



California  
Community  
Colleges

California  
Virtual Campus



# Toolkit

# Contents

<b>ABOUT THIS TOOLKIT .....</b>	<b>1</b>
<b>OVERVIEW .....</b>	<b>1</b>
<b>WHAT IS THE CVC EXCHANGE? .....</b>	<b>3</b>
How It Works .....	5
<b>VISION FOR SUCCESS.....</b>	<b>7</b>
<b>IMPLEMENTATION OVERVIEW .....</b>	<b>8</b>
Phase One: Online Course Finder .....	8
Phase Two: Automated Cross-Enrollment .....	8
Cross-Enrollment Readiness Checklist.....	8
<b>MESSAGING .....</b>	<b>10</b>
Benefits to Colleges .....	10
Benefits to Students .....	10
<b>RESOURCES FOR COLLEGES .....</b>	<b>11</b>
CVC Exchange Student Demo Video .....	11
Exchange One Pager .....	11
Online Resources One Pager .....	11
CVC Exchange Overview Presentation.....	11
College Website CVC Link Recommendation .....	11
Frequently Asked Questions .....	11
<b>STUDENT FACING MATERIALS .....</b>	<b>12</b>
Draft Social Media Posts and Images.....	12
Draft Copy to Include in School Newsletter .....	12
Online Resources Video Links .....	12

## About this Toolkit

This toolkit serves as a resource for California Virtual Campus (CVC) messaging, including its purpose, helpful checklists and bullet points, resources for colleges and benefits and resources for students.

## Overview

The CVC is a digital resource that provides easy access for students to enroll in online courses across all 115 brick-and-mortar California Community Colleges (please note, this tool excludes the system's fully online college, Calbright), including a comprehensive catalog of online programs and courses to help students achieve their educational goals. CVC helps students uplevel their skills, train for new careers, and transfer to a four-year university.

In turn, CVC helps increase completion rates across campuses and reaches new students through cross-enrollment. While CVC is predominately student-facing, there are significant benefits for colleges and system stakeholders who use the platform. Staff and faculty can leverage the system's wide reach and the capacity of their fellow colleges to assist students in their educational goals.

### TOP 7 REASONS WHY STUDENTS TAKE DISTANCE EDUCATION COURSES



The course was convenient with my work schedule



The course met requirements for the associates degree



The course met requirements for transfer to a 4-year university



The course would improve my job skills/expand job opportunities



I had a personal interest in this subject



I had success with a previous distance education course



I enjoy learning on a computer

### TOP MOST COMMON CATEGORIES OF 100 PERCENT DISTANCE EDUCATION DEGREES



Information Technologies



Social Sciences



Liberal Arts



Public Administration

Source: [California Community Colleges 2017 Distance Education Report](#)

## 2016-17 Demographics | At a Glance

**20-24**  
YEARS OLD

**FEMALE**

**LATINX**

average distance  
education student



**72%**

between the ages  
of 18-29 years old



**25%**

were in their  
30s or older

**60%**

were women



**Women** continue to  
represent a significant  
majority of the students  
in distance education

**Students  
under 18  
represent**

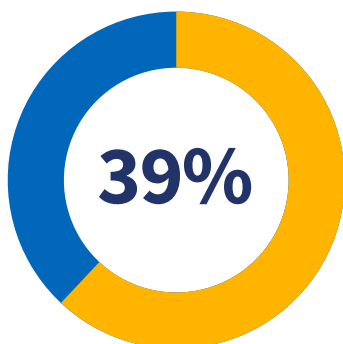
**3%**

**In 2016-17**

**28%**

of all California  
Community College  
students are solely  
distance education  
learners (no face-  
to-face classes).  
**This % increases  
every year.**

**Latinx**



**39%**

They outnumbered whites for the first time  
in 2014-15 and have since become the  
largest ethnic group in distance education.



