

CHANCELLOR'S OFFICE  
CALIFORNIA COMMUNITY COLLEGES  
TECHNOLOGY, RESEARCH, AND INFORMATION SYSTEMS DIVISION

**PART ONE OF A TWO-PART  
REQUEST FOR APPLICATIONS (RFA 13-082)\***

**SOLICITATION OF INTEREST**

**for the management of the  
California Community College California Virtual Campus (CVC)  
Online Course Exchange  
Associate Degree for Transfer (ADT) and Other Courses Project**



**\*PART ONE: SOLICITATION OF INTEREST**

The purpose is to determine which districts are interested in participating in a competitive applications process (i.e., RFA) for a five-year and seven months grant award for the California Community College California Virtual Campus (CVC) Online Course Exchange, Associate Degree for Transfer (ADT) and Other Courses Project Due by 5:00pm, August 30, 2013.

**PART TWO: ACTUAL RFA PROCESS**

The Chancellor's Office will conduct a standard competitive process for the award of the above-noted grant. The participants in this process will be limited to the community college districts, which respond in the requested manner to Part One.

## **Grant Duration**

The grant, which will be awarded upon completion of the Request for Applications (RFA) process, is for a period of 7 months, effective December 1, 2013 and until June 30, 2014 with the option of renewal for up to five years seven months for a total of 67 months. After the initial 7 month period, subsequent annual renewals will follow the fiscal year beginning July 1 and ending June 30.

## **Background**

The California Community College California Virtual Campus (CVC) Online Course Exchange Associate Degree for Transfer (ADT) and Other Courses Project is a new, recently approved and funded program, starting with the fiscal year 2013-14 budget.

Today in California, community college students face a wide range of challenges and barriers to completing degrees and certificates. These include the following:

- Deep cuts in state funding have forced colleges to significantly reduce the number of course sections offered, causing community college enrollments to shrink by 485,000, or 17 percent, since fall 2008.
- These reductions come just as colleges face an unprecedented demand from high school graduates, unemployed workers, and returning veterans.
- As a result, there are not enough courses to complete General Education, transfer, and discipline requirements at the community colleges, the California State University, or the University of California.
- Students unable to enroll at a community college due to constrained access are often driven to high tuition proprietary institutions.
- High textbook and support materials costs add to the fiscal strain on students, causing students to borrow and work more.

Distance education presents an opportunity to deliver education to large numbers of students in a convenient way, and potentially with significant economies of scale. While roughly 10 percent of all courses in the in the California Community Colleges (CCC) are currently delivered via distance education (DE), there is still vast untapped potential in this educational model. Significant growth in DE has occurred over the past decade, but further growth has been limited for the following reasons:

- Delivering DE requires a large, up-front technology investment by a local campus; community colleges are also unable to support 24/7 technical support to these local DE enterprises. 112 campuses each making a unique, local choice produces no economies of scale in the purchase of DE hosting and support services.
- Insufficient student support systems exist to ensure success in the online environment (tutoring, supplemental instruction, and counseling). Students drop online classes at higher rates because they are ill-prepared and/or not supported for the online experience.
- Instructional design is often not at a level to deliver information in a clear and engaging manner, including creating interactive learning opportunities.

- Since DE course delivery systems vary from one institution to the next, students must relearn the online environment and navigation; there is not a single, uniform DE experience in the CCC system.
- Students don't know where to find online classes; there is not a single source of all available online courses or programs; they must shop all 112 campuses individually to find them.

## **Additional Background and Information**

- **Streamlined Transfer Pathways: Associate Degrees for Transfer (ADT)**

SB 1440 (Padilla), enacted in 2010, provides students with streamlined and transparent transfer pathways from the California Community Colleges to the California State University. Currently, over 20 pathways have been developed, providing unprecedented access to baccalaureate degrees while at the same time reducing the number of courses students take by reducing duplication and misalignment of required courses. As a result, in the coming years, more students will complete their degrees on time and take fewer courses, thereby saving students, their families, and the State of California precious resources in the form of time and money.

The advent of Associate for Transfer Degrees (ADTs) has great promise in moving students toward a clear pathway to CSU transfer. However, to date, there is no specific effort surrounding the creation of an ADT pathway through DE.

- **Other Online Degree Credit Courses**

In 2011-12 there were 57 colleges that offered 557 programs that can be completed through distance education. Many students are selecting distance education courses to augment their degrees and to obtain them without coming to campus. Another focus of the CVC expansion will be to help enable colleges to offer those courses through the exchange to assist students in the completion of other programs of study that are not approved ADTs.

- **Online Basic Skills Courses Planning**

Roughly 70 percent of students arriving at California community colleges lack appropriate preparation in reading, writing, and mathematics and often are directed to a series of basic skills courses that over time have proven ineffective. Without proper support (both instructional and student support), students remain in the development course sequence for too long, increasing the costs to the state and the students. Basic Skills instruction delivered via DE could be provided free to the student and with little cost to the State, if developed and organized using new models of instruction. This is a long term goal of this project and would only be addressed in the first year as a research and planning goal.

