# 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

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# 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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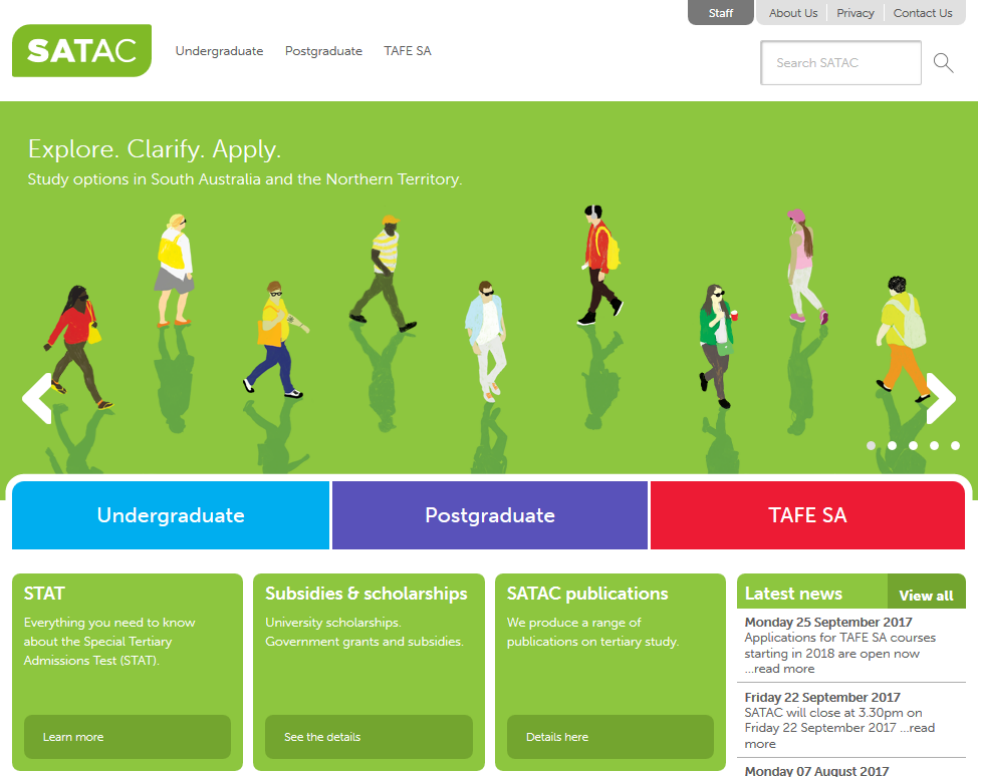


# Which system?

## SATAC

- Would charge application fee
- Couldn’t process daily

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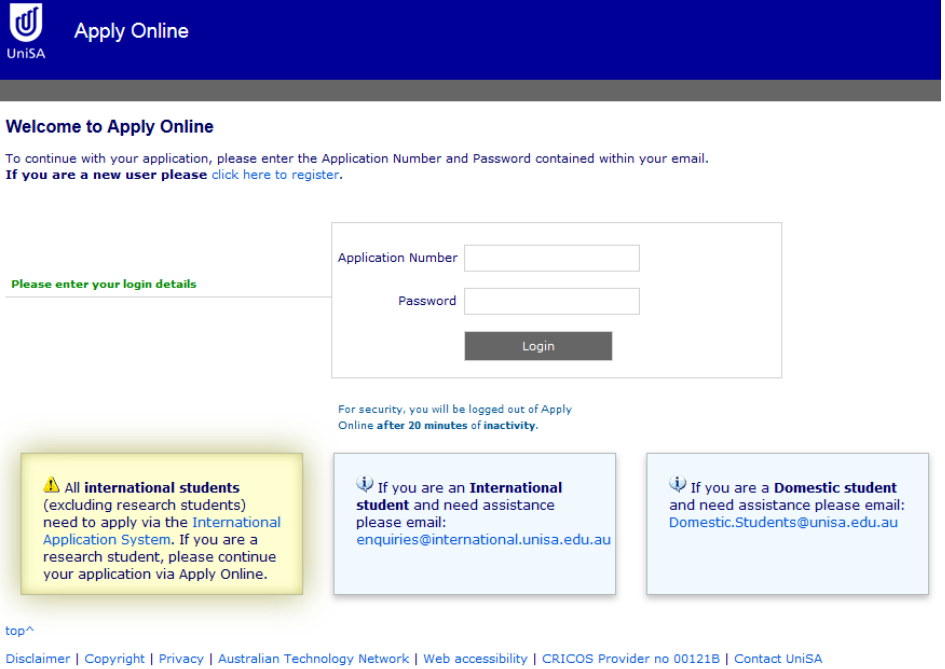


# Which system?

## Apply Online

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

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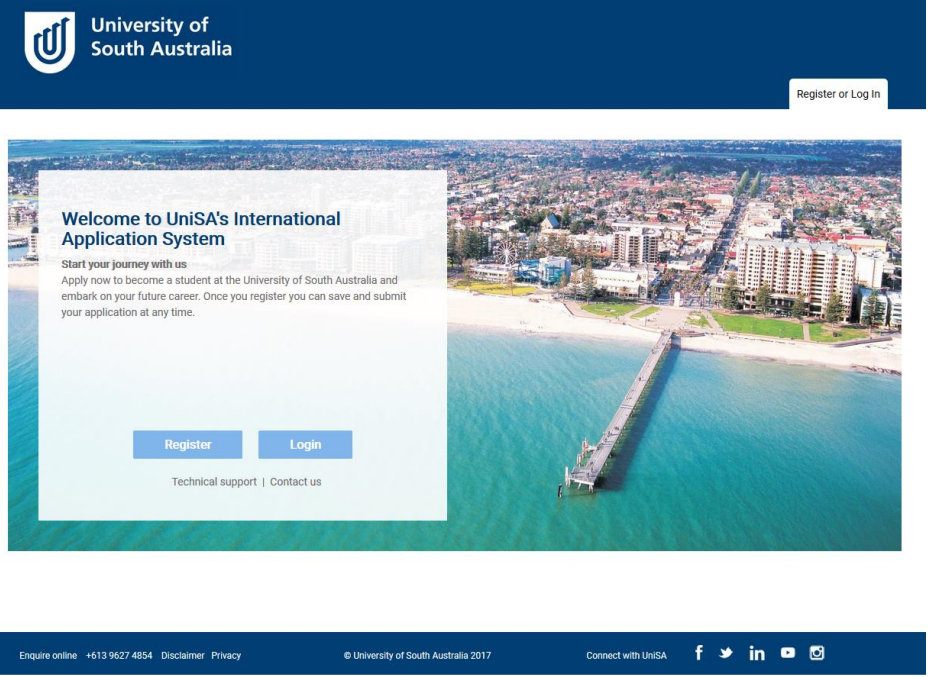


