

CASE STUDY FOR APPLICATION MANAGER

Challenge:

In 2003, the University of Texas at San Antonio was running out of both space and time. Their office overflowed with boxes of applications and other materials. Employees huddled next to the clutter. Phone lines and email accounts sat unused as there was no time to contact prospective students. Admissions counselors spent nearly all of their time data entering applications into their Banner system. Furthermore, UTSA used a state-wide application hardly configured to meet a growing graduate school's requirements.

Solution:

The Princeton Review's Client Services department spent some time in San Antonio working with UTSA's staff to plan out a custom configuration of the Embark software to fit the school's needs. Out of those meetings, a process developed that would allow UTSA to manage the entire application process online while still having paper application available when needed for review and filing. Crucially, applications would be electronically uploaded into the Banner system. The Princeton Review impressed UTSA by "specifically addressing every need, one at a time."

Results:

The UTSA application was launched in 3 months alongside the electronic transfer of applications from the Embark system into Banner. The entire Embark system as well as the transfer of data is managed by one employee at UTSA. Admissions counselors are trained on an as-needed basis on the Embark system by UTSA staff. Submitted online applications have increased by approximately 29% year over year since the UTSA application launched. The team finally found time to contact all those prospects and respond to incoming questions, and it seems to be working.