- **Credit by Exam**

Community college students should be able to translate learning they have received from various experiences through an organized statewide credit by exam process. Whether through external online courses, military experience, or prior professional experience, systems must be established to encourage students to demonstrate those competencies and apply them towards completion requirements for certificates and programs.

- **Common Distance Education Management Platform**

A common DE hosting/course/learning management platform does not currently exist, nor a common 24/7 support center for tutoring, proctoring, registration, and other academic and student services. These commodities are purchased locally at no economy of scale, and are very costly to support and maintain.

The Community College Online Initiative seeks to leverage the massive purchasing power of the CCC system, save a considerable sum of money by aggregating monies spent on DE locally to the system level and awarding a single provider with an enterprise contract to host and support potentially all 112 CCC campuses with an unlimited use license for a single, common distance education course management system.

Attached is a concept map outlining the conceptual framework of the project. This concept map is included to provide a visual description of the program components and their relationship. This is a preliminary concept map and may be expanded in the future.

### **Grant Overview**

This grant, which will be for a period of up to five years, will be awarded to satisfy the fiscal and program requirements of the California Community College Online Initiative. The award recipient will be responsible solely for handling the creation, needs and expansion of the program, which is currently not operational. The grantee will also be required to ensure program continuity with minimal overhead.

### **Scope and Responsibilities**

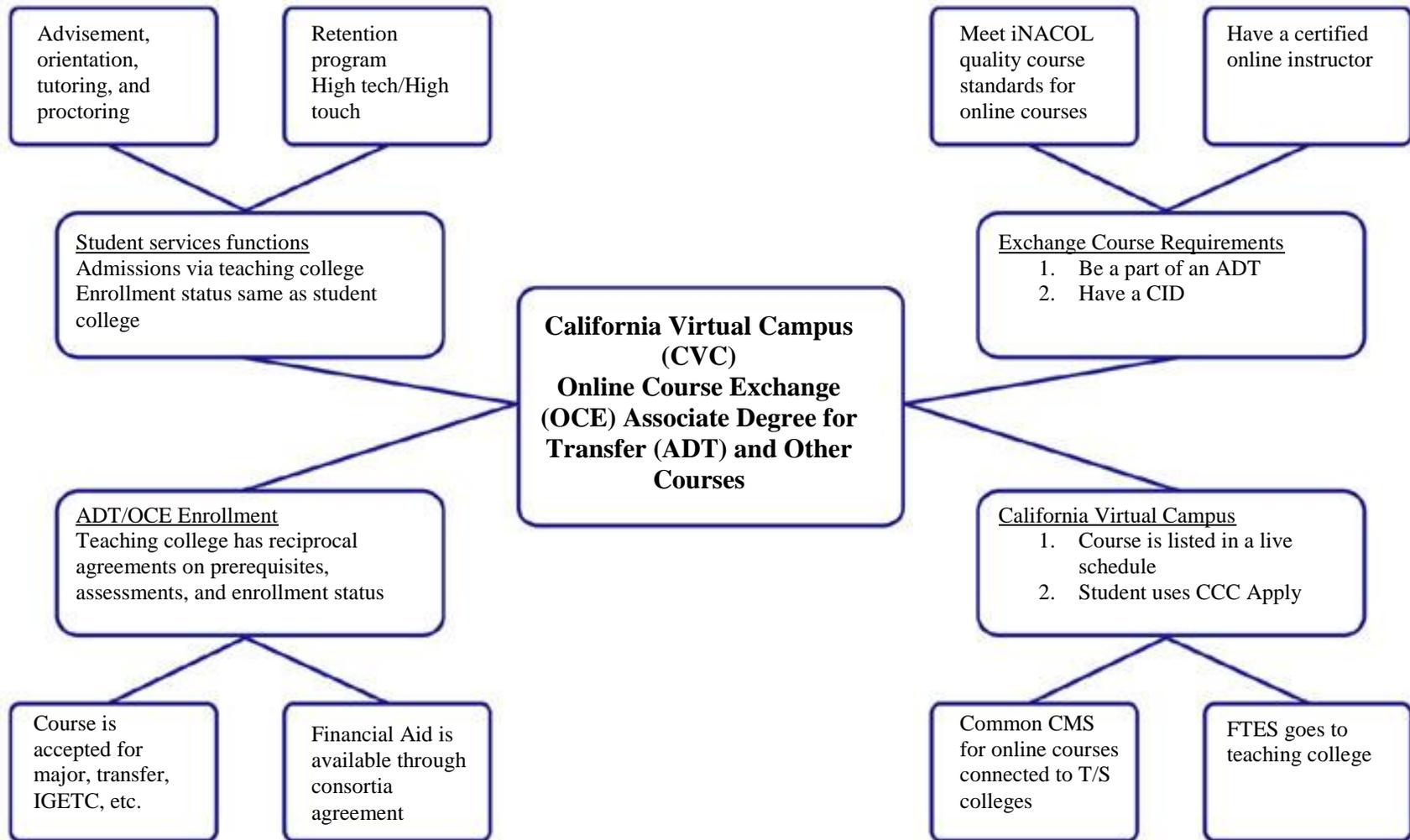
- Work closely with the Chancellor's Office, designated advisory/steering committees, faculty and colleges to perform the activities required to expand the existing CVC program to deliver a comprehensive system of online education with technical, curricular and support components.
- Leverage and collaborate with existing statewide technology services and projects as appropriate.
- **Provide online courses through the expansion of the existing CVC to be offered through a consortium of colleges:**
  - Support ADT students and courses. Leverage the benefits of these newly streamlined transfer pathways and provide students with the ability to augment and/or their ADT at their local college or pursue a fully online ADT degree.
  - Support students enrolled in other credit degree programs that students can complete via distance education. The CVC exchange will enable colleges to offer courses that can help supplement students completing regular degree programs.
  - Develop plans in the initial year on how to support courses focused on Basic Skills (math and English) and work to develop/promote effective course design in the area.
- **Quality materials and design support:** Ensure a high standard of quality across the system for the students in distance education courses delivered. Develop effective student retention programs through high tech data analytics and high touch student response systems.