Source: [California Community Colleges  
2017 Distance Education Report](#)



## What is the CVC Exchange?

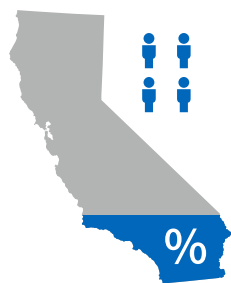
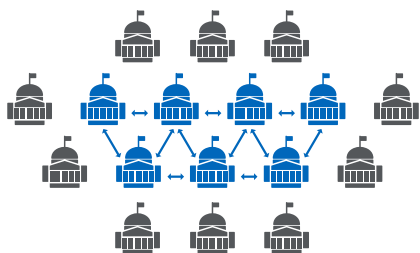
The CVC Exchange is an innovative, student-centered tool that allows students currently enrolled in a California Community College to instantly enroll in online courses offered at eligible colleges without filling out a separate application. This differs from the previous version which restricted cross-enrollment to only those students enrolled in a select group of Home and Teaching Colleges.

**Home College**—College from which students enter the CVC Exchange to take courses through other colleges.

**Teaching College**—College that offers courses via the CVC Exchange to students from other participating colleges.

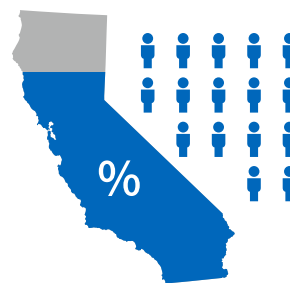
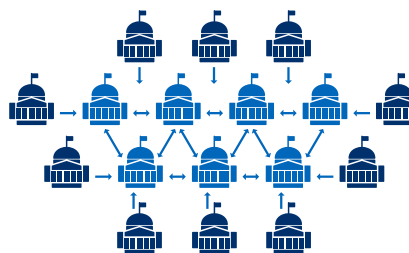
### PREVIOUS EXCHANGE

#### College-Centered Model



### CVC EXCHANGE

#### Student-Centered Model



The CVC Exchange benefits students by allowing them to enroll in transfer courses not currently available at their Home College to complete their general education requirements, including those looking to transfer to a four-year university—all without needing to fill out a separate application for each college.

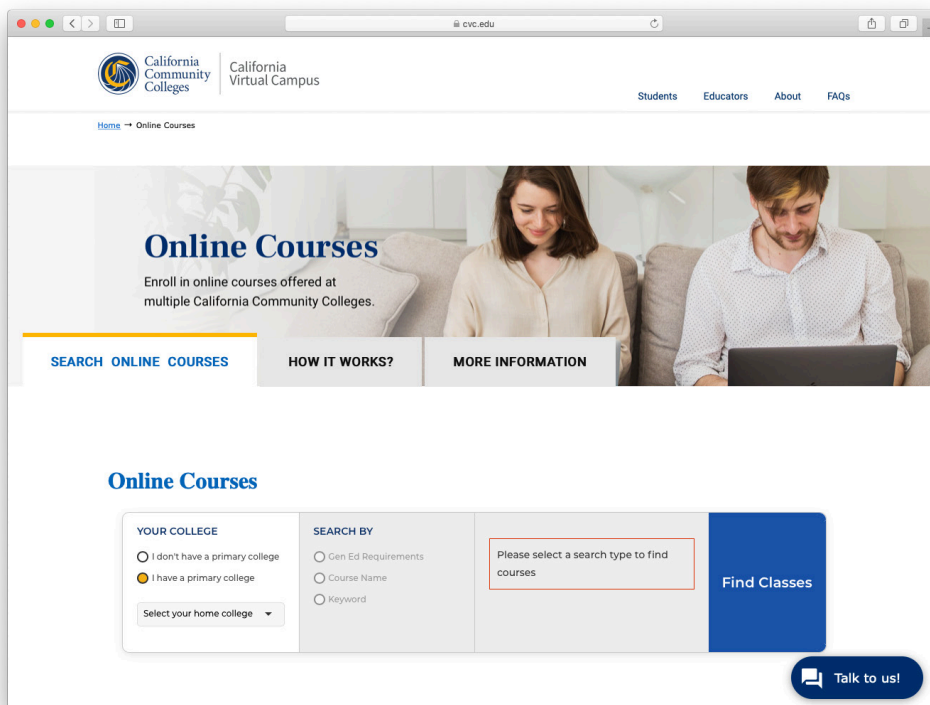
Students can be confident they can get the class they need thanks to real-time seat counts. Additionally, financial aid and academic transcripts are automatically transferred between the two schools. Online courses through CVC Exchange are the same cost as a student's local college. There are no additional costs to use this service.

