

Student Success in the California Community Colleges: The Secret Sauce

Patrick Perry

Vice Chancellor of Technology,
Research & Information Systems

CCC Chancellor's Office



CALIFORNIA COMMUNITY COLLEGES

This is a Story of





In case you don't know me...I am the:

- friendly system student data collector
- accountability reporting maven
- Chief Technology Propellorhead

for America's largest higher education system.



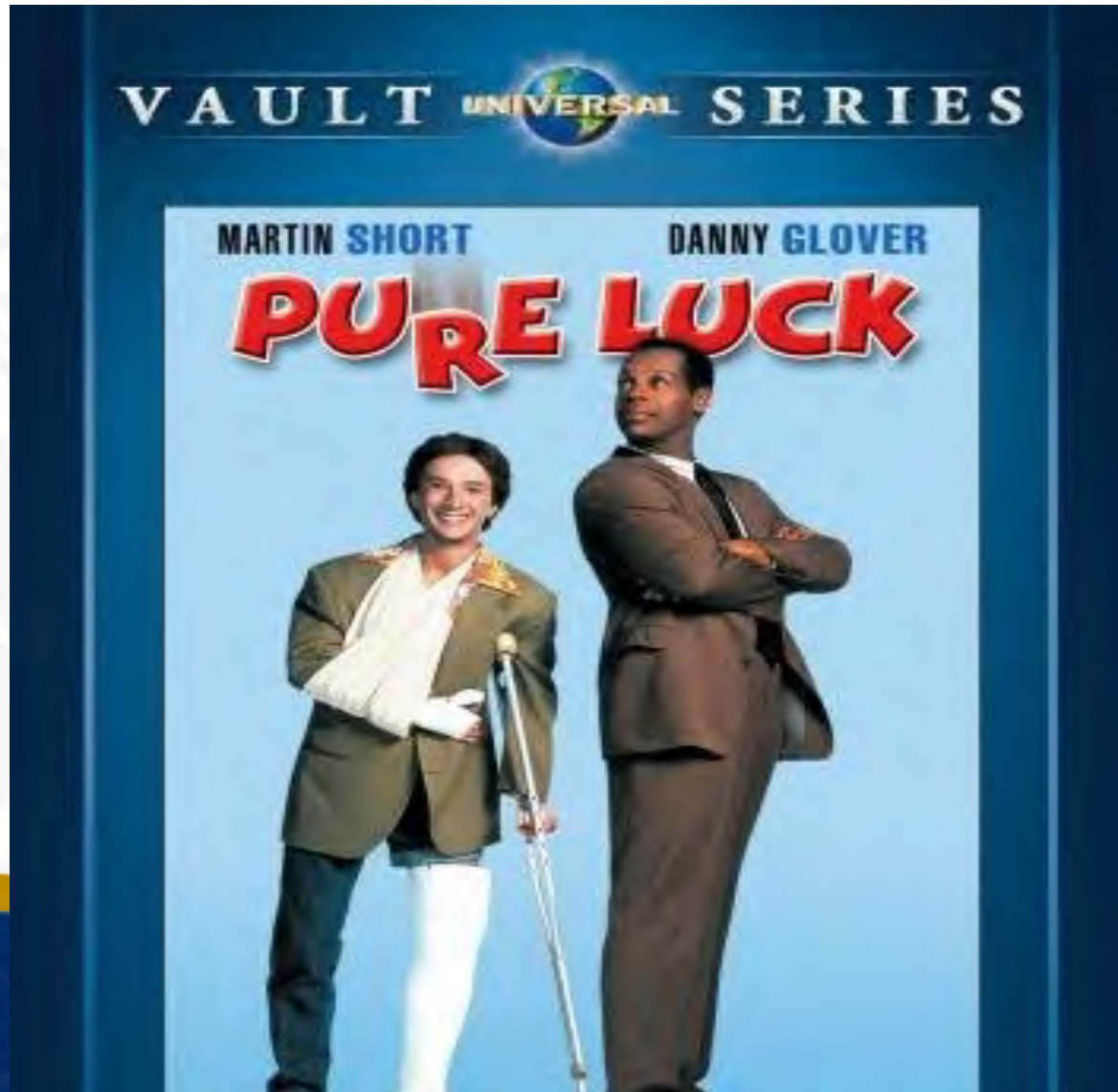
CALIFORNIA

My Motto

“I Like Big Bytes...And I Cannot Lie!”



