

SIGNING UP FOR STUDY ABROAD: ENROLLMENT INTEREST, PROCESS & DATA

Marielle Berman, Nicole Uhlinger, Cathy Wu, and Lauren Easterling



70TH CIEE ANNUAL CONFERENCE

AUSTIN

NOVEMBER 8-11, 2017

cíee

INTRODUCTIONS

Getting to Know Us



- Marielle Berman, Enrollment and Operations Manager
- Nicole Uhlinger, Enrollment Coordinator and Advisor
- Cathy Wu, Enrollment Database Administrator



UNIVERSITY *of* WASHINGTON

- Lauren Easterling, Associate Director

Getting to Know You

- Discuss at tables
 - Name
 - Organization
 - Why did you decide to come to this session
 - Level of comfort/interaction with enrollment or data (minimal, moderate, advanced)

University of Washington Institutional Profile

University of Washington Campus Profile

- 31,500 enrolled undergraduate students
- 4,400 undergraduate international students
- 4,350 instructional faculty



University of Washington Study Abroad Profile (2016 – 2017)

- 2,400 students enrolled through UW Study Abroad
- 1,600 students on 80 faculty-led programs
- 160 students on 70 exchanges
- 275 students on provider affiliated programs
- 150 students on internships and independent study



UC Davis Institutional Profile

UC Davis Campus Profile

- 30,000 Undergraduate students
- 3,500 Undergraduate international students
- 1,900 instructional faculty



UC Davis Study Abroad Profile (2016 – 2017)

- 1,300 students enrolled through UC Davis Study Abroad
- 900 students on 55 faculty-led programs
- 350 students on UCEAP programs
- 30 students on independent study