# Which system?

## 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

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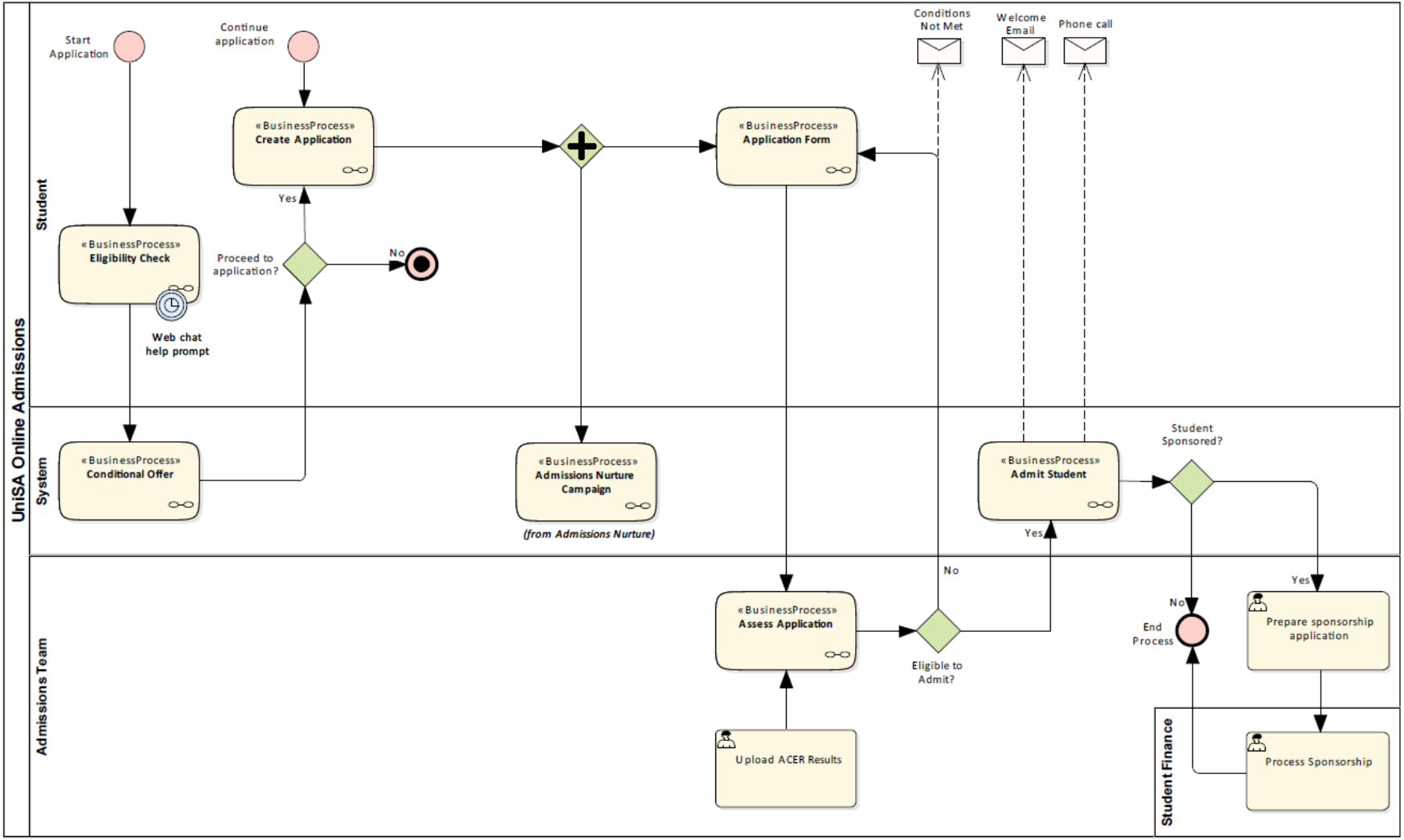
UniSA Online Admissions
Student
System
Admissions Team
Start Application
Continue application
«BusinessProcess» Create Application
«BusinessProcess» Application Form
Conditions Not Met
Welcome Email
Phone call
«BusinessProcess» Eligibility Check
Web chat help prompt
Proceed to application?
Yes
No
«BusinessProcess» Conditional Offer
«BusinessProcess» Admissions Nurture Campaign
(from Admissions Nurture)
«BusinessProcess» Admit Student
Student Sponsored?
Yes
No
«BusinessProcess» Assess Application
Eligible to Admit?
No
Yes
End Process
Prepare sponsorship application
Upload ACER Results
Student Finance
Process Sponsorship

# 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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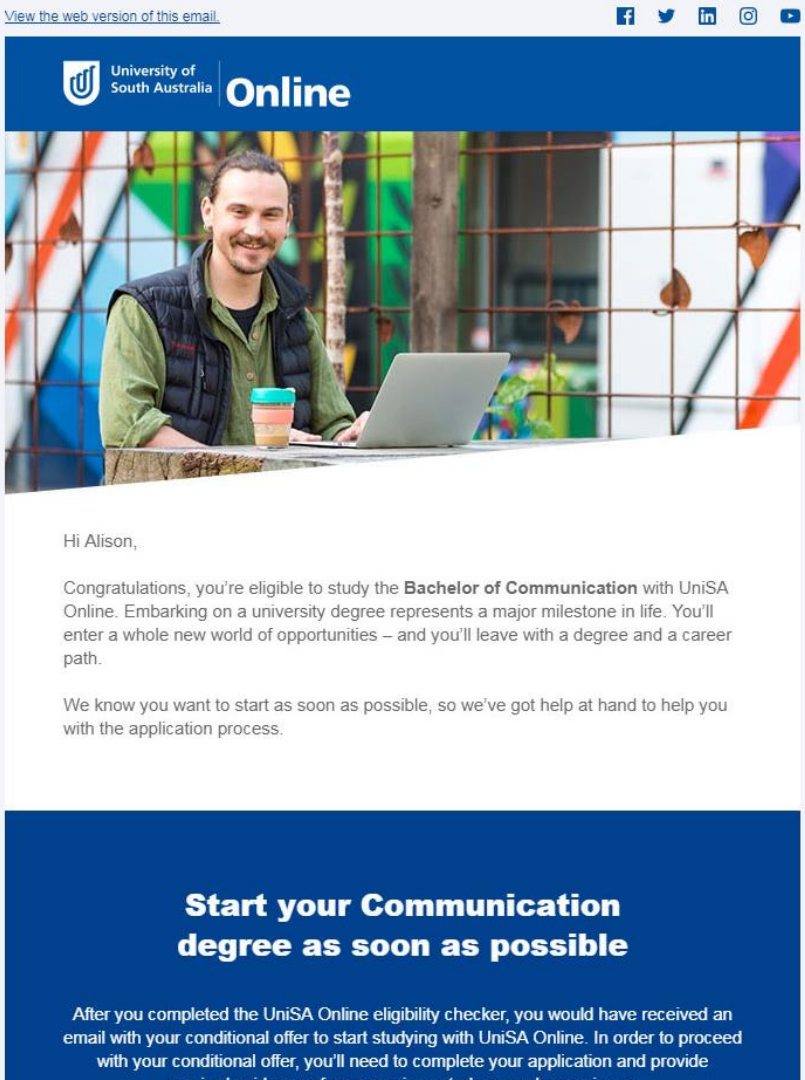

