

The Promise for Adults in California Community Colleges

SHEEO ADULT PROMISE CONVENING

November 4, 2019



CALIFORNIA COMMUNITY COLLEGES
CHANCELLOR'S OFFICE




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SUCCESS
CENTER
for
CALIFORNIA COMMUNITY COLLEGES


Agenda

- Context
- Landscape Analysis Findings
- Preliminary Focus Group Insights
- What's Next
- Discussion



I can
raise a family,
work full-time,
go to college, and
own my future.

Get the skills you need to advance your career,
in the way that fits your budget and lifestyle.

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Context: California Community Colleges

- Serves the top 100% of students in the state
- 2.1 million students = largest system in nation, significant economic impact
- Decentralized system: 115 colleges in 73 districts with independently elected Boards of Trustees
- Shared governance
- Legislation driving or supporting many reforms
- Ambitious *Vision for Success* goals



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Vision for Success Goals

1. Increase the number of California Community College students annually who acquire associate degrees, credentials, certificates, or specific skill sets that prepare them for an in-demand job
2. Increase the number of California Community College students transferring annually to a UC or CSU
3. Decrease the average number of units accumulated by students earning associate degrees
4. Increase the percent of exiting CTE students who report being employed in their field of study
5. Reduce equity gaps
6. Reduce regional achievement gaps



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VISION FOR **SUCCESS**

STRENGTHENING THE
CALIFORNIA COMMUNITY COLLEGES
TO MEET CALIFORNIA'S NEEDS



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Adults in California

CURRENT STUDENTS AGE 25+

- Comprise 42% of total enrollment
- 62% are people of color
- 5% attend full time
- Represent 46% of CTE enrollment
- 58% are economically disadvantaged
- 17% are English learners
- Earn 34% of certificates and degrees awarded

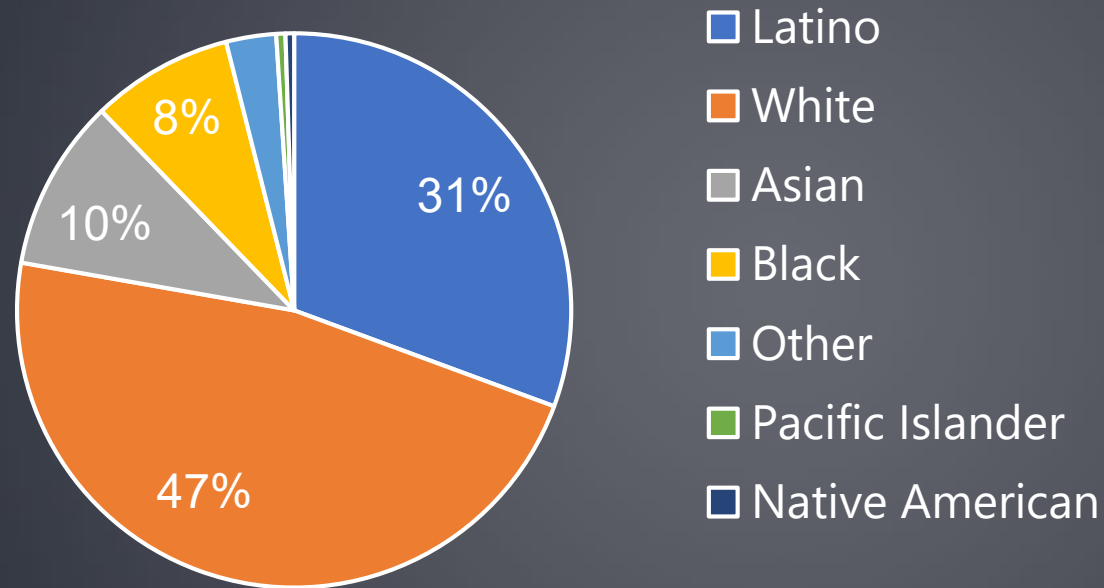
LIFELONG LEARNERS AGE 25-54

- 6.8 million with a High School diploma but no degree
- 79% working 31+ hours per week, primarily in office/admin support and sales jobs
- 56% speak English only
- 52% are men
- 4% have military experience



