

Texas Higher Education Coordinating Board  
**Apply Texas Advisory Committee**  
**December 16, 2019**  
 1200 East Anderson Lane  
 Austin, Texas

**MINUTES**

*Approved February 24, 2020 – ATAC Meeting*

The Texas Higher Education Coordinating Board (THECB) Apply Texas Advisory Committee (ATAC) convened at 9:08 a.m. on December 16, 2019, with the following committee members present: Mordecai Brownlee, Kevin Davis, Jamie Hansard, Rebecca Lothringer, Dara Newton, Indra Peláez, Angie Taylor, Michelle Walker, and Mike Washington (*representing Miguel Wasielewski*).

ATAC Members Participating Via Remote Access: Paula Arredondo, Rosie Dickinson, Rebecca Griffith, Leah Hickman, TaNeal Richardson, and Madelyne Tolliver.

Members Absent: Sarah Haque (*Student Representative*), Michelle Hill, Kristi Urban, and Miguel Wasielewski (*represented by Mike Washington*).

ApplyTexas Technical Team Members: Graham Chapman, Rebecca Kindschi, and David Muck.

Community Stakeholder(s): Rissa McGuire (*CPUPC*).

THECB Staff: Claudette Jenks and Diana Foose.

<b>AGENDA ITEM</b>	<b>ACTION</b>
A. Welcome and Introductions	Dr. Rebecca Lothringer called the meeting to order at 9:08 a.m.
B. Review and Adoption of Minutes for the September 30, 2019 Meeting	Committee reviewed meeting minutes. On motion by Michelle Walker, seconded by Angie Taylor, the Committee approved this item.
C. Update on Annual Report to the Board	Rebecca Lothringer and Mordecai Brownlee provided an update on the Annual Report to the Board.
D. Update from Subcommittees a. Strategic Planning b. Logic of Residency Questions	Strategic Planning Update: Mike Washington <ul style="list-style-type: none"> <li>• Developed four online surveys for students, parents, higher education and counselors to determine usability of the ApplyTX application.</li> <li>• Meeting scheduled for December 17, 2019, with Texas Higher Education Coordinating Board Data Committee to receive approval for dissemination of the online surveys.</li> </ul>

	<ul style="list-style-type: none"> <li>• Plan to send out online surveys in January 2020. Results expected to be available in the spring.</li> <li>• Committee requested a review of the surveys prior to dissemination. Subcommittee also provided feedback of the surveys via conference call at a prior meeting. Additional discussion after lunch break.</li> </ul> <p>Logic of Residency Questions Update: Paula Arredondo</p> <ul style="list-style-type: none"> <li>• Working to schedule meeting in January.</li> </ul>
E. Update from ApplyTexas Technical Team	David Muck reviewed Technical Team Update. See attachment.
F. Discussion and Consideration of Proposed Changes to ApplyTexas Forms or Procedures	<p>Committee discussed topics from TACRAO meeting. Discussed wording of how long parent has been married to a Texas resident or lived in Texas lists months then years and students enter backwards, need for dual credit application, and residency changes needed for dual credit application.</p> <p>Committee discussed AWS update. Priority is to move current functionality moved to AWS, plan to change user experience on applicant site, plan to open July 1, 2020, and file format will not change at first. Committee discussed need for a communication plan to inform users of the updates and changes to ApplyTX. Committee created a Communication subcommittee to work on a communication plan. Mordecai Brownlee will chair the Communication subcommittee. Communication subcommittee includes Jamie Hansard, Dara Newton, and Rebecca Lothringer.</p> <p>Committee discussed presentation provided by Zach Taylor at summer SPEEDE/EDI/ApplyTexas Workshop regarding readability and usability of the ApplyTX application. Strategic Planning Subcommittee plans to address issues discussed. Committee requested a presentation at next meeting.</p> <p>Committee discussed Strategic Planning Subcommittee surveys and offered feedback. Communication Subcommittee can assist in developing an introduction to the surveys.</p> <p>Committee discussed SB 25 conversations from the TACRAO Conference. There was consensus that there were many questions and challenges regarding implementation. Committee suggested using College for All Texans website to refer students to options. Other suggestions included a link back to ApplyTX or to institutions to review admission</p>

	requirements. Committee would like to learn more about the intent of the legislation.
G. Discussion of SPEEDE/EDI/ApplyTexas Workshop	Committee discussed ideas for the next ApplyTX workshop. Recommended technical update, strategic planning subcommittee presentation, workgroups for brainstorming. Suggested moving ApplyTX Workshop to June for technical meeting to discuss AWS. Recommended a new location (Pickle Center).
H. Discussion of Potential Agenda Items and Next Meeting Date	<p>Items for Next Agenda:</p> <ul style="list-style-type: none"> <li>• Communication Subcommittee</li> <li>• Strategic Planning Subcommittee: Zachary Taylor presentation</li> </ul> <p>Confirmed Meeting Dates for the Year:</p> <ul style="list-style-type: none"> <li>• February 24, 2020</li> <li>• April 20, 2020</li> </ul>
I. Adjournment	On motion by Angie Taylor, seconded by Jamie Hansard. Meeting adjourned at 2:16 p.m.

