

CCCApply Research Projects 2017

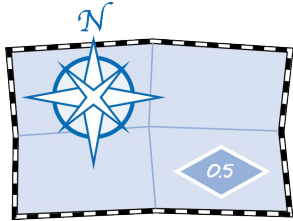
Moving College Admissions to the Next Level



CALIFORNIA COMMUNITY COLLEGES

CCCApply Annual Report

June 27, 2017

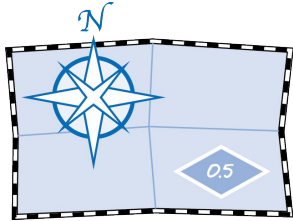


CCCApply Noncredit Application

PROPOSAL: Create CCCApply Noncredit App Survey

Create a new survey to identify what colleges want from CCCApply

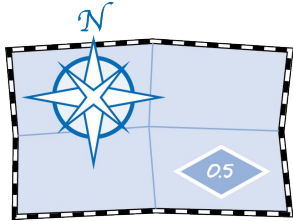
- If the application could be completely customizable for you, what questions will you ask?
- How will you collect required elements for state & mis reporting?
- Given these fields are required - how do you intend this information?
- California Adult Ed Association - are encouraging the full application - SSSP looking for that transitional student (non-credit to credit)



CCCApply Noncredit Application

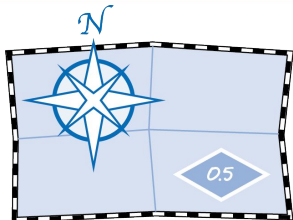
- What *can we do*?
- Can we get a change in Ed Code policy to change the application for non-credit Noncredit Legal Info in California Education Code (66010.4):
https://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=EDC§ionNum=66010.4.

IDEA: Create a Noncredit Application using Supplemental questions - with expectation that colleges would be fully responsible for compliance and state/federal and local legislation and regulations.



CCCApply Research Projects

- Legal Review: **CCCApply Required Questions** - *Completed*
- Abandoned Applications - *Completed*
- Time to Completion Analysis - *Completed*
- Student Satisfaction Survey: Negative Comments - *Completed*
- SPAM Filter for Fraud / Malicious Applications - *In-Progress*
- Google Analytics –Tracking Error Messages & Time on each question



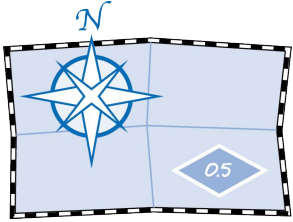
CCCApply Research

CCCApply Required Questions

- 64% of questions required for residency determination
- 20% support other state, federal, & MIS reporting requirements
- 17% required for Account Creation, Consent, Submission
- Less than > 1% questions not required* (Needs & Interests)

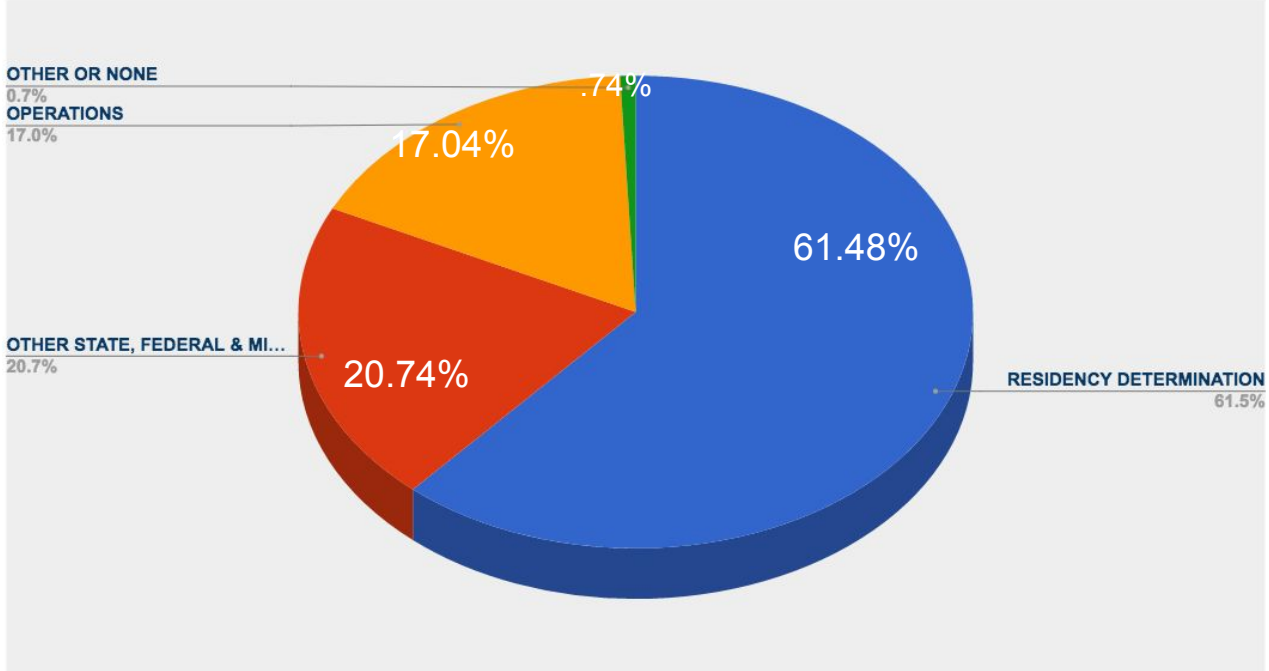
Note - Conditional questions were removed from the breakdown, including Multiple Measures

