

Understanding the Undocumented Community:

Survey Report for CDSS Message Development

June 2021



California
Community
Colleges

Student Centered
Design Lab

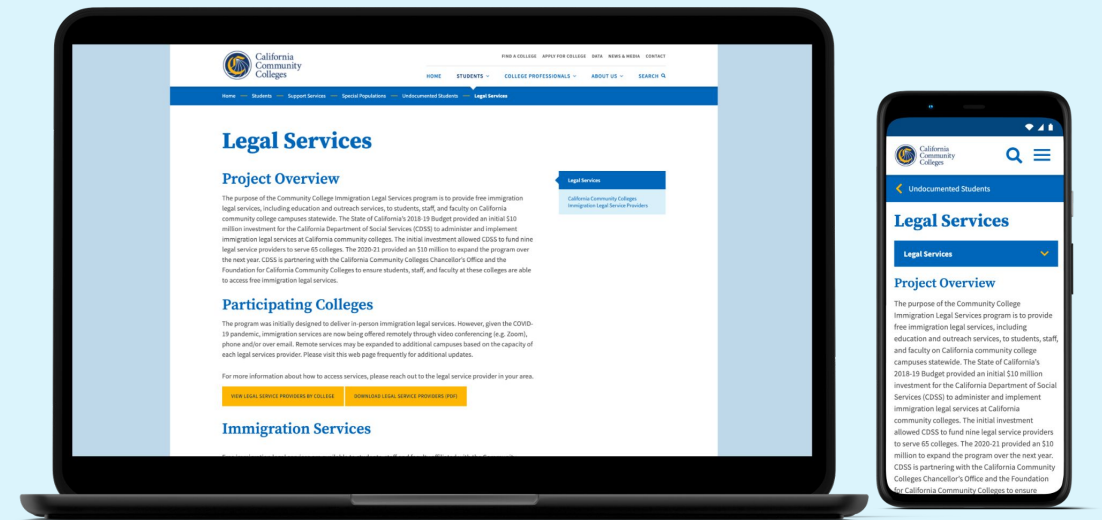


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Study Purpose

The [California Community Colleges](#) are partnering with the [California Department of Social Services](#) (CDSS) to extend the Community College Immigration Legal Services program, which provides legal services to undocumented college students, faculty, and staff. It started in 2018.

The 2020-21 state budget provided \$10 million to expand the program over the next year to more California community colleges. CDSS is partnering with the Chancellor's Office and the Foundation for this program expansion.



Methodology

To inform message development targeting the CCC undocumented community, the [Student Centered Design Lab](#) conducted an online survey to better understand this subsection of the CCC population.

Through a survey, undocumented students, faculty, and staff were asked a total of 13 questions:

- 7 closed-ended questions
- 6 open-ended questions



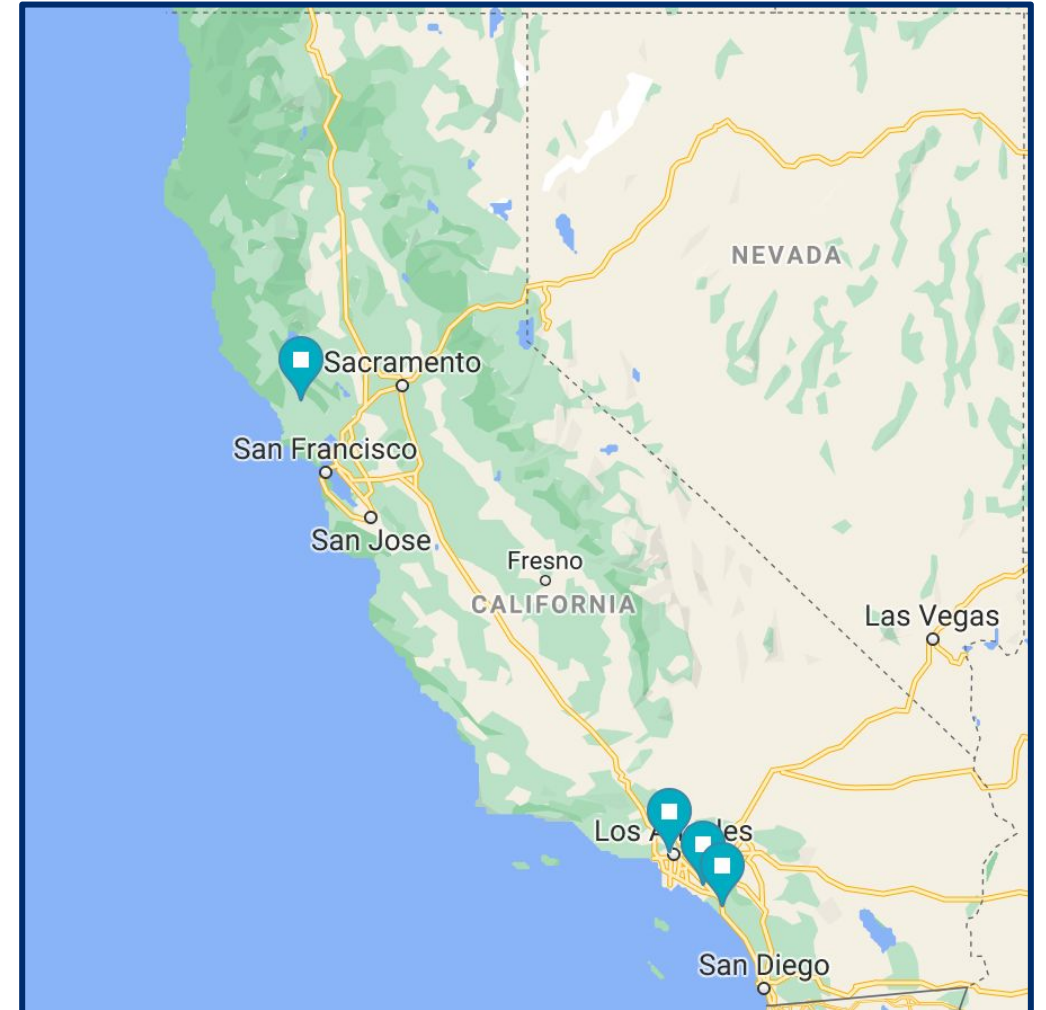
Participant Overview

The online survey was live from May 20, 2021 through June 6, 2021.

207 students, faculty, and staff across **62 California community colleges** responded to the survey.

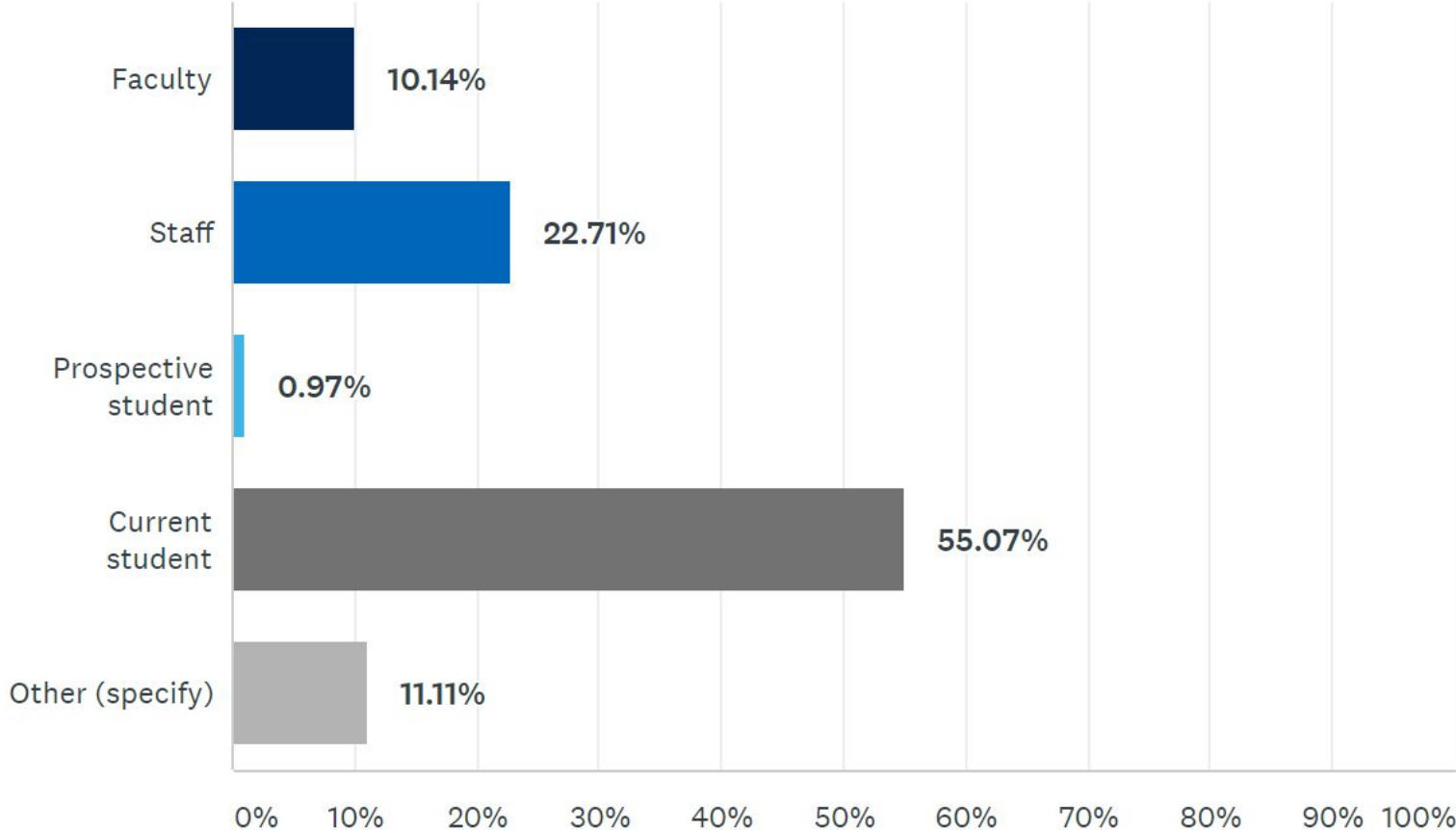
Colleges with the highest percentage of survey participants include:

- East Los Angeles College = 31 participants
- Saddleback College = 17 participants
- Santa Ana College = 13 participants
- Santa Rosa Junior College = 13 participants
- TOTAL ABOVE = 74 participants
[36% of all survey participants]



Participant Classifications

100% OF PARTICIPANTS ANSWERED | KEY INSIGHT: MORE THAN HALF ARE CURRENT STUDENTS



Other included:

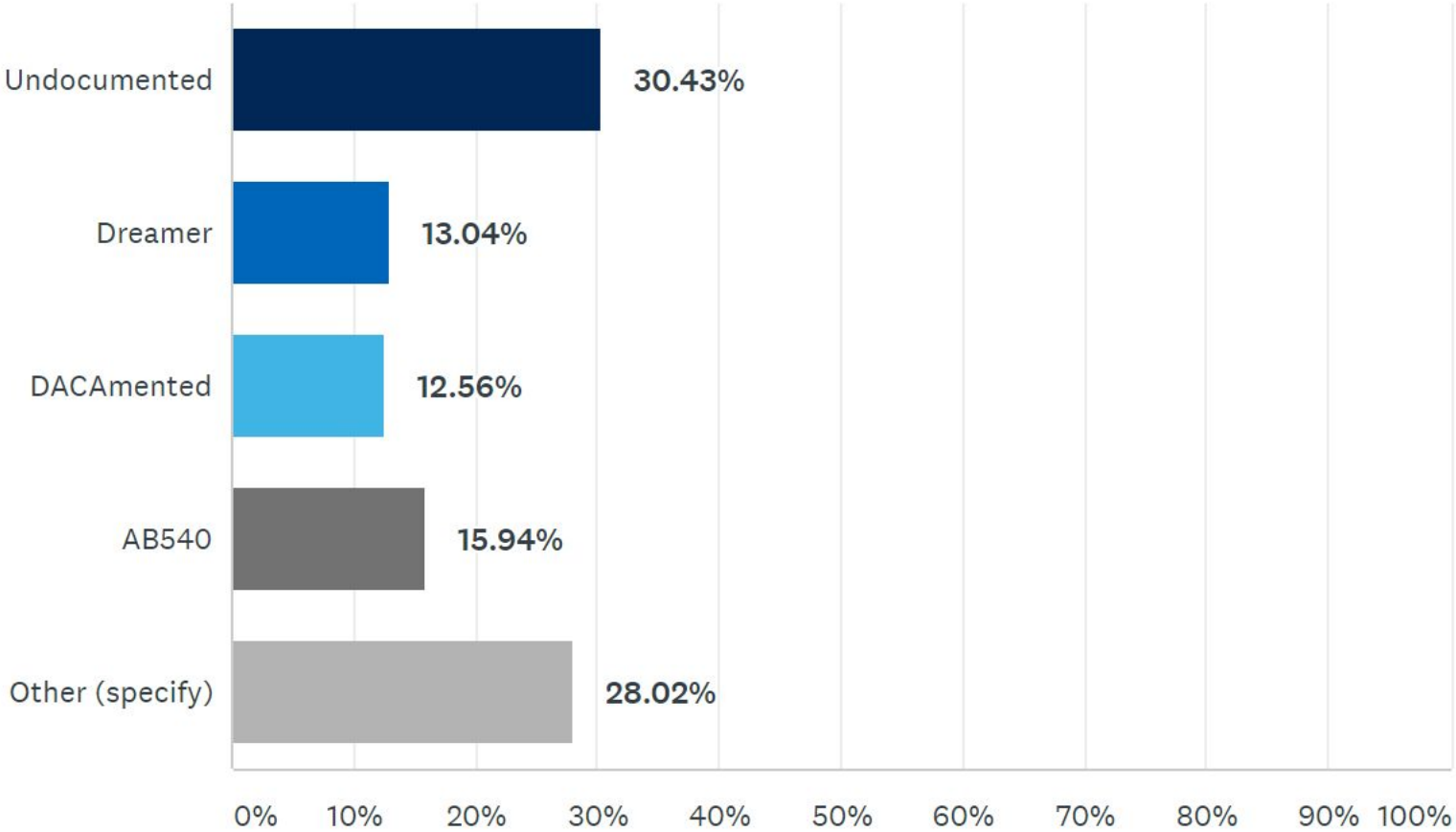
- Administration
- Allies
- Alumni
- Trustees