Equity Imperative

Californians Aged 25-64 with Some College, No Degree, 2016



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Landscape Analysis Findings

Project Phase 1 | Completed July 2019



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Research: Adults Have Unique Needs

AFFORDABILITY

- Adults are financially independent, often with dependent children or family members
- Experience opportunity costs of being away from work for school

STUDENT SUPPORT

- Need supportive places to access resources (i.e. childcare, tutoring, public benefits)
- Need to feel welcome on campus (representation in pictures, student government)

COURSE TIMING, INSTRUCTION AND MODALITY

- Need flexible courses at convenient times
- Need differentiated instruction/appropriate andragogy



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Affordability for Adults



CALIFORNIA COLLEGE PROMISE GRANT State public financial aid

- Waives tuition for low-income students
- **No age limits or unit minimums**



CAL GRANTS State public financial aid

- Guaranteed to eligible students **enrolling immediately and/or continuously after high school**
- Others compete for fixed pool of 41,000 competitive awards (1 in 10 eligible applicants receives award)



CALIFORNIA COLLEGE PROMISE PROGRAM Limited-time appropriation by legislature

- Authorizes colleges to use funding to advance the legislation's stated goals
- 83 colleges offering fee waivers to **first-time, full-time students**



STUDENT SUCCESS COMPLETION GRANT Limited-time appropriation by legislature

- Provides additional grants to Cal Grant B and C recipients **taking 12+ units**



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Student Supports

- Guided Pathways
- Developmental education reform
- Strong Workforce Program
- Veterans Programs
- CalWORKS
- EOPS
- Student Equity and Achievement Program
- Funding incentives – Student Centered Funding Formula, Innovation Awards, Philanthropic funding



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Course Timing, Instruction, Modality

ONLINE EDUCATION INITIATIVE

- Consortium model to expand student access to courses across colleges
- Developing, 14% of all courses offered online

EDUCATION FOR JUSTICE-INVOLVED INDIVIDUALS

- 4,000 students served by 19 colleges

CREDIT FOR PRIOR LEARNING

- New systemwide policy, expanding PLA options, creating consistency for students

ANDRAGOGY

- Teaching and Learning Centers at colleges
- Systemwide professional development platform (IEPI)



BONUS

Applying Lessons from Behavioral Science

Student Journey to Success Project applied student centered design and practice to a system-level application tool.

Explored analytics and experience of CCCApply, the statewide application

Learnings informing a newly-formed Student Centered Design Lab and design thinking approaches.



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Behavioral Science

The study of how people make decisions and act within a complex and textured world where details matter.

STANDARD APPROACH

- Consider all information available
- Weigh pros and cons of each option
- Make the best choice, act on it

BEHAVIORAL SCIENCE

- Make decisions with imperfect information
- Don't always choose what is best for us
- Seemingly small and inconsequential details undermine our intentions to act.



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Intention to Attend College



20%

Nationally, high school seniors who plan to continue their education but do not apply to any post secondary institution before leaving high school.



40%

In California, high school graduates that do not go straight to college from high school.



58%

Individuals who begin the registration process to apply for a California Community College and complete the process.

