

CALIFORNIA COMMUNITY COLLEGES

Reimagine Apply

A New First Step for California Community College Students

Systemwide Webinar | May 6, 2026

Webinar Agenda

- 01** Welcome by Vice Chancellor Siria Martinez
Opening Remarks by Deputy Chancellor Rowena Tomaneng
-

- 02** Reimagine Apply
Why Reimagine Apply
What Do Students Need
A Clearer Starting Point
What's Changing: Highlights
Project Status + Timeline
Questions
-

- 03** Closing Remarks by Vice Chancellor Siria Martinez

Today's Speakers

Chancellor's Office

Jory Hadsell

Executive in Residence, Strategic Technology Initiatives,
California Community Colleges Chancellor's Office
jhadsell@cccco.edu

Stacey Shears

Vice Chancellor of Student Affairs,
California Community Colleges Chancellor's Office
sshears@cccco.edu

Tri-Chairs

Dan Watkins

Associate Vice Chancellor, Information Technology,
Ventura County CCD
dwatkins@vccd.edu

Elaine Kuo

Director of Institutional Research,
Foothill College
Foothill-De Anza CCD
kuoelaine@fhda.edu

Admissions & Records

Victor DeVore

Dean, Student Services,
San Diego CCD
vdevore@sdccd.edu

Vendor Partner

Joe Moreau

Executive Consultant
Higher Digital
joe.moreau@higher.digital



THE MISSION

Why Reimagine Apply?

The Chancellor's Office initiated the reimagining of a new student-centered application process and supporting system architecture for prospective and returning students.

- Improve the student experience with a mobile-first, modern application
- Streamline the process; fewer questions, journey-driven logic
- Better support equitable access across all student populations
- Increase data accuracy and protect against fraud
- Give colleges visibility into applications in progress and completed

Photo: Pasadena City College

Who Is Involved?

Development, integration, and deployment are coordinated across the entities below incorporating Steering Committee and IAG input.

Project Team

Project Management Vendor –
Higher Digital

Admissions Platform Vendor –
Liaison

Fraud Detection and Security
Vendor – **N2N**

Existing CCCApply
Maintenance and Integration –
CCCTC

Chancellor's Office

Provides **executive oversight** and ensures project alignment with organizational goals and policies

Reimagine Apply Steering Committee

- Steering Committee Tri Chairs
- 11 Association Reps
- 12 District Leads

Ex-Officio:

- CCC Tech Center Leadership
- Chancellor's Office Members

Guides strategic alignment and key decisions with the new admissions system, addressing and resolving conflicts, issues, and risks

Implementation Advisory Group (IAG)

Representatives from Wave 1 districts across:

- Admissions & Records
- Financial Aid
- Institutional Research
- Student Services & Support
- Information Technology

Supports finalizing **requirements**, developing the **core design**, **testing, training**, and **championing change**

Bottoms Up Escalations

Top-Down Guidance

A group of graduates in blue gowns and caps are celebrating, with many caps thrown into the air. The scene is set outdoors with trees and a building in the background. The entire image has a dark blue overlay.

What do students and community members say they need?

1,693 respondents | **90** colleges | **60** districts

Research conducted in partnership with Chancellor's Office expert communications partners serving culturally diverse communities and FoundationCCC's Student Centered Design Lab.



WHAT WE DID

We asked students what makes the path feel clear

- Tested language with students across the system
- Explored what helps students know where to begin
- Identified the language that feels clearest at the first step
- Used those insights to shape both the language and the experience we are building

What we heard shaped the language and the new entry experience we're building.

Photo: Sacramento City College

90%

of students need more than a name
to know how to begin

Source: Name Testing Survey
1,693 respondents, 90 colleges, 60 districts

Students don't need a better name. They need a clearer start.

- No single "perfect" name emerged for all groups
- Names without 'CCC' score higher on usability, but CCC signals legitimacy
- Students consistently respond to names that clearly signal how to begin
- Students need clear entry language, while the system needs trusted statewide identity

WHAT WE HEARD

The research pointed to both trust and clarity

52.9%

of students rank trust as their top decision driver

10%

say a name alone is what helps most

Students need both trust and clarity at the starting point.

