



SIMPLIFIED ADMISSIONS

February 5, 2024

Higher Education Appropriations Subcommittee







UTAH
SYSTEM OF
HIGHER
EDUCATION

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.**

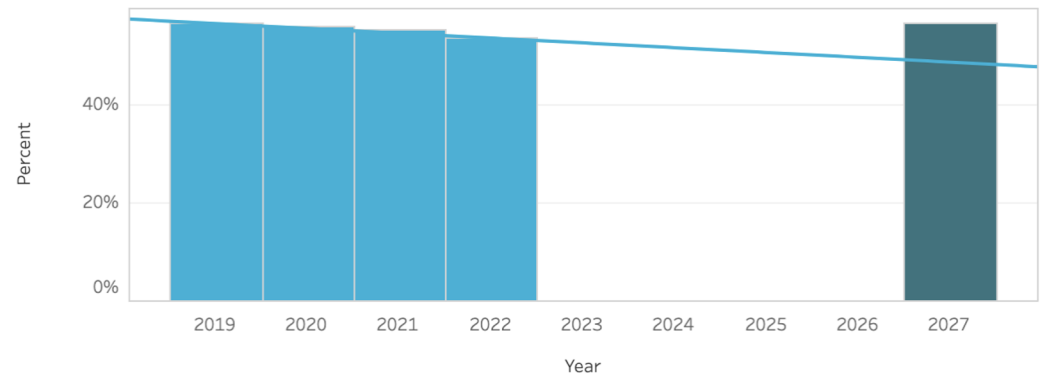
-  Completed consultation with Huron Group
-  Established simplified admissions task force with new board leadership
-  Eliminated application fees for all USHE institutions
-  Developed phased plan for implementing unified application and direct admissions

