

**Texas Higher Education Coordinating Board  
ApplyTexas Advisory Committee  
October 19, 2020**

**Meeting Notes**

*Approved – February 10, 2021, ATAC Meeting*

The Texas Higher Education Coordinating Board ApplyTexas Advisory Committee (ATAC) convened at 10:06 a.m. on October 19, 2020 with the following committee members present: Paula Arredondo, Scott Bennett, Shontell Blake, Mordecai Brownlee, Kevin Davis, Hanna Deland, *(representing Lamar University\*)*, Todd Fields, Luis Franco, Jamie Hansard, Leah Hickman, Laura Isdell, Billy Lagal, Rebecca Lothringer, Dara Newton, Indra Peláez, Becky Sergeant, Angie Taylor, Julia Vickery, Miguel Wasielewski, and Michelle Walker.

Student Representative: Tristan Pepper

ApplyTexas Technical Team Members: Graham Chapman, Rebecca Kindschi, Lorraine Muniz, David Muck

THECB Staff: Jerel Booker, Diana Foose, Kendra Horn, and Claudette Jenks

*(\*currently a non-voting member; appointment pending approval at January Board meeting)*

<b>AGENDA ITEM</b>	<b>ACTION</b>
1. Welcome and Introductions	Mordecai Brownlee called the meeting to order at 10:06 a.m.
2. Acknowledgment of Members finishing their terms	Recognized past members and past co-chair, Rebecca Lothringer.
3. Selection of 4-Year Institution Co-Chair for 2020-2021 and 2021-2022 Academic Years	Mordecai Brownlee requested nominations for the 4-Year Institution Co-Chair from the members. Jamie Hansard was the only member nominated. On motion by Angie Taylor, seconded by Michelle Walker, the Committee approved Jamie Hansard as the 4-year Co-Chair.
4. Review and Adoption of Minutes for the February 24, 2020 Meeting	Committee reviewed meeting notes. On motion by Kevin Davis, seconded by Dara Newton, the Committee approved this item.
5. Discussion of the June 17, 2020 ApplyTexas Virtual Workshop	Two workshops provided at the ApplyTexas Virtual Workshop, one for high school counselors and one for enrollment officials, 600 counselors and 300 higher education were in attendance.  Members discussed the delay in the new ApplyTexas rollout.

	<p>Graham Chapman shared ApplyTexas plans to go live this summer. Plan for early access for those wishing to try it out, preview access starting in March, extended to more in April and May. ApplyTexas are building in feedback from TACRAO and best lessons learned. There have been several ApplyTexas improvements suggested.</p> <p>The Committee discussed reasons for the delay. Graham Chapman shared some of the comments from testers caused staff to pull back and COVID affected the progress. ApplyTexas staff shared the new ApplyTexas platform will definitely go live, the committee will see the updates that will show progress to move forward, will be alerted along the way, there will be a 100% cut over instead of working with different platforms when ApplyTexas goes live. Michelle Walker applauded the Tech Team for making the decision to not go live. The platform was not ready based on her testing.</p> <p>Committee discussed cost concerns because ApplyTexas is running two systems during the transition. Claudette Jenks shared there will be no cost increases to institutions. Additional costs are to be absorbed under the existing budget.</p> <p>Committee asked that ApplyTexas needs to send out an update to make sure users know what happened with the ApplyTexas rollout and what is happening throughout the process. Communication subcommittee will work with ApplyTexas staff and THECB to provide a memo for institutions.</p>
6. Update on Annual Report to the Board	Mordecai Brownlee provided an overview of the Annual Report. Claudette Jenks explained the purpose of the report and that the report is required annually to the Committee on Academic and Workforce Success (CAWS).
7. Update from Strategic Planning Committee	Miguel Wasielewski provided an update from the Strategic Planning Committee. Covid-19 hit and slowed the progress on activities. Strategic Planning subcommittee needs to work with the Communications subcommittee to make sure cover conveys the purpose. The purpose is to get evaluation of ApplyTexas and other applications to help stay current with other applications and their platforms.
8. Update from Communications Committee	Mordecai Brownlee provided an update from the Communications subcommittee. A template for the purpose and commitment of ATAC was drafted but halted after COVID. Committee was asked what can be done to get information out about ATAC's commitment to constituents

