



CALIFORNIA COMMUNITY COLLEGES
ONLINE EDUCATION
INITIATIVE



The California State University
WORKING FOR CALIFORNIA

Finish Faster Campaign: A Collaboration of the CCC OEI and CSU Online

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Higher Education Intersegmental Online Education Meeting: November 6, 2017





A **SUMMER** PROJECT FOR INTERSEGMENTAL COLLABORATION

Better Together!



California
Community
Colleges

Online Education
Initiative



Finish Faster! Summer Project

Objectives

- Increase access to high-quality, online, transfer-level courses for California college students.
- Increase & accelerate student completion
- Increase awareness of online support services.
- Market opportunities for enrollment
- Benefit California through increased intersegmental collaboration



Finish Faster! Summer Project

Key Message One

- *Finish Faster!* will give the state's 2+ million college students access to more than **10,000** online, transfer-level courses offered by the California State University (CSU) and California Community Colleges (CCC) systems.



Finish Faster! Summer Project

Key Message Two

- Many CSU students attend community college during the summer to complete necessary, lower-level general education requirements, while community college students often attend school part-time and year-round due to competing work and family lives.



Finish Faster! Summer Project

Key Message Three

- This intersegmental partnership leverages the strength and leadership of both systems in the online education sector. By combining our expertise, our financial resources, and our commitment to student success, the CCC and the CSU will help our students achieve their educational goals this summer.



STUDENT EXPERIENCE:



Built
around
good
search

SEARCH BY **GEN ED REQUIREMENTS** COURSE NAME

YOUR SCHOOL
CSU - Bakersfield

REQUIREMENT YOU WISH TO FULFILL

Select requirement you want to fulfill

Find
Classes

- A1 - Oral Communication
- A2 - Written Communication
- A3 - Critical Thinking
- B1 - Physical Science
- B2 - Life Science
- B3 - Laboratory Activity
- B4 - Mathematics/Quantitative Reasoning
- C1 - Arts: (Arts, Cinema, Dance, Music, Theater)
- C2 - Humanities: (Literature, Philosophy, Languages Other than English)
- CSU Lower Division Elective
- CSU Upper Division Elective
- D - Social Sciences
- E - Lifelong Learning and Self-Development
- Upper Division GE Area B
- Upper Division GE Area C
- Upper Division GE Area D
- Upper Division GE Area E

NEW SUMMER AND

Why take

Get the courses you need

your profile

custom profile based on your school, state residency, and when you want to graduate.

2

Search for

Our search engine will filter and sort results based on your transferable

pick right here. We do the rest for your credits transfer.

Contact us

Changing any filter will automatically update the search results.

Course Format

- Online
- Hybrid
- In Person

Course Information

ONLY AVAILABLE

- Only show classes with available seats

TERM

1 term

START DATE (MM/DD/YYYY)

From

END DATE (MM/DD/YYYY)

To

GEN ED REQUIREMENTS

COURSE NAME

[Set alert for this search.](#)

Requirement you wish to fulfill

A2 - Written Communication

We found 14 transferable courses for A2 - Written

Sort by: Price (Low to High)

Communication that meet your filter criteria near your college.

Golden West College

TRANSFERABLE CREDIT

ENGLG100 - [Freshman Composition](#)

FORMAT

Huntington Beach, CA

TERM

Oct 22-Dec 14

CREDITS

3.0 credits

AT CSUB

A2 - Written Communication

TUITION

\$138.00

[View ENGLG100 Details and Sections](#)

West Los Angeles College

TRANSFERABLE CREDIT

ENGLISH101 - [College Reading And Composition I](#)

FORMAT

Culver City, CA

TERM

Oct 22-Dec 16

[Contact us](#)



Golden West College

ENGLG100 - Freshman Composition

Transfer Information

ENGLG100 - Freshman Composition from Golden West College.

- counts for **A2 - Written Communication** at California State University - Bakersfield
- substitutes for **ENGL1109 - Writing And Research** at California State University - Bakersfield

Transferability may depend on your major, enrollment status, and other factors. Prior to enrollment please confirm with your counselor or academic advisor that this course will fit in with your approved Education Plan and count towards your degree or certificate.

Course Description

Prerequisites: English G010 or English G099 or Placement Test Composition and revision of essays, critical thinking, critical reading and documentation. Recommended for all liberal arts majors and those planning to transfer to a four-year college or university. Instructor may recommend up to one additional hour per week in the Writing Center. UC Credit Limitations: English G100 and English G100H combined--maximum credit one course. C-ID ENGL 100.

\$138.00 

Tuition and mandatory fees only. Financial aid may apply. Please contact your local Financial Aid Office for details.

LOCATION

Online or Huntington Beach, CA

TERMS

Aug 27 - Dec 14

CREDITS

3.0

FULFILLS CSUB REQUIREMENTS

A2 - Written Communication



SAVE TO PLANNER



EMAIL



SHARE ON FACEBOOK



Co



Finish Faster! Summer Project

Logistics

- Search by IGETC requirement, CSU breadth, or course subject.
- Classes were badged:
 - Quality review
 - Accessible
 - Online services
- Students may also filter by distance, delivery method, term, start and end date.