Key Findings



Participants' Preferred Descriptors

100% ANSWERED | KEY INSIGHT: NEARLY 1/3 PREFER UNDOCUMENTED BUT SEVERAL TERMS ARE USED

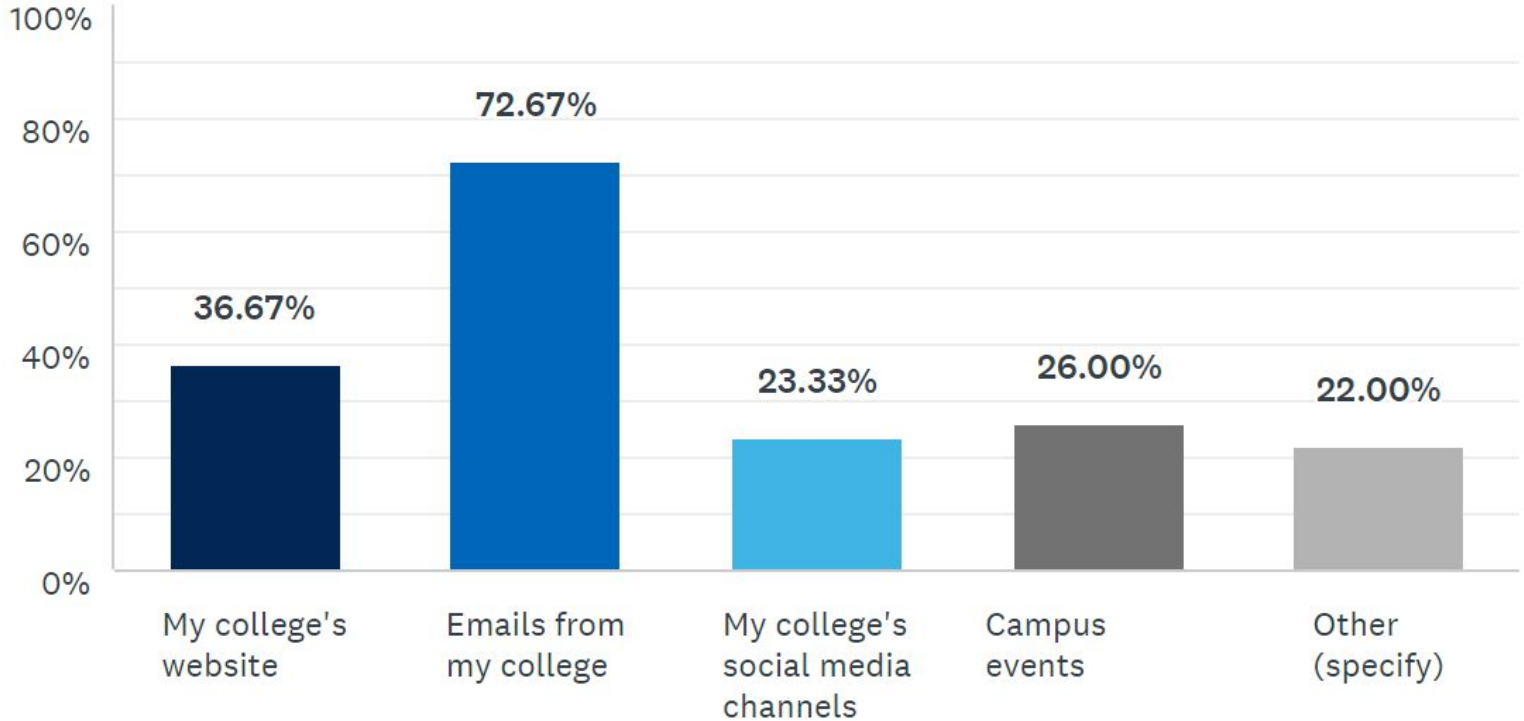


Other included:

- *Allies*
- *DACA recipient*
- *LatinX*
- *Mix status family*
- *Native Californian*
- *UndocuLiaison*

How do you stay up-to-date on undocumented news at your college?

73% ANSWERED | KEY INSIGHT: NEARLY ¾ HEAVILY RELY ON THEIR COLLEGE EMAILS



- Other included:
- Campus organizations
 - Campus UndocuLiaison
 - CCCCO website
 - **College doesn't currently provide any (that they are aware of)**
 - District DREAM Center
 - [Immigrants Rising](#)
 - Local immigration organizations
 - News
 - Other social media channels
 - RISE (Resources for Immigrant Students in Education)

Rate your level of agreement with the following statements.

73% ANSWERED | NEARLY 2/3 FAMILIAR WITH THE CALIFORNIA DREAM ACT

	STRONGLY AGREE	AGREE	NEITHER AGREE / DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Familiar with UndocuAlly term	38.67% 58	17.33% 26	6.67% 10	18.00% 27	19.33% 29	150
Familiar with UndocuAlly term	24.32% 36	10.14% 15	12.16% 18	27.70% 41	25.68% 38	148
Familiar with California Dream Act	65.54% 97	25.68% 38	3.38% 5	2.03% 3	3.38% 5	148
Comfortable seeking undocumented services	49.32% 73	25.68% 38	13.51% 20	4.73% 7	6.76% 10	148
Comfortable disclosing my immigration status	41.78% 61	22.60% 33	20.55% 30	8.90% 13	6.16% 9	146

What does having an UndocuLiaison at your college mean to you?

71% RESPONDED | KEY INSIGHTS: 63% SAID HELP AND SAFETY & 37% DIDN'T KNOW

“Makes me feel safe and welcome knowing my school has a support system.”