	and the commitment to have ApplyTX application go live. David Muck shared communications were sent out to administrative users and all the session attendees about the delay in going live. Mordecai Brownlee asked to connect offline to get something out to others as soon as possible.
9. Overview of Procedures for Proposing and Adopting Changes to ApplyTexas	Claudette Jenks provided overview of how to propose changes to the ATAC for new and existing members. Angie Taylor mentioned a need to change the timeline in the new member orientation document provided.
10. Review of Proposed Changes to ApplyTexas Applications or Procedures Carried Forward from 2020-2021	ApplyTX team provided an update. Committee reviewed items from last year for consideration. See attached Current Cycle Updates and proposals. Committee members discussed THECB's request to add a question to opt-in to text messaging. Committee expressed interest in learning more about the messaging and timing to applicants. Committee addressed fraudulent applications and the need for communicating these issues and changes about ApplyTX to constituents. Communications subcommittee will work on a plan.
11. Discussion and Consideration of New Proposed Changes to ApplyTexas Forms or Procedures	ApplyTX team reviewed requests for changes to ApplyTX. See attached Future cycle proposals and updates. Additionally, Committee discussed the pending electronic TASFA integration and transcripts through the TReX system.
12. Discussion of Potential Agenda Items and Next Meeting Date	Committee asked for update from subcommittees and Tech Team, information on the ADVi tool, review AWS platform, and review revised proposal request from THECB.
13. Adjournment	On motion by Scott Bennett, seconded by Angie Taylor, the meeting adjourned at 12:28 p.m.

## ***Tech Team Update 10/19/20***

Graham Chapman – Executive Director, Academic Information Systems, University of Texas at Austin

David Muck – Principal Software Developer/Analyst, AIS, University of Texas at Austin

### ***Current cycle updates and proposals (David Muck):***

- Additional daily application deliveries – We have a number of institutions participating in additional deliveries times of 7 am and 12 pm (in addition to the normal 6 pm application delivery). Please reach out to us if you are interested in either of these additional delivery times.
- We would like to encourage more high schools to participate in the transcript request service that we continue to maintain in collaboration with the Texas Education Agency.
- The Fall 2020 semester is currently down 4% in submitted applications from the same time a year ago. Two year submissions are down 11% while four year submissions were approximately the same. These numbers are incomplete as some applications are still open.
- For the incomplete Fall 2021 semester, we are so far down 35% on submitted applications compared to the same time last year.
- A question was added to two year and US Freshman applications asking for the applicant’s consent to receive text-messaging from the Texas Higher Education Coordinating Board and AdmitHub. This will facilitate some of the advising and outreach campaigns the Texas Higher Education Coordinating Board is involved in.
- Fraudulent applications continue to be a problem for some of our two-year institutions. We continue to work to reduce this issue.

### ***Future cycle proposals and updates (David Muck):***

#### ***PROPOSAL REQUESTS***

- A proposal to set up and install Google Tag Manager and Google Analytics in ApplyTexas to allow tracking of how applicants arrive at ApplyTexas. (request from last cycle by Texas A&M – Commerce)  
**Action: Tabled.**
- A proposal to add a “grade received” field to the Educational Information section to facilitate self-reporting of grades (request by University of Houston from last cycle)  
**Action: Need more information, tabled.**
- A proposal to add a question if the applicant enters a cell phone number: “[Institution name] uses text messaging to communicate important admissions information to prospective students. Your information is not shared with third parties and you may opt out at any time. Standard messaging rates may apply. - Allow (default) - Do not Allow” (proposal by University of The Incarnate Word)  
**Action: Tabled.**
- Provide a question that will allow students applying to public, two-year colleges to self-identify in one of the Perkins V special populations categories\* and request available local services (request by THECB Mindy Nobles, presented).  
**Action: THECB staff will meet with a subgroup and revise request for consideration at next meeting. Tabled.**

## ***UPDATES***

- AWS update
- Development continues on moving the Counselor Reporting Suite to AWS
- Development continues on moving the Administrative site to AWS
- Development continues on moving the Applicant site to AWS
- Future electronic TASFA integration as required by statute.