



# CALIFORNIA COMMUNITY COLLEGES

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## CHANCELLOR'S OFFICE

### PRESS RELEASE

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### **California Community Colleges Chancellor's Office Launches New System Website that Directly Connects Public with its 112 Community Colleges**

**Sacramento, Calif.** – The California Community Colleges Chancellor's Office today launched its new website, <http://CaliforniaCommunityColleges.cccco.edu>. The site will be the Chancellor's Office central portal for students, parents, business leaders, policymakers and members of the media to get information about academic programs, degree and certificate offerings, systemwide initiatives and specific college information. A focal point of the new site is the "Find a Community College" mapping tool that will deliver information on the areas of study and degrees and certificates available at each of the system's 112 colleges.

"The groundbreaking Find a Community College tool is a quick and efficient way for students to look at the diverse colleges in our system and then make an informed decision on which is the best fit," said California Community Colleges Chancellor Jack Scott. "Whether the student's goal is to graduate with an associate degree, transfer to a four-year university or complete a workforce training program, this tool will help them define a clear academic path."

The Chancellor's Office communications team developed five main areas of information that are sure to be the site's most visited. They are Students, Programs to Watch, Business Partnerships, Policy in Action, and Newsroom. The Students section has information about applying for college and financial aid. Programs to Watch will focus on groundbreaking initiatives at individual colleges, or the system in general. At launch, green technology is the key program featured. The Business Partnerships tab links to the important synergy between the private sector and the community colleges in turning out highly trained workers to help power California's economic recovery. Policy in Action highlights the political and advocacy work the chancellor's office performs, including the newly implemented Student Success Task Force and the California Community Colleges/California State University Student Transfer Achievement Reform efforts. The Newsroom area will give members of the media access to the latest press releases, system facts, hot topics, system data and photo and video galleries.

A 2010 eExpectations research survey of 1,000 college-bound high school students revealed that a website was the single biggest determining factor used when selecting a college. With that in mind, the Chancellor's Office developed a content driven umbrella site that directly connects students with each of the 112 system campus websites while bringing real-time academic program, degree and certificate information at the click of a mouse.

The study also revealed:

- **Fifty-four** percent of students identified academic -related content as the most valuable information.
- **Sixty-five** percent said they had become more interested in a campus because of a positive website experience with 31 percent stressing the importance of being able to find the information they wanted and 14 percent looking for helpful content.
- **Ninety-two** percent said they'd be disappointed with a college or remove it entirely from consideration if they did not find the information they needed on its website.
- **Forty-six** percent claimed that the current economic crisis had caused them to reconsider the colleges they would attend, which was an increase of 34 percent from 2009.
- **Twenty-three** percent of respondents reported they searched for college sites form their smart phones.

With smart phones in mind, Phase 2 of the Chancellor's Office website will include a mobile application of the Find a Community College feature. Also to be rolled out later this year is a "true cost" calculator that will determine the amount of financial aid a student can apply for as well as give the user a sense of the ancillary costs they may incur for books and supplies and on-site housing (if applicable).

Additional content will be added soon to the Find a Community College tool that will allow users to drill down to courses available at each campus according to academic degrees and certificates.

The URL is <http://californiacommunitycolleges.cccco.edu>

*The California Community Colleges is the largest system of higher education in the nation. It is composed of 72 districts and 112 colleges serving 2.76 million students in 2009-10. Community colleges provide workforce training, teach basic skills math and English courses, and prepare students for transfer to four-year colleges and universities. The [Chancellor's Office](#) provides leadership, advocacy and support under the direction of the California Community Colleges Board of Governors.*

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