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

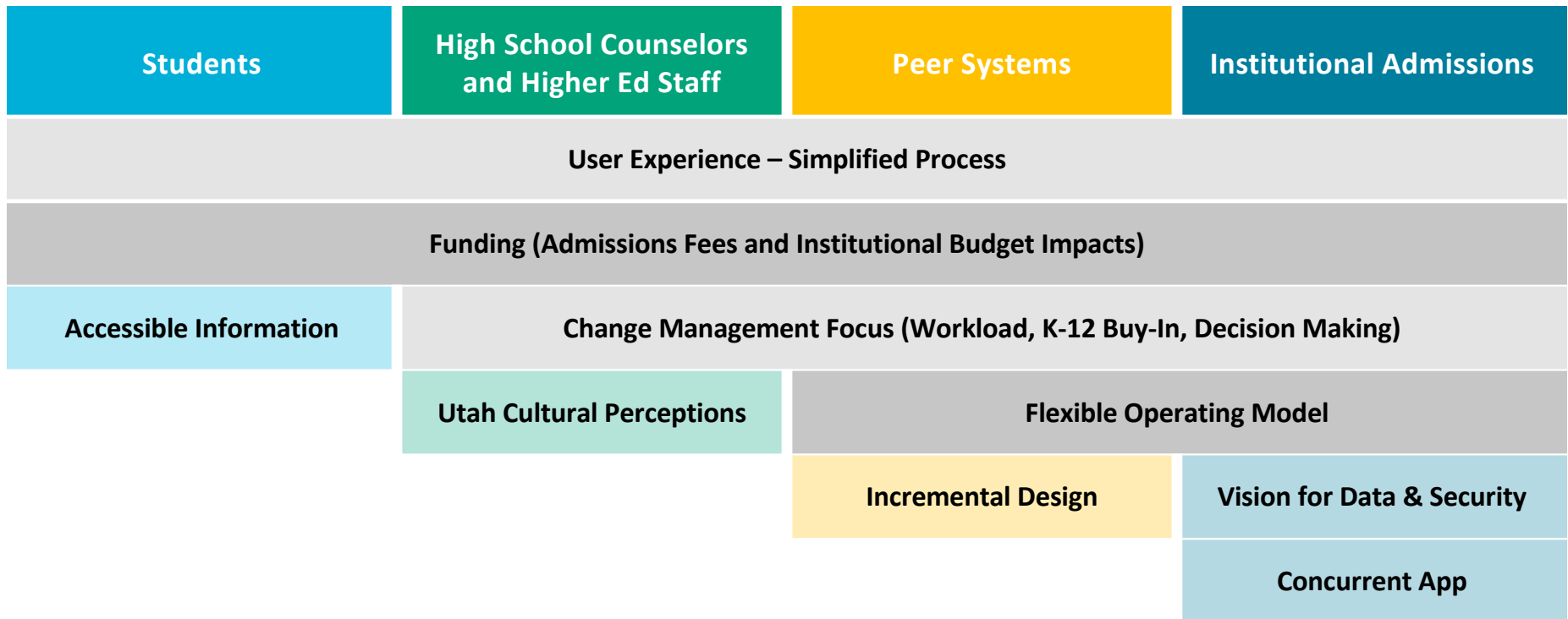


Year: 2022
Total enrollment: 22,567
3-year college-going rate: 53.65%
Goal: 56.65%

■ 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.



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.

