

Recruit Audio  
04-14-2009  
2:00 – 3:00  
Audio # 1-800-893-8850  
Audio code 3178469

Present: Julie, Leesa, Peggy, Crystal

Agenda:

1. Prospective Portal
  - a. Have you met with your CMS?
  - b. When will channels be created for the portal?
  - c. Banner Enrollment Management Software – Summit update.
  - d. Portal Update – Had some information from Julie indicated that senior management will make a decision by May, 2009 as to whether the MyUA portal would continue. UAA came up with some content that would be simple for admitted student portal and wants to move forward with it.
2. Web 4 Prospect
  - a. Any updates?
  - b. Clean Address update: April 16<sup>th</sup> is go live date.

See email below from Crystal regarding testing, which was also forwarded to Admissions Work Team. Julie did some SAT imports and web4prospects. Leesa did web4prospect and goamtch pushing.

There is no option for student to “override” address and continue from web4prospect or web application. With this in mind, we all agreed we do not want to turn Clean Address on for the student/self-service side. We do not think it was very friendly in the address resolution process and we absolutely do not want to lose a recruit or applicant because they can’t enter their address.

Additional Issues – Clean Address does not work on SRAQUIK Address screens, only SPAIDEN. When entering addresses on SRAQUIK screen, formatting was not corrected. Did not have the Override Address Verification check box on SRAQUIK address screen either.

When loading from SRIPREL process, if address was edited on GOAMTCH screen, added the zip+4 but the delivery point information was not filled in during the push process. Had to go edit address manually from SPAIDEN for this information to be completed. If address was not edited on GOAMTCH, no zip+4 was added during the load process.

We agreed that we were not ready to go forward with the product as is because of:

- 1) Rearranging address with PMB on line 1, and street address on line 2.
- 2) Coding addresses with zip+4 on addresses that USPS considers to be undeliverable.
- 3) Coding addresses with zip+4 on addresses that are missing suite information
- 4) Error messages for staff not helpful, and could end up with multiple page errors that require hitting OK on each one. These messages were not clear that the “OK” was actually a continue, and that you had to go through each screen.
- 5) Also very frustrating when trying to fix an address that Clean Address has identified as bad because after typing in address field, and trying to tab to zip code, the error messages repeat through every line.
- 6) We felt that there were inconsistencies in how the program handled address corrections and messages to end users.

We would like to have Runner Technology address issues 2 and 3 in particular. Issue 1 is a weird one, but there were definite concerns about why a zip+4 and delivery information was

added to an address that USPS shows as invalid.

Also noticed Override Address Verification showing on SPAIDEN and SRIPREL in PROD, so we realized that things were being moved to PROD in preparation for going live on Thursday.

- c. Ethnicity Codes and SRTLOAD – Ethnicity is going to old ethnicity fields.

### 3. EMAS –

- a. UA Scholar Bridge – Leesa -- Scholar award year and status – wants task request to bring this info out in the bridge. .
- b. Bridge update:
- c. Task Request Prioritization: Just checking with Jane about task requests. She has assigned student (Matt) to work on our NDS task request.
- d. Any other general updates?
- e. EMAS Face-to-Face. I will get some estimates to Mary. Will we be able to meet in San Diego before the conference? Leesa and Crystal are still on. Julie will ask again.
- f. Tech Prep or Dual Enrolled Students – Comm plans? Thoughts? Email from Mary on 4/2: Since these students are essentially sampling UA courses via the dual enrollment program, it seems like they are top candidates for a robust "wooing" by your campus to help ultimately turn them into degree seeking students. How large of an undertaking would it be to put together a communication plan addressed at this population?

Julie has an advisor that works with dual enrollment. Has a spreadsheet that Julie uploads into EMAS. Most likely we would not build a communication plan, but add pieces to the plan that would look at that information to send/no send.

- 4. Jane Update: Task request link is [http://bweb4lrgp.alaska.edu/banlrgp/owa/bwsk2rqs.P\\_DisplayRequests](http://bweb4lrgp.alaska.edu/banlrgp/owa/bwsk2rqs.P_DisplayRequests).

### 5. Other items/updates

- a. Test Plan for Banner Upgrades – With Banner 8 upgrade coming in October 2009, this will become more critical. All EMAS coordinators should start listing out processes/screens used on a regular basis, and we will come up with a game plan for coordinating testing of the new Banner as it relates to our recruiting screens.

Coming up with a test plan for recruiting side – web4prospect, bridge files, tape loads.

