THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

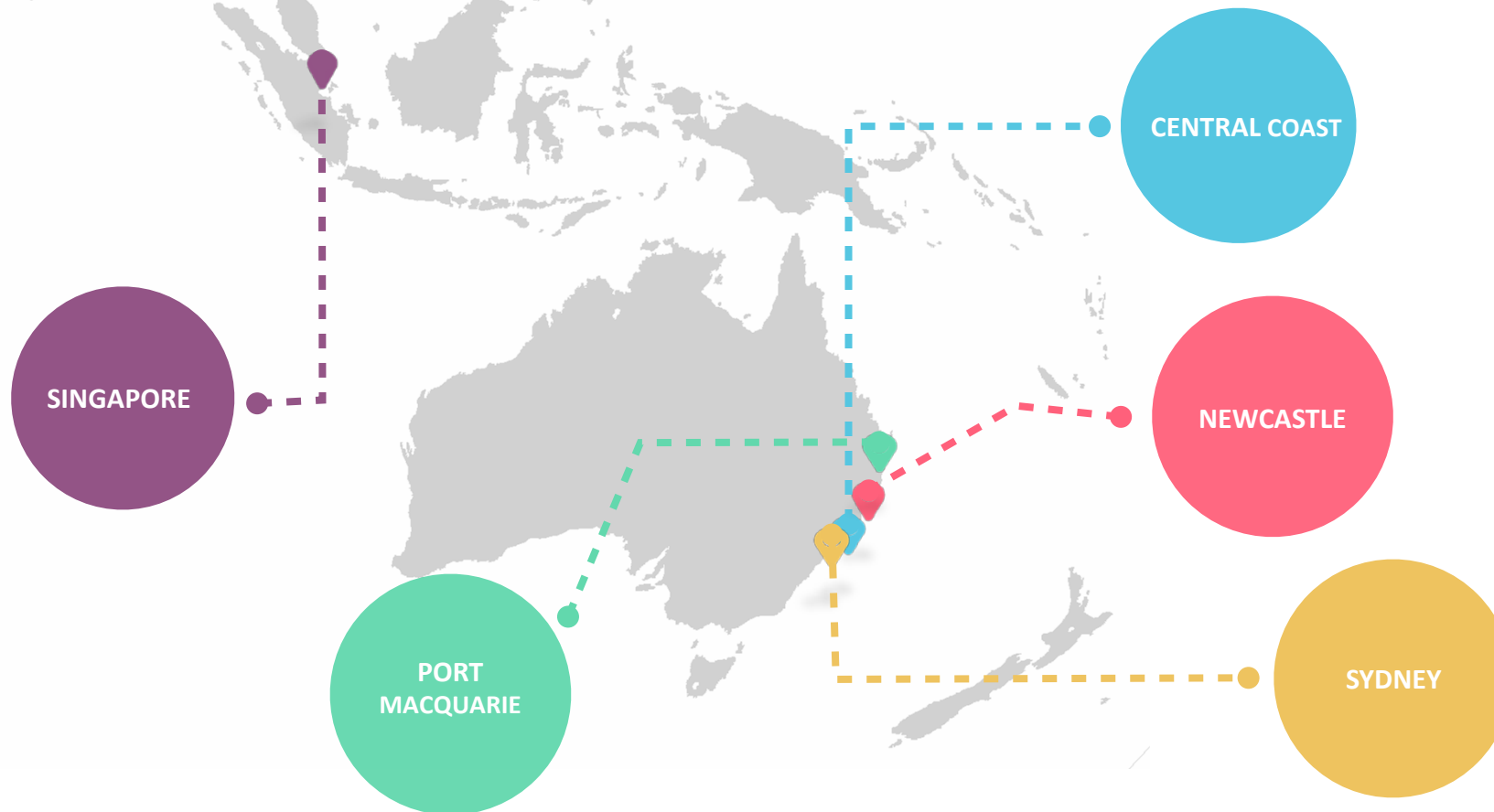# UON Online Admissions through OPA and Service Cloud