# Student Enrollment Journey



## How It Works

To get started, students must search for online classes using the CVC Exchange's search engine, located at [cvc.edu](http://cvc.edu). To accommodate a student's unique needs, courses can be searched by CSU GE, IGETC, substitute course, or keyword. Search results contain both courses eligible for instant enrollment and those that require a separate application.



The screenshot shows the CVC Exchange website interface. At the top, the header includes the California Community Colleges logo and the text "California Virtual Campus". Navigation links for "Students", "Educators", "About", and "FAQs" are visible. Below the header, a banner image shows a man and a woman looking at a laptop. The main heading is "Online Courses" with the subtext "Enroll in online courses offered at multiple California Community Colleges." Below this, there are three tabs: "SEARCH ONLINE COURSES" (active), "HOW IT WORKS?", and "MORE INFORMATION". The search section is titled "Online Courses" and contains a form with the following elements:

- YOUR COLLEGE:** Radio buttons for "I don't have a primary college" and "I have a primary college" (selected). Below is a dropdown menu labeled "Select your home college".
- SEARCH BY:** Radio buttons for "Gen Ed Requirements", "Course Name", and "Keyword".
- A red-bordered box with the text "Please select a search type to find courses".
- A blue button labeled "Find Classes".
- A "Talk to us!" button with a speech bubble icon.

Classes marked **Add Class** are eligible for instant enrollment. To enroll, students are prompted to enter a brief set of personal data and consent to data sharing. The data is then electronically transferred between the two colleges. Before enrollment is complete, students must pay for the class and may indicate they are using financial aid to do so.

Any classes students take via the CVC Exchange will all appear in a combined Canvas dashboard. Students will log into Canvas using their Home College credentials and all of their Exchange courses will be there.

Classes marked **Apply Now** are not eligible for instant enrollment, but students may still enroll by filling out an application via [CCCApply](http://CCCApply).

“I like the fact that you  
can see virtual courses  
across California  
Community Colleges that  
you can easily search and  
add to your schedule.  
That’s really convenient!”

---

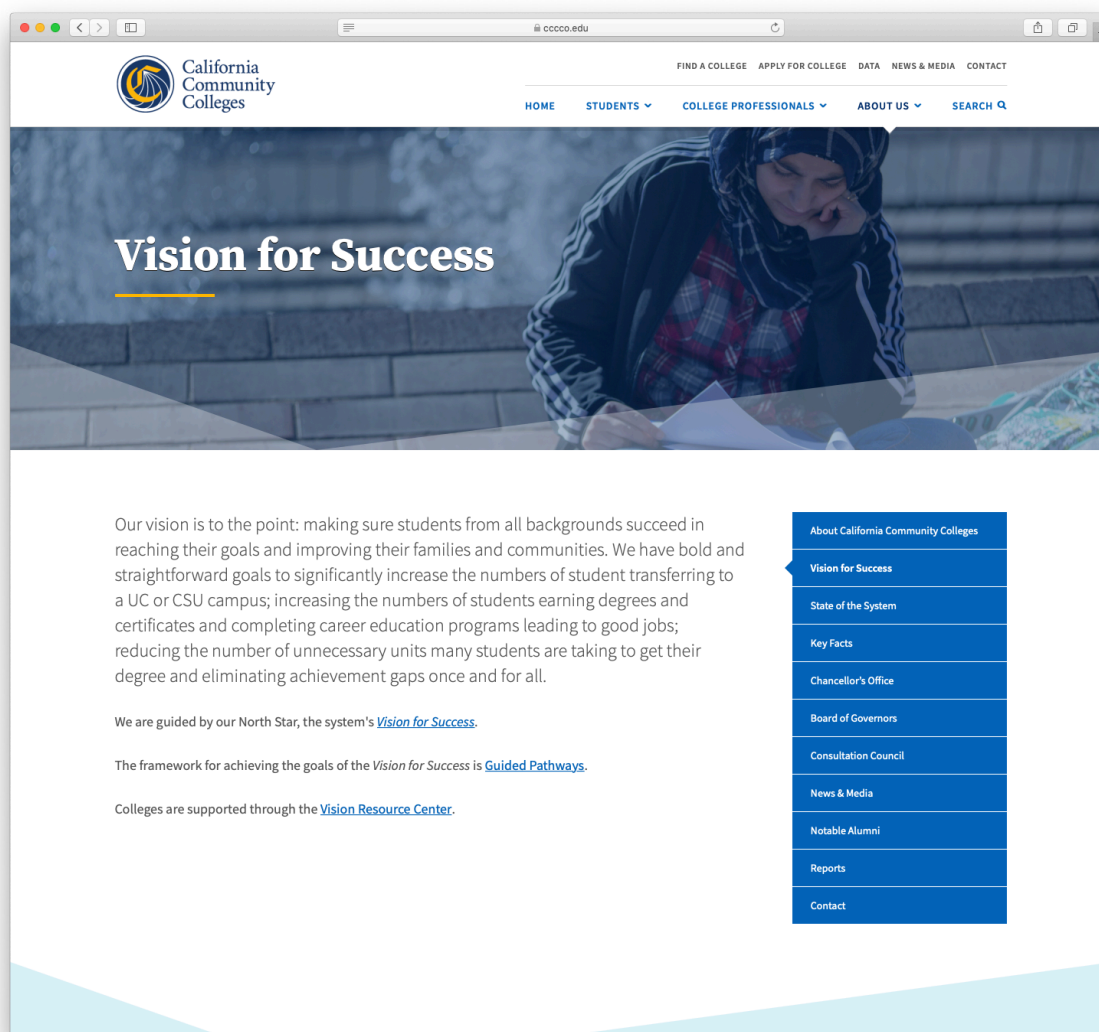
- De Anza College Student  
(May 2020 Student Centered Design Lab research)

