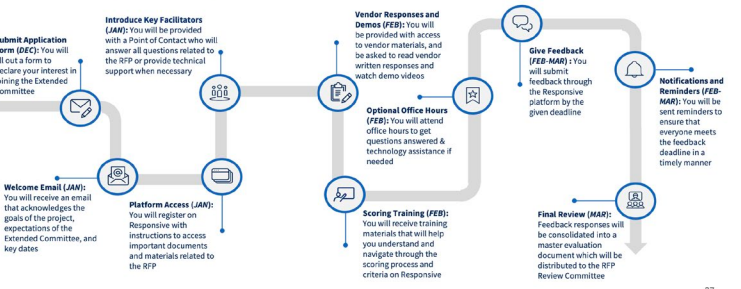
| DEC '24                                        | JAN '25                                          | FEB '25                                                | MAR '25                                      | APR '25           |
|------------------------------------------------|--------------------------------------------------|--------------------------------------------------------|----------------------------------------------|-------------------|
| Identify and Select Extended Committee Members | Notify Extended Committee Members of Involvement | Provide Scoring Training<br>Review Responses/<br>Demos | Solicit Feedback from Extended Committee     |                   |
| RFP RESPONSE DEADLINE                          | VENDOR DOWN-SELECT                               | SCORING & DEMOS                                        | COMMITTEE FEEDBACK AND VENDOR RECOMMENDATION | EXECUTIVE READOUT |

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### Extended Committee Journey

The Extended Committee will be selected in December and January and will begin participating in vendor scoring in February. The slide outlines the key activities marking the journey of an Extended Committee member



Proposed dates are tentative and subject to change

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# Vendor Demos

## Discussion Points:

- The Task Force offered suggestions for the following scenarios for the vendor demonstrations:
  - An incomplete / in-progress application demonstration; test the “stopping” and resuming with auto-saved progress
  - Account creation process
  - Student, administrative, and fraud dashboard interfaces; request a sandbox environment
  - A real application and run the data extract process using provided sample data with branching logic
  - Configurability and integrations (i.e., Ethos) done in real time
  - Platform agility with question updates (i.e., SOGI)
  - Examples of non-credit, international, dual-enrollment, with skip logic applications
  - Data file uploads from a paper application (i.e., justice involved applicants) with branching logic
  - Ability for a proxy to fill out an application on behalf of the student
  - Student assistance via chatbot, live agent, helpdesk, error messages, notifications via text, etc.
  - Mobile interface (phone, tablet, etc.)

## Vendor Demo Logistics

The RFP Review Committee will down-select vendors in January 2025. Vendors will be notified and asked to prepare demonstrations for mid February 2025.

### VENDOR DEMO LOGISTICS

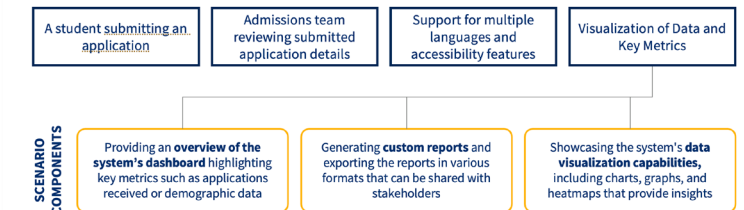
- Post down-selection, ~3 vendors will be invited to participate in vendor demos
  - *Invited vendors will receive a checklist, script, and expectations regarding scope, key workflows/scenarios, and specific use cases*
- Vendor demos will be in-person
- RFP Review Committee members will score the vendor demos using a pre-determined scoring system
- Extended Committee members will receive recordings and scoring surveys for the vendor demos

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## Vendor Demos

We aim to present multiple scenarios for the vendor demonstrations

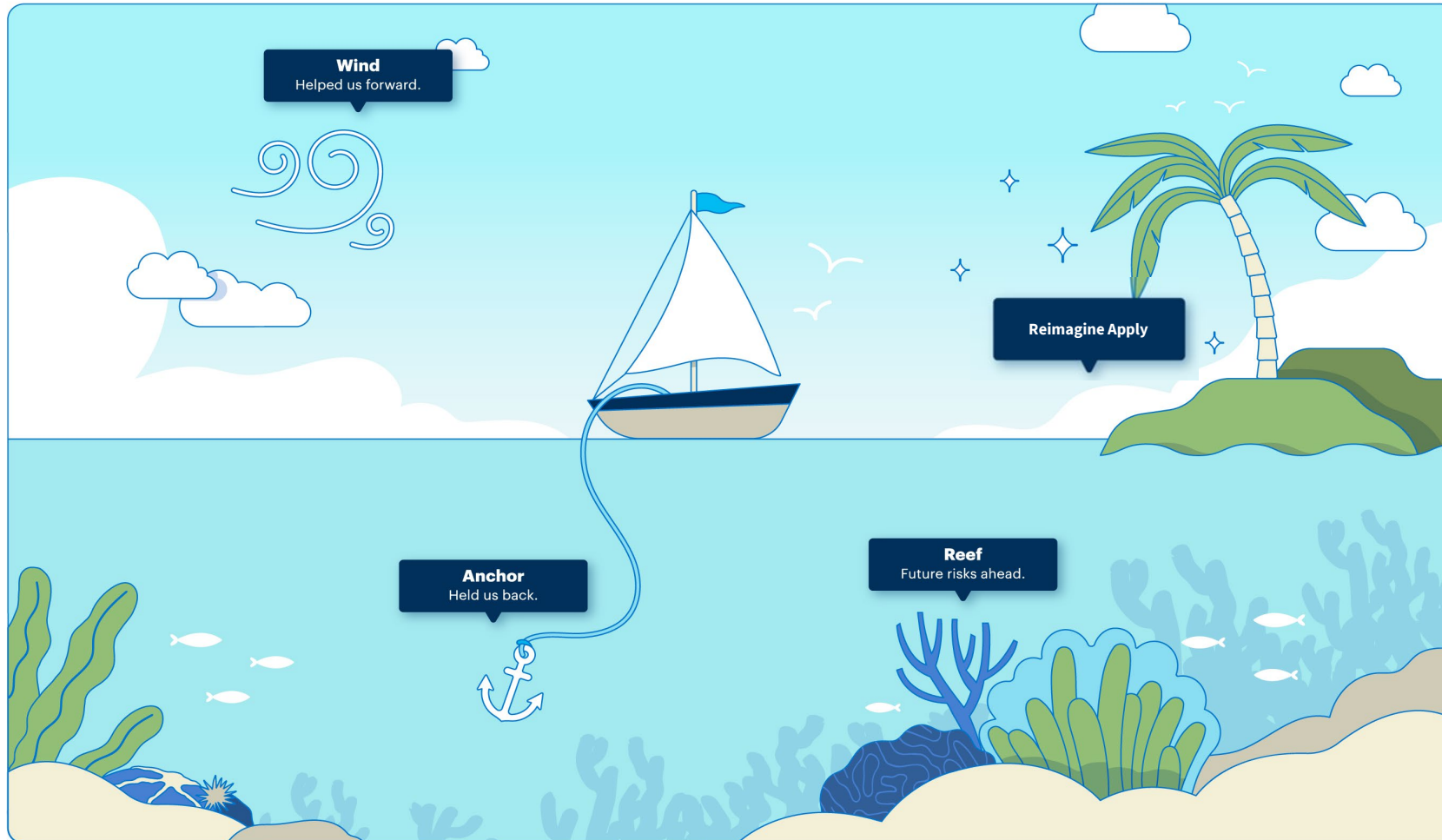
### Vendor Demo Scenario Examples:



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# Sailboat Exercise: Wave 1

*A generative group exercise to start the conversation about what it would take to achieve success for colleges that participate in the Wave 1 implementation of the Reimagine Apply Target State*