OUTLINE

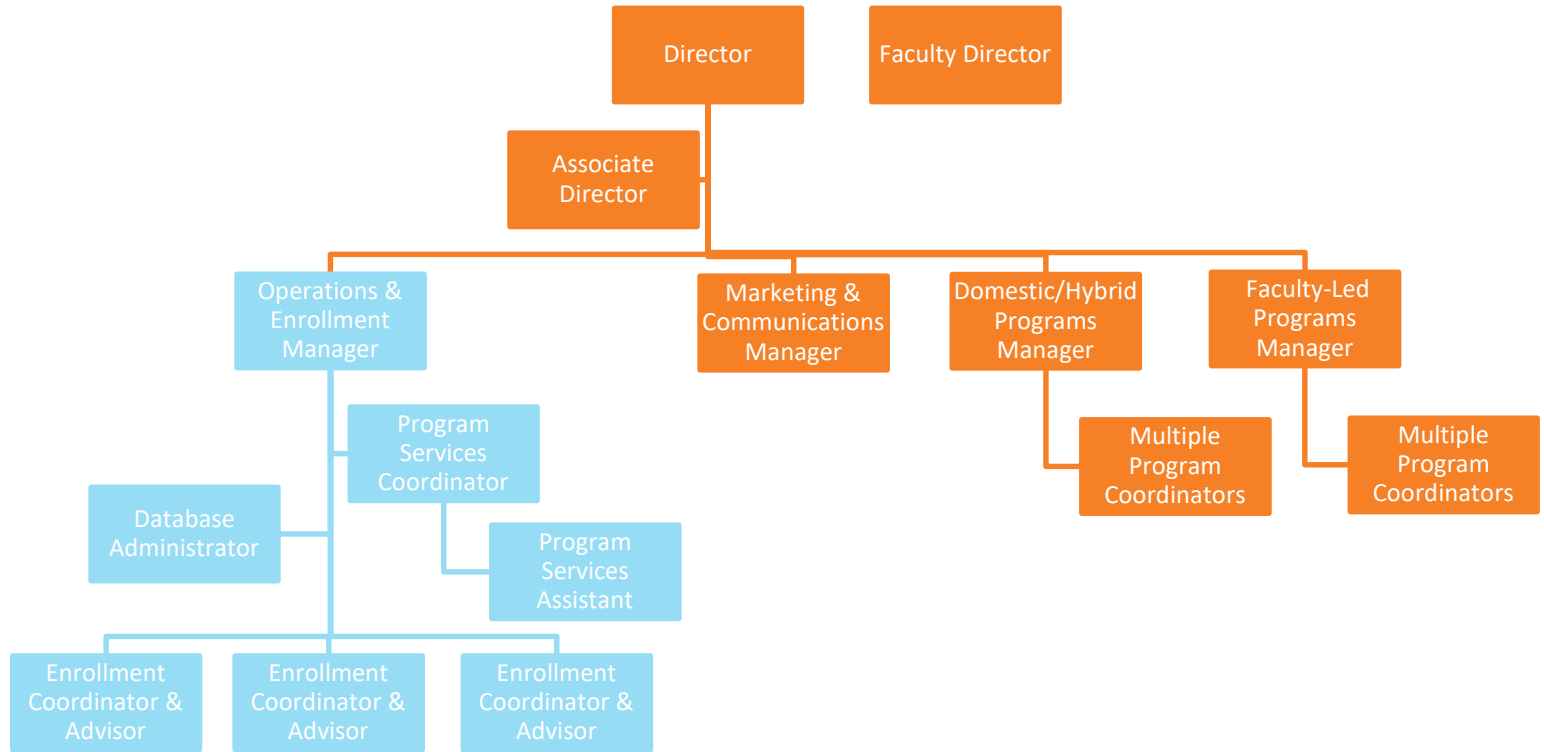
Outline of Today's Session

- I. Office Structures
- II. Enrollment Process
- III. Process Changes
- IV. Data, Reporting & Analysis
- V. Discussion and Questions