# Marketing Cloud

View the web version of this email

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## 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

# The application

**Personal Details**

Education History

Work History

Study Details

Review and Submit

# Personal Details

Are you a previous UniSA student?

Yes | **No**

Prefix

**Mr**

Given name

**Moe**

Middle name

Family name

**Szyslak**

Date of birth

**02/10/1974**

Citizenship/Residency Type

**Australian citizen (including persons with dual citizenship)**

- 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

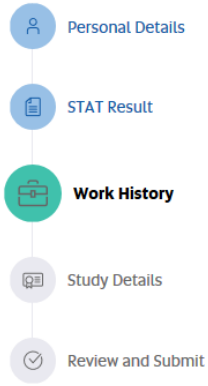
English

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




# 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)

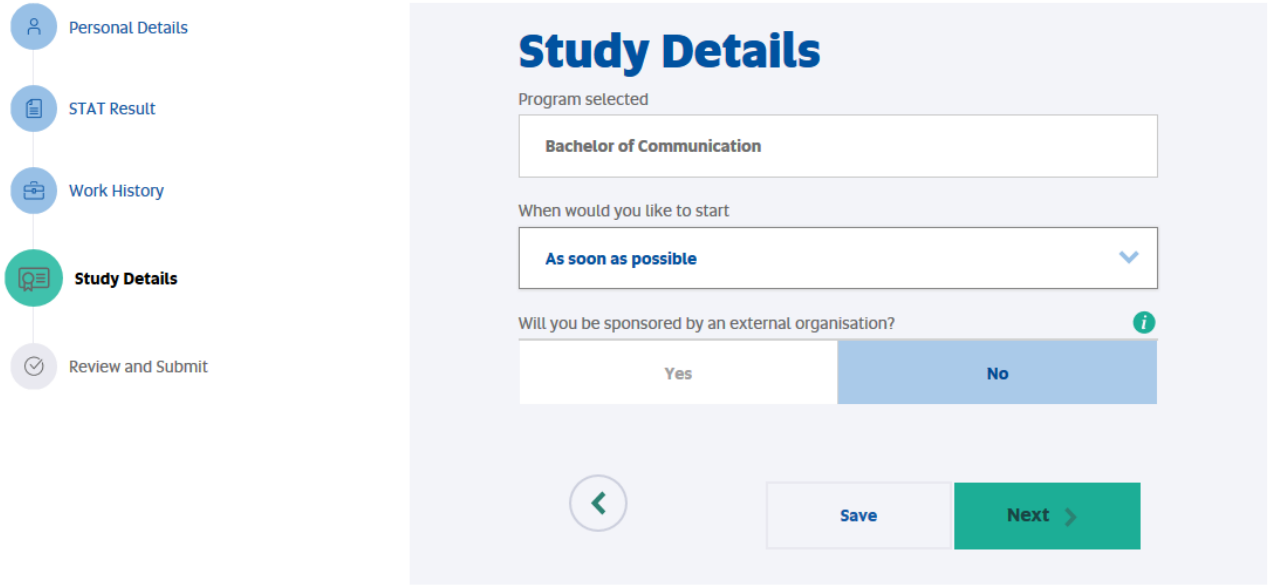
Upload CV/Resume and/or additional documentation:

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

PRINT

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 |

# 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:
#171031-0000062

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

# Search/Match

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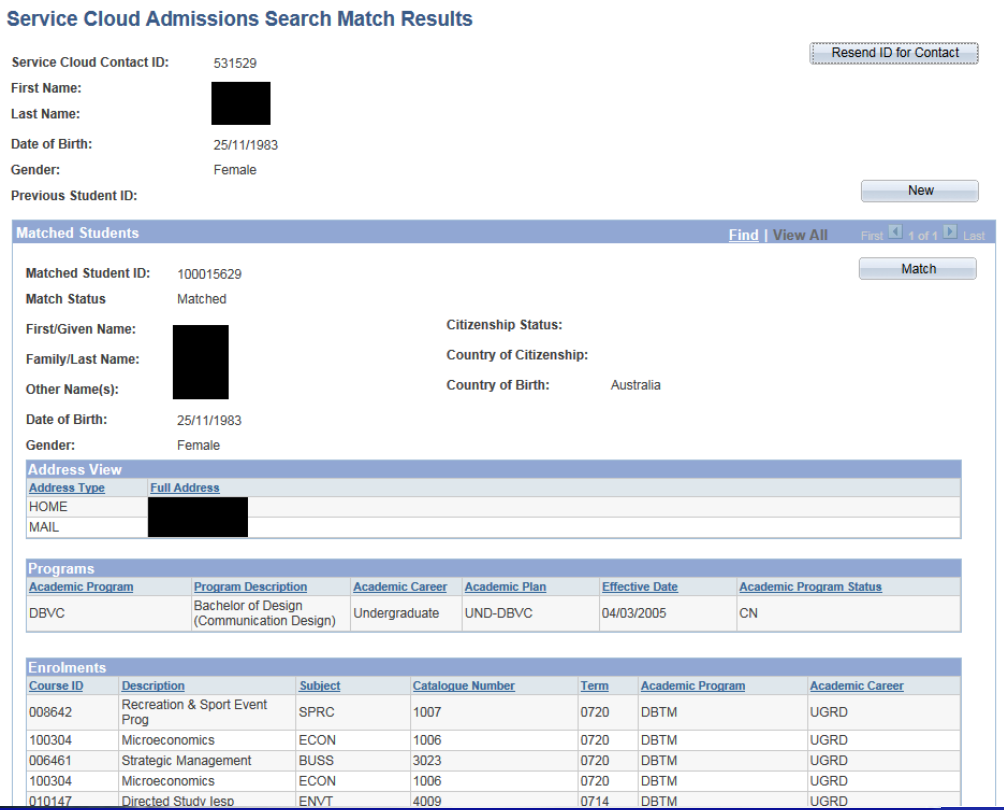