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[illegible]

# Wind In Our Sails: Wave 1

## Anchors



### What is Holding Us Back?

- Change fatigue
- Problematic structure
- Restriction of Ed Code legislation
- Siloed workstreams
- Limited capacity and resources
- Lack of visibility
- Loss of control
- System and customization limitations

## Wind



### What Will Push Us Forward?

- Improving student experience
- One unified goal
- Leadership and administrative buy-in
- Mitigating fraud
- Specific support with implementation
- Shared funding and resources
- KPI and dashboard tracking
- Outreach opportunities

## Reef



### What are our Future Risks?

- Testing and integration capabilities
- Retention and long-term success
- Inability to change
- Lack of local and statewide governance
- Communication and inconsistent leadership
- Adapting for emerging technology
- Budget
- Local policies

# Compass Points for Wave 1 Success

## Barriers:

## Opportunities:

|                                                                                                                        |                                           |                                                                                                                                                                                     |                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Change fatigue</b>                 | <b>Refocusing on the collective “Why”</b> | <ul style="list-style-type: none"> <li>Developing a change management plan that brings a transparent and cohesive approach that focuses on the “why”</li> </ul>                     | <ul style="list-style-type: none"> <li>Allows for a space to build goodwill against competing POVs</li> </ul>                                                        |
|  <b>Loss of Control</b>                | <b>Clear Plan</b>                         | <ul style="list-style-type: none"> <li>A plan that communicates some balance, some share of control</li> </ul>                                                                      | <ul style="list-style-type: none"> <li>Trailblazers to pave the way, reducing fears of losing control</li> </ul>                                                     |
|  <b>Silos</b>                          | <b>Common Methodology</b>                 | <ul style="list-style-type: none"> <li>Guiding principles and a common methodology to unify the group</li> <li>Collaboration amongst colleges</li> </ul>                            | <ul style="list-style-type: none"> <li>Shared advocacy on legislature beyond funding</li> <li>Make connection to goals at the district level</li> </ul>              |
|  <b>Limited Resources</b>              | <b>Leadership Buy-in</b>                  | <ul style="list-style-type: none"> <li>Accountability levers where possible</li> <li>Shared resources</li> <li>SIS cohort implementation</li> </ul>                                 | <ul style="list-style-type: none"> <li>Unified, consistent voice</li> </ul>                                                                                          |
|  <b>Lack of Support</b>                | <b>Communication Support and Training</b> | <ul style="list-style-type: none"> <li>Significant communication</li> <li>Support with training and professional development</li> </ul>                                             | <ul style="list-style-type: none"> <li>Implementation tools by SIS</li> <li>Shared resources and advocacy on legislature</li> <li>Cohort based onboarding</li> </ul> |
|  <b>Integration Capabilities</b>      | <b>Implementation Tools</b>               | <ul style="list-style-type: none"> <li>Strong data integration tools</li> <li>Local resources for testing and implementation (e.g. Banner schools share with each other)</li> </ul> | <ul style="list-style-type: none"> <li>User creation and management tools</li> </ul>                                                                                 |
|  <b>Lack of Governance</b>           | <b>Strong Data Governance Structures</b>  | <ul style="list-style-type: none"> <li>Strong data governance structure</li> </ul>                                                                                                  |                                                                                                                                                                      |
|  <b>Retention/ Long-term Success</b> | <b>Sustainability</b>                     | <ul style="list-style-type: none"> <li>A template for success</li> <li>A well-structured sustainability plan</li> </ul>                                                             | 15                                                                                                                                                                   |

# Reimagine Apply Task Force Success

***“Friendliness ++”***

*”Student Voice – Go Annie!”*

*“Inclusion of new voices”*

***“Great collaboration”***

***“Rich Engagement”***

*“New VC here!”*

*“Good discussion on demo content + scenarios”*





# California Community Colleges

Thank you!

Contact Info:

[Reimagine Apply Website](#)

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[www.cccco.edu](http://www.cccco.edu)



California Community Colleges

**Welcome!**

Reimagine Apply  
Task Force  
Session 7

September 18<sup>th</sup>, 2024

# September 18<sup>th</sup> Task Force Agenda

| Time     | Activity                                                   |
|----------|------------------------------------------------------------|
| 10:00 AM | Welcome   Breakfast and Coffee                             |
| 10:10 AM | Kick-off                                                   |
| 10:45 AM | Overview: Where We've Been                                 |
| 10:50 AM | Application Questions: Analysis, Target State & Governance |
| 12:30 PM | Lunch                                                      |
| 1:15 PM  | RFP Updates & Discussions                                  |
| 2:45 PM  | Break                                                      |
| 3:00 PM  | Activity: What's Needed for Wave 1 Success?                |
| 3:50 PM  | Wrap up & Next Steps                                       |
| 4:00 PM  | END                                                        |

# Your Facilitators & Support Team



**Janet Kung**  
Client Account Lead



**Sara Moore**  
Executive Sponsor



**Hojoon Lee**  
Managing Director



**Erica Harrold**  
Delivery Lead



**Garrick Yau**  
Delivery Lead



**Adam Soni**  
Manager



**Nicole Allport**  
Consultant



**Matt Khachigian**  
Consultant



**Sara Bunyard**  
Senior Analyst



**Nicole Hay**  
Senior Analyst

# Connection Activity: Human Bingo

## How to Play:

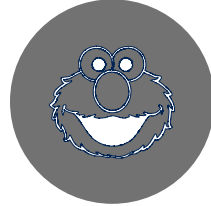


- Walk around and interact with others to find people who **match the descriptions in your bingo squares**
- Each person can help you mark **up to 2 squares** on your bingo card
- The first person to **complete two Bingos** (rows, columns, or diagonals) **wins!**

# Agreements



**Timeboxed**



**GELMO**  
“Good Enough  
Let’s Move On”



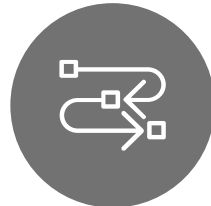
**Assume  
Positive  
Intent**



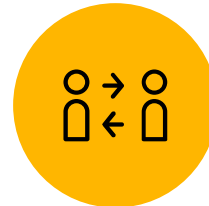
**Be present and  
inclusive**  
(everyone is heard)



**Parking Lot**



**Trust the process**



**Give Grace**



**Be curious and  
solution-  
oriented**

# “Fist To Five”



- I’m lost
- I don’t agree
- I don’t want to do this
- I don’t want to communicate this to my team



- I feel okay
- I’m 50% in agreement
- I’m mostly following but have some questions
- I need help to communicate this to my team



- I’m unsure
- I slightly agree
- I’m not sure we can do this
- I couldn’t communicate this to my team



- I feel great
- I’m in 100% agreement
- This is the right work
- I can confidently communicate these concepts to my team

# September Task Force Objectives

The purpose of our Task Force meetings is to identify, discuss, align and collaborate on Reimagine Apply



1. **Align** on the core questions and post-submission application approach and governance



2. **Discuss** the RFP Review Committee, Extended Committee, and Vendor Demo topics