## Vision for Success

The CVC is an important component of the California Community Colleges [Vision for Success](#), the system's multi-year plan to improve student success and close equity and achievement gaps for good. Launched in 2017, the Vision calls for bold reform and action, and aims to ensure students from all backgrounds can succeed in reaching their educational goals and achieving a better life for themselves and their families. Operating in alignment with this strategic plan, the CVC Exchange helps combat several challenges identified in the Vision, including:

1. Most community college students never reach a defined end goal.
2. Students who do reach goals take a long time to do so.

The CVC Exchange helps accelerate student completion by providing students greater access to courses, degrees, and certificates at 115 of California's community colleges. If faced with inability to access a course locally due to capacity restraints, students can cross-enroll at another college across the system to complete their requirements through an online course and more quickly achieve a degree, certificate, or transfer to a four-year institution.





# Implementation Overview

The CVC website includes an online course finder, which allows students to search for online courses at 115 of California's community colleges. Standard course schedule data is supplied by the individual college and does not contain any live information.

## Pre-Implementation: Live Course Data

All community colleges are encouraged to submit an online course inventory .csv file to the CVC, which allows students to view current term course schedule data via the Online Course Finder. Uploading the CSV file is a simple, manual process and detailed information is [available on the CVC website](#). Please note, the pre implementation does not include any real-time course information, but does reduce barriers to access.

## Phase One: Online Course Finder

Colleges wishing to include live course data, including seat counts, may do using a self-serve process involving the college's Student Information System (SIS). This process enables their real-time course information to be transmitted securely to the online course finder using the SIS system's API platform. Colleges and districts may begin the short integration process by visiting the [CVC website](#).

Courses offered by colleges in Phase One are not eligible for cross-enrollment, however, students can be assured that the course they are interested in has seats available before completing an application.

## Phase Two: Automated Cross-Enrollment

Colleges that have completed Phase Two of implementation are eligible for cross enrollment. Phase Two requires a deeper level of technical integration and also requires work on behalf of the college's financial aid and admissions departments. Integration is carefully coordinated with the CVC Implementation Team and typically takes between six-eight weeks.

The first step in becoming eligible for Phase Two is to complete both the CVC Master Consortium Agreement and Federal Financial Aid Agreement. Copies of these documents, and other related materials, may be found on the [CVC's Consortium webpage](#). Colleges are encouraged to first schedule a technical implementation call by contacting [consortium@cvc.edu](mailto:consortium@cvc.edu). These 30-minute calls allow the CVC Implementation Team to go over the technical implementation process in depth, and also colleges to ask any relevant questions.



