

**TEXAS HIGHER EDUCATION COORDINATING BOARD
MINUTES
ApplyTexas Advisory Committee
1200 East Anderson Lane, Room 1. 170
Austin, Texas
November 13, 2018, 9:00 a.m.**

MINUTES

The Texas Higher Education Coordinating Board ApplyTexas Advisory Committee (ATAC) convened at 9:09 a.m. on November 13, 2018, with the following committee members present: Jamie Hansard, Kevin Davis, Michelle Hill, Rosie Dickinson, Rebecca Lothringer, TaNeal Richardson, Dana Fields, Deborah Gilchrist, Kristi Urban, Miguel Wasielewski, Michelle Walker, Jennifer Waits, Moredecai Brownlee

Participating Via Remote Access: Angie Taylor, Chryssa Delgado, Madelyne Tolliver

Member(s) Absent: Dan Garcia, Carey Rose

Texas Higher Education Staff: Claudette Jenks, Lisa Paiz, Diana Foose

University of Texas at Austin ApplyTX Staff: Tim Brace, David Muck, Lorraine Avalino

AGENDA ITEM	ACTION
A. Welcome and Introductions	Dana Fields called the meeting to order at 9:09 a.m. Committee members provided introductions.
B. Review and Adoption of Minutes for the September 17, 2018 Meeting	On motion by Mordecai Brownlee, second by Deborah Gilchrist, the committee approved this item.
C. Update from Strategic Planning Subcommittee	Miguel Wasielewski provided summary of the subcommittee purpose, scope, reporting information, and timeline. Report attached.
D. Update from Technical Team	Tim Brace gave an update on ApplyTX application counts and on the move to Amazon Web Services.
E. Discussion and Consideration of New Essay Prompts for 2020-2021 Cycle	Miguel Wasielewski and Michelle Walker presented the committee with a recommendation to replace Topic A for Freshman and International Freshman applications. Topic A replacement recommendation: Tell us your story. What unique opportunities or challenges have you experienced throughout your high school career that have shaped who you are today? Topic B and C will remain the same.

	Deborah Gilchrist motioned to approve the Essay Topic A replacement, Jamie Hansard second. The committee approved this item.
F. Discussion and Consideration of Proposed Changes to ApplyTexas Forms or Procedures	Tim Brace provided an overview of current proposed changes to ApplyTexas and ranking item size of each project. See attached document for list.
G. Discussion of Potential Agenda Items and Next Meeting Date	Subcommittee update Technical Team update Final changes for next cycle TACRAO summer meeting Communication plan Counselor Suite presentation Next two meeting dates: February 25, 2019 April 15 or 29, 2019
H. Adjournment	12:59 p.m.

ApplyTexas Advisory Committee
Sub Committee on Application Strategy and Assessment (SASA)
Committee Update
November 13, 2018

Purpose of Committee:

The committee is charged with gathering and analyzing information to provide long-term strategic recommendations to strengthen the Apply TX application for both students and higher education institutions.

Membership:

Membership will include Apply TX Advisory Board members that volunteered to participate in SASA at the last meeting, in addition to other members that have joined since then. Members can also be added as needed during the year. Select high school, CBO representatives, and other non-Advisory Board members will be able to testify as needed. University of Texas at Austin (UT-Austin) staff, faculty, and graduate students will assist in data gathering and analysis.

Scope of Analysis:

- Longitudinal application information for Texas High School students for all three major applications used by students. This data will include students that did not apply at all, started but did not finish, and students that finished and submitted their applications.
- Comparative analysis of the structure, technology, format, capabilities, and instructions of the Apply TX, Common, and Coalition applications. In addition, other applications t will be included in this analysis as needed. (The California System application is an example)
- A survey to obtain user opinions and input on the variety of admission applications. The audience will include educational personnel, students, and parents. We will follow up on the survey with focus groups led by UT-Austin graduate students.
- A review of the nation-wide methods, legislative controls, and funding models for admission applications.

Report Topics:

- A review of major differences between Apply TX, Common, and Coalition Applications.
- A review of major differences between state application methods, legislative controls, and funding models.
- A summary of findings from user survey.
- A summary of historical trends in Texas admission application activity.
- Recommended strategic, technological, structural, and operational modifications to the Apply TX application based on data analyzed.
- Analysis of possible fiscal impact on institutions.