How I Got To Be Vice Chancellor



My First Few Years Were Challenging



CALIFORNIA COMMUNITY COLLEGES

But I Have Since Settled In



Things Used to be Simple

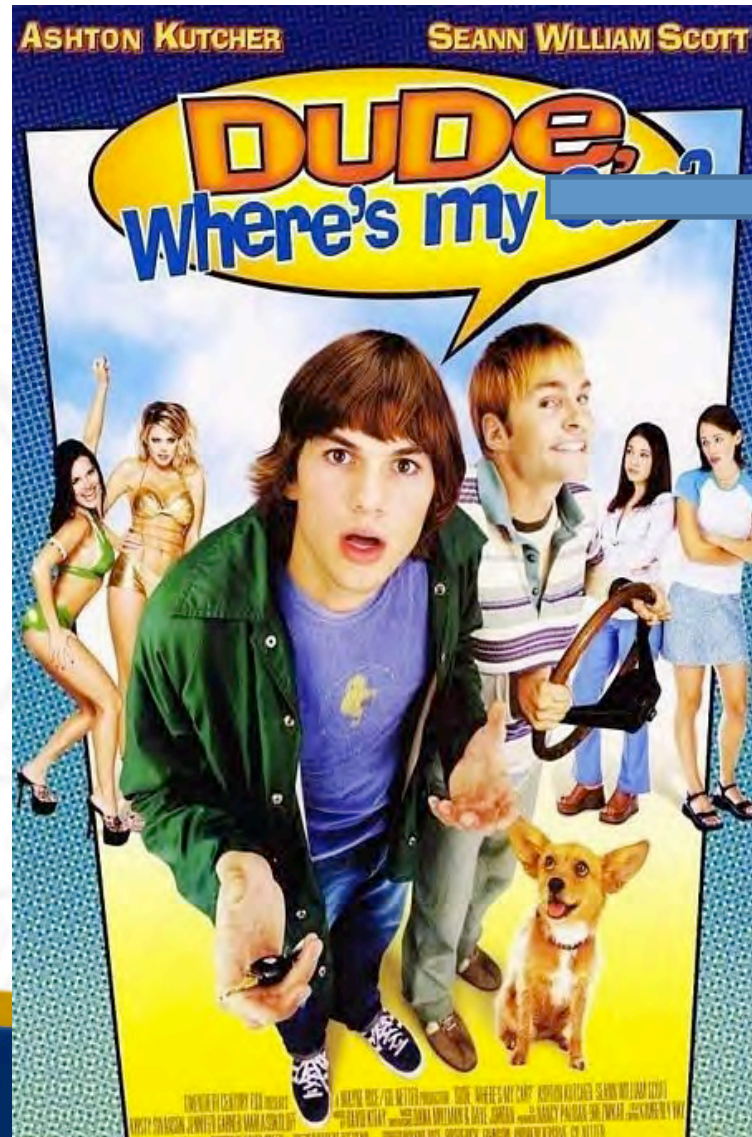
- I collected student data
- I ran the Accountability Report
- I paid the telephone bill



I Made Presentations to my Board



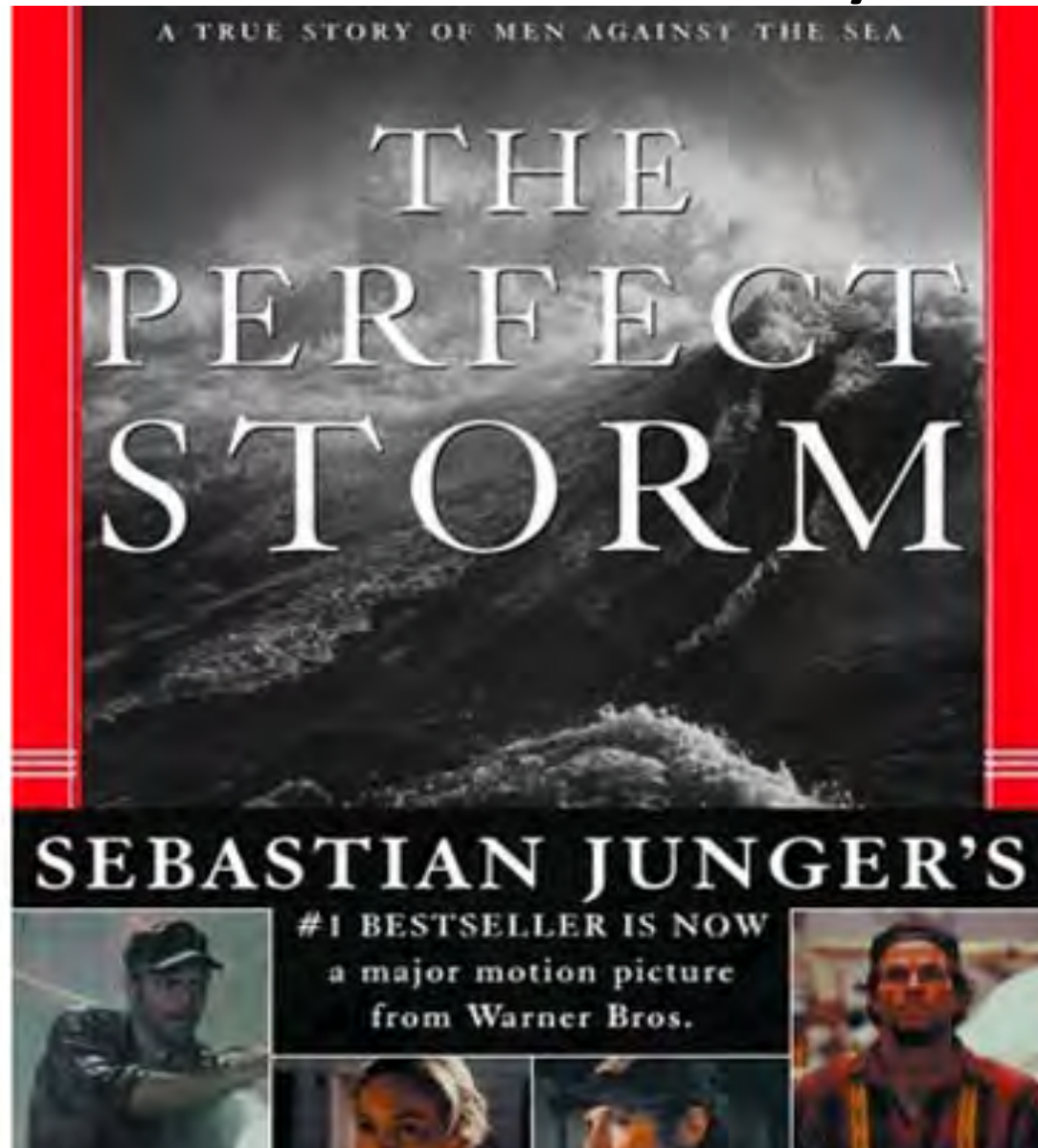
I Submitted IPEDS Data



Data??