## **Item E: Update from ApplyTexas Technical Team**

1. Additional daily application deliveries –a number of institutions participating in additional deliveries times of 7 am and 12 pm (in addition to the normal 6 pm application delivery). Helped with December 1 delivery time.
2. As part of the email verification effort, the help desk has been reaching out to school districts that block emails from ApplyTexas. There's been success in working with districts to allow delivery of ApplyTX verification, password reset, and submission confirmation emails to students.
3. Requiring email verification has helped our ongoing effort to reduce the number of fake applications that are completed and sent to some of our institutions. The results are encouraging so far.
4. Team has strengthened the audits for college code entry to reduce the number of blank college codes entered on our applications. So far, they are seeing a decrease in the number of applications that have selected "School not found" (6.8% to 3.3%) and 'blank' (from 4.2% to 0%).
5. Team would like to encourage more high schools to participate in the transcript request service that they continue to maintain in collaboration with the Texas Education Agency. Need more communication about this effort.
6. Application numbers for the completed fall 2019 semester: there was a 3% increase in submitted applications (1,215,861), which includes a 9% increase in two-year applications (459,825) and a 0.3% decrease in four-year applications.
7. For the incomplete fall 2020 semester, they are up 2% on submitted applications compared to the same time last year.
8. The request to reword the question asking applicants to enter previous and current college information has been done.
9. The request to modify the instruction text on entering first, middle, and last name information to encourage applicants to make sure entered information matches government-issued identification has been completed.
10. The request to modify the language regarding sending official transcripts from all previous institutions has been completed.
11. The SB 25 requirement which includes an opt-in allowing applicants to indicate their desire to have their application forwarded to other institutions offering the same program/major has been added to the application. ApplyTX began transmitting this data on Monday, October 28. QnE for applications was also modified to display this data.

## **Item F: Discussion and Consideration of Proposed Changes to ApplyTexas Forms or Procedures**

1. Proposal to auto-populate parent address 2 with the same address as parent address 1 and/or the applicant's address.  
On motion by Kevin Davis, seconded by Rebecca Griffith, the Committee approved this item.
2. Proposal to add functionality to the administrative site allowing administrators to make unavailable entire schools in addition to the current functionality that allows administrators to make specific majors unavailable. Moved to the next application cycle.
3. Proposal to send the same address for parent 2 in the edit that we send with parent 1 if the applicant indicates they live with parent 1 and parent 2. Motion to not move forward due to previous change.  
On motion by Kevin Davis, seconded by Michelle Walker, the Committee did not approve this item.
4. Proposal to add an audit that requires applicants that have indicated they have college credit hours to enter the name of the previous/current institution (US Freshman).  
[Applicants can currently indicate they have college credit hours without entering any previous college information]. Proposed change: *"Are your college credit hours earned (or being earned) through dual credit, concurrent enrollment or an early college high school"*. If yes, the college becomes required, if no, it works as currently set-up. Michelle Walker motioned to move forward with the change.  
On motion by Michelle Walker, seconded by Jamie Hansard, the Committee approved this item.
5. Proposal to make available the same application types for two-year institutions that are currently available to four-year institutions. Big change. Should review for next cycle after AWS transition. Committee recommended move to next application cycle. Tabled until next meeting.
6. Proposal to require applicants to answer three questions related to establishing domicile in Texas. Small change. Tabled until next meeting.
7. Proposal to install College Board integration to allow applicants to have test scores sent to institutions from within ApplyTexas. Discussed to consider after AWS transition. Concerns about students paying out more money for service. Further discussion is needed. Moved to the next application cycle.
8. Proposal allowing the selection of more than one major for graduate applications. Medium change. Recommend for next application cycle. Further discussion is needed. Tabled until next meeting.
9. Development continues on moving the Counselor Reporting Suite, Administrative site, and Applicant site to AWS. Update at next meeting.
10. Proposed request for different formats for delivery of data to the institution. Discussion regarding the availability of an institution receiving more than one delivery type. More discussion needed. Tabled until next meeting.