# Search/Match

**Submitted applications go to Campus Solutions to be searched/matched**

**Returns one of**

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

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# Assessment

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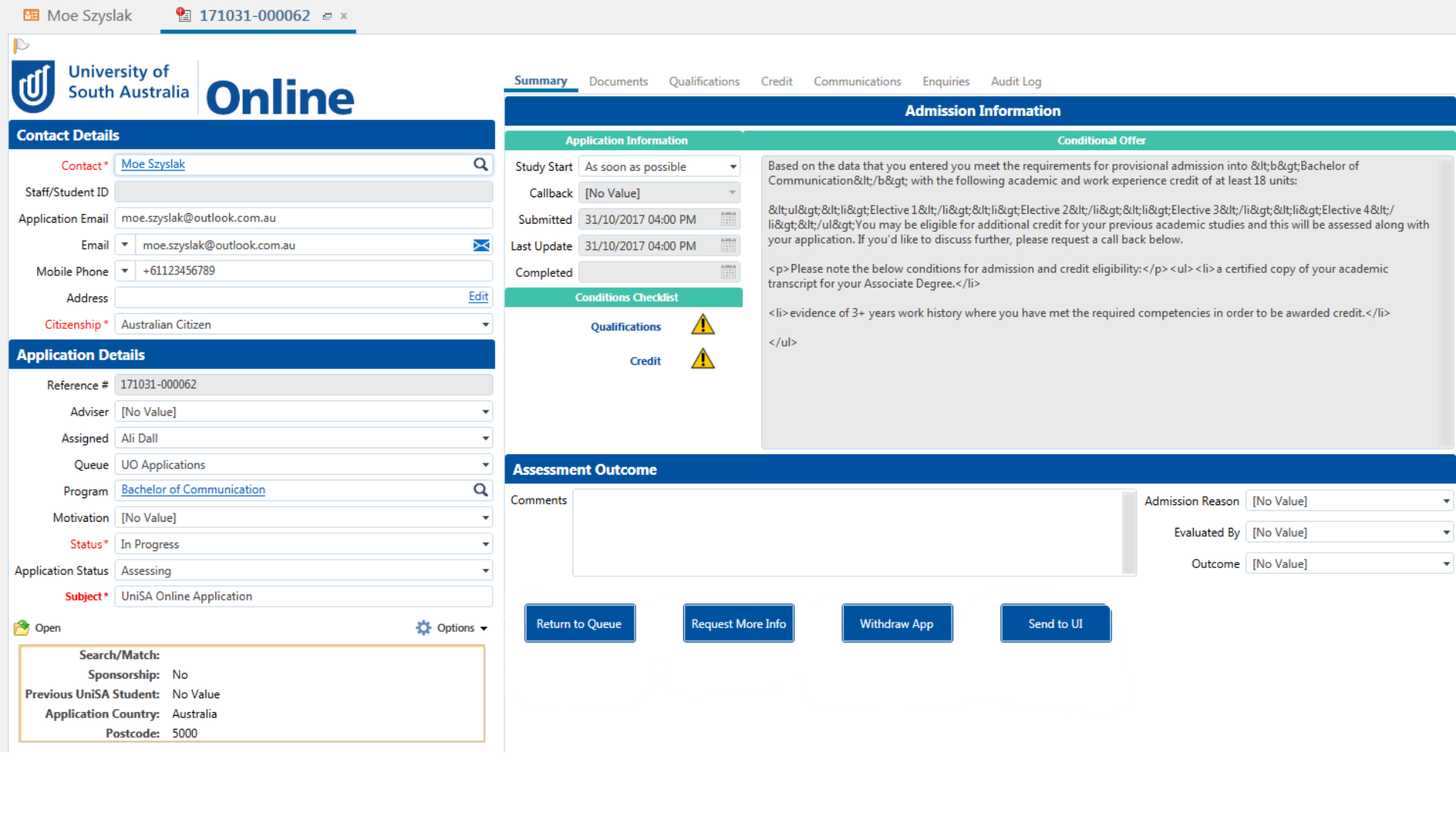
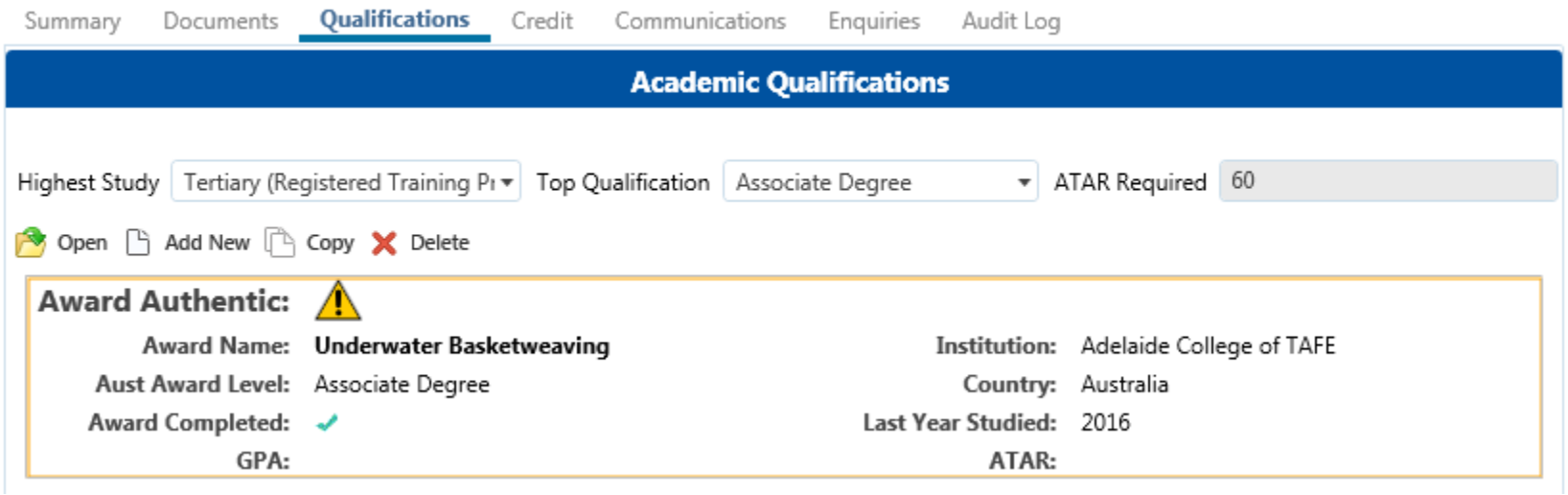

