Tech Team Update 2/10/21

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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 completed Fall 2020 semester was down 4% in submitted applications from the prior year. Two year submissions were down 11% while four year submissions were approximately the same. Two year applications left in saved (not submitted) status were up 14% from the prior fall semester.
- For the incomplete Fall 2021 semester, we are down 12% on submitted applications compared to the same time last year. Four year application submissions are down 7% while two year application submissions are down 30%. There has been steady improvement in these numbers as statewide application submissions were down 35% in early November.
- 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. We have heard some positive feedback regarding the ADVi chatbot both on twitter and in our post-submission survey.
- Fraudulent applications continue to be a problem for some of our institutions. We continue to work to reduce this issue.

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)
- 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)
- A proposal to add fields to collect Pearson Test of English scores to the test pages (proposal by Pearson)
- 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)

- 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."

- 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