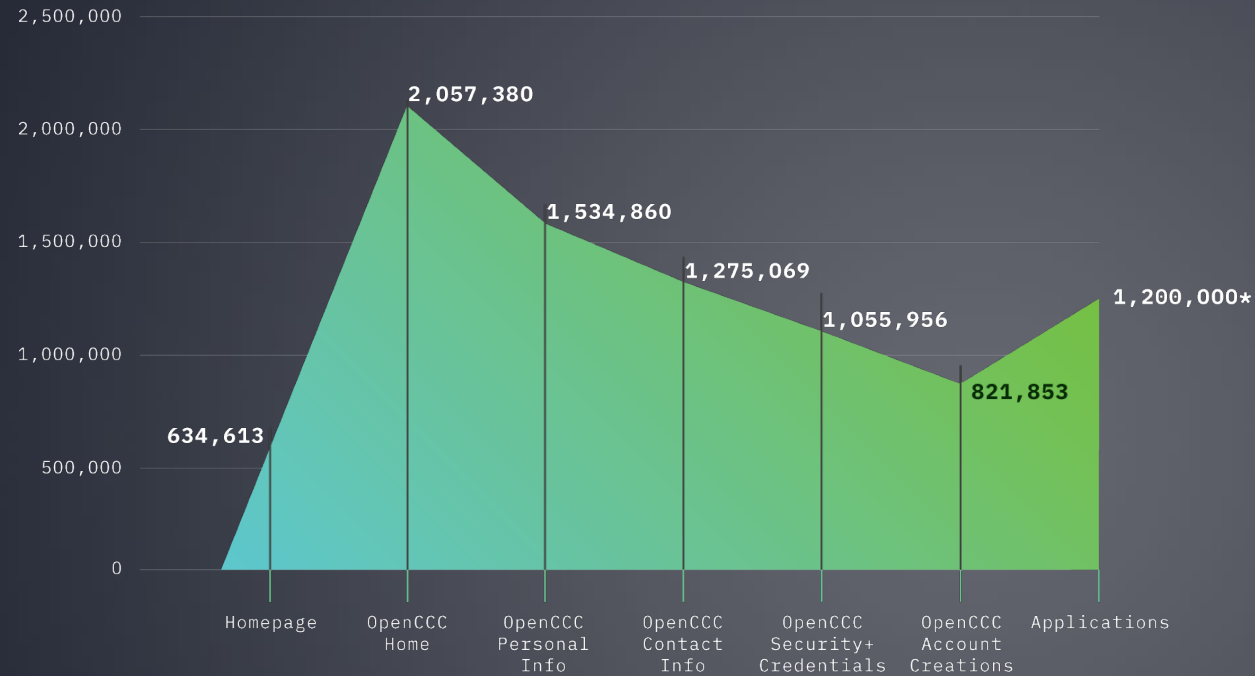


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Research



Source: Google Analytics, Date Range: 01.01.2017-12.31.2017

* Increase due to prospective users either submitting applications through their existing OpenCCC accounts, or that went through an account recovery process.

OpenCCC: Create Account

openccc.net/uPortal/p/AccountCreation.ctf1/max/render.uP?pP_execution=e1s2

California Community Colleges | 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

☐ Check this box if you do not have a first name

Middle Name

☐ Check this box if you do not have a middle name

Last Name

Suffix

☐ Yes ☐ No Do you have a previous name (such as a maiden name)?

☐ Yes ☐ No Do you have a preferred name that is different than your legal and/or previous name?

Date of Birth

This information is used for protection of minors in online transaction environments, as well as to differentiate between persons having the same name. 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



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Research



5 SITE VISITS

Sierra College

Cosumnes River College

Fresno City College

Pasadena City College

Los Angeles Mission College

37 STUDENTS INTERVIEWED



21 STAFF MEMBERS CONSULTED



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Five Key Barriers



Hassles



Ambiguity



Identity



Lack of Scaffolding



Uneven Channels



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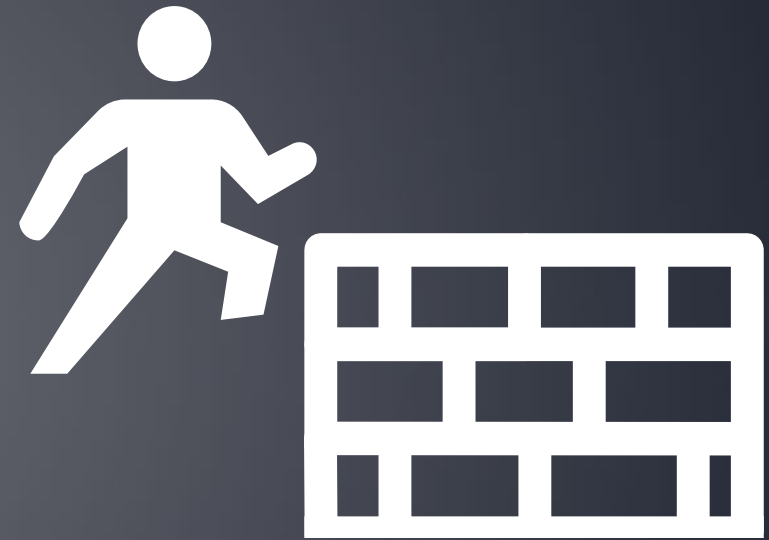