- **Professional Development for Online Instructional Faculty**
  - *High Quality Online Teaching Certification.* The initiative will leverage the existing Online Teaching Certification (OTC) offered through @One. Online Teaching Certification will help to ensure the community college faculty members are prepared to operate effectively in the distance education environment.
- **Common Course Management System:** Select, implement and support a single course management system (CMS)/ learning management system (LMS) for the purpose of providing a secure common online learning platform for all California Community College students.
  - Provide and manage an online education hosting environment that includes but is not limited to:
    - Personnel (network, CMS, and security experts)
    - Equipment (hardware, backup, disaster recovery, firewalls, storage)
    - Maintenance (patching, updates, repairs)
  - Provide a robust and effective 24x7 Support system for faculty, staff and students.
  - Ensure the student experience is streamlined and easy to navigate.
- **Service and Partner Relationship Management**
  - Price and service negotiations.
  - Establish and manage Service Level Agreements.
- **Marketing/Outreach:** Colleges and students will need to be made aware of the online virtual campus through existing campus application and registration systems, along with other communications channels utilized by mainstream distance education.
- **Student Support Tools and Services:** Provide a suite of student support tools and services to promote the success, retention and goal completion of students in an online environment.
  - Perform an annual evaluation and develop recommendations related to further improving the program's effectiveness. This evaluation should be aligned to the program's mission and include the solicitation and input of program stakeholders.

## Funding

This grant will receive a one-time amount up to \$16.9 million, to be expended by the end of fiscal year 2014-15. Annual renewals for the subsequent grant years will be funded up to \$10 million beginning in fiscal year 2014-15.

**California Community Colleges  
California Virtual Campus  
Online Course Exchange**



**Certification of Intent to Participate**

**in a Competitive Application Process for management of the**

**California Community College California Virtual Campus (CVC) Online Course Exchange, Associate Degree for Transfer (ADT) and Other Courses Project**

I hereby certify that the \_\_\_\_\_ Community College District in support of \_\_\_\_\_ College as the proposed program host, intends to be an applicant in the competitive application process (i.e., Request for Applications, "RFA") to select a program host for California Community College California Virtual Campus (CVC) Online Course Exchange, Associate Degree for Transfer (ADT) and Other Courses Project. Program host responsibilities begin December 1, 2013. The program will be eligible for annual renewals up to 5 years and 7 months (67 months). After the initial 7 month period, subsequent annual renewals will follow the fiscal year beginning July 1 and ending June 30.

Information relevant to program host responsibilities is detailed on the preceding page.

I understand that the RFA will be limited to the districts/colleges that certify this form with the required signatures and return it to the Chancellor's Office in a timely manner. I also understand that if only one district/college submits this certification, that entity will still be subject to the same evaluation as would be used in the standard RFA for multiple applicants.

The following District and College staff members must sign this form:

\_\_\_\_\_  
District/College Chief Executive Officer

\_\_\_\_\_  
Date

\_\_\_\_\_  
District/College Chief Business Officer

\_\_\_\_\_  
Date

\_\_\_\_\_  
District/College Chief Information Officer

\_\_\_\_\_  
Date

Return this form to:  
Bonnie Edwards, Project Monitor  
Technology, Research and Information Systems Division  
CCC Chancellor's Office  
1102 Q Street Suite 4554  
Sacramento, CA 95811  
FAX 916-327-5889

**This form must be received by the Chancellor's Office no later than Friday August 30, 2013.**