

FINISH FASTER: CSU/CCC PARTNERSHIP ON INTERACTIVE COURSE FINDER

FOCUS ON EFFICIENCY

The California Community Colleges' Online Education Initiative partnered with Cal State Online on a new online course finder providing students enrolled at the CSU or a California Community College access to 10,000 transferable online summer courses.

A collaboration between the California Community Colleges' Online Education Initiative (OEI) and Cal State Online, called Finish Faster, gives CSU students the flexibility to complete lower-division general education requirements during the summer through online coursework offered at a California community college or CSU campus. Similarly, California Community College students benefit from availability of online courses that will help them toward their goal of transferring or earning an associate degree.

The Finish Faster course finder gives students access to 10,000 transferable online summer courses. This tool better serves students within the CCC and CSU systems by providing opportunities to complete their schooling more quickly.

The inaugural program offered students information about the availability of online courses for the summer 2018 term. Using a variety of measures, users search for classes based on subject matter, Intersegmental General Education Transfer Curriculum requirements, CSU GE Breadth Area guidelines or other requirements. Search results were sorted by distance from the institution the student currently attends and filtered by start date, modality (online or hybrid) and price using a college-course search optimizer.

Between May 21 and July 1, 2018, 1,596 unique visitors performed a search on the Finish Faster website, while 528 students completed an application and enrolled in at least one course. The project had a 3.6 percent conversion rate, which is more than one percentage point higher than the industry average.

MILESTONES

2017

May 21-June 6

Online Education Initiative website traffic:

- 4,172 users and 3,097 are first-time users
- 11,985 page views

2018

May 21-June 6

Online Education Initiative website traffic:

- 33,076 users and 32,014 are first-time users
- 78,356 page views

2018

May 21-July 1

Finish Faster! summer project:

- 7,775 fully online CCC summer courses (171 are badged)
- 1,596 unique visitors performed a search
- 528 completed an application



QUANTIFICATION AND RESULTS

Marketing campaign – The CCC and the CSU leveraged shared marketing and outreach to produce significant increases in awareness of summer options:

- Ads were placed on Facebook, Instagram, Google and Pandora; in 58 days the campaign generated:
 - 98,000 clicks on advertisements
 - 16 million-plus impressions
 - 2.3 percent conversion rate (industry average is 2.4 percent)
 - 470 conversions/requests for information
- Two-pronged campaign:
 - Awareness campaign using digital media
 - paid search with text ads in Google
 - Display/media
 - The Chancellor's Office covered the cost of the two-month, \$125,000 media campaign for all campuses' service areas
 - Display ads have highest conversion rate
 - Targeted recruitment campaign
 - Calling students with one to three courses to graduate or less than 30 units taken the previous year
 - The Chancellor's Office provided a \$120,000 subsidy for 10 volunteer campuses providing 13,000 student names
 - Campuses may order their own program of services from Blackboard, which is \$4 per student record or four outreach calls

Top three reasons for enrollment:

- To finish transfer requirements for a CSU or UC school
- To find classes unavailable at home school
- Finish associate degree and/or certification requirements

Most-popular courses:

- Math/quantitative reasoning
- English composition
- Oral communication

IMPACT AND BENEFITS

- Cal State Online partnered with Quottly, a web-based service that enables the discovery and registration of more than 70,000 online college classes from both the CSU and CCC.
- The campaigns delivered strong performance, ramped up quickly and indicated a strong market opportunity.
- The engagement campaign resulted in meaningful conversation with many Cal State students, indicating that this tactic is a viable engagement tool moving forward.

LESSONS LEARNED

- Best to launch the program earlier than May, which will give students even more time to plan.
- The CCC and CSU partnership was successful, and plans are in place for another joint summer enrollment campaign.

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FURTHER REFERENCES

California Community Colleges Finish Faster Online website:
<https://oei.quottly.com/>

California State University transfer course website:
<https://calstateonline.quottly.com/>

Finish Faster Campaign PowerPoint presentation:
<http://uknowledgeshare.com/wp-content/uploads/Finish-Faster-Campaign-A-Collaboration-of-the-CCC-and-CSU-in-Online-Education.pdf>