WHAT MATTERS MOST

Trust

CCC signals legitimacy

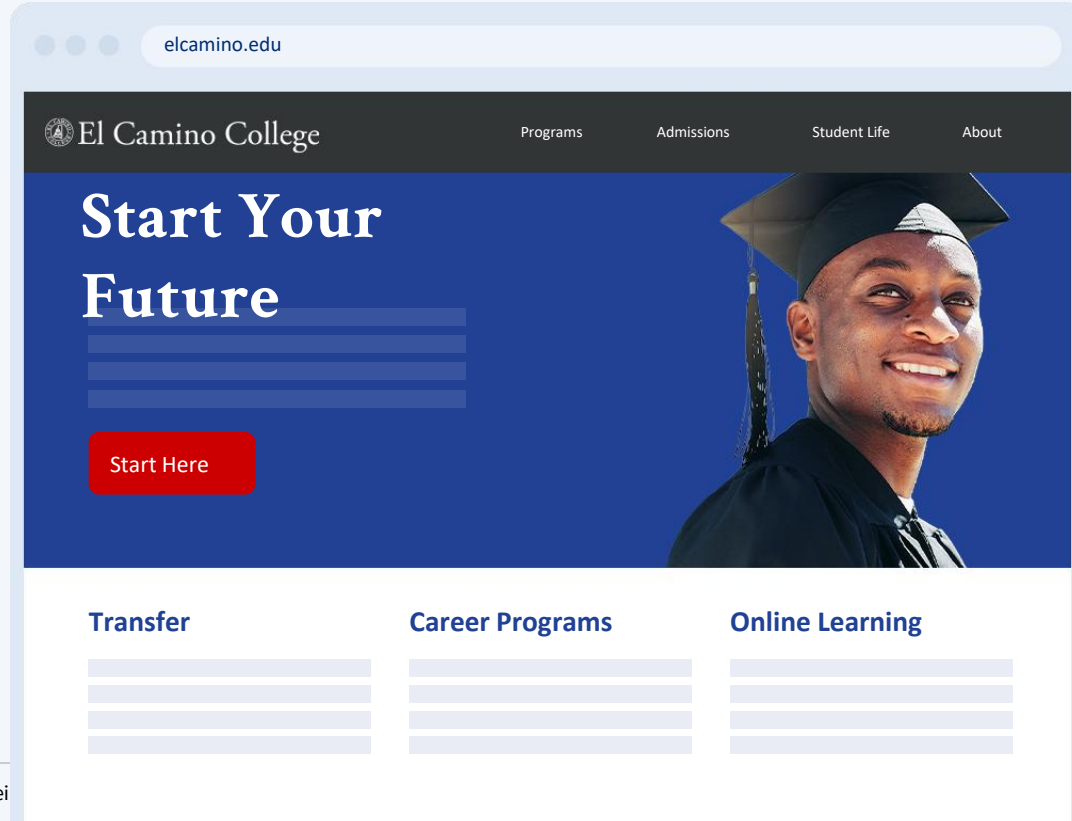
Clarity

Natural language performs best

Action

"Start Here" resonates strongly

A clearer starting point, right where students begin:



- The new name reflects a broader shift in the student experience
- **“Start”** better communicates the action students are being asked to take
- **It reduces the anxiety** some students may feel about being “accepted” or “rejected” before they even begin
- The goal is not simply a new name, but a clearer way to begin

For students, the clearest approach is still natural language, including “Start Here” or “Get Started.”

A group of graduates in blue gowns and caps are celebrating, with many caps thrown into the air. The scene is set outdoors with trees and a building in the background. The entire image has a dark blue overlay.

WHY "START" WORKS

"Start" helps students take the first step

- "Apply" and "Enroll" can create friction at the beginning
- "Start" is simple, direct, and action oriented
- It aligns with how students think about beginning college
- It tells students what action to take at the moment they are ready to begin

Clarity over cleverness

Two audiences. One clear path.