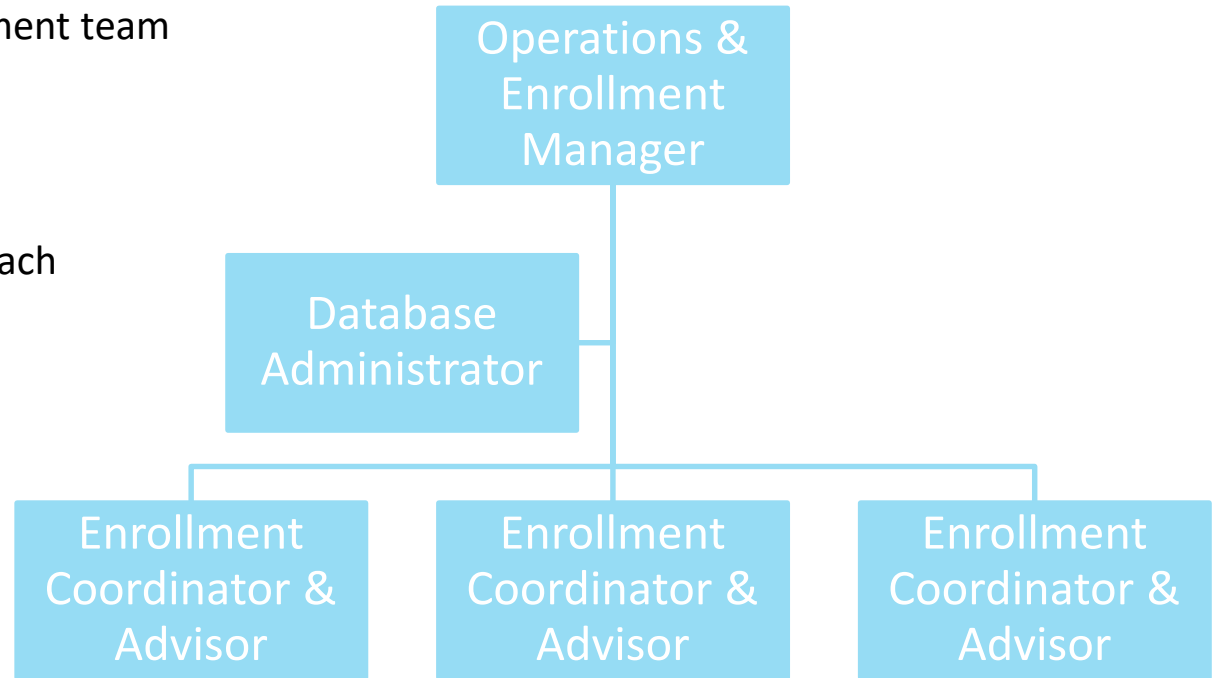
OFFICE STRUCTURES

UC Davis Office Structure

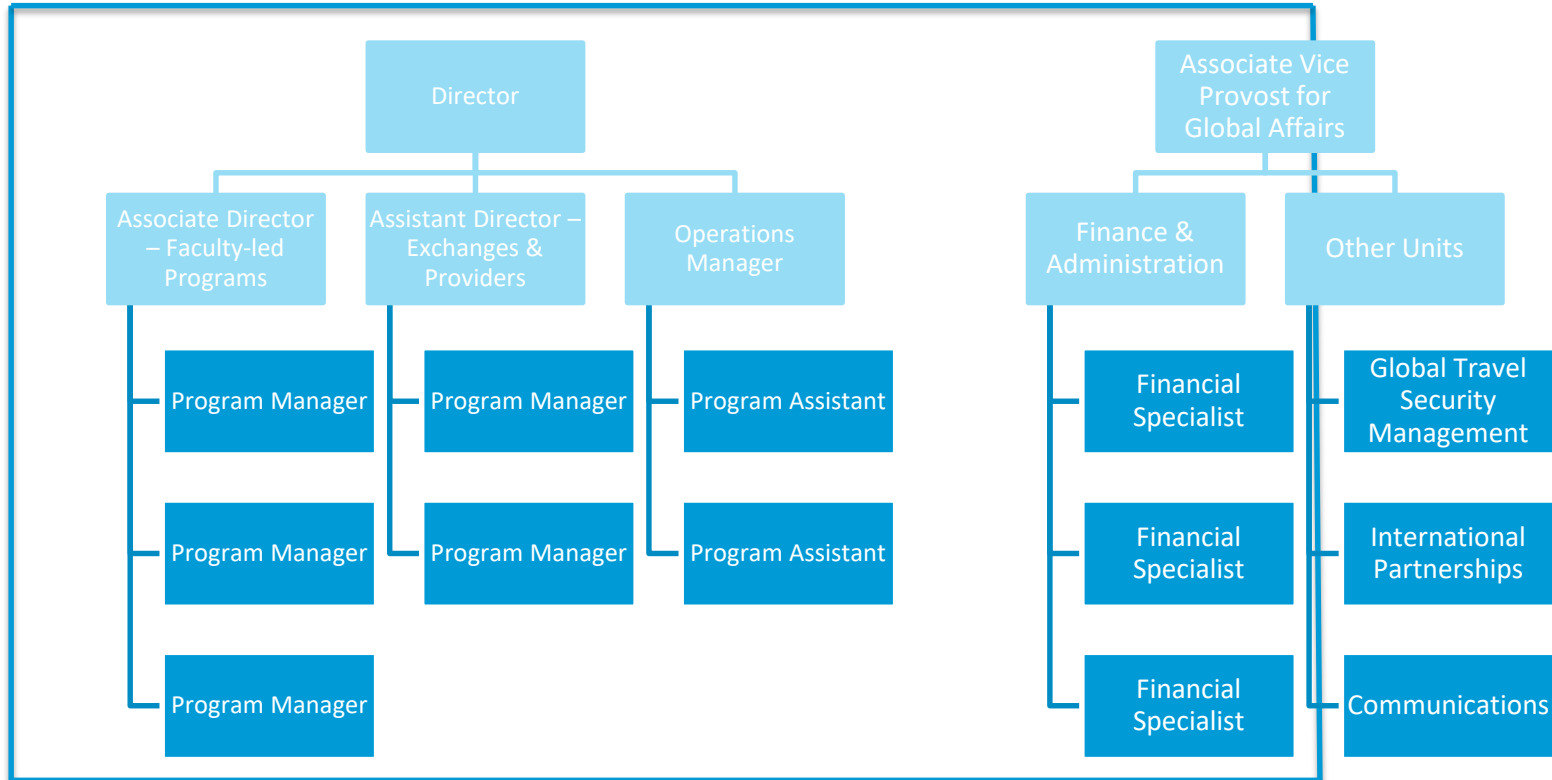


UC Davis Enrollment Staff

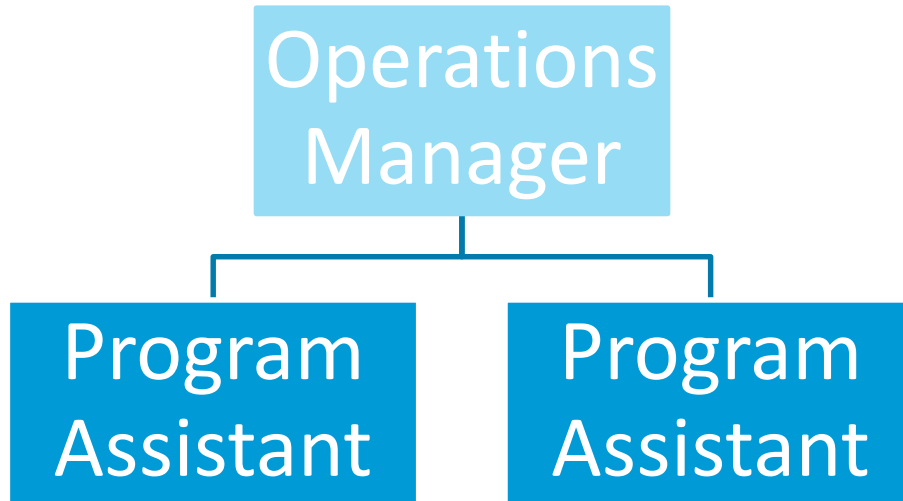
- Example 1: Dedicated Enrollment team
 - Dedicated roles
 - Distribution of tasks
 - Teamwork
- Allows for streamlined approach