Then...One Day...



The Story Begins.

- California Community Colleges:
 - 112 campuses, 72 autonomous local districts
- Multiple Missions:
 - Degrees & Certificates
 - Transfer
 - CTE/Workforce Prep
 - Basic Skills/Remediation
 - Life-long Learning



Rigorous Entrance Requirements



The CCC's

- Cheap Tuition: \$46/unit!
 - 40% of students show financial need and get fees waived
- Feast or Famine Funding!
 - 97% coming from from the most volatile State budget in the US!
- Highly Regulated!
- No real central control!



The CCC's

- ~2.3 million students (down from 2.9m)
 - ~25% of all CC students in the US are in CA
- 60% underrepresented ethnicities
- 72% part-time
- Remedial: 85% math, 70% English
- 811 students per counselor



The CCC's: Swirl

- 1 of every 3 students attend >1 CCC campus in their academic history
- 10% of adjunct faculty work at >1 district in any given term



But Wait...There's More!



We Got Tech Issues

- No central ERP/SIS!
- Over 300 different approved assessments!
- Over a dozen different CMS/LMS!
- No common course numbering!



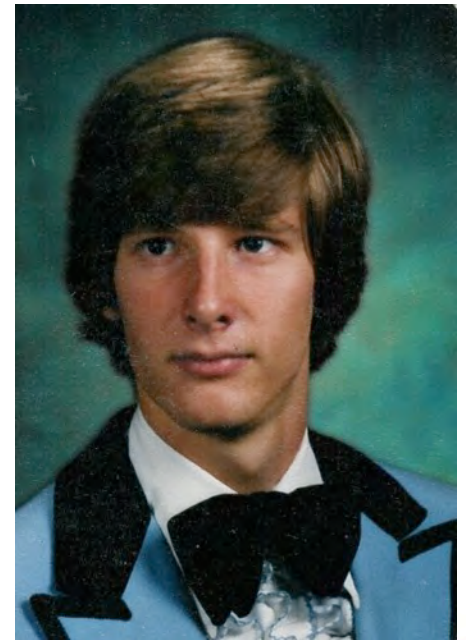
Things Going for Us

- Very good centralized data warehouse
- Centralized Technology budget line item (~\$16m)
 - Really good District Grantees
- Regional Optical Fiber Network: CENIC



Things Going for Us

- Common Application: CCCApply
- Common Electronic Library (EBSCO)
- Streaming media hosting, e-/audioconferencing (CCCConfer/3CMedia)
- Extremely dashing and well-dressed System CIO/CTO



The Perfect Storm

- The “Screwy Funding Bill”
- The Cutting of “The Deal”
- The “Student Success Task Force”



Student Success

- Student Success Scorecard!
- Salary Surfer!
- Prop 30 passes!
- Student Success Funding!
- Governor Brown and Distance Education!



Student Success Scorecard!



Student Success Scorecard

In its commitment to increase transfer and degree and certificate attainment, the California Community Colleges Board of Governors has established a performance measurement system that tracks student success at all 112 community colleges.

This scorecard represents an unprecedented level of transparency and accountability on student progress and success metrics in public higher education in the United States. The data available in this scorecard tell how well colleges are doing in remedial instruction, job training programs, retention of students and graduation and



STUDENT SUCCESS SCORECARD

Statewide

[Click here to select a different college](#)

PROFILE

PERSISTENCE

30 UNITS

COMPLETION

REMEDIAL

CAREER TECHNICAL EDUCATION

Completion

Percentage of degree and/or transfer-seeking students tracked for six years through 2011-12 who completed a degree, certificate or transfer related outcomes.

COLLEGE PREPARED		UNPREPARED FOR COLLEGE		OVERALL	
71.2%		41.1%		49.2%	
Gender	%	Gender	%	Gender	%
FEMALE	73.7	FEMALE	42.0	FEMALE	50.1
MALE	68.5	MALE	39.9	MALE	48.1
Age	%	Age	%	Age	%
UNDER 20	73.1	UNDER 20	43.3	UNDER 20	52.0
20-24	61.7	20-24	32.8	20-24	38.5
25-49	50.8	25-49	31.7	25-49	34.5
50 OR OVER	44.8	50 OR OVER	28.0	50 OR OVER	30.3
Ethnicity/Race	%	Ethnicity/Race	%	Ethnicity/Race	%
AFRICAN AMERICAN	65.9	AFRICAN AMERICAN	35.0	AFRICAN AMERICAN	39.0
AMERICAN INDIAN/ ALASKA NATIVE	59.5	AMERICAN INDIAN/ ALASKA NATIVE	31.6	AMERICAN INDIAN/ ALASKA NATIVE	38.5
ASIAN	82.2	ASIAN	57.9	ASIAN	66.7
FILIPINO	71.4	FILIPINO	43.1	FILIPINO	50.6
HISPANIC	64.7	HISPANIC	34.8	HISPANIC	39.5
PACIFIC ISLANDER	58.3	PACIFIC ISLANDER	35.8	PACIFIC ISLANDER	40.9
WHITE	70.5	WHITE	44.0	WHITE	53.5

COLLEGE PREPARED: Student's lowest course attempted in Math and/or English was college level

UNPREPARED FOR COLLEGE: Student's lowest course attempted in Math and/or English was remedial level

OVERALL: Student attempted any level of Math or English in the first three years

0%: Cohort with no students attaining an outcome

N/A: Cohort has no students

Salary Surfer!