“Meaningful, safe, trustworthy, supportive.”

“It means that my undocumented students will be better able to access all of the resources available to them.”

“I do not know what that means.”

“I don't really know what the word UndocuLiaison is, so I guess it means someone to ask questions and go to with concerns.”

“Did not know there was UndocuLiaison. Hoping that this gives us more opportunities rather than getting answers such as ‘Sorry, we just don't know.’”

What are your initial reactions to what is being communicated on this web page?

50% RESPONDED | KEY INSIGHTS: 93% SAID WELCOMING AND HELPFUL & 5% WERE SKEPTICAL

“I feel the support of community colleges. It's a big step in the right direction towards helping underprivileged students.”

“Happy we're going to be offered great opportunities and be guided.”

“Glad to see that there are free legal services for our students. Immigrant students are facing financial hardships, and this will help alleviate some of it.”

“Pretty bland. I just hope the program becomes successful and I am able to get something out of it.”

“Concerned and shocked.”

“A lot of words, not much about the services or where to find them. Not clear if you have to be a student at a participating college to use the services.”

In your own words, describe what this web page is communicating.

50% RESPONDED | KEY INSIGHTS: UNDERSTOOD & SERVICES AVAILABLE BECAUSE CCCs WANT TO HELP

“The legal services available to undocumented CCC students, staff, and faculty along with the providers of those services.”

“There’s money geared towards providing legal support and immigration attorneys to undocumented students, staff and faculty.”

“It provides information about the Community College Immigration Legal Services program, including the types of services offered.”

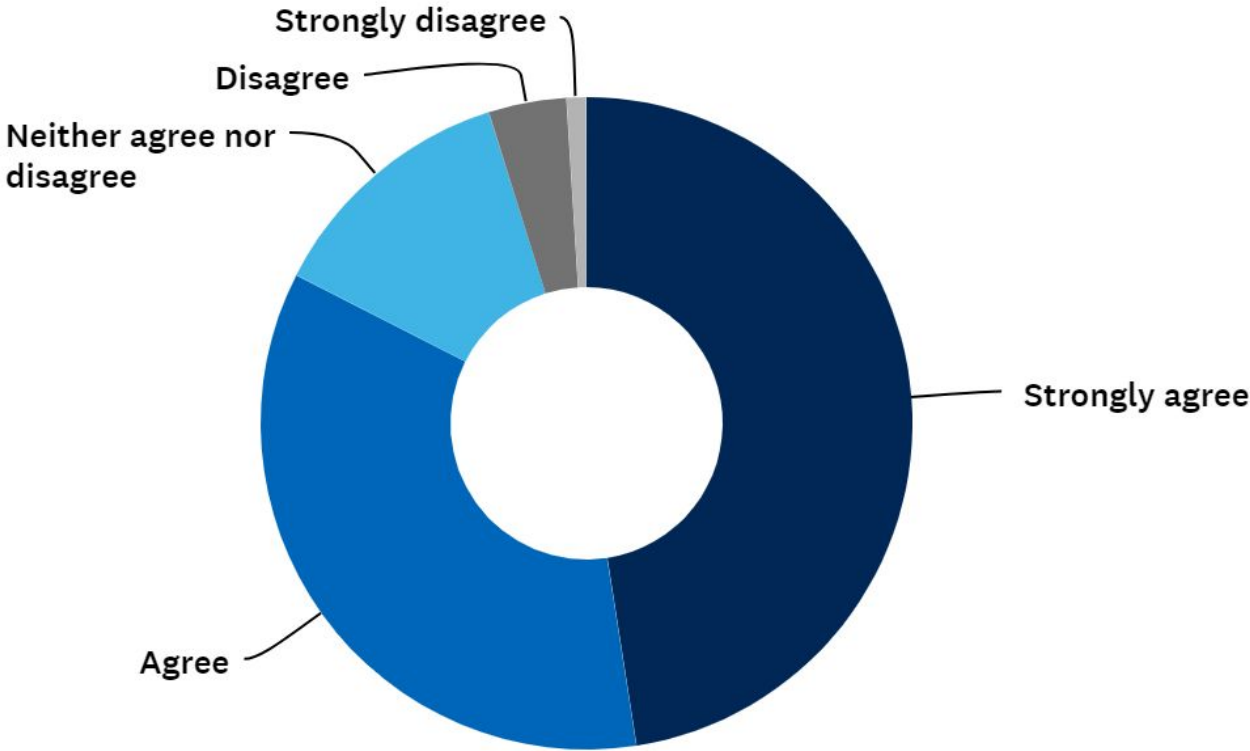
“I feel like it is trying to communicate or show support to undocumented students.”

“CCCs are willing to help those in underprivileged backgrounds and situations such as undocumented students.”

“The CCC system supports and wants to protect undocumented students.”

Rate your level of agreement with: “This web page is easy to understand.”

