Texas Higher Education Coordinating Board
ApplyTexas Advisory Committee Meeting
1200 East Anderson Lane
Austin, Texas 78752
February 25, 2019 9:00 a.m.

Meeting Notes

The Texas Higher Education Coordinating Board ApplyTexas Advisory Committee (ATAC) convened at 9:03 a.m. on February 25, 2019, with the following committee members present: Mordecai Brownlee, Kevin Davis, Rosie Dickinson, Dana Fields, Deborah Gilchrist, Jamie Hansard, Rebecca Lothringer, Carey Rose, Angie Taylor, Madelyne Tolliver, Michelle Walker, Miguel Wasielewski

ATAC New Member Nominee: Rebecca Griffith, TCCD

Participating Via Remote Access: Dan Garcia, TaNeal Richardson, Kristi Urban

Members Absent: Chryssa Delgado, Sarah Haque, Michelle Hill

The University of Texas at Austin ApplyTX Staff: Tim Brace, Graham Chapman, Rebecca Kindschi, David Muck, Monique Murphy *(via remote access)*

THECB Staff: Claudette Jenks, Lisa Paiz, Diana Foose

Community Stakeholders: Rissa McGuire, CPUPC
                         Danny Ronquillo, Houston ISD

AGENDA ITEM	ACTION
A. Welcome and Introductions	Rebecca Lothringer called the meeting to order at 9:03 a.m.
B. Review and Adoption of Minutes for the November 13, 2018 Meeting	Committee reviewed meeting notes. On motion by Michelle Walker, seconded by Carey Rose, the Committee approved this item.
C. Update from Strategic Planning Subcommittee	Working with Zach Taylor to review and analyze the ApplyTX application and other admission applications to share with subcommittee regarding length, word count, time, mobile optimization, accessibility and reading level. Will share preliminary information with subcommittee. Next scheduled subcommittee meetings will be in March, May, July, and September.

D. Update from Technical Team	Applications up 2% from previous year. 2-year applications up 14%, while 4-year applications were flat. Team will not open on AWS by next cycle, July 1, 2020. The mainframe transition will take another year to complete. Tim Brace announced Graham Chapman will provide updates at next meeting.
E. Discussion and Consideration of Proposed Changes to ApplyTexas Forms or Procedures	Reviewed previous projects, see attached document.
F. Presentation on the ApplyTX Counselor Suite and Counselor Communication Plan	Claudette Jenks provided an overview of the ApplyTX Counselor Suite and recommendations on how to better communicate with high school counselors and other stakeholders.
G. Discussion and Consideration of the Apply Texas/SPEEDE –EDI Meeting	Apply Texas/SPEEDE-EDI Meeting will be on July 17, 2019. Dana Fields reviewed agenda from last summer meeting. Committee discussed topics for sessions. Session topic recommendations: • Newbies conference by Madelyne Tolliver and Deborah Gilchrist • Session on AWS transition • ApplyTX updates and Strategic Plan subcommittee report- Miguel Wasielewski will have a subcommittee member present • Customized questions-Michelle Walker • 2-yr and 4-yr tips and tricks • Counselor Suite- Claudette Jenks • High School counselor or student panel- discuss what can we do better for the student?
H. Discussion of Potential Agenda Items and Next Meeting Date	• Update on changes from Tech team • Subcommittee reports: Dual credit Strategic Planning • ApplyTexas/SPEEDE-EDI Meeting Update Next meeting on April 15, 2019
I. Adjournment	Meeting adjourned at 3:02 p.m.