- See full report here: [CCCApply Required Questions](#)



CCCApply Research Required Questions Breakdown

REQUIREMENT	Question	%
RESIDENCY	83	61.48%
STATE, FEDERAL & MIS	28	20.74%
OPERATIONS	23	17.04%
OTHER OR NONE	1	0.74%
TOTALS	135	100.00%



CCCApply Research Application Completion Time

- 80% completed application in 30 minutes or less
- 6% started one day, and completed another day
- 14% between 30 mins – 24 hours

Results

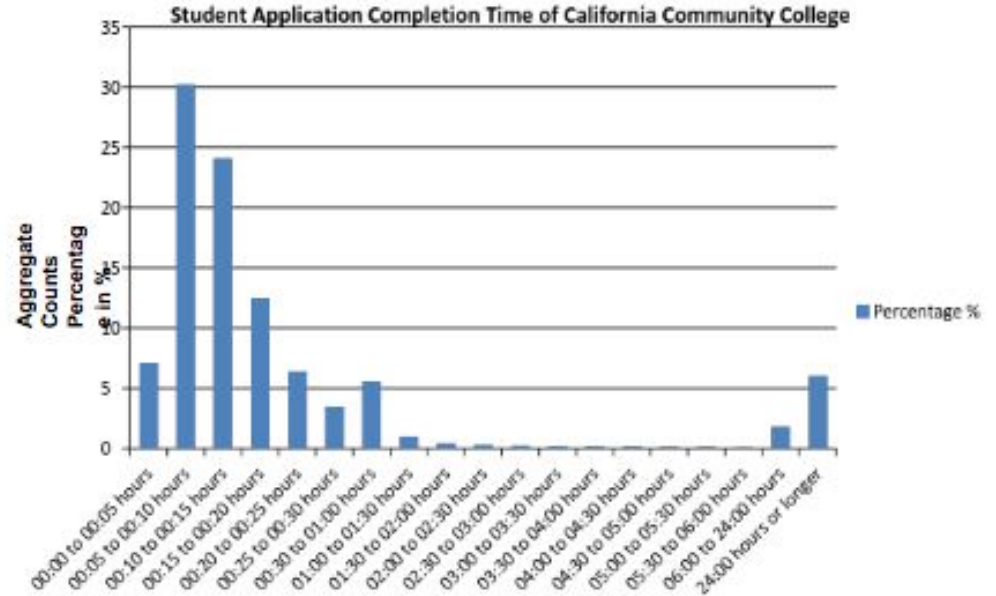


Figure 1 shows that majority of students complete the application within 15 minutes.

CCCApply Research

Application Completion Time

Objective:

Analyzing CCCApply application completion time (start to finish for ***Non-Abandoned Applications***) to evaluate current CCCApply application efficiency.

