Improving the Student Experience

University of Phoenix

eTranscript

Acquisition Process

PESC (P20W) Best Practice Submission 2013

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Who We Are

• We were founded in 1976 by Dr. John Sperling

• We are the largest private accredited university in the United States

• Our mission is to provide access to higher education opportunities that enable students to develop the knowledge and skills necessary to achieve their professional goals, improve the productivity of their organization and provide leadership and service to their communities

• Our vision is to offer an innovative approach to higher education focused on meeting the needs of working students…
  ➢ Convenient
  ➢ Accessible
  ➢ Up-to-Date
  ➢ Applicable to Real World

• Our Philosophy is reflected in many areas throughout UOPX…
  ➢ Flexible Scheduling
  ➢ Faculty with Real World Experience Theoretical Expertise
  ➢ Centralized Curriculum Design
  ➢ Innovative Student Services

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**Best Practice Process: electronic Transcript Acquisition Process**

**eTAP** - Transcripts are requested and/or received on behalf of prospective students via electronic methods from prior attended institutions

**PESC EDX Standards Applied: EDI & XML**

**EDI Transaction Sets** - TS146 Request for Transcript, TS147 Response to Request for Transcript, TS131 Transcript Acknowledgment, TS997 Functional Acknowledgment and TS130 Transcript

**XML Transcript**
“At University of Phoenix a transcript is considered more to us than just an academic record. It is the key to the door that provides access to future academic achievement and life-changing outcomes. Because of this belief, we challenge ourselves to continually improve our process year over year. This focus on process improvement, coupled with our drive to innovate and remain agile, has led the University to become one of the pioneers for acquiring transcripts from previously attended institutions on our student’s behalf, and implementing a variety of electronic transcript exchange methodologies.”

Marc Booker, Sr. Director, Office of Admissions & Evaluation
Traditionally, students are responsible for acquiring their academic transcripts from prior Institutions

- Prior to applying to a college or University official academic transcripts from previously attended institutions are required for admissions processing
- Academic transcripts have a significant impact on key downstream processes such as transfer credit evaluation, admissibility, scheduling and financial aid

**UOPX has shifted this paradigm by providing Transcript Acquisition Services on behalf of students**

- Providing this service to students at the beginning of their academic journey removes an administrative burden and enables UOPX to decrease the amount of time required to obtain official transcripts
- This enables students to complete the admissions process efficiently by speeding up the admission decision and transfer credit evaluation
- Ultimately this allows students to begin their academic journey without the delays often experienced by more traditional processing methods

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Around 2007-2008 the electronic transcript movement was finally catching on in education. Due to the efficiencies and increased security associated with electronic data exchange (EDX) UOPX began to shift focus toward this innovative path.

**EDX benefits to the student…**
- Improves timeliness in processing of academic records
- Improves accuracy in routing and processing academic records
- Improves security and protects sensitive student information

**EDX benefits to institutions…**
- Decreases risk of exposing sensitive student information
- Decreases risk of acceptance of fraudulent credentials
- Decreased operating cost and increased staffing efficiencies
- Reduces errors due to automation of manual processes
- Improves relationships between institutions by reducing burden associated with manual processes
- Reduces rework associated with delays in traditional processing
EDX is not as simple as the flip of a switch, there are different challenges for each institutions to overcome. Each institution needs to identify a path that makes sense for their students based on their feeder institutions, technological capabilities, budget and resources. At University of Phoenix we have been driving toward EDX processing efficiencies for many years.

**Our Guiding Principles**

1. Process Academic Transcript Requests Efficiently
2. Actively Engage in Electronic Transcript Exchange Partnerships
3. Ensure Integrity in Processing Student’s Academic Records
Guiding Principle 1: Process Academic Transcript Requests Efficiently

*eTAP* has enabled the Office of Admissions to shave several days off the processing time once transcripts arrive and eliminates mail float time. We currently process and route transcripts for evaluation within 1 business day 99.8% of the time!
Our commitment to flexibility in implementing various types of electronic requesting and receiving methodologies enables UOPX to maximize efficiency by increasing the volume of transcripts that can be requested and received electronically.

Key
Web-EM = institution web or encrypted email no fee
Vendors = variety of electronic methods (web & EDI)
P.Card = institution web, fax, or encrypted email order with credit card payment
Guiding Principle 2: Actively Engage in Electronic Transcript Exchange Partnerships

Our eTAP Team structure enables us to focus on increasing electronic transcript partnerships.