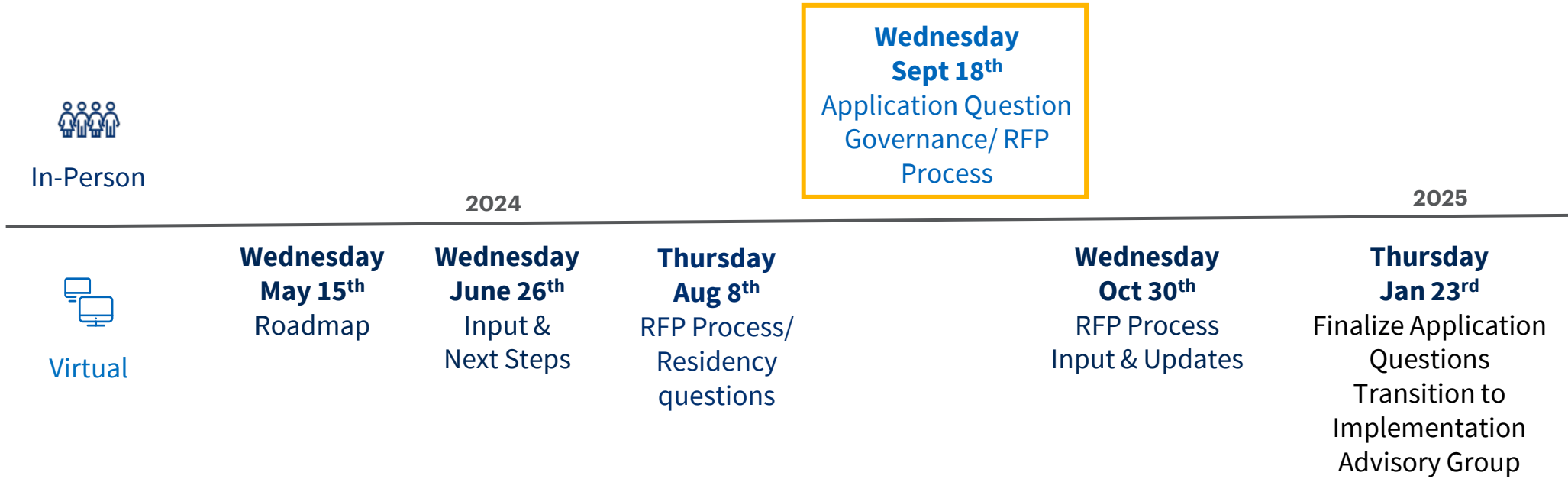
3. **Collaborate** on what will be needed for the success of Wave 1 colleges/ Districts



4. **Identify** unanswered questions and new paths forward

# Reimagine Apply Task Force

The Task Force will give input on the RFP process and implementation of a new application system.



# Where We've Been

2023

February



March



April



October



December



2024

January



February



March



April



May



June



August



## STWG Workshop #1

Context Setting

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

Improvements  
Timeline

Task Force  
Purpose

## STWG Workshop #2

Vision

Guiding  
Principles for  
Task Force

Short-term  
'wins' in CCC  
Apply

Current State  
Personas for  
redesign process

## STWG Workshop #3

Recruitment,  
Engagement &  
Communications  
plan for Task  
Force Validated

Key Milestones  
for Redesign  
Roadmap

## Working Session #1

Educational  
Goal

Programs &  
Services

Education  
History

## Working Session #2

Unique  
Student  
Needs

Revised  
Content

Design  
Preview

## Working Session #3

Target State  
Alignment

Ideal Data  
Journey

Residency  
Challenges

## Task Force Kick-off

Target  
State  
Vision

## Task Force #2

Application  
Governance

## Task Force #3

Target  
State  
Refinement

## Task Force #4

Roadmap

## Task Force #5

Functional  
& Technical  
Requirements  
Input

## Task Force #6

RFP Process  
Residency  
Questions


STWG – Short-term Working Group (of the Consultation Council)

From our Task Force Kick-off in February 2024

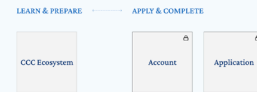
# What We've Done

## Heuristics Evaluation

### From discovery to apply

To help us understand the broader context and ecosystem that CCCApply lives within, we evaluated the end-to-end application experience.

- Specifically, we evaluated:
- Accessing the application
  - OpenCCC's Account & Profile Creation
  - CCCApply Application



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## 1-1 Student Interviews & Usability Testing

### 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"**

**"It made more sense"**

**"More professional"**

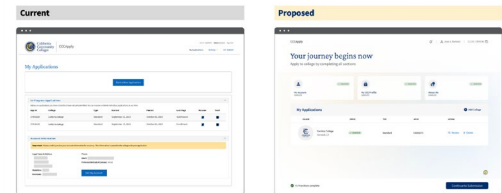
**"More straightforward"**



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## Design Work

### Design in Practice



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## Working Groups

### March 2024 Residency Working Group

7 Working Group Attendees  
5 Districts Represented

### March 2024 Fraud Working Session

10 Working Group Attendees  
6 Districts & Organizations Represented

#### Attendees:

- Elaine Ray, College Researcher - Foothill College
- Lisa Mandy, Director of Financial Aid & Scholarship, De Anza College
- Patricia Mendota, Director of Financial Aid, Foothill College
- Anne Kopp, Student Senate
- Anthony Cervantes, Dean of Enrollment Services - Foothill College
- Ruthie Williams, Assistant Director of Financial Aid - Bakersfield College
- Chen Shih, Associate Vice Chancellor - Foothill De Anza CCO
- Josiah Lee, Assistant Director of Admissions & Records - Bakersfield College
- Dawn Crosby, Chief Technology Officer - Yuba College
- Michelle Smith, Visiting Assistant Vice Chancellor - Chancellor's Office



## Analysis by Application Type

(Promise Grant, Non-Credit, Standard, International, Supplemental Questions and Fields)

### CCCApply Questions Analysis

Non-Credit, Promise Grant, International applications and Supplemental Questions were evaluated for optimization opportunities

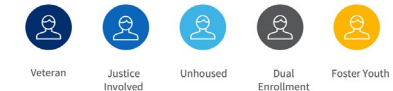
| Non-Credit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Promise Grant                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | International                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Supplemental                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Key Findings &amp; Recommendations:</b> <ul style="list-style-type: none"> <li>A subset of questions from the standard application, the non-credit application excludes 42 Residency and Citizenship/History questions and fields.</li> <li>Streamline the education section for non-credit applicants from 31 to 8 questions and fields that still capture a high-level overview of critical applicant education background.</li> <li>Validate education data elements that are necessary for statutory reporting with key stakeholders (e.g., CCCApply Task Force) and modify question language and answers accordingly.</li> </ul> | <b>Key Findings &amp; Recommendations:</b> <ul style="list-style-type: none"> <li>The online Promise Grant application in CCCApply includes more questions than the PSF application, most duplications between both were identical.</li> <li>The bulk of additional questions are found in 2 sections: profile and dependency status.</li> <li>Can be streamlined from 57 to 35 questions and fields through the following: <ul style="list-style-type: none"> <li>Remove the Profile Section by leveraging existing profile information from CCCApply to auto-populate.</li> <li>Streamline dependency status questions by consolidating and removing questions that are unnecessary to the PSF application.</li> </ul> </li> </ul> | <b>Key Findings &amp; Recommendations:</b> <ul style="list-style-type: none"> <li>Analysis criteria, among others, included comparing the international application with the college's alternative application for opportunity visas, and validating the international application content with Homeland Security's Immigration and Customs Enforcement (I.C.E.) policies.</li> <li>The online application can be streamlined by 24% (from 182 to 137 questions and fields) in the application profile, contact, and education sections by consolidating or removing unnecessary questions that don't relate to policy or reporting requirements.</li> </ul> | <b>Key Findings &amp; Recommendations:</b> <ul style="list-style-type: none"> <li>23% of supplemental questions are redundant, overlapping with other CCC Applications (Standard, CCO), including question categories: include government benefits, provide education, and education goal.</li> <li>Remove redundant questions where possible and ensure colleges can collect data to meet their needs.</li> <li>Standardize language across the recurring questions through a question bank that colleges can use if they seek information about these recurring topics.</li> </ul> |