For Students

Clear Language to Get Started

Clear, natural directions.
Language that invites students to begin.
No jargon. No friction. No ambiguity.

For the System

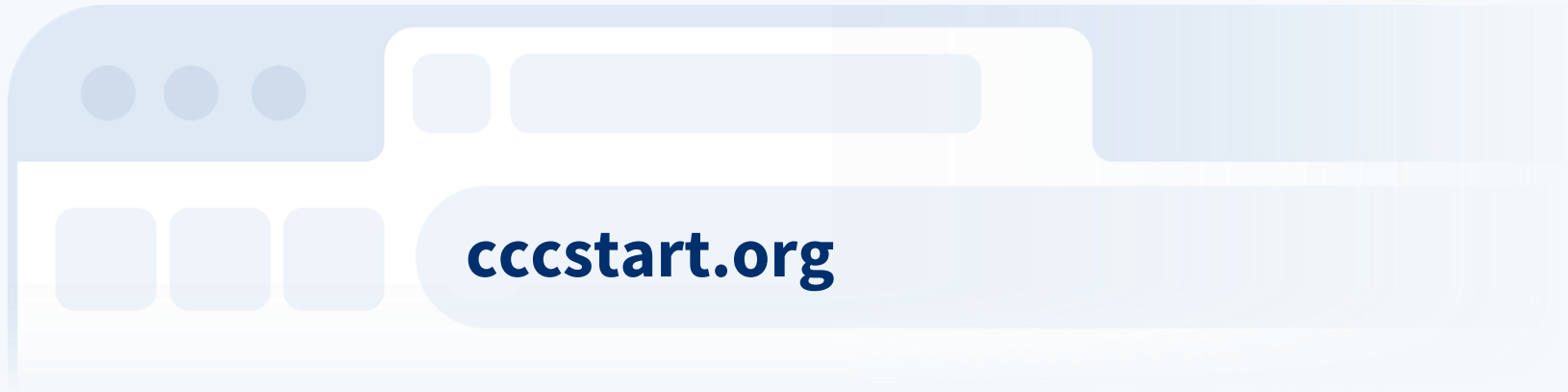
Trusted Statewide Identity

Official statewide system identity.
Builds trust. Signals legitimacy.
Maintains the CCC brand.

The system retains official identity and credibility. Students encounter simple human language.

THE PLATFORM

A new experience deserves a new name:



CCCStart is the official internal platform name across the system.



THE BIGGER PICTURE

This is more than a name change

- The new experience is designed to streamline the student journey
- It reduces unnecessary questions and supports a more intuitive flow
- It reflects a more student-centered approach to getting started
- The name change is one part of a larger platform and experience transition

Photo: San Diego Mesa College

WHAT'S CHANGING: HIGHLIGHTS

WHAT'S CHANGING

A Redesigned Application Experience

**Mobile-first, modern entry experience with
multi-language capabilities and support**

A Redesigned Application Experience

A single application consolidates:

- **Credit**
- **Noncredit**
- **International**
- **Dual Enrollment**

A Redesigned Application Experience

Shorter time to complete with:

- **Fewer questions overall**
- **Clearer question wording**
- **Journey-based logic asks only applicable questions**

WHAT'S CHANGING

A Redesigned Application Experience

Residency questions redesigned to be shorter and more straightforward

WHAT'S CHANGING

A Redesigned Application Experience

Colleges gain visibility into applications in progress and completed, with 1:1 email and text messaging

Fraud Detection and Identity Verification

Systemwide Fraud Integration

- Lightleap.AI integrated for end-to-end fraud detection
- Fraud status shared across colleges in a single dashboard (App Review)
- Replaces CCC Spam Filter and CCCApply Administrator Portal

Identity Verification

- Identity verification with ID.me and CA DMV Wallet continues
- Additional systemwide guidance on ID verification forthcoming

Sign In

Enter your email address and password to sign in to your account.