We had an April meeting deadline for setting up our test plan. Since April 14 was the deadline for our Clean Address testing, we will make the April 28 meeting our deadline for the test plans.

(Sent to Admissions work team Monday, April 13, 2009)

Hey everyone!

Here is the testing that I've done so far with Clean Address. UAF Admissions office has a separate program called Mailers that we use for our bulk mail. I've been comparing results that Clean Address gives me versus Mailers versus USPS.gov.

The main issues are:

- 1) Rearranging address with PMB on line 1, and street address on line 2.
- 2) Coding addresses with zip+4 on addresses that USPS considers to be undeliverable.
- 3) Coding addresses with zip+4 on addresses that are missing suite information
- 4) Error messages for staff - multiple page error messages
- 5) Error messages and behavior in UAOnline. Error messages tell student that address is out of range, and provides all the "valid" ranges. For students, I think a more simple message like "We were unable to validate your mailing address with our USPS database. Please verify your mailing address and make sure information is correct otherwise we will be unable to send you the materials you are requesting." Also, the handling of the use of arrow keys on web4prospect in UAOnline was very unfriendly.

If you do any testing, please let me know. The Recruit team will be meeting tomorrow afternoon to discuss our testing and I could add your testing information to our meeting. I will try to do a web application tomorrow morning and let you know if I am seeing the same things that I saw with the web4prospect.

Thanks!  
Crystal G

----- Original Message -----

Subject: [Recruit-L] Clean Address Testing

Date: Tue, 07 Apr 2009 14:57:59 -0800

From: Crystal Goula <fncag2@uaf.edu>

Reply-To: UA System-wide Recruitment Work Team List <recruit-l@lists.uaf.edu>

To: sxjdm@email.alaska.edu, UA System-wide Recruitment Work Team List <recruit-l@lists.uaf.edu>

Hey everyone!

I'm doing some Clean Address testing. I went back and tested the PMB situation, and Clean Address still reverses the info from the format of the USPS zip code web site. I know it's a small issue, but I am thinking of how this will look on our letters from both Banner and EMAS. It seems really weird to have the PMB be in the first line, then the street address in the 2nd line. Our Mailers program and USPS.gov both correct the address to have the street address first then the PMB, even when I reverse it on the web site. Page 1 and 2 have screen shots from Banner and USPS.gov.

Another test I've been doing is of addresses that USPS.gov consider to be undeliverable. When I run these through Mailers or USPS.gov, these addresses do not get a zip+4 assigned. On page 3 of the attached document, you can see the address I used at USPS.gov came back as Non-Deliverable, but when I put that same address in Banner, I got no error message about that address being undeliverable, and in fact got a zip+4 with the Delivery Point, Correction Digit and Carrier Route, so it looks like it is correct.

Another issue I noticed is when we have a student with an incomplete address. Our Mailers program identifies these as Suite Errors, meaning the address needs an apartment number to be truly deliverable. Clean Address assigned a zip plus 4 on these records without an error, but when I try to run through Mailers or USPS.gov, I got error messages. See page 4 of the attached document for screen shots.

Page 5 has screen shots of an error message that I received that is not really clear. The first screen said Address Out of Range, then gave a list of suggestions. When I clicked OK, I got a second screen, which I am guessing is a continuation of the suggestions, but that was not really clear. Granted this would be something staff would see, so it might be nice on the first screen if instead of "OK" it said Continue so that it was obvious another screen would come.

Page 6 has a screen shot from UA Online. I typed in partial street, tabbed to city and typed in Fairbanks, tabbed to State, and typed in A, then started arrowing through States to get to Alaska. Got Zip Code Warning

before I ever even finished my state selection. If you use the drop down, this error message doesn't appear, but if you are arrowing through the drop down you get the message as each state goes by, so screen jumped around as error message changed. A little frustrating. Also, if you are trying to fix an address after you get the error message, the screen jumps around as you try to correct data. Not very user friendly.

On the UAOnline side, I am not sure we want to have the Address Out of Range error message. I really don't think most students will understand that error message. Some of them have trouble figuring out if they are a Freshman, Transfer or Graduate student, let alone understanding what the "Range error" message means to them. I think an error message that just says "We were unable to validate your mailing address with our USPS database. Please verify your mailing address and make sure information is correct otherwise we will be unable to send you the materials you are requesting." Also, we need to have an option available so the student can submit the address with errors. I do not see that option available right now.

That's all I've had time to test so far.

Thanks,  
Crystal G