SOFTWARE BUSINESS CASE

ONLINE PORTFOLIO/AUDITION SOFTWARE PLATFORM

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The purpose of this proposal is to obtain approval for the implementation of **GetAcceptd.com**, an online portfolio/audition review platform for programs in the arts at Central Washington University. The adoption of an online BFA application/scholarship process in Theatre Arts was recently approved by the department faculty.

Sponsoring Department(s): Theatre Arts

Date of Business Case Preparation: 10/04/12

Contact Person Name/Phone: Scott Robinson / 509-963-1273

☒ New Product/Service

☐ Renewal of Existing Product/Service – if checked, include background information.

1. **Problem Definition**
   We have struggled with the Theatre BFA application process for the past five years: faculty hoped to be more involved in an overall candidate selection process; high quality out-of-state students find it difficult, financially, to come audition in 'hopes' that they are admitted to limited openings; the process is not efficient; the review process of paper and DVD applications is cumbersome and slow.

2. **Addressing Problem with CWU existing tools and products (i.e. PeopleSoft)**
   We have consulted with Kathy Carlton in the CWU Office of Admissions to assure the *Hobson*'s system nor *PeopleSoft* can accomplish what we needed. Carlton confirmed for us that, at present, neither system can accomplish what we are seeking from this software platform.

   From Information Solutions:
   The Information Solutions Team has confirmed that there is no existing application or functionality owned by CWU that will provide this service and functionality. Due to their being no impact on existing enterprise information systems, we can recommend that this software application request move forward.

3. **Organizational Impact**
   An outsourced platform will have less impact on CWU resources than an internally installed and maintained service. In addition, faculty were attracted to the ease of use for the student, versatility and media integration, and the minimal training needed for faculty to use this product effectively. Such a product will make a significantly positive impact in the collaborative environments of arts recruitment.

- **Potential Partners /Primary Users** - faculty

- **RFP Requirements Contributors -** *not applicable*

4. **Technology Migration** *– not applicable*

5. **Benefits**

    Pros of the GetAcceptd system
    - Students have unlimited upload capability for audition and portfolios files;
    - Saves student significantly over a plane ticket to appear in person for preliminary screening
    - Allows CWU to reach out to more students using platform capabilities without increasing out-of-state travel costs;
    - Opens CWU to more potential for recruitment and increased possible candidates in both quantity and quality;
    - State High School thespian organizations are directing students to the site for opportunities;
    - Keeps CWU competitive with similar schools, many using this system;
    - Streamlined process;
    - No contractual cost to CWU;
    - Easy to use;
    - Saves the student airfare to audition for program placement;
    - Open access for faculty to review applicants area by area;
    - All fees are processed by third-party credit provider;
    - Could be used by any department on campus, though primarily designed for the arts;
    - Could be very beneficial for programs that expand toward international recruitment and require portfolio review and auditions processes.

    Cons of the GetAcceptd system
    - Up-front cost for the student ($25) to apply through the system;
    - Only process that department can use for application processing, dictated by contract with the vendor.

6. **Strategic Alignment**

    The project aligns with the CWU Strategic Plan in the following ways:
    - **Objective 5.1:** Maximize the financial resources to the university, and assure the efficient and effective operations of the University through financial stewardship.
        - **Outcome 5.1.2:** Maximize strategies and practices that optimize resource availability.
        - **Outcome 5.1.3:** Provide effective use of university resources.
    - **Objective 5.2:** Develop and implement enrollment management and marketing plans that meet the enrollment objectives of the university.

- o **Outcome 5.2.1:** Maximize revenues enrolling the optimal number and type of student (e.g., in-state, out-of-state; domestic-international; freshman-transfer; undergraduate–graduate; residential-centers, etc.).
- **Objective 5.4:** Provide the facility and technology infrastructure and services appropriate to meet the university objectives, while maximizing sustainability and stewardship.

The project aligns with the College of Arts and Humanities Strategic Plan in the following ways:
- **Objective 1.1.1** Create and maintain high quality academic programs
  - o **1.1.1.3** Signature/unique status in state or region
    Departments and programs will have at least one undergrad degree that is unique or signature as compared to peer institutions in the state or region
- **Objective 1.2.1** Improve advising of current and potential CAH students
- **Objective 2.1.1** Build a more diverse college community
- **Objective 4.1.1** Improve visibility of the college

7. **Cost**
   There are no fiscal costs to the institution. Students will pay a fee of $25 for each institution to which they apply through **GetAcceptd**.
   Internal personnel costs of reviewing applicants are currently built into the application process. The new review process is expected to lessen the time faculty spends in the review process since they can review applications either as they come in or as individual auditors have time, without spending entire days getting to, and attending, recruitment activities.

   Currently up to six faculty travel together to audition sites to screen program candidates. With this tool one recruiter could invite candidates to upload their portfolios, reducing costs to the department in traveling to recruitment destinations and reduce the cost for students needing to attend regional audition sessions.

   Student contact information submitted via **GetAcceptd** will be transferred to Admissions for further recruitment of the student through Connect/Retain at no additional cost, as that process is present in the current procedure.

   - **Source of Funding (Project ID) or Description of the Source of Funding -** *not applicable*
   - **Cost Breakdown** - *not applicable*

8. **Product Life/Application Sunsetting or Decommissioning**
   Because this platform is used on a year by year basis, the department would either renew or discontinue the service prior to inviting applications to be submitted for the upcoming cycle. No files that remained on the services would be required of CWU as the application process would have been concluded for the previous year and not begun for the upcoming review.

9. **Alternatives**
   Although other platforms were considered they are more focused to other discipline's needs or often involved required linkage through social networks such as Facebook. None seems to serve the department's process as well as this service.

10. **Recommendation**

It is recommend by the theatre faculty that CWU contract with the vendor **GetAcceptd** allowing greater numbers of faculty to be involved in an overall candidate selection process; attaching addition high quality out-of-state students more efficiently and eliminating the significant cost to the student of attending preliminary screening auditions; making the overall process more efficient by putting into place a review process which reduces paper and DVD applications thus speeding up and streamlining the audition process for students and faculty.

11. **Timing / Schedule**

Task	Target Date
Faculty adopt motion to begin use to **GetAcceptd.com**	09/18/12
Contract from vendor sent to CWU Service and Contracts for review	09/19/12
Review of service and process with Admissions	09/24/12
Discuss new review process and get feedback from Instructional Effectiveness	10/02/12
Submission of proposal to Instructional Effectiveness	10/03/12
Approval from Instructional Effectiveness	10/09/12
Finalize contract with vendor	10/12/12
First faculty visits to conference and recruiting opportunities begin (Vancouver, BC and Spokane)	10/19/12 - 10/20/12
Branded landing page on **GetAcceptd.com** available to students to begin submitted portfolio material for CWU review.	10/22/12

12. **Approvals**

The following actions have been taken by the University Enterprise Team:

Date	Action Taken by Enterprise Team
10/09/12	Requested review of contract. Copy of contract sent via email to ET members.
10/10/12	ET member contract questions sent to Bruce Porter for review. Bruce advised he will negotiate contract after approval.
10/12/12	ET voted by email and approved. Ed Day notified Scott Robinson by email. Approval documentation sent to Purchasing.

Upon approval by the University Enterprise Team (ET), CWU procurement policies and procedures should be used to initiate a purchase. Please contact the Purchasing office at x1001 with any questions regarding the procurement process.