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Hassles

Seemingly small impediments to completion can have outsized consequences for students' abilities to finish the process fully, quickly and accurately.

Hassles can trigger procrastination and prospective memory failure.



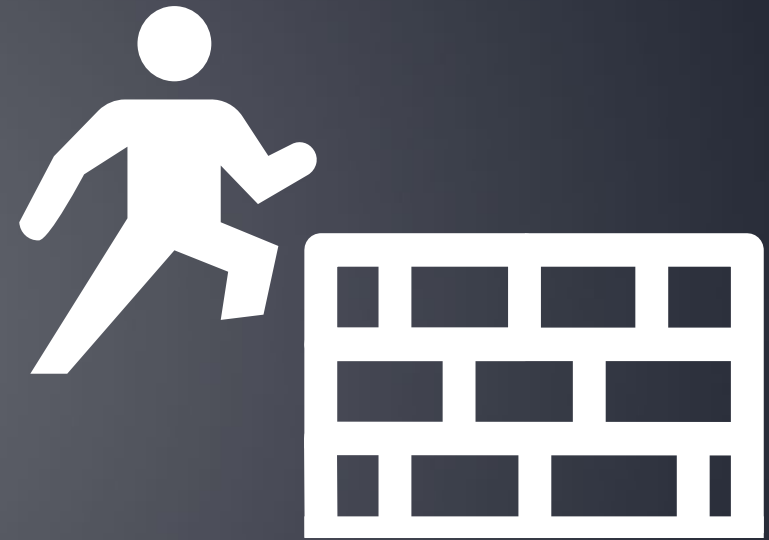
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Reduce Hassles

How can we reduce what students need to do to complete the intended task?



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Ambiguity

Students are often not sure of why a question is being asked, how the information is being used, and whether there is a correct answer. Because of this, they delay submission or fail to submit entirely.

People generally prefer situations with less ambiguity, even if there is some risk involved in the outcome.



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Eliminate **Ambiguity**

How can we help make the questions being asked, and the consequences of answering them, clear?



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Identity

Students bring many identities with them when they apply to college. Some of these identities are sensitive, and the application asks about them in ways that can appear invasive or evaluative.

Priming people to consider particular identities can alter their performance on tasks.



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Affirm Identity

**Does the process help to
welcome all identities?**



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Scaffolding

Students are expected to make important decisions about their college and future plans without full guidance around how to best make those choices.

A lack of scaffolding can lead to overconfidence and overreliance on only the most available options



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Create Scaffolding

How can we help walk students through a difficult or complicated decision?



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Lack of Open Channels

Campus outreach staff and first-year programs provide strong support channels throughout the application and matriculation process.

Channel factors help more students complete the application and matriculation steps.



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Create Open Channels

How can we prioritize
connecting students with help?



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Communications Principles



Get Attention

Will your message break through so that students see it?

- Align medium with content
- Emphasize relevance
- Optimize timing



Tailor the Message

Is your message easy to understand and credible?

- Use the right sender
- Prioritize word choice
- Make it personal
- Use the right tone of voice



Make Action Easy

Does your message prioritize what students have to do?

