



UNIVERSITY
of ALASKA
Many Traditions One Alaska

Memorandum

Date September 13, 2017
To President Johnsen
From Saichi Oba, AVP
Cc Student Services Council (SSC)
Subject: Update: Non-degree seeking (NDS) on-boarding process at UA

As requested at the Aug. 16, 2017 Summit Team meeting, the SSC convened university staff to review, discuss and offer process improvements to the non-degree seeking on-boarding process.

On-boarding as a non-degree seeking student: the process is different at the universities.

UAF and UAS - use their degree-program Recruiting & Admissions portal¹ to capture information from all students seeking to enroll as a non-degree seeking student. The basic bio-demo data questions are used to develop a user profile, develop a relationship between university and student and gain access to on-line registration.

For persons with no prior relationship to the University this process appears less problematic than for students or employees with a prior relationship to UA (more on that later). New students are stepped through the questions at the conclusion of the information gathering they are provided information on next steps.

UAA - does not use their degree-program Recruiting & Admissions portal for their non-degree seeking students. Instead, UAA uses the built in features of UAonline (aka Banner Self Service). The NDS process at UAonline is configured to ask fewer questions of persons with no prior relationship and since it is Banner can more easily recognize individuals with a prior relationship, which eases their application, onboarding and class registration process.

¹ Currently EnrollmentRx on the Salesforce customer relationship management system.

The problems encountered.

At UAF and UAS, users with some level of relationship with their respective university found the NDS on-boarding process difficult and frustrating, in large part because users realize the university already knows everything being asked of them. This is primarily the result of the recruiting system being configured for anonymous persons, but not configured to offer current or formerly affiliated persons the opportunity to identify themselves. This customer population problem is common to all customer relationship management systems (CRMs). The solution involves adding a process for already known persons so their CRM account is auto-created and auto-populated with bio-demographic and student record data from the university's information systems. This added process requires bolting the university's Single-Sign-On (SSO) system to the front door of the recruiting/ enrollment/ class registration/ fee payment system, which is what UAA accomplishes indirectly by using UAonline for its non-degree seeking customers.

This is not unique to UA. Most enterprises have strong, secure identity management systems to handle enterprise identities. The problem is enabling access for users who don't have (or need) an enterprise account. Most companies end up creating an internal "guest" account within their enterprise identity system, but that approach is costly and frustrating for end users - evidenced by the experience of Karl Kowalski and Karen Carey.

Additionally many NDS applicants were confronted with a delay in their ability to access the Registration module. The universities choosing to manually review the NDS applicant file before granting access to registration typically caused this delay.

Immediate remedy: NDS on boarding will be *aligned* among the universities.

1. Each university will only use the UAonline (Banner Self Service) functionality;
2. Reduction in the number of questions and the content of the questions² will be the same for each university (which immediately streamlines and will uniformly benefit all NDS students);
3. Following UAA's lead the "auto-admit" enrollment feature at UAonline will remain activated. This auto-admit feature allows most³ of the NDS applicants to be eligible for registration in real time.

² Five (5) sections: (1) name, (2) current mailing address/phone; (3) Emergency contact; (4) Personal bio/demo & (5) agreement.

³ Some NDS students - for example dual enrolled HS students under 18 years of age require further documentation - i.e. parental signature before access to registration is provided.

Long-term remedy – aligned and streamlined; take advantage of the persistence of the relationship by, for example, soliciting residency information during the fee payment process, thus long after class registration and first day of classes. The Team is committed to being patient yet clever when burdening the student with required university processes; they will serialize them instead of front-loading them.

Offer anonymous NDS customers a chance to avoid having to create yet another account by allowing them to login using their social media identities (Facebook, Google, LinkedIn, plus more⁴). Later in the relationship incentives will induce each student to engage the university's identity proofing process which addresses the enrollment management, enrollment reporting and customer experience disaster caused by duplicate identities.

There is strong support from the University Registrars and EAS (here in OIT at SW) to ferociously challenge and streamline the university's credit-bearing class registration process. To get there we have asked - and will keep asking users to take the software out of the equation and ruthlessly streamline the process. Consensus was to strive for the ease at which anyone can sign-up for a non-credit class, itself a process that's continually improved because those departments receive direct funding based on non-credit revenue.

This is only a concept at this point - resources and the time to develop this new level of access have yet to be lined out. A very conservative estimate based on current staffing at the campuses and SW indicates an initiative of this magnitude may take upwards of 24 months to be fully functional. Included in the estimated timeline is leveraging the software companies the university relies on for its online recruiting, enrollment, prerequisite checking, class registration, race/ethnicity/gender checking, residency checking, military status checking, fee payment, tuition waiver checking, payment plan option, etc. processes.

⁴ Something important to understand is that Facebook, Google, LinkedIn identities represent a low level of assurance of identity, thus a university would never rely on those credentials to connect a person with existing student record data or create (credit-bearing) student record data or provision a trusted university identity. The social identity represents a *potential* new way for customers to avoid having to set and memorize a CRM-specific user-id and password.

In order to become a credit-bearing student each person will have to prove with a very high level of assurance who they are. At that point they can enter the university's many online systems through Single Sign-On.