Moe Szyslak
171031-000062
University of South Australia
Online
Summary
Documents
Qualifications
Credit
Communications
Enquiries
Audit Log
Contact Details
Contact *
Moe Szyslak
Staff/Student ID
Application Email
moe.szyslak@outlook.com.au
Email
moe.szyslak@outlook.com.au
Mobile Phone
+61123456789
Address
Edit
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
Conditions Checklist
Qualifications
Credit
Conditional Offer
Based on the data that you entered you meet the requirements for provisional admission into <b>Bachelor of Communication</b> with the following academic and work experience credit of at least 18 units:
<ul><li>Elective 1</li><li>Elective 2</li><li>Elective 3</li><li>Elective 4</li></ul>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: <ul><li>a certified copy of your academic transcript for your Associate Degree.</li>
<li>evidence of 3+ years work history where you have met the required competencies in order to be awarded credit.</li>
</ul>
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

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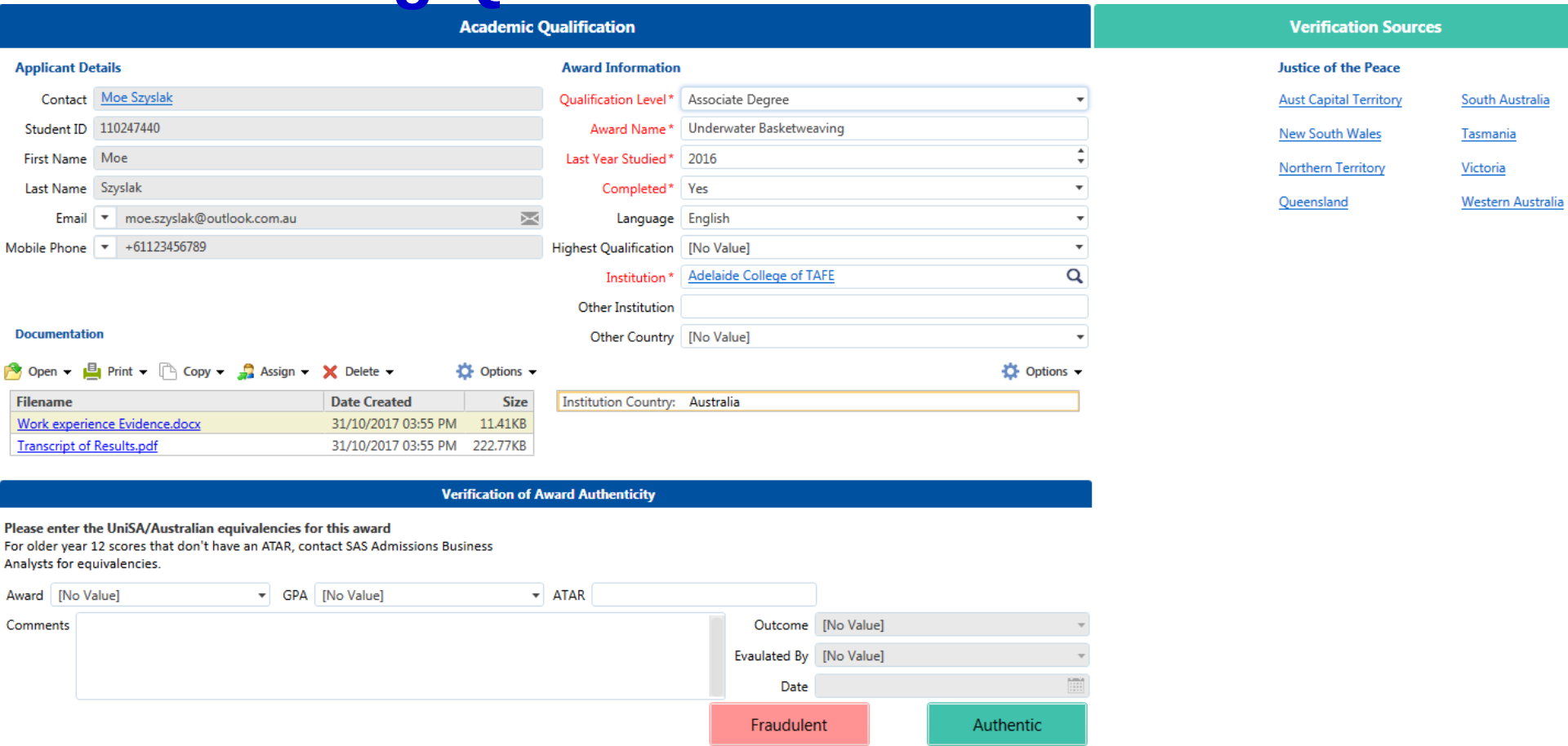
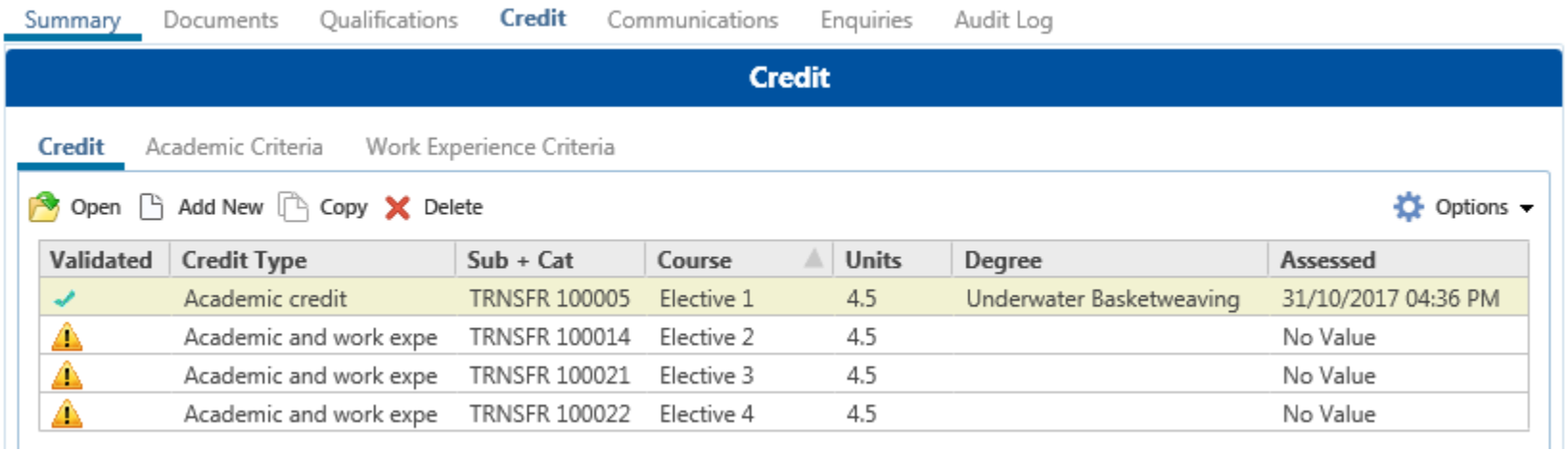
# Assessing Qualifications



