CALIFORNIA
COMMUNITY
COLLEGES
SAN DIEGO
IMPERIAL
COUNTIES
REGIONAL
CONSORTIUM

January 18, 2019

TO:  SDICCCA Region CEOs, CIOs, CTE Deans and PIOs

FROM: Sally Cox, Regional Consortium

**Regional Strong Workforce Program Scope of Work**
**Improving the Student Enrollment Experience**

This scope of work is for SDICCCA colleges that want to participate in the Improving the Student Enrollment Experience project but are not planning to do this work with Civilian Agency.

Attached is the form to complete with details on your project. This will be used as a scope of work for the contract with your college. This is also the information needed to submit a Strong Workforce Plan in the statewide system, NOVA.

**If your college is interested is submitting an application please let me know as soon as possible for planning purposes.**  The deadline for project proposals is March 30, 2019.

This opportunity is open to Palomar College, Southwestern College and the colleges in the San Diego Community College District.

If you have questions about this opportunity, feel free to contact me at 619 644-7684 or sally.cox@gcccd.edu.

**Regional Strong Workforce Project Scope of Work**
**Improving the Student Enrollment Experience**

**Purpose of the Project:**

The long-term objective for this project is to increase student enrollment in SDICCCA Career Education (CE) programs by transitioning college websites to marketing tools that drive enrollment. This RFA funds projects to support SDICCCA colleges to make changes to current website structures, functionality, content and ultimately that supports prospective students to converting to become enrolled students.

**Requested Scope of Work:**

In the 2016-17 Strong Workforce Marketing Project, the marketing contractor (Civilian Agency) evaluated the user experience for enrolling in community college on all 10 SDICCCA college websites. Through this "secret shopper" experience, Civilian determined that the user experience was very poor. They projected that many students "give up" in the registration process because they find it too difficult to locate the information they need and complete the registration process. This finding is consistent with other reports from the field.

CE enrollments have been in decline throughout the region over the past decade. However, the gap between job openings and the availability of qualified applicants is expected to increase – with employers unable to find qualified applicants for more than one million jobs statewide by 2025. With current enrollment trends, the current number of students training in CE programs in the region and statewide is not expected to fill this gap. Strong Workforce Program local funds will provide additional CE training opportunities, but students must be able to access programs, and the current college websites present a barrier to students learning about CE programs and successfully enrolling in them.

The colleges in the San Diego/Imperial region seek to increase enrollments in their CE programs. Current websites are a barrier to students registering. This project will improve student user navigation on websites to ensure there is a cohesive, coherent message to all students and potential students in the region. SDICCCA has already committed $3 million (2016-18 Strong Workforce Program funding) to regional CE marketing. This project aims to ensure that these investments will pay off with an improved user experience for SDICCCA college registration.

**Research from Civilian Agency:**

Civilian Agency's evaluation of the 10 SDICCCA college websites identified the following critical areas for improvement.

**Architecture**: Improving sitemap structure and student-driven CMS that informs UX/UI templates.

**User Experience**: Responsive design that follows user experience; clear call-to-action; updated copy, videos or images on websites focused on student needs.

**Content**: Reduction of duplicative content, published guidelines and governance that define appropriate and consistent content and workflows.

**Visual**: Implement consistent design styles to define visual hierarchy, build libraries of student photos and other assets that fit the college brand and implement digital style guides.

**Technology**: Implement a stable, scalable and user-friendly CMS, utilize strong global search functionality, create a cohesive, connection to the rest of the San Diego and Imperial ecosystem.

To see more information about this research, a powerpoint is available:
http://myworkforceconnection.org/wp-content/uploads/2019/01/SDIMP-Regional-Website-Strategy-Pilot_Final-UX-Recommendation_v3_8.24aspresented.pdf

**Improving the Student Enrollment Experience**
**Project Proposal**

**Description:** *What website changes does your college propose to increase enrollment in career education programs? Please provide a description of the gaps between your current website design and the student focused design proposed by the research. What specific changes will your college make to your current website to reflect the research recommendations listed on page 2?*

**Start date:**

**End date:** November 30, 2019

**Institution:**

**What needs motivate this project and how will the project address these needs?**

**Action Plan-** *outline the specific tasks that will take place as a result of this funding.*

| Activities | Timeline or Due Date | Outcomes |
|---|---|---|
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**Budget-** *detail budget items by object code with each budget item identified.  Total possible budget is $150,000. No indirect is permitted on this project.*

| Object | Classification | List of Budgeted Expenses | Total |
|---|---|---|---|
| 5000 | Other Operating Expenses and Services | | |
| | | **Total Program Costs** | |