5

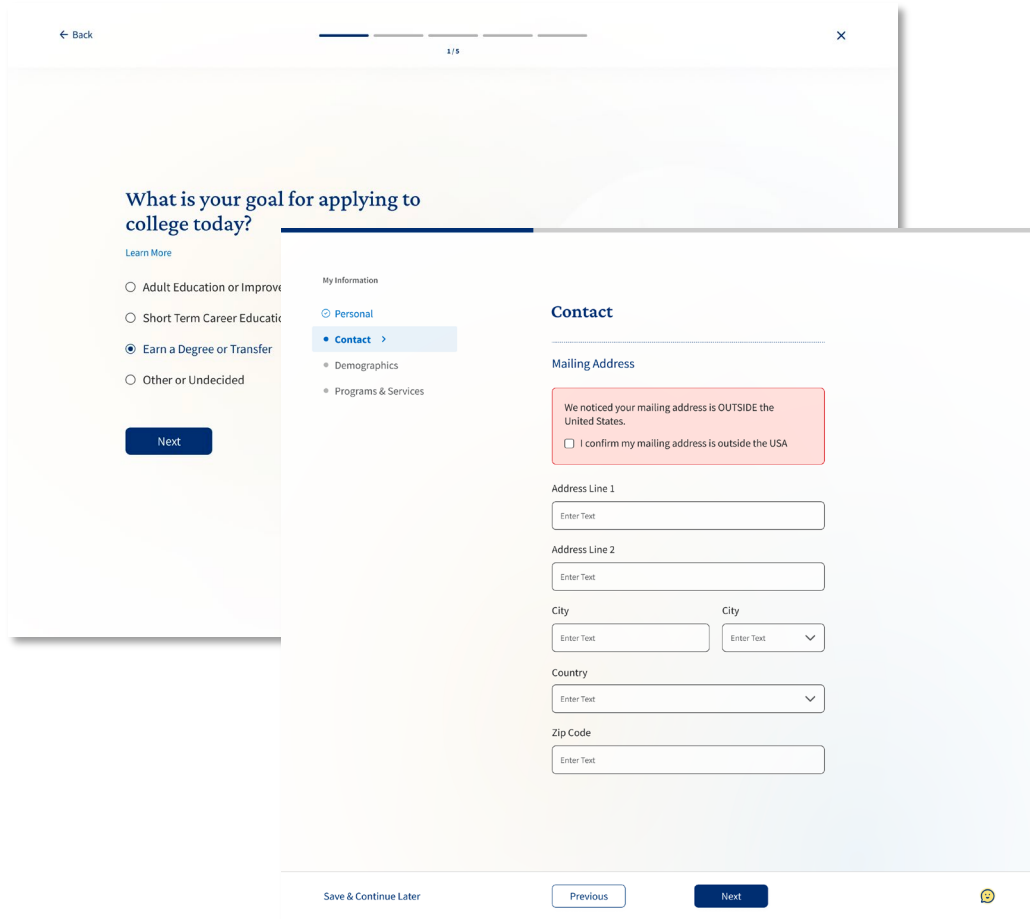
## Persona Type Identification

(Veteran, Justice Involved, Unhoused, Dual Enrollment, Foster Youth)

### Key Personas



# Reimagine Apply Target State Objectives



← Back 1/5 X

What is your goal for applying to college today?

[Learn More](#)

☐ Adult Education or Improve

☐ Short Term Career Education

☒ Earn a Degree or Transfer

☐ Other or Undecided

[Next](#)

My Information

[Personal](#)

[Contact](#)

[Demographics](#)

[Programs & Services](#)

**Contact**

Mailing Address

We noticed your mailing address is OUTSIDE the United States.

☐ I confirm my mailing address is outside the USA

Address Line 1

Enter Text

Address Line 2

Enter Text

City

Enter Text

City

Enter Text

Country

Enter Text

Zip Code

Enter Text

[Save & Continue Later](#) [Previous](#) [Next](#) 

- **Unified Entry Point:** A single URL serves all student types, eliminating the need for self-identification, creating a simplified and welcoming front door for users
- **Enhanced User Experience:** Based on student feedback, we streamlined input processes, modernized and gamified the design, and improved functionality for a more fluid, trustworthy, and user-friendly experience
- **Optimized Application Support Processes:** Ensure improved, timely support through enhanced self-service support and optimized stakeholder tools
- **Improved Fraud Mitigation:** Leverage a multi-layer fraud detection and mitigation strategy that integrates tools and end to end business processes

# Application Questions

## Core Questions:

*Through our research and analysis, we identified **60 core questions and 113 fields** that **fulfill matriculation, financial aid, MIS reporting and legal requirements** while **optimizing the applicant experience**.*

### 1. My Information

Personal  
Contact  
Demographics  
Program & Services

### 2. Program & Support Eligibility

Social Security  
Citizenship  
Military  
Residency

### 3. Education History

College Enrollment Status  
High School History  
College History  
Class Placement

### 4. College

College  
Goals  
Major Selection Experience  
Term  
Athletic Interests



## Post-Submission

*In the current state, supplemental questions range from 1-23 questions per college with an **average of 6 questions**.*

Supplemental

# Application Journey Screenshot (1/4)

CCCApply

|

Jose A. Ramirez

|

CCCID: CNY3741

## Your journey begins now

Apply to college by completing all sections

✓ COMPLETE

**My Account**  
COMPLETE

✓ COMPLETE

**My CCC Profile**  
COMPLETE

✓ COMPLETE

**About Me**  
COMPLETE

### My Applications

+ Add College

| COLLEGE                                                       | STATUS     | TYPE     | APP ID   | ACTIONS                                       |
|---------------------------------------------------------------|------------|----------|----------|-----------------------------------------------|
| <div><div><b>Cerritos College</b><br/>Norwalk, CA</div></div> | ✓ COMPLETE | Standard | 53485673 | <a href="#">Review</a> <a href="#">Delete</a> |

✓ 4 / 4 sections complete

Continue to Submission

# Application Journey Screenshot (2/4)

[← Back](#)[×](#)



**Submit Your Cerritos College Application**

**You are about to submit your application to Cerritos College.** NO CHANGES can be made to your application once it is submitted.

California state law\* allows you to submit your application and residency information online with an electronic signature verification. Your completion of this page will provide the necessary verification for electronic submission.

The security and privacy of the information in your submitted application are protected as described in the CCCApply Privacy Policy.

☐ By checking here, I Jose A. Ramirez agree to our [declarations](#).

☐ By checking here, I Jose A. Ramirez agree to our [acknowledgements](#).