# Assessing Credit

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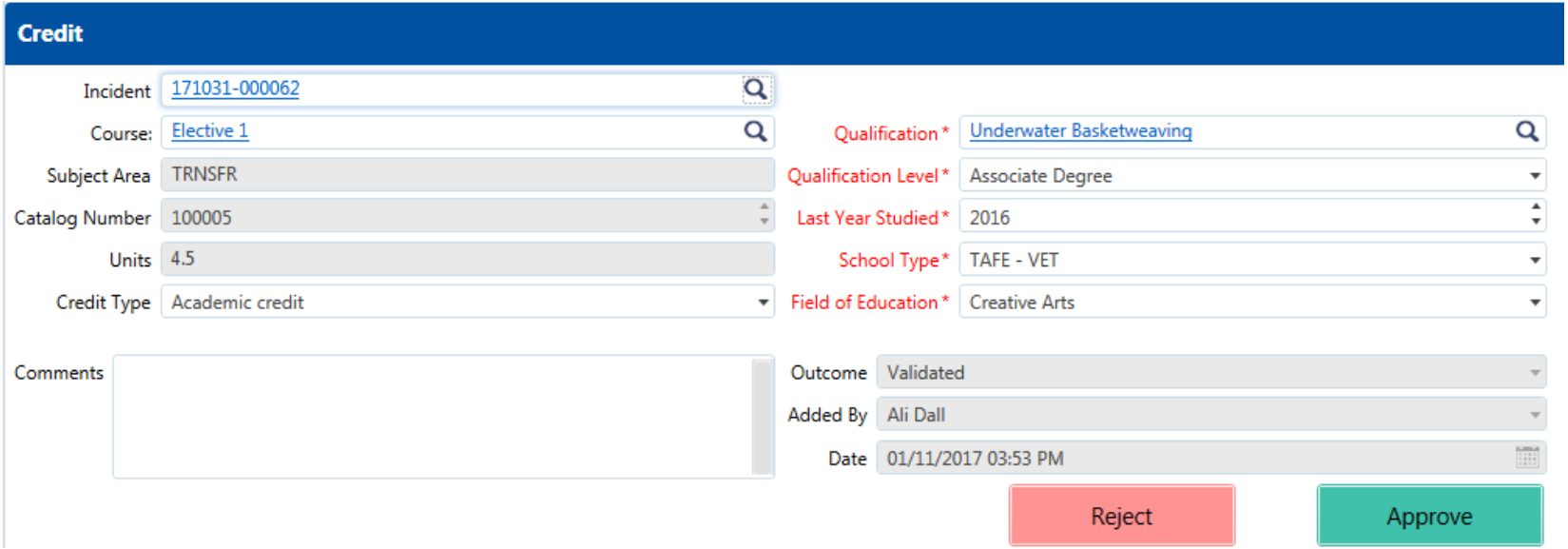
# Assessing Credit

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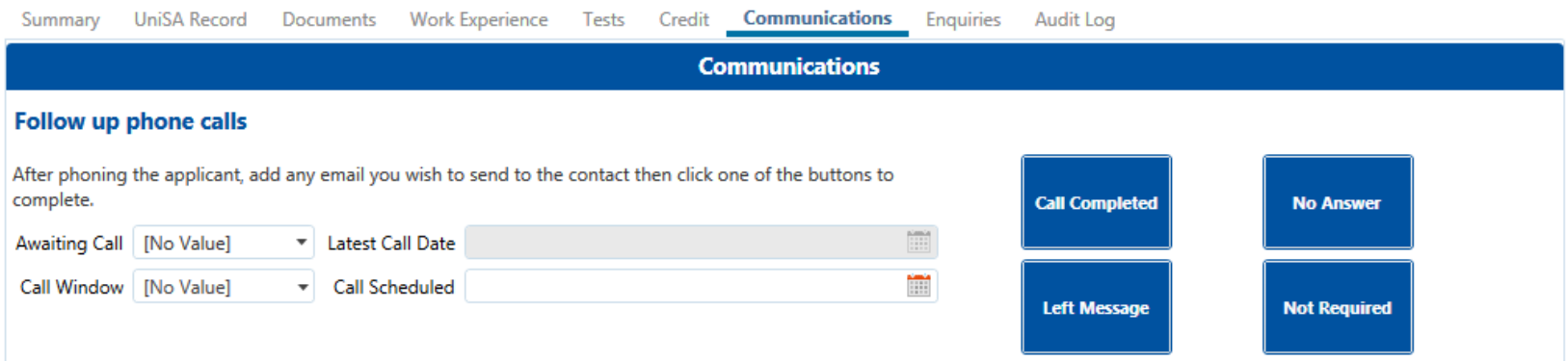
# Follow up phone calls