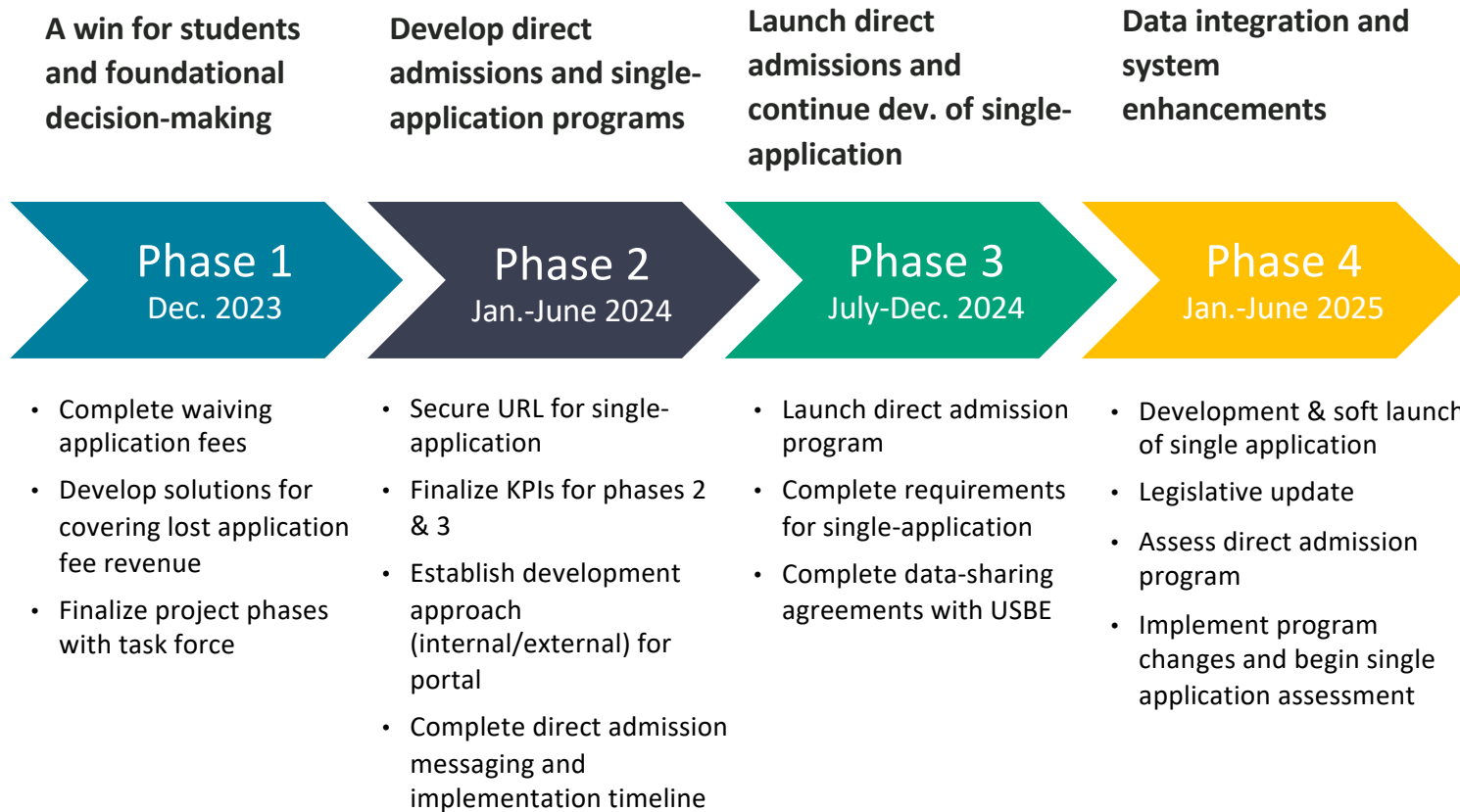


Deploy the Unified Admissions App

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



PROJECT TIMELINE



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.

Parents

Parents have said it would **“be a dream if I could go to one college application for my kids.”**

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

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

Peer Systems

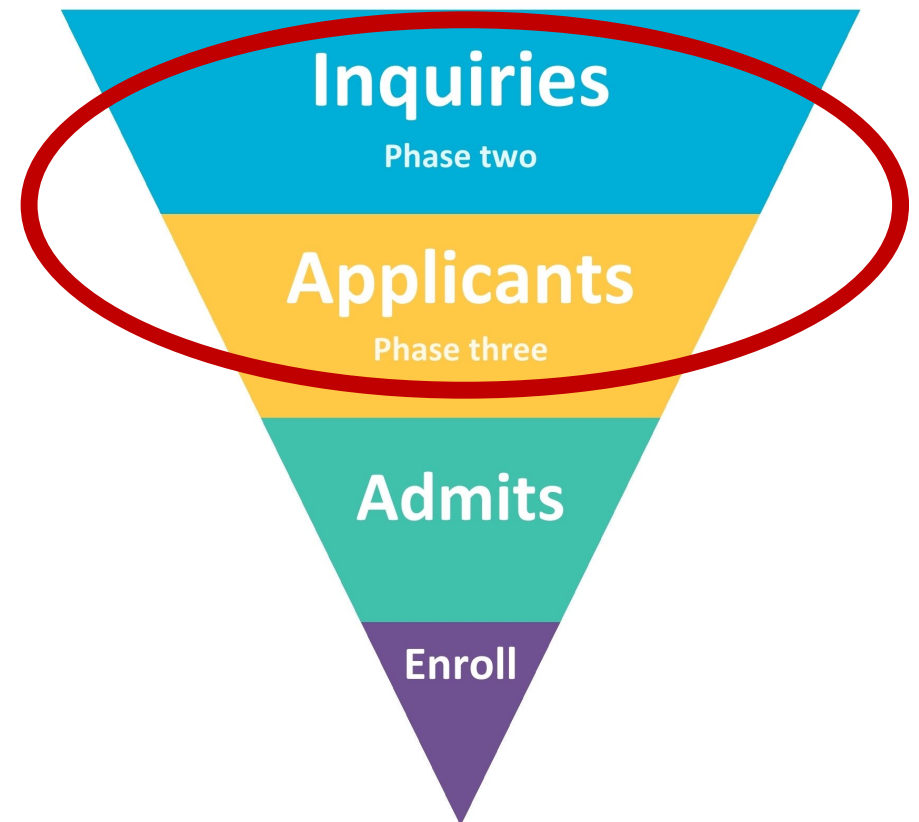
Single applications are a tried practice nationwide. A rapidly growing trend in direct admissions.



DIRECT ADMISSIONS & SINGLE APPLICATION

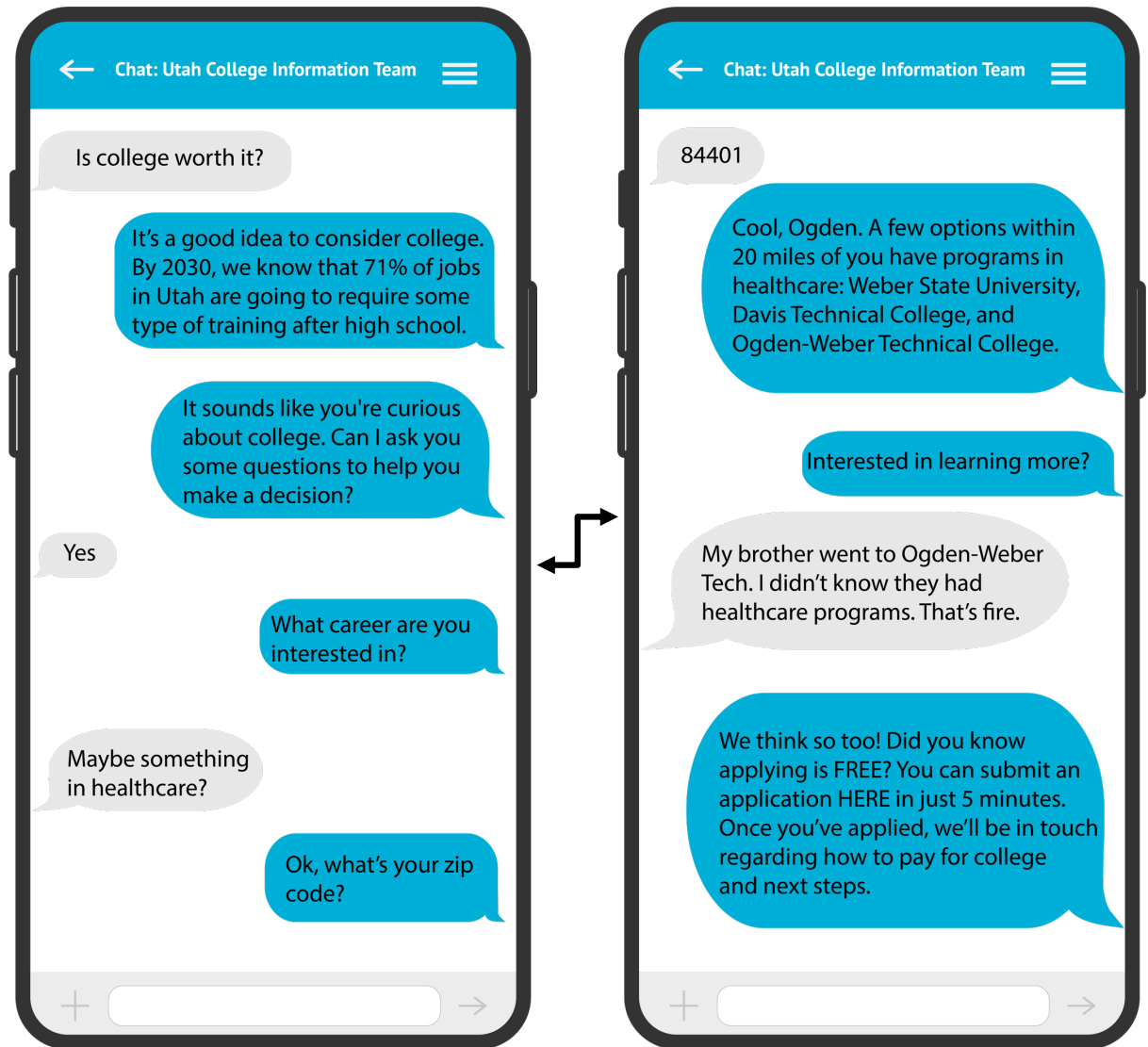
Top of funnel access initiative for Utah High School students

- 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!