Nick Nelson
Operations Manager

- EDI Document Specialist
  - Faxed Transcripts E-Box
  - Credentials Ordering
  - EDI TS146 Ordering
  - Transcript Holds E-Box
  - Obtaining Maintaining Elec Partners
  - eXp Task Assigning
- EDI Document Specialist
  - Record Incoming Elec Transcript Volume #5
  - TSCAN EDX Processing
  - TSCAN Graybook Processing
  - eXp Task Assigning
- EDI Document Specialist
  - Parchment Processes
  - Electronic Transcript Batch Processing
  - eTransCA Support
  - eXp Task Assigning
- EDI Document Specialist
  - Joint Services Processes
  - EDI Questions Box
  - eXp Task Assigning
- Institutional Liaison
  - Transcript Follow-up
  - New Elec Partner Recruitment
  - Mail Team Support
- Institutional Liaison
  - Transcript Follow-up
  - New Elec Partner Recruitment
  - Mail Team Support
Guiding Principle 2: Actively Engage in Electronic Transcript Exchange Partnerships

Our Strategy to Increase Partnerships

- Assign Institutional Liaisons to focus on EDX relationships
- Speak to institutions about EDX benefits during transcript follow up
- Implement sound EDX practices
- Explore all vendor service offerings
- Remain flexible in implementing various methods of electronic exchange
- Participate and network in AACRAO and P20W
- Participate in standards development through P20W workgroups
- Promote EDX by presenting EDX topics at conferences
- Participate in EDX testing with institutions and vendors
Guiding Principle 2: Actively Engage in Electronic Transcript Exchange Partnerships

Our Partnership Results: So far for 2014 we are at 1847 partners. We consider any institution we can order and/or receive transcripts from via any electronic method a partner.
Guiding Principle 2: Actively Engage in Electronic Transcript Exchange Partnerships

**Our EDX Volume Results:** In FY13 we requested 107,210 transcripts electronically or 59% of total transcripts requests initiated (181,782)
Guiding Principle 2: Actively Engage in Electronic Transcript Exchange Partnerships

Our EDX Volume Results: In FY13 we received 66,780 transcripts electronically or 34% of total transcripts received (196,414)
The eTAP Team creates and updates institution profiles to improve efficiency, decrease errors and eliminate redundant research. To date the team has created and maintains over 10,000 post-secondary and high school profile pages.

Permission to use this example received from The Ohio State University
Guiding Principle 3: Ensure Integrity in Processing Student Academic Records

The eTAP Team facilitates Trading Partner Agreements to ensure student academic transcripts are handled according to the agreed upon protocols.

There are several benefits to implementing these agreements:

• Valuable starting point to foster trust and develop relationships
• Clarification of expectations prior to testing/implementation
• Documentation of details necessary to facilitate WIN WIN partnerships
  • Points of contact
  • Connectivity guidelines
  • What is considered official
  • Testing requirements
  • Financial arrangements (if applicable)
  • Elements and transactions that are required vs. optional
  • Data clarification

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Our people on the eTAP Team make EDX work through their daily efforts

- Our staff and leaders are responsible for process analysis, feedback, and implementing improvements to ensure the eTAP is working for customers

- Subject Matter Experts (SME’s) are empowered to work collaboratively and focus on refinements and innovations

- We keep the big picture in mind and remain aligned with industry standards by participating in P20W workgroups

- We promote the adoption and implementation of electronic transcript exchange through participation in AACRAO Conferences and involvement with the AACRAO SPEEDE Committee
eTAP Improvement Timeline

- Pilot to Centralize Transcript Acquisition in the Office of Admissions
- Acceptance of Official PDFs
- Implemented receipt of TS130 - EDI Transcript (Vendor Based)

- TS130 - EDI & XML Transcript Receipt (Homegrown)
- TS131, TS997 Acknowledgments (Homegrown)
- TS146-EDI Transcript Request (Homegrown)

- EDI Outbound TS130 (Homegrown)
- EDI TS147 Response to Request (Homegrown)

Transcript Tracker SharePoint dashboard internally to enable all UOPX campuses visibility to the eTAP process flow (ordered, received, hold, no record, evaluated)

Institution Profiles to track institutional preferences for eTAP: reduces redundant research and contributes toward efficiency and accuracy in processing requests

Integration of TS130 - EDI Transcript Data with SIS: eliminated manual process step of transcript data entry

Focused on building additional Trading Partner Relationships: UOPX has a widely disbursed campus structure with no specific feeders which requires us to seek out EDX opportunities across all institutions

- Exploration eSignature for transcript requests when TS146 is not an option,
- Vendor roadmap enhancements to improve ordering efficiencies and data usage

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Southwest Alliance for Excellence
Transcript Acquisition Process
Award Recipient 2013

Showcase in Excellence Award
2013 Recipient

SWAE Award Winners
2013
http://www.swae.org/SQA_Program/awardwinners.htm

Yahoo Finance Article

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