

Initiative Details	
Initiative Name	Prospective Student Identities
<p>Description</p> <p><i>Describe the:</i></p> <ul style="list-style-type: none"> • <i>opportunity or problem</i> • <i>objectives – what you want to achieve</i> • <i>drivers and motivation</i> • <i>outcomes or outputs</i> • <i>current situation</i> 	<p>To date the Identity Management architecture at CSU has only dealt with people that fit into the traditional boundaries of the CSU community and have reached a point in their identity lifecycle that requires them to directly access mainstream CSU services and applications. This historically has included staff, students and a limited set of additional people with some ancillary affiliation with the university.</p> <p>The changing Higher Education landscape has extended and diversified the types of people that interact with university's systems and processes as well as introducing the need to explore new paradigms for recruitment of prospective students. Engagement through Social Media, Commercial Partnerships etc. has introduced the need to track and manage people across a diverse range of affiliations with varied engagement lifecycles and entry points.</p> <p>This project would seek to primarily implement a solution that would facilitate the capture, management and use of identity data for prospective students but not to the exclusion of other identity spaces that may have similar requirements. Examples may include management of identities in CSU enterprises that do not need any access to CSU core systems.</p> <p>Why is it important?</p> <p>Because of increased competition for student enrolments in the Higher Education sector improvements to the user experience, quality of engagement and the elimination of potential barriers in the recruitment process is one of CSU's main strategies going forward.</p> <p>Through stakeholder discussions three major requirements have emerged to improve the rate of conversion from prospect to enrolled student:</p> <ul style="list-style-type: none"> ○ The user experience should be consistent and seamless between the various entry points to the recruitment process. ○ Prospective Students should not have to re-enter data that they have previously provided to the university. ○ Good quality analytical data must be gathered at every step throughout the entire process to ensure good decision making and improvement in the relevant process KPI's. <p>While the Applicant Experience project will improve user experience in many ways it does not address the underlying Identity and Access Management requirements that needs an underpinning architecture that incorporates prospective students and other categories of non-traditional identities. The architecture must establish methods to allow identities to move seamlessly between appropriate CSU systems using common identifiers that facilitate data transfer and tracking data that will contribute to meaningful analytics.</p> <p>How are our students Impacted?</p>

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Currently there are a range of issues negatively impacting the prospective student experience and the student recruitment process:

- Moving between the Application Process and the Credit Precedence Application have differing methods of authentication using different credentials for each process which in turn is different to that employed for existing CSU identities.
- Existing Identities e.g. students or staff who already have an established active account are required to self-register in the application process and credit precedence process.
- Existing identities need to re-enter all required data regardless if the data is already held in other CSU systems.

Who else is impacted?

- The university's ability to meet DeT compliance with Admissions Data Collection reporting pre-census.
- Decision makers that have poor data relating to Applicant to Conversion.
- International Agents that need access to the Credit Precedence system for application processing.
- Marketing strategies that offer services that help attract students outside traditional IDM boundaries.

What will the project deliver?

The project will underpin the Applicant Experience project by:

- Extending the CSU Identity Management Architecture to include Prospective students.
- Ensure consistent linking of data sets between the Application, Credit Process and other mainstream CSU applications.
- Ensure consistent tracking and analytical data across all systems and entry points throughout the entire student lifecycle.
- Facilitate common credentials across Prospective Student Systems that integrates with existing CSU SSO infrastructure

Timing

- Project needs to align to the Applicant Experience timelines.
- Precursor and complimentary capability enhancements being performed in the "IDM 2015 Upgrade" ICT:SWR scheduled from mid Q4 2015 to end Q2 2016.