University of Washington Office Structure



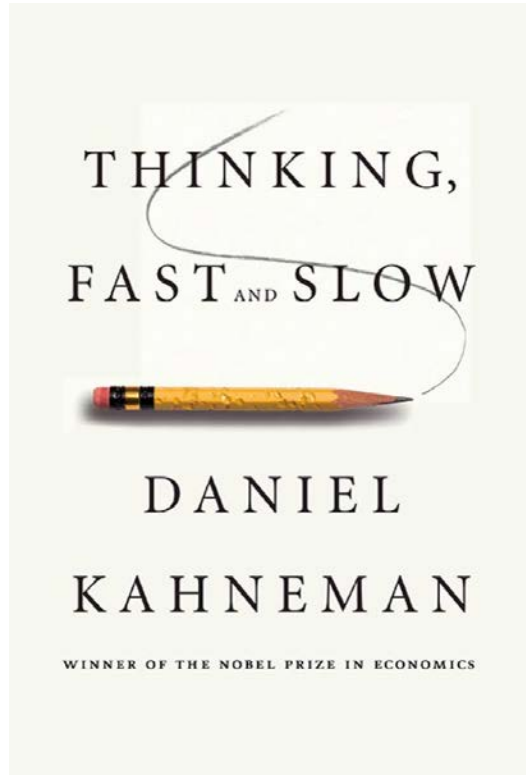
University of Washington Enrollment Staff



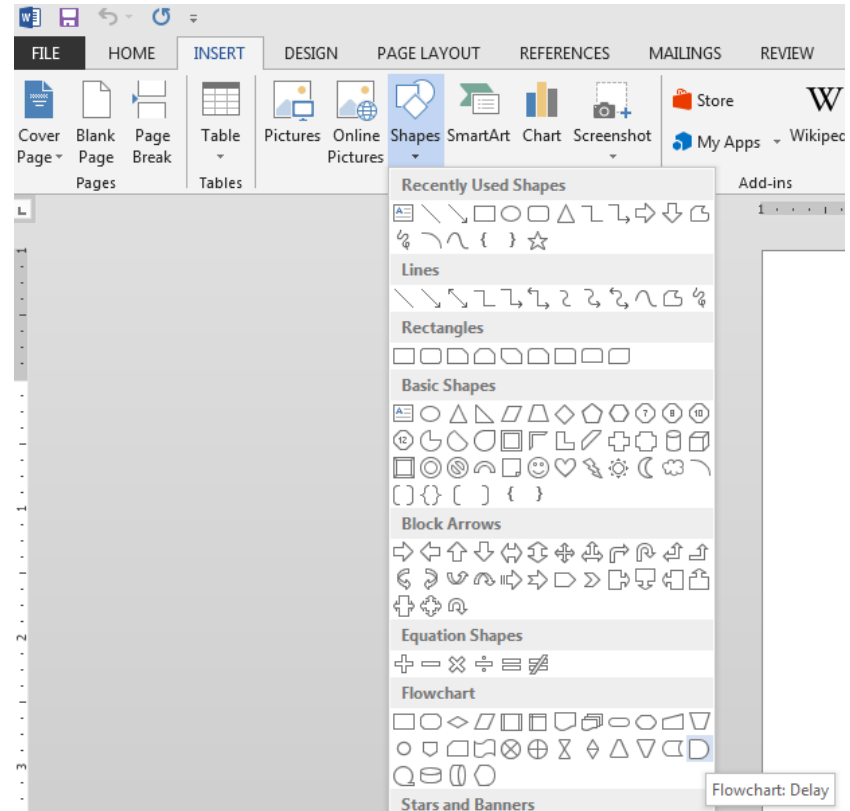
- Centrally Manage
 - Enrollment for all programs
 - Data reports and requests
 - Credit conversion
 - Evaluation distribution
 - Contract generation
 - Process improvement and efficiency across all program models
 - Studio Abroad implementation and maintenance