Proposed Changes to ApplyTexas Applications or Procedures

1. <u>Responsive design</u>- delayed till move to AWS.
2. <u>More flexible delivery and frequency options</u>. Tabled until next cycle.
3. <u>Pull system</u>- Tabled until next cycle.
4. <u>Non-EDI Format</u>- Tabled until next cycle.
5. <u>Phone number verification</u>
6. <u>Custom question repository</u>- ApplyTX team can put together a database of custom questions, can do by institution. Over 1,000 questions. Downloadable files in the administrative suite. One for community college and one for universities, starting for fall 2019.
7. <u>Email varication</u>- Kevin Davis can review numbers to determine problem. Michelle would prefer email verification versus phone number verification. There is basic auditing of emails to catch. Can put a requirement to verify email but may cause challenges. May discuss again during move to AWS. Tabled for next cycle.
8. <u>Custom essay</u>- Tabled for next cycle.
9. <u>Adding more dynamic questions</u>- large project. Tabled for next cycle.
10. <u>Self-reported grades module</u>- UT ApplyTX team can assess how other apps incorporate self-reporting grades and subcommittee and THECB will review cost structure. Tabled for next cycle.
11. <u>College Board Integration</u>- Add FAFSA/TASFA and other test links to the appropriate applications. (TOEFL, GRE, etc). Angie recommended monitoring click rates to see if students are viewing the additional information.
12. <u>Decision tree for application types</u>- Completed.
13. <u>Opt- Out Directory information</u>- General Counselor still working on language. Should have the changes to ApplyTX staff by April 1.
14. <u>Question for DACA students</u>- Tabled until needed.
15. <u>Application type specific last update information in Admin Suite</u>
16. <u>Dual credit students</u>- Students don't know how to answer the question in the residency section. How the question is asked, could skip rest of residency question. Michelle recommend making change to skip logic that would allow students to complete the residency questions. Claudette and Tim review the legislation and AppyTX team will review the logic. Add a dual credit question to the additional questions.
    Re-route dual credit students to remaining residency questions. Rebecca and Mordecai will help ApplyTX team to determine can be changed and to incorporate dual credit.
17. <u>Customize the order that deadlines appear for applicants</u>- no default, audit for not choosing one selection
18. <u>Application type specific fee waiver message</u>- Tim will contact Texas State University to see if this can be addressed at their school. Need more information for schools that have this issue. Tabled to next cycle.
19. <u>Make test score page optional</u>- Would like the opportunity to remove this section in it's entirely if they do not wish for students to fill it out. Possible addition of a button in admin suite that displays a statement that indicates this section is not required. Tabled for next cycle.
20. <u>No intent applications</u>- current test application, make it clearer for students and applicants on how to. Mordecai suggest confirmation email to student that a test application was completed. Use as is, put clearer language.
21. <u>Logic for nonimmigrant application</u>- rework language to question number 6. Tim and team would contact Jennifer Waits.
22. <u>Copy majors</u>- large project. Request is to allow coping of majors forward to the next in Admin Suite. This would limit the work load on institutions of having to make the edits in every semester within the set-up. Team will assess.

23. HB 1508- suggested adding question to address this bill. Committee suggested using custom questions to address this.
24. Second major of choice to graduate application. Lamar requested this item as currently a student would need to fill out separate applications per major for graduate programs and pay a fee for each. Could this be added as an opt-in r out per institution? More information is needed, tabled for next cycle.

New Projects

Tracking referrer page: request from Texas A&M Commerce, getting back information on how students get to ApplyTX site. Would be a marketing campaign analysis. There is interest, Tim will continue to talk to Commerce. Tabled to next cycle.

MCAT score date on our site is out of date: ApplyTX staff will assess to remove previous scores and correct.

Conditional custom questions: tabled until next cycle. This is a large project but need input on what questions would be. ApplyTX team can review other apps to see how they are used. Coalition does allow conditional questions. Based on answers to specific questions, it would show more. Already conditional logic in the app.

Audit Preferred Name to disallow duplicates of First Name: team will add audit when multiple duplicates. Team will blank out the duplicate when sending info to the university.

Foster Care: request that a report with students. Team can see if there is already report that is generated. Data is collected, but some institutions may not have set up receipt of the information in time or may not have capability. ApplyTX team can upload and create a report of students with responses for the foster care question.

Changes to TOEFL: ApplyTX team will remove the section for "computer-based" test score reporting for (grad international only). Schools can use custom question to explain how student reports multiple tests.

Request from PayPal for payment button for app fees: Rebecca recommend institutions look at their contracts office before putting on as an option. Check with financial services to have an account with PayPal. Consider multiple payment options. Should consider for next cycle.