Email Address

Password

☐ Remember Me

During rollout, clear communication will matter even more

As CCCApply and CCCStart coexist during transition, the student journey may vary depending on where a student begins.

- Students may encounter CCCApply or CCCStart depending on the college they choose and where they click
- Links, landing pages, and local calls to action will shape which experience they see
- Some students may need to move between both systems in the same cycle
- Clear messaging, routing, and wayfinding will be essential
- Students will still encounter OpenCCC account creation as part of the transition journey



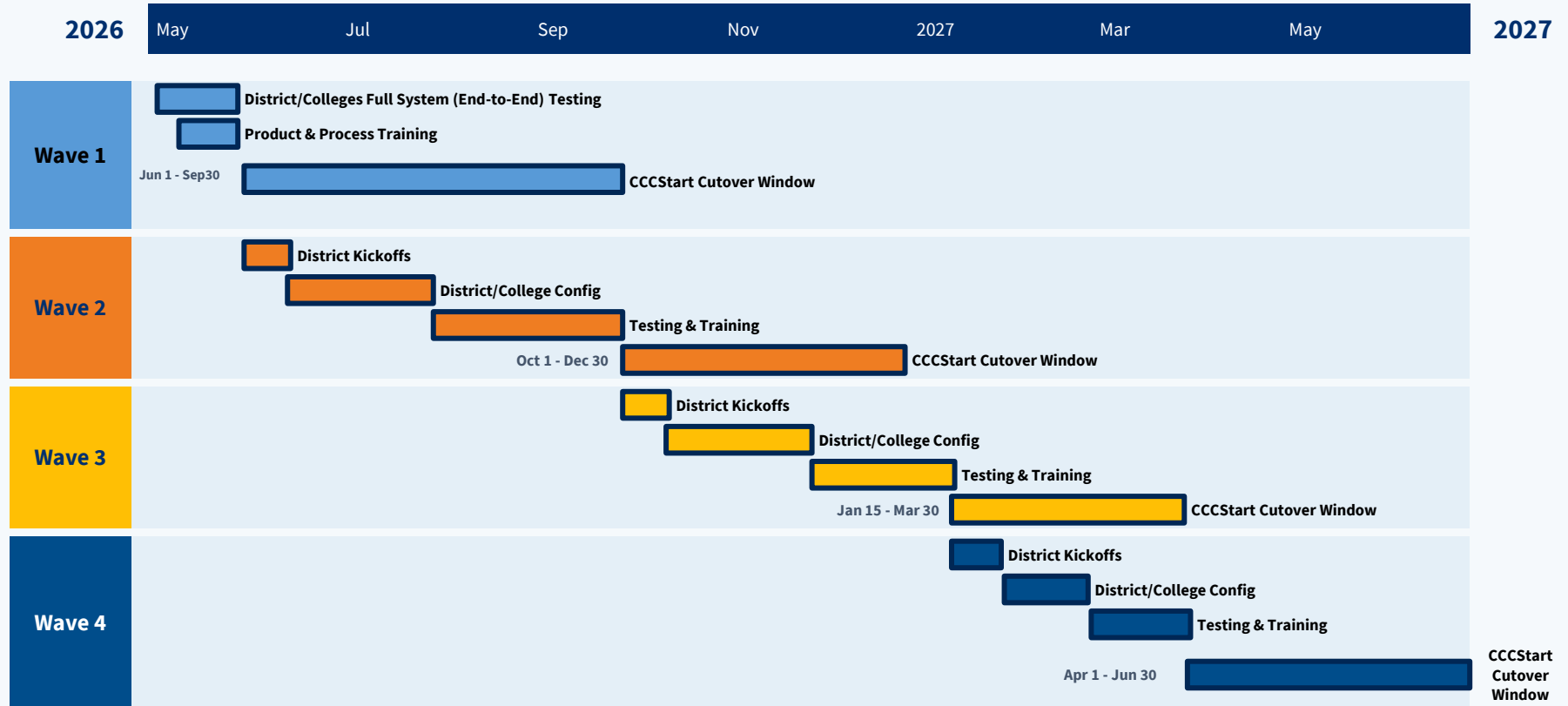
WHERE WE ARE NOW

Current Project Status

- Student and community testing completed in April
 - First round of UAT complete; over 600 items reported and incorporated
- Full system testing to the local ERP level in progress
- College/district staff training underway; fraud detection, App Review, communication and automation
- Wave 1 district rollout plans being finalized; readiness checklists, data sources, ripple dates
- Change management and implementation packets in development

Photo: College of the Desert

CCCStart Cutover Calendar



June 2027: Predicted full system adoption

Wave 1 Schedule

1

Decision Point

By May 31:

Confirm district's window,
aligning with strategic priorities
and readiness.

2

Platform Launch

Summer:

CCCStart launches. Districts go
live, supported by the Chancellor's
Office and project partners.

3

Scaling

October:

Wave 2 begins launch with refined
playbook supporting streamlined
implementation.



ROLLOUT PLAN

Reimagine Apply — Wave 1 Colleges

- City College of San Francisco
- El Camino College
- Imperial Valley College
- Los Angeles Community College District
- North Orange County Community College District
- Peralta Community College District
- San Diego Community College District
- Shasta College
- South Orange County Community College District
- Ventura County Community College District
- Yuba Community College District

Photo: El Camino College



SUPPORTING THE FIELD

Colleges will have tools to bring this forward clearly

To support rollout, colleges will be equipped with practical communication tools designed to help faculty, staff, and students navigate the transition with confidence.