- Emphasize deadlines
- Provide concrete steps
- Use a checklist



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Focus Groups Preliminary Take-aways

Project Phase 2 | In progress



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Focus Group Goals

1. Test our assumptions developed in the landscape analysis
2. Learn about students' experiences, priorities, needs, and media preferences
3. Test creative concepts for marketing and outreach to lifelong learners



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Focus Group Design

Age: mix of ages 25-55

Student status: mix of current California Community College students and prospective students

Increased earning potential: earning less than \$55k/year

Regional representation: Fresno, Sacramento, Los Angeles, and Sunnyvale

Equity: Mirror the gender and racial/ethnic diversity of California



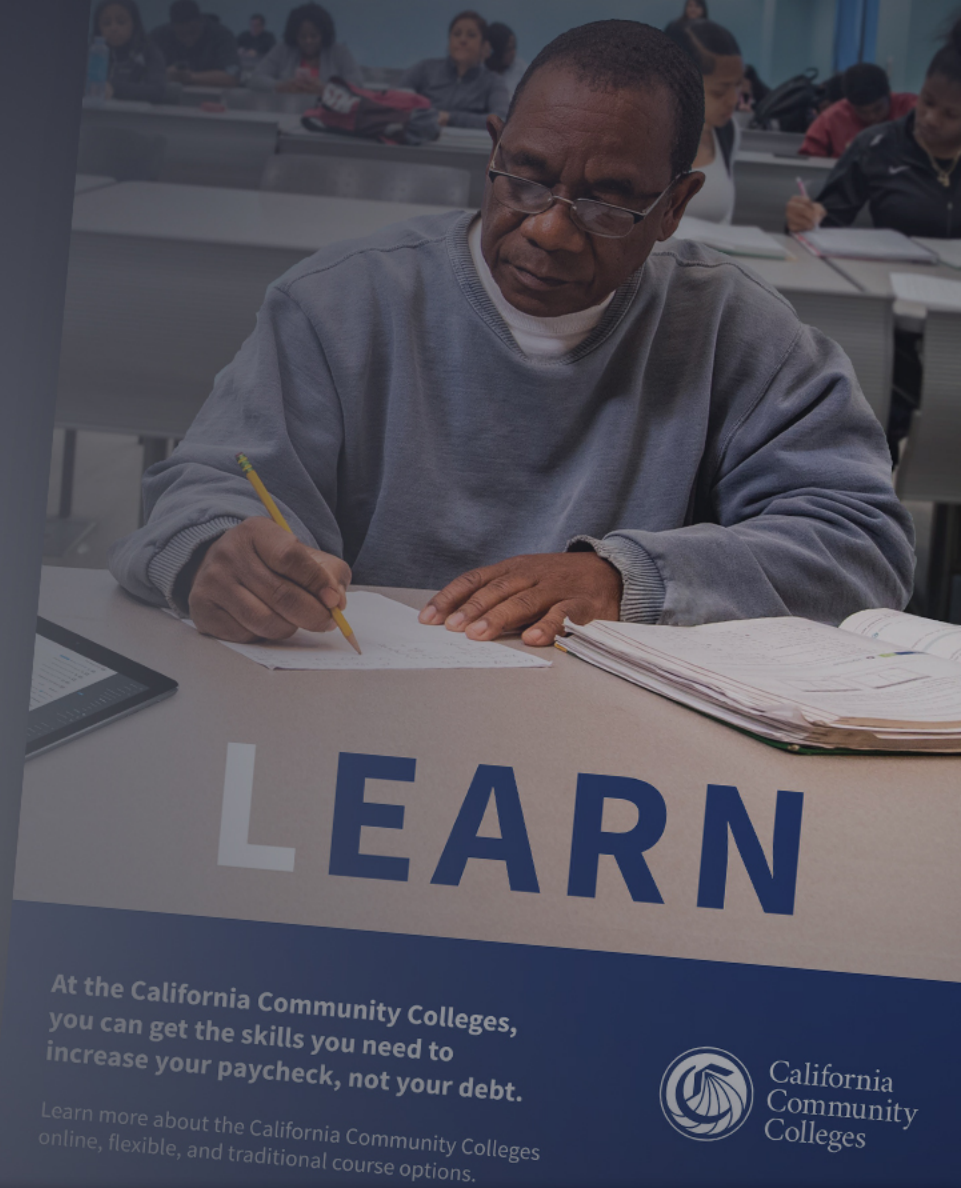
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Top Needs

1. Childcare
2. Flexible class offerings
3. Parking!
4. Personalized support from counselors, tutors, and instructors
5. Financial aid that addresses full cost of attendance



LEARN

At the California Community Colleges,
you can get the skills you need to
increase your paycheck, not your debt.