ENROLLMENT PROCESS

Process Mapping



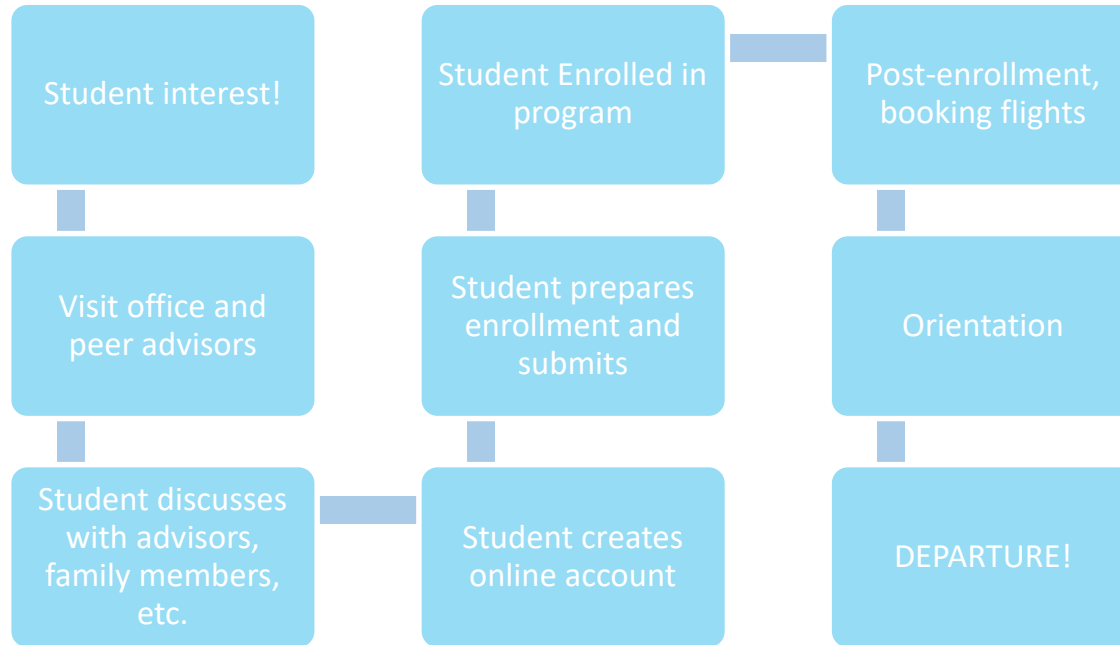
-  Process
-  Subroutine
-  Alternate Process
-  Delay
-  Preparation
-  Manual Loop



Questions to Ponder

- What am I doing?
 - Identify challenge or goal
 - Break it down
- How could it be different?
 - Ask questions
 - Develop possible solutions
 - Prioritize, consider timelines and resources
- Change it (and evaluate)
 - Implement selected solutions
 - Communicate, train, update
 - Establish evaluation plan
- Do I really need this question/information? Can it be gathered through Student Information System?
- Who does what? Reducing confusion and duplicate work. (Study Abroad, provider, Financial Aid, Registrar, etc.)
- Can this be paperless? How am I using paper?
- Am I fully using the capabilities of the enrollment system?
- Should I adjust timelines? Why are these deadlines where they are? Why are these policies here?
- Batch processing
- Tracking missing items/information
- Project management software or tracking tools?

The Student Path



Enrollment vs Application

- Enrollment at UC Davis
 - First completed, first reserved
 - General eligibility requirements
 - No essays
 - No resumes
 - No letters of recommendation
 - Passport, Contract, Health Clearance are all part of the enrollment process
 - Faculty have little involvement with actual enrollment
- Online software allows for flexibility in accommodating different types of programs
- Application at UW
 - Generally a competitive process
 - Essay required
 - Recommendation may be required
 - Faculty or advisors select students
 - Must be completed by a specific deadline
 - Eligibility requirements may apply
- Enrollment at UW
 - Includes post-acceptance requirements
 - Passport, Contract, Health Survey, Orientation
 - “Enrollment” = enrolling students in a specific placeholder course, maintaining student status at the university

Enrollment Requirements

ENROLLMENT

- Overview
- Supplemental Questions
- Passport
- Health Clearance
- Transcript
- Disciplinary Clearance
- Contract
- Final Reminders
- Deposit

POST – ENROLLMENT

- Deadlines
- Photo & Passport
- Health Clearance
- Disciplinary Clearance
- Allergies and Dietary Restrictions
- Roommate Request
- Orientation RSVP
- Background Questionnaire
- Travel Itinerary
- Survey

(Online Informational Tutorial)

PROCESS CHANGES

Paperless Enrollment Process

- Benefits
 - Better accommodate students
 - Easier to gather data
 - All information in one place
 - Less need for storage space
- Why
 - Internal vs external factors
- How
 - Lots of time
 - Proceed cautiously
 - What is included?
 - Health clearance? Passport? Deposits?