Emily Middleton
Technology & Systems Analyst
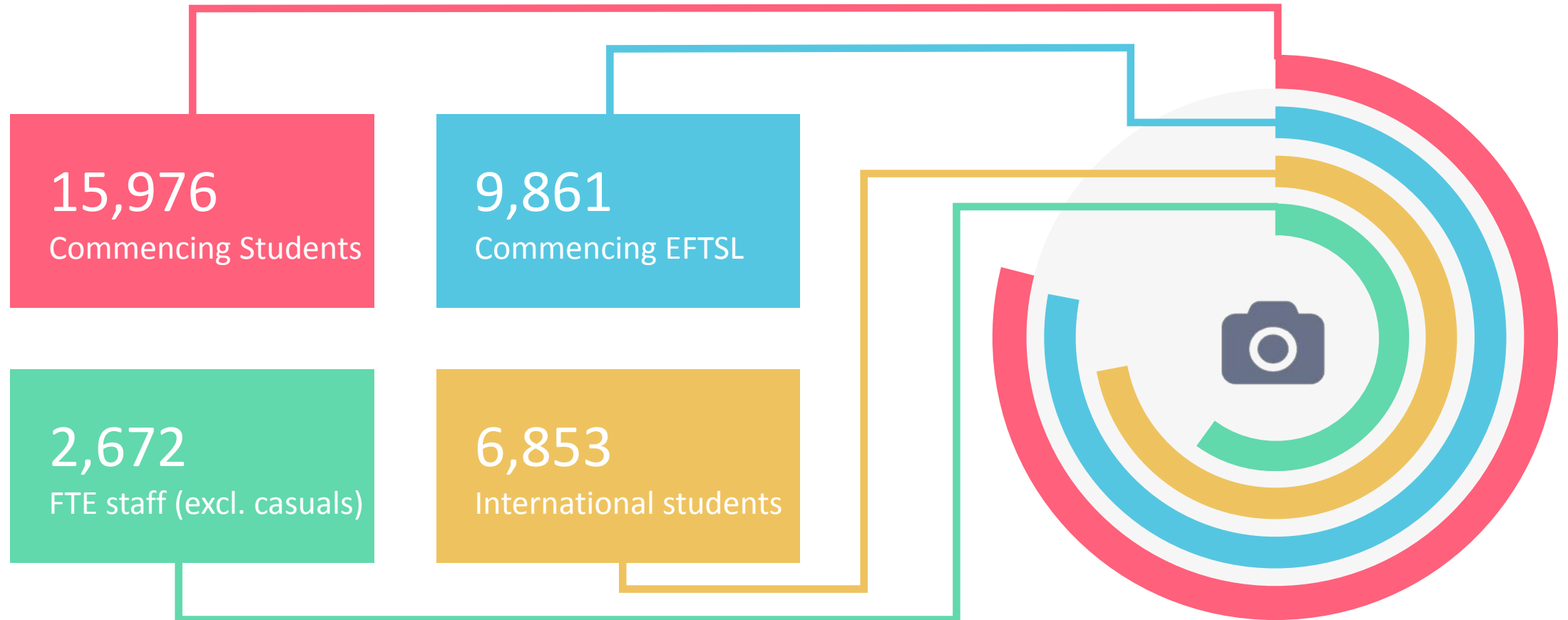Digital Delivery & Projects | Student Central
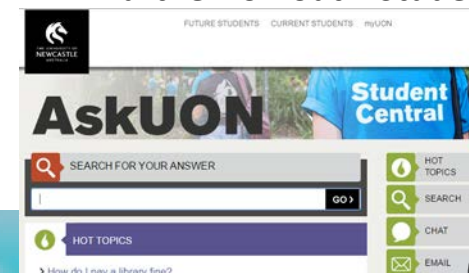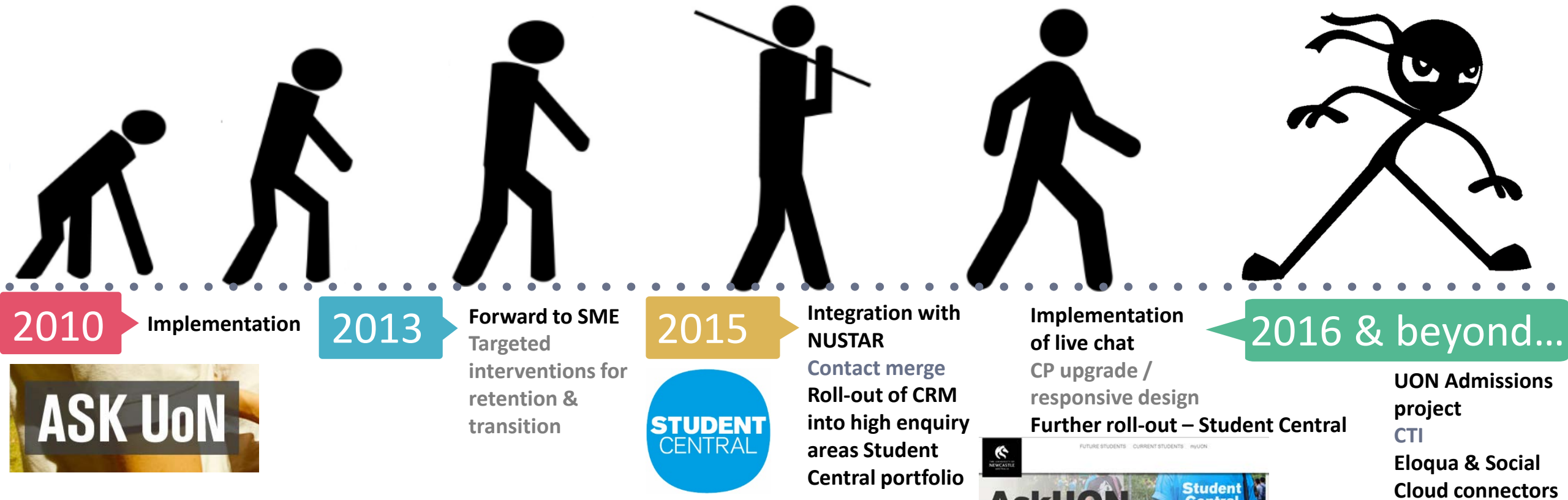University of Newcastle

UON Snapshot 2016

SINGAPORE

CENTRAL COAST

NEWCASTLE

PORT MACQUARIE

SYDNEY

37,026 students
24,398 EFTSL

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UON Snapshot 2016

15,976
Commencing Students

9,861
Commencing EFTSL

2,672
FTE staff (excl. casuals)

6,853
International students

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OSC@UON - the story so far…

2010 Implementation

ASK UoN

2013 **Forward to SME**
Targeted interventions for retention & transition

2015
STUDENT CENTRAL

Integration with NUSTAR
Contact merge
Roll-out of CRM into high enquiry areas Student Central portfolio

Implementation of live chat
CP upgrade / responsive design
Further roll-out – Student Central

2016 & beyond…

UON Admissions project
CTI
Eloqua & Social Cloud connectors

AskUON   Student Central

Admissions System - Purpose

To implement a new information technology solution to support an admissions model that:

Provides an excellent student experience to establish a strong first impression

Encompasses all student cohorts and locations

Supports the achievement of load targets for 2015-2018

Provides capability to respond to market changes

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Admissions in OSC– key benefits

Data Entry
Applicants and agents enter their own application data and able to track their status in the CP

Automated Assessment
The new solution will automatically assess the academic eligibility of applicants and their English proficiency. For international applicants with an on-campus preference, the system will also assess the number of weeks ELICOS required and provide a framework for Genuine Student assessment.

Enquiry Management
Enquiries will be managed through OSC and will enable staff to quickly view all correspondence related to the applicant and respond quickly using standard text templates.

Faculty Assessments
Assessments will be sent to the Faculty using the new solution and will be easily tracked.

Comprehensive reporting capability

OSC & OPA – supporting business outcomes

APPLICANTS *must be able to:*

- quickly and easily complete an application
- access advice, support and information throughout the entire admission process

UON *must be able to:*

- make an offer immediately if the application meets admission criteria
- complete assessments quickly (target within top 10% of universities' admission turnaround time)
- track the status and progress of all applications at all times
- measure and report on the efficiency of admission processes
- adjust forms, communications and workflow quickly and easily

KEY BENEFITS

- Full student lifecycle management
- Complete view of interactions across UON
- Increased efficiency through more streamlined enquiry management and use of effective student-facing knowledgebase

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UON Admissions Project

$ Funded as a 2016 IT Strategic project – 4 phases over 2 years

Implementation partner: SDS Group

Phase I go-live mid-November (PGRD domestic cohort)

UON Admissions Project Phases

PHASE 1

All direct (non-UAC) admissions

Provision of a new Admissions System, *including functionality for*:
- Application and assessment
- Capture of direct application data including supporting documents
- Validation of completeness of a submitted application
- Workflow management, *incl.* automated & manual assessment steps
- International agent applications on behalf of applicants
- Tracking of application progress and reporting to applicants, agents and staff
- Management of communication between UON and applicants/agents
- Production and communication of offer letters
- Offer responses (accept / defer / decline)
- Implementation of dashboard style reporting
- Creation of a single CRM record for applicants / students

Core Systems Integration, *including*:
- Integration with NUSTAR PeopleSoft Campus Solutions;
- Integration with Experian (address, email, mobile validation)
- Integration with SAS Data Warehouse to facilitate further management reporting for admissions

Decommissioning of replaced systems:
- Online Direct Admissions (ODA)
- International Management System (IMS) Module in NUSTAR (PS)
- GradSchool web form and database

UON Admissions Project Phases

PHASE 2

Enhanced Admissions

Credit, Scholarships, Accommodation, BMed, Event Scheduling

Extension of system functionality, *including*:

- Ability to self-evaluate eligibility for credit
- Applications for credit within or outside an application for admission
- Assessment of credit applications
- Applications for scholarship within or outside an application for admission; and assessment of scholarship applications
- Requests for accommodation within an application for admission
- Applications and assessment for the BMed program
- Scheduling of assessment events such as interviews and auditions

Additional systems integration, *including*:

- Integration with Accommodation management system

Decommissioning of replaced systems:

- Credit Application Tracking Systems (CATS / CATSO)
- International Credit Transfer System (CTANS)
- ASP.Net Scholarships System
- BMed System

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UON Admissions Project Phases

PHASE 3 — Agent Management

Extension of system functionality for agent management, *including*:

- Recording of agent status, contract and commission details;
- Agent updates to their own contact and address information;
- Communications to agents and publishing content to an 'agent portal';
- Publishing of active agent information on UON website.

Core Systems Integration, *including*:
- Integration of agent information with NUSTAR

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UON Admissions Project Phases

PHASE 4

Prospective Student Marketing

Extension of system functionality, *including*:

- Marketing, engagement and student recruitment;
- Extension of CRM records to include prospective students

Personalised digital marketing
Strategic IT project 2016/7 – 2 years

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UON Admissions

Admissions - Application to Matriculation

Post Graduate Rollout

Applicant /Agent

START - Registration or log in occurs

Customer Portal

OPA Interview details are filled in

Application is submitted and auto-assessed

END - Applicant informed

Email / CP

Applicant matriculated

Deferred? — YES / NO

Offer Accepted? — YES / NO

OPA / CP

Admissions Staff

Application Received. Further Assessed if needed

Faculty Assessment Required? — NO / YES

Eligible? — YES — Offer Sent

NO

Oracle Policy Automation

Faculty

Faculty assist Admissions to assess

System Inputs/Outputs

Contact Record created

Draft Application retained

Application saved

Oracle Policy Automation

Email to Faculty, Outcome logged

Oracle Service Cloud

Offer Recorded

Oracle Service Cloud

Matriculated (NUSTAR)

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CP & Authentication

AskUON

Instructions   **Personal Details**

Back to home ›

Personal Details

What is your legal name?

Title *   First name *   Other name

Mr ▼   Testy

Family name *

Tester

What is your preferred name format for our records? *   What is your date of birth? *

Last Name, First Name, Other Name ▼   01-11-2001   📅

⊗	Nov ▼	2001 ▼	⊗
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

What is your gender? *

Female   **Male**   Inte...
Indeterminate /
Unspecified

✓ Apply Now ›
🔍 Search ›
💬 Live Chat ›
✉ Email ›
📞 Call ›
👤 Visit ›
💬 Feedback ›

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CENTRAL

?

Citizenship

What is your country of birth? *

[Algeria (DZ) ▾]

What is your citizenship status? *

| Australian Citizen | Australian Permanent Resident | New Zealand Citizen | Australian Permanent Humanitarian Visa | Other Citizenship |

Are you of Aboriginal or Torres Strait Islander heritage ? *

| No | Yes, Aboriginal | Yes, Torres Strait Islander | Yes, both Aboriginal and Torres Strait Islander |

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Back to newcastle.edu.au

Hi, Steve J... ▾

AskUON

Back to home ›

?

Your Preferences

Order	Please select your study preferences	Program Code	Intake	Campus	Intake ID	Add a New Preference
1 ▾	Master of Professional Accounting 🔍	11702	Semester 2 - 2017	Sydney Elizabeth St	132	Remove
2 ▾	Master of Nursing (Advanced Practice) 🔍	11682	Semester 1 - 2017	Online	145	Remove

You can submit up to 5 preferences as part of this application.

- ✔ Apply Now ›
- 🔍 Search ›
- 💬 Live Chat ›
- ✉ Email ›
- 📞 Call ›
- 👤 Visit ›
- 💬 Feedback ›

English Proficiency

Back to home ›

?

English Proficiency

Have you completed an English language test in the last two years? *

Yes	No	I plan to take an English test

Students may choose to undertake an English language course (ELICOS) at the University of Newcastle instead of providing evidence of English language proficiency and will be offered a minimum of 30 weeks of ELICOS study

Your program start date will automatically change if the ELICOS start date and number of weeks overlap with the selected program's intake period.

- ✔ Apply Now ›
- 🔍 Search ›
- 💬 Live Chat ›
- ✉ Email ›
- 📞 Call ›
- 👤 Visit ›
- 💬 Feedback ›

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Back to home >

English Proficiency

Have you completed an English language test in the last two years? *

| Yes | No | I plan to take an English test |

What was the test? *

IELTS (International English Languag▼

What was the test date? *

01-11-2016

Test Score (overall) *

Test score (listening) *

Test score (speaking) *

Test score (writing) *

Test score (reading) *

Your program start date will automatically change if the ELICOS start date and number of weeks overlap with the selected program's intake period.

?

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IELTS Equivalents sheet

the applicant ELT test	the ELP numeric score	the ELP numeric score	the ELP score	the IELTS equivalent
ELICOS EAP			EP - 60% x 4	6
			HP4 - 65% x 3, 60% x 1	6.5
			HP3 - 70% x 3, 65% x 1	7
			HP2 - 70% x 4	7
			HP1 - 75% x 3, 70% x 1	7.5
UTS IAE			Successful Completion of Academic English level 4	6
			Successful Completion of Academic English level 5	6.5
TOEFL PB	>=634			8
	>=610	<634		7.5
	>=589	<610		7
	>=550	<589		6.5
	>=500	<550		6
	>=110	<=114		8
	>=102	<110		7.5
	>=94	<102		
	>=79	<94		
	>=60	<79		
	>=46	<60		
	>=35	<46		
	>=32	<35		
TOEFL IBT	>=0	<31		
	>=79	<83		

ELICOS sheet

ELICOS Group	the highest IELTS overall	The lowest language RW	The lowest language	The lowest language	ELICOS Required	The E...
PG Group A	>=6.5			>=6	FALSE	
	>=6.5			<6	TRUE	
	6				TRUE	
	5.5				TRUE	
	5				TRUE	
	4.5				TRUE	
	4				TRUE	
PG Group B	>=6.5	>=6	>=6.5		FALSE	
	>=6.5				TRUE	
	6				TRUE	
	5.5				TRUE	
	5				TRUE	
	4.5				TRUE	
	4				TRUE	
	>=7	>=7	>=8		FALSE	
	>=7				TRUE	
	6.5				TRUE	
	6				TRUE	
	5.5				TRUE	

English Proficiency Groups sheet

the program	ELICOS Group
Master of Teaching (Primary)	PG Group C
Master of Teaching (Secondary)	PG Group C
Graduate Certificate in Applied Linguistics	PG Group A
Master of Applied Linguistics	PG Group A
Master of Creative Industries	PG Group A
Graduate Certificate in Educational Studies	PG Group A
Master of Educational Studies	PG Group A
Master of Leadership and Management in Education	PG Group A
Graduate Certificate in Social Change and Development	PG Group A
Master of Social Change and Development	PG Group A
Master of Special Education	PG Group A
Graduate Certificate in Advanced Computing Technologies for Business	PG Group A
Master of Architecture	PG Group A
Graduate Certificate in Disaster Risk Reduction	PG Group A
Master of Disaster Preparedness and Reconstruction	PG Group A
Master of Engineering Management	PG Group A
Graduate Certificate in Project Management for the Built Environment	PG Group A
Master of Project Management for the Built Environment	PG Group A
Graduate Certificate in Property	PG Group A
Master of Property	PG Group A
Master of Professional Engineering (Chemical)	PG Group A
Master of Professional Engineering (Civil)	PG Group A
Master of Professional Engineering (Computer Systems)	PG Group A
Master of Professional Engineering (Electrical and Electronic)	PG Group A
Master of Professional Engineering (Environmental)	PG Group A
Master of Professional Engineering (Mechanical)	PG Group A

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AskUON

Instructions	Personal Details	Citizenship	Phone Numbers	Home Address Country Selection	Address	Your Preferences	Your Education	English Proficiency

Work Experience	Disability	Other Details	Checklist

?

Back to home ›

⊘ Apply Now ›

Q Search ›

💬 Live Chat ›

✉ Email ›

📞 Call ›

👤 Visit ›

💬 Feedback ›

Checklist

Mandatory Document Requirements

A passport or birth certificate is required

Completion Certificates and or Test Scores

Please attach certified copies and official translations of academic transcripts and completion certificates (if applicable). visit how to apply for information on who can certify your documents.

Attachment type	Description	Attach additional documents:	Add a new attachment
* Passport Details ▾	* Passport Emily Middleton	Penguins.jpg remove Choose file No file chosen	Remove

‹ Back   Next ›

OSC – Application processing

Dashboards & Reports

My applications tab

Application will be assigned to manually by team lead or

Application will be assigned by program

Display of reports on dashboard profile-specific

RAG reporting: Coloring of the applications based on number of remaining processing days

Red – Overdue applications

Amber – remaining processing time is within 3 days of set target date

Yellow – remaining processing time is within 5 days of target set date

Green - processing time is over 7 days

Dashboards & Reports

Queues Assignment

Applications assigned based on cohorts

Business Groups (BG) and Cohorts

International Group
    ELICOS only
    Postgraduate Coursework Onshore – International
    Internal Program Transfer

Admissions Group
    Postgraduate Coursework Onshore - Domestic
    Postgraduate Coursework Offshore
    Internal Program Transfers

Queues & Queue Rules

All Admissions BG applications assigned to **Admissions – Student Central** queue

International ELICOS only applications and applications submitted with/by priority agent will be assigned to **UON Global – Priority** queue

All other International applications will be assigned to **UON Global – International** queue

Applications & Preferences

Applications & Preferences

Auto-Assessment

Auto-Assessment

Genuine Student Assessment

Genuine Student Assessment

Offer letter generation

Offer letter generation

Offer letter generation

Offer letter generation

Offer letter generation

Preference 161107-000002
Application ID 52

◉ One ○ Two ○ Three ○ Four ○ Five

Program:	Graduate Certificate in Professional Accounting Code 0654
Career:	PGCW
Faculty:	FBUSL

Messages | Programs and Packages | Tasks | Contact Faculty | Assessment | Offer | Attachments (0) | Audit Log | Testing fields

Application ID

Status*

Assigned

Contact*

Queue

Auto Assess Result

Auto Assess Message

Domestic+Conditional+Offer[1].pdf - Adobe Acrobat Pro ✕

File   Edit   View   Window   Help

📁 Open | 📄 Create ▾ | 💾 | ☁ | 🖨 | 📝 | ✉ | ⚙ | 💬 | 🗛 | 📄 | 📄 ▾ | Customize ▾ | ⤢

⬆ ⬇ | 1 / 2 | ▷ ✋ | ➖ ➕ | 81.9% ▾ | 🖼 | ⤢ | Tools | Fill & Sign | Comment

Back | Submit

English Language and Foundation Studies Centre

Phone   02 4921 5319

Fax   02 4921 6901

Email   enabling@newcastle.edu.au

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Application ID: 52

Date 28 September 2016

Name Emily Middleton

Address

Dear Emily

Congratulations on receiving an offer to study Graduate Certificate in Professional Accounting Code 12,187, CRICOS Code 065470K at the University of Newcastle. To

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Forward to Faculty

Next Steps

1 Go-live week commencing 14 November 2016 (**Postgraduate domestic** cohort)

2 **Undergraduate direct domestic** cohorts

3 **International** cohort

4 *Followed by many more cohorts:* **Enabling, Research, Honours, Non-award and extending CX journey with Eloqua**

5 **Business "as usual"**

Lessons learned

- Methodology matters!
- Documentation required to engage the right people at the right time & facilitate effective collaboration
- Personnel changes / finding the balance

- Communication fatigue – highly anticipated project, held up at RFP for many months
- Testing – aggressive timelines mixed with agile development means concurrent design, development, systems test, UAT *and* training
- Due consideration and careful planning of BAU activities required / continuous improvement (managing environment)
- Minimising customisations = complicated configuration
- Admissions is really complex!

Questions?

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