

## **NOTABLE PROGRESS**

53B-1-402(2)(r)

#### The Board shall:

Manage and facilitate a process for initiating, prioritizing, and implementing education reform initiatives, beginning with common application and direct admissions.

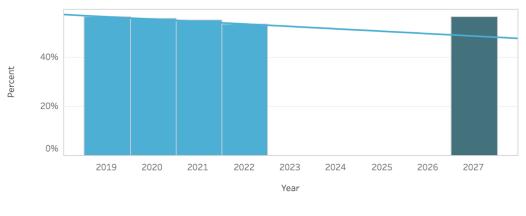
- Completed consultation with Huron Group
- Established simplified admissions task force with new board leadership
- Eliminated application fees for all USHE institutions
- Developed phased plan for implementing unified application and direct admissions

# WHY SIMPLIFIED ADMISSIONS?

- Increase access to higher education
- Remove barriers
- Eliminate duplication through
  - Direct Admissions
  - Unified Application

#### Access

Share of Utah High School Graduates who Enroll in College within 3 Years



Year: 2022
Total enrollment: 22,567
3-year college-going rate: 53.65%
Goal: 56.65%

Access

Goal



## **KEY THEMES – STAKEHOLDERS, PEER AND INSTITUTIONAL DATA**

The following themes emerged from focus groups, and our analyses of data submitted by USHE institutions. These key takeaways will help continue to guide application development and management.

Students	High School Counselors and Higher Ed Staff	Peer Systems	Institutional Admissions
User Experience – Simplified Process			
Funding (Admissions Fees and Institutional Budget Impacts)			
Accessible Information	Change Management Focus (Workload, K-12 Buy-In, Decision Making)		
	Utah Cultural Perceptions	Flexible Operating Model	
		Incremental Design	Vision for Data & Security
			Concurrent App



### **CONSULTANT RECOMMENDATIONS**

Huron's final recommendations to USHE fall within these three categories. USHE should develop a strong change management approach to drive successful execution and program sustainability across these categories.

# **Develop Partnerships Across USHE and K-12**

The long-term value of a unified application will be driven by the quality and depth of these partnerships.



# Eliminate Application Fees for Students

Peer states, students, and K-12 stakeholders reinforced the importance of eliminating financial barriers.



# Deploy the Unified Admissions App

Our analysis highlights the value of a unified application in removing barriers and increasing applications.



## **PROJECT TIMELINE**

A win for students and foundational decision-making

Develop direct admissions and singleapplication programs Launch direct admissions and continue dev. of singleapplication Data integration and system enhancements

Phase 1 Dec. 2023 Phase 2
Jan.-June 2024

Phase 3
July-Dec. 2024

Phase 4
Jan.-June 2025

- Complete waiving application fees
- Develop solutions for covering lost application fee revenue
- Finalize project phases with task force
- Secure URL for singleapplication
- Finalize KPIs for phases 2 & 3
- Establish development approach (internal/external) for portal
- Complete direct admission messaging and implementation timeline

- Launch direct admission program
- Complete requirements for single-application
- Complete data-sharing agreements with USBE
- Development & soft launch of single application
- Legislative update
- Assess direct admission program
- Implement program changes and begin single application assessment

### SIMPLIFIED ADMISSIONS TASKFORCE

Cydni Tetro (Chair) – Board Member

Brad Mortensen – Weber State University

Katie Jo North – Utah State University

John Marfield – University of Utah

Carson Howell – Snow College

Kelly Simerick – Davis Technical College

Patty Norman – USBE

Carrie Mayne – USHE

Taylor Adams – USHE

Kris Coles – USHE



Increase Applications – Improve the percentage of Utah K-12 students applying for and enrolling in Utah System of Higher Education institutions.



Reduce Barriers – Make Higher Education in Utah more accessible for students from underrepresented communities by removing barriers of complexity, cost, and time



**K-12 + Higher Ed** – Build a foundation that will enable Utah to streamline the transition between K-12 and Higher Ed in Utah

## **APPLICATION FEES: A BARRIER TO ACCESS**

#### **FEE ELIMINATION**

Utah Board of Higher Education in collaboration with USHE presidents, eliminate application fees at all 16 USHE institutions.

#### **SYSTEM REQUEST**

\$2,750,000 one-time from Performance Funding Restricted Account balances to bridge loss of application fee revenue.



### **ADMISSION APPLICATIONS: A BARRIER TO ACCESS**

Multiple stakeholder groups agree that simplifying the admissions application is beneficial.

#### **Students**

Less than 50% of Utah high school students feel comfortable navigating the application process.

They want more information.

#### **High School Counselors**

"...I always come back to what is best for students. When we can change the life of someone by simplifying an application, it is just the right thing to do."

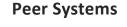
#### **Consultants**

Parents have said it would "be a dream if I could go to one college

application for my kids."

**Parents** 

"Our analysis highlights the value of a unified application in removing barriers and increasing applications."

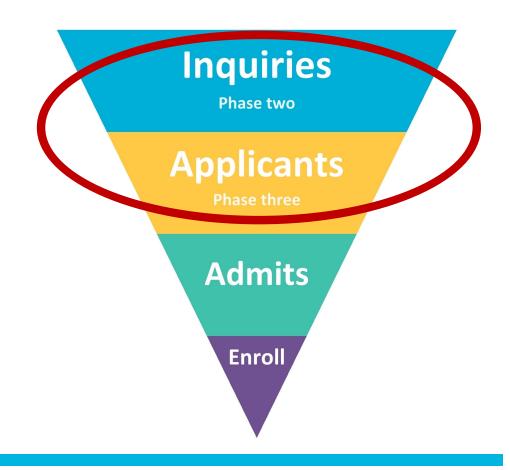


Single applications are a tried practice nationwide. A rapidly growing trend in direct admissions.

#### **DIRECT ADMISSIONS & SINGLE APPLICATION**

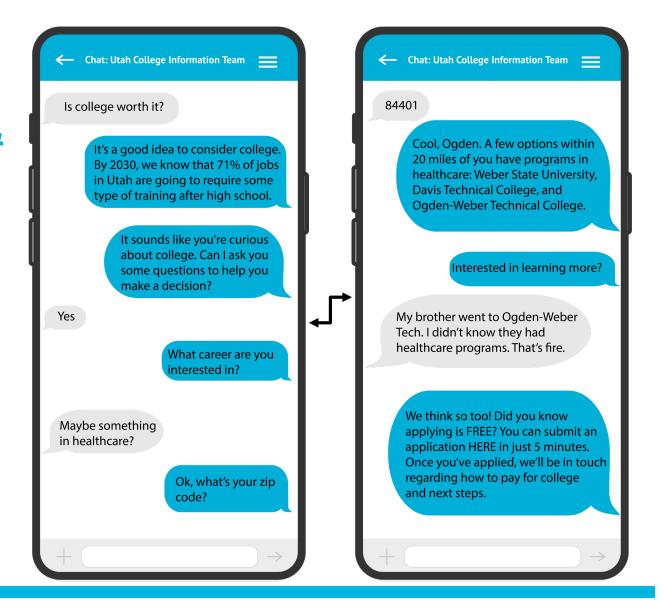
Top of funnel access initiative for Utah High School students

- Personalized solution for engaging with students, families, and access partners
- Interactive platform to explore institutions, programs, cost, location, etc.
- Unified application system for bridge to higher education enrollment



# DIRECT ADMISSIONS & SINGLE APPLICATION

Utilizing the power of AI, students will have access to important and timely information right at their fingertips.



# **THANK YOU!**

