



Office of Student Success

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To: Restructuring Committee
From: Chris Navia, Associate Vice President for Student Success
Re: Restructuring Updates

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Progress to Date

- The Electronic Application (EApp) successfully launched on August 1, with 1,297 students beginning the process of creating their UW admissions applications.
- On September 1, 2018, the EApp allowed students to formally submit their applications; approximately 1,264 students submitted their applications materials for formal review.
- As of October 22, 2018, approximately 50,000 applications have been created; nearly 20,000 applications have been submitted to UW admissions offices for formal review.

Long-Term EApp Redesign Efforts

- A small team composed of UW HELP, UW System, CEOEL and institutional representatives has been assembled to conduct analyses of the business processes and data that UW admissions offices rely on in their determination of who gets admitted and who does not. Such information will be critical in defining core business requirements and needed functionality that should accompany the design of a new EApp model.
- The team has scheduled campus visits for the months of October, November, and December. The first visit took place at UW-Superior on October 25, 2018.
- In addition to the campus visits, the team will be researching on-line application tools and processes used by other higher education systems and institutions to admit students.
- Findings from these efforts will be compiled into a final report that provides recommendations for how the UW System ought to move forward in the design and implementation of a new EApp. It is anticipated that the final report will be ready for dissemination in late January, early February of 2019.
- Members of UW HELP who sit on this team are also conducting interviews with students to learn more about how they navigate the EApp and where they encounter particular "pain points" in the process of applying to college. This information is then shared with EApp developers who work on redressing technological challenges getting in the way.

“Denial”/Referral Process

- One of the core objectives the EApp Redesign Task Force was charged with meeting focused on the creation of a process by which students denied admission at one UW institutions could be referred for admission to another UW institution. This process was originally slated for an August 1, 2018 implementation; the date was later pushed back to spring 2019. It was anticipated that this effort would require a soft rollout involving just handful of UW institutions at first to ensure that key aspects of the process such as the sharing or transfer of data between institutions and UW System was operating as needed.
- In preparation for this rollout, a small team of UW System and UW HELP staff has been convened to beginning planning for the spring implementation. Their first meeting is scheduled for early November. The team will be focusing on essential details such which UW institutions to include in the initial piloting of the referral process as well as clearly defining the roles and expectations for key partners including UW System’s Office of Policy, Analysis, and Research and UW HELP.
- It is expected that this spring rollout will pave the way for the implementation of a systemwide referral process involving all UW institutions by August 2019.

Application Completion Strategies

- The most recent EApp data on file (pulled on October 22, 2018) shows that we are off-pace in terms of the numbers of applications created or submitted compared to the previous academic year.
- In terms of applications created for Fall 2019, 49,552 applications have been created but not submitted. When compared to Fall 2018, this is a decrease of almost 1,500 applications created at the same time last year.
- In terms of applications submitted for Fall 2019, 19,837 have formally been submitted for review by the UW institution of their choosing. When compared to Fall 2018, this is a decrease of nearly 1,000 applications submitted at the same time last year.
- To stem any further decline in these numbers, UW HELP staff have been working on strategies that: 1) get students to finish their applications in a more timely manner; 2) get students to submit their applications more quickly; and 3) identify new organizations, programs, and individuals who they can partner with as a means of expanding the UW System’s footprint and presence across the state.
- UW HELP staff have implemented a texting campaign, for example, prompting students to return to the EApp and finish the applications they initially started. This strategy has resulted in an additional 200 students returning to their applications, finishing them, and submitting them.
- UW HELP staff have also changed the format of their outreach events to include time where students can create and submit applications on the spot. These express admission events will take place with greater frequency throughout the winter months.
- Additional analyses are also being conducted on where our biggest gaps lie in terms of outreach and applications. For example, UW HELP is going to be looking at which high schools have seen a decrease in the number of applications they send to us. UW HELP staff will use that data to formulate more targeted outreach plans to further engage those institutions and their counselors.