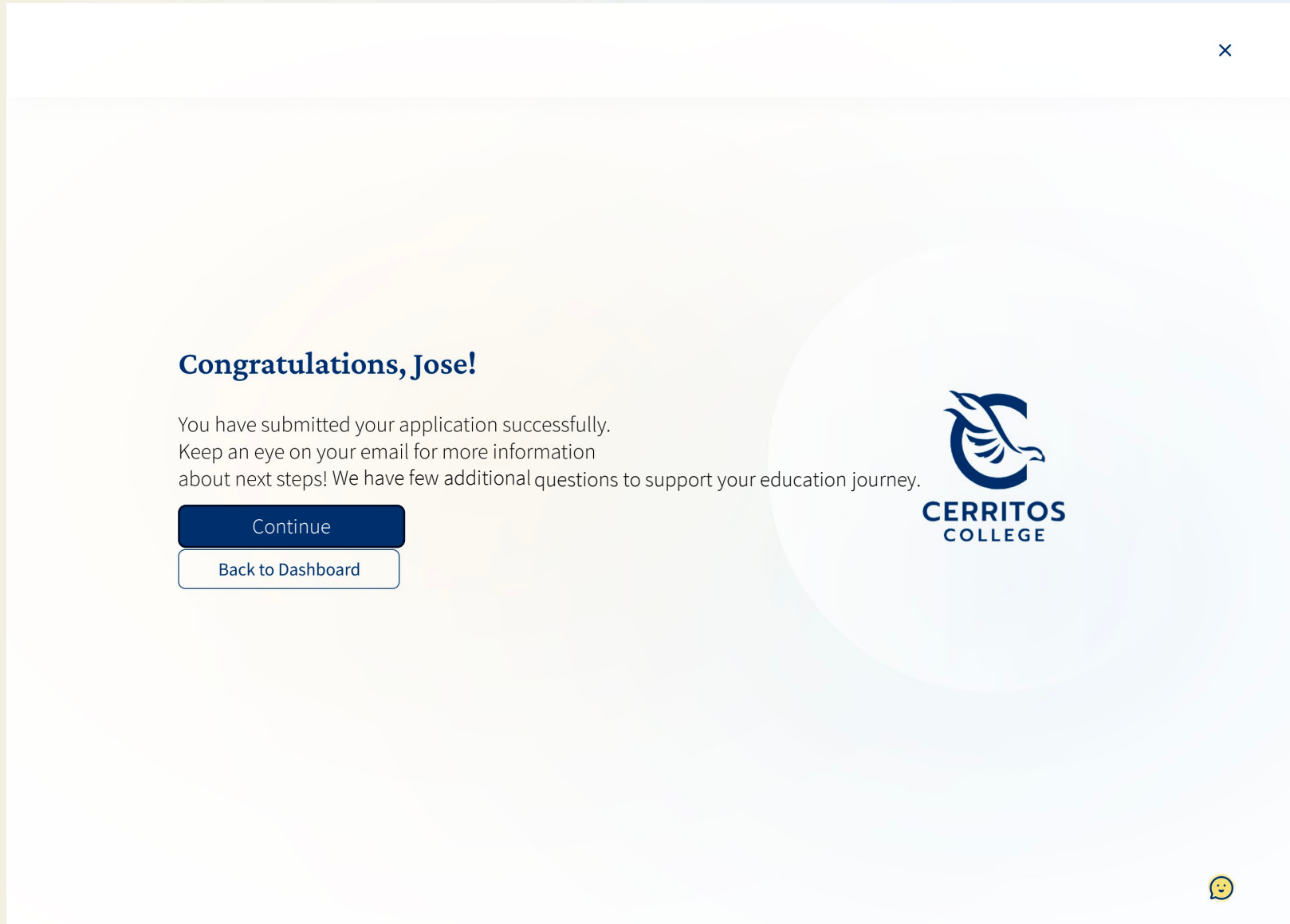


 4 / 4 sections complete

[Review My Application](#)

[Submit Application](#)

# Application Journey Screenshot (3/4)



# Application Journey Screenshot (4/4)

## Student Dashboard – Change of Status

CCCApply

 |  Jose A. Ramirez | CCCID: CNY3741 

### Your journey begins now

Apply to college by completing all sections

 We have a new set of questions for you. Please click here to view more. 



My Account

COMPLETE

✓ COMPLETE



My CCC Profile

COMPLETE

✓ COMPLETE



About Me

GET STARTED

NEW SECTION ADDED

#### My Applications

 Add College

| COLLEGE                                                                                                                               | STATUS                                                                                         | TYPE     | APP ID   | ACTIONS                                        |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------|----------|------------------------------------------------|
|  <div>Cerritos College<br/>Norwalk, CA</div>        |  SUBMITTED  | Standard | 53485673 | <a href="#">View</a> <a href="#">Resources</a> |
|  <div>Pasadena City College<br/>Pasadena, CA</div> |  SUBMITTED | Standard | 53485673 | <a href="#">View</a> <a href="#">Resources</a> |



# Supplemental Question Analysis

## Findings



There are a total of **865 supplemental questions** across **94 colleges**. Supplemental questions range from 1-23 questions per college with an **average of 6 questions**.



**229 questions** (27%) overlap with another CCC application. These include questions in categories such as government benefits and previous education.



**164 questions** (19%) are common across multiple colleges and are candidates for standardized language and consolidation. These include questions in categories such as working hours and employment status.



**472 questions** (55%) are not immediate candidates for removal or standardization because they are unique to colleges or need further investigation.

&

## Recommendations

Streamline and standardize supplemental questions through the following methods:

- **Remove the 229 redundant questions** where possible. Work with colleges to ensure they can effectively collect data from the related CCC applications.
- **Standardize the language and structure of the 164 questions** that are common across multiple colleges. These questions can potentially be consolidated into **42 unique questions**.
- **Investigate the remaining 472 questions** to identify additional opportunities for removal, consolidation, or standardization.
- **Build a governance framework** for adding questions, question structure, and question language.

# Total Supplemental Questions

## View of Current State L1 Categories

| Financial Aid & Employment Status |                             |                                | Demographics & Admin |                    | Education                         |                              | Student Support & Resources |                              |                                  |
|-----------------------------------|-----------------------------|--------------------------------|----------------------|--------------------|-----------------------------------|------------------------------|-----------------------------|------------------------------|----------------------------------|
| Dependents                        | Financial Aid               | Employment Barriers            | Administrative       | Emergency Contact  | Course & Program Interest         | Language                     | Government Benefits         | Service Interest             | Education Goal                   |
| Employment Status                 | Farmwork                    | Income                         | Student ID           | Birthplace         | Previous Education                | Heard About the College      | Military                    | Disability                   | First Generation College Student |
| Financial Independence            | National Forest Involvement | Parent/Guardian for Non-minors | Citizenship          | Residency          | Pre-College Program Participation | Main Attendance Location     | Job Preparation             | Someone to Talk To           | Communication                    |
| Working Hours                     | Amazon Employee             | Fulltime Student               | Demographics         | Preferred Pronouns | Sports                            | Concurrent Enrollment        | Online Learning             | Basic Needs Assistance       | Computer Access                  |
|                                   |                             |                                |                      |                    | Math                              | Disqualified from University | Draft Acknowledgement       | Enrollment Service Exemption | Food Insecurity                  |
|                                   |                             |                                |                      |                    | Major Certainty                   |                              | Housing Barriers            | Internet Access              | Justice System                   |
|                                   |                             |                                |                      |                    |                                   |                              | Resident Housing            | Ward of the Court            |                                  |

**Legend:**   Asked by 20+ Colleges   Asked by ≤ 20 colleges

# Example Supplemental Questions

## Consolidated Recurring Question

### Income

#### Consolidated Questions:

Household Income

Low Income

1098

## College Specific Question

### Course & Program Interest

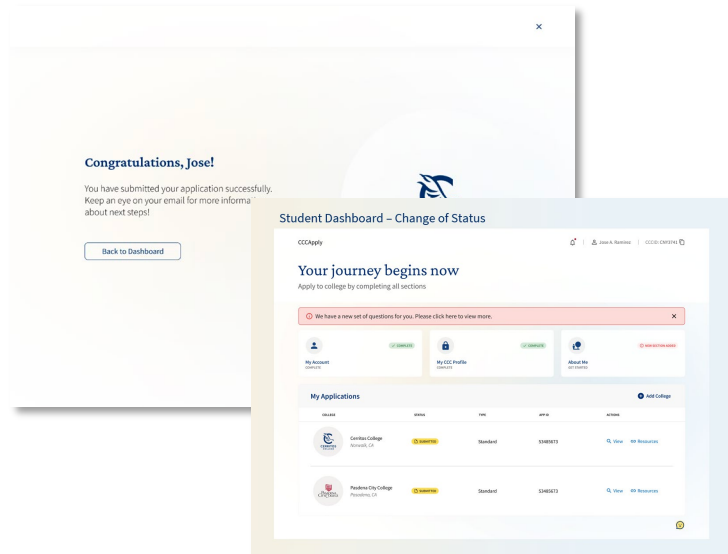
#### Example Questions:

- I am interested in learning more about CR's Honors Program.
- Do you plan to enroll in a Math course (Tienes planes de inscribirte en un curso de matemáticas)?
- Are you interested in joining the PACE: Evening/Saturday Degree and Transfer Program at Chabot College?