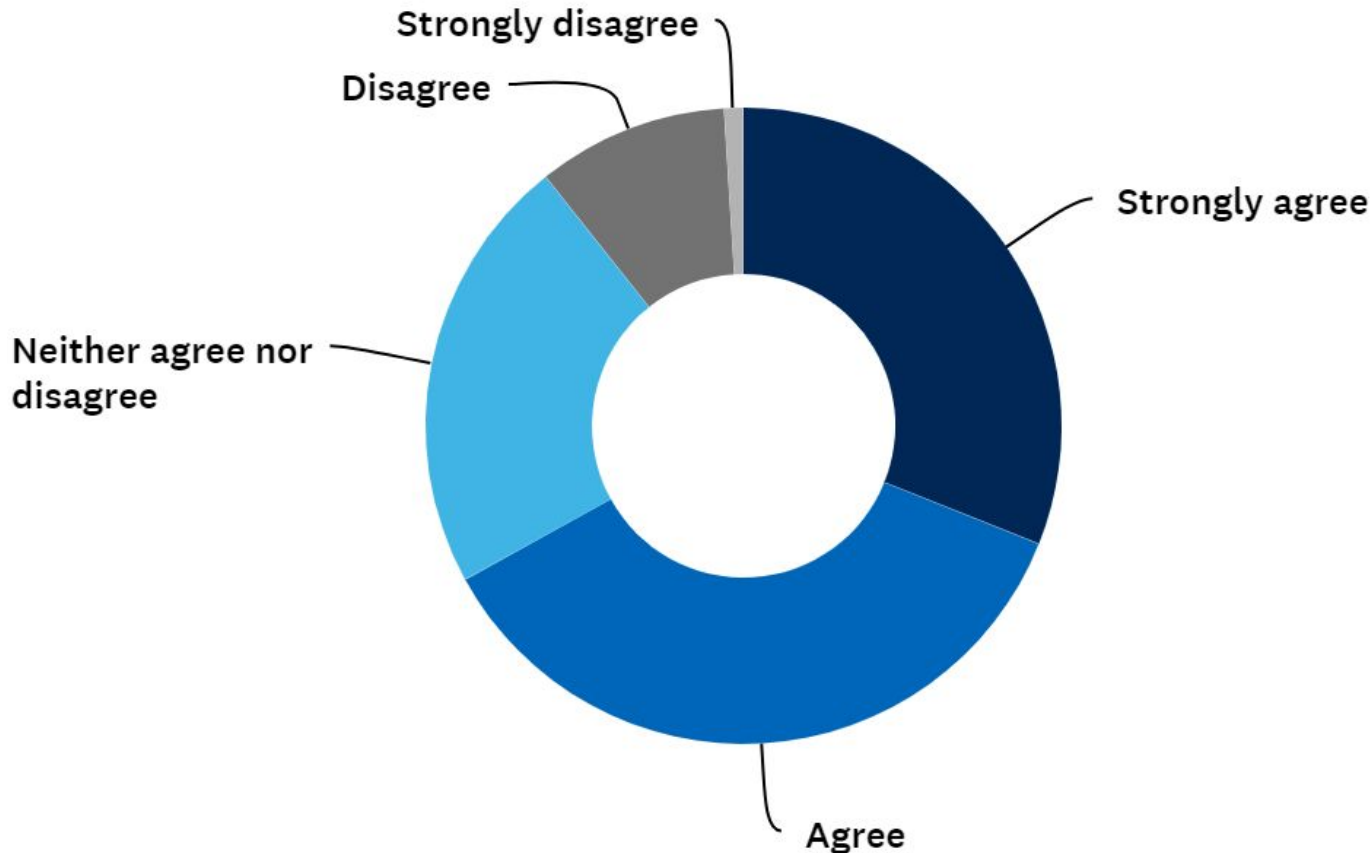
50% ANSWERED | KEY INSIGHT: 83% AGREE OR STRONGLY AGREE



Strongly agree	47.57%
Agree	34.95%
Neither agree nor disagree	12.62%
Disagree	3.88%
Strongly disagree	0.97%

Rate your level of agreement with: “This web page compels me to want to take action.”

50% ANSWERED | KEY INSIGHT: 67% AGREE OR STRONGLY AGREE



Strongly agree	31.07%
Agree	35.92%
Neither agree nor disagree	22.33%
Disagree	9.71%
Strongly disagree	0.97%

In anything unclear or confusing on this web page?

48% RESPONDED | KEY INSIGHTS: 22% OFFERED WAYS TO CLARIFY & 78% SAID NO

“I’m still unsure if just some colleges are receiving services. For colleges not on the list, what should they do or how should they direct students/staff/faculty?”

“Can I reach out if I am at a different college? If not, can I reach out if I am at another college in the same district? Who do I reach out to at the various programs?”

“I would say it doesn’t really make me want to read it. And if it’s free services, maybe make that more clear.”

“The web page is pretty clear informationally, but did not strike me as containing an action item.”

“How to proceed to get legal service. Downloading forms can be problematic. Put a phone number for assistance on the page.”

“The different words of undocumented.”

Do you have any additional feedback about what's being communicated on this web page?

40% RESPONDED | KEY INSIGHTS: 24% WANT MORE INFORMATION AND IN SPANISH & 76% SAID NO

“I would like to see this web page in Spanish if possible.”

“Include more visuals - the page is text heavy.”