SalarySurfer

California Community Colleges
Chancellor's Office



STUDENT
SUCCESS



College of the Siskiyous
Fire/Emergency Response Technology

Select a Program of Study





Salary Surfer

As students and their families make important decisions about investing their time and money in pursuing a college education, the California Community Colleges Chancellor's Office is making available for the first time comparative information about the earnings of recent graduates who received an award in a specific program area at California community colleges.

	Curriculum	Award Type	Median Annual Salary		
			2 Years Before	2 Years After	5 Years After
⊕	Administrative Medical Assisting	Certificate	\$20,981	\$29,498	\$29,698
⊕	Cardiovascular Technician	Degree	\$12,298	\$62,211	\$71,841
⊕	Cardiovascular Technician	Certificate	\$14,566	\$56,925	\$66,747
⊕	Clinical Medical Assisting	Degree	\$5,312	\$23,636	N/A
⊕	Clinical Medical Assisting	Certificate	\$5,946	\$26,225	\$34,374
⊕	Dental Assistant	Degree	\$12,310	\$25,824	\$33,178
⊕	Dental Assistant	Certificate	\$12,114	\$26,441	\$29,514
⊖	Dental Hygienist	Degree	\$16,130	\$63,750	\$62,507

College	Program Title	Program Type
Cabrillo College	Dental Hygiene	Degree
Cerritos College	Dental Hygienist	Degree
Cypress College	Dental Hygiene	Degree
Diablo Valley College	Dental Hygiene	Degree
Foothill College	Dental Hygiene	Degree
Fresno City College	Dental Hygiene	Degree
Moreno Valley College	Dental Hygiene	Degree
Oxnard College	Dental Hygiene	Degree
Pasadena City College	DENTAL HYGIENE	Degree
Riverside City College	Dental Hygiene	Degree

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⊕	Dental Hygienist	Certificate	\$17,885	\$68,856	\$46,585
⊕	Dental Laboratory Technician	Certificate	\$16,200	\$20,665	\$13,454
⊕	Diagnostic Medical Sonography	Degree	\$34,395	\$76,038	\$85,319
⊕	Diagnostic Medical Sonography	Certificate	\$30,019	\$62,572	\$76,604

Prop 30: The “Hairy Proposition”





LOOKS DEEP INTO MY EYES



VOTES YES ON PROP 30

NOVEMBER 9, 2012

Meet the Corgi Who Helped California Raise Taxes

BY MARC TRACY [@marcatracy](#)

[Share](#) [Tweet](#)



Prop 30, on which 54 percent of California voters [voted](#) “yes,” increases taxes on income over \$250,000 for seven years and raises sales taxes slightly for four years, topping state revenue \$6 billion annually into 2019. That money will go to public primary schools (which won’t face slashed budgets anymore), community colleges (which won’t have to cut thousands of courses), state colleges, and even the University of California system (which had faced a near-certain tuition