How UC Davis Uses Horizons

- Student Interest Profile
 - Synchronized student data from BANNER
- Application Management
 - Customized application forms by program type
 - Program Information
 - Emails
 - Scholarships
 - Evaluations and Pre-Departure Information Tutorial
- Deposit/Fee Payment
- Data

Pros

- Online software allows for flexibility in accommodating different types of programs
- Completely customizable applications – workflow, dependencies, different steps for different statuses
- Connectivity to other sites such as BANNER
- Easy customizable reporting

Cons

- System has slow processing times
- Response time to bugs and system glitches



How UW Uses Terra Dotta

- Application Management
 - Program Brochures
 - Application requirement customization and tracking
 - Student Profile Data
- Data Reporting
 - Enrollment
 - Enrollment Fee Charging
 - Revenue Projections
- Faculty-led Program Proposal Tool
- Travel Warning waiver requests

Pros

- Robust clean data reporting
- Capacity for volume (if hosted by Terra Dotta)
- Ability to track international travelers

Cons

- Rigid process element application
- 80% functionality of features
- Not user friendly or intuitive
- Response time for troubleshooting issues and bugs

DATA, REPORTING AND ANALYSIS

Obtaining Enrollment Data

- Obtaining Enrollment Data
 - Integrating BANNER with Enrollment Software
 - Excel Tools (Pivot Tables, Macros)
 - Access “Form” tool

Gathering Student Interest

- Importance of Student Profile
- Types of “Student Interest” – Level 1, 2, 3

Level 1: Indicate Programs of Interest

Students create a Study Abroad Account and indicate programs of interest in their Student Profile.

Commitment Level:
Low

Level 2: Start Enrollment Process

Students begin the enrollment process for an average of 2-3 programs.

Commitment Level:
Medium

Level 3: Submit Enrollment

Students pay a \$300 deposit and submit their enrollment for 1 program, with an optional 2nd choice.

Commitment Level:
High

Follow-Through Example

■ UC Davis Students

- 2,333 unique UC Davis students expressed interest in Studying Abroad.
 - 1,783 unique students started 2,309 enrollments
 - 816 unique students submitted 827 enrollments
 - 735 unique students ultimately studied abroad
- 41.2% of students that start an application ultimately enroll
- 31.5% of students that express interest ultimately enroll

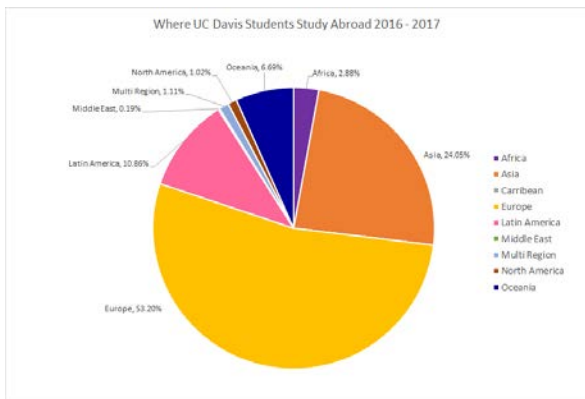
■ Non-Davis Students

- 712 unique non-UC Davis students expressed interest in Studying Abroad.
 - 521 unique students started 698 enrollments
 - 179 unique students submitted 181 enrollments
 - 160 unique students ultimately studied abroad
- 30.7% of students that start an application ultimately enroll
- 22.4% of students that express interest ultimately enroll

Benchmark Data

■ How can it help *you*?

- Identify areas for improvement
- Predict enrollment
- Compare diversity numbers (EOP eligibility)
- Justification for increased funding
- Major specific programs



Ranking	2016-2017	2015-2016	2014-2015
# 1	Psychology	Psychology	Psychology
# 2	Communication	International Relations	Political Science
# 3	Neurobiology, Physiology & Behavior	Design	International Relations
# 4	English	Neurobiology, Physiology & Behavior	Biological Sciences
# 5	Economics	English	Design
# 6	International Relations	Managerial Economics	Neurobiology, Physiology & Behavior
# 7	Managerial Economics	Civil Engineering	English
# 8	Design	Communication	Pharmaceutical Chemistry
# 9	Civil Engineering	Biological Sciences	Communication
# 10	Sociology	Economics	Human Development