Technical Dependencies:

This proposal has dependencies on a current ICT:SWR activity funded and scheduled to expand the capabilities of the existing CSU Identity Management process that will:

- 1 Migrate CSU applications to the new OpenLDAP infrastructure which:
 - Establishes the ability to check Group membership for Service & Application access control
 - Utilises Industry standard data schemas and tree structures
 - Allows the decommissioning of the
 - Outdated version of OpenLDAP
 - The Database and infrastructure used to stage data transfers into the old LDAP

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	<ul style="list-style-type: none"> ▪ The legacy Constellar data integrations <i>Benefit: The new OpenLDAP is provisioned directly from IGMS rather than the Legacy System. If Prospects are included in IGMS this will allow them to be provisioned to LDAP where we would not include untrusted prospects in th Banner based legacy Authentication System.</i> <p>2 Move Password management out of legacy authentication system into Identity & Group Management System (IGMS). <i>Benefit: If Prospects are included in IGMS than they will need to activate and reset forgotten passwords in IGMS – prospects will not be moved to the Legacy Authentication System</i></p> <p>3 Implement Numberplate Format Usernames (NPU). <i>Benefit: Existing format usernames are name-based and have identified issues relating to format limitations and the need to change them as people’s names change. Introducing NPU’s will allow a large range of potential usernames as well as staying consistent across the entire Student lifecycle.</i></p> <p>Resource Dependencies: Availability of DIT and other divisions resources outlined in the “Funding Required” section.</p>

Description of Benefits	
Description of Hard Benefits (monetary)	<p>The following hard benefits will be gained from the proposal:</p> <p>Improved revenue stream through improved conversion rates: Improvements in applicant conversion rates generated by the Applicant Experience Project are directly linked to the capability enhancements provided by this project.</p> <p>Reduction of Business Risk: Not proceeding with the proposal has the consequence of forcing students to deal with the complexities of disparate registration processes, multiple credential sets and re-entry of data they have already provided which represents considerable negative impacts on the student experience. This in turn elevates the risk of application attrition as well as considerable barriers to new and existing CSU students taking up new study options.</p> <p>Failure to build the capability to include prospective students and other non-traditional affiliations will mean that future projects will have to work around this inadequacy in CSU’s Identity Management Architecture, leading to increased cost, more customisation in each related project, slower implementations and increased risk of future project failure.</p>
Description of Soft Benefits (time, productivity, customer service, compliance etc.)	<p>The following soft benefits will be gained from this proposal:</p> <ul style="list-style-type: none"> • Student Experience: the proposal will have a significant positive impact on both prospective and existing students and staff engaging in the student application process. • Customer Service: Bringing prospective students into the CSU IDM architecture allows CSU to better meet the needs of future students by extending the existing enterprise Identity Management practices to prospects rather than siloing identity data in disparate systems. • Reduced Technology Support: Bringing prospective students into the CSU IDM architecture allows common support models for issues with authentication services, password management etc. It also reduces the need for diverse technology skill sets to

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	<p>troubleshoot complex issues across cloud services using different technologies, and credential schemes.</p> <ul style="list-style-type: none"> • Adherence to CSU IDM Architecture principles: Ensures standardisation of identity management and access control across diverse systems and process allowing new systems to be integrated easily without individual solution design. • Single Sign-On (SSO): Leveraging existing IDM infrastructure will mitigate the need to introduce new technologies and services as well as allowing existing identities to access systems without re-authenticating or re-registering. • Efficiency gains in communications: Inclusion of prospects in a common identifier scheme enhances the ability to track the student journey and allows for targeted campaigns to help convert applicants • Efficiency savings for future projects: Allowing non-traditional identities in the IDM architecture means that bringing on new systems that relate to them is much easier and can use established authentication infrastructure etc.

Project Approach and Change Considerations	
<p>Customer and Business Impacts of the Solution <i>(Describe the impact to customers, internal processes, information resources)</i></p>	<ul style="list-style-type: none"> • Improved student experience through the removal of the need for students to manage multiple accounts in Prospective Student Systems. • Improved student experience for students by enabling the capability to transfer data between not only Prospective Student Systems but existing Identity Management systems and other relevant CSU applications (BDMS, Alesco, Degreeworks etc.) to avoid re-entry. • Improved student experience for students with a consistent support experience for account management issues with no need to change when reaching Offer of Admission Stage. • Reduced support overheads for DIT staff managing and supporting disparate authentication methods between applications. • Improved analytics and Business Intelligence capability by use of unique, unchanging identifier across the Prospect to Conversion process. • Increased visibility of Prospective Identity data and access control by inclusion in CSU enterprise IDM solution