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# A new entry method

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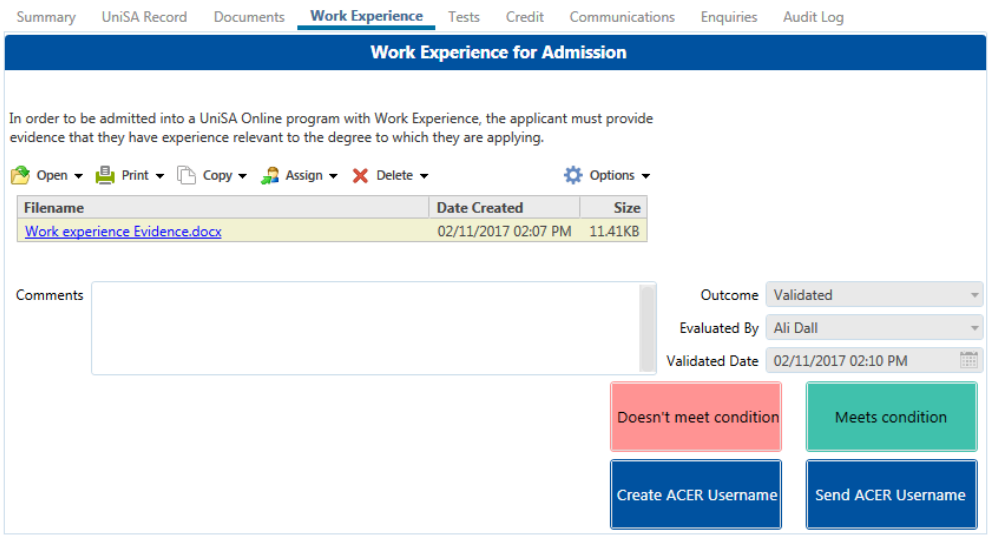


# Entrance Test

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

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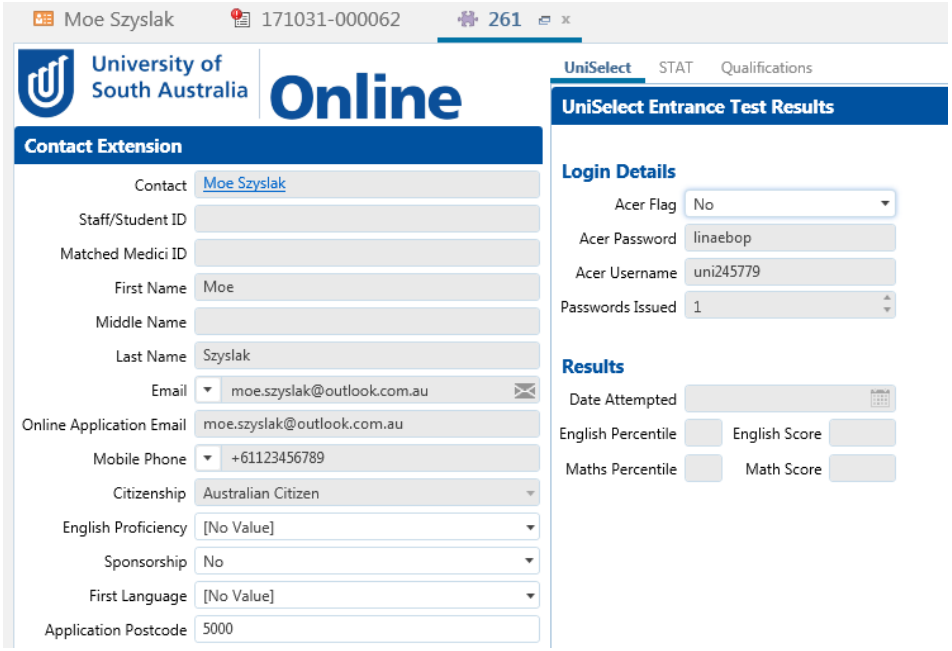


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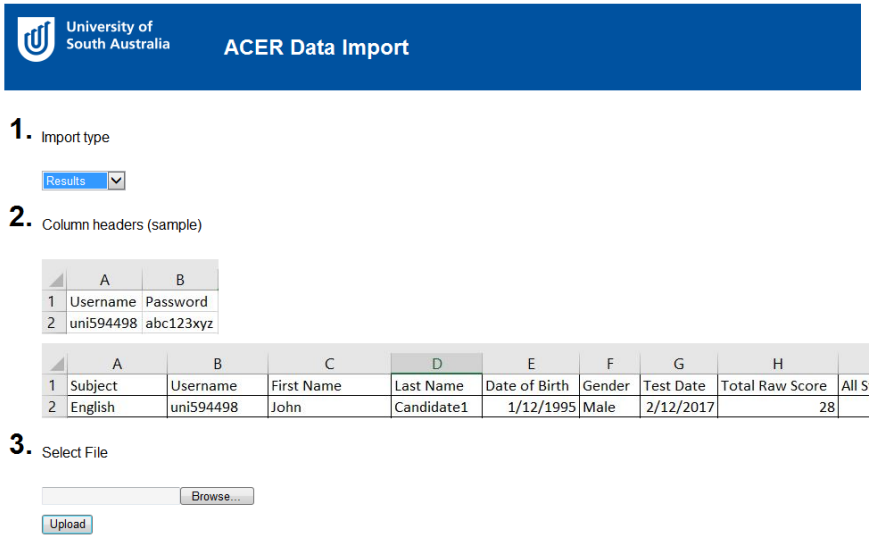