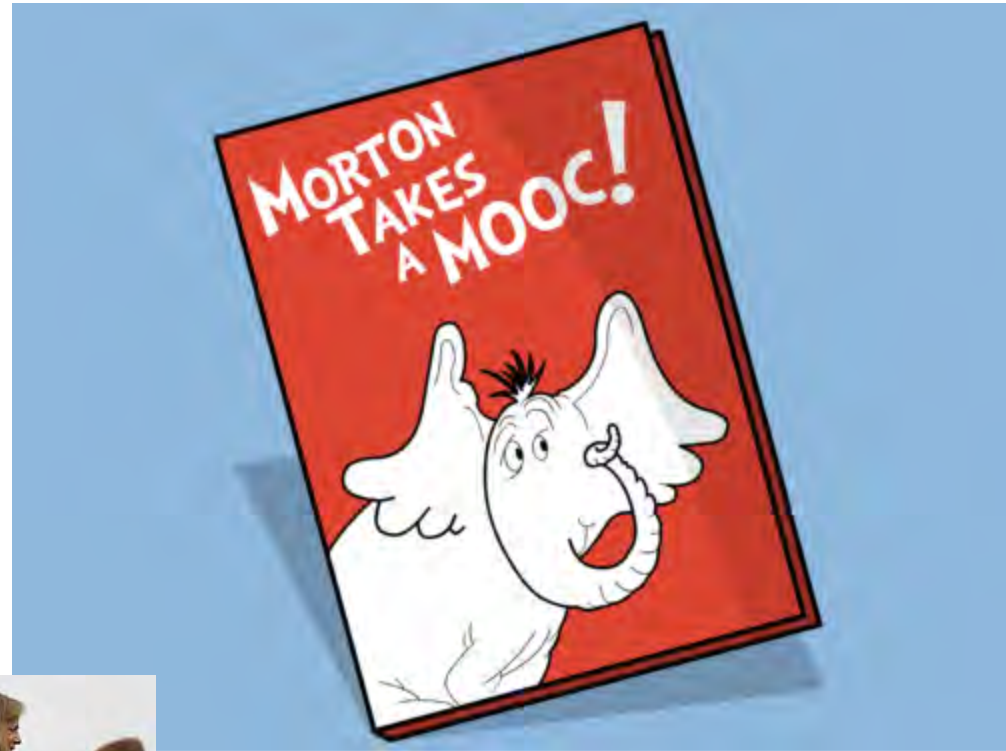


Meanwhile...Back at the Governor's Office



Jerry and Chancellor Jack

- Jerry Reads the Sunday NY Times
- Jerry Reads about MOOCS
- Jerry calls Jack
- We meet with Jerry and Sutter



MOOC Fever

- What can you guys do in DE and MOOCS in the next 2 years?
- Work with my staff on a proposal... we've got \$\$!!!!



We Said:

We LOVE MOOCS!!



CALIFORNIA COMMUNITY COLLEGES

JIM CARRÉY LIAR LIAR



TRUST ME

IMAGINE

DVD
UNIVERSAL

UNIVERSAL

COLLEGES

And then we said...

- But we'd also like to do quality DE systemwide.



CCC Online Education Initiative

- \$16.9m one-time, \$10m ongoing
- *The Legislature's intent is to maximize the development of online courses available across campuses to alleviate shortages of certain core courses at certain campuses.*



CCC Online Education Initiative

- How:
 - Fully develop www.cvc.edu as a catalog, supply/demand aggregator, and live application/registration portal for online courses.
 - Select and operate an enterprise CMS, and make it available to all campuses to use, unlimited, free of local cost.
 - Manage a 24/7 student support environment, greatly increase faculty/staff development, and provide course design/migration services.



Meanwhile...Back at the Capitol



13-14 Budget

- CCC Student Success Act Passes!
 - Funding identified for “Education Planning Initiative”



Ed Planning Initiative

- Goals:
 - Develop and use centralized and integrated technology solutions to better guide students to define and achieve their educational goals.
 - Help colleges provide more students with education planning and degree audit support.
 - Develop and/or expand the underlying systems of data necessary to support a comprehensive statewide education planning system to streamline the planning process for students, faculty and staff.



Ed Planning Initiative

- How:
 - Fully fund and support electronic transcript adoption and use systemwide.
 - Fully fund and support CCC Apply common application use statewide.
 - Fully fund and support Course Identification Numbering (C-ID) system statewide, and integrate its data into articulation/program data.
 - Build technology solution to help students better define their goals.



[Introduction](#)[Enrollment Information](#)[Account/Mailing Information](#)[Personal Information](#)[Education](#)[Citizenship/Military](#)[Residency](#)[Needs & Interests](#)[Supplemental Questions](#)[Consent](#)

Enrollment Information

Enrollment Information for American River College

Term Applying For

Spring 2014

Intended Major or Program of Study

-- Select --

-- Select --

Obtain an associate degree and transfer to a 4-year institution

Transfer to a 4-year institution without an associate degree

Obtain a 2-year associate degree without transfer

Obtain a 2-year career technical degree without transfer

Earn a career technical certificate without transfer

Discover/formulate career interests, plans, goals

Prepare for a new career (acquire job skills)

Advance in current job/career (update job skills)

Maintain certificate or license

Educational development

Improve basic skills

Complete credits for high school diploma or GED

Move from noncredit coursework to credit coursework

4 year college student taking courses to meet 4 year college requirements

Undecided on goal

[Continue](#)

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Enrollment Information

Enrollment Information for American River College

Term Applying For

Spring 2014

-- Select --

Administration of Justice

Apprenticeship Programs

Business/Management/Office Adm

Computer Information Science

Communications/Journalism Area

Early Childhood Education

English

Fine and Applied Arts Area

Fire Technology

Funeral Services Education

General Ed

Health Professions/Allied Health

Horticulture

Law/Legal Assisting Area

Kinesiology/Physical Education

Science/Math/Engineering

Social & Behavioral Sciences

Technical Education

Undecided

No Degree Objective

[Continue](#)

Sen. Marty Block's Assessment Bill

- Hey wait just a minute! I passed my assessment bill...lets pay for that too!
- \$8m / annually



AB743-Common Assessment

- **78219.** (a) The BOG shall establish a common assessment system to be used as one of multiple measures...for the purposes of community college placement and advisement.



AB743-Common Assessment

- (2) Creation of a secure, centrally housed assessment test data warehouse that shall collect all of the following:
 - (A) All available assessment scores generated by assessed students at all community colleges.
 - (B) All available K–12 assessment data for students at all community colleges. The use of this data shall be limited to placing and advising community college students to enhance their success with and completion of their postsecondary education objectives.
 - (C) Other data or student transcript information that is used for the purpose of student placement.



THE WORLD WILL BE WATCHING

THE
HUNGER GAMES



CALIFORNIA COMMUNITY COLLEGES

Juliette BINOCHÉ Judi DENCH Alfred MOLINA Lena OLIN and Johnny DEPP



CALIFORNIA COMMUNITY COLLEGES

TOM HANKS
A RON HOWARD FILM

APOLLO 13



"Sacramento, we have a problem."