- Analysis of submitted CCCApply applications was broken down into two categories:
 - Overall average completion time for California Community Colleges
 - Analysis of individual college application completion time to identify outliers
- The application start-to-finish time of non-abandoned applications is represented as “application completion time”.
- Excluded application completion time over 2 hours , then first hour was broken into 5 minute segments and 30 minutes thereafter.
- [Breakdown of Application Completion Times by College](#)

CCCApply Research

Student Satisfaction Survey

Random college selected - 5108 applications submitted by students.
Of those, 3503 students filled out surveys at the end of the application process.

- 49% were Very Satisfied (1699)
 - 38% were Satisfied (1361)
 - 12% were Neutral (410)
 - .03% were Dissatisfied (12)
 - .06% were Very Dissatisfied (21)
-
- Less than 1% of applicants polled any form of Dissatisfaction
 - Over 87% polled as Satisfied or Very Satisfied

These results are
typical for all
colleges using
CCCApply

Cluster analysis project on Survey “comments” begins May 8 with Infinity

CCCApply Research

Student Satisfaction Survey: Negative Comments Cluster Analysis

Objective:

- Text processing & analysis
- Cluster to **understand survey comments from dissatisfied users**
- Determine parts of the application process that might need improvement

Cluster analysis: Used K-Means Clustering model

Results: Identified some generic trends on potential sources of dissatisfaction

- Website Problems
- Length of Application
- Personal Information

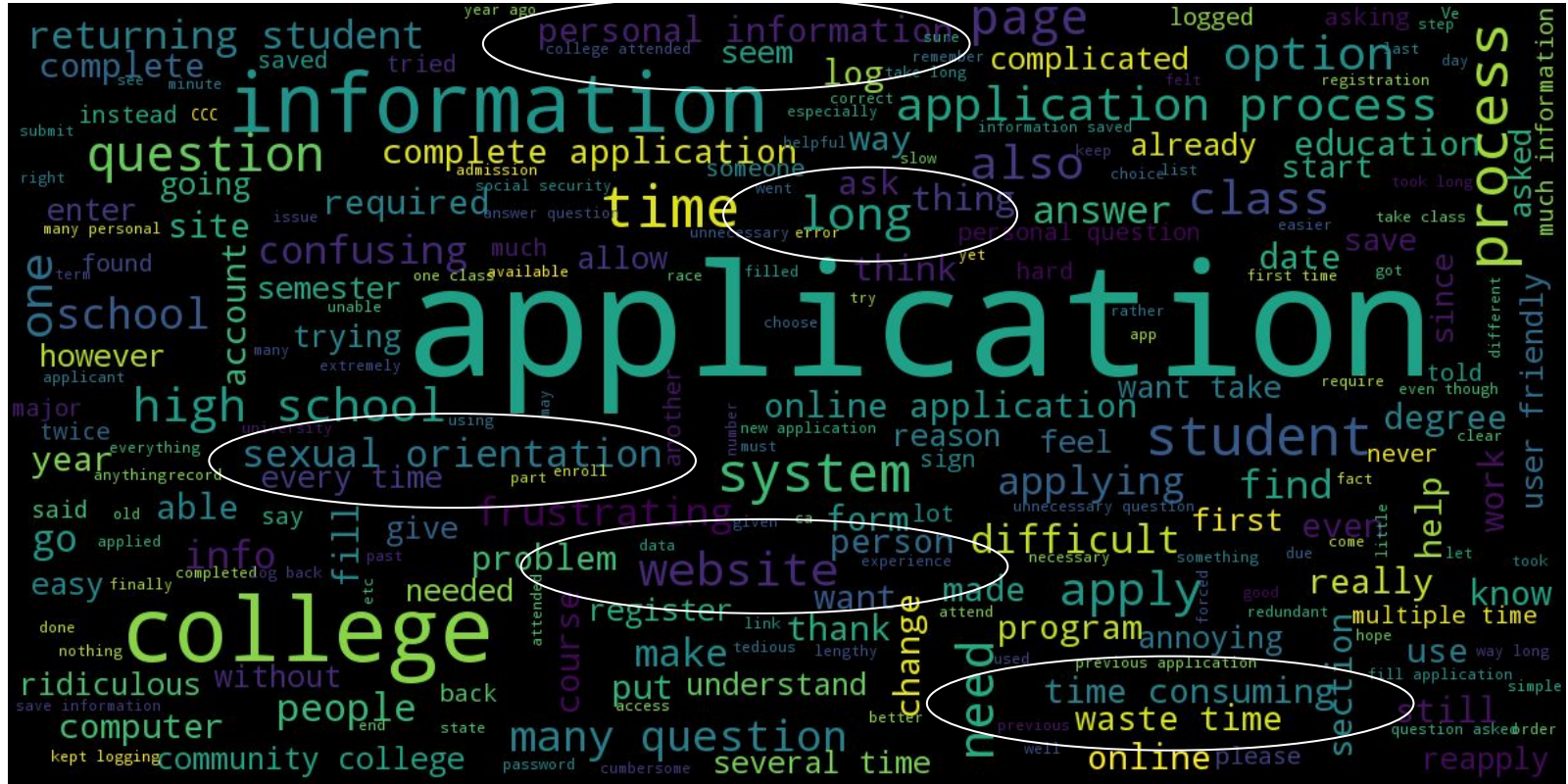
CCCApply Research

Satisfaction Survey Negative Comments Cluster Results

Cluster	Key Words	Theme
0	college, times, just, apply, confusing, did, student, need, website, difficult	<i>No clear theme</i>
1	time, kept , consuming, time consuming, waste, logging , waste time , kept logging , times , page	Potential Website Issues
2	process, application process, long, times, college, student, just, class, students, online	<i>No clear theme</i>
