Proposal for One Time Additional Funding

1. Title of proposal
   Refinements to MyCSUEB to Improve Self Service

2. Initiator(s) of proposal and reporting unit
   Linda Dalton, Vice President
   Glen Perry, AVP for Enrollment Management Systems
   Planning, Enrollment Management, and Student Affairs

3. Total funds requested
   The total funding request for this project is $25000.00. The allocation will support the cost of contracting for consulting and programming services. Costs are dependent on the selection of a successful bidder plus travel and lodging expenses if any work must be accomplished at the Hayward Campus.

4. Brief description of project
   MyCSUEB is the self-service portal for Cal State East Bay applicants and current students. Applicants use the system to view “To Do Lists” of items required to complete their application file, to sign up for orientation, and to access their Financial Aid awards. Current students use MyCSUEB for searching/enrolling in classes, viewing account balances, accessing Financial Aid awards, and viewing “To Do Lists” of items/actions they need to complete to maintain their enrollment.

   This project would begin with a review of the current portal including student/staff feedback (i.e., focus groups) so appropriate improvements can be prioritized and made after three years of student use. These are items that only require an initial set up or one-time refinement. In most instances minimal subsequent maintenance will be needed. These are some areas to be addressed:

   - Bring additional required items into the applicant To Do List to create a single comprehensive list for students to reference. Additional items to consider adding are: EPT/ELM requirement, Enrollment Confirmation Deposit (ECD) requirement, orientation reservation/attendance requirement, immunization form requirement, and housing license agreement requirement for housing applicants. If these items are added, a programmatic process to remove these items from the To Do List as completed is also needed.

   - Improve the way items are described and labeled in MyCSUEB. By enhancing the way items are communicated to the students (updating PeopleSoft delivered labels to more common names, ensuring clear and direct item descriptions, adding links to Web pages and forms, etc.).

   - Bring the personal messaging feature modification into MyCSUEB.
5. **Expected outcomes and target audience of the project**

This project will improve self service for applicants and students. Specific objectives will be achieved by blending new local modifications to our Oracle/PeopleSoft student administration applications and the adoption of modifications designed by other CSU campuses. Since students use MyCSUEB more frequently than Horizon email, US mail, or other means of communication, this project will expand on information for both applicants and current students.

- **ECD** – Increase the opportunity for students to make early decisions, allowing PEMSA to finalize admission and gage progress toward CO enrollment targets and move students to evaluations, orientation, and registration.

- **EPT/ELM** – Make students more acutely aware of their obligation in this area, resulting in an earlier admission decision for new students, and prevent the use of registrations holds, which must be manually removed.

- **Improving MyCSUEB Labels** – Document submission delays are the most common reason for the late delivery of financial aid. Because quarterly document deadlines and disbursement dates can change and because disbursement is really student specific, eliminating fixed (required) dates in PeopleSoft would reduce the confusion and frustration students often experience. Students will feel more confident they understand the information displayed in MyCSUEB and therefore will become more self-sufficient.

- **Personal Messaging** – Students often neglect to read Horizon email on a frequent basis so critical messages pertaining to financial aid, registration, past due account balances, and registration deadlines do not receive timely attention. The ability to display these items (by student group) in MyCSUEB, which students access more frequently, will increase their visibility.

6. **Strategic impact/benefits**

This project will contribute to enrollment stabilization by offering more complete and flexible self-service to students at a time of staffing reductions.

7. **Timeline**

A project plan will be developed after funding has been approved. Some tasks may be completed using campus resources, others will require consultants. It is the intent to complete most of the upgrades by November 2010 and have them available for the applicants seeking admission for fall 2011.

8. **Potential barriers to success**

One risk factor may be reluctance of the CSU CMS Project to allow modifications in baseline code or functionality in the student system. Another risk to full completion may be insufficient funding to achieve all goals because this request is a best estimate and would need to be refined based on consultant costs.