UNITY COLLEGES

The Problem

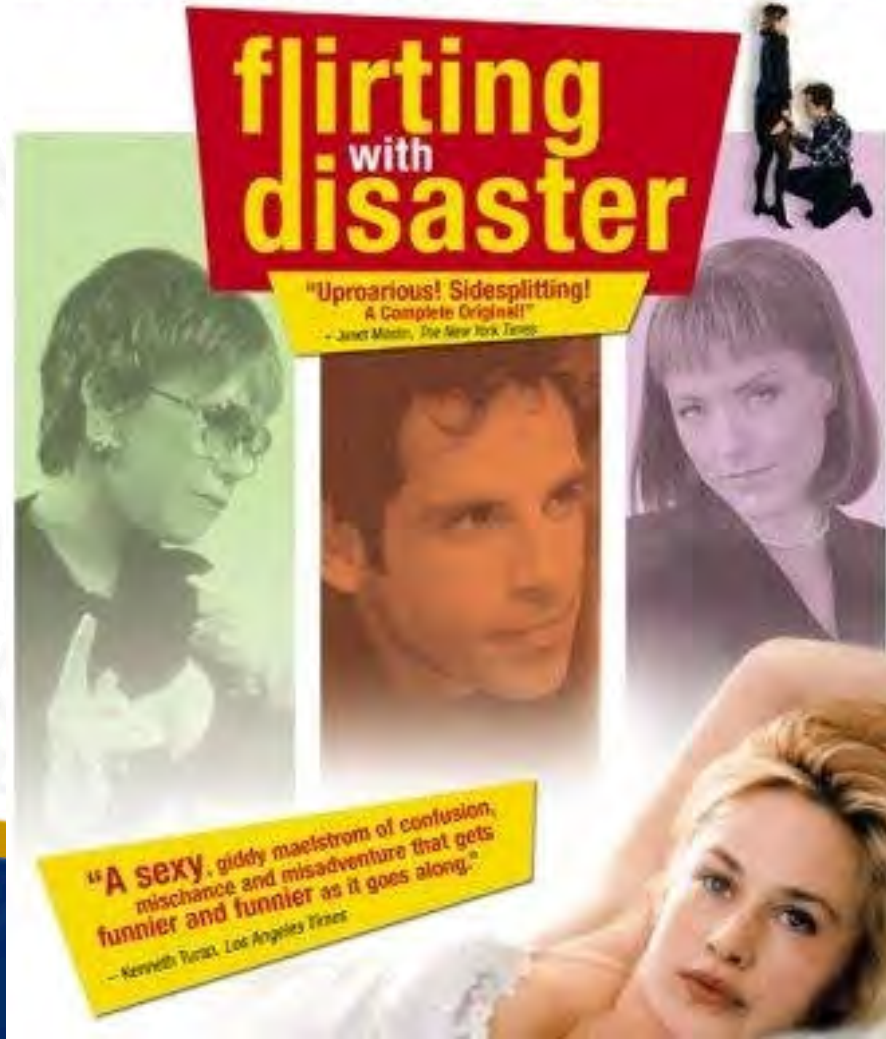
- A whole bunch of existing legacy & siloed system apps and utilities.
- A completely non-standardized campus infrastructure.
- Three new huge mandated projects.
- A pressing need to fix the system...fast.



If it were 10 years ago, we would be...

COLLECTOR'S SERIES

ben STILLER patricia ARQUETTE téa LEONI
alan ALDA mary TYLER MOORE george SEGAL lily TOMLIN



UNITY COLLEGES

But...with the power of Federation...



We Can Make This Happen.

- Create a common, systemwide student identifier.
- Build centralized SOA portal apps.
- Integrate Federated Identity through local systems logins.



The Old Common Application

- Built 14 years ago, vendor-run
 - Students allowed to recreate accounts, re-use and modify accounts, multiple accounts at multiple colleges
 - Deduplication issues at campus to resolve
 - Keyfield: email address!!



New Open CCCApply

- Recently re-written (Unicon) and taken in-house.
- Paid for 100% centrally.
- The killer app to get everyone to Federate.
- Creates a single account for each student.
 - “OpenCCC Systemwide Student Account”
- Issues a single identifier for each student.
 - Passed to local ERP/SIS
 - Collected in central MIS data warehouse
- CCCID & SSN both in use, but CCCID likely to replace.



The CCCID

- Is three letters and four numbers.

ABC1234

- Designed to be easily recalled (letters and numbers grouped together.)
- 130 million values
 - If we ever run out, we can add another number (billions of values)



Build Centralized SOA Portal Apps

- All apps built and used (Application, CMS, Assessment, e-Library, e-Transcripts, education planning tools, streaming media hosting, e-/audio conferencing, etc) can be accessed in systemwide portal or local college portal (branded).
- We chose uPortal (scales to millions of users).