Finish Faster! Summer Project

FINISH FASTER

It's easy to search and filter **more than 10,000 online courses** at California's community colleges and CSU campuses. The more classes you take, the faster you'll finish.



Community college students
ccconlineed.org

CSU students
calstateonline.net

FINISH **FASTER**



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CSU students
calstateonline.net

Community college students
ccconlineed.org

A service of



Printed collateral

A service of



ONLINE EDUCATION





Finish Faster! Summer Project

FINISH
FASTER



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Community college students:
ccconlineed.org

CSU students:
calstateonline.net

Social media and website imagery

FINISH
FASTER





Finish Faster! Summer Project

Digital advertising

FINISH
FASTER

Over 10,000 online
transfer-level courses!



Over 10,000 online
transfer-level courses!

FINISH FASTER

- **FINISH FASTER CAMPAIGN**
 - 3rd Summer for implementing campaign
 - Provided access to over 1,400 fully online Cal State Online Summer Courses each year
 - Comply with AB 389 requiring campuses to provide list of fully online courses across all CSU campuses
 - Serves the goals of Graduation Initiative 2025
 - Improve 4-year and 6-year graduation rates of CSU
 - CSU students take CCC courses and transfer units

Two Pronged Campaign

- **Awareness campaign** using digital media
 - Paid search: Text Ads in Google
 - Display/media
 - The Chancellor's Office covered the cost of the two-month media campaign (\$125,000) for all campuses service areas
- **Targeted Recruitment campaign** – calling students with 1-3 courses to graduate or less than 30 units taken in previous year
 - CO provided subsidy (\$120,000) for 10 volunteer campuses providing 13,000 student names.
 - **Campuses may use the MEA to order their own program of services from Blackboard.** (\$4 per student record for 4X outreach calls)

Recruitment Campaign Objectives

- **Drive interest in Cal State Online with current students**
 - *Students with 1-2 classes left to graduate,*
 - *Students who didn't complete 30 units last year,*
- **Drive Summer Course enrollments with 3 start dates**
- **Complete campaign in 2 months – June and July**



THE RESULTS



Finish Faster! Summer Project

Marketing Campaign

- Ads placed on Facebook, Instagram, Google, and Pandora
- 43,821 clicks on advertisements
- 15.7 million impressions
- 3.6% conversion rate
 - Industry average is 2.4%



Finish Faster! Summer Project

May 21 – July 1, 2018

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



Finish Faster! Summer Project

Top Three Reasons For Enrollment

- Finish transfer requirements CSU/UC
- Find classes unavailable at home school
- Finish AA/Certification requirements

Most Popular GEs

- Math/Quantitative Reasoning
- English Composition
- Oral Communication

Most Popular Courses

- Math/Quantitative Reasoning
- English Composition
- Oral Communication



Finish Faster! Summer Project

OEI Website Traffic: May 21 – June 6, 2017

- 4,172 users; 3,809 were first-time
- 11,985 page views

OEI Website Traffic: May 21 – June 6, 2018

- 33,076 users; 32,014 were first-time
- 78,356 page views

Increased Awareness

Marketing Campaign

- Ads placed on Google (mostly) and Facebook
- 98,000+ clicks on advertisements
- 16+ million impressions
- 2.3% conversion rate
 - Industry average is 2.4%

Some Results

- **Digital Marketing – Highest conversion rate w/**

Online Colleges in Cali - Finish Your Degree Faster

Ad calstateonline.net/Summer/Classes

Make summer count – get one step closer to graduation with online classes.

**FUTURE
FIRST**

STAY ON TRACK.
FINISH FASTER.



CAL STATE ONLINE

THE CALIFORNIA STATE UNIVERSITY

EXPLORE NOW >

Best Display: Displays has highest conversion rates

The campaigns generated 470 conversions (click on RFI) in 58 days

Student Demographics and Uses

Demographic Segment

Percent of Users¹

First generation	30%
Works part or full time	88%
Returning to College after at least 1 year away	33%
Low income	38%
Minority²	67%

³ Quottly survey of students who enrolled in a course using Quottly. August 2018.

Use Case

Percent of Users³

Complete GE requirements	94%
Graduate on time	33%
Graduate early	17%
Complete final class for graduation	28%
Fulfill grad school requirements	17%

¹ Self reported + survey results to date. Based on students who enrolled in a course using Quottly. August 2018.

² Hispanic, African-American, Native-American, Pacific Islander, South Asian.

Targeted Recruitment

Top 4 Reasons for Not Taking Summer Course

- Taking Term Off (47%)
- Chose Different School (20%)
- Curriculum Barrier (16%)
- Personal –Academically Unprepared (5%)



Collaboration Worked!!

- CCC and CSU provided its students more options
- CCC and CSU leveraged shared marketing and outreach to produce significant increases in awareness of summer options
- Sharing lessons learned to plan for Summer 2019!

**Comments
or
questions?**