3	long , takes, way long , took , way, unnecessary, process, complicated , tedious , personal	Time Consuming
4	school, personal , sexual , high, high school, orientation , sexual orientation , personal information , personal questions , college	Personal Information

CCCApply Research

Satisfaction Survey Negative Comments Wordle

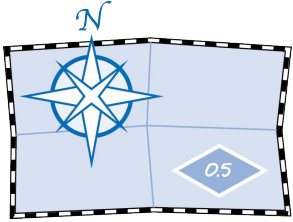


CCCApply Research

Results: Actionable Insights

- Section of application that needs improvement – **Personal information**
- Identified one specific area of dissatisfaction: **Sexual orientation** related question(s)
- Identified generic trends on dissatisfaction
Time consuming process, Potential website issues
- Sentiment Analysis
 - Sentiment expressed in the comments **correlates very well** with the rating
 - Identified words and phrases most predictive of positive / negative sentiments

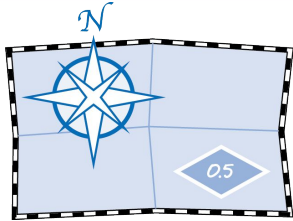
Negative: personal information * long * website * time * *high school*



2017

More Research to Support CCCApply

- Machine Learning Data analysis projects
- Drill down on Abandoned Applications
- Student Satisfaction Survey Comments – Trends & Insights
- Fraud / Malicious Applications

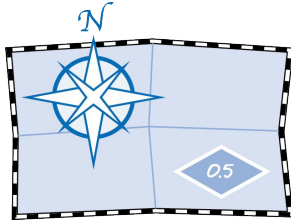


2017 – 2018

New Administrator 2.0

Improve functionality for CCCApply administrator

- Terms & Majors: Improved functionality
- Majors: Ed Goal Alignment & Meta Majors (custom branching)
- NEW drag n' drop Supplemental Questions module
- NEW College Messaging Table
- MORE Contact Fields for Fin Aid, Internat'l, Stud Svc, Etc.



2017 – 2018 IT Priorities

- **March 31** - Annual Update
- **May 5** - Move OpenCCC & CCCApply to Amazon Web Services
- **June** - Tech Upgrades: Tomcat & uPortal
- **July** - Accessibility & Security Review
- **August** - Upgrade CCC Report Center
- **October 27** – Administrator 2.0 Release



October 2017 Release

Production Release: October 27, 2017

- Working with Infiniti-AWS on Zero Downtime
- Alternately: Maintenance window 6:00PM – 11:00PM
- Students will be notified on www.cccapply.org
- CCC Help Desk monitoring calls and emails