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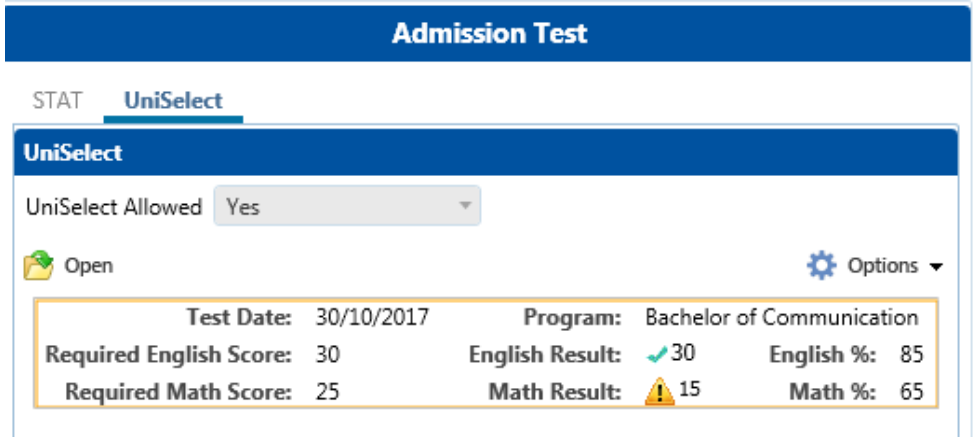
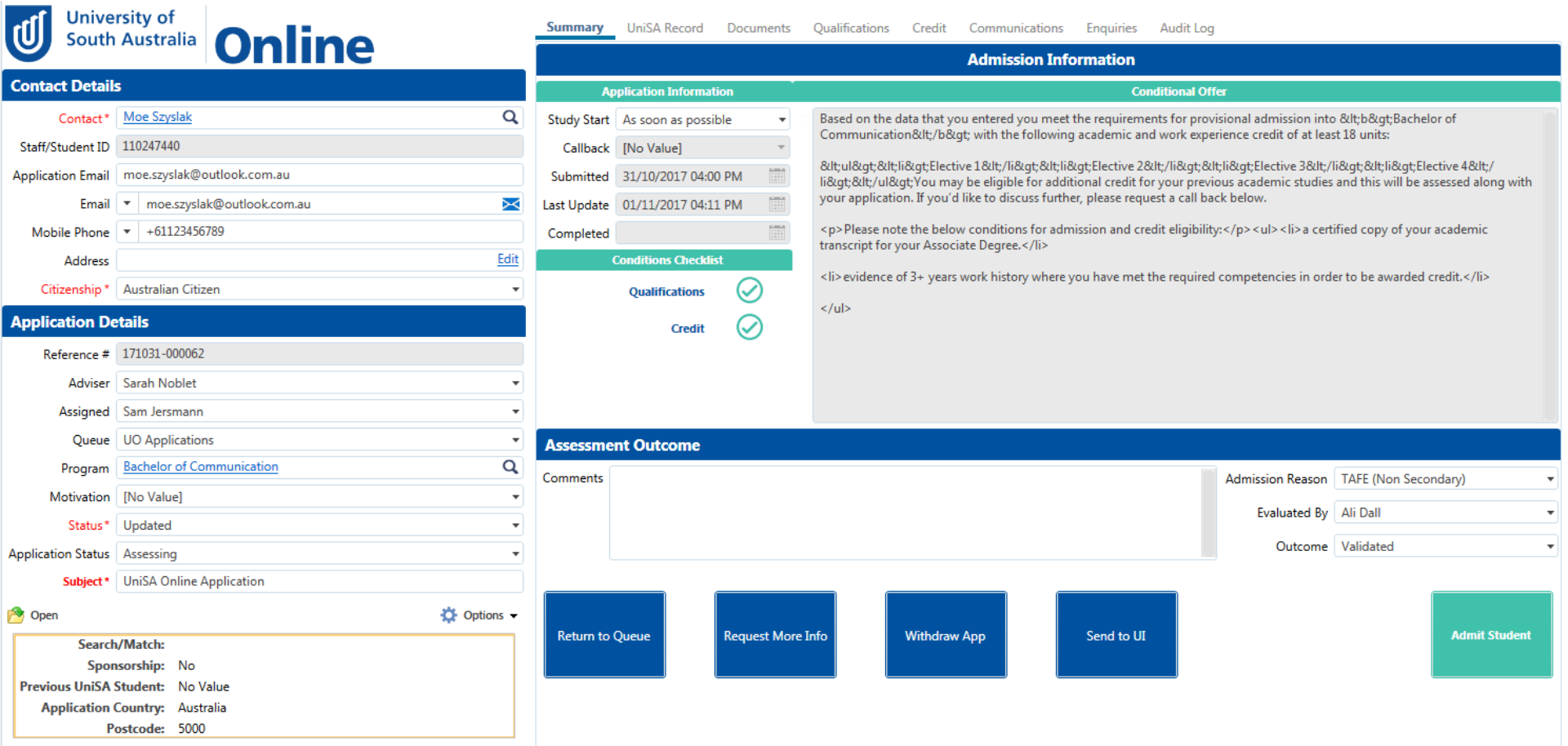
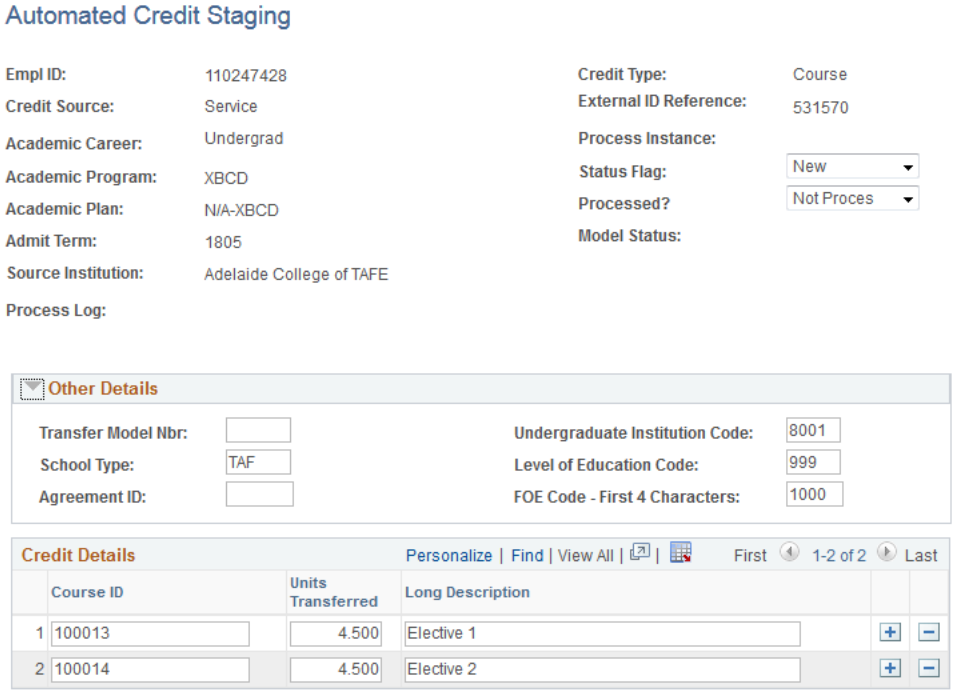



# Entrance Test

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

# Approving Applications






# Processing Credit

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

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# 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

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# Where to from here?

- Research
- Paper forms
- Internal Transfer

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# Questions?

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