Timeline:

First report due by Fall 2019 Apply TX Advisory Group meeting.

Proposed Changes to ApplyTexas Applications or Procedures (ApplyTX Tech Team Update)

1. Responsive design - making application more user friendly for mobile devices to access and view website. Team is working on this item with the move to Amazon Web Services.
2. More flexible delivery and frequency options - Tim ranked this item as a large project request. Assess how to roll in request during AWS move. Tabled until next cycle.
3. Pull system - possible pull-down system for institutions to get applications without being able to wait to get them. Large project that needs more information on institution's preferences. Tabled until next cycle.
4. Non-EDI Format - Large project. Need more information from institutions on preference between CSV or XML. Tabled until next cycle.
5. Phone number verification - medium to large project. Currently using address verification which added \$10k per year to membership. Feedback from committee on interest level. Committee supported further investigation on vendors, team will assess.
6. Custom question repository - medium project. Provide institutions the ability to review all custom questions being used. Team can pull all questions and make sharable. Team will assess.
7. Email varication - medium to large project. Committee interested in investigating vendors. Team will assess.
8. Custom essay - large project. Removing from list, new essay topic has taken care of this prior issue.
9. Adding more dynamic questions - large project. Committee did not have interest in this, remove from list.
10. Self-reported grades module - medium to large project. Teams need to investigate vendors. Miguel and Rebecca shared their institutions interest, item kept but tabled for next cycle.
11. College Board Integration - large project. Opportunity for students to order test scores from ApplyTX site. College Board wants ApplyTX to take fee from the student. Team recommends adding link to order test scores for SAT and ACT. Could also add a list of "what's next" after student submission page. Could also update the e-mail notification the student receives after submission. Team will have a draft of both post submission page and e-mail notification at next meeting.
12. Decision tree for application types - medium project. Ongoing issues with students selecting the incorrect application type. Team has already added audits and changed link placement. Future programming/widget to move a student into the correct application would be a medium job. Team will add flow chart to help navigate students to the correct application.
13. Opt- Out Directory information - may have been taken care already, Claudette will double check and report back to committee.
14. Question for DACA students - Possible additional question similar to foster care question in order for them to be linked to additional resources available to them. Tabled until next cycle.
15. Application type specific last update information in Admin Suite- medium project. Team will review during the AWS move to evaluate if it can be done this cycle.
16. Dual credit students - Confusion on how to answer question on college credit. Could be clarification issue and need language change. Could address with FAQ's, tabled until next cycle.
17. Expelled/dismissed/suspended - Institutions could use it as a dynamic question. No current need, item was removed for list.

18. Opt out of fee waiver - medium request. Committee did not have interest moving forward with this item, therefore it was removed from the list.
19. Customize the order that deadlines appear for applicants - medium size project. Currently the institutions main deadline is shown at top and then any other deadlines are shown in the order to which they have entered in under optional deadline section. Request is to have the system automatically place the deadlines in date order. Team will review for next meeting.
20. Application type specific fee waiver message - Request from Texas State University to be able to change message based on application type (US Freshman, Transfer, Readmit, Transient). Need more information from requestor, tabled.
21. Make test score page optional - medium project. Would like the opportunity to remove this section in it's entirety 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. Team will assess.
22. No intent applications - small project. Students completing applications for high school class assignments. Tim explained there is currently a test site the students could use, however there is reservation that students may confuse the test application for the real one. Could be solved by providing better communication and resources to counselor about the test site and the importance of reducing unintended applications.
23. Logic for nonimmigrant application - Review the way questions are written. Jennifer Waits will review with her international and admissions team and draft a language change to propose to the committee at next meeting. All committee members will also ask for input from their institutions to give feedback on language change.
24. Copy majors - large project. Request is to allow copying 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.
25. HB 1508 - suggested adding question to address this bill. Committee suggested using custom questions to address this.
26. 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 or out per institution? More information is needed, tabled for next cycle.
27. Self-reported test scores - medium request by Lamar University. Committee tabled request.