Texas Higher Education Coordinating Board
ApplyTexas Advisory Committee
May 12, 2021

Meeting Notes
Approved – October 26, 2021, ATAC Meeting

The Texas Higher Education Coordinating Board ApplyTexas Advisory Committee (ATAC) convened at 8:33 a.m. on May 12, 2021 with the following committee members present: Paula Arredondo, Scott Bennett, Shontell Blake, Mordecai Brownlee, Kevin Davis, Luis Franco, Jamie Hansard, Leah Hickman, Billy Lagal, Rebecca Lothringer, Dara Newton, Indra Peláez, Angie Taylor, Julia Vickery, Miguel Wasielewski, and Michelle Walker.

Unable to Attend: Hanna Deland, Todd Fields, Laura Isdell, and Tristan Pepper *(Student Representative)*

ApplyTexas Technical Team Members: Lorraine Muniz, David Muck

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

AGENDA ITEM	ACTION
1. Welcome and Introductions	Jamie Hansard called the meeting to order at 8:33 am
2. Acknowledgment of Members Finishing Their Terms	Committee acknowledged members ending their term and recognized Co-Chair Mordecai Brownlee for his service.
3. Approval of Minutes from the February 10, 2021 Meeting	On motion by Michelle Walker, seconded by Angie Taylor, the Committee approved this item.
4. Update from Strategic Planning Subcommittee	Miguel Wasielewski provided an update from the Strategic Planning Committee. Miguel Wasielewski reviewed the findings of the ApplyTexas Strategic Planning and Assessment Survey and discussed next steps on the recommendations from the report. There are some technical improvements and qualitative aspects of ApplyTX that can be improved. Committee suggest making each recommendation a formal proposal for consideration to the ATAC. The ATAC and the ApplyTX tech team can assess each recommendation and have the committee prioritize. The ATAC can continue to rely on other analysis to make improvements. Miguel Wasielewski will convert each recommendation into formal request to be considered at the next ATAC meeting.

5. Update from Communications Subcommittee	Mordecai Brownlee provided an update from the Communications Subcommittee. The Communications Subcommittee coordinated with THECB. THECB will seek guidance from the agency's new Communications team to assist in improving overall communications. The ApplyTX team presented at CPUPC with ESEC Enrollment managers. ApplyTX staff gave an overview of changes to ApplyTX and answered questions about the transition to the new application.
6. Update from ApplyTexas Tech Team	David Muck provided an update from the ApplyTX team. See attached Current Cycle Updates and proposals.
7. Discussion and Possible Action to Adopt Proposed Changes to ApplyTexas Forms or Procedures	David Muck provided an overview of the Future cycle proposed changes and updates. See attached Future cycle proposals.
8. Discussion Regarding the Apply Texas/SPEEDE-EDI Meeting	Jamie Hansard proposed to separate the ApplyTX/SPEEDE and TACRAO meetings and host a SPEEDE/EDI meeting in June to align with the opening of the ApplyTX application in July. Committee agreed effective summer 2021. Committee proposed ApplyTX tech team host a virtual overview of the ApplyTX updates. Committee discussed format and delivery. THECB staff will work with AppyTX tech team to preview ApplyTX on June 9, 2021.
9. Transition of Leadership	Jamie Hansard nominated Shontell Blake, for 2-year committee co-chair. On a motion by Luis Franco, seconded by Michelle Walker, the Committee approved the nomination.
10. Adjournment	On motion by Mordecai Brownlee, seconded by Angie Taylor, the meeting adjourned at 11:10 am.

Tech Team Update 5/12/21

Graham Chapman – Executive Director, Academic Information Systems, University of Texas at Austin
David Muck – Senior IT Manager, AIS, University of Texas at Austin

Current cycle updates and proposals (David Muck):

- For the incomplete Fall 2021 semester, we are down 7% on submitted applications compared to the same time last year. Four year application submissions are down 5% while two year application submissions are down 14%. There has been steady improvement in these numbers as statewide application submissions were down 35% in early November.
- There was some impact to ApplyTexas from the February weather event we all experienced. Due to emergency maintenance issues on UT-Austin campus, we made the decision to take ApplyTexas offline from 8 pm February 17 through 10 am February 18. This 14 hour period represents the longest continuous downtime ApplyTexas has experienced in at least 15 years. There were no scheduled application deadlines during this outage so no applicants were prevented from submitting applications. There were delays over the two week period from February 13 through February 28 in our responding to applicants as quickly as we usually do as the University of Texas at Austin was closed for most of that time and our team had intermittent and infrequent access to many of our normal functions. The weather event also put much of our development work behind schedule.
- Testing with our administrative users continues and the feedback has been very helpful. We've implemented many of the suggestions for improvement already and ticketed some others for future development. Please keep your suggestions coming.
- Fraudulent applications continue to be a problem for some of our institutions. We continue to work to reduce this issue.
- 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
- 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 cycle proposals and updates (David Muck):

- 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: Table to next application cycle.

- 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: Table to next application cycle

- A proposal to add fields to collect Pearson Test of English scores to the test pages (proposal by Pearson)
  Action: Table to next application cycle

- A proposal to expand the option of the parent information questions to all application types, but to not require that information on application types other than the US Freshman. Request text below (request from Tarleton State University):
  - "I noticed the Parent information can be "turned on or off" but if it is "on", it is required. Can this also be an option for transfers and readmits to be "turned on" but not required since transfer students can be a wide range of ages. Our administration wants to communication with parents more so I wondered if this was an option. Thank you."

  Action: On a motion by Angie Taylor, seconded by Dara Newton, the Committee approved this question be added to this application cycle. Vote: 17 in favor, 0 against.