# Post-Submission Questions

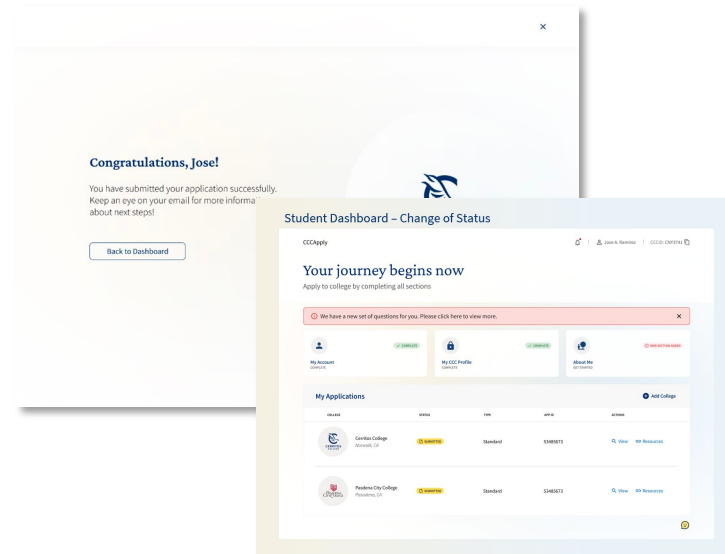
## Scenario 1:

Core questions + unlimited post-submission questions



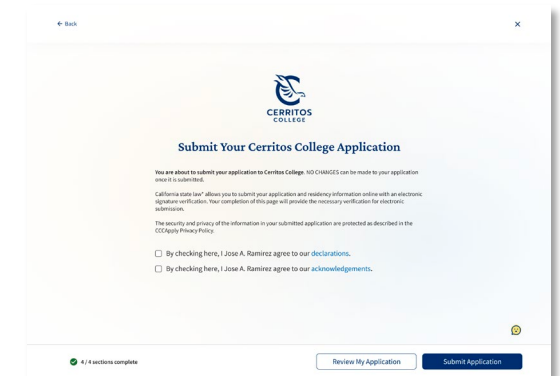
## Scenario 2:

Core questions + limited and governed post-submission questions



## Scenario 3:

No post-submission questions (i.e., colleges and districts locally own the gathering of supplemental question related data)



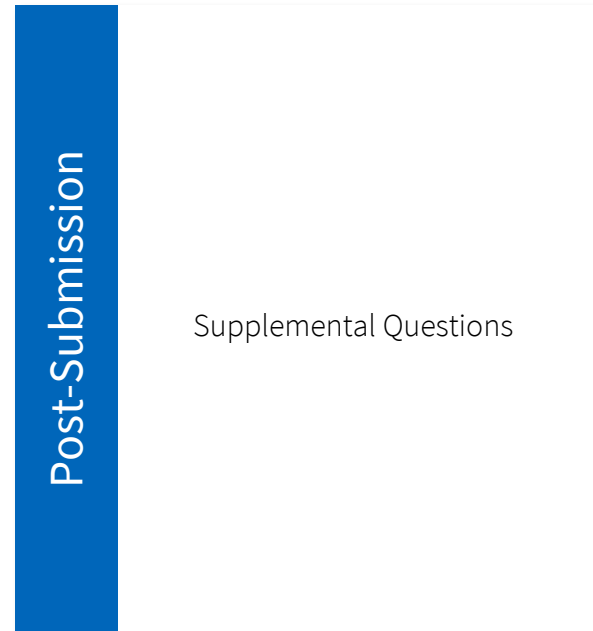
# Discussion: Pros & Cons of Post-Submission Questions in the Standard Application



**Discussion:** What are the Pros / Cons for each scenario?

What other considerations do we need to discuss?

# Discussion: Future State Post-Submission Governance



**Discussion:** What guidelines would the Task Force recommend when thinking about governance of post-submission questions across all applications?

- Should there be guidelines? If yes, what are the guidelines we need to set up for campuses if they want to include post-submission questions? (ex: # of questions, frequency of question review, how the colleges choose the questions they ask)
- How should the post-submission question governance be structured?
- Who are the groups that will be involved with managing post-submission question governance?
- What will their process be?
- Are there rules around how a district can manage their questions?

**BREAK**

# RFP Update - Timeline

The RFP process and subsequent implementation are part of a multi-year effort. The RFP administration process spans from August 2024 through April 2025.

| RFP ACCOMPLISHMENTS TO DATE                                                                                                                                                                                                                                                                                                                                                                                                                         | RFP ADMINISTRATION IMPACTED TIMELINE                               |                                                                                                                                                                                                                         |                                                                                       |                                                                                                                                                        |                                                                                                                                                                                          |                                                                                                                                                                                       |                                                                                              |                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------|
| <div><div>✓</div>Received requirement feedback from the CISO field, Tech Center, and A&amp;R stakeholders</div> <div><div>✓</div>Incorporated requirement feedback from external partners such as CCGI and CSU</div> <div><div>✓</div>Drafting the first version of the RFP</div> <div><div>✓</div>Received access to the bid management system</div> <div><div>✓</div>Initial batch of RFP Review Committee nomination emails have been sent</div> | SEP                                                                | OCT                                                                                                                                                                                                                     | NOV                                                                                   | DEC                                                                                                                                                    | JAN                                                                                                                                                                                      | FEB                                                                                                                                                                                   | MAR                                                                                          | APR                                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <div><div>•</div>Identify &amp; Invite RFP Committee Members</div> | <div><div>•</div>RFP Committee Nominations Due</div> <div><div>•</div>RFP Review Committee Selection &amp; Notification</div> <div><div>•</div>RFP Draft Feedback Due</div> <div><div>•</div>Official RFP Release</div> | <div><div>•</div>Vendor Questions Due</div> <div><div>•</div>Vendor Answers Due</div> | <div><div>•</div>RFP Responses Due</div> <div><div>•</div>Review RFP Responses</div> <div><div>•</div><b>Identify Extended Committee members</b></div> | <div><div>•</div>Review RFP Responses</div> <div><div>•</div>Score Vendor Responses</div> <div><div>•</div>Select Vendor Finalist</div> <div><div>•</div>Contact Vendors for Demos</div> | <div><div>•</div>Participate in Vendor Demos</div> <div><div>•</div>Rank Proposals</div> <div><div>•</div><b>Review Aggregated Feedback from Review and Extended Committees</b></div> | <div><div>•</div>Final Reviews and Discussions</div> <div><div>•</div>Recommend Vendor</div> | <div><div>•</div>Executive Readout</div> |
| <div><b>Next Steps</b> - After the RFP Review Committee is selected, the RFP draft will be sent. Feedback is due by October 23<sup>rd</sup> to allow time for revisions. The RFP will be released on Responsive on October 30<sup>th</sup>.</div>                                                                                                                                                                                                   |                                                                    |                                                                                                                                                                                                                         |                                                                                       |                                                                                                                                                        |                                                                                                                                                                                          |                                                                                                                                                                                       |                                                                                              |                                          |

