

# International Admissions Redesign

**Problem / Opportunity Statement** In recent years, MU has become more focused on recruiting of international undergraduate students. This effort has increased the number of int'l applications received from 500-600 to over 1,500. However, the current process is not electronic. This makes tracking application status difficult and can delay MU's admissions decisions. Additionally, International Admissions (IA) works closely with the International Center (IC) during the admissions process. Paper copies of admission material are currently transported between offices, which means there is a risk for lost information and delays in the process. The process had remained paper-based so that IA could "see and touch" transcripts in an effort to ensure legitimacy of the transcript.

## Goals

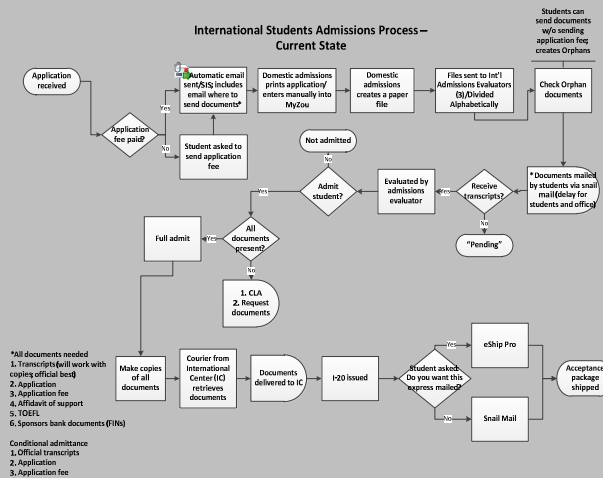
- Streamline the international students' admissions process.
- Create easier access to data about admissions.
- Identify where the process can be made electronic.
- Strengthen how and how often ISA is able to communicate with students during the process.
- Easier sharing of information between offices.

## Beneficiary value

- Shrinking the time from when an application is received to when an admissions decision is made provides better customer service to applicants.
- Moving to an electronic process will improve the ability of multiple offices to communicate about applicants.

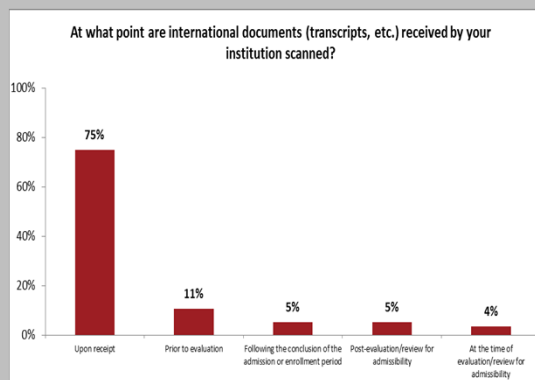
**Process Mapping** The team mapped out the current int'l student application process. Key issues identified:

- Several delays in the process were noted (e.g., mailing documents via snail mail, files in the IC, waiting for the I-20 issuance).
- Once the files were transported to the IC, IA was not sure how the process moved forward – the offices were not communicating effectively.
- The process was not engineered to so that it worked smoothly and seamlessly (e.g., students can send necessary documents without sending the application fee, which creates "orphan" documents).



**Survey with other Universities/Colleges** A survey was sent to 224 universities/colleges. A total of 114 completed all or a portion of the survey. Questions focused on what imaging software is used, admissions/I-20 processes and institutional characteristics. Key findings:

- 57% of the respondents are using a document imaging software to process int'l student applications.
- 75% of those using imaging software scan all documents upon receipt (see figure below).
- Of those, 77% scan in black and white.



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Follow-up phone calls to some universities revealed that while they do have a document specialist who reviews documents upon arrival, a close inspection of all transcripts is not occurring and offices prefer audits of the transcripts prior to students arriving. The team decided that moving to an electronic scanning process, as well as making better use of current technologies would help streamline their processes

## Changes to date

- Checklist has been added to myZou – will allow applicants to see what has been received beginning with SS14 admits
- Changed "Foreign High School" to "International High School" within myZou.
- IC is making better use of their ImageNow search abilities, reducing the number of requests to the IA for duplicate files.

## Future changes

- Implement ImageNow in June – will allow for tracking of application status and sharing of information between offices and evaluators
- Add mailing preference (email vs. snail) to the electronic application mailing preference - this will reduce the delay when the IC is ready to issue the I-20.

## Measurement example

The success of a project is determined by measurement.

**Process measures** – is the process working as designed?

- Are int'l application getting uploaded into myZou?
- Are electronic files sent to the correct evaluator?

**Outcome measures** – are we getting the results we desired?

- Is there a decrease in time from when an application is received to when a decision is made?
- Is the I-20 issued within 48 hours?

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