## Cross-Enrollment Readiness Checklist

In preparation for joining the CVC Exchange, colleges are encouraged to review the Exchange Readiness Checklist. The Checklist allows colleges to ensure the appropriate resources are available and prioritize implementation.

### **STEP 1 - AS A HOME COLLEGE, THE BELOW ITEMS ARE NEEDED FOR THEIR STUDENTS TO USE THE CROSS-ENROLLMENT FUNCTIONALITY:**

- ☐ Enable Canvas trust relationship
- ☐ Enable Canvas API
- ☐ Configure college identification provided (IdP) and single sign-on (SSO) proxy to send the following attributes upon successful authentication: (a) CCC-ID, (b) first name, (c) last name, (d) email, (e) display name, (f) local user ID, (g) affiliation, and (h) EPPN
- ☐ Ensure the District/College MIS code is provided through EPPN
- ☐ Sign CVC Financial Aid Consortium Agreement
- ☐ Enable eTranscript receiving
- ☐ Admin Panel Roles and Access
- ☐ Participate in and/or review Financial Aid and Admissions training materials

### **STEP 2 - AS A TEACHING COLLEGE, THE BELOW ITEMS ARE DONE AS PART OF THE IMPLEMENTATION PROCESS:**

- ☐ Enable California Community Colleges Promise Grant application
- ☐ Obtain relevant MIS reporting data from CCC Data Warehouse
- ☐ Enable eTranscript sending
- ☐ Enable payment gateway platform provider to integrate online payments with the CVC Exchange

# Messaging

## Benefits to Colleges

- Align with the Chancellor's Office *Vision for Success*.
- CVC ensures that no seat is left open, maximizing enrollment.
- Staff and faculty can leverage the system's wide reach and the capacity of their fellow colleges to assist students.
- CVC can help colleges with fewer course options by partnering them with campuses with more current capacity.
- Counselors can use CVC as a valuable education planning tool or resource to provide guidance to students, and increase completion rates at their college overall.

## Benefits to Students

- Courses available from 115 California Community Colleges (excluding the system's fully online college, Calbright).
- Find and instantly enroll in courses using a single search from 10,000 online course sections.
- Ability to expedite your degree completion by taking courses not offered at your home college.
- Cost is a flat-fee of \$46 a unit.
- Provides ALL students equitable access to online courses and program pathways to support timely completion.





## Resources for Colleges

In the Resources for Colleges section below, there are several helpful documents that can address questions about the Exchange, provide online resources and give an overview of CVC. There is also a FAQ section for other commonly asked questions. More detailed information, organized by user group, is available at [cvc.edu/exchange](https://cvc.edu/exchange).

- [CVC Exchange Student Demo Video](#)
- [Exchange One Pager](#)
- [Online Resources One Pager](#)
- [CVC Exchange Overview Presentation](#)
- [College Website CVC Link Recommendation](#)
- [Frequently Asked Questions](#)





## Student Facing Materials

These materials below are designed to help aim messaging toward the student. In this section, you will find useful social media posts, imagery and even video tutorials to disseminate to colleges who adopt the CVC Exchange model, making it simple and easy for them to communicate its impact to their students. Additionally, there are talking points for inclusion in the school newsletter or the student newspaper, detailing the benefits of CVC Exchange to students.

- [Draft Social Media Posts](#) and [Images](#)
- [Draft Copy to Include in School Newsletter](#)
- Online Resources Video Links

The California Virtual Campus (CVC) developed a series of short videos to highlight online resources designed to alleviate uncertainty for all students during this unprecedented time. The series of videos addresses the real challenges experienced by online students, new and experienced. Topics include an online learning overview, online tools and platforms students might experience in an online class, support services offered by campuses such as online tutoring, and online health and wellness resources. All videos are available at [cvc.edu/keeplearning](http://cvc.edu/keeplearning), and at the links below:

- [California Community Colleges Online Learning Overview](#)
- [California Community Colleges Online Learning Tools](#)
- [California Community Colleges Online Learning Student Support Resources](#)
- [California Community Colleges Health and Wellness Resources](#)

Please share them with your colleagues and students by downloading the videos or sharing the links above.