# LUNCH

# RFP Committee Approach: Extended Committee

| RFP Review Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Extended Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Advisory Input                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The RFP Review Committee will be the <b>core group</b> playing an active role in all RFP activities and making a formal vendor recommendation to the Chancellor's Office.</p> <p><b>Roles/Responsibilities: ~28-42 hours</b></p> <ul style="list-style-type: none"> <li>• Review requirements</li> <li>• Provide input on RFP</li> <li>• Review proposals</li> <li>• Respond to vendor questions</li> <li>• Attend all core committee meetings, office hours, and vendor demos</li> <li>• Incorporate input from the field</li> <li>• Score vendors</li> </ul> <p><b>Proposed Composition:</b></p> <div>  <ul style="list-style-type: none"> <li>• 2 CISOA</li> <li>• 1 Tech Center</li> <li>• 2 Admissions and Records</li> <li>• 1 Financial Aid</li> <li>• 1 CSSO</li> <li>• 1 Student</li> <li>• 2 At-large</li> </ul> </div> | <p>The Extended Committee will include <b>students and additional statewide participants</b> who will share their input once vendor finalists are selected.</p> <p><b>Roles/Responsibilities: ~ 6-10 hours</b></p> <ul style="list-style-type: none"> <li>• Review materials (e.g., vendor submissions, watch demonstration recordings)</li> <li>• Participate in split vendor scoring</li> <li>• Respond in a timely fashion to requests for input</li> </ul> <p><b>Proposed Composition:</b></p> <div>  <p>Up to 75 statewide members identified based on interest and /or their potential involvement in Wave 1 implementation</p> </div> | <p>The advisory input will be provided by <b>California higher education partners</b> to ensure the Reimagine Apply application solution is considering the interoperability with State education partners.</p> <p><b>Roles/Responsibilities: ~2-4 hours</b></p> <ul style="list-style-type: none"> <li>• Evaluate requirements, provide input on RFP, and review recap materials</li> <li>• Offer perspectives on integration capabilities and future-proofing the commercial solution</li> <li>• Advise on industry specific requirements</li> <li>• Share best practices on change management and strategies to maximize adoption</li> </ul> <p><b>Proposed Composition:</b></p> <div>  <ul style="list-style-type: none"> <li>• CSU</li> <li>• CCGI</li> <li>• UCOP</li> <li>• West Ed</li> </ul> </div> |

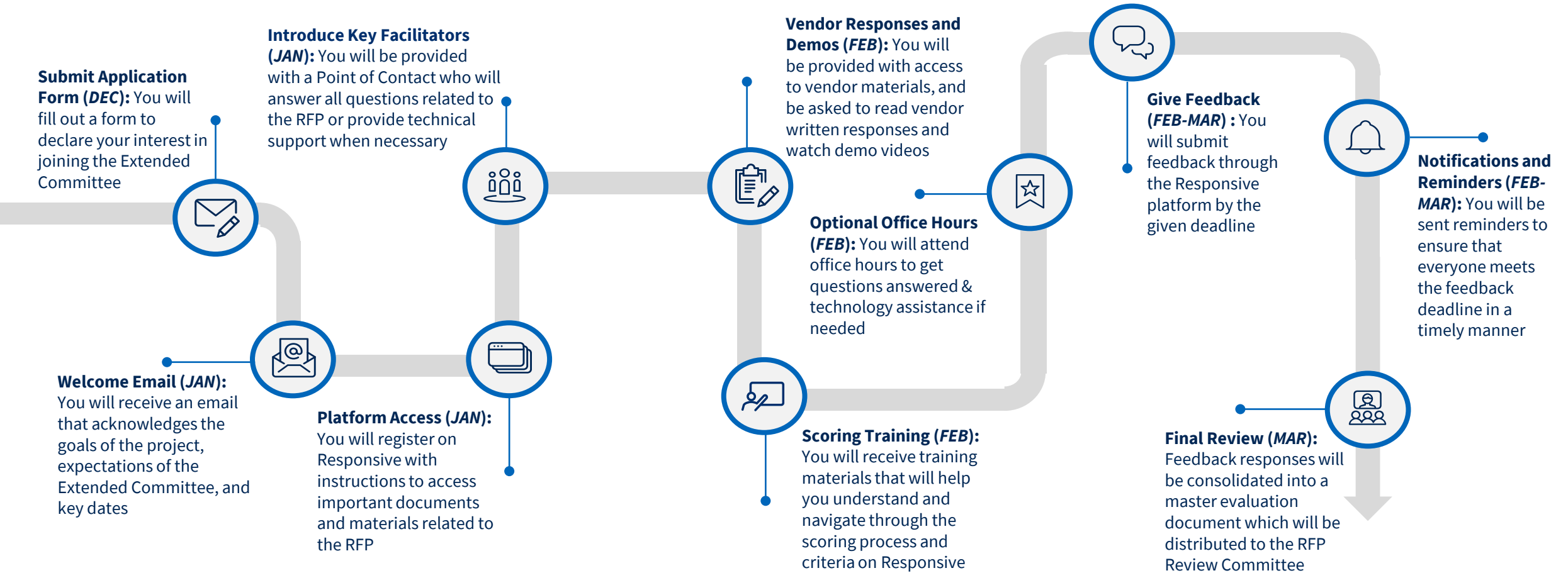
# Extended Committee

In collaboration with the RFP Review Committee, Advisory Committee, Tech Center, and Task Force, the Extended Committee (comprised of students, subject matter experts, and district representatives) will share their input once vendor finalists are selected to **enhance technical expertise and broaden representation** in the RFP process.

| DEC '24                                                                                          | JAN '25                                                                                            | FEB '25                                                                                                     | MAR '25                                                                                    | APR '25           |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------|
| <ul style="list-style-type: none"> <li>Identify and Select Extended Committee Members</li> </ul> | <ul style="list-style-type: none"> <li>Notify Extended Committee Members of Involvement</li> </ul> | <ul style="list-style-type: none"> <li>Provide Scoring Training</li> <li>Review Responses/ Demos</li> </ul> | <ul style="list-style-type: none"> <li>Solicit Feedback from Extended Committee</li> </ul> |                   |
| RFP RESPONSE DEADLINE                                                                            | VENDOR DOWN-SELECT                                                                                 | SCORING & DEMOS                                                                                             | COMMITTEE FEEDBACK AND VENDOR RECOMMENDATION                                               | EXECUTIVE READOUT |

# Extended Committee Journey

The Extended Committee will be selected in December and January and will begin participating in vendor scoring in February. The slide outlines the key activities marking the journey of an Extended Committee member



# Extended Committee Proposed Participants

The following are stakeholders across the System that we are seeking to engage as members of the Extended Committee to ensure broad participation and input through the RFP procurement process.

| Participants                        | Purpose                                                                                                                                                      |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Admissions and Records</b>       | A&R staff who are familiar with the current CCCApply application and process who can provide insights into current functionality, workflows, and user needs. |
| <b>IT and Information Security</b>  | IT staff and security specialist who can ensure the system meets technical, security, and data privacy requirements.                                         |
| <b>Educational Support Services</b> | Student Information System specialists who understand how student data will be used across departments and/or colleges.                                      |
| <b>Faculty</b>                      | Faculty members who have an interest in data from student applications.                                                                                      |
| <b>Students</b>                     | Students who can provide feedback on user experience as they have recently gone through the application process.                                             |
| <b>Accessibility Experts</b>        | Accessibility experts/staff who can ensure that the solution meets legal and institutional accessibility requirements.                                       |
| <b>Legal and Compliance</b>         | Legal/risk experts who can review proposal response terms and data compliance.                                                                               |

# Discussion: RFP Extended Committee



**Discussion:** How can we maximize participation in the Extended Committee? What input do we need to support vendor selection?

# Vendor Demo Logistics

The RFP Review Committee will down-select vendors in January 2025. Vendors will be notified and asked to prepare demonstrations for mid February 2025.

## VENDOR DEMO LOGISTICS

- Post down-selection, ~3 vendors will be invited to participate in vendor demos
  - *Invited vendors will receive a checklist, script, and expectations regarding scope, key workflows/scenarios, and specific use cases*
- Vendor demos will be in-person
- RFP Review Committee members will score the vendor demos using a pre-determined scoring system
- Extended Committee members will receive recordings and scoring surveys for the vendor demos

# Vendor Demo Scenarios

We aim to present multiple scenarios for the vendor demonstrations.

