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):

- 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 that was 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)
- 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)
- 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