

Cal State Apply Background

The Chancellor's Office is in the midst of migrating from CSUMentor to *Cal State Apply*. While our goal is to make the switch as straightforward as possible, it will certainly impact every California State University campus. We hope to mitigate any inconvenience that might be experienced by the more than 500,000 student applicants, their families and counselors who are expected to use the new system in its first year.

History

The process to replace the outdated CSU Mentor system began in December 2015 with the issuing of a Request for Proposal (RFP). A CSU selection committee with representation from 14 campuses completed its comprehensive review of submitted proposals in March 2016. The selection committee recommended Liaison International to be the CSU's new vendor in April 2016. Once the contract was signed in June 2016, we quickly connected with Liaison to chart out in detail the specifications and requirements of the CSU application. We worked closely with nine new campus representatives, abundantly familiar with the current system, who are serving on our implementation committee. Time was also dedicated to meeting with CSU councils, CSU leadership committees and other affected cross-sectional CSU groups.

Incorporation of Feedback

Since June 2016, we have engaged with Liaison on a daily basis to refine our requirements, analyze the current implementation plan and gather as much feedback as possible from CSU stakeholders. This feedback and analysis have resulted in some significant improvements in the new application, including:

- one application for all applicants to ensure that only relevant questions are asked;
- the EOP application will no longer be separate; potential EOP candidates will be encouraged to apply if they meet specific criteria;
- credential applicants will be asked a distinct set of questions and will be able to submit documents as part of the process;
- veterans will be able to upload their standard separation papers or DD214 forms;
- international applicants will be able to include their U.S. coursework, if applicable;
- applicants will now be able to pay with e-checks, credit cards and through PayPal;
- application fee waiver logic has been improved; and
- employee and dependent fee waivers will be automated.

Application Fee

The new application methodology requires that the application fee collection process be centralized; however, no changes are presently proposed regarding the distribution of the application fee revenue. Collected fees will be batched and forwarded electronically to the processing campuses. The fee management procedures are under development with CO Financial Services. By centralizing the application fee volume, we will also achieve a reduction in the overall processing charges from PayPal.

Improved Administrative Functionality

In addition, the new application provides significant administrative functionality that will allow campus departments to:

- include campus-specific supplemental questions, based on the primary program selected by the applicant;
- utilize tools to evaluate applicants for admission to specific programs;
- request letters of recommendation;
- set up program-level evaluation criteria for applicant reviewers to utilize;
- e-mail applicants;
- schedule interviews; and
- include major-specific instructions and branding.

This functionality can be used by undergraduate, graduate, credentials and extended education departments. For additional information on the new functionality please refer to the attached Liaison WebAdMIT and Configuration Portal fact sheets. Additional information can be found at <http://www.liaisonedu.com/>. We had a webinar in September 2016, to provide additional information. The recording can be viewed at: <https://attendee.gotowebinar.com/recording/7488965389366798339>

The use of *Cal State Apply* to collect CSU application data, as we do through CSUMentor today, will remain a requirement. However, utilizing the new functionality—such as supplemental questions for various programs—or using the applicant review tools, will be optional. The tools can be implemented and used on a per major or department basis. A few examples include:

- The impacted psychology department that would like to include supplemental questions for undergraduate applicants but does not want to use the applicant review tools.
- The MBA program that would like to include supplemental questions and use the application review tools while other departments in the College of Business maintain their current process.
- Extended education would like to include supplemental questions and use the application review tools for all majors/programs.

Please note, campuses cannot include supplemental questions and criteria in the application for undergraduate applicants unless the program has been approved for major impactation. If campus areas and departments are interested in using any of the new functionality (see attachments) beginning with the fall 2018 application cycle, campuses must communicate their interest to Dr. April Grommo in the Chancellor's Office. We have developed a plan to support future adoption by campus area and department.

Opportunity for Campus Branding

While the overall application will now be branded as *Cal State Apply*, campuses will have the opportunity to provide a graphic along with textual information at the major, college, department

or campus levels if they so choose. This information will need to be provided to the Chancellor's Office by each campus. Deadlines for this information are based on the programs/majors that will go live for each term and can be found—along with examples—in the attached calendar. This information was also provided to your directors of admission.

Designated Point of Contact

Campuses should select a person to act as the strategic coordinator for the rollout of *Cal State Apply* on your campus. This individual should be the Chancellor's Office main point of contact for this project.

Items with which the designated campus point of contact would assist immediately include:

- ensuring the campus branding sets are properly reviewed and coordinated on your campus as the information will be seen by prospects, parents, counselors and others;
- working with campus leadership to confirm that any remaining fall 2017 applications will be collected in the new application system after May 31, 2017, the end date of our relationship with CSUMentor;
- coordinating with all areas—including undergraduate, graduate, credentials and extended education—to ensure they have been consulted about how they would like to use the new application;
- working with the Chancellor's Office if additional information or clarification is needed;
- coordinating with the Chancellor's Office regarding the participation of campus staff in application testing;
- coordinating with the Chancellor's Office to ensure campus admissions staff and others are included in the systemwide training plan under development on use of the application; and
- working with campus departments to update all communications and websites references and links from CSUMentor to *Cal State Apply*.