EOP Eligible?	2016 Fall UCD Campus-Wide Undergraduate Students		2016 Summer Abroad		2016 Summer Abroad Internships		2016 Fall Quarter Abroad		2017 Spring Quarter Abroad		All Faculty Led 2016 - 2017 Programs	
No	24,048	81.85%	385	81.57%	66	91.67%	85	77.98%	66	80.49%	602	81.90%
Yes	5,331	18.15%	87	18.43%	6	8.33%	24	22.02%	16	19.51%	133	18.10%
Total	29,379	100.00%	472	100.00%	72	100.00%	109	100.00%	82	100.00%	735	100.00%

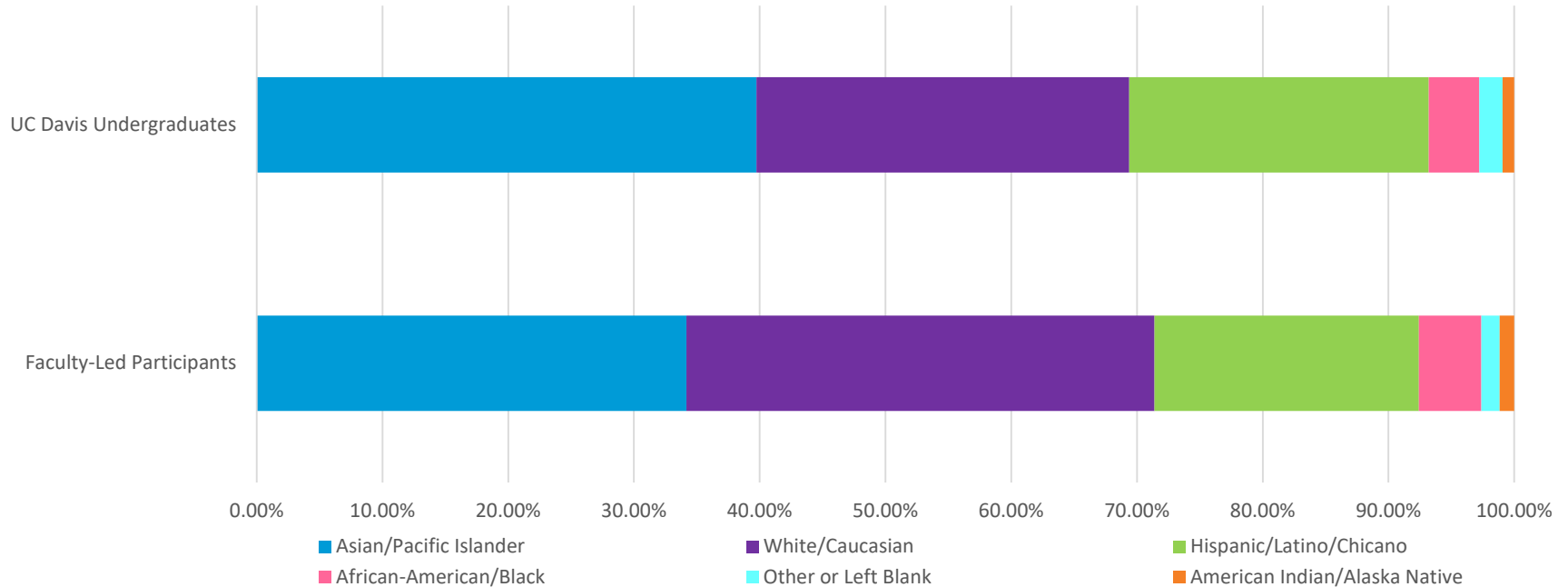
Benchmark Data – UW Examples

- Programming Locations
 - Data: majority of programming in Western Europe
 - Outcome: UW created the Global Innovation Fund – seed monies designed to incentivize faculty to start study abroad programs in non-traditional location

