



MUS Portal Updates

Scott Lemmon

Director of Admissions and Enrollment Strategy

OCHE

March 2024

Portal Updates



Your launchpad to college & career



MONTANA
UNIVERSITY SYSTEM

MUS Central Application Update

Shannon Marr

Director of Recruitment and Enrollment

Great Falls College

Ed Brown

Director of Admissions and Assistant for Strategic Initiatives

Montana State University Billings



Background and Timeline Overview

Implementation Team Launch

- November BOR Meeting
 - Adopting a single CAS across the MUS-further highlighting the Portal
 - Work towards an adjusted adopted timeline
 - 3-year plan to fully implement based on campus concerns
 - Gather campus feedback
 - Outline concerns
 - Work on solutions-based approaches

Who & What

Implementation Team

✓ OCHE Staff

- Scott Lemmon
- John Thunstrom
- Tyler Trevor

✓ Liaison Staff

✓ Campus Representatives

- Mike Ouert, *Montana State University*
- Kelly Nolin, *University of Montana*
- Ed Brown, *MSU Billings*
- Angela Hoffman-Cooper, *Montana Tech*
- Shannon Marr, *Great Falls College*

The process

- ✓ Bi-monthly meetings
- ✓ Shared spreadsheet of concerns for campuses, OCHE, and Liaison to address
- ✓ Monthly meeting with implementation team and leadership from all campuses



Timeline Overview



Year 1: July 1, 2024- June 30, 2025 Cycle

- **Goal**

- All campuses feature Apply Montana as an application option on their website
 - Desired posting on printed and other (i.e. social media) material

- **Outcome**

- **Statewide consistency** in Apply Montana as an option
- **Additional time** for campuses to work on internal processes while advertising Apply Montana
- **Contract adjustments** as campuses phase out internal applications
- **Campus input** as everyone examines application and provides suggestions to streamline



Year 2: July 1, 2025- June 30, 2026 Cycle

- **Goal**

- All campuses only utilize Apply Montana for **all resident undergraduate** applications.

- **Outcome**

- **Single entry point** for all resident applicants
- **Streamlined** application
- **Unified messaging** and marketing about application access

Year 2: July 1, 2025- June 30, 2026 Cycle

CAMPUS CONCERNS	SOLUTIONS
<ul style="list-style-type: none">• Current contracts for application software	<ul style="list-style-type: none">• Expanded timeline during Year 1 to phase out current contracts
<ul style="list-style-type: none">• Decreased differentiation	<ul style="list-style-type: none">• <i>Customized application solutions</i>• Increased access for students
<ul style="list-style-type: none">• Procedural changes for campuses	<ul style="list-style-type: none">• Expanded timeline during Year 1 to make changes
<ul style="list-style-type: none">• Increased "soft" applications• Accompanying "costs"(marketing, staff, travel, etc.)• Impact on app to enroll yields	<ul style="list-style-type: none">• <i>Customized application solutions</i>• Other Liaison data solutions (ranking)• More applications better for all
<ul style="list-style-type: none">• Limited capabilities for campuses to troubleshoot application issues	<ul style="list-style-type: none">• Liaison support



Year 3: July 1, 2026- June 30, 2027 Cycle

- **Goal**

- All undergraduate (**including non-resident domestic and international**) apply through Apply Montana

- **Outcome**

- There is **no other application** for undergraduate students to MUS institutions

Year 3: July 1, 2026- June 30, 2027 Cycle

CAMPUS CONCERNS	SOLUTIONS
• Loss of competitive positioning	• Liaison customized solutions
• Volume from other applications (i.e. Common App)	• Greater access to a single application • Ease of uniformity for the system
• Application Fees	• Ongoing discussions • Opportunities exist for restructuring
• Proprietary data from name purchases	• <i>Customized application solutions</i> • No system level sharing of non-resident strategy or data amongst campuses



Discussion