Learn more about the California Community Colleges
online, flexible, and traditional course options.



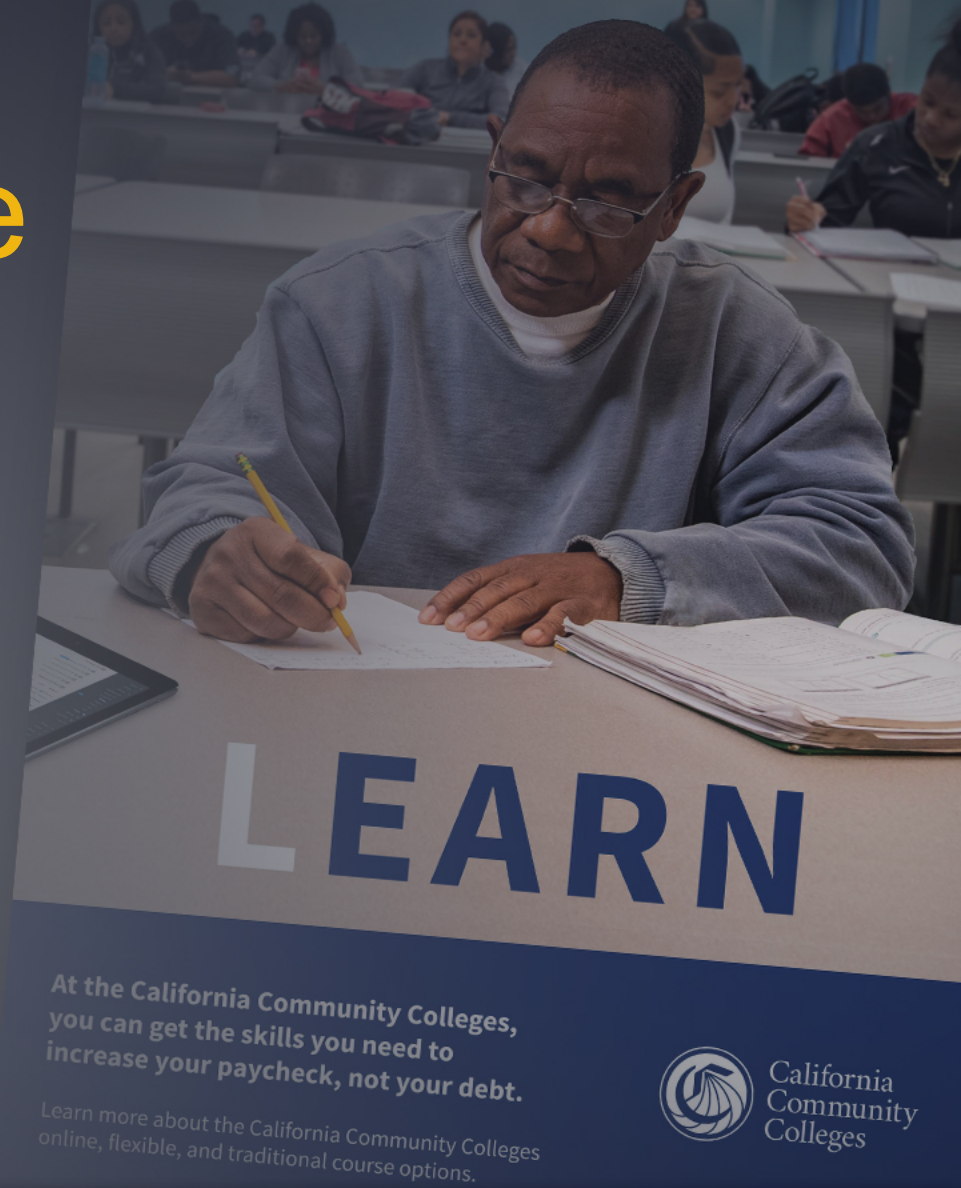
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Messages that Resonate