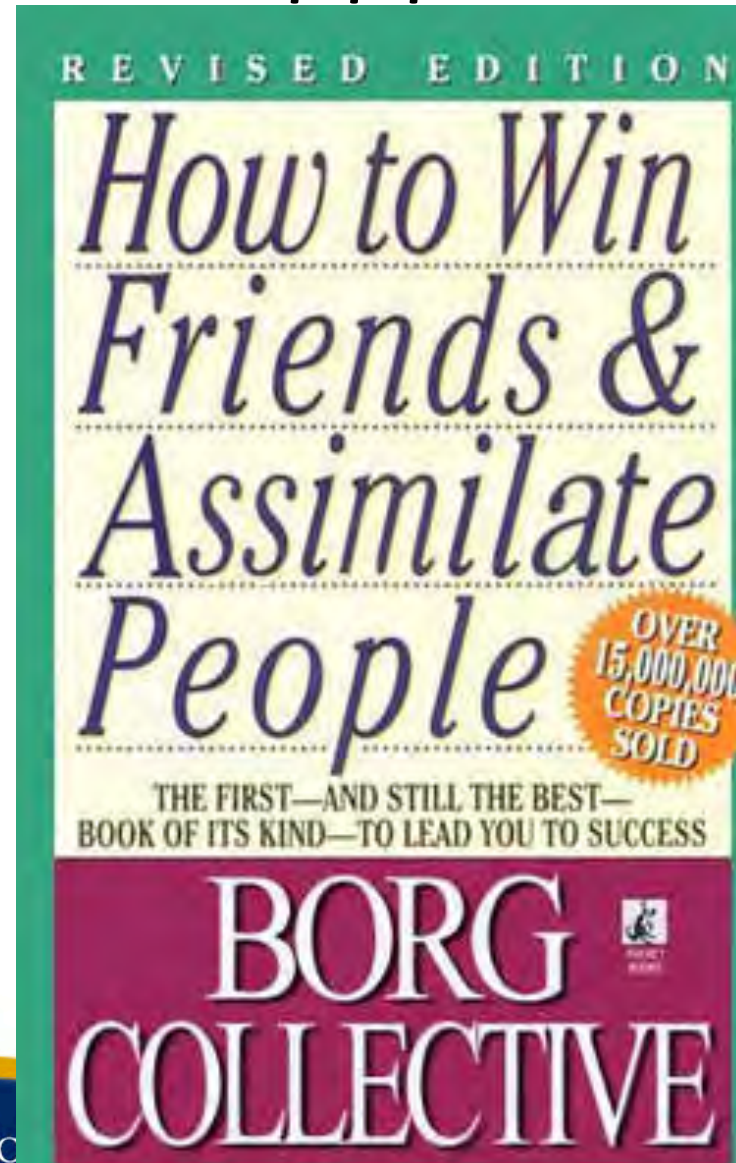
Establish Federated Identity Across System

- Create our own OpenCCC Identity Federation.
 - CCC Chancellor's Office is a member of InCommon.
 - Districts may join optionally.
- Single sign-on not just locally...but for entire system.



Leveraging Central Tech \$\$\$

- We pay for it centrally; you keep your \$\$ locally
- Resistance breaks down
- Give ownership to faculty, program coordinators, student services



Federating the Uncommon Landscape

"We are the Borg. You will be assimilated. Your biological and technological distinctiveness will be added to our own..."



"Resistance is Futile."

