

# CAS/Portal Updates

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## Central Application Updates

- “In Progress” app focus
- Process flows completed apps back to campuses
- New “Go Live” date: 9/18
  
- “Apply Montana”
  - 6 Domain names secured
    - [ApplyMontana.org/net/com](https://ApplyMontana.org/net/com)
    - [ApplyMT.org/net/com](https://ApplyMT.org/net/com)



**Apply Montana**

Your launchpad to college & career



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## New initiatives for 2020

- New landing page for digital campaign
  - (<http://ndm.edu-digital.org/#Experience>)
- College Application Week 2020
  - New dashboard tool available to MT HS's to track progress
- Test campaign with Liaison
  - 28,500 H.S. aged households
  - Drip campaign/Banner ads
  - Analytics for current and upcoming cycles

## Benefits

- System-wide collaboration (Campuses and OCHE)
- Reduced barriers for students (App fees, process, etc.)
- Dedicated customer support
- Manage yield rates more effectively
- Standalone comm plans from MUS to students
- FTE relief for campuses in getting completed apps

## Challenges

- Campus support/morale
- Heavy lift on campus IT departments to date
- Limited margin of error
- Accuracy of reporting once applications are exported
- Liaison customer service risk/reward
- Cumbersome modification process with Liaison

## Timeline

- 9/18/2020
  - Apply Montana CAS launch
  - Landing page live
  - Communication plan begin for applicants
  - Apply Montana Awareness campaign (n=28.5k)
- 11/1/2020
  - RSA Portal RFP completed
- 12/15/2020
  - Phase 1 Portal viewable in test
- 1/8/2021
  - Phase 1 Portal online

## RSA Portal

- Establish phase 1 and 2 priorities and themes
  - Committee based input on content conversion
- Audit existing MUS.edu content/links
  - What content will migrate?
  - What new content needs to be created?
- RFP In Progress
- [www.learnmoreindiana.org](http://www.learnmoreindiana.org)





Questions