## Vendor Demo Scenario Examples:

A student submitting an application

Admissions team reviewing submitted application details

Support for multiple languages and accessibility features

Visualization of Data and Key Metrics

### SCENARIO COMPONENTS

Providing an **overview of the system's dashboard** highlighting key metrics such as applications received or demographic data

Generating **custom reports** and exporting the reports in various formats that can be shared with stakeholders

Showcasing the system's **data visualization capabilities**, including charts, graphs, and heatmaps that provide insights

# Discussion: Vendor Demos

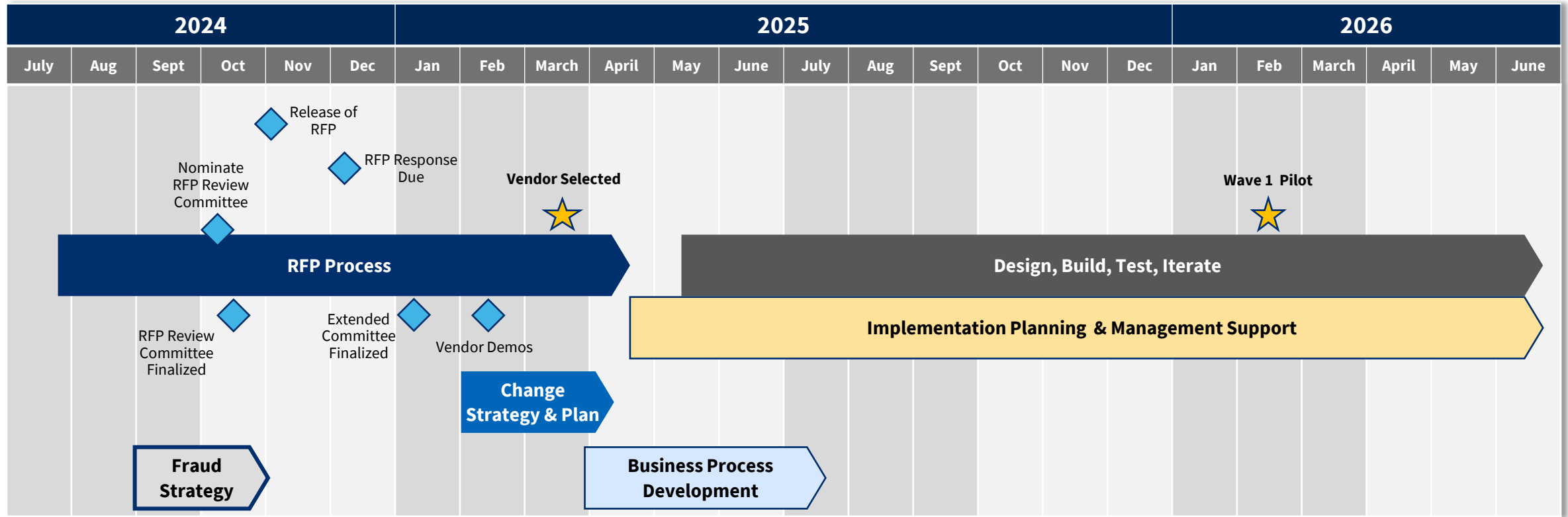


**Discussion:** What scenarios, workflows, or considerations should be considered in the vendor demonstrations?

# AFTERNOON BREAK

# RFP Process & Implementation Timeline

Reimagine Apply will roll out in waves to ensure iterative and effective adoption. The Wave 1 group, inclusive of 10-20% of the statewide districts, will commence in February 2026.



## Key:

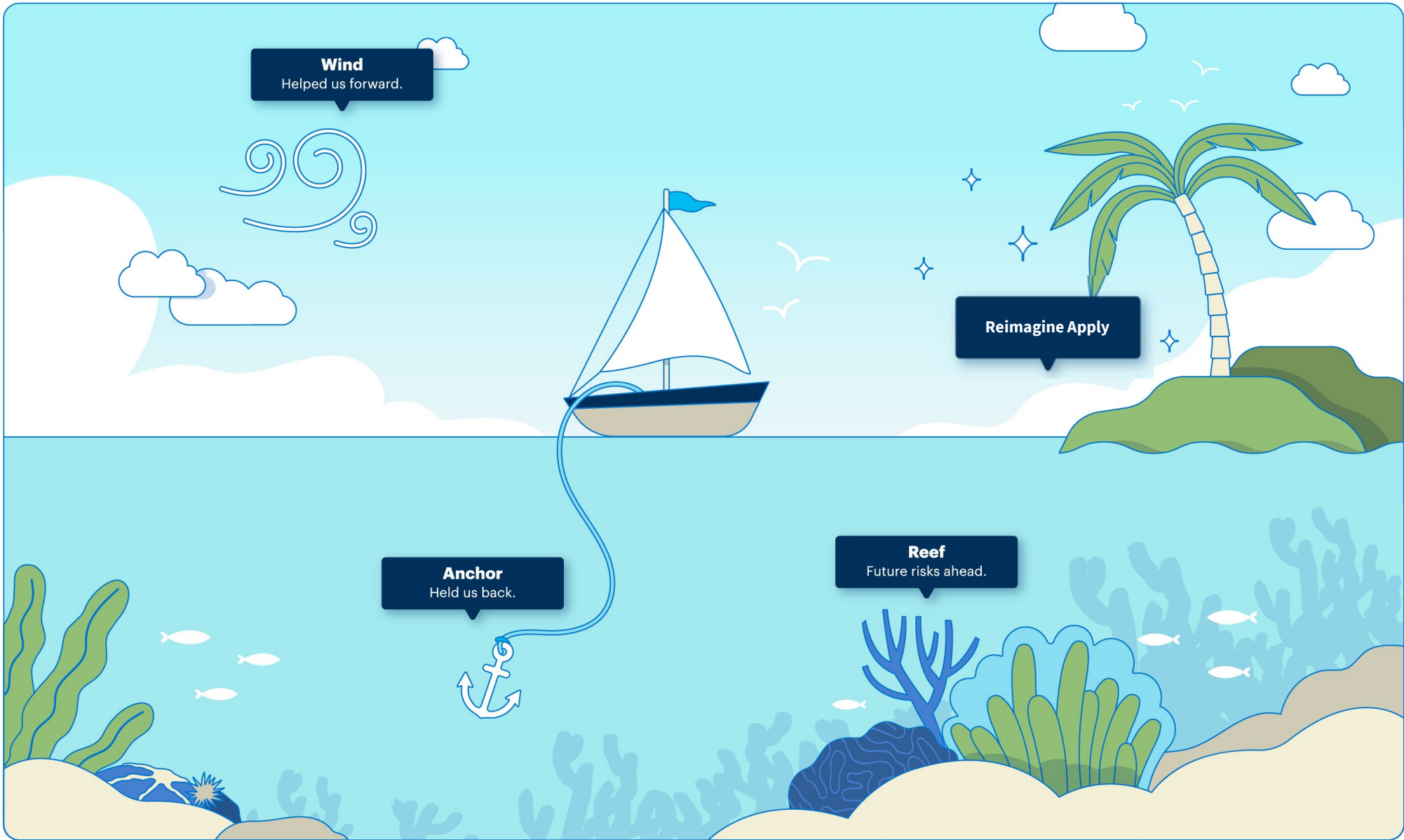


Reimagine Apply Milestone



RFP Milestone

# Sailboat Activity



# Next Steps

- ☐ RSVP for October Task Force
- ☐ Review RFP Draft

## Upcoming Task Forces:

