

UniSA Online - Admissions through Service Cloud

Alliance Down Under – Session 5028
November 2017



University of
South Australia



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Australia's University of Enterprise

- **31,930 students**
- **2492 staff (FTE)**
- **Six campuses**
- **Member of ATN**



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UniSA and Oracle

PS Enterprise Campus Solutions

Version 9.2

Live Q3 2017

**PS Enterprise CRM
(Service & Marketing)**

Version 9.1

Live Q1 2017



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Overview

1. UniSA Online
2. Which system to choose?
3. Admissions in the CRM
4. Lessons learned
5. Where to from here?



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UniSA Online

- **Eleven 100% online undergraduate degrees**
- **High touch support**
- **Retention strategy**
- **New unit created includes**
 - Admission officers
 - Student/Admin Support
 - Academics





Admissions at UniSA

Paper

- Non-award, audit, cross-Institutional

SATAC

- Domestic undergraduate and some post-graduate

StudyLink

- Internationals

Apply Online

- For some post-graduate and all research degrees



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Which system should we use?



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Explore. Clarify. Apply.

Study options in South Australia and the Northern Territory.



Undergraduate

Postgraduate

TAFE SA

STAT

Everything you need to know about the Special Tertiary Admissions Test (STAT).

[Learn more](#)

Subsidies & scholarships

University scholarships. Government grants and subsidies.

[See the details](#)

SATAC publications

We produce a range of publications on tertiary study.

[Details here](#)

Latest news

[View all](#)

Monday 25 September 2017
Applications for TAFE SA courses starting in 2018 are open now ...read more

Friday 22 September 2017
SATAC will close at 3.30pm on Friday 22 September 2017 ...read more

Monday 07 August 2017

Which system?

SATAC

- Would charge application fee
- Couldn't process daily



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Welcome to Apply Online

To continue with your application, please enter the Application Number and Password contained within your email.
If you are a new user please [click here](#) to register.

Please enter your login details

Application Number

Password

Login

For security, you will be logged out of Apply Online after 20 minutes of inactivity.

⚠ All international students (excluding research students) need to apply via the **International Application System**. If you are a research student, please continue your application via Apply Online.

📍 If you are an International student and need assistance please email: enquiries@international.unisa.edu.au

📍 If you are a Domestic student and need assistance please email: Domestic.Students@unisa.edu.au

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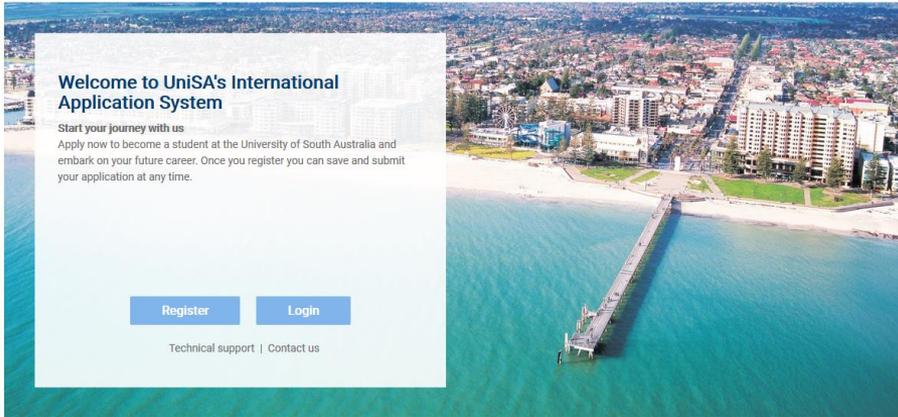
Which system?

Apply Online

- Existing online application system
- Integrates with Research Master (phasing out)
- Has not been updated in a long time.



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Which system?

StudyLink

- **New system implemented in 2016 for International applications**
- **Configured to the unique requirements for internationals**



Which system?

Service Cloud

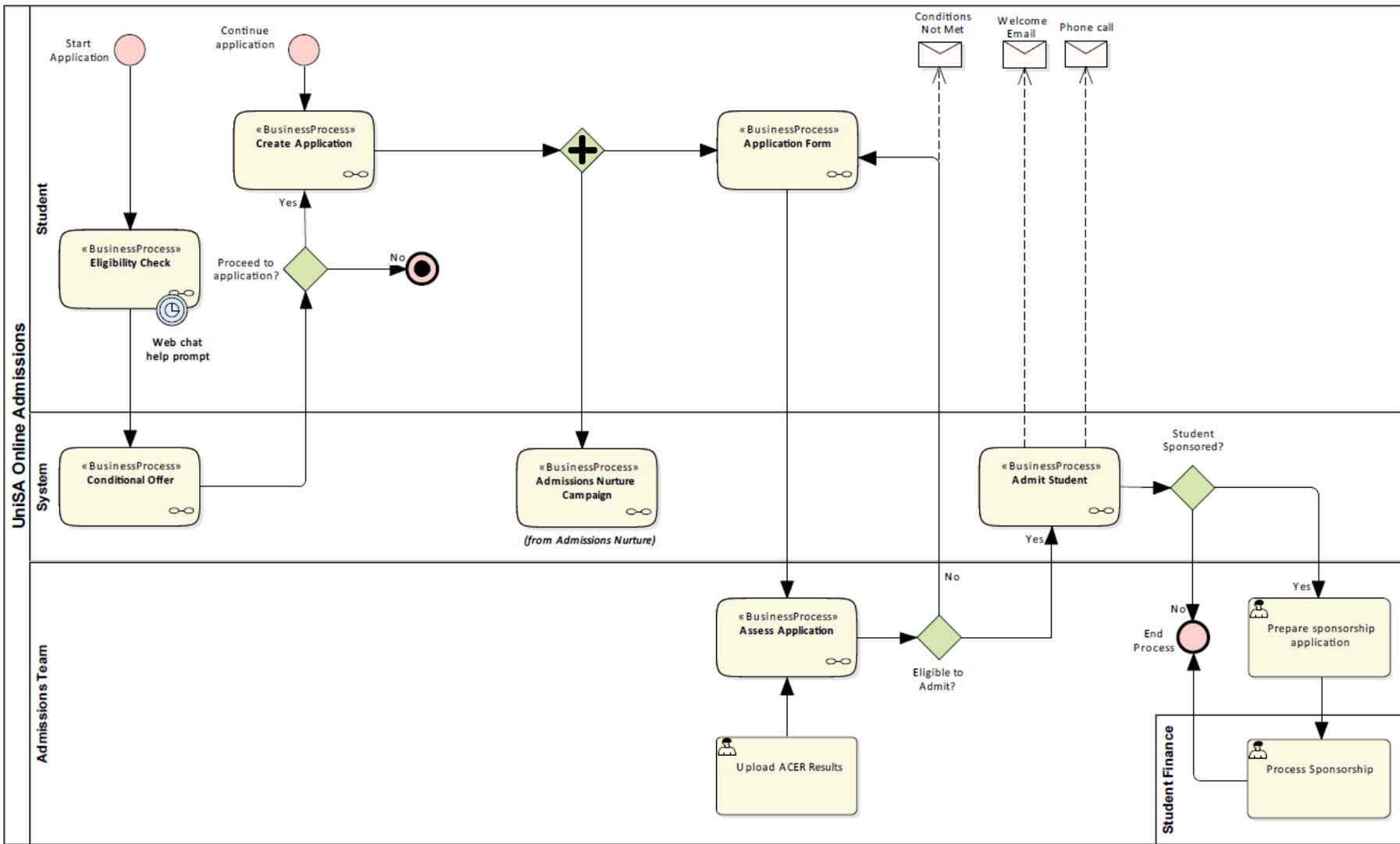
- Could be configured to deal with all types of admissions
- Flexibility to design our own look and feel
- No prior CRM knowledge in project team



Requirements

1. Eligibility check
2. Credit check
3. Simple admission form
4. No acceptance





The Eligibility Checker



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Check your eligibility for admission



Immediate results

Find out instantly if you're eligible to study with UniSA Online



Get the credit you deserve

Get credit for previous study or work experience



Quick & simple

Answer a few simple questions and get your results in under a minute

[Begin now >](#)

Which program are you interested in studying?



Bachelor of Communication



Next >

Please select your citizenship/residency type



Australian citizen (including persons with dual citizenship)



Next >

Highest level of study attempted or completed



Tertiary (Registered Training Provider)



Next >

In which country did you study?

Australia



What is the highest qualification level you have attempted?

Associate Degree



What was the last year of this qualification?

2016

Have you completed this qualification?

Yes

No

Would you like to seek credit for your previous work experience?



Yes

No



Check Eligibility



Congratulations

Based on the data that you entered you meet the requirements for provisional admission into **Bachelor of Communication** with the following academic and work experience credit of at least 18 units:

Elective 1	✓
Elective 2	✓
Elective 3	✓
Elective 4	✓

You may be eligible for additional credit for your previous academic studies and this will be assessed along with your application. If you'd like to discuss further, please request a call back below.

Your entry is provisional upon your results being competitive, and meeting the minimum entry cut-offs.

Request a call back below to discuss your individual circumstances.

Next Steps

Complete an application by providing:

- a certified copy of your academic transcript for your Associate Degree
- evidence of 3+ years work history where you have met the required competencies in order to be awarded credit.

Please note that as an Australian citizen, you must be living in Australia for at least some of your degree to be eligible for admission. More information on Commonwealth Supported places can be found at studyassist.gov.au

Save for later

Request call back

Apply

Nurture Campaigns

Marketing Cloud



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Marketing Cloud

Campaign 1

Pre-application (Eligibility check or enquiry)

Campaign 2

Application started but not submitted



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[View the web version of this email.](#)



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Online



Hi Alison,

Congratulations, you're eligible to study the **Bachelor of Communication** with UniSA Online. Embarking on a university degree represents a major milestone in life. You'll enter a whole new world of opportunities – and you'll leave with a degree and a career path.

We know you want to start as soon as possible, so we've got help at hand to help you with the application process.

**Start your Communication
degree as soon as possible**

After you completed the UniSA Online eligibility checker, you would have received an email with your conditional offer to start studying with UniSA Online. In order to proceed with your conditional offer, you'll need to complete your application and provide

Marketing Cloud

[View the web version of this email.](#)



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Online



Are you ready to apply?

Hi Anneke,

Ready to get started? Submitting an application is a simple process – just follow the steps below. If you need help, we're a call or a click away.

- 1 Put aside 15 minutes to complete our online form
- 2 Gather documents to demonstrate prior learning (don't worry if you don't have these, you can always complete your form and add them later)
- 3 [Complete your application >](#)

Why choose UniSA?



One of Australia's
**largest and
highest ranked
online education
providers**

(2015 Department of
Education external student
reported data, QS World
University rankings 2016)



**Top 10 in Australia
for online student
full-time
employment**

(2015/2016 Department of
Education)



**Top ranking
teachers
Ranked 2nd in
Australia**

(Times Higher Education Top
150 Under 50 Teaching
Indicator 2016)

Get in touch

If you have any questions along the way, contact us for all the information you need.

The application



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Personal Details



Education History



Work History



Study Details



Review and Submit

Personal Details

Are you a previous UniSA student?

Yes No

Prefix

Given name

Middle name

Family name

Date of birth

Citizenship/Residency Type

 Personal Details

 **Education History**

 Work History

 Study Details

 Review and Submit

Education History

Which country have you studied in previously?

Australia



Name of education institution

Adelaide College of TAFE

Qualification Level

Associate Degree



Award Name

Underwater Basketweaving

Have you completed this award?

Yes

No

Last year of study

2016

Language of instruction

English



In order to verify your academic qualifications, you will need to provide certified copies of your transcript/parchment.

Upload parchment/certificate/transcript:

Upload file

Upload File

• Transcript of Results.pdf [Remove](#)

-  Personal Details
-  STAT Result
-  **Work History**
-  Study Details
-  Review and Submit

Work History

I would like to request my work history be evaluated for credit towards my program

Yes

No

Evidence Required

In order for your work experience to be accepted, you will need to upload one or more of the following documents as evidence of your claims.

- Curriculum Vitae
- Work References
- Professional recognition or accreditation
- Training certification (in-house and formal)

Upload CV/Resume and/or additional documentation:

Upload file

Upload File



Save

Next >

- Personal Details
- STAT Result
- Work History
- Study Details**
- Review and Submit

Study Details

Program selected

Bachelor of Communication

When would you like to start

As soon as possible



Will you be sponsored by an external organisation?



Yes

No



Save

Next >

-  Personal Details
-  STAT Result
-  Work History
-  Study Details
-  **Review and Submit**

Review & Submit



Please check that the application information you have provided is both correct and accurate. You can easily return to each section of the application to edit before submitting.

Enter required fields in the application form before you submit.



Personal details

 Edit

Title:	Mr
Given Name:	Moe
Middle name:	
Family Name:	Szyslak
Date of Birth:	02/10/1974
Citizenship/Residency Type:	Australian Citizen
Gender:	Male
Personal Email Address:	moe.szyslak@outlook.com.au
Mobile Phone Number:	+61123456789



Home > UniSA Online > Apply Online > Thank you



Thank you

Your application has been successfully submitted.
You'll shortly receive an email confirming this.

Thanks for submitting your application. Use this
reference number for follow up:

#171031-000062

You can call one of our Degree Advisers to discuss
your application on 1800 531 962



Search/Match



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Service Cloud Contact ID: 531529
 First Name: [REDACTED]
 Last Name: [REDACTED]
 Date of Birth: 25/11/1983
 Gender: Female
 Previous Student ID:

Resend ID for Contact

New

Matched Students Find | View All | First 4 of 1 | Last

Match

Matched Student ID: 100015629
 Match Status: Matched
 First/Given Name: [REDACTED] Citizenship Status:
 Family/Last Name: [REDACTED] Country of Citizenship:
 Other Name(s): [REDACTED] Country of Birth: Australia
 Date of Birth: 25/11/1983
 Gender: Female

Address View

Address Type: Full Address

HOME [REDACTED]

MAIL [REDACTED]

Programs

Academic Program	Program Description	Academic Career	Academic Plan	Effective Date	Academic Program Status
DBVC	Bachelor of Design (Communication Design)	Undergraduate	UND-DBVC	04/03/2005	CN

Enrolments

Course ID	Description	Subject	Catalogue Number	Term	Academic Program	Academic Career
009642	Recreation & Sport Event Prog	SPRC	1007	0720	DBTM	UGRD
100304	Microeconomics	ECON	1006	0720	DBTM	UGRD
006461	Strategic Management	BUSS	3023	0720	DBTM	UGRD
100304	Microeconomics	ECON	1006	0720	DBTM	UGRD
010147	Directed Study Iesp	ENVT	4009	0714	DBTM	UGRD

Search/Match

Submitted applications go to Campus Solutions to be searched/matched

Returns one of

1. Student ID
2. URL to manually match
3. Error message



Assessment



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Contact Details

Contact * Moe Szyslak

Staff/Student ID

Application Email moe.szyslak@outlook.com.au

Email moe.szyslak@outlook.com.au

Mobile Phone +61123456789

Address

Citizenship * Australian Citizen

Application Details

Reference # 171031-000062

Adviser [No Value]

Assigned Ali Dall

Queue UO Applications

Program Bachelor of Communication

Motivation [No Value]

Status * In Progress

Application Status Assessing

Subject * UniSA Online Application

Open Options

Search/Match:

Sponsorship: No

Previous UniSA Student: No Value

Application Country: Australia

Postcode: 5000

Admission Information

Application Information

Study Start As soon as possible

Callback [No Value]

Submitted 31/10/2017 04:00 PM

Last Update 31/10/2017 04:00 PM

Completed

Conditional Offer

Based on the data that you entered you meet the requirements for provisional admission into Bachelor of Communication with the following academic and work experience credit of at least 18 units:

- Elective 1
- Elective 2
- Elective 3
- Elective 4

You may be eligible for additional credit for your previous academic studies and this will be assessed along with your application. If you'd like to discuss further, please request a call back below.

Please note the below conditions for admission and credit eligibility:

- a certified copy of your academic transcript for your Associate Degree.
- evidence of 3+ years work history where you have met the required competencies in order to be awarded credit.

Conditions Checklist

- Qualifications
- Credit

Assessment Outcome

Comments

Admission Reason [No Value]

Evaluated By [No Value]

Outcome [No Value]

Return to Queue Request More Info Withdraw App Send to UI

Assessing Qualifications

Summary Documents Qualifications Credit Communications Enquiries Audit Log

Academic Qualifications

Highest Study Tertiary (Registered Training Pr Top Qualification Associate Degree ATAR Required 60

 Open  Add New  Copy  Delete

Award Authentic:



Award Name: Underwater Basketweaving

Institution: Adelaide College of TAFE

Aust Award Level: Associate Degree

Country: Australia

Award Completed: 

Last Year Studied: 2016

GPA:

ATAR:



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Assessing Qualifications

Academic Qualification

Verification Sources

Applicant Details

Contact

Student ID

First Name

Last Name

Email

Mobile Phone

Award Information

Qualification Level*

Award Name*

Last Year Studied*

Completed*

Language

Highest Qualification

Institution*

Other Institution

Other Country

Justice of the Peace

[Aust Capital Territory](#) [South Australia](#)

[New South Wales](#) [Tasmania](#)

[Northern Territory](#) [Victoria](#)

[Queensland](#) [Western Australia](#)

Documentation

Open Print Copy Assign Delete Options

Options

Filename	Date Created	Size
Work experience Evidence.docx	31/10/2017 03:55 PM	11.41KB
Transcript of Results.pdf	31/10/2017 03:55 PM	222.77KB

Institution Country:

Verification of Award Authenticity

Please enter the UniSA/Australian equivalencies for this award

For older year 12 scores that don't have an ATAR, contact SAS Admissions Business

Analysts for equivalencies.

Award GPA ATAR

Comments

Outcome

Evaluated By

Date

Fraudulent

Authentic

Assessing Credit

[Summary](#) [Documents](#) [Qualifications](#) **[Credit](#)** [Communications](#) [Enquiries](#) [Audit Log](#)

Credit

Credit [Academic Criteria](#) [Work Experience Criteria](#)

 Open  Add New  Copy  Delete

 Options ▾

Validated	Credit Type	Sub + Cat	Course	Units	Degree	Assessed
	Academic credit	TRNSFR 100005	Elective 1	4.5	Underwater Basketweaving	31/10/2017 04:36 PM
	Academic and work expe	TRNSFR 100014	Elective 2	4.5		No Value
	Academic and work expe	TRNSFR 100021	Elective 3	4.5		No Value
	Academic and work expe	TRNSFR 100022	Elective 4	4.5		No Value



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Assessing Credit

Credit

Incident: 

Course: 

Subject Area:

Catalog Number:

Units:

Credit Type:

Qualification*: 

Qualification Level*:

Last Year Studied*:

School Type*:

Field of Education*:

Comments:

Outcome:

Added By:

Date: 



Follow up phone calls

Summary UniSA Record Documents Work Experience Tests Credit **Communications** Enquiries Audit Log

Communications

Follow up phone calls

After phoning the applicant, add any email you wish to send to the contact then click one of the buttons to complete.

Awaiting Call Latest Call Date

Call Window Call Scheduled

Call Completed

No Answer

Left Message

Not Required

A new entry method



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Work Experience for Admission

In order to be admitted into a UniSA Online program with Work Experience, the applicant must provide evidence that they have experience relevant to the degree to which they are applying.

Open Print Copy Assign Delete Options

Filename	Date Created	Size
Work experience Evidence.docx	02/11/2017 02:07 PM	11.41KB

Comments

Outcome Validated

Evaluated By Ali Dall

Validated Date 02/11/2017 02:10 PM

Doesn't meet condition

Meets condition

Create ACER Username

Send ACER Username

Entrance Test

- Online literacy and numeracy test through ACER
- CRM issues username and password
- Results are uploaded via spreadsheet

Moe Szyslak 171031-000062 261 x

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UniSelect STAT Qualifications

UniSelect Entrance Test Results

Contact Extension

Contact	Moe Szyslak
Staff/Student ID	
Matched Medici ID	
First Name	Moe
Middle Name	
Last Name	Szyslak
Email	moe.szyslak@outlook.com.au
Online Application Email	moe.szyslak@outlook.com.au
Mobile Phone	+61123456789
Citizenship	Australian Citizen
English Proficiency	[No Value]
Sponsorship	No
First Language	[No Value]
Application Postcode	5000

Login Details

Acer Flag	No
Acer Password	linaebop
Acer Username	uni245779
Passwords Issued	1

Results

Date Attempted	
English Percentile	English Score
Maths Percentile	Math Score

Entrance Test

- Online literacy and numeracy test through ACER
- CRM issues username and password
- Results are uploaded via spreadsheet



1. Import type

Results

2. Column headers (sample)

	A	B
1	Username	Password
2	uni594498	abc123xyz

	A	B	C	D	E	F	G	H	I
1	Subject	Username	First Name	Last Name	Date of Birth	Gender	Test Date	Total Raw Score	All Students %tile
2	English	uni594498	John	Candidate1	1/12/1995	Male	2/12/2017	28	70.6

3. Select File

Browse...

Upload

Entrance Test

- Online literacy and numeracy test through ACER
- CRM issues username and password
- Results are uploaded via spreadsheet



Admission Test

STAT **UniSelect**

UniSelect

UniSelect Allowed Yes

 Open

 Options ▾

Test Date:	30/10/2017	Program:	Bachelor of Communication		
Required English Score:	30	English Result:	 30	English %:	85
Required Math Score:	25	Math Result:	 15	Math %:	65

Entrance Test

- Online literacy and numeracy test through ACER
- CRM issues username and password
- Results are uploaded via spreadsheet



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Approving Applications

Contact Details

Contact* 🔍

Staff/Student ID

Application Email

Email ✉️

Mobile Phone

Address [Edit](#)

Citizenship*

Application Details

Reference #

Adviser

Assigned

Queue

Program 🔍

Motivation

Status*

Application Status

Subject*

 Open  Options ▼

Search/Match:

Sponsorship: No

Previous UniSA Student: No Value

Application Country: Australia

Postcode: 5000

Admission Information

Application Information	Conditional Offer
<p>Study Start <input type="text" value="As soon as possible"/></p> <p>Callback <input type="text" value="[No Value]"/></p> <p>Submitted <input type="text" value="31/10/2017 04:00 PM"/> 📅</p> <p>Last Update <input type="text" value="01/11/2017 04:11 PM"/> 📅</p> <p>Completed <input type="text"/></p>	<p>Based on the data that you entered you meet the requirements for provisional admission into Bachelor of Communication; with the following academic and work experience credit of at least 18 units:</p> <p>Elective 1 Elective 2 Elective 3 Elective 4</p> <p>You may be eligible for additional credit for your previous academic studies and this will be assessed along with your application. If you'd like to discuss further, please request a call back below.</p> <p>Please note the below conditions for admission and credit eligibility:</p> <ul style="list-style-type: none">a certified copy of your academic transcript for your Associate Degree.evidence of 3+ years work history where you have met the required competencies in order to be awarded credit.

Assessment Outcome

Comments

Admission Reason

Evaluated By

Outcome

Automated Credit Staging

Empl ID: 110247428
Credit Source: Service
Academic Career: Undergrad
Academic Program: XBCD
Academic Plan: N/A-XBCD
Admit Term: 1805
Source Institution: Adelaide College of TAFE

Credit Type: Course
External ID Reference: 531570
Process Instance:
Status Flag:
Processed?:
Model Status:

Process Log:

Other Details			
Transfer Model Nbr:	<input type="text"/>	Undergraduate Institution Code:	<input type="text" value="8001"/>
School Type:	<input type="text" value="TAF"/>	Level of Education Code:	<input type="text" value="999"/>
Agreement ID:	<input type="text"/>	FOE Code - First 4 Characters:	<input type="text" value="1000"/>

Credit Details		Personalize Find View All		First	1-2 of 2	Last
Course ID	Units Transferred	Long Description				
1 100013	4.500	Elective 1	<input type="text"/>	<input type="button" value="+"/>	<input type="button" value="-"/>	
2 100014	4.500	Elective 2	<input type="text"/>	<input type="button" value="+"/>	<input type="button" value="-"/>	

Processing Credit

- Approved credit moves into Staging table
- Processed against student record once matriculated

Lessons learned



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Lessons learned

Account creation process

- UAT testers found it confusing
- Reinvented late in the game





Lessons learned

Admissions team didn't exist

- **Came on-board after requirements already written**
- **Wanted to change processes**

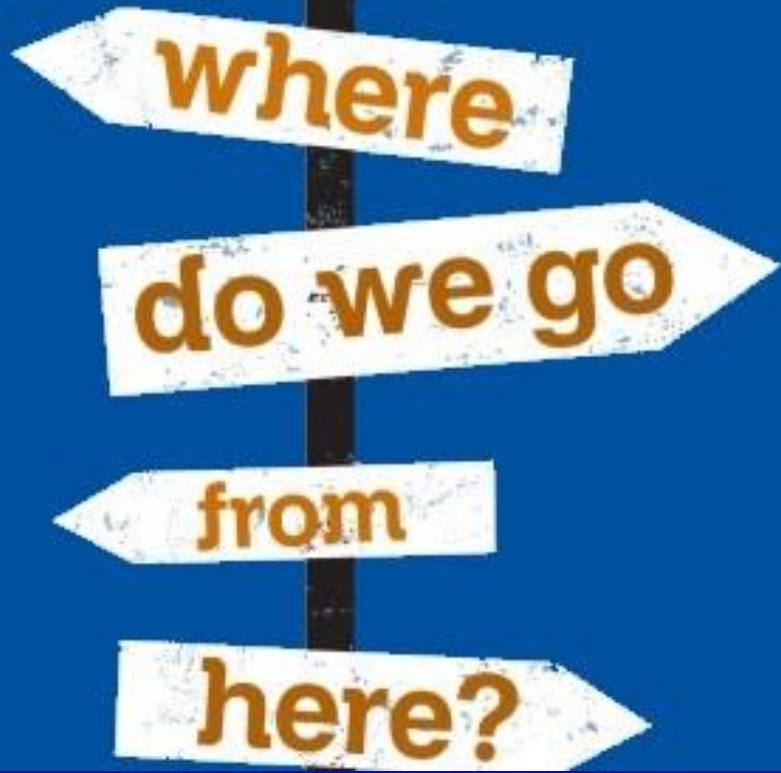




Lessons learned

- **Conflicts in terminology**
- **Competing demands for resources**
- **Migration**
- **Staff assessing too quickly**





Where to from here?

- Research
- Paper forms
- Internal Transfer



Questions?



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What did the Buffalo say to his son when he left for college?