- Flexibility
- “I can” aspirational messages
- “Increase your paycheck, not your debt”
- List of supports
- High levels of trust and positive associations with community colleges
- Suspicion of messages that mirror for-profit training programs
- Assumption/expectation that program will take a long time
- “I’m going to share this with my child”



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How to Reach Me

- Social Media (but I'm wary of "scams")
- Places where I run common errands (gas stations, bus shelters, grocery stores, banks, public buildings)
- Word of mouth
- Once enrolled, in-person support on my schedule



I can
raise a family,
work full-time,
go to college, and
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Current State-Level Campaigns



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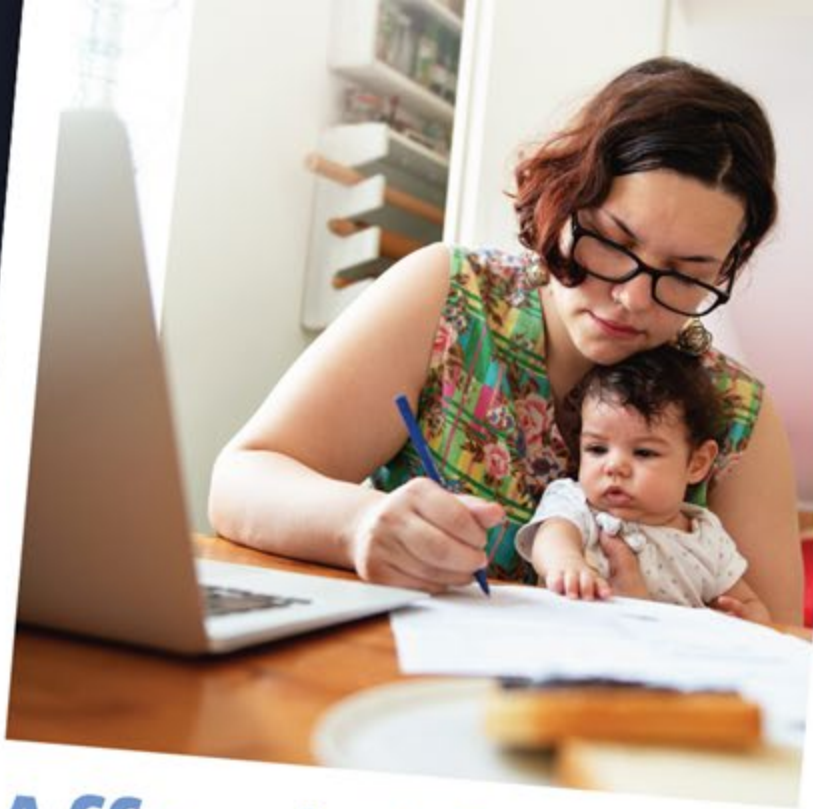
Test Creative



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Flexible.
Possible.**

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at the California
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**DON'T LET ANYTHING
STAND IN YOUR WAY.**

**Get the skills and support
you need to move forward.**



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Come Back!

TO MOVE 
FORWARD



We can help you get
the skills you need
to move up.



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What's Next: the Possibilities

Marketing

1. Explore combining previously disparate funding streams for more coordinated state-level advertising campaigns
 - a. Possibility of including adult-focused messaging as one targeted sub-campaigns
2. Share/pilot learnings with colleges
3. Apply learning from behavioral science to support tools

Offerings

4. Make recommendations to help our divisions offering student supports, financial aid, and course modality/instruction to better support adult students
5. Look for opportunities to highlight Calbright College and cvc.edu (Online Education Initiative)



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Discussion

Have other states undertaken similar student-centered research? How were their findings similar? How were they different?

Are there other systems as decentralized as ours that have employed a statewide approach to adult certificate and degree completion?



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Thank you.

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