At Times, Things Will Be Rough



Bosses Will Be Impatient



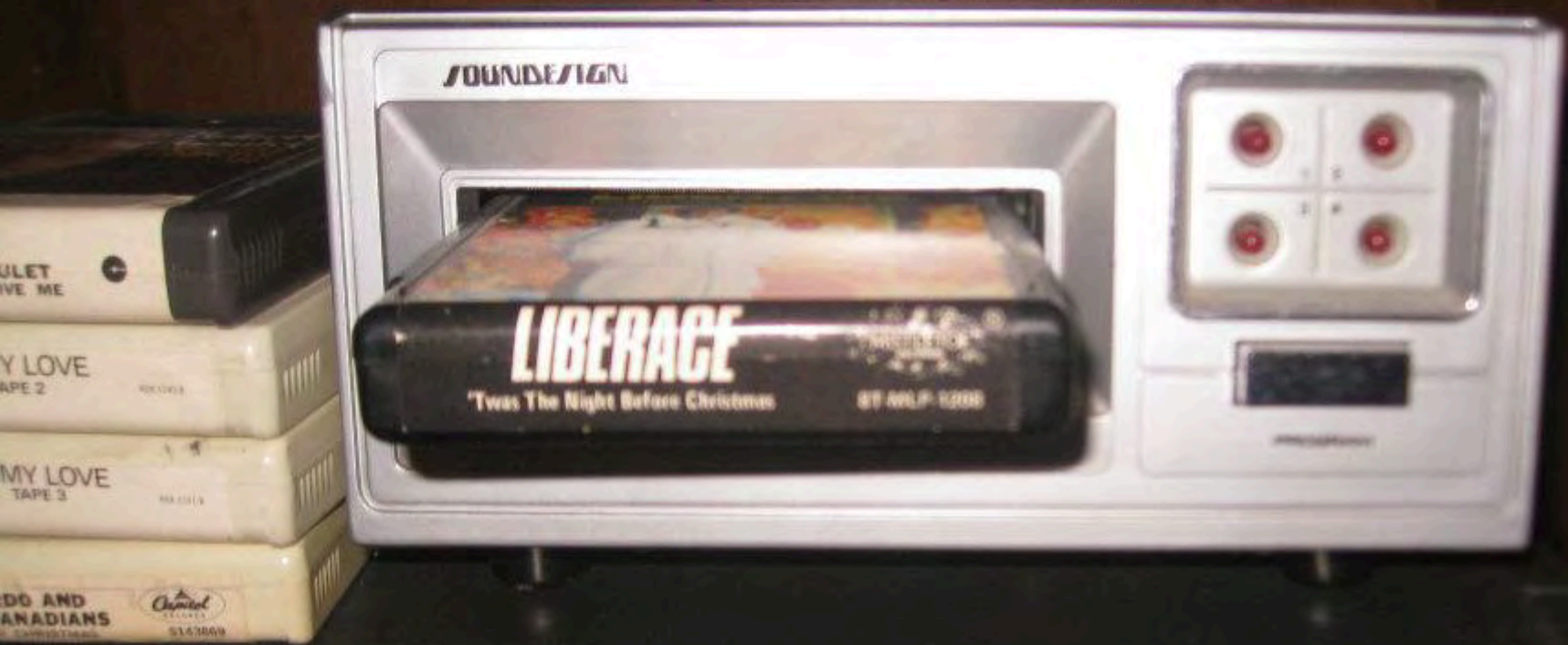
There Will Be Collegial Disagreements



There will be some Early Adopters



And some Late Converters



Others May Wish To Help...



CALIFORNIA COMMUNITY COLLEGES

We will face the “Trough of Disillusionment”



The Legislature will demand accountability

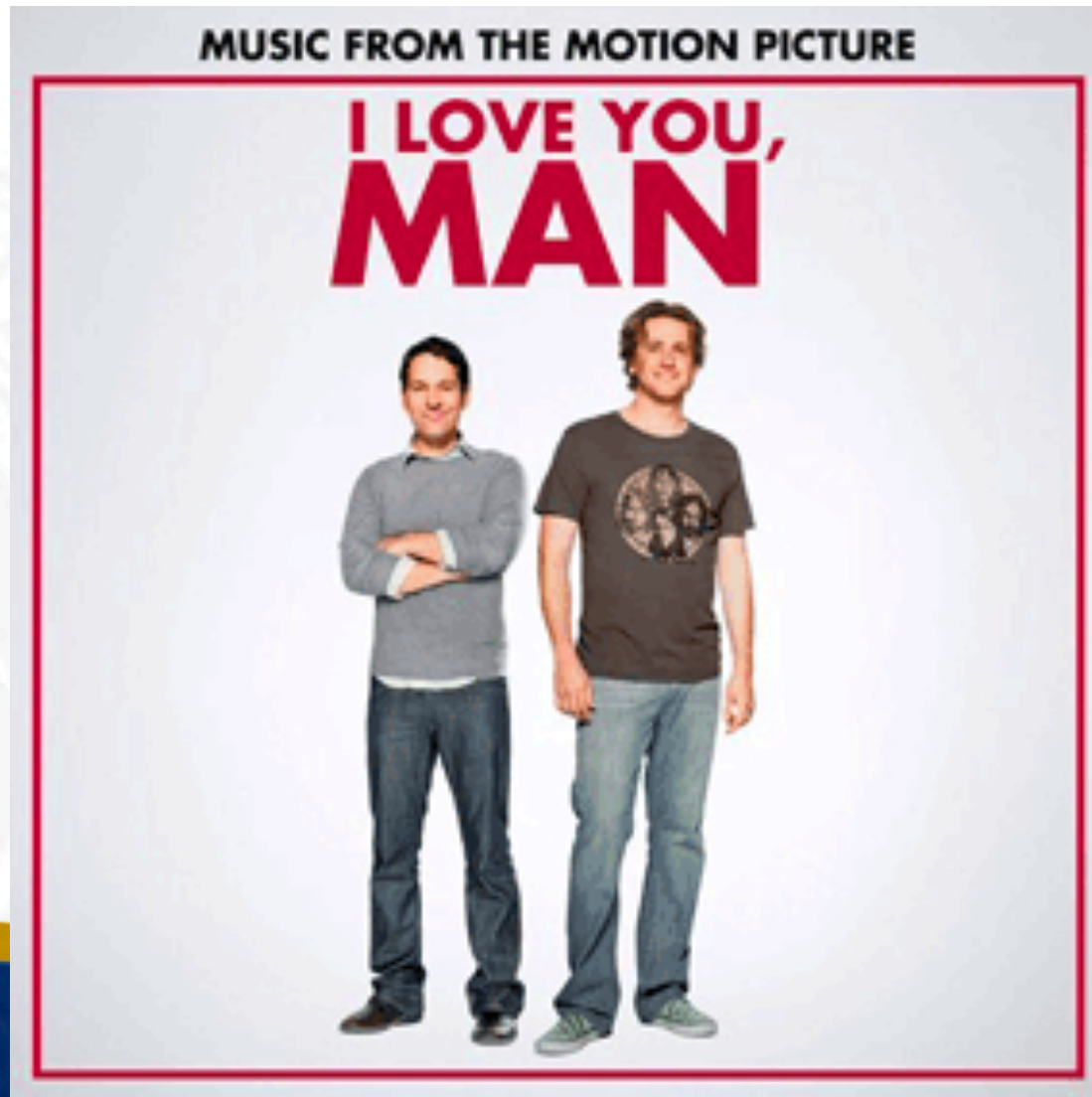


FOR CHRISTMAS
We Bought A
ZOO
BASED ON A TRUE STORY



CALIFORNIA COMMUNITY COLLEGES

But in the end...comes Acceptance.



And for our faculty and students...