- Approved student-facing language and messaging guidance
- Website, Call to Action, and landing page recommendations
- Implementation toolkit for campus communications leads
- FAQ and talking points for frontline staff and counselors
- Rollout tools to support local communication during coexistence

The goal is not just to inform colleges, it is to equip them to guide students clearly.

Photo: Cuyamaca College

YOUR NEXT STEPS

Join Upcoming Webinars

Student Services

Wednesday, May 20 | 9 a.m. - 10 a.m.

Information Technology

Wednesday, May 27 | 9 a.m. - 10 a.m.

Institutional Research

Wednesday, June 10 | 9 a.m. - 10 a.m.

Communications and Outreach

Wednesday, June 17 | 9 a.m. - 10 a.m.

CCCStart

Find out if your district is aware of the opportunity.

Attend upcoming webinars.

Monitor the Reimagine Apply webpage for updates.

Reach out with questions.

For more information, visit
the Reimagine Apply website:



tinyurl.com/ReimagineApply

Questions and Discussion

Please submit questions using the Q&A feature.

PANELISTS

Chancellor's Office

Jory Hadsell

Executive in Residence, Strategic Technology Initiatives,
California Community Colleges Chancellor's Office
jhadsell@cccco.edu

Stacey Shears

Vice Chancellor of Student Affairs,
California Community Colleges Chancellor's Office
sshears@cccco.edu

Tri-Chairs

Dan Watkins

Associate Vice Chancellor, Information Technology,
Ventura County CCD
dwatkins@vcccd.edu

Elaine Kuo

Director of Institutional Research,
Foothill College
Foothill-De Anza CCD
kuoelaine@fhda.edu

Admissions & Records

Victor DeVore

Dean, Student Services,
San Diego CCD
vdevore@sdccd.edu

Vendor Partner

Joe Moreau

Executive Consultant
Higher Digital
joe.moreau@higher.digital

2026 Chancellor's Office System Webinars

WEBINAR SCHEDULE

1st Wednesday of each month, 9 a.m. – 10 a.m.

Registration is required for 2026 System Webinars

The next system webinar is on
June 3rd from 9 a.m. to 10:00 a.m.

- *AI in Action: Insights from the Field with AI Fellows*



Register Now:

bit.ly/2026SystemWebinars

Note: You only need to register once. You will receive a reminder email with your link prior to the start of each webinar.