“It would be great if there were sample emails someone might use as a resource when trying to reach out to the providers.”

“Should be more inclusive. Should be in English and Espanol. Does this help immigrants from Palestine, China, Indonesia, etc.?”

“Include hyperlinks to each item so we can access more information about each one.”

“In the ‘Legal Service Providers by Region’ section it would be nice if the colleges were hyperlinked to their undocumented web page (if one is available).”

Is there anything else you'd like us to know?

33% RESPONDED | KEY INSIGHTS: 64% WANT INCREASED PROMOTION AND MORE INFO & 36% SAID NO

“Please continue to raise awareness. From my perspective, it was quite difficult and uncomfortable to even approach for help.”

“Keep helping undocumented students and educate all the community to change their mindset.”

“Maybe you should add help to apply for DACA?”

“Scholarships for undocumented students?”

“Yes, for the people that cannot qualify for DACA, how can we find places that accept us to keep working on our education?”

“Thank you for your support.”

Recommendations



Recommendations for Message Development

Chancellor's Office [Legal Services Web Page](#):

- Most participants understood the copy (83%)
- Majority found web page copy compelling enough for them to take action (67%)
- **Capture the remaining 17% / 33%** of users by improving the web page's [User Experience \(UX\) content strategy](#)
 - “Include more visuals - the page is text heavy.”
 - Include visual elements to break up large blocks of copy
 - Include icons used on the site's homepage to immediately draw users' attention to key points of information



Explore Careers

Learn about career paths and career education opportunities designed to get you into good-paying jobs.

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Recommendations for Message Development

Chancellor's Office [Legal Services Web Page](#):

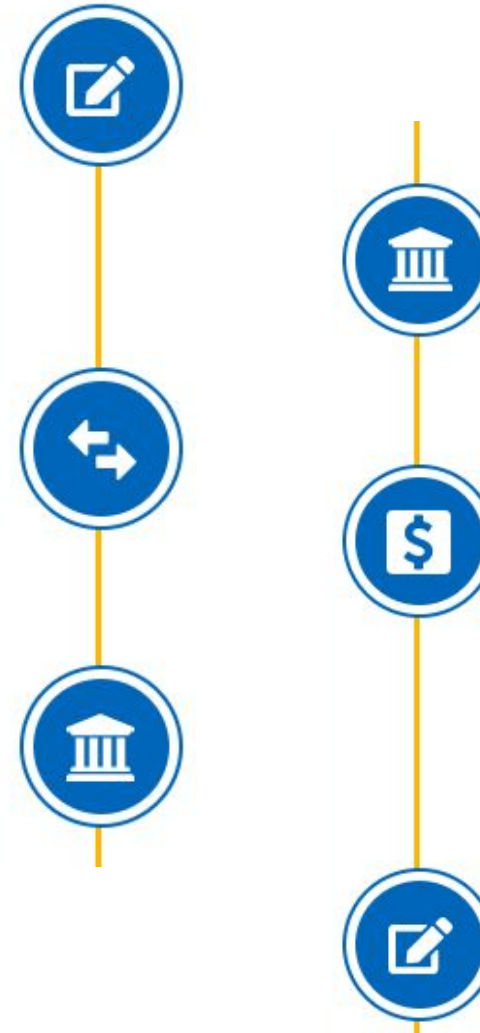
- More information requested about which colleges are and are not currently offering services
 - “For colleges not on the list, how should they direct students/staff/faculty [to resources]?”
 - “Can I reach reach out if I am at another college in the same district? Who do I reach out to?”
- Include a clearer call-to-action
 - “...did not strike me as containing an action item.”

The screenshot shows the 'Legal Services' page on the California Community Colleges website. The page features a navigation bar with links for 'HOME', 'STUDENTS', 'COLLEGE PROFESSIONALS', 'ABOUT US', and 'SEARCH'. The main content area is titled 'Legal Services' and includes a 'Project Overview' section. The overview text states: 'The purpose of the Community College Immigration Legal Services program is to provide free immigration legal services, including education and outreach services, to students, staff, and faculty on California community college campuses statewide. The State of California's 2018-19 Budget provided an initial \$10 million investment for the California Department of Social Services (CDSS) to administer and implement immigration legal services at California community colleges. The initial investment allowed CDSS to fund nine legal service providers to serve 65 colleges. The 2020-21 provided an \$10 million to expand the program over the next year. CDSS is partnering with the California Community Colleges Chancellor's Office and the Foundation for California Community Colleges to ensure students, staff, and faculty at these colleges are able to access free immigration legal services.' Below this is a 'Participating Colleges' section with text: 'The program was initially designed to deliver in-person immigration legal services. However, given the COVID-19 pandemic, immigration services are now being offered remotely through video conferencing (e.g. Zoom), phone and/or over email. Remote services may be expanded to additional campuses based on the capacity of each legal services provider. Please visit this web page frequently for additional updates.' At the bottom, there is a call to action: 'For more information about how to access services, please reach out to the legal service provider in your area.' Two buttons are visible: 'VIEW LEGAL SERVICE PROVIDERS BY COLLEGE' and 'DOWNLOAD LEGAL SERVICE PROVIDERS (PDF)'. A blue sidebar on the right contains the text 'Legal Services' and 'California Community Colleges Immigration Legal Service Providers'.

