# RACRA Spring 2025 Minutes

Robert F. Hatcher, Sr. Conference Center, PSC 211 A/B
Middle Georgia State University – Macon Campus
Tuesday, April 22, 2025

**9:00 AM**     **Check-in**

**9:30 AM**     **Welcome**

Romina Torres-Aranda, RACRA Chair, Director of Student Recruitment, Kennesaw State University

- RACRA officers introduced
- Meeting agenda review

**9:45 AM**     **ADC Updates**

Dr. Jennifer McManus, Academic Information Systems Specialist, USG

- GA Match Unverified HOPE GPA test code added with 2 validations: SP25 EOT
- Program and Major code descriptions pulled in; no updates needed at campus level: SP25 EOT
- ACT Composite new code to reflect ACT changes: SU25 MT
- New degree levels and student levels to align with IPEDS reporting: SU25 MT
- Instructional Delivery code changes: SP26 MT
- Reminders: Regular SOAXREF check and timely error clean-up

**Introduction of New Attendees**

Romina Torres-Aranda, RACRA Chair, Director of Student Recruitment, Kennesaw State University

**10:00 AM**     **Unified ERP Update**

Rich Loftus, Vice Chancellor for Strategic Implementation, USG

- Refresher and project background
- Workday selected for HCM and FIN October 31, 2024 with a 30-year contract
- Software implementation partner: contract award by May 31, 2025
- Resources available on the USG Unified ERP website
- SIS vendor not determined yet; 3-4 years out
- HCM go live: 01/03/28; FIN: 07/03/28

**10:30 AM**     **eCampus Overview and Updates**

Dr. Amy Clines, Director, Marketing and Recruitment, eCampus

- Katie Taylor, Prospect Support Manager, co-presenter
- Overview of eCampus: eCore, eMajor and FreeCampus; serves USG institutions, not one on its own
- Review of resources for students and institutions

**11:00 AM**     **AI in Student Enrollment Services Panel**

- Romina Torres-Aranda (moderator), Director of Student Recruitment, Kennesaw State University
- Scott Burke, Senior Assoc Vice President, Undergraduate Admissions & Communications, Georgia State University
- Mary Tipton-Woolley, Interim Executive Director, Undergraduate Admission, Georgia Institute of Technology
- Ryan Hogan, Vice President of Enrollment, Marketing & Communications, Abraham Baldwin Agricultural College
- AI-enhanced admissions communication launched in 2016 at GSU and now using it for retention, too
- Provide guiding principles for AI use to students during admissions process: Tech
- Element451, CRM, uses AI for all student communication, Chatbot: ABAC
- Use AI to free up time for staff to handle interactions that need human interaction, to prompt students to submit documents, in classes with high D/F grades: reminders, responds to questions like "I need

directions for this assignment" (profound effect on final grades in these classes), speed up current processes for better student service (Parchment Raptor for transcript evaluation)
- Key for successful results: effort into monitoring and managing AI features, ensure you know what problem you are trying to solve
- What's next? Using AI in advising to help students walk through the advising process

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| 11:30 AM | **Networking Lunch** |

12:30 PM **Breakout Sessions**

Registrar Breakout (PSC 234)
Topics:
- Institutional Accreditors
- How is CPOS implementation affecting your Registrar's Office?
- Processes and procedures around micro credentials
- Update on campuses implementing data automation for transfer credit evaluation

Admissions Breakout (PSC 237)
Topics:
- Maxient Project - Dr. Jeffrey Waple, Assistant Vice Chancellor for Student Affairs, USG
- Georgia Match – Sarah Wenham, Director, Student Enrollment Services, USG

1:30 PM **Procedure on Preferred Names within USG Systems of Record**
- Dr. Todd Watson, Associate Vice Chancellor, Chief Information Security Officer, USG
- Sarah Wenham, Director, Student Enrollment Services, USG
- Goal: consistent identity management and fraud protection
- Systems of record: authoritative data source SIS, HRIS, and ID Mgmt platforms
- Institution responsible to confirm that legal name is supported by official government document, reviewed, and approved
- What if a student is not verified by end of add/drop? They should be dropped. Institutions can determine if they want to place a proactive hold to identify and notify unverified students and if they want to offer a grace period for reinstatement.
- Questions about what name is on ISIR and verification (Sue vs Susan example)
- Concern expressed about using legal name on rosters, etc. for students whose identity is connected to their preferred name
- Guidance not yet available on how institutions can indicate a name has been verified

2:00 PM **IMPACTS Implementation Best Practices, Learning Support Updates & More**
Dr. Melanie Largin, Assistant Vice Chancellor for General Education & Student Pathways, USG
- IMPACTS: reach out with questions, USG ASH has been updated to reflect Core IMPACTS
- LS changes: HS GPA becoming more reliable again & new analysis; FA26: updated HS GPA thresholds for exemption in place (can be rolled out earlier); new placement mechanisms allowed with approval and a data analysis plan
- TCSG Course Articulations: Gen Ed course list expanded from 28 to 38 starting FA25
- Gen Ed Council and RAC: streamlining course approval process, major analysis of Field of Study
- Volunteers for Transfer Improvement project requested, update to private institution list for citizenship requirements, FA 25 next round for STEM bump, ACM review coming

2:30 PM **Georgia Degrees Pay & the Catalog of Authorized Academic Programs**
Dr. Laura Lynch, Associate Vice Chancellor, Academic Programs & Policy, USG
- DMA (Degrees and Majors Authorized) now CAAP (Catalog of Authorized Academic Programs) and interface was updated
- Life cycle of program: Creation, Activation, Continuous Assessment, Modification, Closed to Admission, Termination
- Corresponding CAPP statuses: Authorized, Not Yet Active, Active, Deactivated, Terminated (no status corresponding to Continuous Assessment/Modification)

- Authorized, Not Yet Active should be changed once campus is ready to add to admissions app and program webpage is created
- Termination should be selected once there are zero students in the program and readmit window has passed (or if there is a plan to enroll readmits into another program)
- Deactivation term: admissions app and change of major form should not be open for the proposed effective term of deactivation before submitting to USG
- GDP only shows active programs

3:00 PM      **Closing Remarks, Voting, and Adjourn**

- Dillon Montes de Oca voted in as Secretary
- Gina Floyd rolls to Vice Chair and Paul Parker to Chair