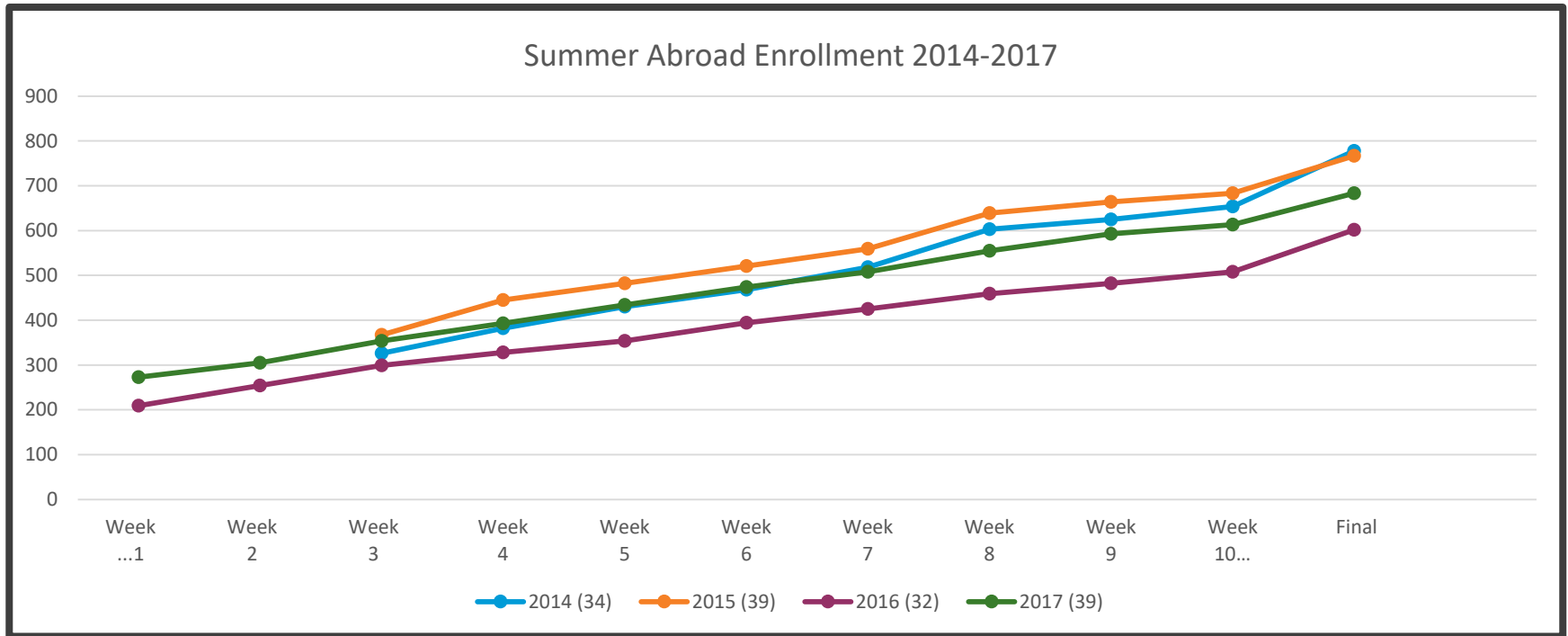
- Financial Need
 - Data: indicated number of Pell eligible students applying to study abroad > number of Pell eligible students on campus
 - Outcome: Justification to WA State legislature and Provost to use existing funds solely for the purpose of funding students with financial need AND leveraged academic units to add their scholarship to the central UW Study Abroad pot of money
 - Process Change: eliminated application process – no action needed by student to be considered.

Targeting groups with low representation

UC Davis Undergraduate Student Body and Study Abroad Participants
by Ethnicity by Percentage (Academic Year 2016 - 2017)



Using Benchmark Data to Predict Enrollment



EOP Eligibility (UC Davis Students Only)

EOP Eligible?	2016 Fall UCD Campus-Wide Undergraduate Students		2016 Summer Abroad		2016 Summer Abroad Internships		2016 Fall Quarter Abroad		2017 Spring Quarter Abroad		All Faculty Led 2016 - 2017 Programs	
No	24,048	81.85%	385	81.57%	66	91.67%	85	77.98%	66	80.49%	602	81.90%
Yes	5,331	18.15%	87	18.43%	6	8.33%	24	22.02%	16	19.51%	133	18.10%
Total	29,379	100.00%	472	100.00%	72	100.00%	109	100.00%	82	100.00%	735	100.00%

Take-Aways

- Learn about multiple Enrollment/Application teams in a Study Abroad office.
- Map the structure of an evolving study abroad enrollment process.
- Discuss the use of technologies in the enrollment process and transitioning to a paperless process.
- Explore different enrollment software.
- Methods to manipulate, organize, identify patterns and analyze our enrollment data and common reports.
- Share data that may help to refine the enrollment process and marketing/outreach strategies at your institution.

Credits: Graphics and Icons provided by Freepik and FlatICON. All other images belong to their creator.

DISCUSSION AND QUESTIONS

A photograph of a city skyline featuring several prominent skyscrapers. In the foreground, a multi-arched bridge spans across the frame. The buildings are illuminated by warm, golden light, suggesting late afternoon or early morning. The sky is a clear, bright blue. The text 'THANK YOU' is overlaid in the upper center of the image in a large, white, sans-serif font.

THANK
YOU