Recommendations for Message Development

Chancellor's Office [Legal Services Web Page](#):

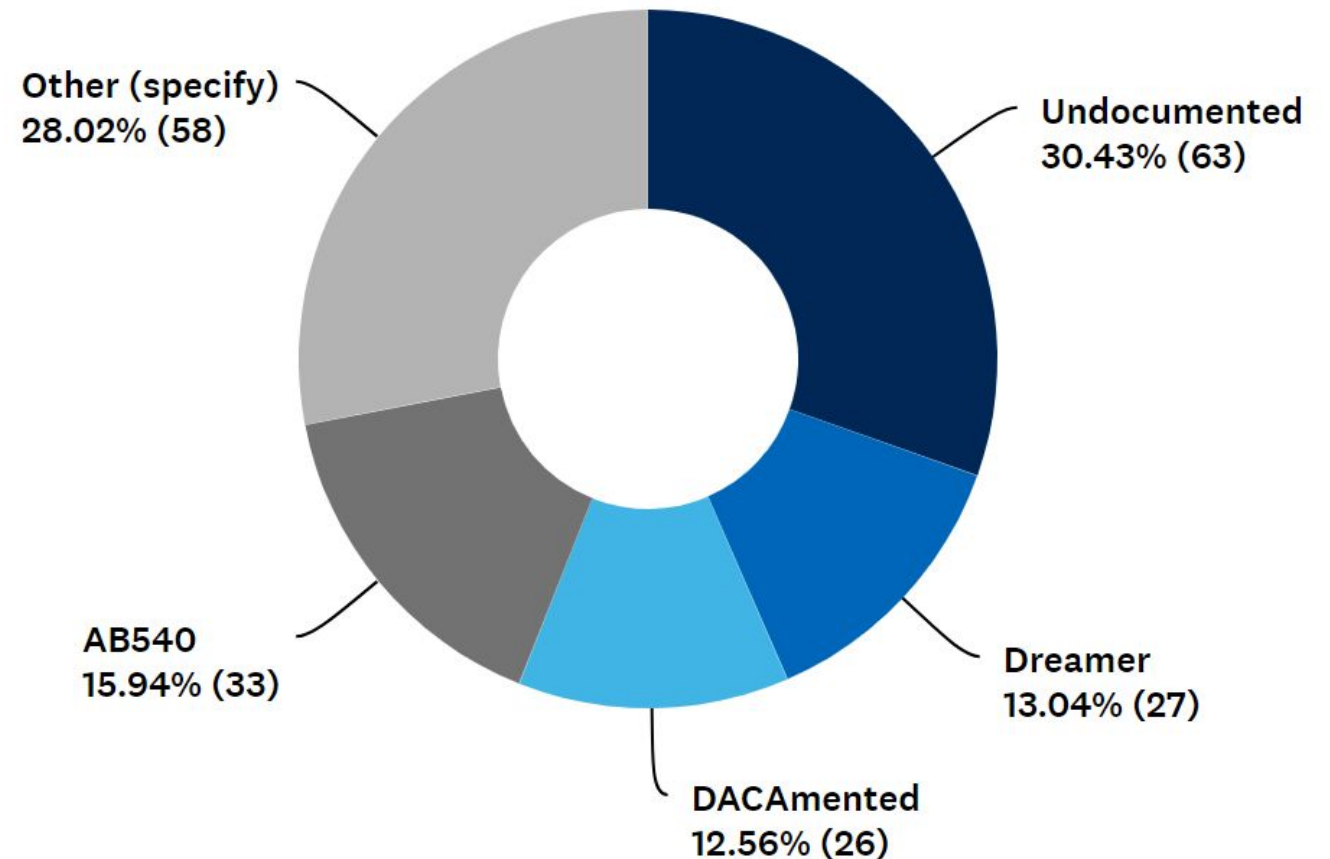
- Provide alternate ways to contact
 - “[Also] put a phone number for assistance on the page.”
- Make it more inclusive
 - Include a Spanish version of this web page
 - Clearly state that these resources are for undocumented students from all countries
 - “Does this help immigrants from Palestine, China, Indonesia, etc.?”
- Clarify what’s what
 - What’s available to DACA students and non-DACA students who are undocumented?



Recommendations for Message Development

Terminology for all collateral:

- Use a mix of the most commonly associated terms across all messaging
 - Provide hyperlinked definitions of those terms because participants prefer different terms but are not familiar with them all
 - “[Include] the different words of undocumented.”



Recommendations for Message Development

Forthcoming Toolkit:

- 73% of participants get undocumented news through their **college email**.
- 37% of participants get their news from their **college website**.
- In the toolkit, include:
 - Templated emails for colleges
 - Templates emails for undoc community
 - “It’d be great if there were sample emails to use when trying to reach out to the providers.”
 - Templated but adjustable blurbs for college website’s



Thank you!



Please visit: StudentCenteredDesignLab.org